



iLamp Roadmap for The United Kingdom

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



UK Population

66.97 Million

Road Casualties 2023

135,480

United Kingdom Transportation
Related Budget

£46.1 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.

In the UK, with substantial transportation budgets and strong focus on renewable energy, infrastructure development, and climate technology, there are challenges such as aging infrastructure, variable weather conditions that affect road safety, pedestrian fatalities on underlit roads and increasing crime which requires urgent attention. These challenges present an opportunity for transformative solutions across the country.

iLamp is more than just a streetlight; it offers the UK a comprehensive set of strategies aimed at unlocking substantial economic benefits while creating a positive impact in local communities.

iLamp UK creates jobs, improves public safety, reduces crime, and minimises environmental impact and maintenance costs. It supports the establishment of a strong manufacturing base and technology platform that could attract UK tech innovators, developers, investors and grants.

Lamp Sales: iLamp's autonomous operation reduces pressure on the national grid through its innovative cylindrical solar panels, and its modular design allows for the integration of a variety of sensors, hardware, and software to enhance pedestrian and road user safety. This aligns with the UK's commitment to solar energy, strengthening grid resilience, and reducing traffic-related fatalities. Its adaptable design ensures seamless integration with local systems, making it a vital part of urban infrastructure.

Utilities: The Power as a Service (PaaS) model, where customers pay for the clean energy generated and consumed by the device, sets a benchmark for existing utilities to adopt sustainable practices, beginning with iLamp. This approach opens the door for new utilities focused on local clean energy generation, transparent billing, and dynamic device management, crucial in a nation recognised for its leadership in renewable energy initiatives.

Local Rights: iLamp's commitment to local manufacturing promotes job creation across multiple sectors, from production to maintenance. By leveraging the UK's skilled workforce and resources, it fosters economic growth and regional prosperity. Additionally, the potential for sub-licensing rights for specific regions or sectors broadens revenue generation opportunities, ensuring that the benefits of iLamp's technology remain within the UK.

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Creativity is the power to correct the seemingly unconnected.

- William Plomer

The UK is 11% less peaceful than a decade ago

The reported violent crime rate has risen by more than a third in the last decade, exceeding 1,200 crimes per 100,000 people on average across the UK.

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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 the UK continues to emerge as a growing technology hub, iLamp UK is well-positioned to acquire and integrate advanced hardware and software solutions into its expansive distribution network, which spans multiple regions worldwide. This not only creates additional profitable revenue streams from technology sales and markups but also establishes The UK as a leader in smart city solutions.

iLamp is more than just a product; it represents a pathway to innovation, security, and economic growth. Addressing critical issues such as grid efficiency, renewable energy integration, and pedestrian safety, iLamp embodies the UK's forward-thinking vision for a safer, more sustainable future.

iLamp's commitment to local manufacturing in the UK drives job creation across various sectors, contributing to regional prosperity while aligning with the nation's leadership in technological innovation and renewable energy. Its advanced street lighting solutions play a significant role in enhancing public safety by reducing crime, which, in turn, boosts property values in well-lit areas. The modular design of iLamp also supports health improvements through environmental monitoring and hazard warnings, while offering diverse revenue streams through sub-licensing, lamp sales, and Power as a Service (PaaS). As part of the Conflow Power family, all licensees benefit from continuous growth and innovation opportunities.

This dynamic expansion creates the ideal environment for upgrading streetlights across the country 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 throughout the UK.

The UK's readiness to embrace smart, ecofriendly, and cost effective solutions, along with the need to address road safety challenges and modernize infrastructure, highlights the necessity of iLamp. By transforming neighbourhood safety, iLamp can play a pivotal role in shaping the UK into a secure, sustainable, and technologically advanced nation.

The iLamp

What is iLamp?

iLamp is a groundbreaking, self powered, modular, and enhanced lighting solution designed to reduce crime and road accident casualties, while addressing multiple other challenges.

Equipped with low profile, cylindrical solar panels that shed dust, snow and dirt, iLamp harnesses renewable energy, storing it in batteries for efficient distribution. This setup powers street lighting but also supports various smart sensors and modules.

Each iLamp is customisable to meet the needs of different environments, modules include sensors that can detect smoke, gas, radiation, seismic activity, air quality and pollen to fully fledged modules that feature traffic management, ANPR, nuisance noise detection, 5G WiFi, 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.

