We provide high performance power based on advanced lithium technologies for IoT and embedded systems. *Reliable power made easy.*

Opportunity

Problem	Our solution
✗ Consumer lithium cells last only hundreds of cycles and are not appropriate for install-and-forget IoT systems.	✔ Our technology based on LiFePO4 and LTO chemistries lasts 2000-10000 cycles.
✗ Reliable outdoor solar deployment is hard.	✔ Modules based on advanced chemistries with temperature control make outdoor solar systems easy.
✗ Developers create prototypes based on SBCs such as Raspberry Pi, but reliable deployment is a challenge.	✔ Reliability is vastly improved by our UPS systems and full featured power managers that prevent file system corruption.
✗ Prototyping with off-the-shelf modules, developers struggle to get the exact functionality they need.	✔ We offer customized versions of our standard modules, and full stack, component-to-cloud engineering services.

Target markets

- Companies building IoT and embedded systems
- Makers
- Raspberry Pi users

Competitors

- Provide incomplete solutions (power manager without battery backup, battery power without power management, not including a battery, …).
- Provide solutions based on technology unsuitable for IoT systems such as consumer lithium cells.

Sales and marketing

- Hackaday.io to publicly document product development and build mind share.
- Tindie to get the products to market fast, build brand recognition and build revenue.
- Maker Faire booth to promote product line.
- Twitter for announcements and to publish progress.
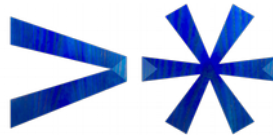- To do: Google ads, Amazon store, get product stocked at targeted distributors (Sparkfun, Adafruit, The Pi Hut, …).

Funding needs

- Ongoing product development
- Outsourcing efforts
- UL, FCC and CE certifications

Partners and resources

Tindie
Online store for makers

CoSolve
Longmont, Colorado's co-working community

Colorado Tech Shop
Contract Manufacturer