



# ***Airetrak Indoor Location Solutions***

*Wireless Start-up Fest 2009*

Roger Willmott, Founder and CEO  
8<sup>th</sup> October, 2009

# Why are hospitals coming to Airetrak?

## Examples of the many applications for ResourceView WiFi...

- No ***available trolleys*** when a patient comes out of theatre
- Unable to ***locate available wheelchairs*** when a patient arrives at A&E
- Don't know which ***mattresses*** have been through the cleaning process
- Unable to ***locate medical equipment*** for essential maintenance
- Don't know where ***available beds are***
- ***Can't find the drugs keys***
- Unable to ***locate specialist equipment*** within the hospital

# Background

## **1. Established and Proven Product**

- Established in 2006
- Innovative product with significant market lead (shortlisted for 3 awards in 2008)
- Profitable as of FY Sep08

## **2. Experienced management team**

- Significant startup experience
- Significant product development and sales experience
- Trade sale experience

## **3. Seeking corporate funding to support**

- Expansion into verticals outside Healthcare
- Product Development (Lone worker, Care Homes/AAL etc)

# Contents

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**The Opportunity**

**The Airetrak Solution and Company Overview**

**Financials and Valuation**

# Where does Airetrak fit into the location market?

## 1. Global Positioning Systems (GPS)



## 2. General Packet Radio Service (GPRS)



## 3. Real Time Location Systems (RTLS)

*Airetrak can work with a range of location technologies such as RFID, WiFi, UWB, Ultrasound, InfraRed etc, and has focused on WiFi initially*



## Why has Airetrak focused on WiFi RTLS initially?

A number of factors have converged recently to make WiFi RTLS an attractive proposition...

- 1. Technology standardisation:***
- 2. Technology improvements:***
- 3. Mass production:***
- 4. Wireless Location Engines:***

***Airetrak has been able to leverage the install base of WiFi to create a go to market RTLS proposition that can be integrated with other RTLS technologies***

# This has created a great opportunity for Airetrak

## **1. Disruptive Technology:**

- 80% lower cost than proprietary RFID solutions
- Can track tags and WiFi devices (PCs, Laptops, PDAs, Wi-Fi phones)
- 1940-2007 - 0 Location Systems, 2007-2009 15-20 UK hospitals !!

## **2. Ongoing Incremental Improvement Path:**

- Many new WiFi 802.11 devices becoming available (temp probes, panic alarms etc)
- Can expand into new areas (baby tracking, dementia patients, lone worker etc)
- Can incorporate new location technology (e.g. Zimiti, Omnisense)

## **3. Transpose into New Sectors:**

- WiFi Location Sales - #1 Healthcare
- Move into new industry sectors – Care Homes, Education, Light Manufacturing, Logistics, Enterprise, Outdoors etc
- Healthcare Abroad

# Market Opportunity

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- **IDTechEX:** 'the RTLS market will explode over the next ten years, growing from market growth from \$153 Million in 2009 to \$2.58 Billion in 2019'
- **ABI Research:** Despite the recession of 2009-2010, healthcare represents the most attractive market for Wi-Fi equipment vendors with the exception of the US federal government
- **Frost and Sullivan:** 'the RTLS market will experience a 30 percent annual growth over the next five years'

# Contents

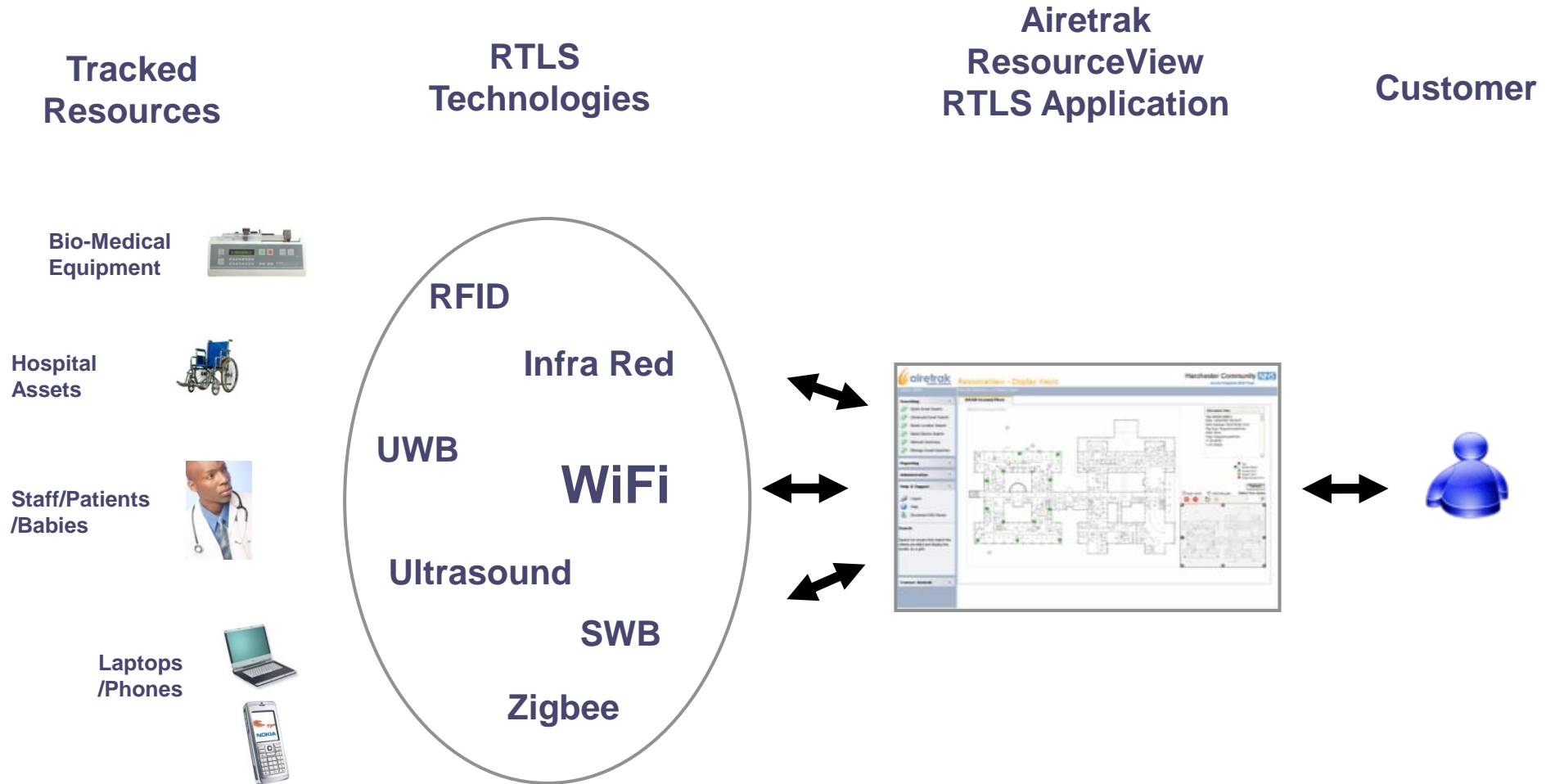
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**The Opportunity**

