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iLamp Roadmap for New England

This document covers information required to build a road map to commercial viability for the iLamp territorial license for New England.

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New England Population
14.85 Million

GDP
$1.44 Trillion

New England Transportation Related Budget
$5.6 Billion

Street lighting is the single largest source of carbon emissions from local government, accounting for 30-60% of their total emissions.

Enhanced lighting leads to significant and sustained reductions in both night and daytime outdoor crimes with a benefit cost ratio of 5.1–10.8.

On residential roads 3.1% of accidents are fatal in lit conditions, rising to 4.9% in areas without street lights.

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New England, with its substantial transportation budgets and strong incentives for renewable energy, infrastructure development, and climate technology, faces challenges such as aging infrastructure, harsh weather conditions that impact road safety, and rising pedestrian fatalities, which demand urgent attention. These challenges present a significant opportunity for a transformative solution in the region.

iLamp is not just a streetlight; it provides New England with a comprehensive suite of strategies designed to unlock substantial economic benefits while creating positive change in local communities.

iLamp New England has the potential to employ local workers, enhance public safety, reduce crime, and lower environmental impact and maintenance costs, while establishing a strong manufacturing base and tech platform that attracts American tech innovators and developers.

Lamp Sales: iLamp's autonomous operation reduces strain on the power grid with its innovative cylindrical solar panels, and its modular design supports the integration of various sensors, hardware, and software to improve pedestrian and road user safety. This aligns with New England's goals to promote solar energy, strengthen grid resilience, and reduce traffic fatalities. Its adaptable design allows for seamless integration with regional systems, making it a key element of urban infrastructure.

Utilities: The Power as a Service (PaaS) model, where customers pay for the clean energy generated and used by the device, sets a precedent for existing utilities to embrace sustainable practices, starting with iLamp. This approach paves the way for new utilities focused on local clean energy production, transparent billing, and dynamic on-device management, which is critical in a region known for leading renewable energy initiatives.

Local Rights: iLamp's commitment to local manufacturing drives job creation across various sectors, from production to maintenance. By leveraging California's rich pool of talent and resources, it supports economic growth and regional prosperity. The potential for sub-licensing rights for specific regions or sectors further expands revenue generation opportunities, ensuring that the benefits of iLamp's technology stay within the state.

> *Creativity is the power to correct the seemingly unconnected.* - William Plomer

iLamp

Top 10 For Crash Fatalities

Vermont, New Hampshire, Maine, and Rhode Island—rank among the top 10 in the country for the highest crash fatality rates.

On residential roads 3.1% of accidents are fatal in lit conditions, rising to 4.9% in areas without street lights.

Enhanced lighting leads to significant and sustained reductions in both night and daytime outdoor crimes with a benefit cost ratio of 5.1–10.8.

Street lighting is the largest single source of carbon emissions from local governments, typically 30-60% of their total emissions.

Technology Platform: As New England continues to emerge as a growing technology hub, iLamp New England is poised to acquire and integrate advanced hardware and software solutions into the expansive iLamp distribution network, which extends across multiple regions worldwide. This not only creates additional profitable revenue streams from technology sales and markups but also positions New England as a leader in smart city.

iLamp is more than just a product; it is a pathway to innovation, security, and economic progress. Addressing key issues like grid efficiency, renewable energy integration, and pedestrian safety, it represents New England's forward thinking vision for a safer and more sustainable environment.

iLamp's commitment to local manufacturing in New England drives job creation across various sectors and supports regional prosperity, aligning with the region's leadership in technological innovation and renewable energy. Its advanced street lighting solutions significantly enhance public safety by reducing crime, which also boosts property values in well-lit neighborhoods. The modular design of iLamp supports health improvements through environmental monitoring and hazard warnings, while also offering diverse revenue streams through sub-licensing, lamp sales, and Power as a Service. As part of the Conflow Power family, all licensees gain access to continuous growth and innovation opportunities.

This dynamic expansion offers the perfect environment for streetlights to be upgraded across the region with future-proof, innovative iLamps that can be integrated into new developments, parking lots, campuses, shopping centers, residential neighborhoods, pedestrian areas, parks and recreation grounds, sports venues, arenas, and business parks across New England.

New England's willingness to adopt smart, eco-friendly, and cost-effective solutions, coupled with the need to address road safety challenges and infrastructure modernization, underscores the necessity of iLamp. By transforming neighborhood safety across its diverse landscapes, iLamp can play a pivotal role in shaping New England into a secure, sustainable, and technologically advanced region.

The iLamp

What is iLamp?

iLamp is a groundbreaking, self powered, modular, and enhanced lighting solution designed to address multiple urban challenges. By integrating autonomous power generation capabilities, and monetizing them iLamp is easy to install anywhere and alleviates grid strain, contributing to energy sustainability. By using Power as a Service to bill for this energy, iLamp generates its own revenue. Its modular design supports a wide range of smart city applications, offering further monetization opportunities and revenue streams and making it a future proof solution for urban infrastructure.

Equipped with low profile, cylindrical solar panels, iLamp harnesses renewable energy, storing it in batteries for efficient distribution. This setup powers street lighting but also supports various smart sensors and modules, eliminating transmission costs and reducing emissions to zero.

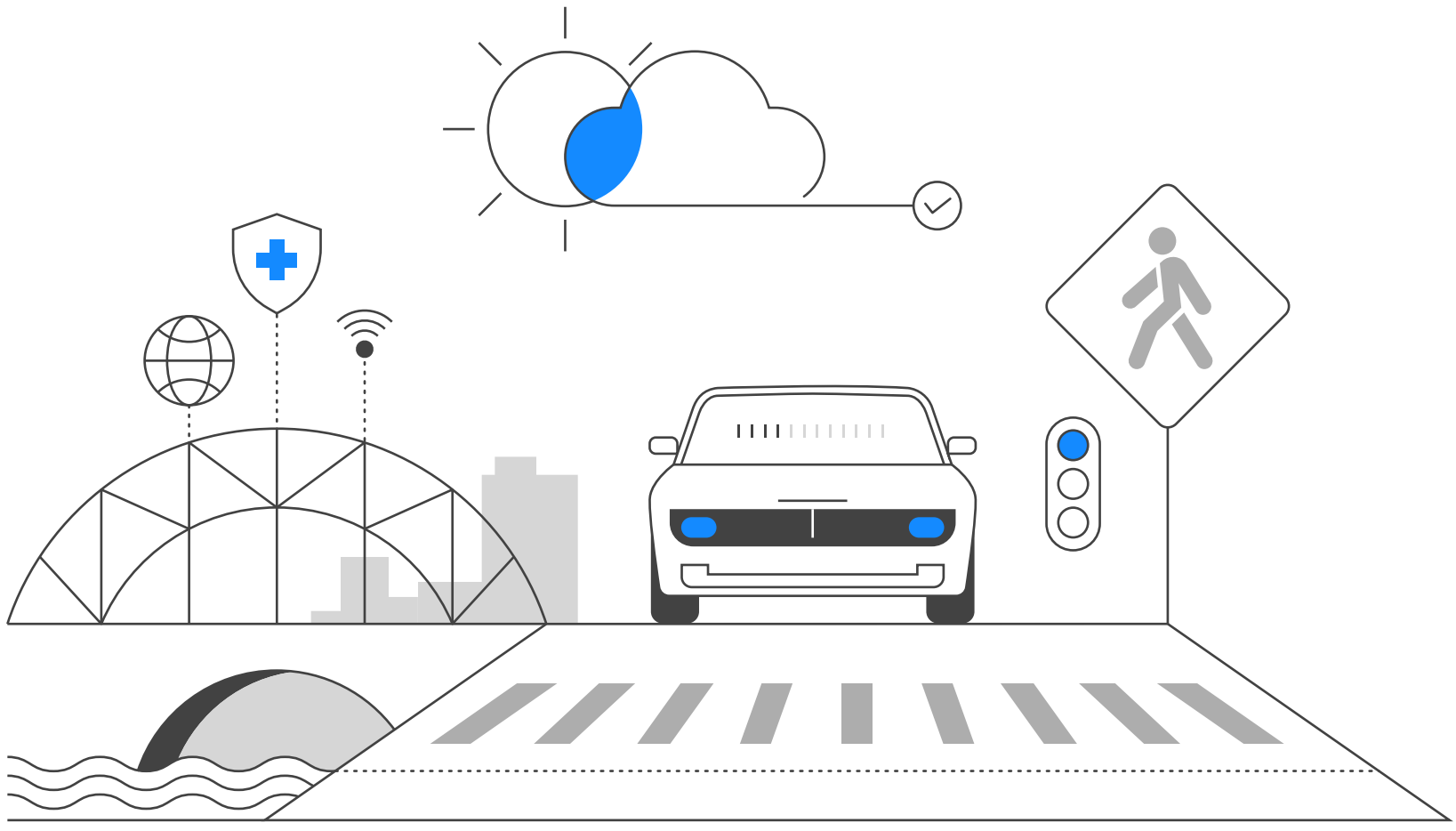
Each iLamp is customizable to meet the needs of different neighborhoods- supporting add-ons like 5G WiFi, traffic management, CCTV, environmental sensors and a plethora of other modules, sensors and software. This modularity ensures a quick, plug-and-play setup, making it adaptable and future proof and providing licensee's with various upsells and benefits.

iLamp qualifies as enhanced street lighting, which has been shown to reduce crime by 20-40%. Implementing iLamp can therefore significantly reduce various crimes and improve public safety which improves quality of life and stimulates local economies.

