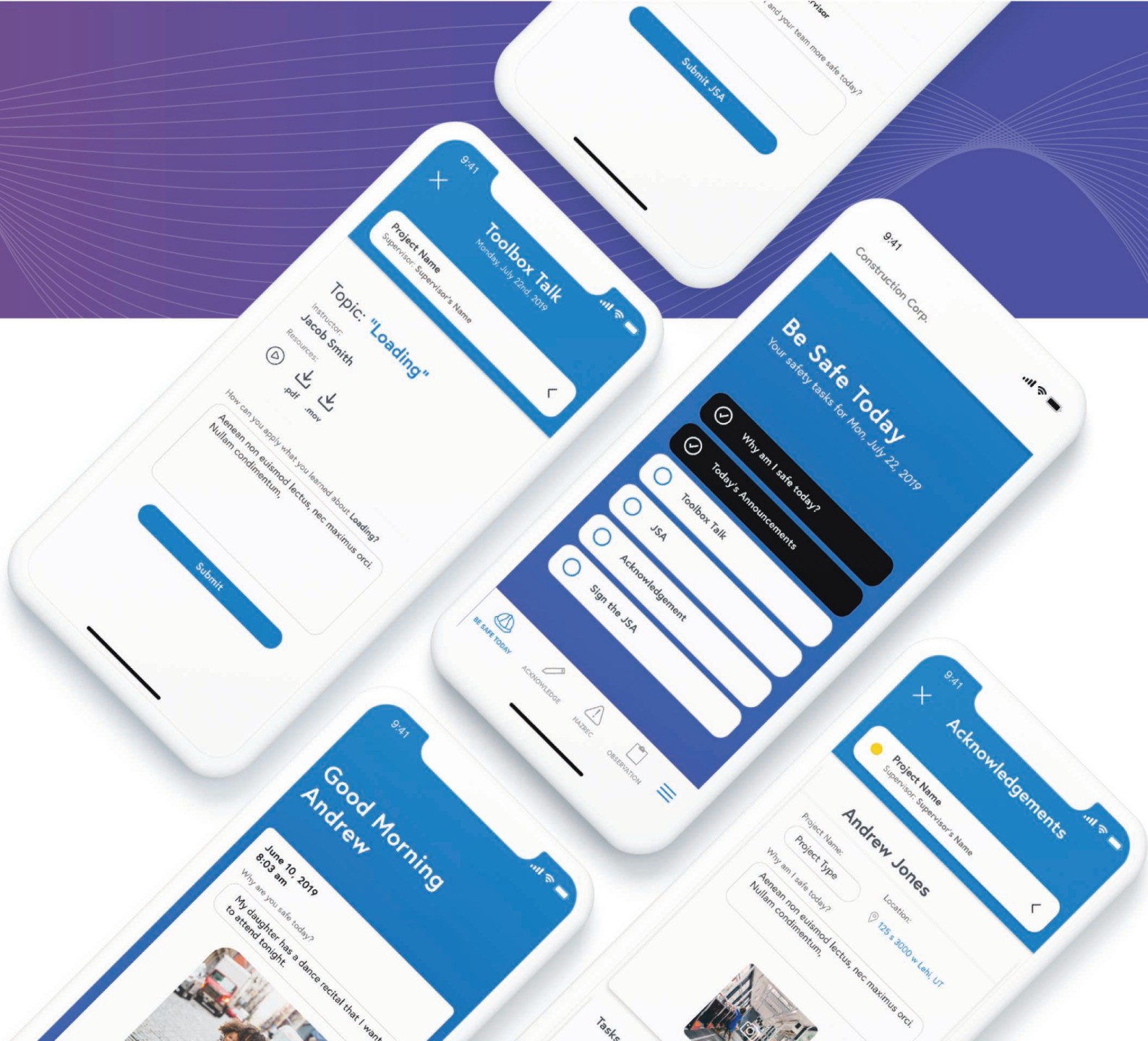




AI to eliminate workplace injuries
and accidents



Executive Summary

Using AI to reduce workplace incidents and injuries—which cost the US \$161B per year



Safety is low tech, fragmented competition, high demand



No aggregation of data



Proof that Edify reduces incidents and saves money



Refining and optimizing AI in 2021 to grow aggressively in 2022 - 2023

Overview and Investment Highlights

Edify.ai Safety

Mission

Use AI to reduce
injuries and deaths in
the workplace



Reduce injuries and deaths in the workplace, which cost US \$161B*



Significant savings in medical claims and insurance costs, with average incident costing \$41,000*



Phase 1: Digitize paper workflow and utilize previously unavailable data to the benefit of the employer--further saving up to \$60 per day per worker.

