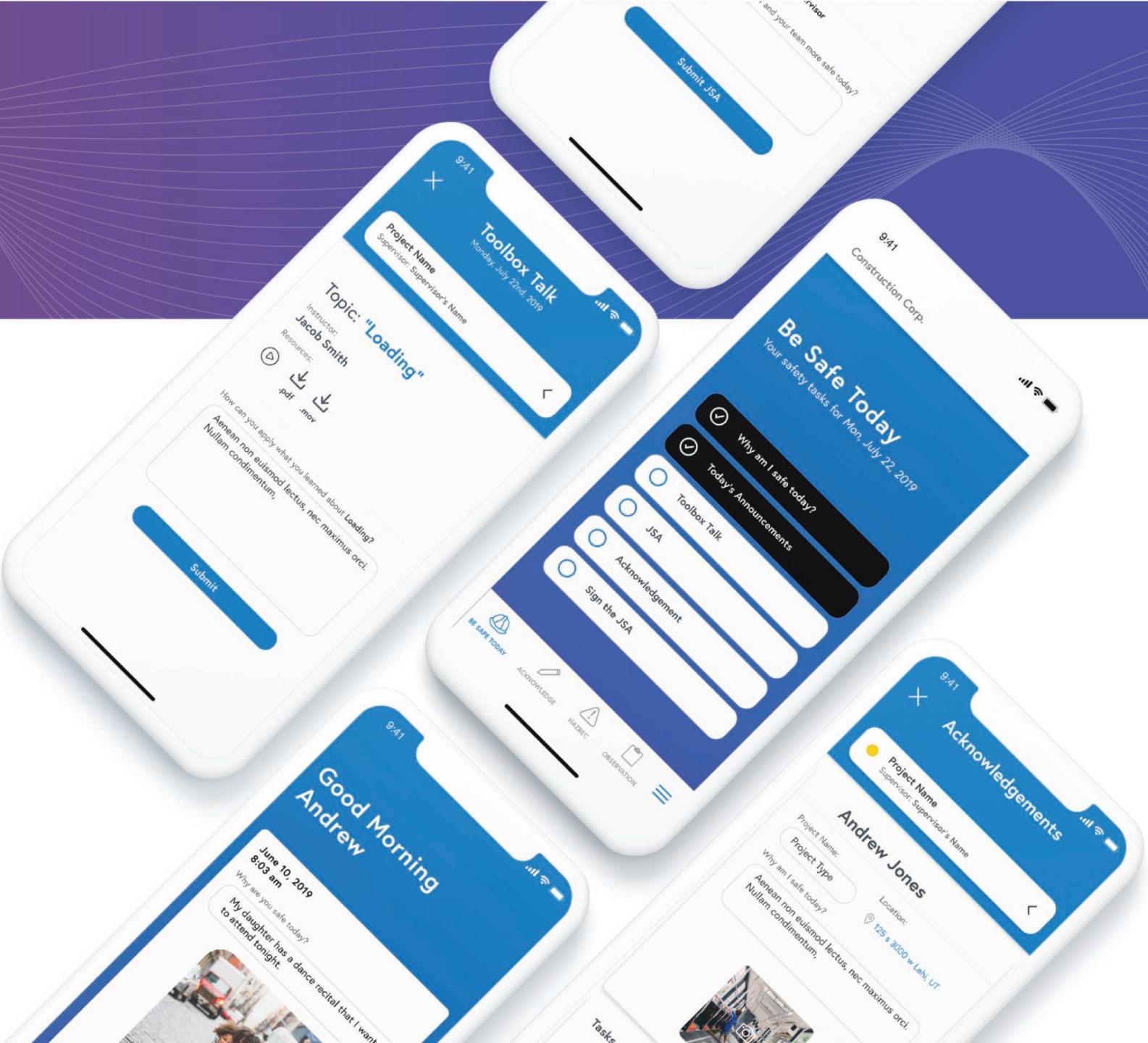




AI to eliminate workplace injuries  
and accidents



# 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.

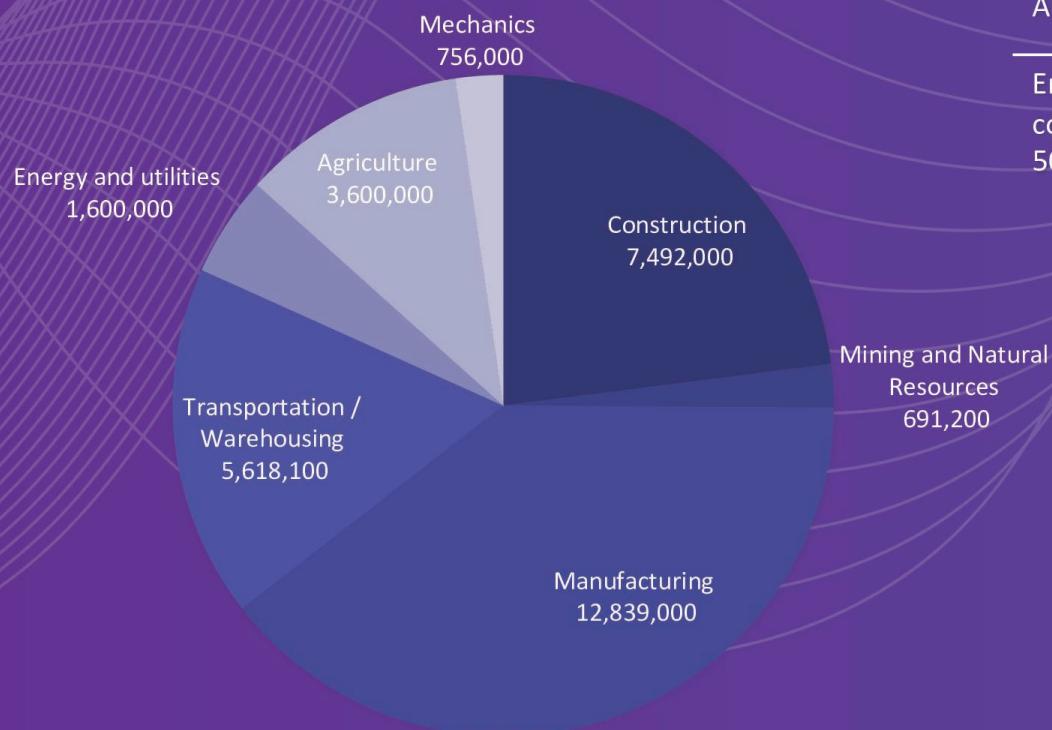


**Phase 2:** Value based pricing based on claim reduction, insurance premium savings, and employee efficiency

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	<b>32.5M</b>	<b>\$2.0B</b>
Employees at US companies with over 500 employees	<b>12.7M</b>	<b>\$760M</b>