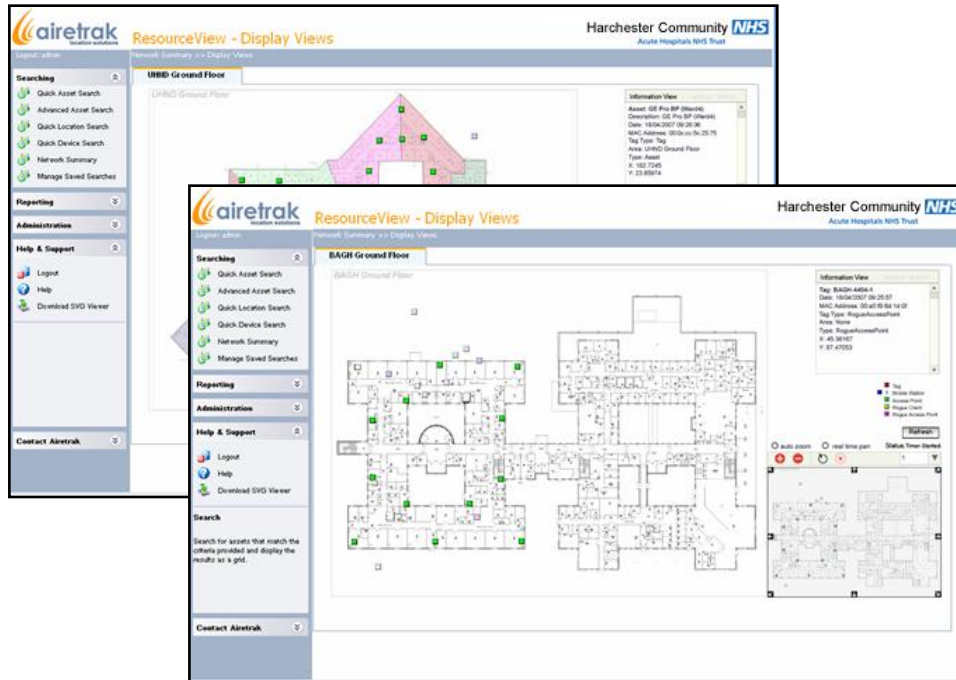
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# Airetrak Solution Overview



# Airetrak ResourceView Solution Overview



## Core RTLS Functionality:

- Searching
- Reporting
- Geo-Fencing
- Alerts

## Other ResourceView capability:

- Phone front end with speech recognition
- Sector Specific Applications, (e.g infection control)
- Temperature Monitoring
- Integration with 3<sup>rd</sup> party systems such as patient systems



## Strong and experienced management team

**Roger Willmott (Founder and CEO), 40:** previously a partner at US management consultancy DiamondCluster, worked for two successful start-up companies, being instrumental in the trade sale of one of them

**Andy Widdess (Technology Director), 41:** over 25 years of deep technology experience gained across multiple companies, including a number of start-up organisations such as The Technology Partnership (TTP) and The Automation Partnership (TAP)

**Nick Stone (Sales Director), 39:** previously sales director for Vocera UK, a complementary wireless communications solution targeted at the same customer base as Airetrak

**Bernard O'Dea (Financial Development p/t), 64:** a chartered accountant and former banking CFO, who now advises companies and individuals on financial management, investment, tax and company funding



# Contents

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# Opportunity Summary

1. **High return:** huge market, disruptive technology, incremental growth opportunities, possible to transpose to multiple sectors/geographies
2. **Low risk:** proven product, customers secured, channel relationships established, extremely strong sales pipeline, clear headstart in market
3. **Multiple exit options:**
  - Healthcare software vendor
  - Corporate looking for Healthcare entry
  - Large RFID company
  - Cisco Partner/Integrator

## Contact Details



***For more further information on investment please contact:***

Roger Willmott

Airetrak Ltd

Mobile: +44 (0)7880 707140

[roger.willmott@airetrak.com](mailto:roger.willmott@airetrak.com)

Or visit our website: [www.airetrak.com](http://www.airetrak.com)