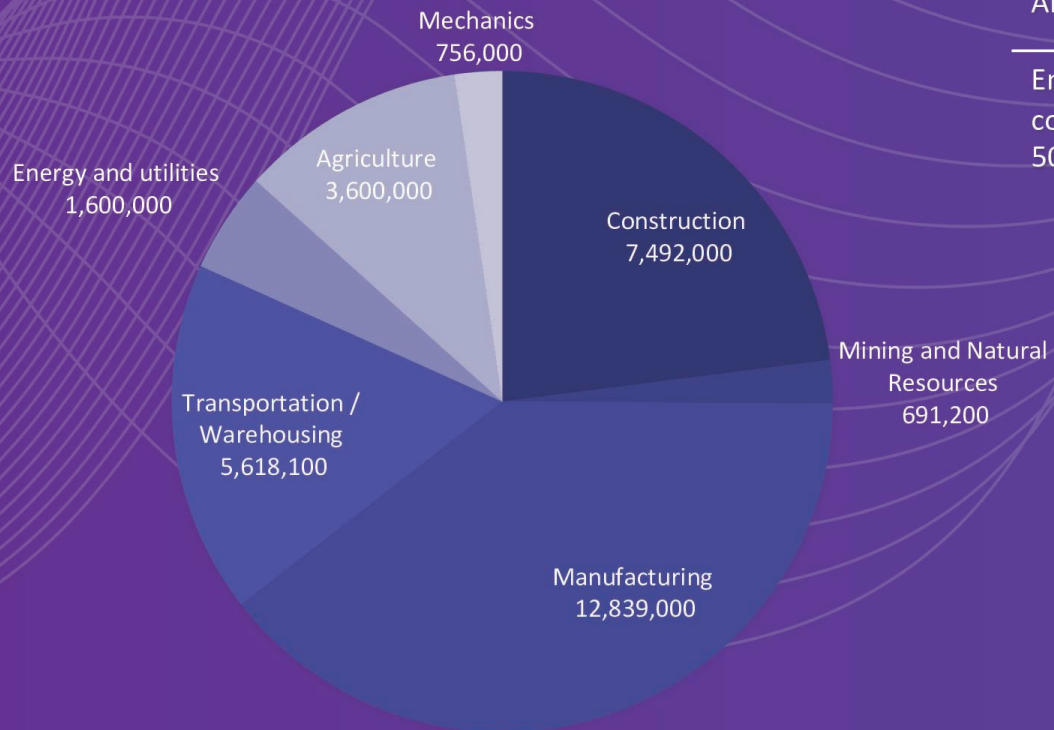


Phase 2: Value based pricing based on claim reduction, insurance premium savings, and employee efficiency

Lots of paper and
lots of LOST data



The Safety Market in the US



	Potential Users	ARR TAM @ \$5/month	ARR TAM @ \$10/month
All US companies	32.5M	\$2.0B	\$3.9B
Employees at US companies with over 500 employees	12.7M	\$760M	\$1.5B

Globally, not including the US

Developed countries (EU, Australia/NZ, Japan, Canada, etc.)	→	38M potential users
Developing countries	→	135M potential users

Insurance drives safety at companies

- \$56B in workman's comp premiums in the US alone*

Each incident/claim

- \$41,000 in medical and administrative costs*
- \$151B in total costs per year in the US when accounting for lost productivity*

Companies can increase margin utilizing self-funded insurance and efficient claim management

- Very large construction projects (>\$200M) can almost double profit margins with well managed safety and insurance

Key distribution channel will be insurance

- Already working on distribution agreement with one of the insurance brokers in the US

The Safety Market = Insurance



Personalization

How does safety affect me and my loved ones?