Through it's App and Module Stores, iLamp is a dynamic framework for unlocking hardware and software ingenuity, similar to how Google Play and Apple App Store revolutionised smartphones capabilities.

iLamp is not just a streetlight; it is a comprehensive urban solution and strategy designed to enhance safety, sustainability, and spur economic growth. By leveraging advanced technology and modular design, iLamp offers a future proof infrastructure that adapts to evolving needs, making countries, cities, towns and neighbourhoods around the globe safer, more attractive, and better connected.

Whether through crime reduction, safety, economic stimulation, or health and environment benefits, iLamp stands as a beacon of innovation in urban development, illuminating the future it unlocks.



The iLamp

Why iLamp?

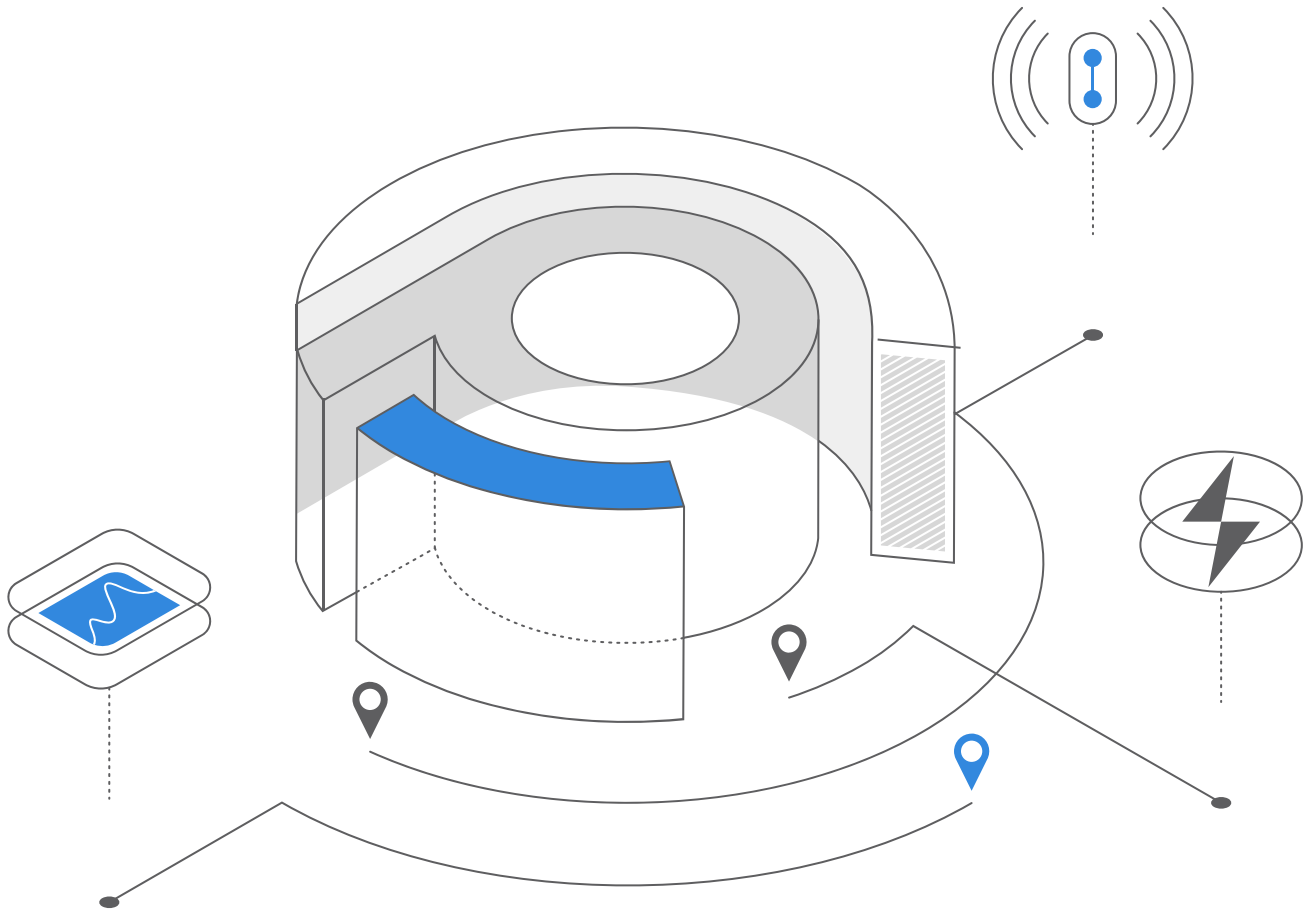
iLamp has a transformational effect on communities making them safer, more prosperous, social and desirable. It is the single most cost effective improvement any country, city, town or neighbourhood can make, offering multifaceted benefits that dramatically outweigh its costs.

Saves Lives: On both streets and the road. Pedestrian and driver fatalities are 58% more likely on unlit roads. By providing enhanced illumination iLamp protects both the community and road users.

Decreases Crime: iLamp improves visibility, studies have shown that this enhanced street lighting leads to sustained reductions in crime rates of over 40%. Implementing iLamp improves crime rates, deters potential crimes, creating safer, more welcoming public spaces that can be used after dark, encouraging outdoor activities, social interactions and commerce.

Increases Property Values: Street lighting correlates with increased property values - with each 1% reduction in crime leading to an approximate 0.5% to 1% increase in property values.

Creates Jobs: iLamp sublicensing creates and inspires local jobs that keep money within the communities they serve, creating a virtuous cycle. Sublicensing can be made available down to a neighbourhood or zip code level.



