



Device Data Delivered

**BUD.ASX** – October, 2015

# Disclaimer

This presentation is not a prospectus nor an offer for securities in any jurisdiction nor a securities recommendation. The information in this presentation is an overview, is based on publicly available information and internally developed data, and does not contain all information necessary for investment decisions. In making investment decisions in connection with any acquisition of securities, investors should rely upon their own examination of the assets and consult their own legal, business and/or financial advisors.

The information contained in this presentation has been prepared in good faith by Buddy Platform, Inc., and Potash Minerals, Ltd. however no representation nor warranty expressed or implied is made as to the accuracy, correctness, completeness or adequacy of any statements, estimates, opinions or other information contained in this presentation.

To the maximum extent permitted by law, Buddy Platform, Inc. and Potash Minerals, Ltd., their directors, officers, employees and agents disclaim liability for any loss or damage which may be suffered by any person through the use or reliance on anything contained in or omitted from this presentation.

Certain information in this presentation refers to the intentions of Buddy Platform, Inc., but these are not intended to be forecasts, forward looking statements or statements about future matters for the purposes of the Corporations Act or any other applicable law. The occurrence of events in the future are subject to risks, uncertainties and other factors that may cause Buddy Platform, Inc.'s actual results, performance or achievements to differ from those referred to in this presentation. Accordingly, Buddy Platform, Inc. and Potash Minerals, Ltd., their directors, officers, employees and agents do not give any assurance or guarantee that the occurrence of the events referred to in this presentation will actually occur as contemplated.



## David McLauchlan, CEO

11+ years business development @ Microsoft  
Chair, MTP (iPhone connectivity protocol) – USB-IF  
Chair, PDC (HP Printer connector) – CEA  
Technical Contributor – WiFi, IEEE PWG, Bluetooth, USB  
Recipient, Technology Achievement Award - CEA  
Founder, TVinteract (sold March 2014)  
3 patents  
Technical Advisor, Bill & Melinda Gates Foundation



## Rick Borenstein, Incoming Chairman

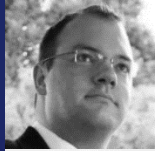
Silicon Valley Venture Investor  
Tech Startup Advisor, Board Member  
Chairman, Sequoia Partners, Inc. (M&A firm, not VC firm)  
Former President, Wells Fargo Investment Company  
MBA, Harvard Business School  
Lecturer in Entrepreneurship, University of Michigan  
Mentor, "The Last Mile" @ San Quentin Prison

# Board of Directors



Rick Borenstein

(Incoming) Chairman – Buddy Holdings Limited;  
Chairman - Sequoia Partners, Inc.; Silicon Valley investor & advisor.



David McLauchlan

CEO – Buddy Platform, Inc.; 11 years @ Microsoft Corporation;  
Technical Advisor - Bill & Melinda Gates Foundation.



Alex Gounares

CEO – Polyverse Corporation; ex CTO & EVP @ AOL;  
ex VP @ Microsoft Corporation & Technical Advisor to Bill Gates.



Ananda Kathiravelu

Managing Director - Armada Capital Limited; Chairman – Potash Minerals Limited.

[Pending Appointment]

Australian resident director currently pending appointment.

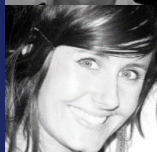


# Board of Advisors



Ron Spector

Managing Director – Circini Partners; Venture Partner – Acumen Ventures; ex Investment Director @ Macquarie Venture Capital.



Jessica Michaels

Founder – Bread'nButter Digital; U.S. Portfolio Manager, Australian Fund; ex Senior Partner, GroupM; ex MEC; ex Wunderman.



John Ellis

ex Global CTO, Connected Services @ Ford Motor Company; ex Head, Developer Program @ Ford; ex Director @ Motorola.



Charlie Kindel

Director of Product, Alexa & Echo – Amazon.com; ex GM, Windows Phone @ Microsoft (21+ years).



Parag Garg

VP Engineering & Product (CTO), Connected Solutions @ Sears; ex Executive Tech Advisor to Paul Allen; ex Architect, Amazon Fire TV.

# “Internet of Things in Logistics”

A research report by Cisco and DHL on the implications and use cases of IoT in the logistics industry.



**CISCO**



50+ billion connected things in 2020.

That's 50+ PB of data generated per day.

Much of it coming from cars, smart homes, wearables and appliances.