Globally, not including the US



## 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

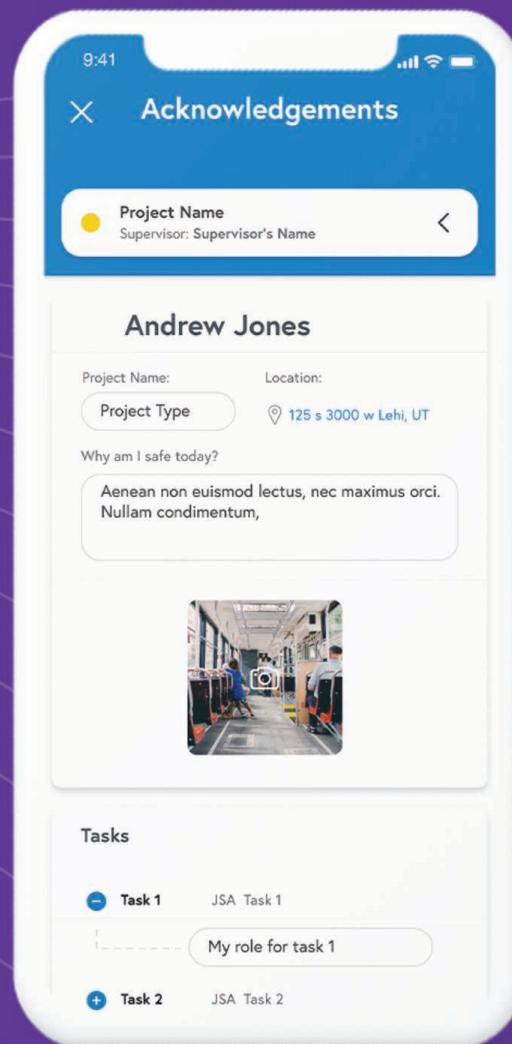
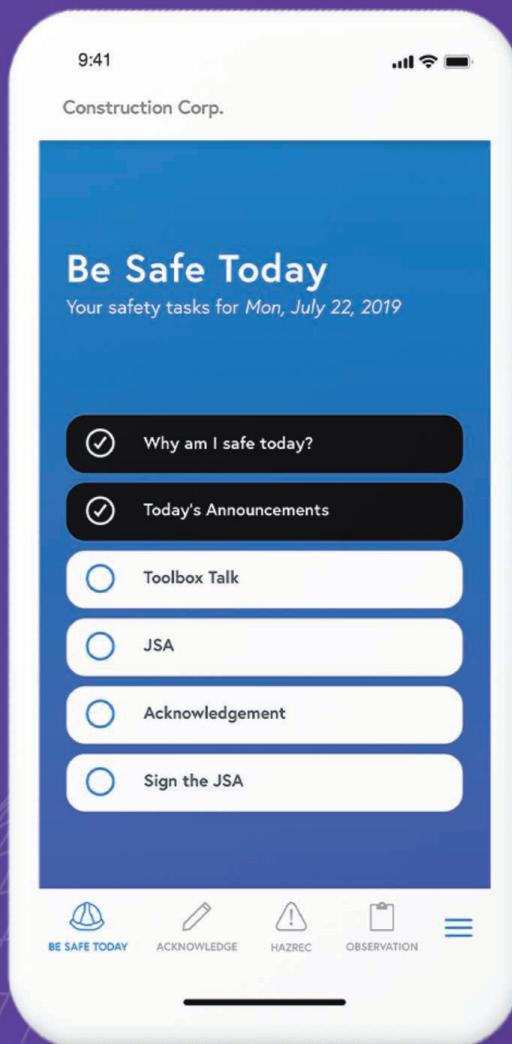
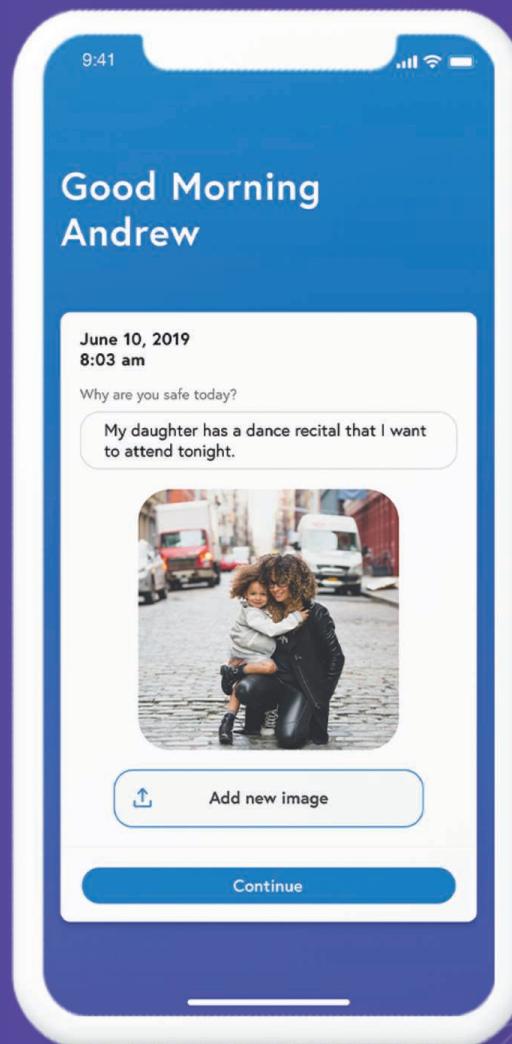
What am I doing today → Tasks, Hazards, and Controls