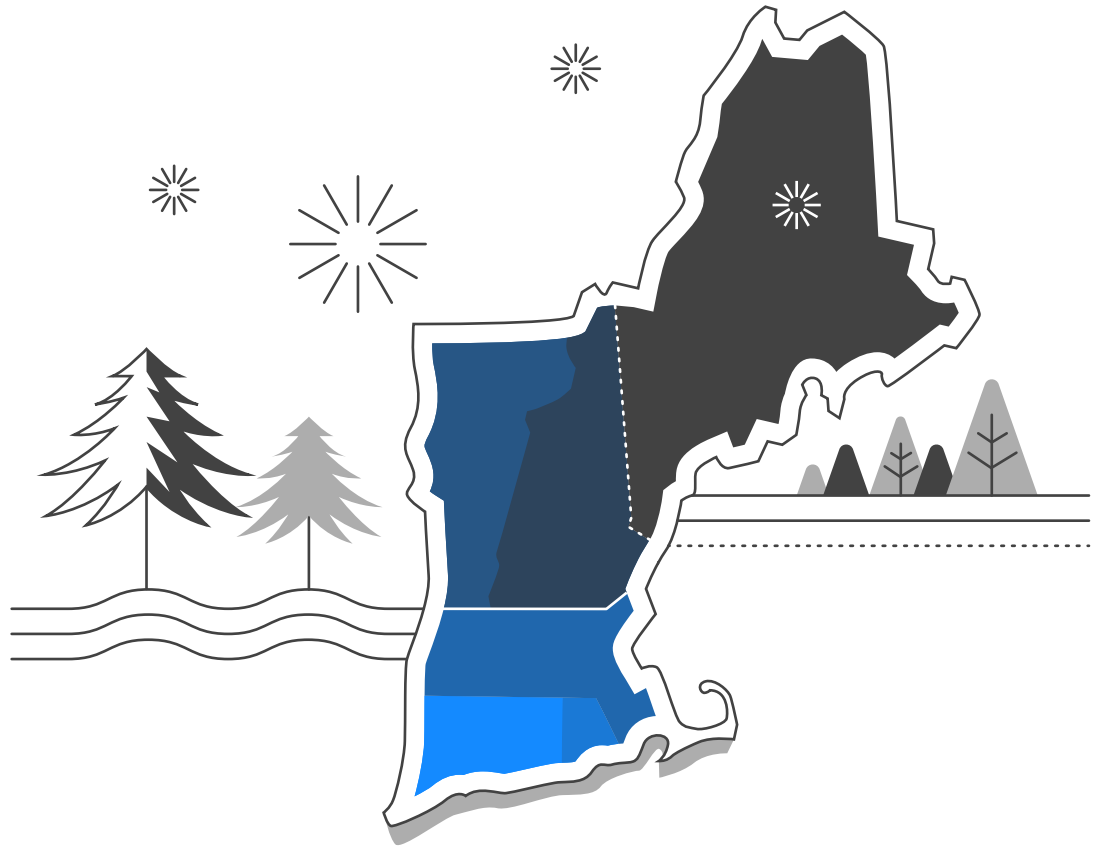
The Power of Conflow

Flagship Product of a Global Technology Aggregator

iLamp is the flagship product of the Conflow Power Group, a company with extensive global manufacturing capabilities, years of experience in product development, electronics, technology aggregation and strategy. Conflow Power Group focuses IoT and smart city solutions, owning several key technologies that make iLamp possible, ranging from advanced electronic modules and power management systems to battery monitoring, automatic lighting, LED technologies and software.

Conflow Power Group collaborates with several external developers to adapt their technologies for iLamp, providing a comprehensive development kit and specifications to support these innovations. This collaboration has led to a robust, established ecosystem surrounding every key aspect of streetlighting. Additionally, iLamp integrates a variety of smart city applications, making it the most comprehensive streetlighting solution available.

The company is committed to future innovation, with several new products in development, continually enhancing the capabilities and applications of iLamp. This ensures that iLamp remains at the forefront of smart city technology, offering unmatched performance and versatility in lighting solutions. iLamp is not only a product, but a strategy that has spawned an entire ecosystem of revenue generating activity for license holders to participate in.



The New England Opportunity

New England, a region known for its rich history, cultural diversity, and picturesque landscapes, is undergoing a significant transformation in its urban and rural infrastructure, aligning with its growing emphasis on technology and innovation. The introduction of iLamp to the New England market is set to create a powerful synergy between the region's drive for modernization and the global movement towards smart city advancements.

Harmonizing with the Tech Landscape:

Manufacturing and energy are crucial to providing jobs and enhancing the quality of life across New England. The region's commitment to technological advancement, particularly in its manufacturing and energy sectors, is well established. iLamp New England aims to become a central figure in this technological shift, integrating the region's manufacturing strengths and unique innovations into iLamp's extensive distribution network. This strategic initiative is designed to showcase New England’s tech expertise on an international stage, enhancing licensee profitability through global sales and technology exchanges.

Grid Resilience and Sustainable Transformation:

In New England, where energy needs are rapidly evolving and weather conditions pose unique challenges, the balance between modernization and

sustainability is essential. iLamp emerges as a leader in this area, offering a self-sufficient lighting solution that bolsters resilience and enhances security. It represents a significant step towards safe and sustainable living across the region, particularly in areas with harsh winters and varied weather conditions.

Power-as-a-Service (PaaS) Model: A Leap into the Future:

iLamp's Power-as-a-Service model is transformative for New England's energy providers, propelling them into the future of clean energy and intelligent utilities. This model represents a revolutionary shift from traditional power distribution to a system that prioritizes local generation, efficiency, and innovation in energy management, which is crucial in a region known for its commitment to sustainability and renewable energy.

New Revenue Avenues and Technological Integration:

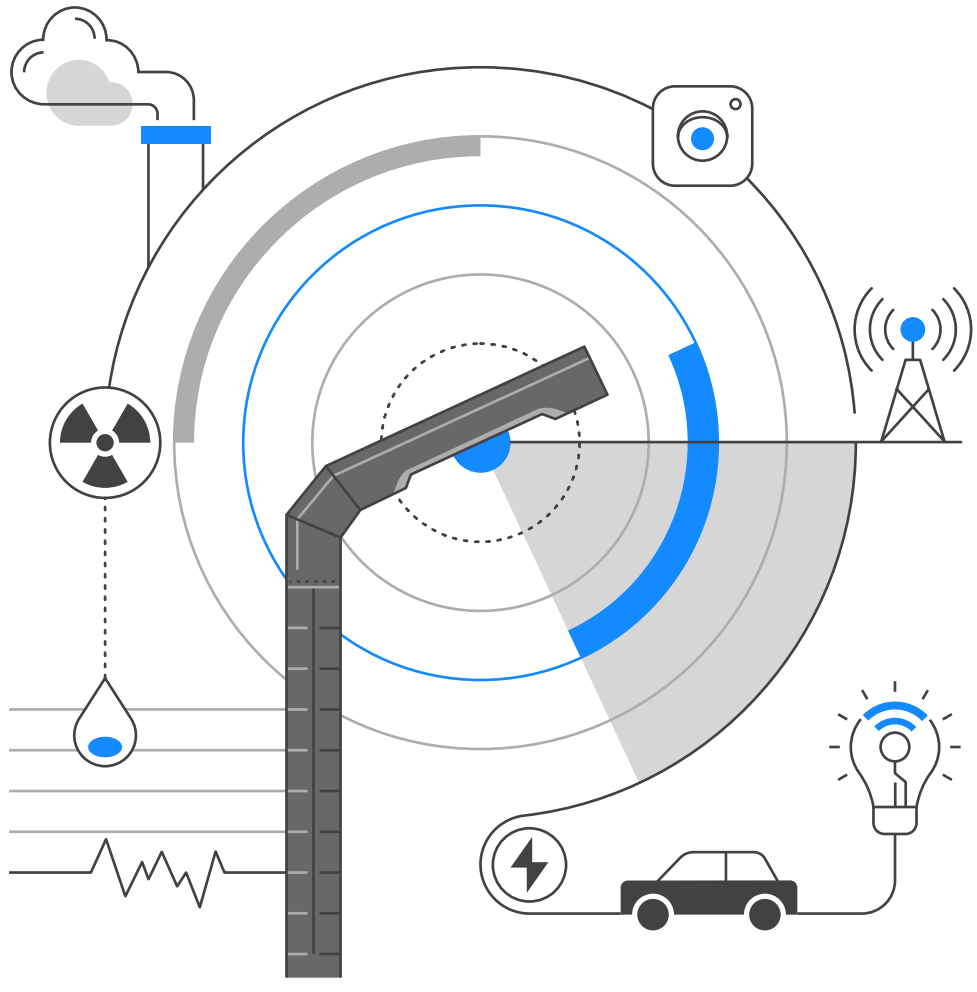
iLamp's modular design paves the way for groundbreaking technological integration, where New England's innovations are made available to iLamp buyers and owners globally. This taps into the region's burgeoning tech sector, fostering new revenue streams and ensuring each iLamp unit becomes a hub of high-tech solutions that contribute to the digitalization of New England's cities and towns.

Public Safety, Health, and Connectivity:

iLamp aligns with New England's goals for enhanced public safety and health, potentially integrating into statewide and regional safety networks. Its multifunctional capabilities ensure well-lit streets and support public health and environmental monitoring. Additionally, its communication modules could form the backbone of New England's digital infrastructure, enhancing connectivity across the region, from bustling urban centers to remote rural areas.

Economic Benefits and Reach Beyond Urban Areas:

The economic potential of iLamp in New England is significant, with the capacity to extend beyond major urban centers like Boston and Providence, reaching into suburban and rural areas. This holistic approach ensures a consistent and advanced technological presence throughout the region, illuminating every corner with smart, efficient solutions. By bridging the gap between urban and rural infrastructure, iLamp supports the development of a connected, resilient, and forward-thinking New England.



Public security and health

Road Safety & Traffic

iLamp improves road safety, decreasing road fatalities of both road users and pedestrians. iLamp's optimal lighting enhances safety during peak low light hours and adverse weather conditions. Modular camera and communi-cations systems can help monitor traffic, detect potential hazards, and improve response times to accidents, improving road safety and reducing traffic.

Pedestrian Safety & Crime Deterrence

iLamp deters crime and increases pedestrian visibility by providing lighting in areas such as sidewalks, crosswalks, and public tra=nsportation stops. Modular cameras can be used to monitor pedestrian movement and help identify potential hazards or security threats in real time ensuring safer pedestrian environments.

Weather Monitoring Module

Weather sensors can detect changing weather conditions, such as storms, fog, rain, or snow, and adjust the intensity and distribution of light accordingly. This adaptability enhances visibility for drivers and pedestrians in adverse weather conditions, further improving public safety.