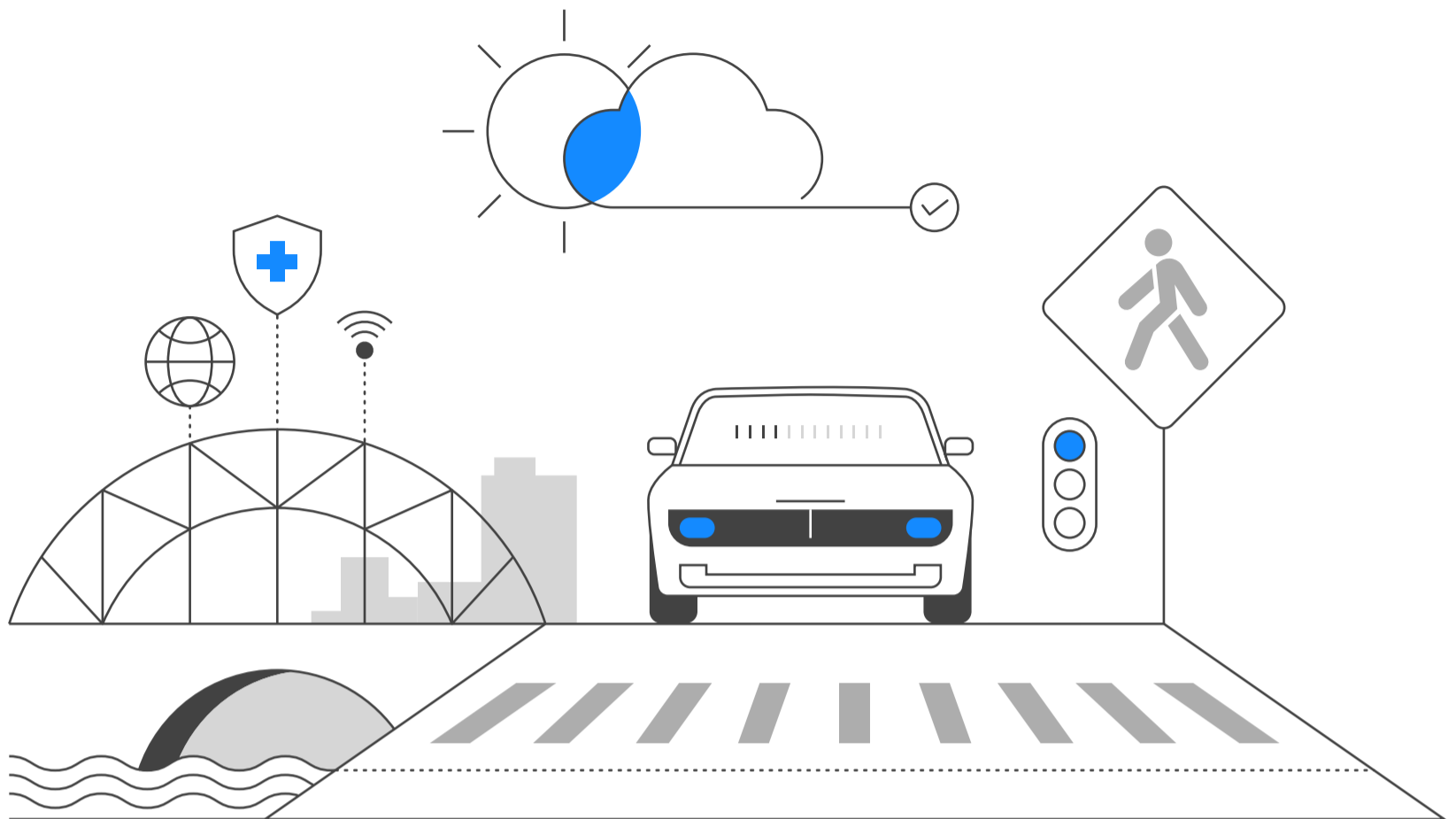
Modules and Apps can be sold through iLamp's App and Module Stores, creating a dynamic framework for unlocking hardware and software ingenuity, similar to how Google Play and Apple App Store revolutionised smartphones capabilities.

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, improves local community pride, increases house prices and stimulates local economies.

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?