## Culture

Drive safety culture throughout the entire organization

Engagement is the Key to Improving Safety



Daily usage by every worker

Replaces *existing* paper process

Get smarter through  
deep learning

## Artificial Intelligence

Train neural network to  
predict risk of incident

Generate SAFE Grade  
*FICO Score of Safety*

## 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

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

-Frontline worker at \$2B construction company

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

## 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

**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

## The Insurance Markets

Addressable market

Construction  
\$1.3B

Construction  
Mining  
Energy  
Utilities  
Manufacturing  
\$7.8B

2019 – 2020  
\$500K  
4+ customers

2021  
\$2M ARR  
20+ customers

2022 - 2023  
\$13M ARR  
100+ customers

2023 - 2024  
\$24M ARR+  
Risk Management

- Prove app with frontline workers
- Get initial contracts
- Acquire data to prove model

- Time saving app to gather data
- Prove and optimize AI focused on claims reduction
- Recommendation engine
- Prove sales model

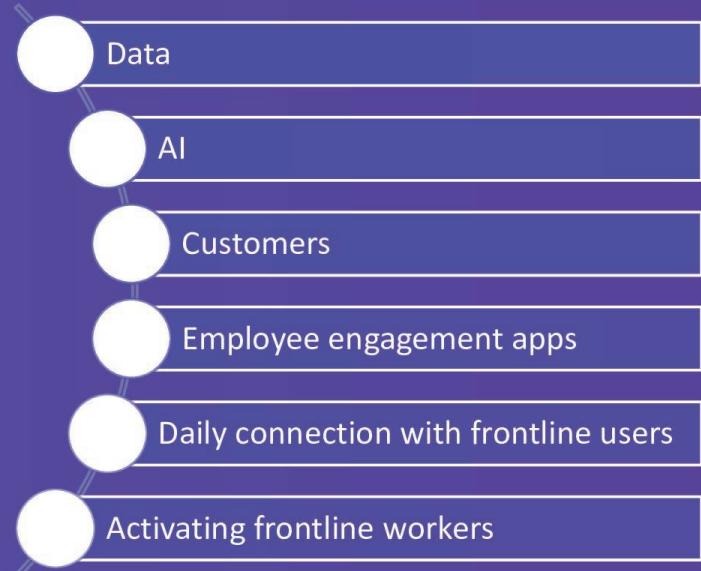
- Drive Sales and Marketing
- Value-based pricing
- Expand into industrial safety
- Additional products leveraging data
- Full value-based pricing (share in claims reduction)
- Reduce claims via granular data and AI
- Expand into other industries
- Additional products for insurance

These projections cannot be guaranteed.