Air Quality

Air quality monitoring can help track pollution levels in real time, allowing authorities to implement appropriate measures to limit exposure and maintain a healthy environment. By monitoring and addressing air quality concerns, iLamp contributes to improved broader public health and well being.

Communications

Communication modules can both expand telecoms coverage and facilitate the transmission of critical information to the relevant authorities and emergency services in case of accidents or security incidents. creating a comprehensive and interconnected network enabling authorities to monitor and manage various aspects of urban living more effectively. This network of sensors can lead to improved decision making, more efficient use of resources, and a better understanding of the

Light Polution Reduction

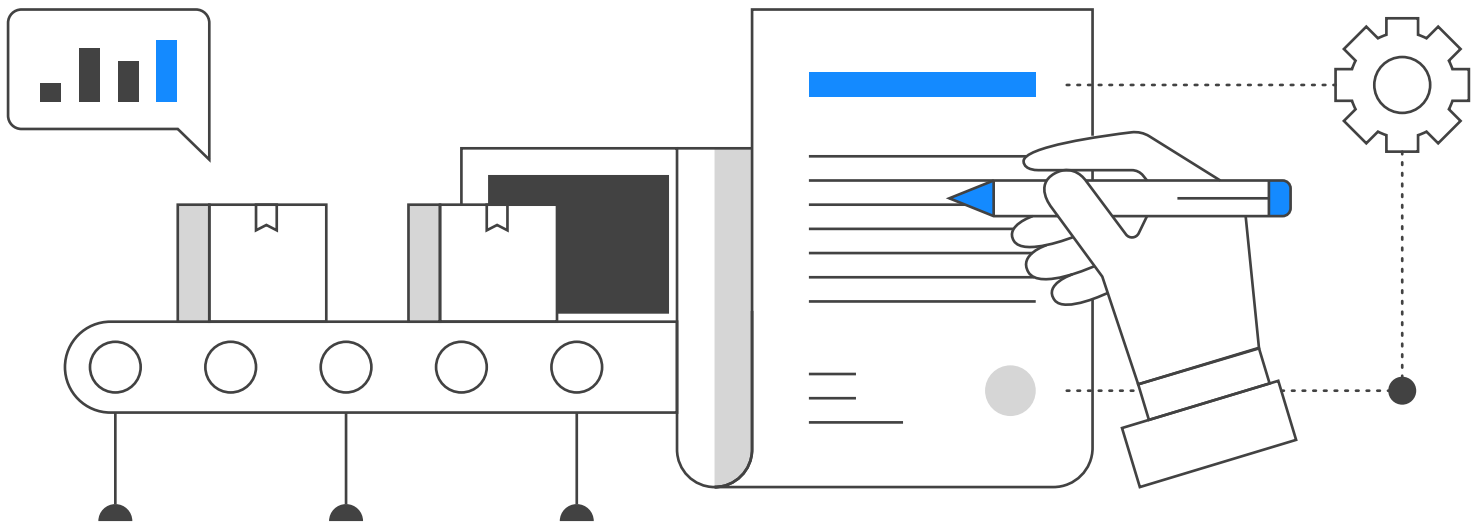
The adaptive lighting capabilities of iLamp can minimize light pollution by adjusting brightness levels according to the time of day and surrounding conditions. This can contribute to a better night-time environment, reducing the impact of artificial light on wildlife and human health.

Integration with Existing Infrastructure

iLamp technology can integrate with existing sensors and infrastructure, allowing for enhanced data collection and analysis. By connecting iLamp with sensors a modules facilitating parking, traffic management, telecommunications structural, UV and noise monitoring, fire, leak and flood detection, grid management and many more.

Public Protection

iLamp can host smoke, gas, gunshot detection, thermal imagine and communications modules, enabling the quick detection of public safety hazards, such as wildfires, shootings, gas leaks or explosions, these can then be relayed in real time via the communication module to the relevant authorities, enabling faster, more targetted and data driven responses.



License holder benefits

Main Participant In The iLamp Story

As a territorial licensee you are a main participant in the iLamp story. Our successes are your successes. Our news is your news. As iLamp receives ever more attention each success is shared with license holders. We make sure every agreement made benefits all license holders - current and future.

1.First Refusal on Conflow Power Group Innovations:

Territorial holders will be at the forefront of any technological advancements or innovations developed by the Conflow Power Group. This means that before any new feature, product, or service is rolled out to the broader market, territorial holders have the exclusive opportunity to adopt, integrate, or decline them. This not only provides an edge over potential competitors but also ensures that each territory is equipped with the latest in energy and infrastructure solutions.

2. Local Manufacturing Capabilities:

One of the standout privileges for territorial holders is the ability to establish local manufacturing units. This initiative not only contributes to local economic growth but also ensures quicker response times for installations, maintenance, and replacements. With local manufacturing, territorial holders can control the quality, reduce delivery times, and tailor-make solutions suitable for their region's specific needs.

3. Comprehensive Rights Granted

Rights to manufacture, distribute, market, sell. iLamp. Rights to operate the iLamp App and Module stores. Rights to operate PaaS contracts. Rights to a

supply line for a guaranteed number of lamps.

Competitive Edge Against iLamp HQ:

By establishing local manufacturing, territorial holders, depending on local market conditions, may be able to produce iLamps at competitive prices, thereby posing healthy competition to iLamp HQ via the allowed sale of these lamps to other territories. This encourages market dynamics that can lead to additional revenue streams, as well as continuous improvements in the product, better pricing strategies, and an overall enhanced offering for end customers.

4. Access to Wider Network of Territorial Rights Holders:

Being a territorial rights holder means more than managing a region; it's an entry point into a global network of iLamp territories. This worldwide community unlocks avenues for collaborative projects and joint ventures but also creates a global marketplace where territories can showcase their own modules, technologies and solutions.

5. Distributing Locally Developed Technologies:

Territorial holders aren't restricted to what iLamp or Conflow offers. They can innovate, create, or license their own technologies for integration into the local iLamps. Once developed, they can distribute these innovations to other territorial holders both nationally and internationally. This not only diversifies their revenue stream but also places them in a position of influence within the iLamp community.

6. Charging Margins on Distributed Technologies:

When distributing their locally developed or licensed technologies to other territories, holders can charge a margin on those solutions. This is a direct revenue generation model that rewards innovation and the entrepreneurial spirit of the territorial holder.

7. Early Mover Advantage:

Territories that adopt iLamp's solutions early will naturally have a head start. As pioneers they gain first hand experience, establish best practices, and

develop a robust infrastructure that later entrants will look to emulate. This experience positions them strongly not just as market leaders in their territories but also as potential consultants or partners for newer entrants.

8. Preferential Rates on Modules and Software Solutions:

One of the defining advantages for territorial holders is access to preferential rates on various modules and software solutions. iLamp HQ, recognizing the strategic importance of territories and their contribution to the global ecosystem, extends these rates as a token of partnership and collaboration.

When iLamp HQ or any other territory negotiates with third-party vendors or develops in-house solutions, the benefits of bulk purchasing or shared development costs are passed on to the territorial holders. This means lower acquisition costs, which can be a substantial financial benefit.

