

DerbeLight



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BE RECHARGED.

DerbeLight



DERBELIGHT

Light Shower System

**THE FIRST DIGITAL WALK-IN SHOWER THAT RECONNECTS YOU DAILY—
WITH INNOVATIVE DESIGN, YOURSELF, AND A SENSE OF RENEWAL.
WELLNESS HIGH-TECH ENGINEERED IN GERMANY FOR THE BATHROOM
OF TOMORROW. INTERNATIONAL PATENTS SECURED THROUGH 2045.**



THE PRODUCT

Light Shower System:



UV-LED CEILING FOR
NATURAL SUNLIGHT

VITAMIN D & VITAMIN G
FOR HEALTH

AMBILIGHT SYSTEM
IN SEPERATING GLASS

INTEGRATED SOUNDSYSTEM

ALLOCATION OF DATA
WITH E.G. APPLE HEALTH

PLAY ANY DIGITAL
WELLNESS CONTENT / VIDEO

GLASS SURFACE WITH
GROUNDING FUNCTION

DAILY DISCRETE
WEIGHT MEASUREMENT

LIG
HT

SHO
WER

THE PRODUCT

USP 1

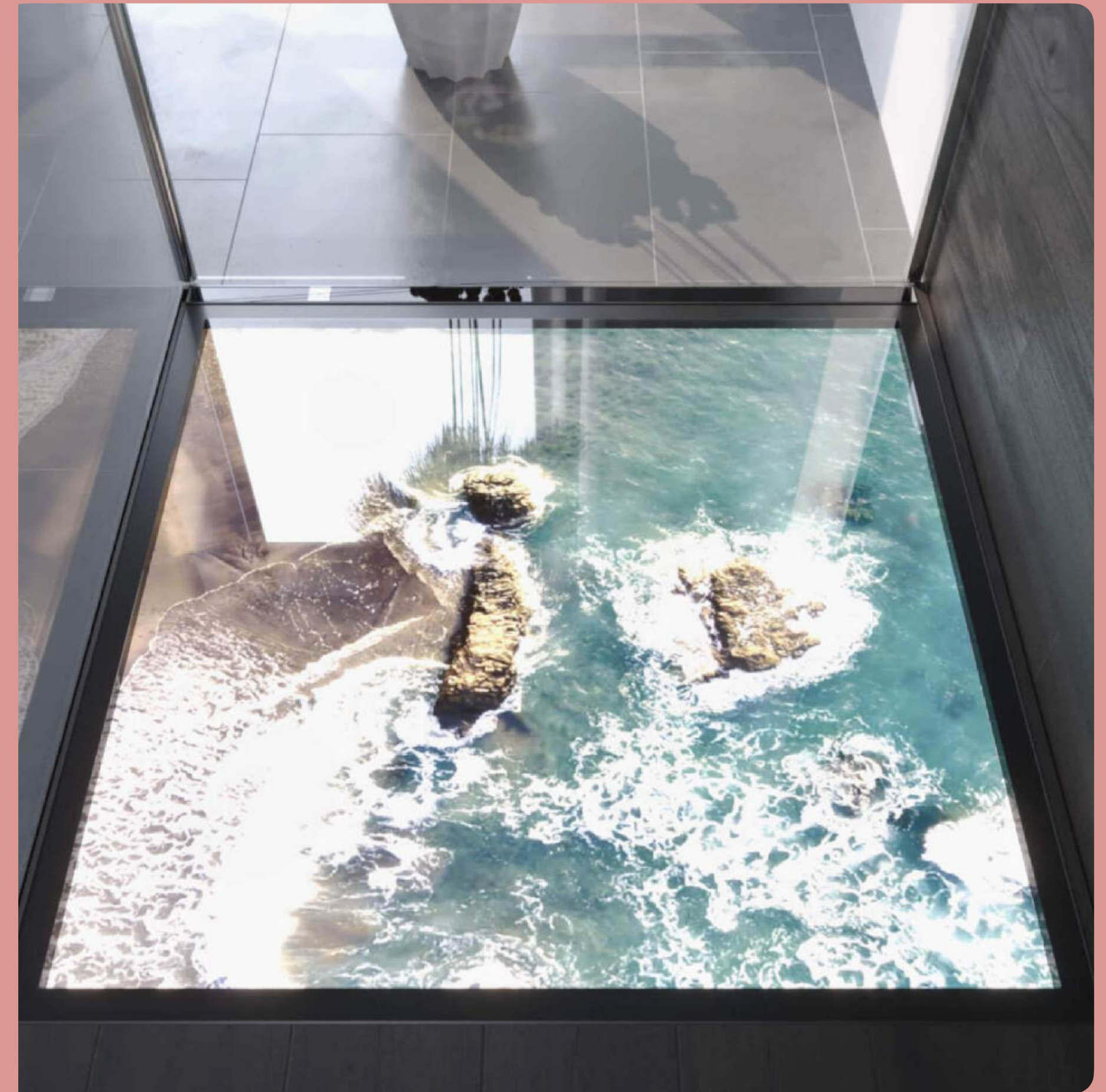
LIG
HT

SHO
WER

USP 1

4K DISPLAY FLOOR FOR INNOVATIVE DESIGN

- WORLD'S FIRST DIGITAL SHOWER TILE
- TRANSPARENT ANTI-SLIP COATING
- **EMOTIONAL BENEFITS:** IMMERSIVE EXPERIENCE;
NATURE-INSPIRED VISUAL CONCEPT
- SPECIAL GLASS SURFACE WITH
GROUNDING FUNCTION
- IDENTIFIES USER VIA BODY WEIGHT