# Go to Market

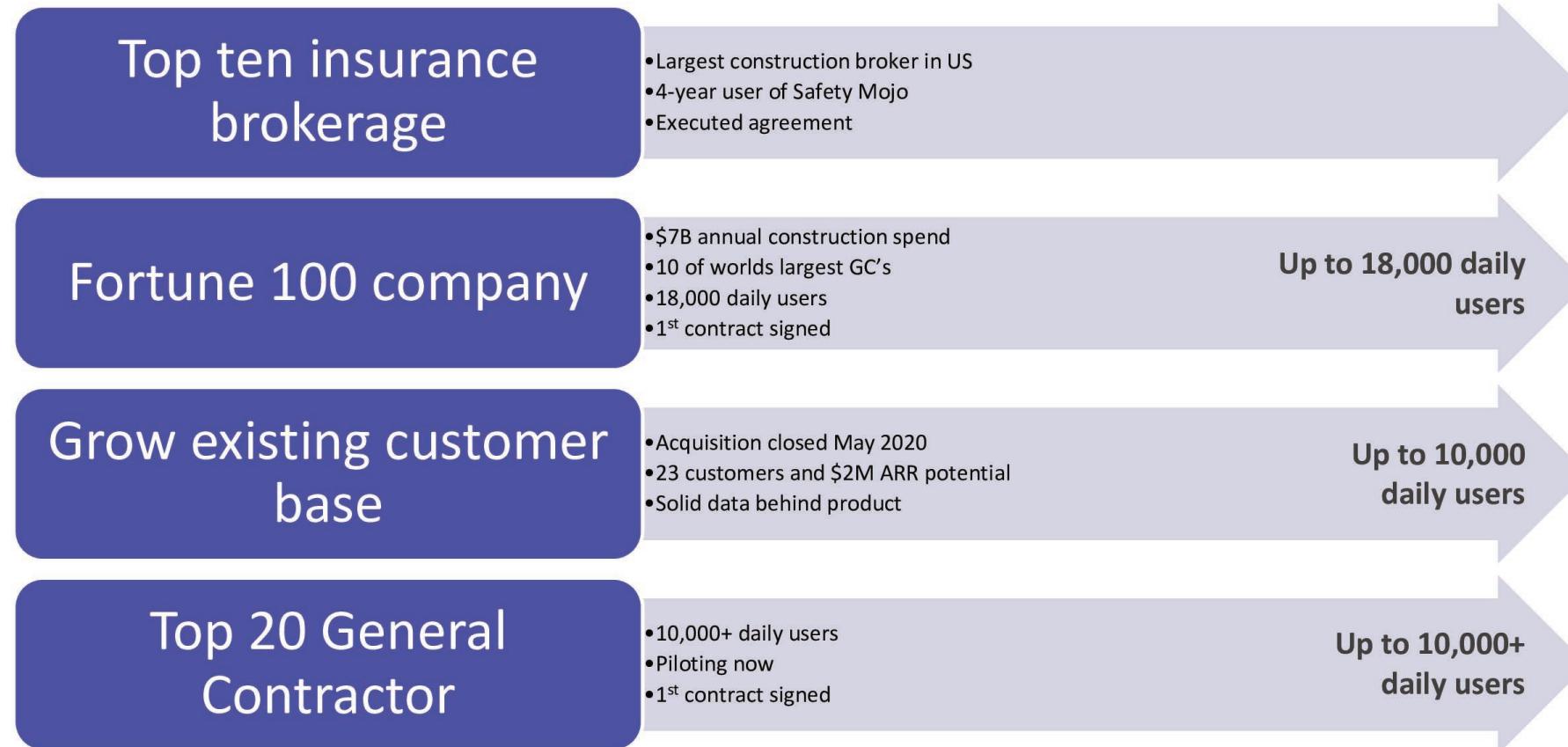
# Unique Competencies that We Can Leverage to Create Value to the Customer

## Competencies



# How our Competency Sets are Leveraged





## Strategic Growth Partnerships for 2021

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# Founding Team



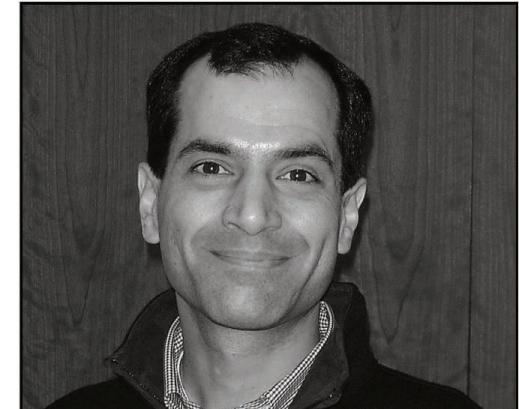
**CORY LINTON**  
CEO

- 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

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

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- \$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
<b>Revenue</b>	<b>\$ 530,000</b>	<b>\$ 540,000</b>	<b>\$ 2,092,957</b>	<b>\$ 6,308,790</b>	<b>\$ 13,226,176</b>	<b>\$ 24,424,862</b>
Annual Revenue Growth	0%	202%	288%	201%	110%	85%
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	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Expenses</b>	<b>\$ 509,850</b>	<b>\$ 902,989</b>	<b>\$ 2,025,853</b>	<b>\$ 5,749,639</b>	<b>\$ 11,242,314</b>	<b>\$ 16,575,341</b>
<b>Net Income on Booked Sales</b>	<b>\$ (330,850)</b>	<b>\$ (362,989)</b>	<b>\$ 67,104</b>	<b>\$ 559,152</b>	<b>\$ 1,983,862</b>	<b>\$ 7,849,521</b>
Net Income Margin	-185%	-67%	3%	9%	15%	32%
<b>Funds Raised</b>	<b>\$ 1,000,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