# But, the people who built your dishwasher probably aren't "big data" experts.



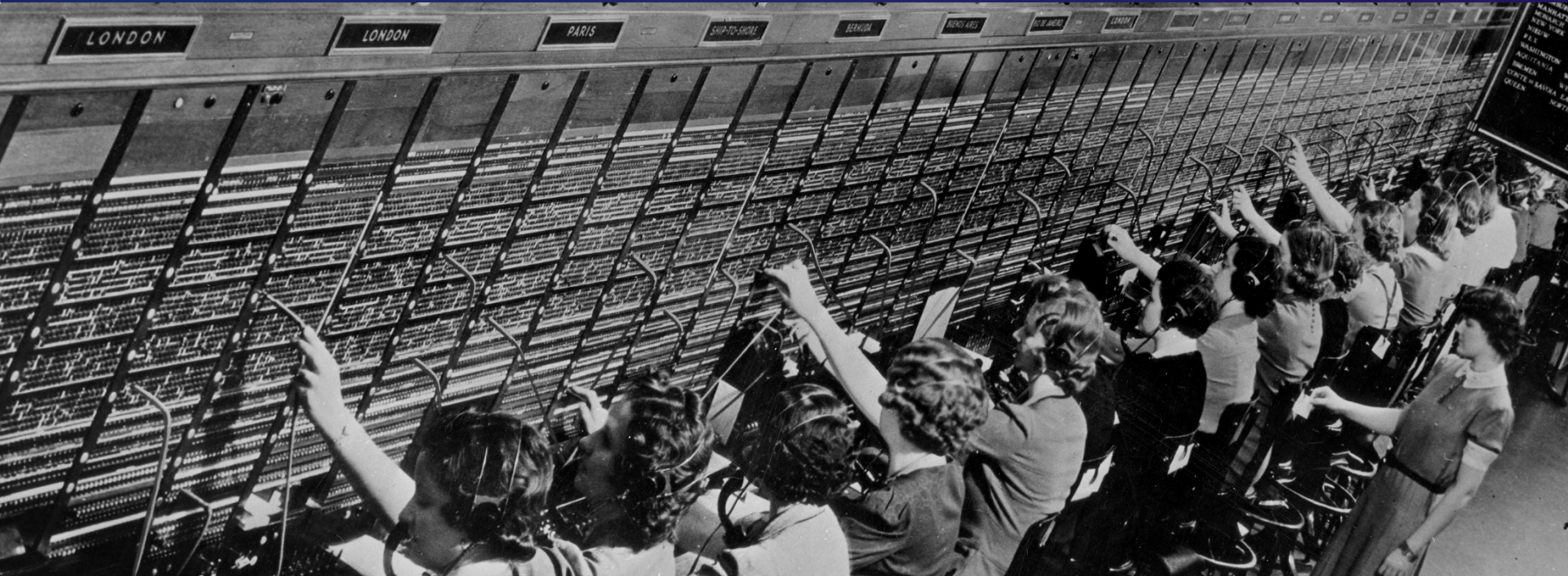
How do companies connect this data into their existing software?



Building & managing "big data" infrastructure isn't feasible for these organizations.

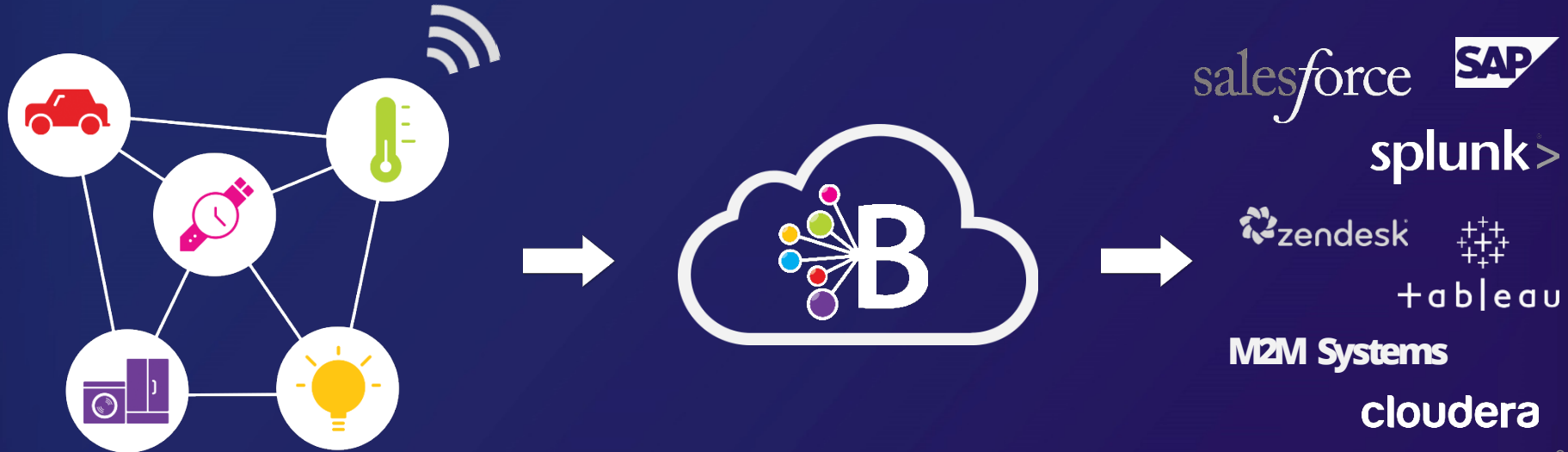
Device data must transit an “exchange” to connect it with any number of systems that can make use of it.