9. Collective Bargaining Power:

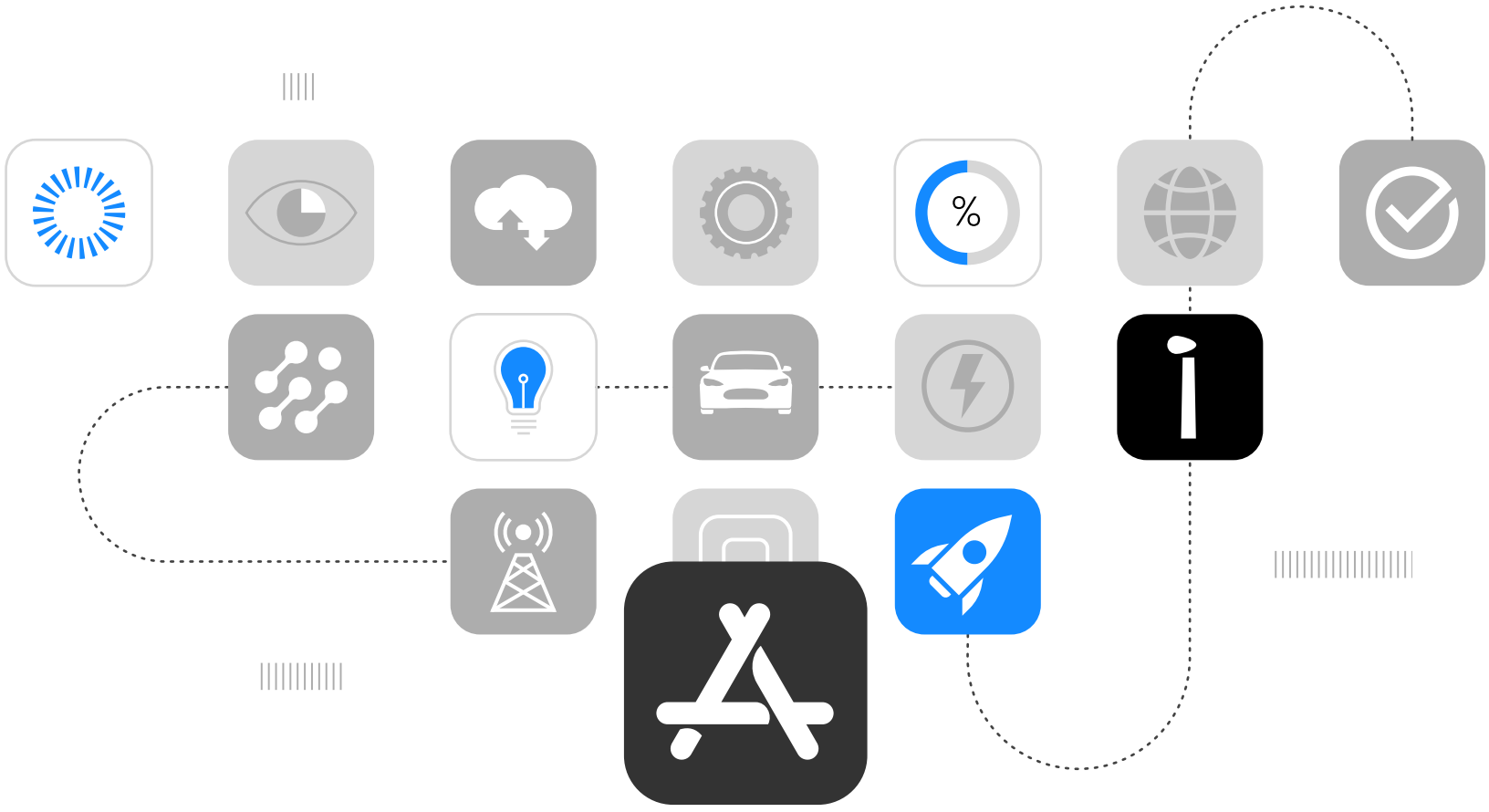
The collective might of all the territorial holders allows them to exert a greater influence when negotiating rates or features with software and module providers. This collaboration ensures that all territories, irrespective of their individual size or bargaining power, get to leverage the combined strength of the entire iLamp community.

10. Access to a Repository of Solutions:

Territorial holders will have access to a vast repository of modules and software solutions developed or sourced by iLamp HQ and other territories. This curated collection ensures that territories do not have to start from scratch or waste resources in reinventing the wheel. They can simply choose from tried and tested solutions, making the deployment faster and more efficient.

11. Continuous Updates and Upgrades:

Technology is ever-evolving, and in the world of smart urban solutions, staying updated is crucial. Territorial holders will continuously receive updates and upgrades on the modules and software solutions from both iLamp HQ and other territories. This ensures that the iLamp infrastructure in



iLamp App Store for Urban Innovation

iLamp stands at the forefront of urban technological evolution, akin to how the Google Play and Apple App Store redefined the landscape of software applications. iLamp transcends its primary function, unfolding as a dynamic framework for both hardware and software ingenuity.

Innovative Solutions

In the iLamp ecosystem combinations of hardware and software create transformative solutions for urban challenges. For instance, integrated microphones in iLamps enable a software application for gunshot detection and triangulation, providing precise location data for rapid law enforcement response, enhancing public safety. Similarly, iLamps equipped with smoke and heat sensors can detect early signs of forest fires, allowing for prompt alerts to residents and emergency crews, significantly mitigating fire damage and safeguarding communities. Motion sensors and cameras on iLamps optimise traffic flow through AI-driven analysis of traffic patterns, reducing congestion and accident risks, and contributing to a more environmentally friendly urban environment. These examples exemplify iLamp's potential in revolutionising urban living through smart, integrated technology solutions.

Empowering Local Innovation, Impacting Globally

While iLamp's immediate influence is local, enhancing public spaces with smart lighting, its potential for global technology dissemination is significant. This model encourages local developers to contribute to a growing repository of modular solutions, potentially setting new standards in urban technology and smart city development.

Creating a Sustainable Ecosystem

The beauty of the iLamp model lies in its economic and collaborative structure. Territorial holders stand to gain considerably, capturing over 20% of the revenue from apps developed in their region, incentivising territorial holders to promote innovation within their locale but also allowing them to include these novel solutions in their sales pitches, thereby broadening their offer to clients. This creates a symbiotic ecosystem where territorial holders, developers, and end-users benefit mutually.

Intelligent Lighting

iLamp's intelligent lighting app ensures the correct lighting level for the area it's positioned in, adapting to visibility and weather.

Power As A Service

PaaS redefines how energy is generated, distributed, and monetized on each iLamp.

Communications Billing

Communications billing enables each module to pay only for the data it uses, as well as for open WiFi network billing.

Batteryware Monitoring And Optimisation

BatteryWare conducts comprehensive monitoring, and real-time analysis to ensure optimal battery conditions.

Video Surveillance

Video surveillance enables remote real time monitoring, motion detection, high definition video, smart alerts and integrations.

Weather Monitoring

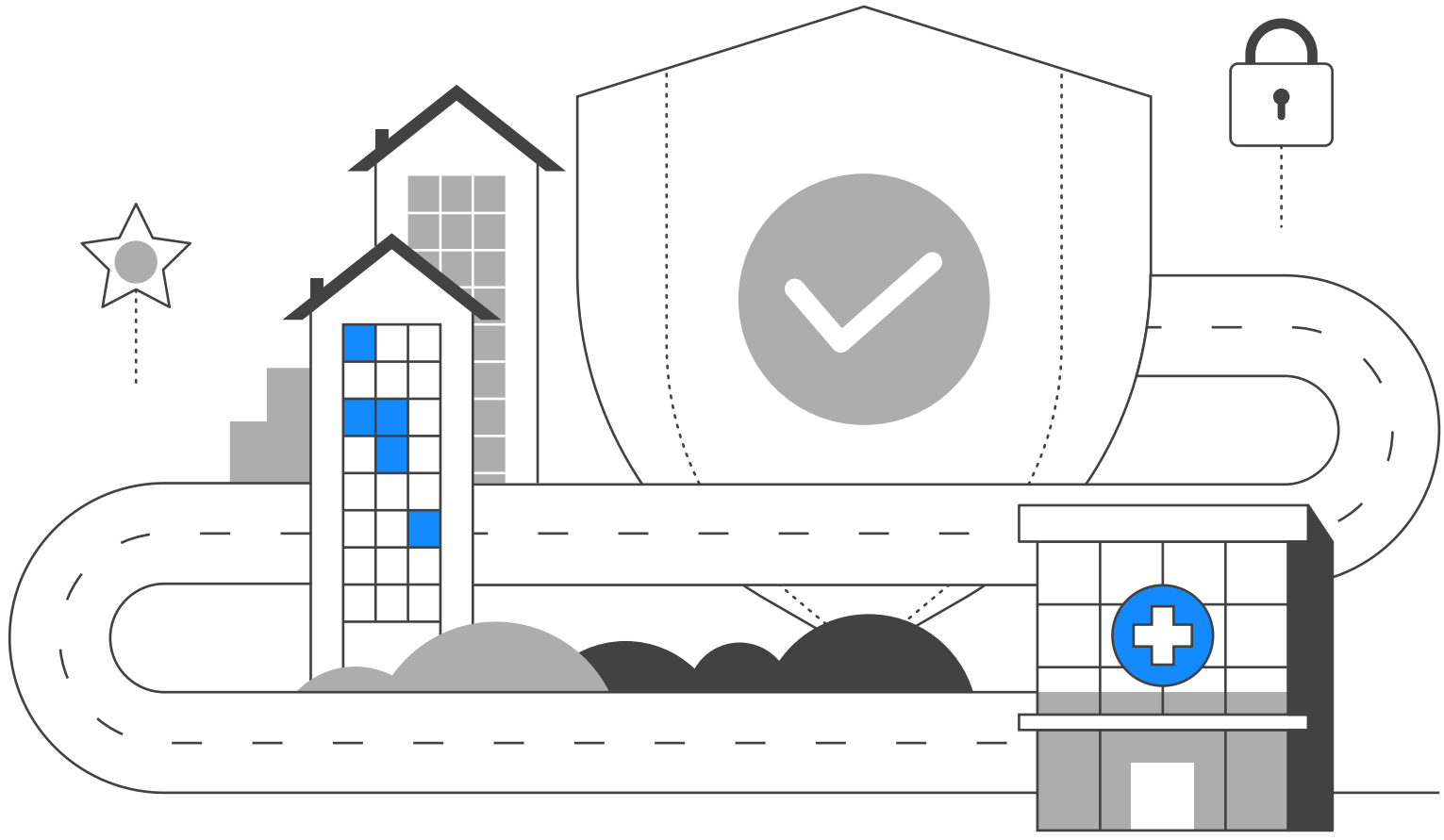
Weather monitoring uses environmental sensors to act as a local weather station, relaying real time data to stakeholders.