- 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](mailto:cory.Linton@edify.ai)**

# Appendix

AI to Improve Safety



#### "After the Fact" Data and Lagging Indicators

- Gather data only after an incident
- Not proactive

#### Drive Behavioral Change

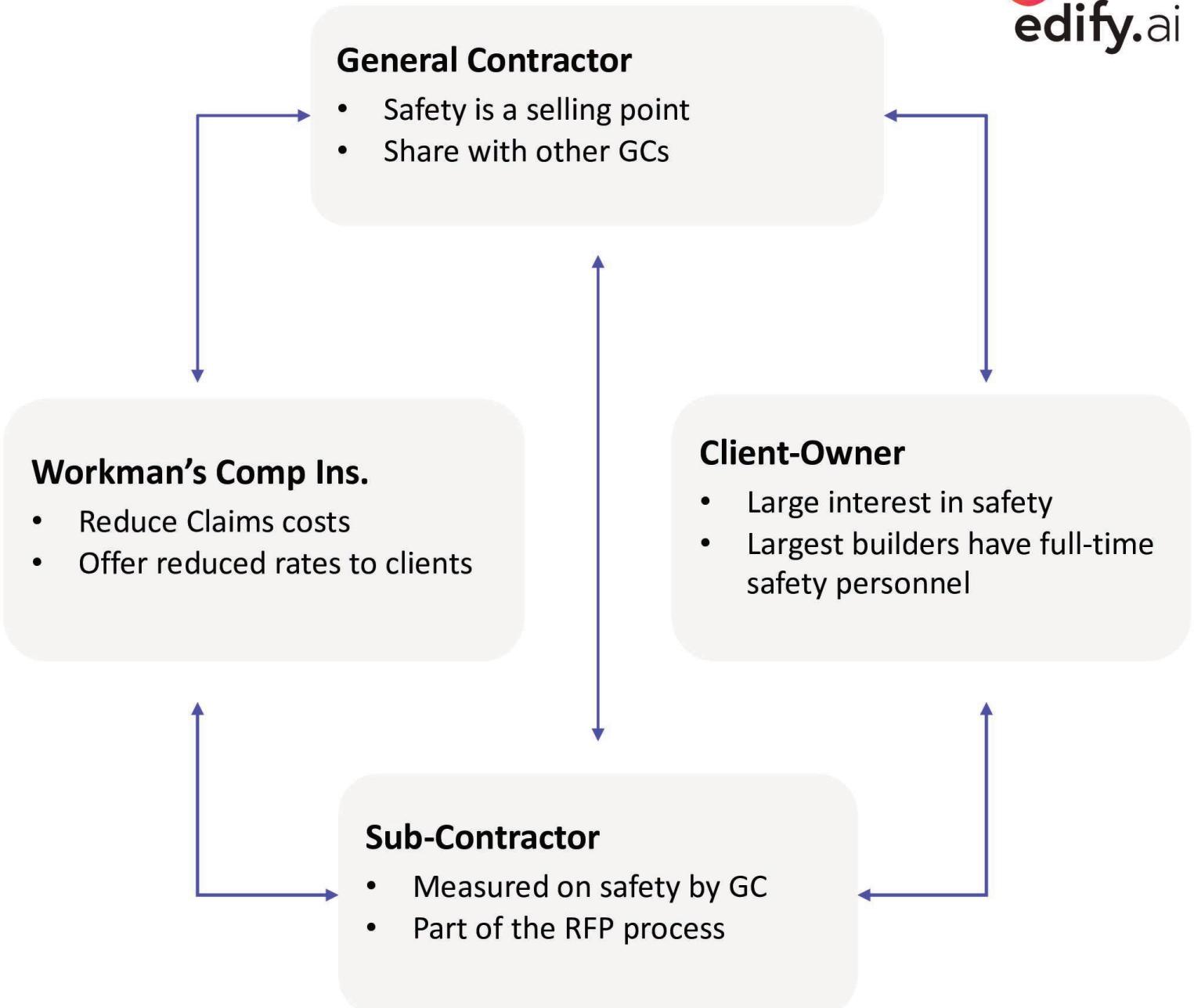
- Large datasets, before and after
- Personalized