Mindset

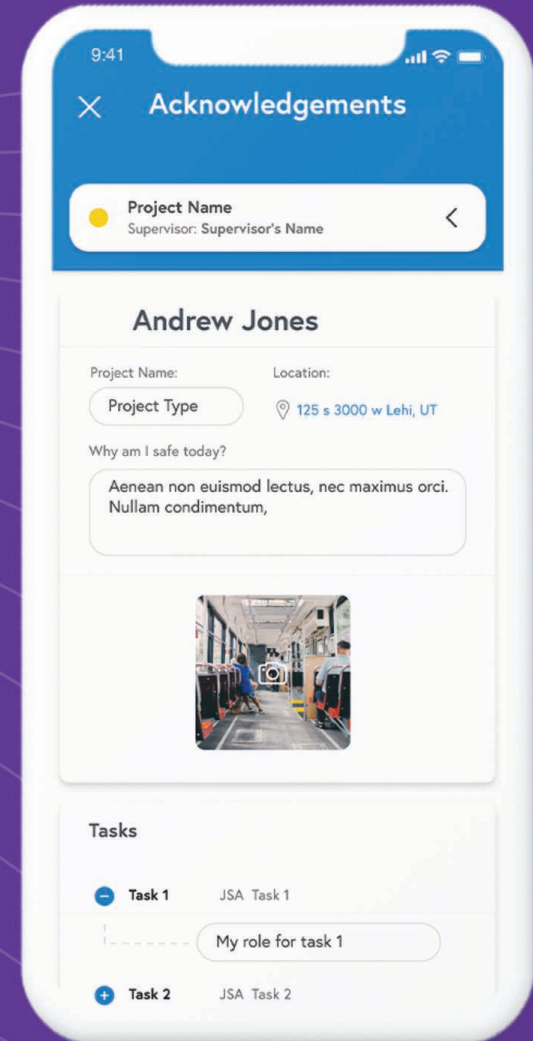
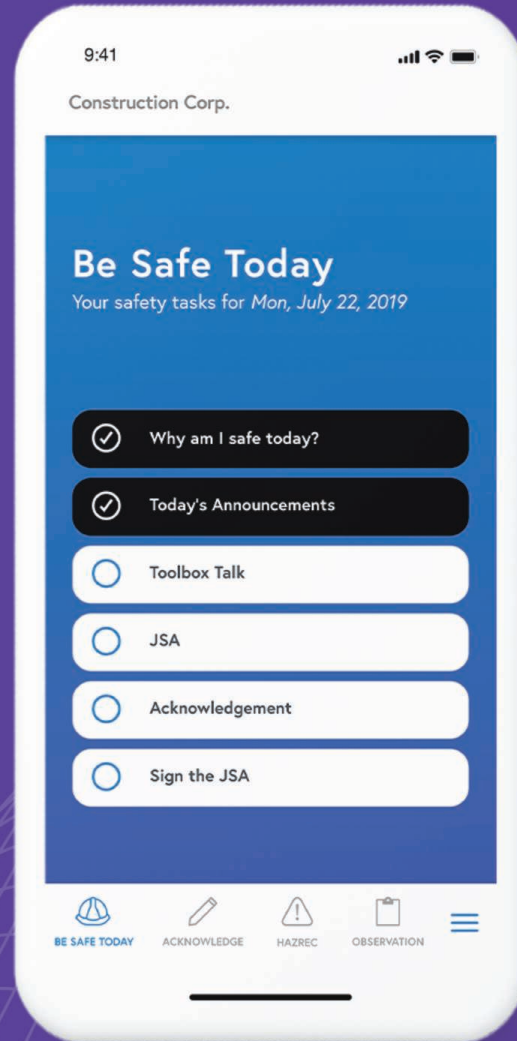
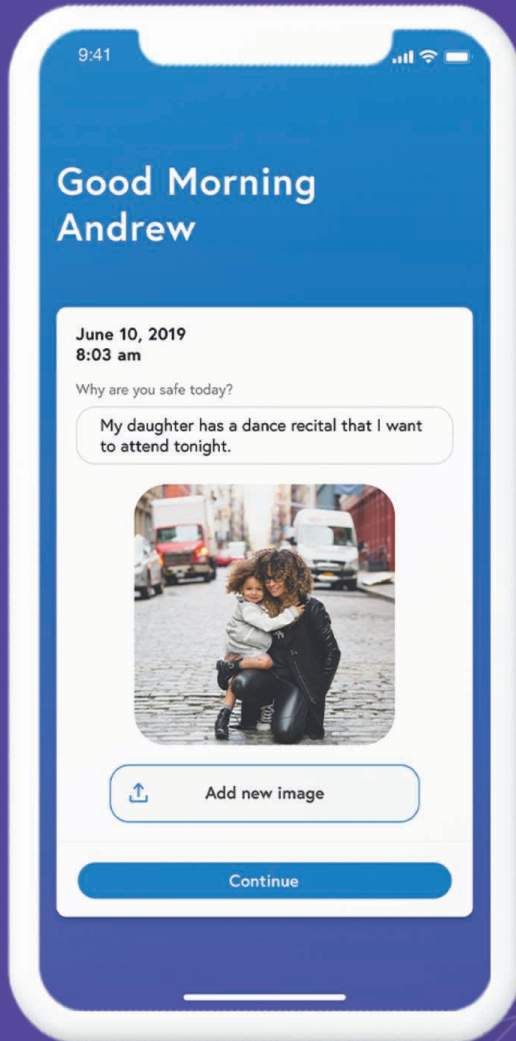
What am I doing today → Tasks, Hazards, and Controls