**And that’s what Buddy is.**



# Introducing Buddy.

We take raw device & sensor data and push it into the world's most popular software tools, securely & in real time.



Without needing people  
who speak this...



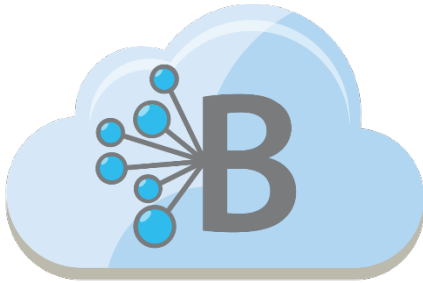
A word cloud featuring various AWS services and technologies. The words are arranged in a dense, overlapping cluster. The colors of the words include red, green, yellow, orange, and dark blue. The words are: Hubs, AWS, Beanstalk, Blob, Cassandra, Linux, Memcached, ElastiCache, ELB, Architecture, Azure, Compute, Event, HDInsight, Stream, Analytics, Lambda, ISS, PostgreSQL, DynamoDB, Kafka, EC2, Redshift, MongoDB, S3, Kinesis, Hadoop, EMR, SNS, and Table.

...any organization can  
ask questions of their  
device or sensor data.

And get answers in  
real-time.

Securely & privately.

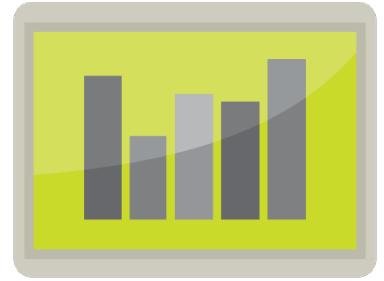
Any connected device. Just three steps.



 **Buddy**API



 **Buddy**Vault



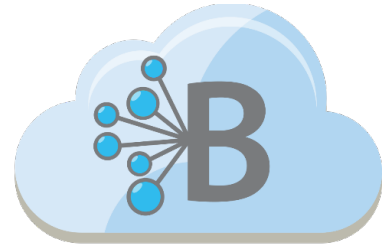
 **Buddy**View



# Devices stream telemetry to our cloud hosted endpoints...

```
{ "id": "efb62577a8a34f9a83938d649d8abc4b", "info":  
"$354898040645409,4002,2014/10/25,12:40:30,-  
34.86854,138.68582,91.0,0,0,0,0.0,9,0.9,342,0.0,13.0  
,15,1,0,95.3###$354898040645409,4002,2014/10/25,12:50:  
30,-  
34.86848,138.68579,84.8,0,0,0,0.0,8,0.9,342,0.0,13.0  
,15,1,0,95.3###$354898040645409,4002,2014/10/25,13:00:  
31,-34.86850,138.68584,84.0,0,0,0,0.0,", "unique_id":  
"efb62577a8a34f9a83938d649d8abc4b" }
```

(this is an chunk of data inbound to Buddy from a connector like the example to the right)



 **BuddyAPI**



(this OBD-II connector is an example of a device that can pull data from a vehicle and upload it to Buddy)





We “sandbox” customer data in their choice of the US, EU, China or Australia (soon Brazil).



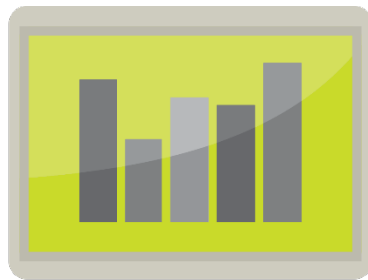
(“sandbox” means we keep each customer’s data separate and secure – customers choose us because we’re not reselling their proprietary data, nor using it to sell ads or other services)

# And through “APIs”, we answer questions that customers have of their data.

Example: “How many DeLorean cars in NYC have their air conditioning turned on right now?”

<https://api-us.buddyplatform.com/dashboards/bbbbbc.qPbbvGdxGdHp/55b1881c4e76cf0f5cbd8c01?reset=true>

(this is an “API” – application programming interface – now go ahead and open in Firefox or Chrome, since it is a live link)



 **BuddyView**

Plug those APIs  
into “control room”  
style dashboards.

No developers nor  
BI tools needed.



[Click on the image](#) for a live demonstration (example only)



cloudera

salesforce



splunk>

Or, use Buddy integrations with BI tools to allow teams to make business decisions with live device data.