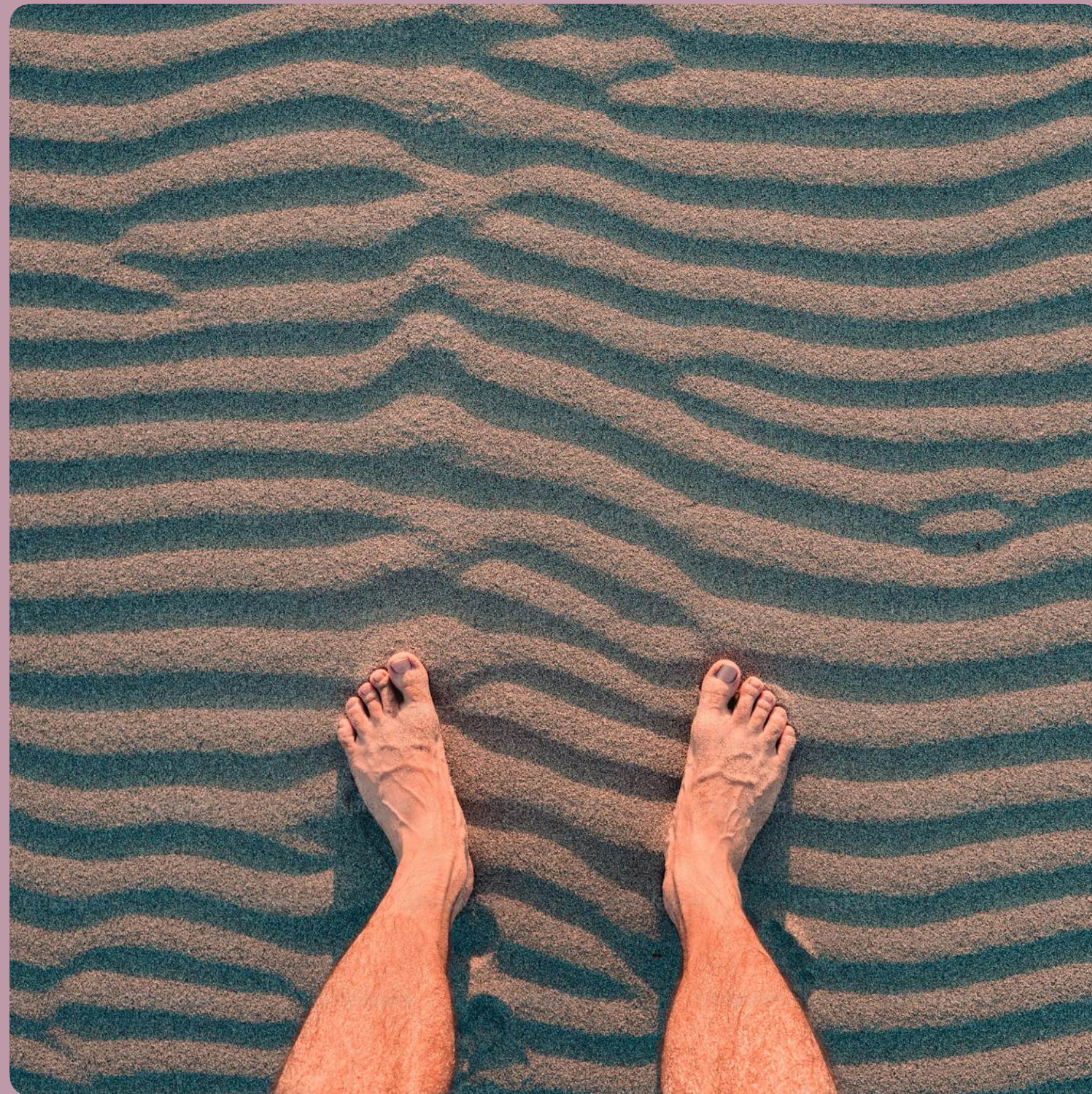


THE PRODUCT

USP 2

LIG
HT

SHO
WER



USP 2.1

THE FIRST DIGITAL TILE WITH WEIGHING FUNCTION

- IDENTIFIES USER VIA BODY WEIGHT
- PRECISE MEASUREMENT WITH 25G ACCURACY
