

Pitch Deck

homekit.ae

Home of Innovations for Life

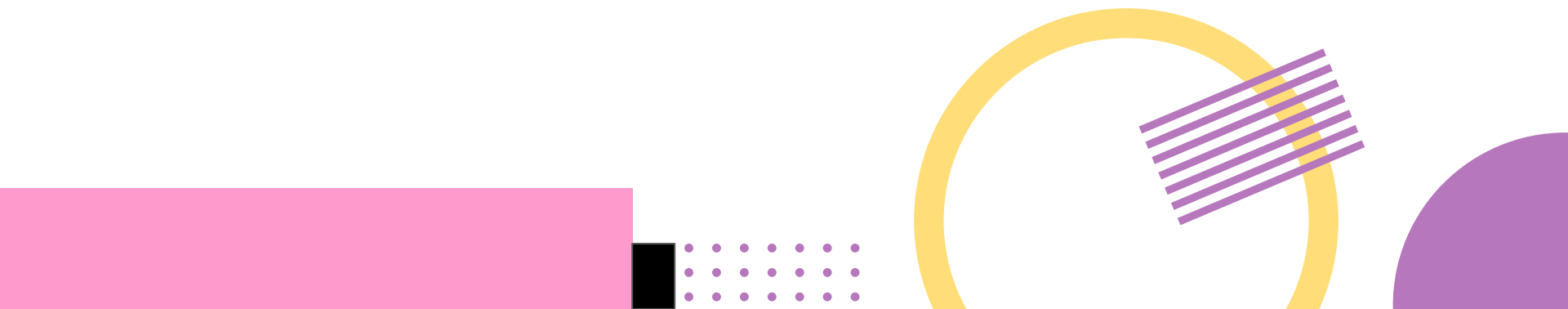


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The company and the Team
Members of Homekit
Limited

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Problem & Solution

The customers need a
complete solution for safety,
security, automation and
voice activation.

3

Products

The world's best wireless,
battery operated safety,
security and automation
products.

4

Traction

The company has turned
over \$ 120,000 since it was
established in March 2018

5

Market

Conventional Fire Life Safety,
Security and Automation
Systems are not affordable.

6

Competitors

Homekit has highest ranking
among other competitors in
the Search Engines.

7

Business Model

Homekit import, resell and
install safety, security and
automation products in UAE.

8

Investment

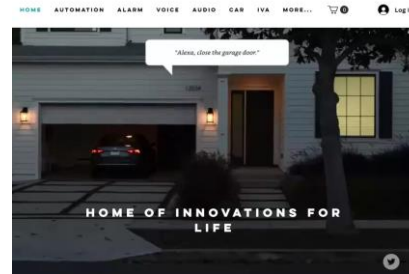
The company is looking for
raising about \$ 85,000
investment against 50%
equity.

Introduction

Among the best integrator companies in the UAE, Homekit Limited provides an affordable, expandable and unique combination of voice activation, safety, security, and home automation in Abu Dhabi and UAE.

Based in the world's most sustainable urban community, Masdar City - Abu Dhabi, Homekit was established in May 2018 to offer cost-effective Z-Wave, ZigBee, LoRa and Wi-Fi wireless, smart home solutions and products.

Find out more by clicking below images that redirect to Website & Social Media Accounts



Our Team



Majid Abdi

Founder and Director,
Electronic Engineer, Holding
80% Share, Working Part-
time, Non-salaried



Guzal Tukhtanazarova

Co-founder, Manager,
Holding 20% Share, Working
Part-time, Non-salaried



Djuma Tukhtanazarov

Office Assistant, Employed
Full-time , Salaried
AED 1,000 monthly
(Currently on a Long Leave)



Mohammed Mansour

Electronic Engineer, Out
sourced since Feb 2020, full-
time, AED 2,500 monthly +
1,500 Post payment.



Problem

There are only a few companies in the UAE who are able to offer comprehensive home automation and voice control solution.

The solutions offered by many giant companies such as Philips, Schneider, Siemens, etc. is not affordable for the general public.