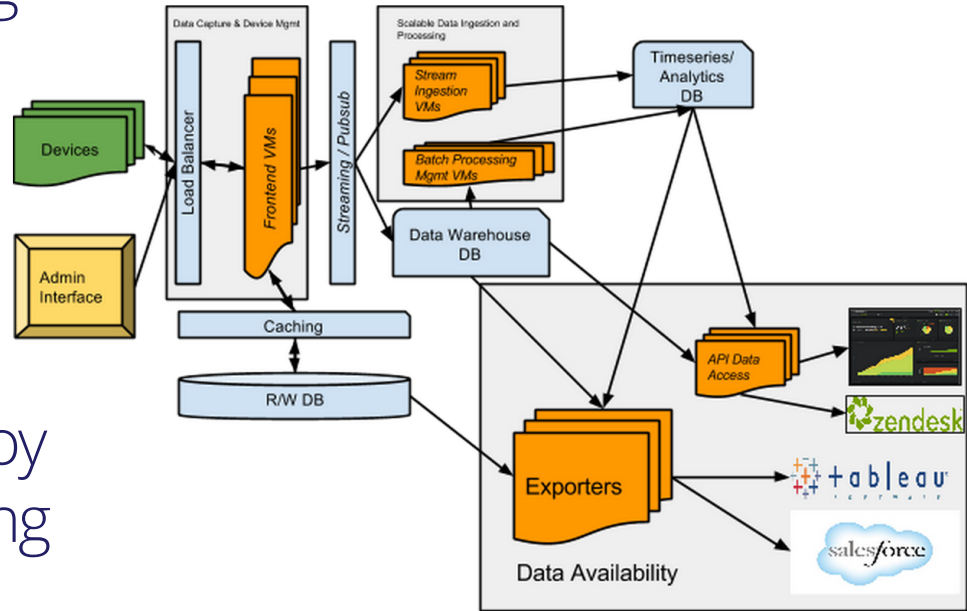
Even better – natively integrate into an M2M system or plug into a “big data” system for deeper analytics.

# Runs side-by-side with existing systems. Or use Buddy as the primary data backend.

Buddy can be added to existing devices by firmware update.

Existing systems (legacy or custom) can remain in place.

Organizations can trial or deploy Buddy without removing existing infrastructure.



# Live Demo

## Buddy IoT Features Demo

### Device Data Delivered

Connected cars, garage door openers, blenders, microwaves, airplanes, smart devices, and medical equipment are just a small sampling of the new wave of devices forming the Internet of Things (IoT). IoT devices produce massive amounts of data about everything from how they're used to when they're about to break; Buddy makes it easy to access the data produced by any Internet-connected device. This demo is an example of how Buddy can help you make use of device data in your business.

[Buddy Device Simulator](#) [Data Visualization](#) [Customer Support Integration](#) [Code Sample](#)

#### Welcome to the Buddy Device Simulator!

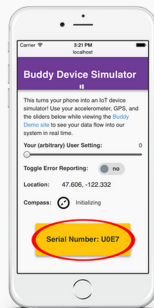
Our example demonstrates a generic customer service tool for IoT devices that allows your support staff to view and troubleshoot a customer's device.

To get started, enter the URL below into your **mobile device web browser**. This URL launches the Buddy Device Simulator, which sends the information you see on your phone back to our database through our telemetry system.

<http://demo.buddy.com/device>

The simulator sends us your device location, compass reading, and information from the "User Setting" slider and "Report Error" toggle. "Report Error" simulates sending an error code along with the telemetry while "User Setting" mimics an arbitrary setting that the device owner can set.

Once you have the simulator running on your mobile device use the tabs above to check out a live dashboard and see how we implement this project.



**Step 1:** Open <http://demo.buddy.com>

**Step 2:** On your smartphone browser, open <http://demo.buddy.com/device>

**Step 3:** On your PC, click on "Data Visualization" and note the dashboard updates every 30 seconds.

**Step 4:** On your PC, click on "Customer Support Integration" and enter the serial number from your phone browser.

Note the real-time flow of data into Buddy, adjust settings on your phone browser to simulate change in device state/telemetry stream.

# How Buddy drives revenue.

## Data In (to Buddy)

Monthly access fee  
Storage per TB.