- 4× MORE ACCURATE THAN CONVENTIONAL SCALES

THE PRODUCT

USP 2

LIGHT
SHOWER

USP 2.2

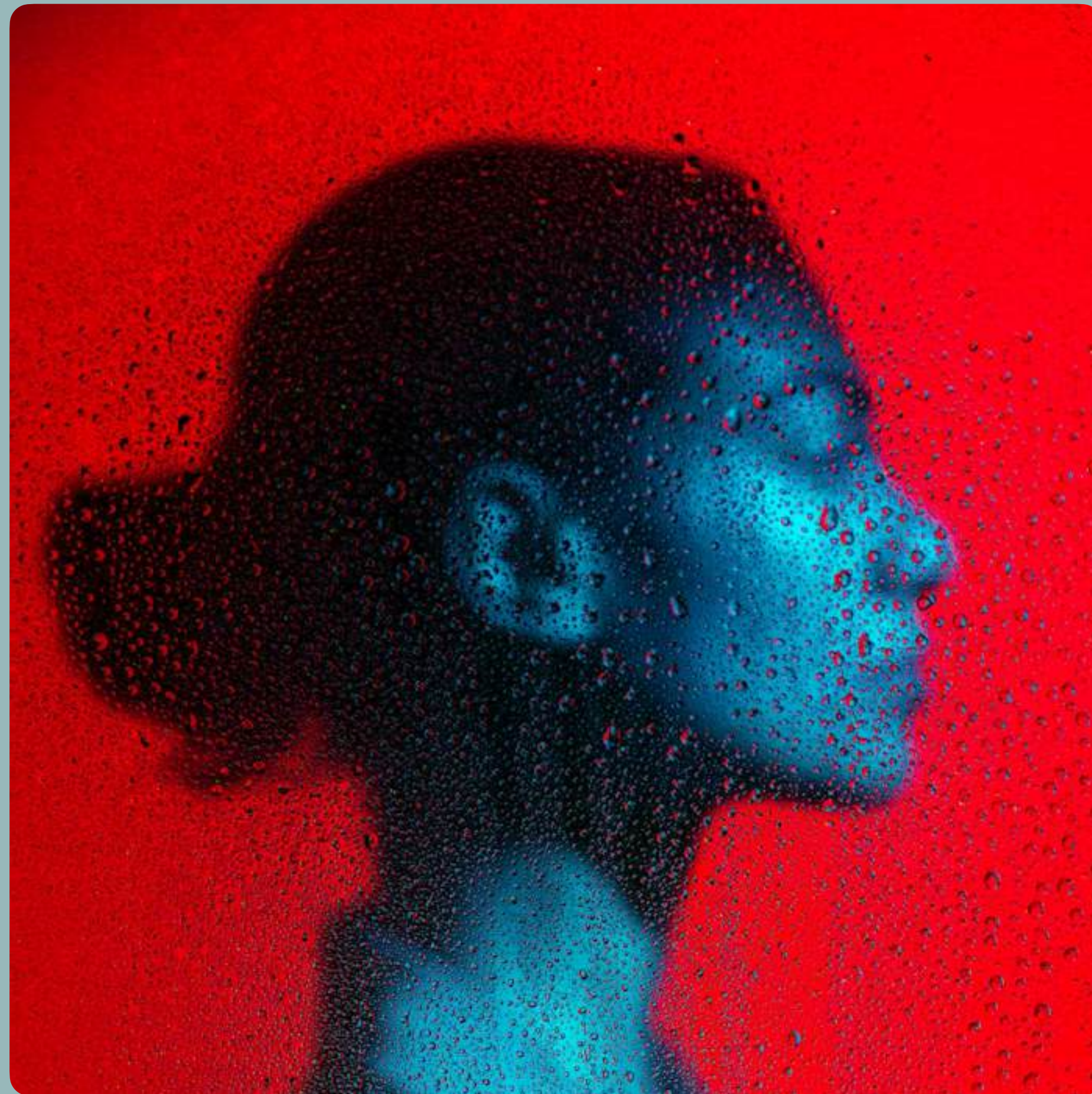
HEALTH-TRACKER WEARABLE, FITNESS BAND WITHOUT DISPLAY