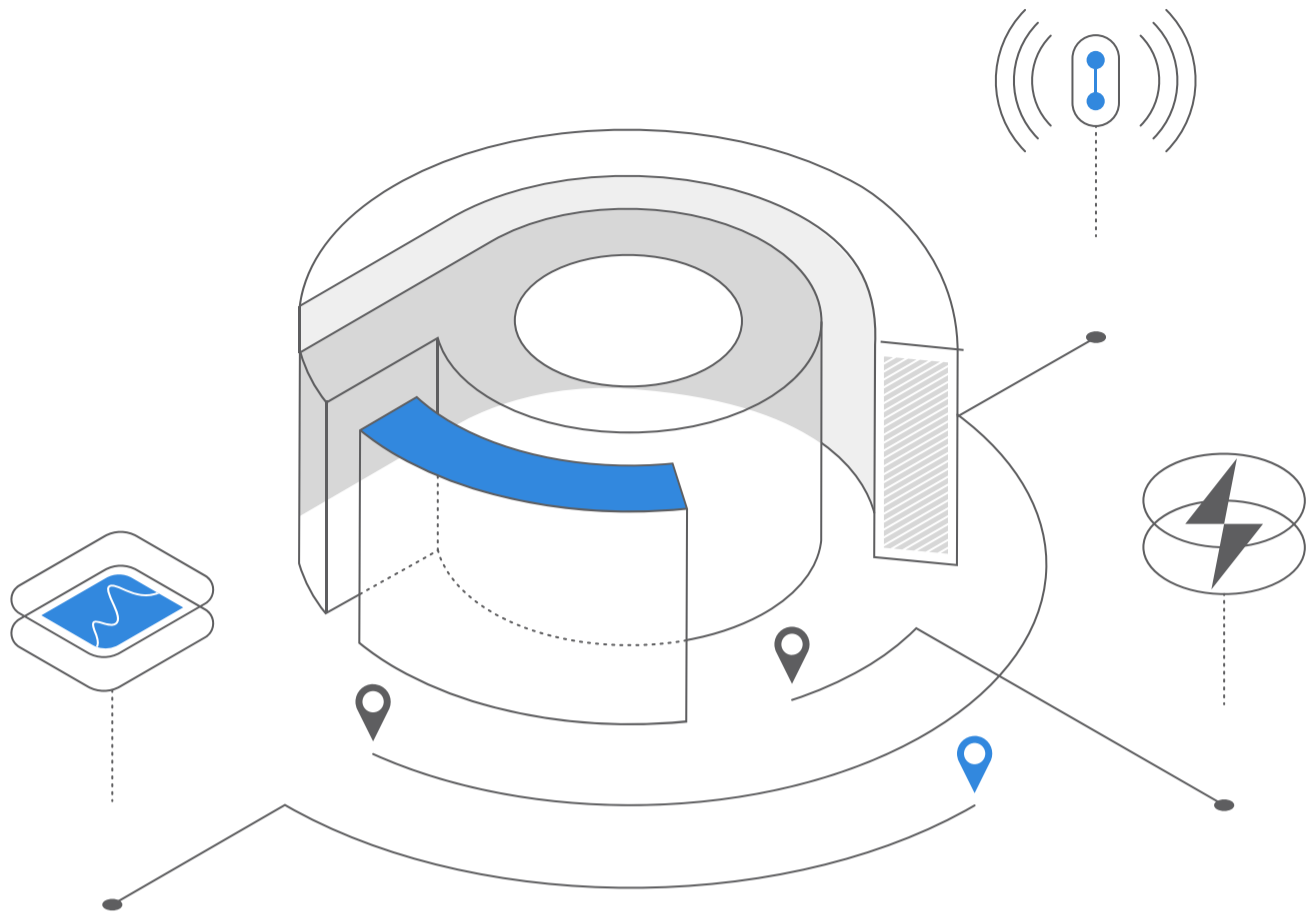
iLamp has a transformational effect on communities making them safer, more prosperous, social and desirable. It is the single most cost effective improvement any country, city, town or neighbourhood can make, offering multifaceted benefits that dramatically outweigh its costs.

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 UK Opportunity

The UK, a nation renowned for its rich history, cultural diversity, and picturesque landscapes, is undergoing a significant transformation in both urban and rural infrastructure as it increasingly emphasizes technology and innovation. The introduction of iLamp to the UK market will create a powerful synergy between the country's push for modernization and the global movement towards smart city advancements.

Harmonizing with the Tech Landscape:

Manufacturing and energy are vital sectors that provide jobs and enhance the quality of life across the UK. The country's commitment to technological advancement, especially in manufacturing and energy, is well established. iLamp UK aims to play a pivotal role in this technological evolution, integrating the nation's manufacturing expertise and innovations into iLamp's global distribution network. This strategic initiative showcases the UK's technological capabilities on the international stage, enhancing licensee profitability through global sales and technology exchanges.

Grid Resilience and Sustainable Transformation:

In the UK, where energy needs are rapidly evolving and unpredictable weather conditions pose unique challenges, the balance between modernization and sustainability is crucial. iLamp emerges as a leader by offering a self-suf-

efficient lighting solution that strengthens resilience and improves security. It represents a significant step toward safe and sustainable living, particularly in regions that experience harsh winters and variable weather.

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

iLamp's Power-as-a-Service (PaaS) model is transformative for the UK's energy providers, propelling them toward the future of clean energy and intelligent utilities. This model marks a revolutionary shift from traditional power distribution to a system that prioritizes local generation, energy efficiency, and innovation in energy management—an essential step in a country committed to sustainability and renewable energy.

New Revenue Avenues and Technological Integration:

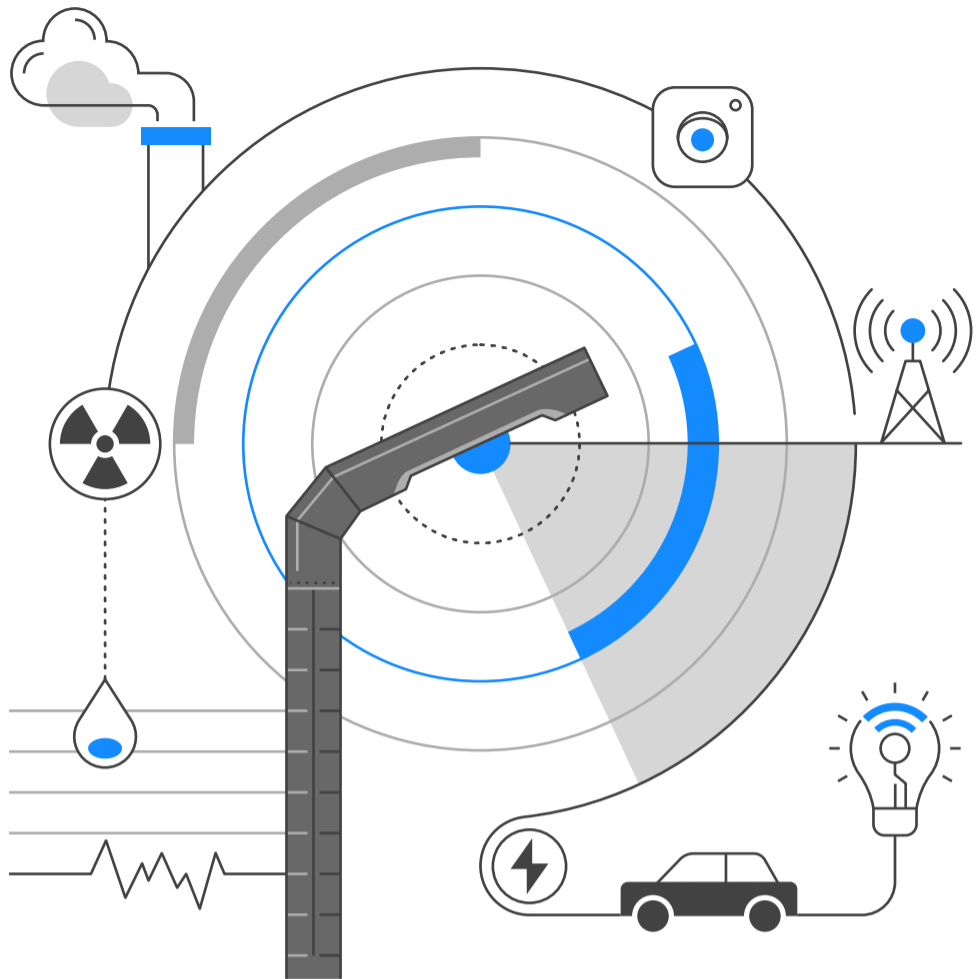
iLamp's modular design opens the door to innovative technological integration, making the UK's advancements available to iLamp users globally. This taps into the country's growing tech sector, fostering new revenue streams and ensuring each iLamp unit becomes a hub of high-tech solutions, contributing to the digital transformation of cities and towns across the UK.

Public Safety, Health, and Connectivity:

iLamp aligns with the UK's objectives for improved public safety and health, with the potential to integrate into national and regional safety networks. Its multifunctional design ensures well-lit streets and supports public health initiatives through environmental monitoring. Additionally, its communication modules could form the backbone of the UK's digital infrastructure, enhancing connectivity from bustling cities to rural communities.

Economic Benefits and Reach Beyond Urban Areas:

The economic potential of iLamp in the UK is considerable, with the ability to extend beyond major urban centers like London, Birmingham, and Manchester to reach suburban and rural areas. This comprehensive approach ensures a consistent and advanced technological presence throughout the country, 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 UK.



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 communications 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 transportation 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 Pollution Reduction**

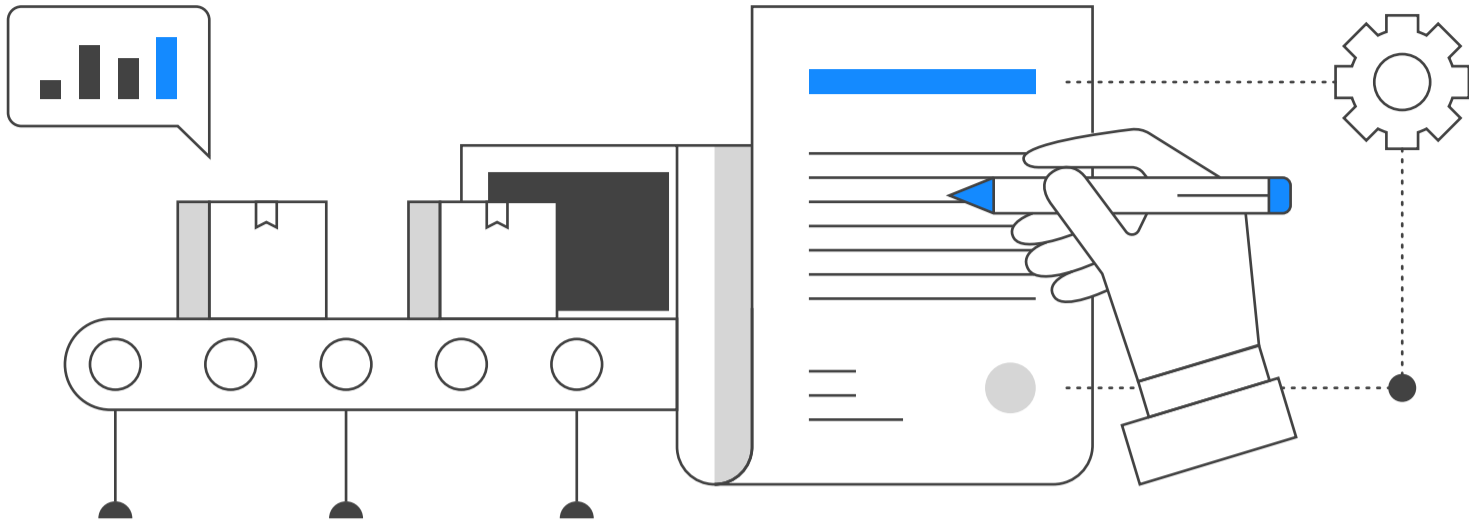
The adaptive lighting capabilities of iLamp can minimize light pollution by adjusting brightness levels according to the time of day and surrounding conditions. This can contribute to a better night-time environment, reducing the impact of artificial light on wildlife and human health.