Culture

Drive safety culture throughout the entire organization

Engagement is the Key to Improving Safety



Daily usage by every worker
Replaces *existing* paper process

Artificial Intelligence

Get smarter through
deep learning

Generate SAFE Grade
FICO Score of Safety

Train neural network to
predict risk of incident



Proof Points

*IP acquired by Edify and
built into Edify's platform*

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\$500M Construction Company*

2,000 employees

Over 5 years, reduced
annual claims saving
\$900/employee/year

Top 10 Insurance Company*

Analyzed 3 years of
data

Proper use of Edify
one of largest
predictors in
reduction in claims

****Details available under NDA***

Customers

20 Customers – Tracking to \$500,000 Revenue for 2020

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Notable Customers

- Top 20 General Contractor
- 5 companies over \$2B in revenue
- Fortune 100 company
- A leading mining services provider
- One of the nation's largest home builders

“You better not ever take this from us, because we are NEVER going back to paper.”

-Frontline worker at \$2B construction company

Why they have chosen Edify over alternatives—and what continues to make us unique:

- Tools to engage every worker
- Using AI to stop incidents
- Clear ROI by digitizing paper processes

Addressable market

Construction
\$1.3B

Construction
Mining
Energy
Utilities
Manufacturing
\$7.8B

The
Insurance
Markets

2019 – 2020

\$500K

4+ customers

Prove app with frontline workers

Get initial contracts

Acquire data to prove model

2021

\$2M ARR

20+ customers

Time saving app to gather data

Prove and optimize AI
focused on claims reduction

Recommendation engine

Prove sales model

2022 - 2023

\$13M ARR

100+ customers

Drive Sales and Marketing

Value-based pricing

Expand into industrial safety

Additional products leveraging data

2023 - 2024

\$24M ARR+

Risk Management

Full value-based pricing
(share in claims reduction)

Reduce claims via
granular data and AI

Expand into other industries

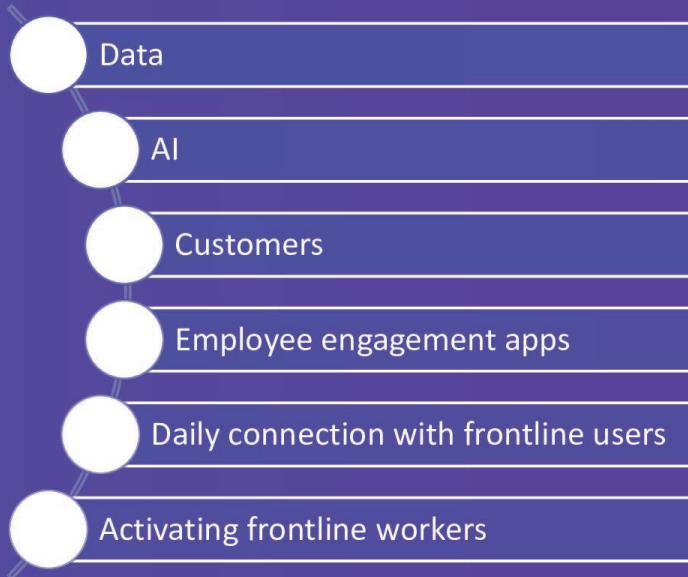
Additional products for insurance

These projections cannot be guaranteed.