- EXAMPLE: POLAR LOOP FITNESS BAND *\$140*
- HEART RATE MONITORING
- STEP COUNTER & DAILY ACTIVITY TRACKING
- SLEEP TRACKING
- CONNECTIVITY WITH THE LIGHT SHOWER APP & OTHER PLATFORMS
- INTEGRATION WITH **CARE+** FUNCTION
- GDPR-COMPLIANT & BASED ON EU SERVERS



THE PRODUCT

USP 3



USP 3

WITH VITAMIN D LEDS FOR HEALTH

- **40.000 LUX LIGHT INTENSITY** EQUALS THE POWER OF NATURAL SUNLIGHT & STIMULATES THE PRODUCTION OF REAL VITAMIN D
- **INTEGRATED SOUND SYSTEM & AMBILIGHTS** FOR REVITALIZATION AND ENHANCED WELL-BEING

THE PRODUCT

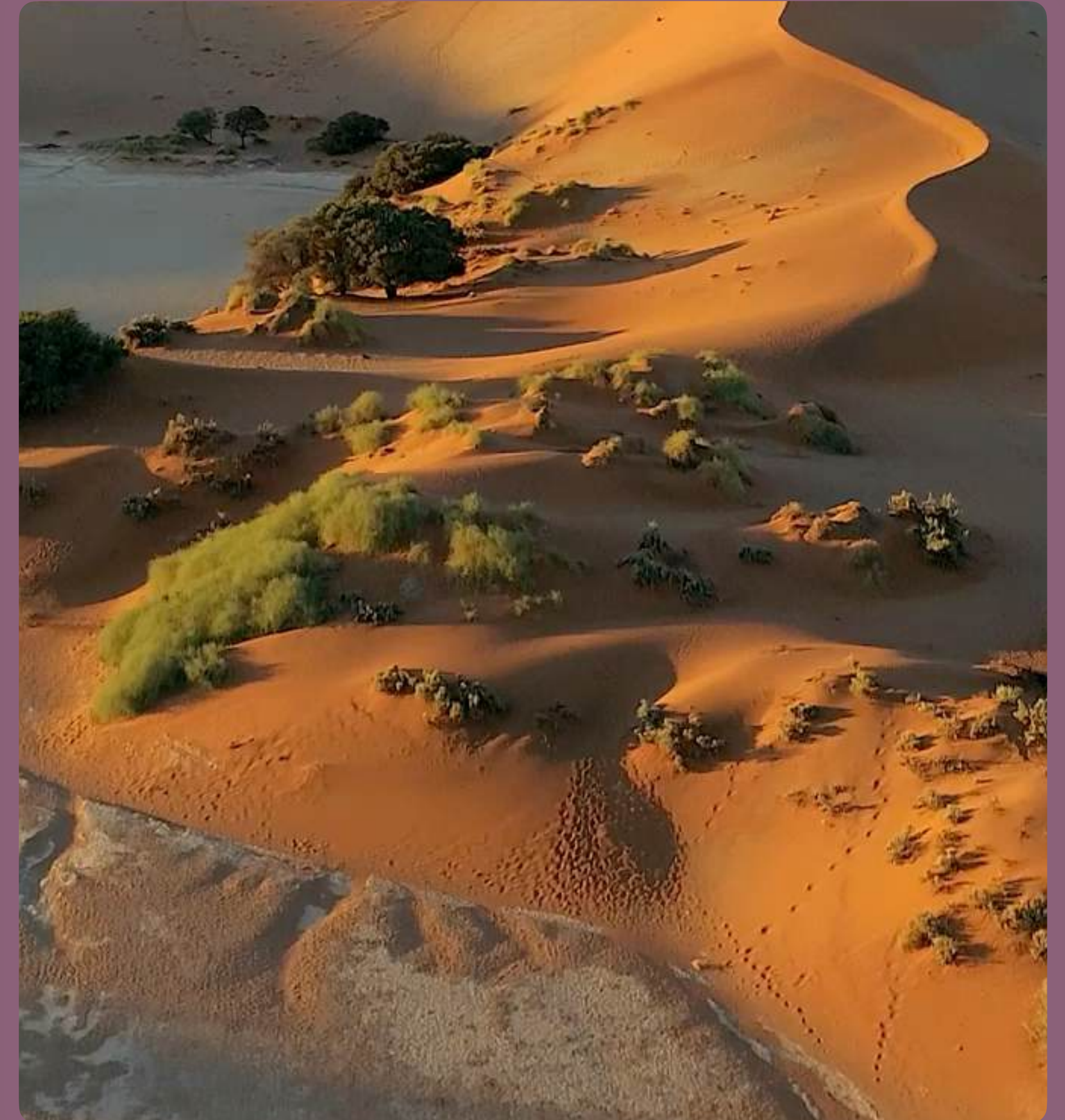
USP 4

LIGHT
SHOW

USP 4

UNIQUE CONTENT FOR PERSONALIZED SHOWER MOMENTS