 **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, and sell iLamp across all rights categories are granted to territorial licensee's. 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. These rights can be sublicensed to local, national or international groups.

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:

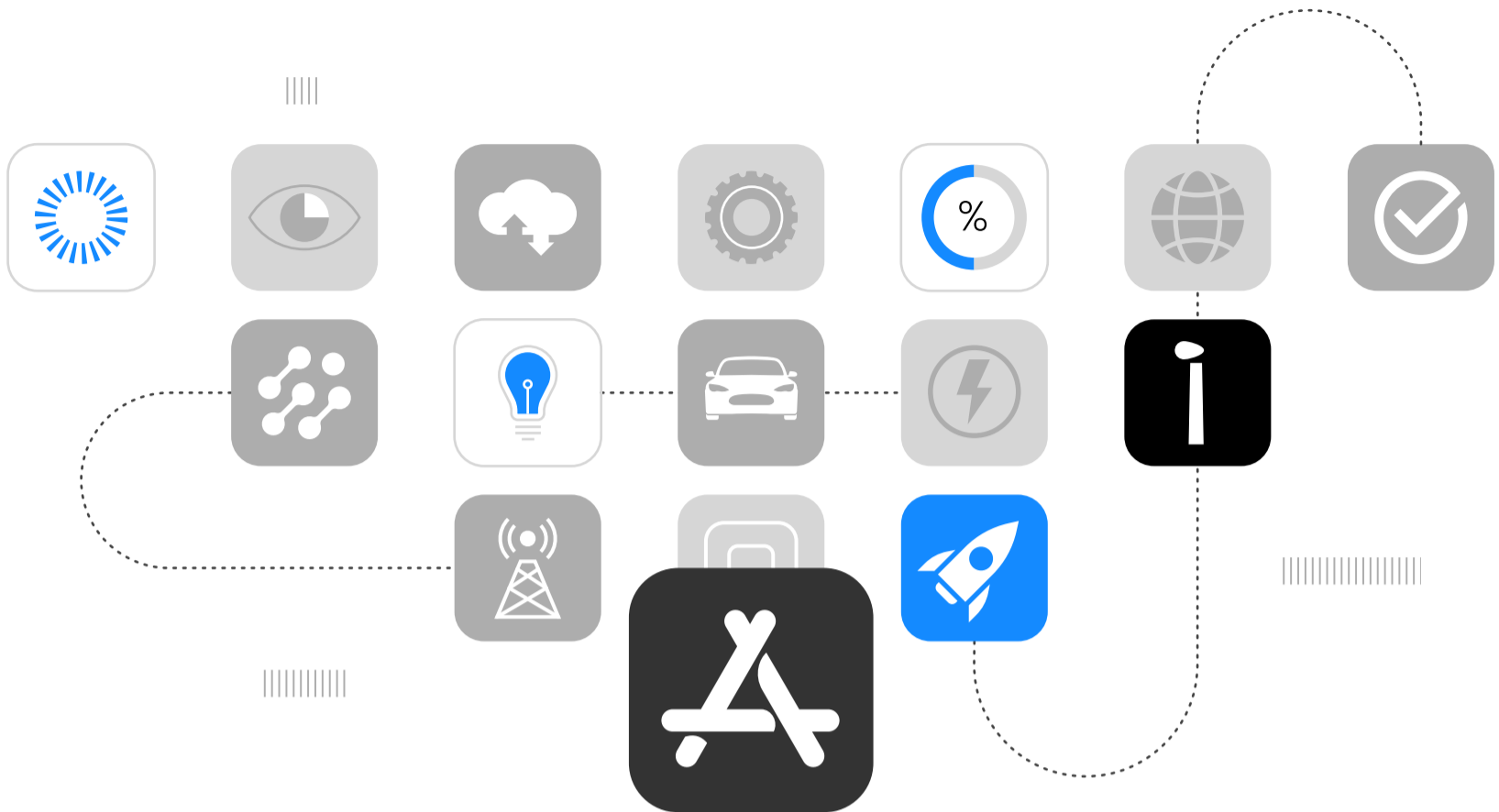
The collective might of all the territorial holders allows them to exert a greater influence when negotiating rates or features with software and module providers. This collaboration ensures that all territories, irrespective of their individual size or bargaining power, get to leverage the combined 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 each territory remains modern, efficient, and in line with the latest technological advancements.



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.