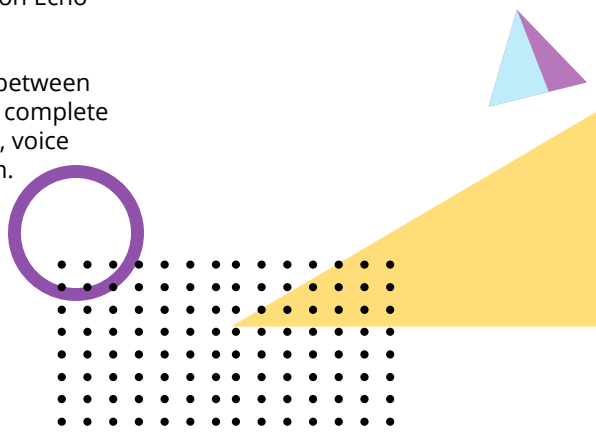
The technology used in majority of existing Fire Life Safety, Security and Automation Systems are old. This resulted in limiting the features and higher cost.



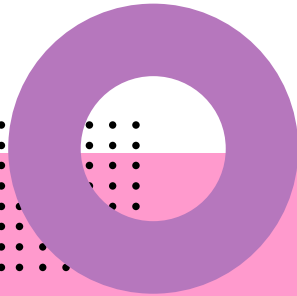
Solution

We import, resell, design, install and configure an affordable, smart, wireless, battery operated, safety, security and automation solutions from the world's best companies such as Vera, Fibaro, Qubino, Apple Homekit, Amazon Echo and Alexa, and more.

Our knowledge of integration between various solution helps us offer a complete solution that includes, safety, voice control, and automation.

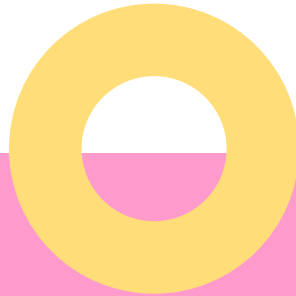


SWOT Analysis



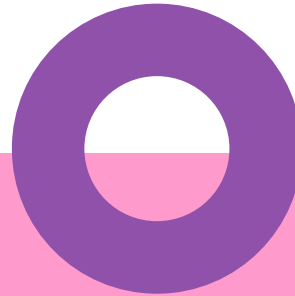
Strengths

Our ability to integrate with variety of IoT products that results in a comprehensive solution for customers.



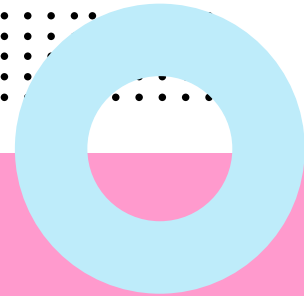
Weaknesses

Lack of human resources and financial backup for expansion and development.



Opportunities

Ranking high in the Search Engines that results in higher customers acquisition. 45 website visitors per day.



Threats

Delays in payments from customer. The risks of sudden change in the manufacturer price that may result in loss.

Solutions Overview

Smart Home Solution

Homekit Limited offers cost-effective Z-Wave, ZigBee, LoRa and Wi-Fi wireless, smart home solutions and products. We deal with the best hubs and apps for monitoring and control of the entire house and office. It includes lighting and smart bulb, on/off switch, door lock, nest thermostat, smart TV, dimmer switch, camera and security system, Philips hue, smart plug, smart thermostats and more. Our automation controllers can support easy integration with IFTTT, Amazon Alexa, Nest, and works with other cloud-based automated platforms



Solutions Overview

Smart Hospitality Solution

Homekit Limited provides the best smart automation solution in Abu Dhabi and UAE. The automation system solutions that supports full wireless cloud-base integration with Google Home, Siri, Amazon Alexa and Echo Devices that allows users take control of electrical devices in Hotel Guest Rooms and Hospital Patient Rooms using voice activation of Curtains, Blinds, Lights, Door Locks, Thermostats, Air Conditioners, TVs and other appliances and equipment just with voice. The connected gadgets and tech that is far better than samsung smartthings.



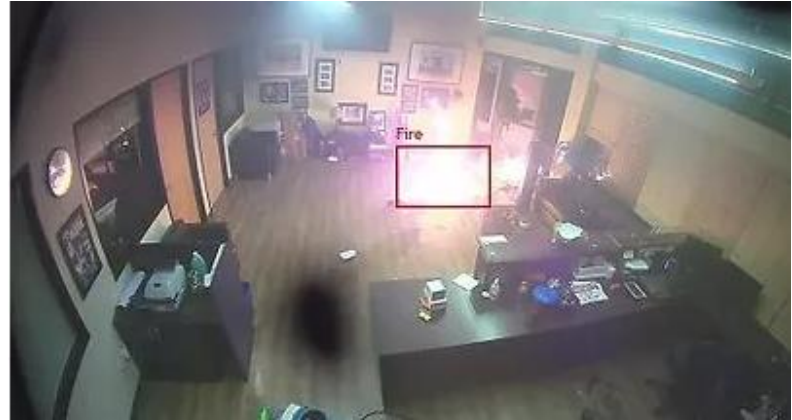
Solutions Overview

Video Analytics Solutions

Homekit has recently started offering Video Analytic solutions from Eocortex and Servian. Eocortex IP Camera Software is being used to ensure safety and increase process efficiency in more than 20 industries. Face recognition in Eocortex Ultra, Lifetime licence, Powerful video analytics, Free updates and technical support, User-friendly interface, Floating licensing.