## 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

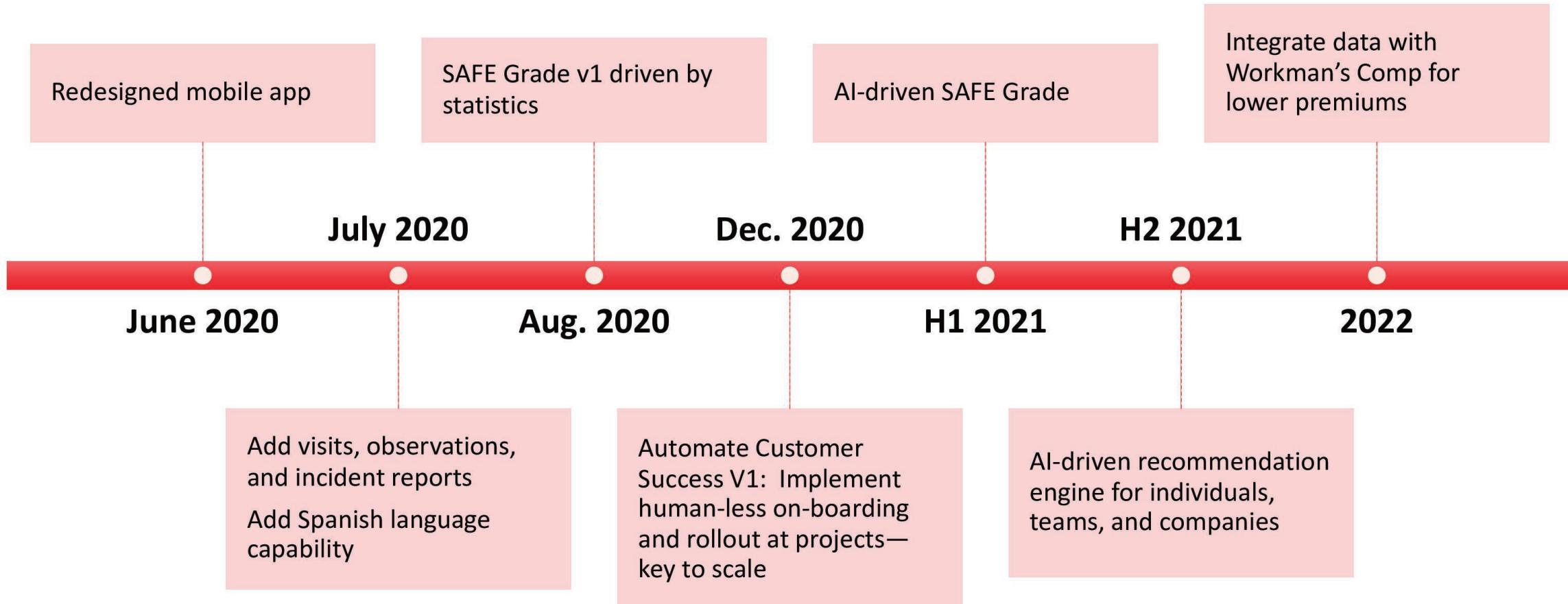
- Rapid customization (forms, labels, etc.)
- Highly scalable (built on Azure architecture)
- Highly secure tenant architecture

## 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



# 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)

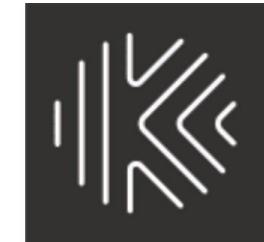
## Profitability analytics

- 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