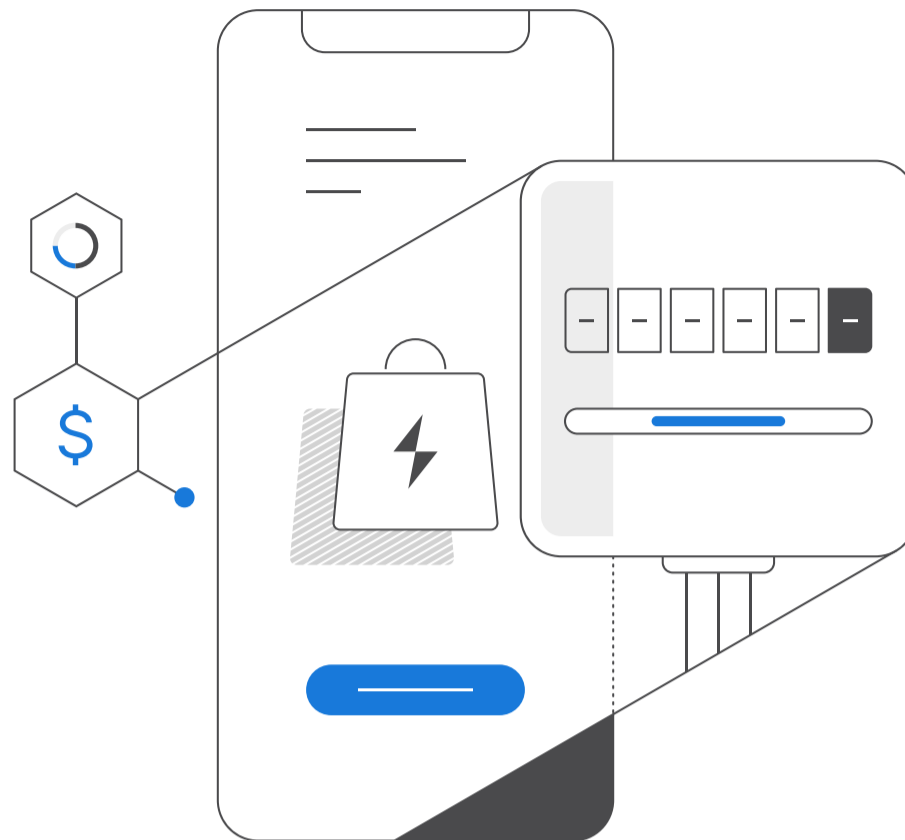
Video Surveillance

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.