Go to Market

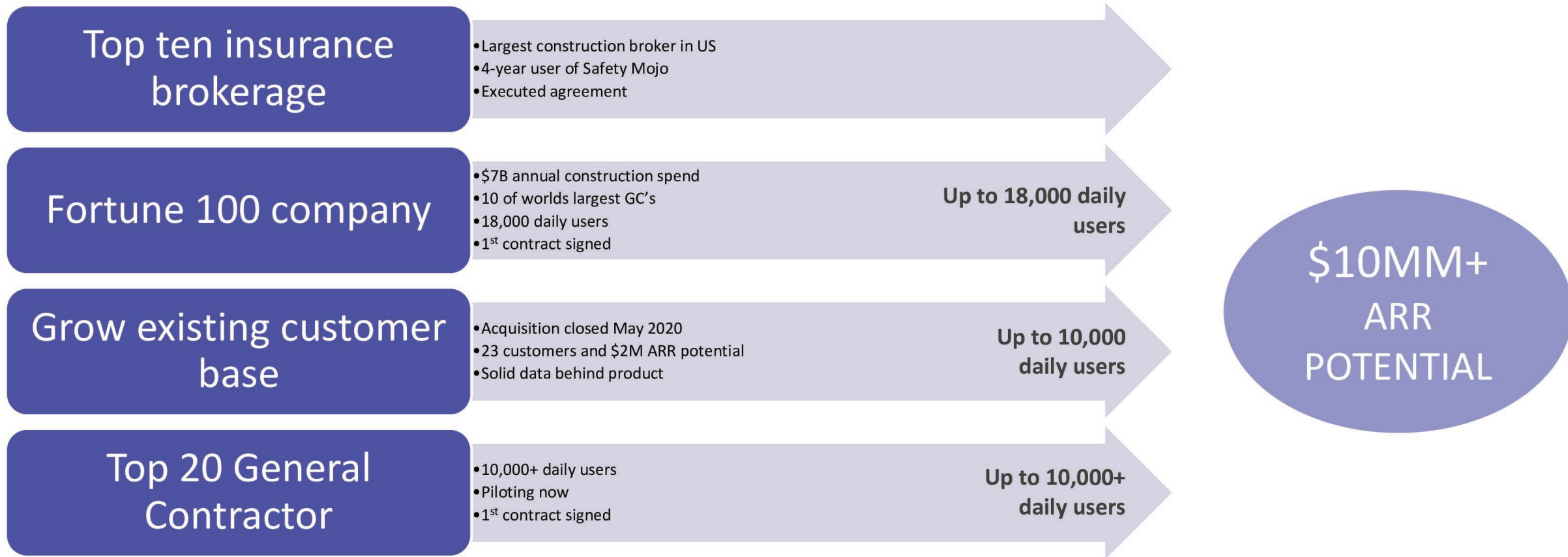
Unique Competencies that We Can Leverage to Create Value to the Customer

Competencies



How our Competency Sets are Leveraged





Strategic Growth Partnerships for 2021

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Founding Team



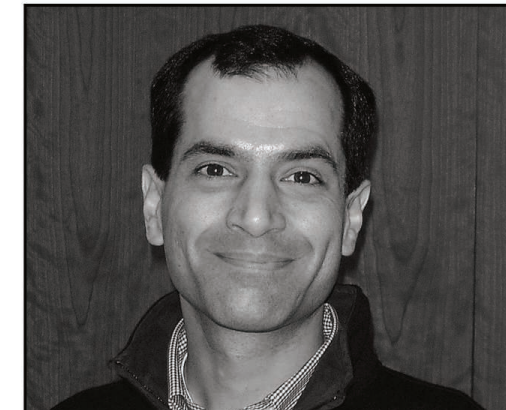
CORY LINTON
CEO

- 25 years experience in software, including 9 years at Microsoft
- Most recently COO at School Improvement Network, where he helped grow the company from \$2.5 M to over \$46M prior to exiting to a strategic buyer
- MBA from Columbia Business School
- 5 patents



BRIAN KENNEDY
CHIEF TECHNICAL OFFICER

- 23 years of development experience, 18 years management and startup experience
- Oversaw the development of multiple AI, machine learning, and Natural Language Processing applications, including several for blue chip clients such as Department of Defense, Department of Energy, the FBI and American Express.
- Deep expertise in the Microsoft stack (client, server, and cloud, LAMP stack, general AI, natural language processing, deep learning, information security, and defense security).



Shahid Chishty
CHIEF FINANCIAL OFFICER

- 30 years experience in business development, finance, investment banking, strategic advisory, private equity, venture capital and investments
- Board Advisor and C-Suite – including 4x CEO – positions, with cutting-edge Silicon Valley startups in AI/ML, AdTech, AgTech, Blockchain, EdTech, BioTech, Robotics, etc.
- Advised private and public corporations on M&A transactions – working on transactions valued in multi-billion dollars, fundraising, capital structuring, and IPOs valued at over \$500M and managed \$1.5B multi-country Rhein-Main Securitisation group

Safety Advisory Council

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***Details available
via NDA***