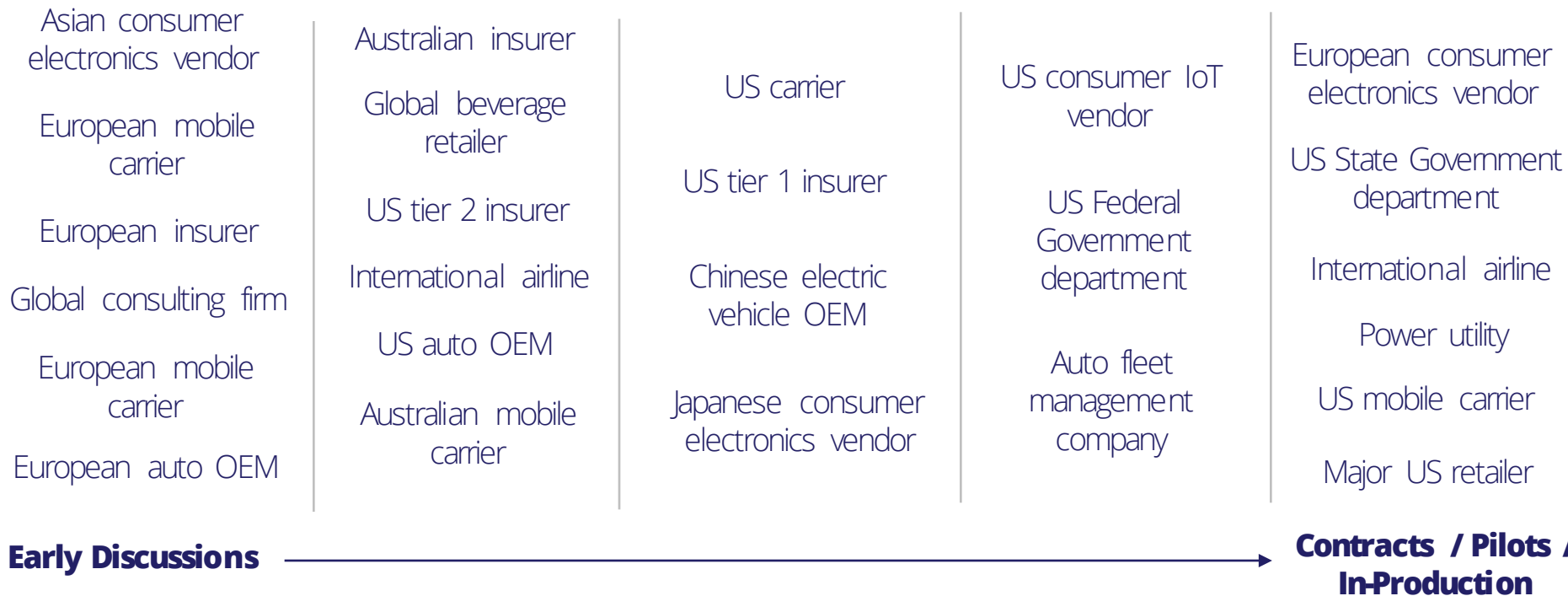
## Data Out (to customer)

Visualizations & dashboards  
Business tool integrations  
M2M transactions  
Hadoop/big data bulk exports

## On-Premise

Setup fee +  
recurring  
maintenance fee.

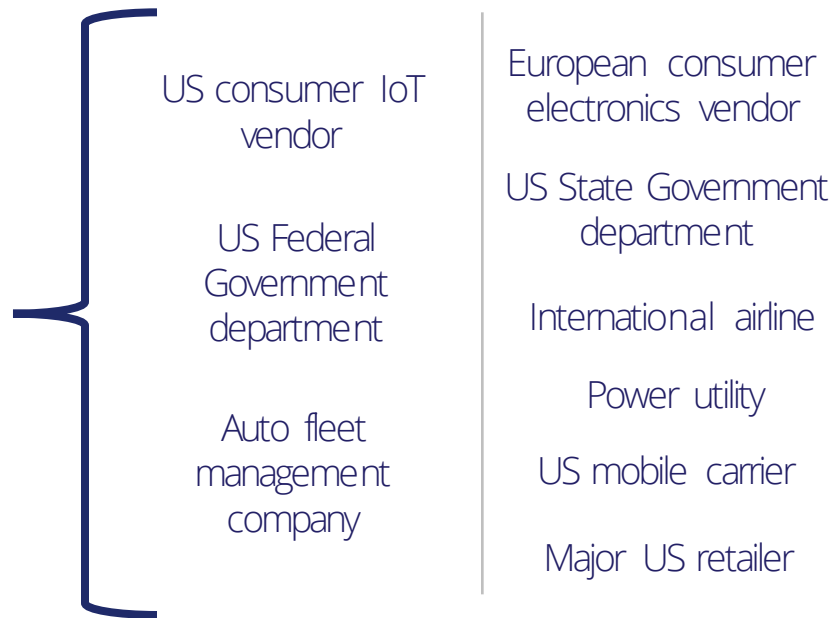
# Product applicable to broad range of industries...