We can offer the following solution to local companies:

Face Recognition, People Counting, People Tracking, Smoke and Fire Detection



Solutions Overview

24/7 Alarm Monitoring System

Introducing Affordable, Expandable, Wireless, Battery operated Smart Fire Detection and 24/7 Alarm Monitoring for Homes and Offices across the Abu Dhabi by Homekit Limited.

The hardware is composed of a Smart Control Panel and a number of Heat, Smoke and Combined Smoke & CO (Carbon Monoxide) Detection Devices which are wireless interconnected and battery operated. In case an alarm detected panel will activate the sounders and flashers inside the building. At the same time, an alarm is sent to the Mobile phone of the residents as well as the Monitoring & Control Center of Homekit Limited in Abu Dhabi or the nearest civil defense station.



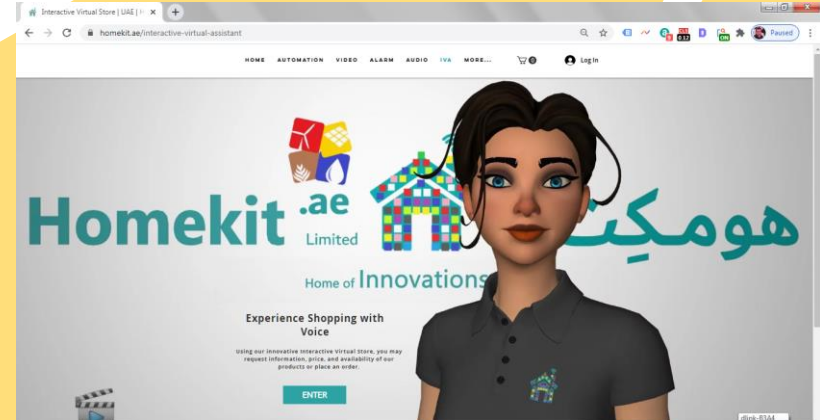
Product Overview

Interactive Virtual Assistant

Homekit has designed an innovative Interactive Virtual Store that provide information, price, and availability of our products with voice interaction.

It is a live online avatar that offers your customers the opportunity to interact with your business.

Using a PC or Phone, they can ask questions about your products or service. In a fraction of seconds, your Virtual Assistant will answer the questions or fulfill their order.

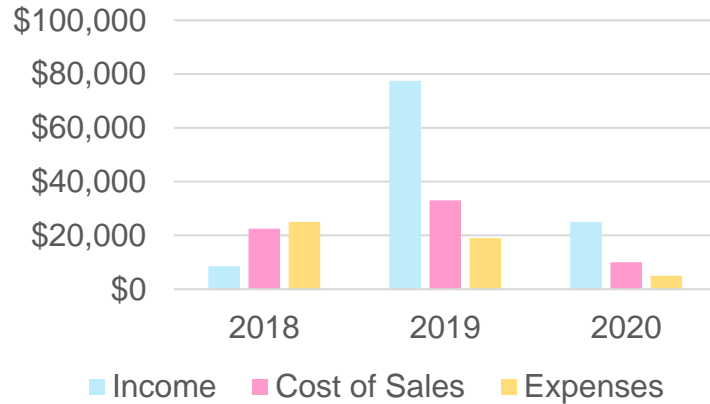


Clicking above image redirect you to the Video Pitch that demonstrate this product

Traction

Results for May 2018 to Aug 2020

Turnover



Period of 22 March of each Year to 21 March
Next Year.