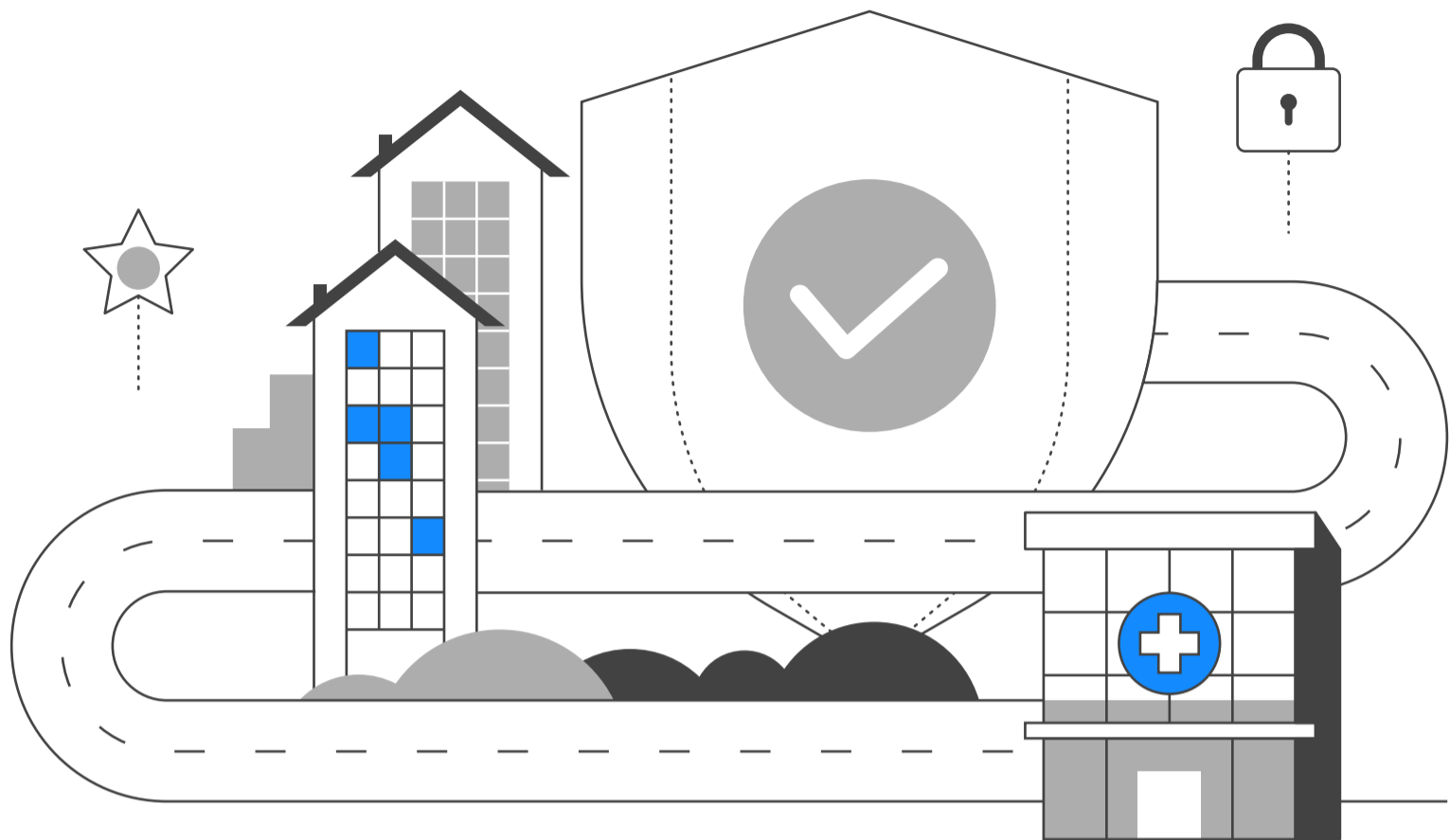


Power as a Service

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 equipped 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

Crime in the UK is on the rise, making it crucial to implement effective crime prevention strategies. Enhanced street lighting, like iLamp, can play a key role in tackling crime in these areas, contributing to a significant reduction in the overall crime rate across the UK.

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

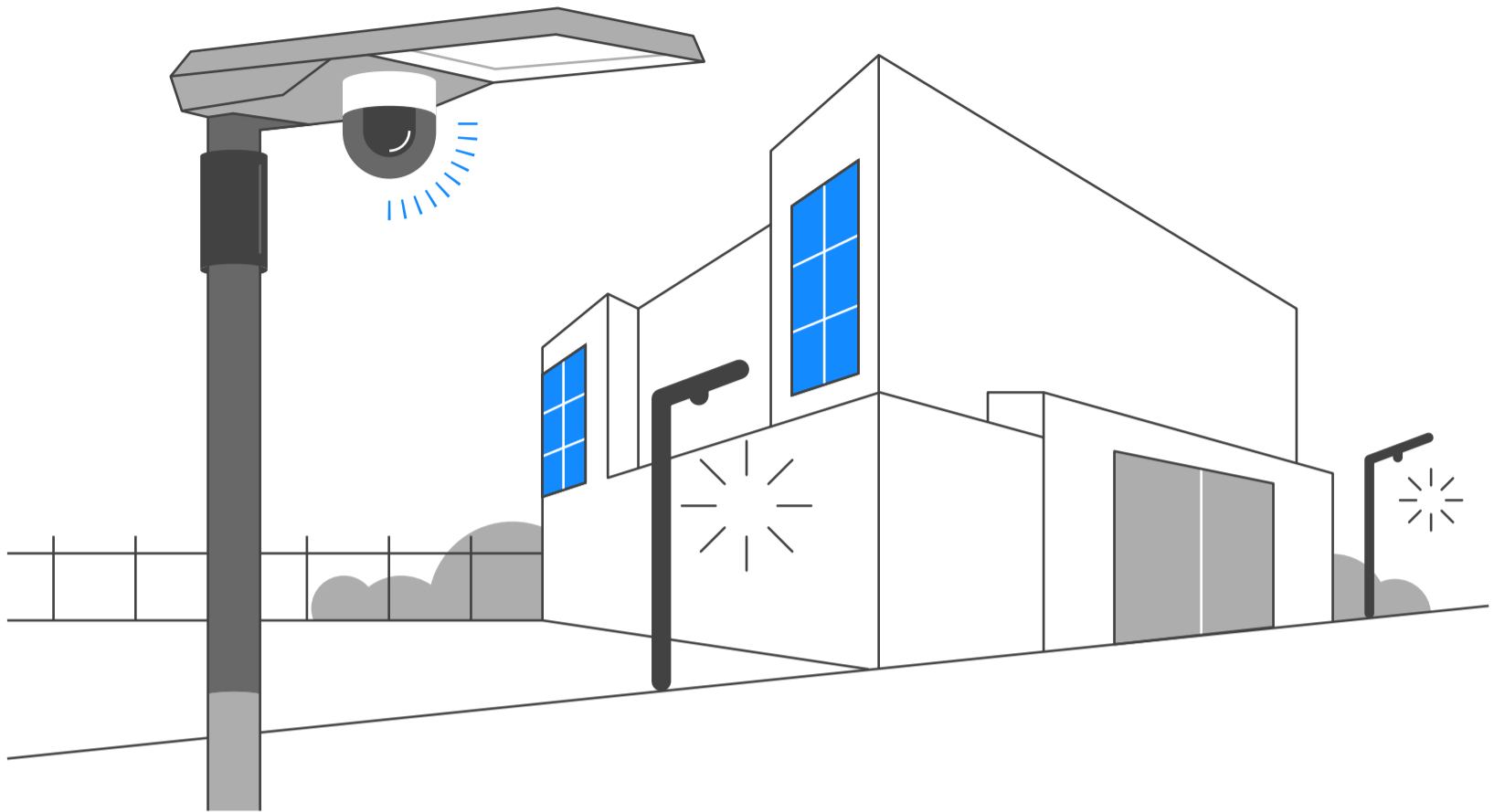
values. A 10% reduction in crime can result in a substantial increase in property values, potentially up to 8%.