# Product applicable to broad range of industries...

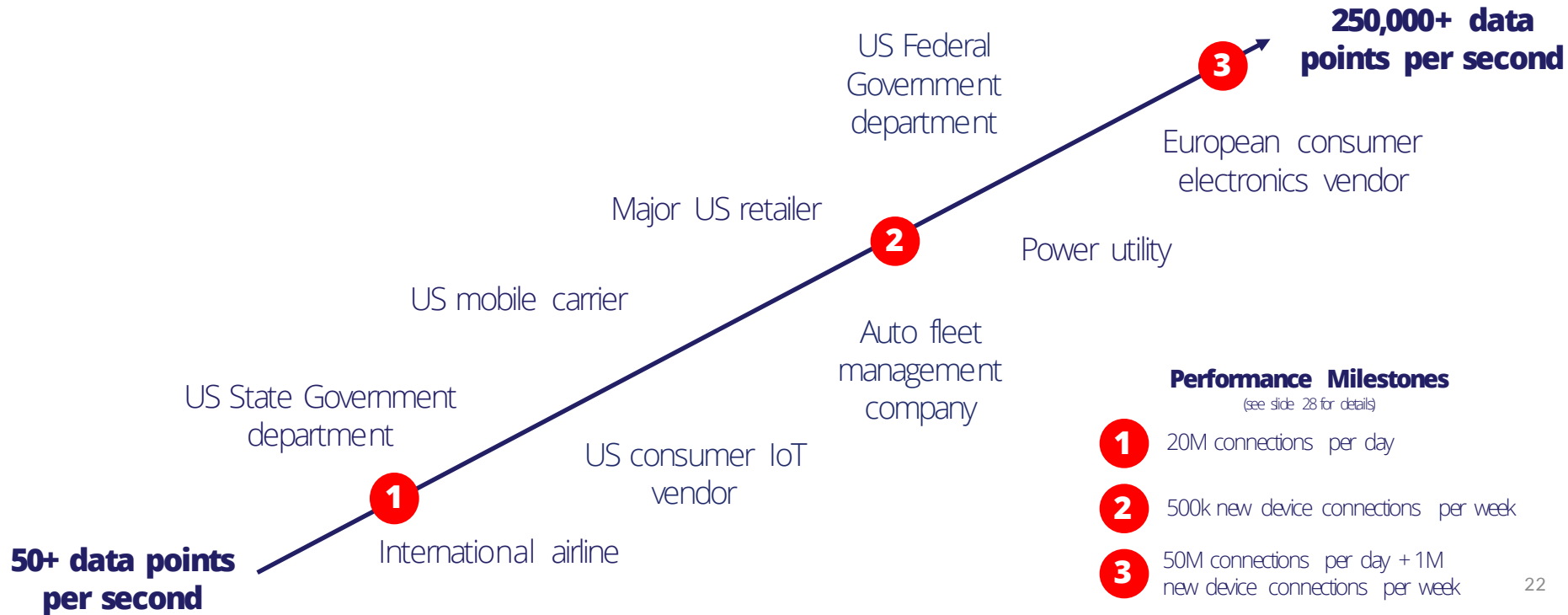
Let's look at the data  
volume driven by just  
these customers...



Early Discussions

Contracts / Pilots /  
In-Production

# ... bringing real volume to Buddy



## **Customer Case Study – Energy Monitoring Company**

Our customer is a leader in real-time energy and water monitoring.

Smart electric, water, gas & solar meter data is visualized by our customer into tools for building managers, utilities & consumers.

The customer uses Buddy to manage and secure the energy & water data from a major utility and a major US metro area public school system.

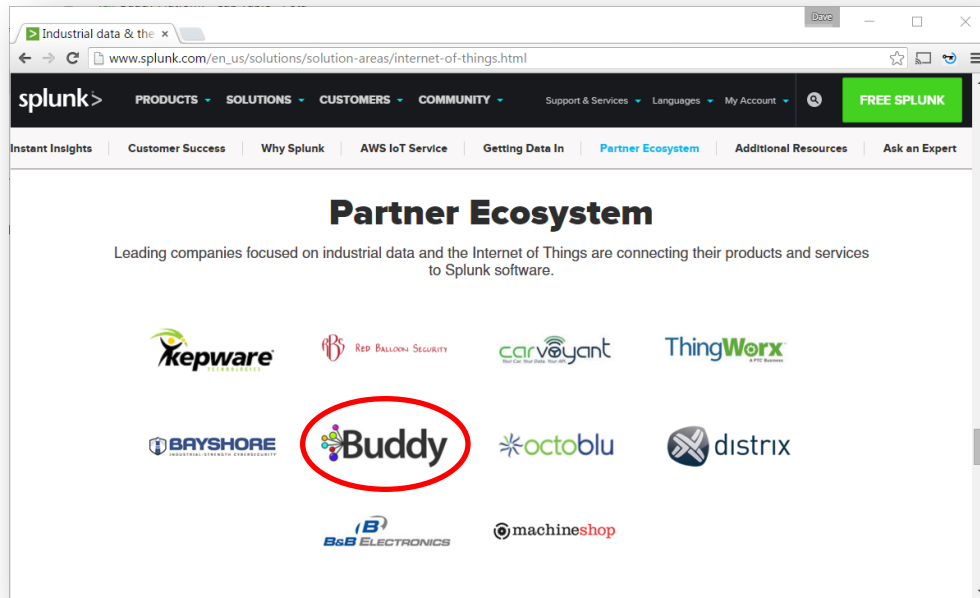
Our customer is a smart home sprinkler control system soon to roll out in major US retail locations.

