

Storm Systems

Automated Water-Based Security Solutions

SUMMARY

Storm Systems Limited ('Storm Systems' or the 'Company') has developed the world's first automated water-driven security systems. Their products are market proven to be 100% effective in preventing both graffiti and public urination. The systems use sensor units to identify potential offenders and drench them in a blast of water spray, which also acts as a deterrent and prevents paint adhesion.

CUSTOMER PROBLEM

Graffiti causes damage and significant financial loss to businesses and governments worldwide, most notably in developed countries. The annual repair bill for damage caused by graffiti to public buildings alone is around USD12 billion in the United States (US), £1.2 billion in the United Kingdom (UK), AUD500 million in Australia and ~NZ\$30 million in New Zealand. Furthermore, graffiti considerably devalues property and has a negative social impact on communities.

PRODUCTS

The STORMWALL is Storm Systems' flagship product, which provides a security solution for walls. In addition, the company also manufactures and sells the STORMRAIL, an overhead water driven security system, which protects stabled trains and carriages from graffiti tagging, and the STORMDOOR, a variation that prevents late night bar revellers and vagrants from urinating and sleeping in doorways.

TARGET MARKET

Storm Systems has proven its technology within the New Zealand Market and intends to further expand into international markets. As a result, the Company has developed a market-entry strategy to ensure that the Company is able to support its growth, meet financial targets, extract maximum value for the shareholders, and ultimately increase competitiveness in each market.



Storm Systems intends to address the following stakeholders in each market:

- Large property owners/ operators/ management companies
- Security and fire sprinkler companies
- Rail, transit, utility companies and councils
- Billboard companies and advertising agencies for the billboard system.
- Retail operators
- Historical buildings and important art/murals

Storm Systems intends to move into international markets through developing strategic partnerships and appointing distribution partners which will minimise expansion costs while allowing the Company to generate a additional early revenue streams. Business opportunities in both Australia and the UK will be progressed in year one.

BUSINESS MODEL

Storm Systems intends to lease the systems to customers through a third-party debt finance provider e.g. MARAC Finance in New Zealand.

Company Profile

Industry:
Infrastructure, construction and security industries

Employees:
3

Founded:
2017

Previous Capital:
None

Shares issued:
1,000,000

Pre-money Valuation:
\$2,250,000

Capital Seeking:
\$1,000,000

Management
Anthony Bicknell
Carew Hatherley

Current Shareholders:

- Antony George Bicknell
- Patrick Bridgeman
- Phil O'Neill
- Pacific Channel Holdings Limited
- Lachlan Michael Nixon
- Gary and Jinny Pace as Trustees for the Pace Trust



FINANCIAL PROJECTIONS

Yearly Revenue Projections:

Year 1: \$1,972,000

Year 2: \$4,432,000

Year 3: \$7,710,000

KEY PERSONNEL

Founder and Director – Anthony Bicknell

Founder, director and investor of Storm Systems' technology. Mr Bicknell's experience includes fabrication of motor homes, plumbing, design and building large-scale food processing plants. Previously Mr Bicknell was a project manager at Apex Engineering

CEO – Carew Hatherley

Mr Hatherley was previously one of the Senior Leadership Team at Animates and the General Manager for Medtech Global. He is an accomplished executive-level business leader with extensive international experience in complex and multi-disciplinary roles.

Director – Phil O'Neill

Mr O'Neill is a director and shareholder of Storm Systems. He has over 30 years of business experience in sales and marketing across industries including hospitality, motor vehicles, energy and tourism.

COMPETITIVE ADVANTAGE

100% effective: Provides 100% protection against graffiti, compared with competing technologies, which are reactive and do not stop tagging.

Environmentally friendly: The products are water-driven, supporting the clean green environment trend.

Sustainable: Uses minimum water for maximum effect. Can integrate water recycling technologies

Patent protection: Full patent protection in New Zealand, Australia and the United Kingdom.

The STORM technology: The core technology has multiple design applications for a range of industries.

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