Power as a Service

Power as a Service (PaaS) is a payment processor connected to an energy management and distribution solution which was designed from the ground up to manage clean kilowatt hours (kWh) of locally produced and consumed power. PaaS enables the generation, metering, and monetization of this localised power on a decentralized basis between varied stakeholders.

Each iLamp unit is equippted with solar panels that harness renewable energy, storing it in batteries for efficient distribution. This setup not only powers the streetlighting but also supports a variety of smart sensors and modules. These modules may include cameras, environmental sensors, weather stations, and telecommunications devices which all use power, and all may have separate billing accounts with PaaS. By metering energy generated and consumed by each device PaaS enables a new paradigm where power can be locally generated for local consumption, eliminating transmission costs and emissions to near zero.

Under the PaaS model, the iLamp licensee can create PaaS contracts that delineates roles for both power suppliers and power users. Much like traditional utility models, these contracts enable accurate billing based on actual energy consumption, this is a significant step towards redefining how energy is generated, distributed, and monetized in the modern era and a crucial extra revenue stream which can be explored by iLamp licensees.



Enhanced Street Lighting

New England, while generally known for its low crime rates, still has areas where crime is a significant concern, making it crucial to implement effective crime prevention strategies in these regions. Enhanced street lighting, like iLamp, can play a key role in tackling crime in these areas, contributing to a further reduction in the overall crime rate across the region.

Studies have shown that enhanced street lighting like iLamp reduces crime by 20-40%, making enhanced lighting the single most effective way to lower crime while also increasing pedestrian and road safety.

Specific studies indicate:

UK Home Office: 20% reduction in crime, including vehicle-related crimes.

U.S. Study: Published in Criminology & Public Policy showed 45% reduction in nighttime index crime and a 39% reduction in daytime index crimes following enhanced lighting installation.

Enhanced street lighting could lead to a significant reduction in crime rates, potentially by 20-30%. This includes reductions in various types of crimes such as vehicle theft, property crimes, and violent crimes.

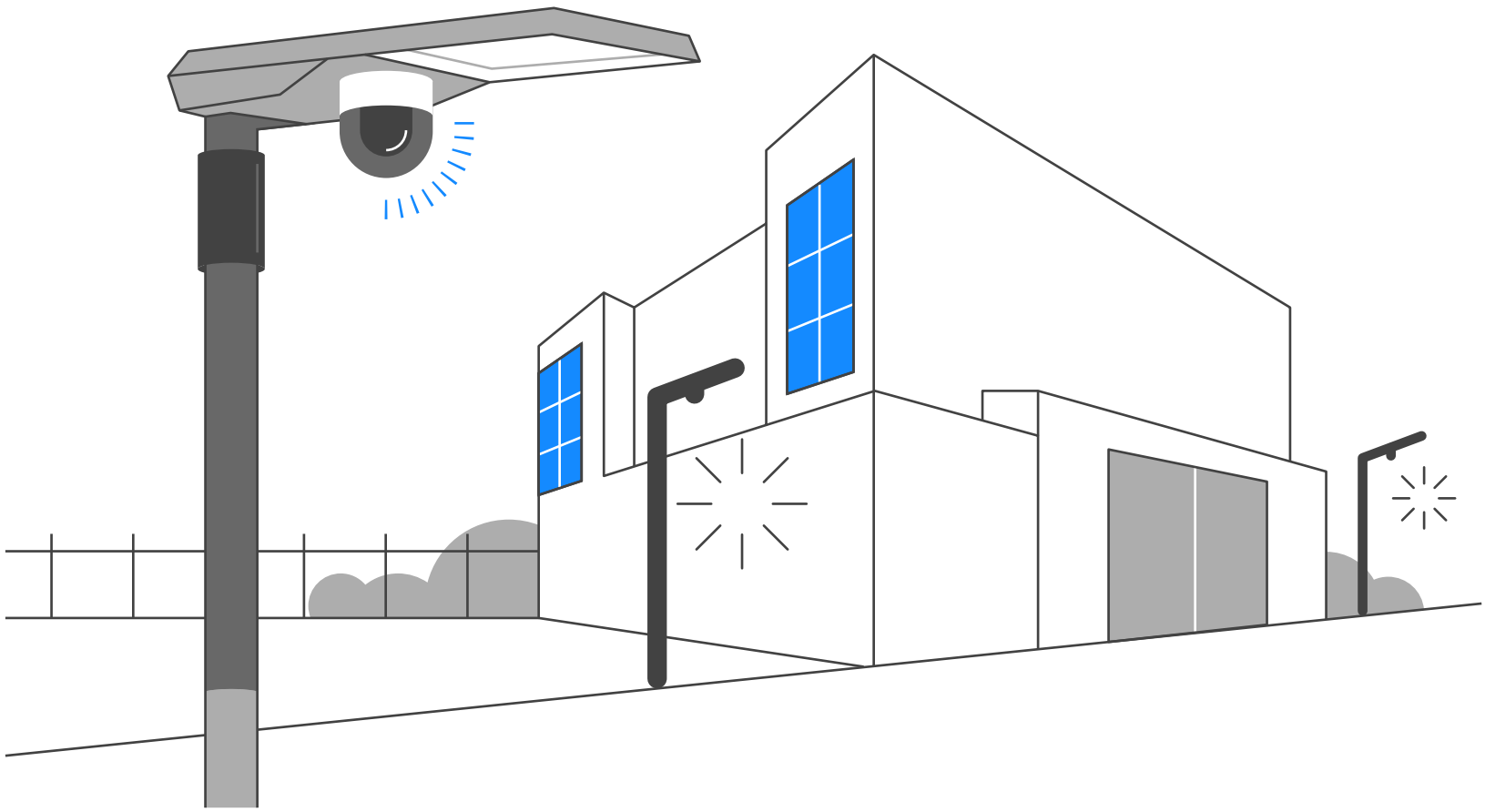
A 1% reduction in overall crime can lead to a 0.5% to 1% increase in property values. A 10% reduction in crime can result in a substantial increase in property values, potentially up to 8%.

Enhanced lighting could increase property values significantly in previously unlit or poorly lit areas and can further lead to economic stability and growth by attracting businesses and improving the quality of life. The increase in property values and improved safety drive more investments in the local infrastructure and services.

Better lit streets can improve the perception of safety, leading to increased outdoor activities and community engagement. Improved lighting can also enhance the effectiveness of other crime prevention measures, such as CCTV surveillance.

To support the implementation of enhanced street lighting, a comprehensive database containing data on crime rates and property values has been compiled. This helps in identifying high-crime areas that would benefit most from enhanced lighting, evaluating the cost-effectiveness and impact of enhanced lighting projects and monitoring the long-term effects on crime rates and property values.

Enhanced street lighting presents a promising strategy for New England tto improve public safety, reduce crime, and boost property values. Given the continents rapid growth and active real estate market, investing in such infrastructure yields substantial benefits, making neighborhoods safer and more attractive to residents and businesses.



The iLamp Effect

Imagine a neighbourhood with above average crime, where after dark the streets feel unsafe and are inadequately lit.

People avoid the area, the perceived danger deters people from frequenting local businesses, which in turn close earlier or shutter permanently. The neighborhood loses its vibrancy and appeal, leading to declining property values and further disinvestment. People leave for brighter pastures.

Now imagine iLamp's are installed, their enhanced lighting and cameras begin to deter crime, first due to the lighting, monitoring, and then due to the larger presence of people who now feel safe walking the streets.

This reduction in crime leads to a domino effect: as people feel safer, they are more likely to walk around, visit local businesses, and participate in community activities. This increased presence of people further deters criminal behavior, creating a safer and more welcoming environment.

Better street lighting also contributes to road safety. Well lit streets significantly reduce the likelihood of traffic accidents and pedestrian casualties. Emergency services, including police, firefighters, and medical personnel,

benefit from improved visibility, allowing them to navigate the area more efficiently and locate incidents quickly. This enhanced response capability saves lives and mitigate the severity of emergencies.