Telemetry from their control hubs is sent to Buddy where it is securely managed.

This data will be provided back to the customer + also made available for them to provide to partners such as retailers and public utilities.

## **Customer Case Study – Smart Irrigation System**

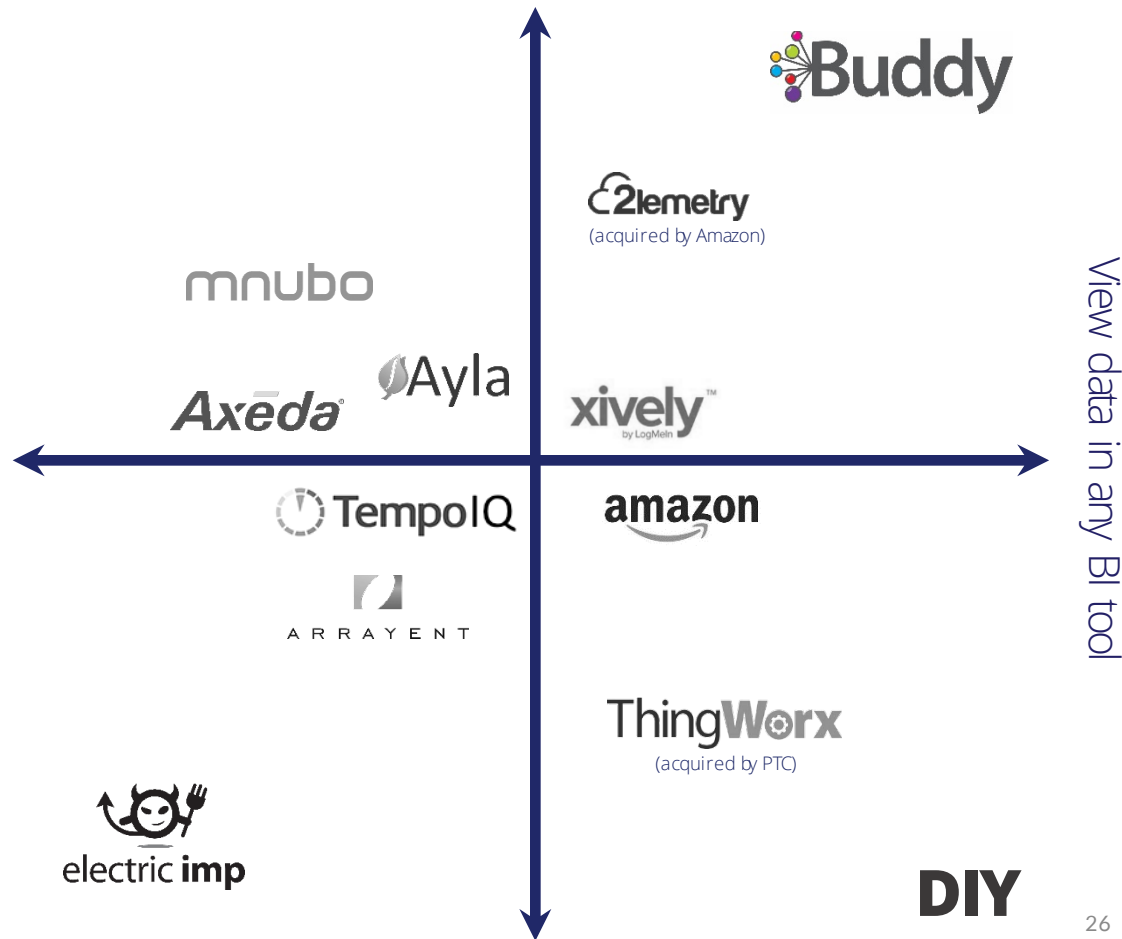
Partnerships  
are integral to  
Buddy sales  
strategy.



Splunk (NASDAQ: SPLK) is a US\$7.4B company that makes "big data" usable.