- **EXCLUSIVE 4K DRONE FOOTAGE** OF THE WORLD'S MOST STUNNING LANDSCAPES
- **SPIRITUAL SHOWER MOMENTS** WITH QURANIC RECITATIONS
- **MULTISENSORY PROGRAM** IMMERSIVE EXPERIENCE FOR EXTRAORDINARY SHOWER MOMENTS
- **AMBIENT MODE** ACTIVATES WHEN THE SHOWER IS NOT IN USE
- **ADAPTIVE SURFACE** 4K DISPLAY FLOOR VISUALLY ADJUSTS TO ITS SURROUNDINGS



THE PRODUCT

USP 4.1 / Content Examples

LIG
HT

SHO
WER



SPIRITUAL SHOWER MOMENTS WITH QURANIC RECITATIONS

1	BAL-FAJR (89)	DAWN, NEW BEGINNINGS	OPENING SEQUENCE
2	BAL-FAJR (94)	RELIEF AFTER HARDSHIP	REGENERATION PHASE
3	BAL-FAJR (24)	LIGHT, PURITY	LIGHT SHOWER MOMENT
4	BAL-FAJR (55)	BEAUTY OF CREATION	FLOW & BALANCE
5	BAL-FAJR (67)	CONTROL, PROTECTION	CLOSING SEQUENCE