As safety improves, the community begins to experience a revival. People start to move into the area, attracted by the now safer and more appealing environment. This influx of residents drives up property values and stimulates the local economy. Businesses extend their operating hours, taking advantage of the increased foot traffic and nighttime activity. Public transportation becomes more accessible and reliable, allowing residents to shop, socialize, and commute safely after dark. This increased mobility to a higher quality of life and a more vibrant community atmosphere.

iLamp is not only functional, but aesthetically pleasing. They can be positioned to highlight architectural features and are designed to minimize light pollution, creating a pleasant nighttime atmosphere.

iLamp modules make each lamp future proof, and can tailored to the community's needs. For instance, environmental sensors can help allergy sufferers by providing real-time air quality data. Other modules can offer early warnings for forest fires, gas leaks, and weather events, enhancing overall safety and preparedness.

This story is backed by the hard evidence of communities around the world that have undergone this transformation:

The Impact of Street Lighting on Crime, Fear, and Pedestrian Street Use - by Kate Painter - Institute of Criminology, University of Cambridge, UK https://popcenter.asu.edu/sites/default/files/137-painter-the_impact_of_street_lighting_on_crime_fear_an.pdf

Colege of Policing - Improved Street Lighting https://www.college.police.uk/research/crime-reduction-toolkit/street-lighting

Can deterrence persist? Long-term evidence from a randomized experiment in street lighting - Criminology and Public Policy

iLamp Sales, Installs, and Maintenance

iLamp sales represent the largest revenue producing activity for licensees, providing them with a lucrative opportunity in the rapidly growing smart lighting market. To support sales efforts, iLamp offers comprehensive resources including sales proposals, branding kits, detailed product information, and benefit training resources. Additionally, licensees receive guides on available grants and best practices for approaching towns, counties, and municipalities, ensuring they are well-prepared to begin sales activities immediately.

iLamp products can be sold to a diverse range of public and private entities. Potential clients include public streets and highways, educational campuses, parks and recreational areas, parking lots, hotels and resorts, industrial estates and factories, hospitals and healthcare facilities, residential developments, train stations and railway networks, airports and ports, shopping complexes and malls, small businesses, stadiums and arenas, pathways and cycleways, homeowners associations and many more.

This broad market base provides licensees with extensive opportunities to secure contracts and drive significant sales revenue.

iLamp has been engineered for ease of installation, requiring minimal manpower and equipment. This user-friendly design allows sales agents to offer efficient and cost-effective installation services. Installation guides and cost calculators are readily available from iLamp, ensuring that licensees can accurately estimate installation costs and streamline the installation process.

Sales agents have the flexibility to either control the installation process themselves or sublicense these services. By sublicensing, they can generate additional revenue through the sale of installation rights or by charging royalties on services rendered. This approach enables licensees to maximize their revenue potential and capitalize on every aspect of the sales and installation process.

Maintenance of iLamp systems is another key revenue stream for licensees. Similar to installation, maintenance services can be controlled directly by the licensee or sublicensed. Charging royalties on maintenance contracts provides a continuous revenue source, akin to receiving a commission on each contract. This ensures that licensees benefit not only from the initial sale but also from ongoing service agreements.

The combined revenue from sales, installation, and maintenance of iLamps is substantial. With a wholesale cost of $5000 and a sale price of $9000 per unit, a small installation project of 35 units can generate over $300,000 in sales revenue alone. This significant profit margin underscores the financial viability and attractiveness of iLamp's business model for licensees.

iLamp's direct sales, installation, and maintenance services offer a robust business opportunity for licensees. By leveraging the comprehensive resources and support provided by iLamp, licensees can effectively penetrate the market, secure diverse contracts, and achieve substantial revenue growth.

Sublicensing Opportunity

Sublicensing is a powerful tool for iLamp New England, enabling the immediate commencement of operations across the diverse and historically rich region. This approach allows territorial holders to rapidly extend the iLamp business model to subterritories, fostering swift expansion and the potential for quick sales. The capacity for immediate sublicensing is critical in securing essential early-stage revenue, providing financial stability right from the start.

Territorial holders in New England have the unique advantage of recruiting a team of local experts who bring an intrinsic understanding of the region's varied landscapes and cultural nuances. These individuals, empowered with the independence that sublicensing offers, can operate with significant autonomy. This autonomy encourages growth and innovation without the need for continuous oversight, fostering a dynamic team environment that is agile and acutely attuned to the specific needs of the New England market.

By capitalizing on local expertise, iLamp New England can engage with professionals such as manufacturers, business leaders, and regional specialists who have a deep understanding of their specific areas within the region. Sublicensing to these local experts ensures that iLamp's solutions are finely tailored to meet New England's unique challenges and opportunities, thereby building trust and credibility within local communities.

Sublicensees in New England are adept at navigating the region's complex regulations, policies, and understanding the cultural and market dynamics of each state. This proficiency leads to more effective market penetration while spreading operational risks among a broader base of stakeholders, lessening the financial and operational load on the primary license holder. This approach fosters local stakeholder engagement, creating a sense of ownership and commitment to iLamp's success, potentially leading to stronger advocacy and brand loyalty across New England.

The sublicensing model is inherently scalable, enabling iLamp New England to expand its reach across the region without the proportional increase in capital investment and resources typically required for such growth. This model ensures that iLamp can adapt to the specific needs of states like Vermont, New Hampshire, Maine, and Rhode Island, tailoring its offerings to address the distinct challenges and opportunities in each area. The following price list provides an estimate of market prices as determined by leading

SUBLICENSING OPPORTUNITY

State	Population	Street Lights	Addresssable	Territory Price
Boston	675,647	58,781	5,114	$1,689,117.50
Worcester	206,518	17,967	1,563	$516,295.00
Providence	190,934	16,611	1,445	$477,335.00
Springfield	155,929	13,566	1,180	$389,822.50
Bridgeport	148,654	12,933	1,125	$371,635.00
Stamford	135,470	11,786	1,025	$338,675.00
New Haven	134,023	11,660	1,014	$335,057.50
Hartford	121,054	10,532	916	$302,635.00
Cambridge	118,403	10,301	896	$296,007.50
Manchester	115,644	10,061	875	$289,110.00
Lowell	115,554	10,053	875	$288,885.00
Waterbury	114,403	9,953	866	$286,007.50
Brockton	105,643	9,191	800	$264,107.50
Quincy	101,636	8,842	769	$254,090.00
Lynn	101,253	8,809	766	$253,132.50
New Bedford	101,079	8,794	765	$252,697.50
Fall River	94,000	8,178	711	$235,000.00
Nashua	91,322	7,945	691	$228,305.00
Norwalk	91,184	7,933	690	$227,960.00
Lawrence	89,143	7,755	675	$222,857.50
Newton	88,923	7,736	673	$222,307.50
Danbury	86,518	7,527	655	$216,295.00
Cranston	82,934	7,215	628	$207,335.00
Warwick	82,823	7,206	627	$207,057.50
Somerville	81,045	7,051	613	$202,612.50
Pawtucket	75,604	6,578	572	$189,010.00
New Britain	74,135	6,450	561	$185,337.50
Framingham	72,362	6,295	548	$180,905.00
Portland	68,408	5,951	518	$171,020.00
Haverhill	67,787	5,897	513	$169,467.50
Malden	66,263	5,765	502	$165,657.50
Waltham	65,218	5,674	494	$163,045.00
West Hartford	64,083	5,575	485	$160,207.50
Greenwich	63,518	5,526	481	$158,795.00
Brookline	63,191	5,498	478	$157,977.50
Revere	62,186	5,410	471	$155,465.00
Fairfield	61,512	5,352	466	$153,780.00
Plymouth	61,217	5,326	463	$153,042.50
Hamden	61,169	5,322	463	$152,922.50
Meriden	60,850	5,294	461	$152,125.00
Bristol	60,833	5,292	460	$152,082.50
Medford	59,659	5,190	452	$149,147.50
Manchester	59,713	5,195	452	$149,282.50
Taunton	59,408	5,168	450	$148,520.00
Weymouth	57,437	4,997	435	$143,592.50
West Haven	55,584	4,836	421	$138,960.00
Chicopee	55,560	4,834	421	$138,900.00
Peabody	54,481	4,740	412	$136,202.50
Methuen	53,059	4,616	402	$132,647.50
Stratford	52,355	4,555	396	$130,887.50
East Hartford	51,045	4,441	386	$127,612.50
Milford	50,558	4,399	383	$126,395.00
Everett	49,075	4,270	371	$122,687.50