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 the UK to improve public safety, reduce crime, and boost property values. Given the continent's 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

College 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 £4000 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 strategic advantage for iLamp UK, enabling swift entry into diverse regions across the country. Through sublicensing, iLamp UK can quickly extend its business model to subterritories, accelerating expansion and driving rapid sales growth. This capacity for immediate sublicensing is crucial for generating early-stage revenue, providing financial stability from the outset.

iLamp UK acquires key operational rights, including sales, distribution, manufacturing, control of the iLamp App and Module stores, as well as the right to manage Power-as-a-Service (PaaS) contracts. Additionally, iLamp UK will secure a guaranteed supply line for a specified number of lamps, ensuring consistent product availability.

For instance, iLamp UK could sublicense sales and installation rights for roads, streets, and public infrastructure to regional experts who possess deep local knowledge and valuable connections. This localised approach fosters strong stakeholder engagement, building trust and credibility within communities. By empowering local partners with ownership and responsibility for iLamp's success, iLamp UK can enhance advocacy, brand loyalty, and market penetration, while also distributing operational risks.

Beyond public infrastructure, sublicensing can extend to other high-value categories, such as military installations, airports, railways, seaports, industrial estates, hotels, toll roads, educational campuses, hospitals, power plants, oil refineries, agricultural sites, private parking lots, arenas, stadiums, and shopping centres.

Each of these rights categories can be sold individually or as bundled packages, both nationally or internationally, with options to include broader rights such as sales, distribution, manufacturing, app and module operations, PaaS management, or supply chain access.

This scalable sublicensing model allows iLamp UK to expand its reach without the proportional increase in capital investment typically associated with growth. It also provides flexibility to align the right rights with the right partners. For example, in the U.S., after several regional territories were sublicensed, a group sought to acquire national rights for military installations, offering license holders a lump sum and ongoing royalties. Similarly, a security company specializing in hotels pursued the rights for the hotel category, showing the model's adaptability and profitability.

The Market & Financials

The UK, with its rich history, cultural diversity, and evolving technological landscape, presents a dynamic market for infrastructure innovation. The region's commitment to reducing crime, increasing road safety, modernisation, sustainable urban planning, and energy resilience provides an ideal environment for advanced infrastructure solutions like iLamp. The diversity of the UK, from its historic urban centers to its expansive rural areas, offers varied opportunities for street lighting solutions.

Market Segmentation

- By Area** : Urban (London, Birmingham, Manchester) vs. Rural (Northumberland, Somerset, Devon)
- By Need** : Updating outdated infrastructure vs. New installations in developing urban districts
- By Application** : Public streets, highways, recreational areas, private complexes, and carparks

Digital Cities : With major cities like London and Birmingham leading smart city development in the UK, the country presents substantial opportunities for integrating smart infrastructure like iLamp.

Decentralized Systems : As the UK continues to enhance its energy infrastructure, especially in response to challenges posed by reliance on imported fossil fuels, net zero goals, 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 the UK is estimated at 5,826,390 using the Northeast Energy Efficiency Partnerships formula.

Serviceable Available Market (SAM):

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

iLamp UK and the paradigm shift

iLamp is forging a groundbreaking path for the UK, with a vision that goes beyond simply entering the market to fundamentally reshaping it. A key decision lies in determining how to balance operational control within iLamp UK against the distribution of sublicenses. Direct management could lead to higher profits and greater control over margins, but partnering with experienced local entities could accelerate market penetration, drive faster revenue growth, and provide an immediate influx of capital.

Additional income opportunities arise from leveraging UK-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, generating multiple lucrative revenue streams for iLamp UK.

The scope of our venture extends well beyond the product itself. There are numerous untapped opportunities within the UK, with even more potential on the horizon. Establishing local production could position iLamp UK as a key supplier in the region. By monetizing the real estate of lamp poles, exploring various hardware and software combinations, and offering subscription services like Power as a Service (PaaS), the income potential is vast and diverse.

Backed by the Conflow Power Group, iLamp UK enjoys early access to and priority on technological advancements and innovations from CPG, giving it a formidable edge in becoming a leading pioneer in the UK market.

The partnership with the ILOCX platform further strengthens iLamp UK by enabling effective management of sublicense sales alongside territorial license sales. This platform provides sublicensees with an invaluable tool for generating capital within their own markets, supporting progress and facilitating market expansion.

The global urban landscape is on the brink of profound transformation, and iLamp's innovative solutions are not just in demand—they are essential. As cities and towns across the UK evolve, iLamp's cutting edge technology lights the way forward. iLamp UK is poised to be a central force in this pivotal shift, representing progress and innovation throughout the region.