

IoT Napkin Dispenser

A Confidential Napkin Review by Hallsten Innovations Ltd.

Executive Summary

[Redacted content]

Background on Your Idea

[Redacted content]

Your Idea as We Understand it

[Redacted content]

Napkin Review Grading Assessment

 <p>Overall Sniff Test</p> <p>The idea seems plausible and possibly a real game changer in the industry ...</p> <p>SCORE: 3 Points</p>	 <p>Electronics Feasibility</p> <p>Electronic sensors and technologies exist today which will</p> <p>SCORE: 5 Points</p>	 <p>Software Feasibility</p> <p>Whether the data analysis algorithms can determine</p> <p>SCORE: 3 Points</p>
 <p>Cloud and App Feasibility</p> <p>Integration into telematics platforms and how open these platforms are for third party's integration is</p> <p>SCORE: 3 Points</p>	 <p>Budgetary Expectations</p> <p>Bringing a product to market from a R&D ground up</p> <p>SCORE: 3 Points</p>	 <p>IP / Long-term Value Opportunities</p> <p>We see this idea / solution ripe with IP opportunity and long-term value opportunities</p> <p>SCORE: 5 Points</p>



Business Model

The cost structure of the current solution is low as compared to

[Redacted text]

SCORE: 3 Points



Market Readiness

The whole concept of a [Redacted]

[Redacted text]

SCORE: 3 Points



End User Understanding

We think the idea once explained to an end user is very approachable

[Redacted text]

SCORE: 5 Points

Scoring Summary

SCORE RANGE	Hallsten Innovations - RECOMMENDATION
38 - 45	Hmm... what are you waiting for? Put that napkin in a trophy case and start working on it! Only a very small % of our napkin reviews fall into this category.
28 - 37	You have an idea with some promising, long-term potential, but some challenges will need to be overcome (challenges, are of course a barrier to entry for others.)
 YOUR SCORE 33	
18 - 27	Your idea has some significant challenges that you will want to de-risk and thread carefully with if you move forward.
9 - 17	You might want to move on to the next great idea!

What We Really Liked

[Redacted content]

Top 3 Areas of Concern

[Redacted content]

Best Practices

[Redacted text block]



Lensing Your Idea through our Development Philosophy

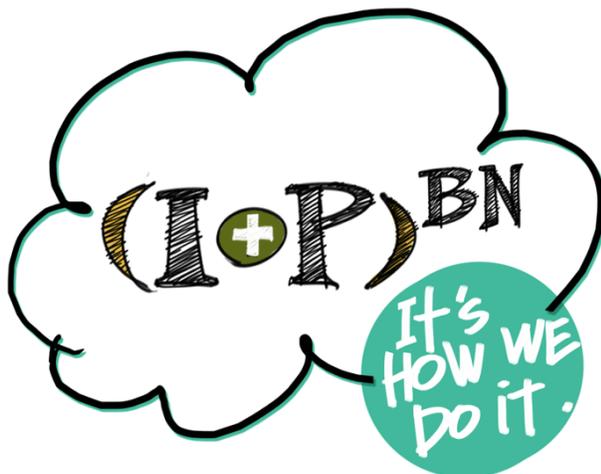
Many design houses will tout their ability to serve up turn-key products on a silver platter with deep technical expertise. But when, as is the natural tendency, design resources rush headstrong into a project, they run the risk of losing sight of the big picture... which often results in budgets / timelines being missed and ultimately the end customer not being delivered an optimal solution.

It's How We Do It...

What separates us at Hallsten Innovations (HI) from others is HOW we go about product development. We have a prescribed process methodology.

The HI iterative development process first goal is to place a working prototype into the hands of you and your customers *as early and as fast* as possible after first doing our homework. The best feedback is from the target customers who will ultimately pay for your product once commercialized and outlines continuous improvement paths towards an optimized solution.

We have specific meaning and organization behind all the elements of our "It's How We Do It" development process formula.



I - Innovation: Creative skill born out of continuous education, curiosity, varied hands-on experiences, invention, and well-placed application making the world better one step at a time.

P - Our Process: Continuous user feedback through our iterative design methodology – curated by project management driven by predetermined and accountable milestones.

+ **Innovation** and **Process** are *fused* together – the value of Innovation is only realized with Process, and the pathways of Process are worthless without innovative inputs! HI loves working through the balancing act of those two incredibly important interdependent aspects.

BN – Business Needs: Our approach is client-centric... your needs drive everything we do. The Voice of your Customer, your development budget, your market timing needs... all play into design constraints, must have features, and in the end, exceptional products that excite customers.

CUSTOMER QUOTE

We presented Hallsten Innovations with a critical high-speed project that required innovative design, harsh environmental packaging, and interface to third party data networks. Our project came in on-time and on-budget. We have established a long-term partnership with HI.

- John Lauletta CEO, Exacter, Inc.

Next Step: Discovery Phase

[Redacted content]

[REDACTED]

General Process Steps

PHASE	RESPONSIBILITY	EST. TIME (WEEKS)	NOTE
DISCOVERY	[REDACTED]	[REDACTED]	[REDACTED]
R&D	[REDACTED]	[REDACTED]	[REDACTED]
ARCHITECTURE & REQUIREMENTS UPDATE	[REDACTED]	[REDACTED]	[REDACTED]
DESIGN / DEVELOPMENT I	[REDACTED]	[REDACTED]	[REDACTED]
REFINEMENT / USER TESTING	[REDACTED]	[REDACTED]	[REDACTED]
DESIGN / DEVELOPMENT II	[REDACTED]	[REDACTED]	[REDACTED]
PRODUCTION	[REDACTED]	[REDACTED]	[REDACTED]
SUSTAINING	[REDACTED]	[REDACTED]	[REDACTED]

Disclaimer

[REDACTED]