Will be publicly
announced in
January 2021

- Fortune 100 spending \$7B+ on construction a year
- 20+ years in safety

- \$2B mining company
- 20+ years in safety

- \$2B aggregate and surface construction company
- 10+ years in safety

- \$2B construction company
- 20+ years in safety

- Top ten insurance brokerage
- 25+ years in safety

Projections

	2019	2020	2021	2022	2023	2024
Revenue	\$ 530,000	\$ 540,000	\$ 2,092,957	\$ 6,308,790	\$ 13,226,176	\$ 24,424,862
<i>Annual Revenue Growth</i>	<i>0%</i>	<i>202%</i>	<i>288%</i>	<i>201%</i>	<i>110%</i>	<i>85%</i>
Product Development	\$ 509,850	\$ 712,600	\$ 848,678	\$ 1,613,198	\$ 2,880,463	\$ 4,583,572
Sales/Marketing	\$ -	\$ 42,567	\$ 427,145	\$ 2,271,472	\$ 5,731,574	\$ 8,638,283
Customer Success	\$ -	\$ 26,583	\$ 228,187	\$ 851,420	\$ 1,299,987	\$ 1,938,992
Management and Finance	\$ -	\$ 118,239	\$ 501,784	\$ 937,181	\$ 1,174,898	\$ 1,207,384
Cell phones, hardware, software	\$ -	\$ 3,000	\$ 20,058	\$ 76,367	\$ 155,392	\$ 207,108
Rent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Expenses	\$ 509,850	\$ 902,989	\$ 2,025,853	\$ 5,749,639	\$ 11,242,314	\$ 16,575,341
Net Income on Booked Sales	\$ (330,850)	\$ (362,989)	\$ 67,104	\$ 559,152	\$ 1,983,862	\$ 7,849,521
Net Income Margin	-185%	-67%	3%	9%	15%	32%
Funds Raised	\$ 1,000,000	\$ -	\$ -	\$ -	\$ -	\$ -

- Cash flow positive achieved in July 2020 under this plan; working on alternative plan optimizing growth vs. cash flow
- Under NDA, a detailed breakdown of 2021 and 2022 revenue is available, including specific customer drivers, deals necessary to achieve revenue, and assumptions.

We Succeed When...



Significantly
reduce injuries
and lives lost in
the workplace



Disrupt insurance
markets



Redirect large
dollars to better
purposes

For more information:

Cory Linton

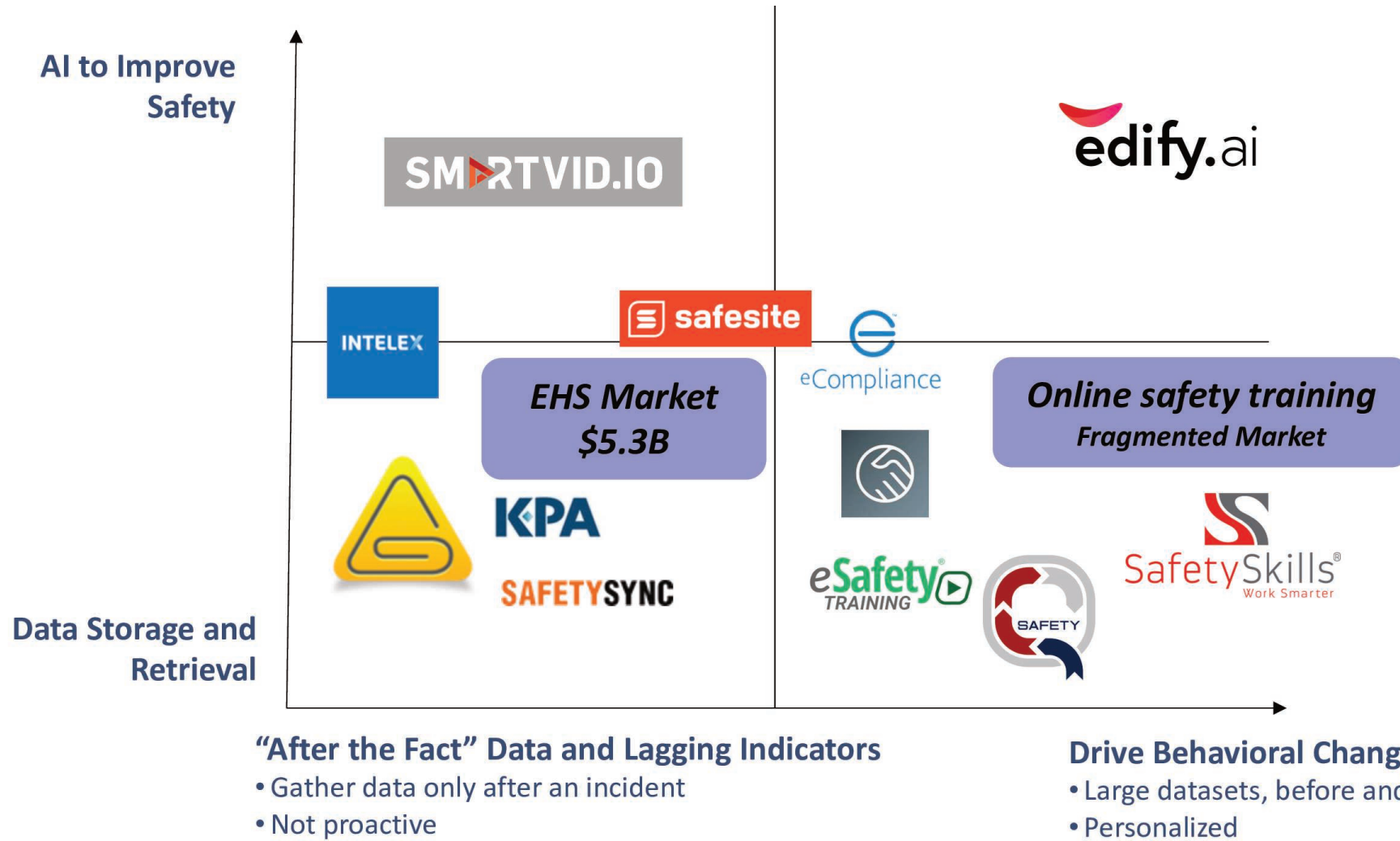
CEO

Edify.ai

801-414-7503

cory.linton@edify.ai

Appendix

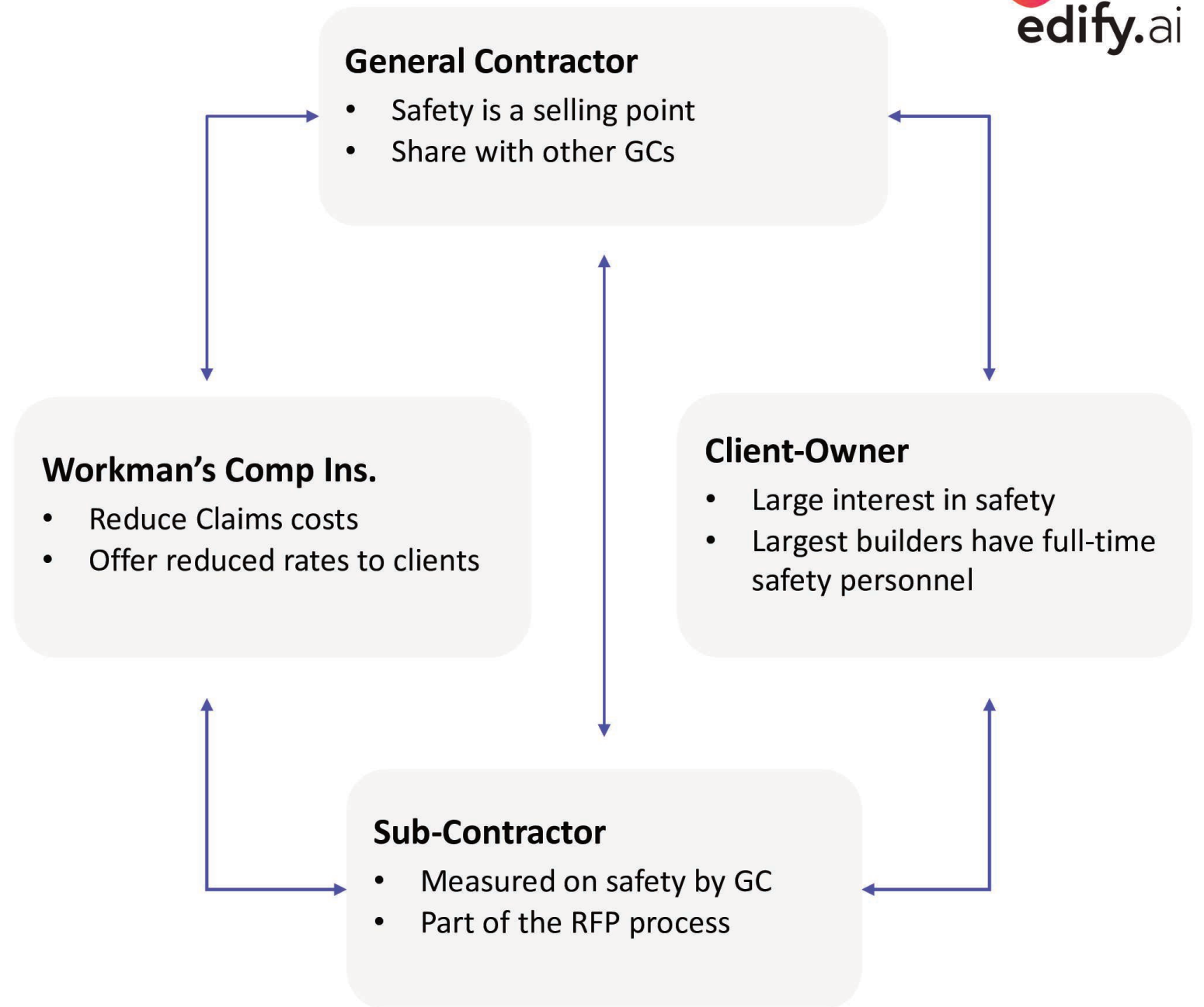


Unique to Edify:

- Focused on AI to reduce claims
- Designed for frontline workers
- Focused on claims reduction, not compliance

Edify.ai Competition

Multiple Distribution Channels for Safety



Product Overview

The Edify.ai Platform

Enterprise platform

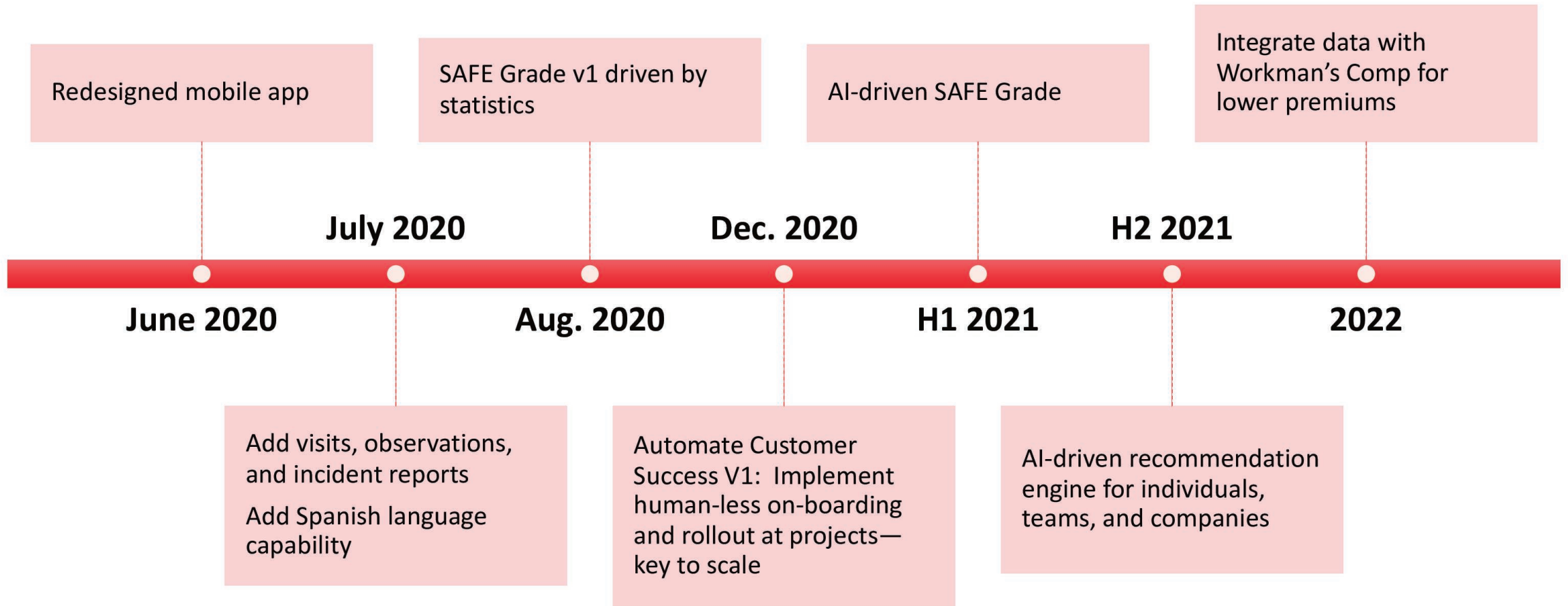
- Rapid customization (forms, labels, etc.)
- Highly scalable (built on Azure architecture)
- Highly secure tenant architecture

Designed for every worker

- Rich permissions and roles system
- Workflow can be built into any form
- Offline by default for snappy user experience

Engagement engine

- AI and engagement measures built into every field automatically
- Uses AI, NLP, and proprietary machine learning algorithms



Roadmap

Edify is the **ONLY** tool every worker uses every day...how do we leverage that?

Safety

- Incident management and root cause analysis
- Insurance integration and data sharing
- Training
- Biometrics integration

Productivity

- Daily reporting per worker
- Manpower profile (LinkedIn of Construction)

Profitability analytics

- Combine productivity data, manpower history, and safety data
- Identify projects early with risk of losing money

Workman's Comp

- Disrupt the current pricing model
- \$55B market in the US
- Be built into premiums, or get a premium discount for usage

Additional Value-adds and Upsell Opportunities



Safety Exit Strategy – Lots of Strategic Buyers