\$120,000

Total Sales

\$60,000

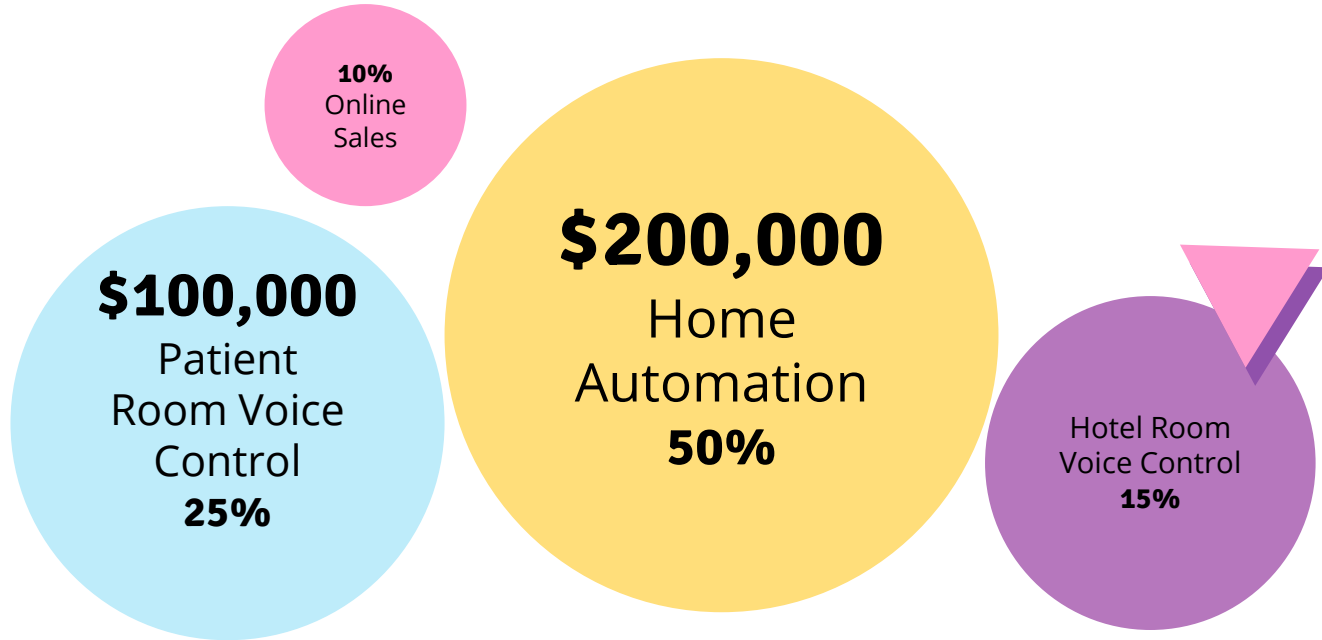
Total Cost of Sales

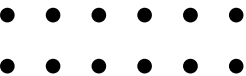
\$50,000

Total Expenses

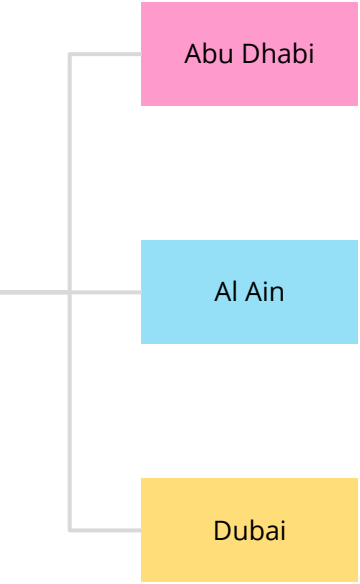
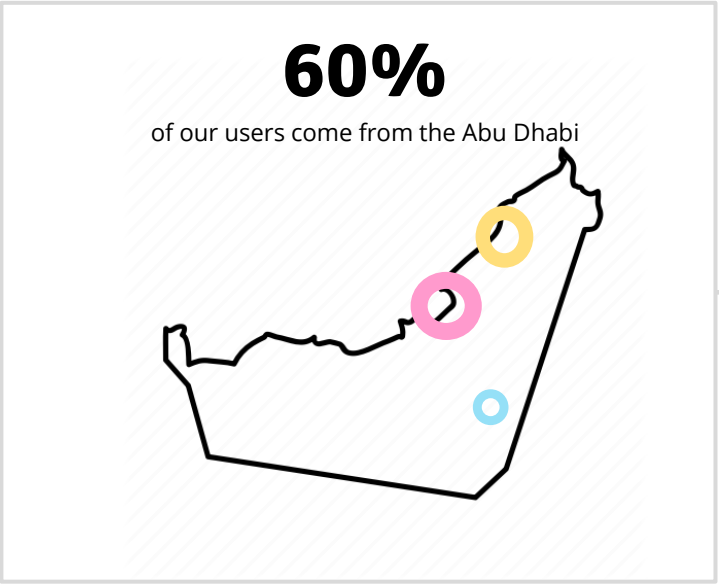
Market Size

Per Year





Target



Customers

09.09.20

Ghassan Musa

I am looking to explore your service for smart home for my new 3bedroom apartment

08.09.20

aarthi@alpha.ae

looking for smart IoT based lock for cabinets

03.09.20

nosh.a@aais.ae

I need the price list of all the home automation products.