Barnstable	48,916	4,256	370	$122,290.00
Middletown	47,717	4,151	361	$119,292.50
East Providence	47,139	4,101	357	$117,847.50
Attleboro	46,461	4,042	352	$116,152.50
Arlington	46,308	4,029	351	$115,770.00
Burlington	44,743	3,893	339	$111,857.50
Salem	44,480	3,870	337	$111,200.00
Wallingford	44,396	3,862	336	$110,990.00
Concord	43,976	3,826	333	$109,940.00
Pittsfield	43,927	3,822	332	$109,817.50
Leominster	43,782	3,809	331	$109,455.00
Southington	43,501	3,785	329	$108,752.50
Woonsocket	43,240	3,762	327	$108,100.00
Beverly	42,670	3,712	323	$106,675.00
Enfield	42,141	3,666	319	$105,352.50
Billerica	42,119	3,664	319	$105,297.50
Fitchburg	41,946	3,649	317	$104,865.00
Marlborough	41,793	3,636	316	$104,482.50
Woburn	40,876	3,556	309	$102,190.00
Shelton	40,869	3,556	309	$102,172.50
Westfield	40,834	3,553	309	$102,085.00
Chelsea	40,787	3,548	309	$101,967.50
Norwich	40,125	3,491	304	$100,312.50
Groton	38,411	3,342	291	$96,027.50
Amherst	39,263	3,416	297	$98,157.50
Braintree	39,143	3,405	296	$97,857.50
Shrewsbury	38,325	3,334	290	$95,812.50
Holyoke	38,238	3,327	289	$95,595.00
Lewiston	37,121	3,230	281	$92,802.50
Natick	37,006	3,220	280	$92,515.00
Trumbull	36,827	3,204	279	$92,067.50
Andover	36,569	3,182	277	$91,422.50
Cumberland	36,405	3,167	276	$91,012.50
Chelmsford	36,392	3,166	275	$90,980.00
Coventry	35,688	3,105	270	$89,220.00
Torrington	35,515	3,090	269	$88,787.50
Watertown	35,329	3,074	267	$88,322.50
Glastonbury	35,159	3,059	266	$87,897.50
Randolph	34,984	3,044	265	$87,460.00
Lexington	34,454	2,997	261	$86,135.00
Derry	34,317	2,986	260	$85,792.50
North Providence	34,114	2,968	258	$85,285.00
Dartmouth	33,783	2,939	256	$84,457.50
Franklin	33,261	2,894	252	$83,152.50
Dover	32,741	2,848	248	$81,852.50
Dracut	32,617	2,838	247	$81,542.50
Falmouth	32,517	2,829	246	$81,292.50
Rochester	32,492	2,827	246	$81,230.00
Needham	32,091	2,792	243	$80,227.50
South Kingstown	31,931	2,778	242	$79,827.50
Bangor	31,753	2,763	240	$79,382.50
Norwood	31,611	2,750	239	$79,027.50
Naugatuck	31,519	2,742	239	$78,797.50
Tewksbury	31,342	2,727	237	$78,355.00
West Warwick	31,012	2,698	235	$77,530.00
North Andover	30,915	2,690	234	$77,287.50

North Attleborough	30,834	2,683	233	$77,085.00
Newington	30,536	2,657	231	$76,340.00
Milford	30,379	2,643	230	$75,947.50
Vernon	30,215	2,629	229	$75,537.50
Salem	30,089	2,618	228	$75,222.50
Melrose	29,817	2,594	226	$74,542.50
Gloucester	29,729	2,586	225	$74,322.50
Northampton	29,571	2,573	224	$73,927.50
Johnston	29,568	2,572	224	$73,920.00
Wellesley	29,550	2,571	224	$73,875.00
Windsor	29,492	2,566	223	$73,730.00
Stoughton	29,281	2,547	222	$73,202.50
West Springfield	28,835	2,509	218	$72,087.50
Cheshire	28,733	2,500	217	$71,832.50
Agawam	28,692	2,496	217	$71,730.00
Bridgewater	28,633	2,491	217	$71,582.50
Milton	28,630	2,491	217	$71,575.00
Saugus	28,619	2,490	217	$71,547.50
Branford	28,273	2,460	214	$70,682.50
New Milford	28,115	2,446	213	$70,287.50
Danvers	28,087	2,444	213	$70,217.50
East Haven	27,923	2,429	211	$69,807.50
North Kingstown	27,732	2,413	210	$69,330.00
New London	27,367	2,381	207	$68,417.50
Wethersfield	27,298	2,375	207	$68,245.00
Belmont	27,295	2,375	207	$68,237.50
Newtown	27,173	2,364	206	$67,932.50
Westport	27,141	2,361	205	$67,852.50
Wakefield	27,090	2,357	205	$67,725.00
South Windsor	26,918	2,342	204	$67,295.00
Farmington	26,712	2,324	202	$66,780.00
Merrimack	26,632	2,317	202	$66,580.00
South Portland	26,498	2,305	201	$66,245.00
Walpole	26,383	2,295	200	$65,957.50
Burlington	26,377	2,295	200	$65,942.50
Mansfield	25,892	2,253	196	$64,730.00
Londonderry	25,826	2,247	195	$64,565.00
Marshfield	25,825	2,247	195	$64,562.50
Reading	25,518	2,220	193	$63,795.00
Hudson	25,394	2,209	192	$63,485.00
Dedham	25,364	2,207	192	$63,410.00
Easton	25,058	2,180	190	$62,645.00
Newport	25,163	2,189	190	$62,907.50
Yarmouth	25,023	2,177	189	$62,557.50
Total				**$17,492,327.50**

The Market & Financials

New England, with its rich history, cultural diversity, and evolving technological landscape, presents a dynamic market for infrastructure innovation. The region's commitment to modernization, sustainable urban planning, and resilience against harsh weather conditions provides an ideal environment for advanced infrastructure solutions like iLamp. The diversity of New England, from its historic urban centers to its expansive rural areas, offers varied opportunities for street lighting solutions.

Market Segmentation

By Area : Urban (Boston, Providence, Hartford) vs. Rural (The White Mountains, Green } Mountains, and coastal areas)

By Need : Updating outdated infrastructure vs. New installations in developing urban districts

By Application : Public streets, highways, recreational areas, private complexes, and carparks

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Digital Cities : With major cities like Boston and Providence leading smart city development in New England, the region presents substantial opportunities for integrating smart infrastructure like iLamp.

Decentralized Systems : As New England continues to enhance its energy infrastructure, especially in response to challenges posed by severe weather and grid r eliability, systems like iLamp that reduce the load on the grid and provide resilient lighting solutions are particularly advantageous.

Total Addressable Market (TAM):
The total number of public streetlights required in New England is estimated at 1,291,950 using the Northeast Energy Efficiency Partnerships formula.

Serviceable Available Market (SAM):

Given New England’s diverse infrastructure needs and its openness to innovative technologies, targeting a 9% of the TAM offers significant growth potential for iLamp in the region.

iLamp New England and the paradigm shift

iLamp is charting a groundbreaking path for New England, with a vision that extends beyond merely entering the market to fundamentally reshaping it. A critical decision lies in determining how to allocate operational control within iLamp New England versus the distribution of sublicenses. Direct management could lead to substantial profits and greater control over profit margins. However, collaborating with skilled local entities could accelerate market penetration, leading to faster revenue growth and providing an immediate influx of revenue.

Additional income opportunities emerge by leveraging New England-born hardware and software innovations, creating a comprehensive ecosystem of solutions. Through iLamp's extensive distribution network and app store, these innovations can reach new markets, each generating lucrative new revenue streams for iLamp New England.

Our venture's scope extends far beyond the product itself. There are numerous untapped local ventures in New England, with many more opportunities available. Establishing local production could position iLamp New England as a key supplier in the region. By monetizing the real estate of lamp poles and exploring various hardware and software combinations, along with subscription services like Power As A Service, the potential for income is both diverse and significant.

Backed by the Conflow Power Group, iLamp New England benefits from early access to and priority on all technological advancements and innovations from CPG, granting it a formidable edge as a leading pioneer in the region.

The partnership with the ILOCX platform further empowers iLamp New England in managing sublicense sales as effectively as territorial license sales. This provides an invaluable mechanism for sublicensees to generate capital within their own markets, fostering progress and market expansion.

The global urban landscape is on the verge of a profound transformation, and our innovative solutions are not just in demand; they are essential. As cities and towns in New England evolve, iLamp's cutting-edge solutions illuminate the way forward. iLamp New England is poised to be a central force in this pivotal shift, embodying progress and innovation in the region.