# Competitive Landscape

Fast & lightweight implementation (add to any device)



# Buddy Platform, Inc.

## Top 20 Holders

1	David McLauchlan	23.17%
2	Jeffrey MacDuff	15.45%
3	A2 Partners	6.04%
4	Transmedia Capital	3.57%
5	Acequia Capital	3.40%
6	Lindsay Cooper	3.53%
7	Edgewood Partners, LLC	2.58%
8	James Mattox	2.28%
9	Jeffrey and Helen Mattox	2.27%
10	Bradley Serbus	2.22%
11	Farmer Family Trust	1.91%
12	Ed Jenne	1.77%
13	Al Griffin	1.77%
14	LSAF Holdings Pty Ltd	1.72%
15	Kuohuang Yeh & Yushin Tu	1.54%
16	Ginsburg Family Trust	1.49%
17	Peter Johnson	1.47%
18	Grant Felgenhauer	1.43%
19	William F. Kartoizian	1.38%
20	The Leonard S. Eber Living Trust	1.31%

	Shares	Options	Performance Shares	Performance Rights
Current	121,394,894	48,220,948	Nil	Nil
Consideration Securities	500,000,000	2,807,715	100,000,000	32,270,858
Prospectus Offer Shares	100,000,000			
SPP Offer Shares	25,000,000	Nil	Nil	Nil
Capital Raising Options	Nil	40,000,000	Nil	Nil
Transaction Options	Nil	12,500,000	Nil	
<b>TOTAL</b>	<b>746,394,894</b>	<b>103,528,663</b>	<b>100,000,000</b>	<b>32,270,858</b>

# Pro Forma Capital Structure



# Performance Shares Milestones

- 1) one third of the performance shares shall convert upon the company logging 20,000,000 total discrete connections to any Buddy server or service (interactions) by any approved network connected hardware or software application (device) per day for no less than 3 consecutive weeks within a period of 24 months from the date of completion of the capital raising; and
- 2) one third of the performance shares shall convert upon the total number of devices creating an interaction with a Buddy application that it has not previously interacted with (new connection) exceeding 500,000 per week for no less than three (3) consecutive weeks within a period of 24 months from the date of completion of the capital raising; and
- 3) one third of the performance shares upon the company satisfying the following milestones within a period of 36 months from the date of completion of the capital raising:
  - a) total daily device interactions with the Buddy Platform exceed 50,000,000 per day for no less than 3 consecutive weeks; and
  - b) total number of devices creating new connections to Buddy exceeding 1,000,000 per week for no less than 3 consecutive weeks.

FUNDS AVAILABLE	Minimum Subscription (\$7,500,000)	Percentage of Funds (%)	Maximum Subscription (\$10,000,000)	Percentage of Funds (%)	Maximum Subscription + SPP Offer (\$12,500,000)	Percentage of Funds (%)
Existing cash reserves of the Company	\$1,460,000	16%	\$1,460,000	13%	\$1,460,000	10%
Funds raised from the Capital Raising	\$7,500,000	84%	\$10,000,000	87%	\$12,500,000	90%
Total	\$8,960,000	100%	\$11,460,000	100%	\$13,960,000	100%
ALLOCATION OF FUNDS	Minimum Subscription (\$7,500,000)	Percentage of Funds (%)	Maximum Subscription (\$10,000,000)	Percentage of Funds (%)	Maximum Subscription + SPP Offer (\$12,500,000)	Percentage of Funds (%)
Engineering & Development	\$3,600,000	40.2%	\$4,500,000	39.3%	\$5,500,000	39.4%
Program Costs	\$650,000	7.3%	\$875,000	7.6%	\$1,100,000	7.9%
Hosting & Infrastructure	\$850,000	9.5%	\$950,000	8.3%	\$1,050,000	7.4%
Marketing	\$750,000	8.4%	\$1,000,000	8.7%	\$1,250,000	9.0%
Business Development & Sales	\$950,000	10.6%	\$1,175,000	10.3%	\$1,425,000	10.2%
Working Capital and Corporate Administration	\$1,575,000	17.6%	\$2,180,000	19.0%	\$2,660,000	19.1%
Expenses associated with the Acquisition	\$585,000	6.4%	\$780,000	6.8%	\$975,000	7.0%
TOTAL	\$8,960,000	100.0%	\$11,460,000	100.0%	\$13,960,000	100.0%

# Use of Funds

# Indicative Timetable

Event	Date
Dispatch of Notice of Meeting	8 October 2015
Lodgement of Prospectus with the ASIC	23 October 2015
Opening Date of the Capital Raising	30 October 2015
Meeting held to approve the Transaction	9 November 2015
Closing Date of the Capital Raising	9 November 2015
Settlement of the Acquisition	20 November 2015
Dispatch of holding statements	23 November 2015
Re-compliance with Chapters 1 and 2 of the ASX Listing Rules	27 November 2015
Re-quotation of Shares (including Shares issued under the Capital Raising) on ASX	4 December 2015

# Headquarters located in Seattle, WA.

(opening an Australian engineering office in Adelaide,  
hiring has commenced)





The simplest way to make data from any connected device valuable.

[www.buddy.com](http://www.buddy.com)

[info@buddy.com](mailto:info@buddy.com)