24.08.20

f.halewood@saltosystems.com

Hi, I am looking to purchase the amazon alexa show 8. Please let me know if you have it in stock. Thanks.

24.08.20

Shritharan Ibrahim

Building a 3 bedroom villa in Shahama and want advice of smart home system .

23.08.20

freddy@freddyhaddad.com

I want to add homekit enabled security cameras to my villa. Which product should I get? I normally use Logitech Circle 2, but I cannot find them in the UAE

20.08.20

Bin Sumaida

I am interested in home automation

**This continues...
276 Customers has
interacted with us since
May 2018**

Business Model



Marketing

Website SEO,
Online Ads (Only
Google Shopping)



Customer Acquisition

Demo & Trials



Procurement

Local and
Overseas
Partners



Delivery

Installation,
Configuration
and Testing



After Sales

Warranty,
Memberships

Previous Projects

Scope of Work: Voice control of Lights, AC, TV, Curtain for 1 Patient Room & Develop Alexa Skill

Client: Specialized Rehabilitation Hospital
– Capital Health in Abu Dhabi

Status: Completed
Completion: July 2019
Duration: 60 Days

Value: AED 59,200.00



Current Projects

Scope of Work: Voice control of Lights, AC, TV, Curtain for 12 Patient Room & Develop Alexa Skill

Client: Burjeel Medical City in Abu Dhabi

Status: On going

Completion: Expected December 2020

Duration: 60 Days as per PO

Value: AED 255,000.00



Expected Projects

Scope of Work: Home Automation and Voice control of Lights, AC, TV, Curtain, etc. for Villa

Client: Private Villa in Dubai

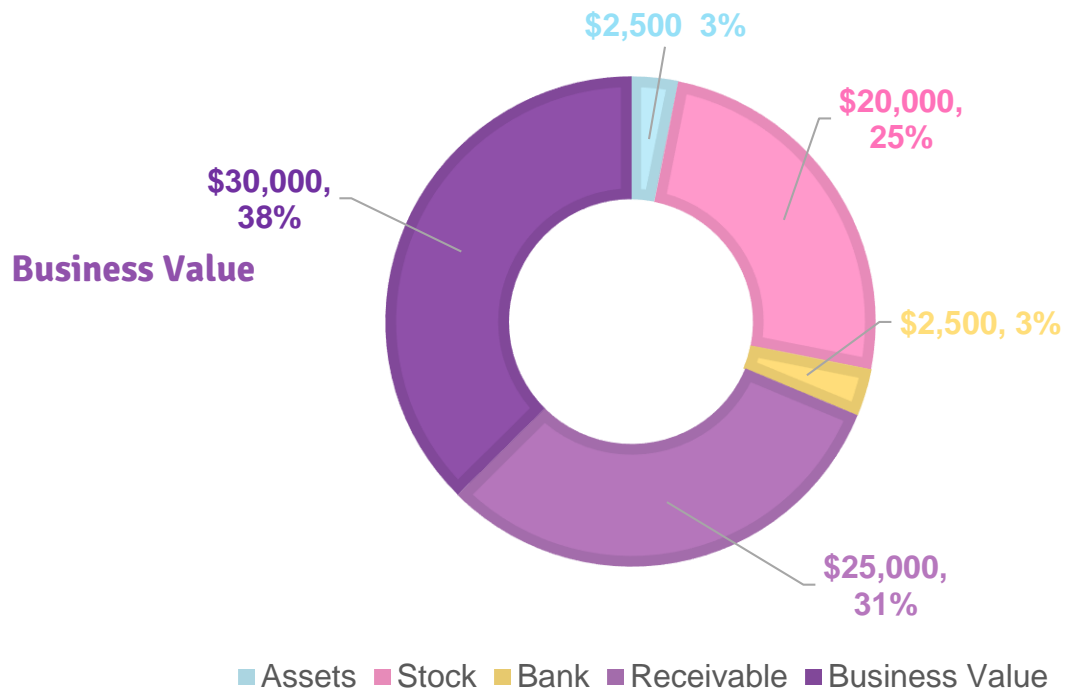
Status: Expected

Duration: Expected 180 Days

Value: AED 145,000.00



Valuation



Assets Office Equipment

Stock Store Items

Cash Bank Account

Receivables Customers



Thanks!

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