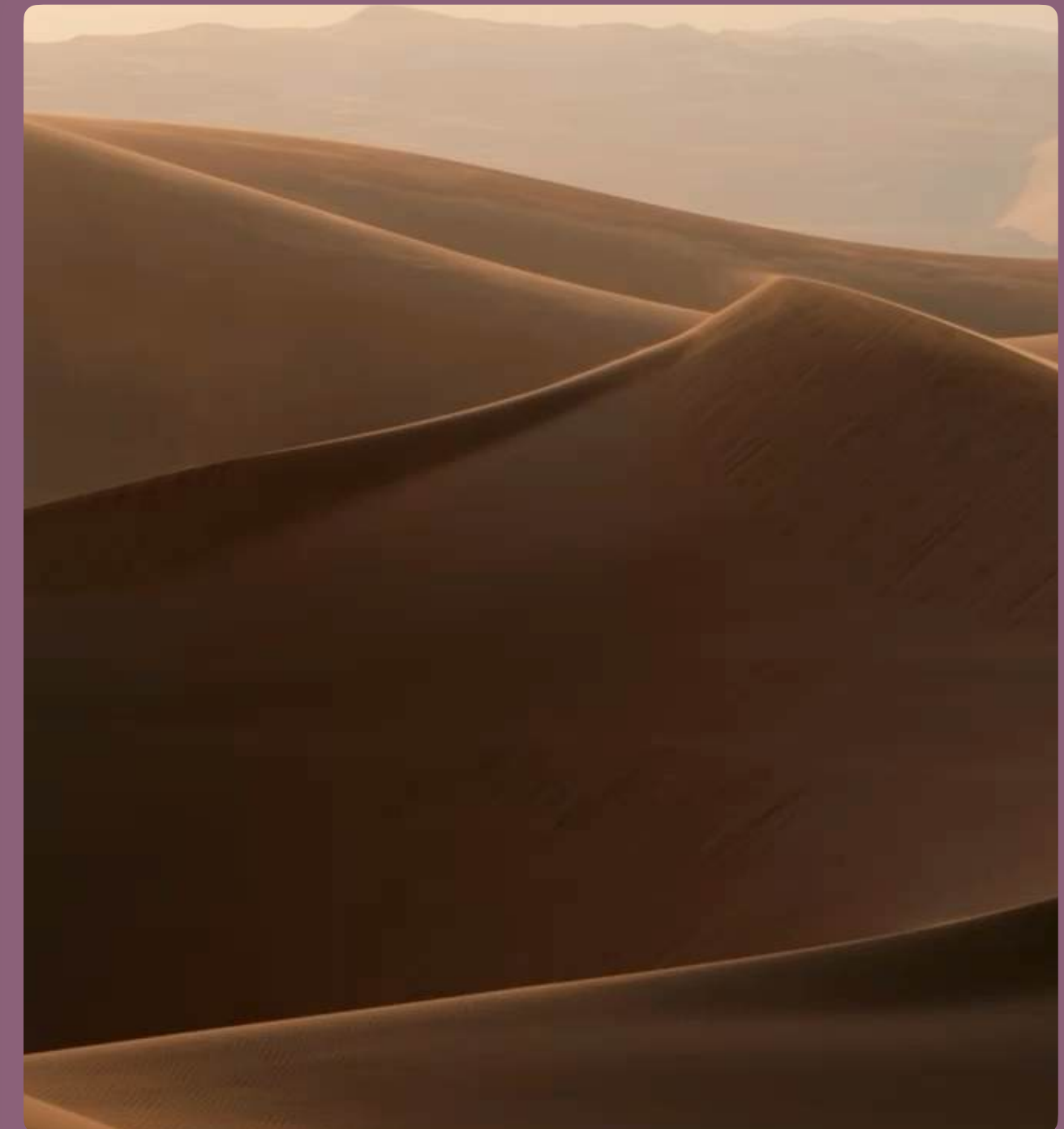
SPIRITUAL SHOWER

USP 4.2

LIGHT
SHOWER

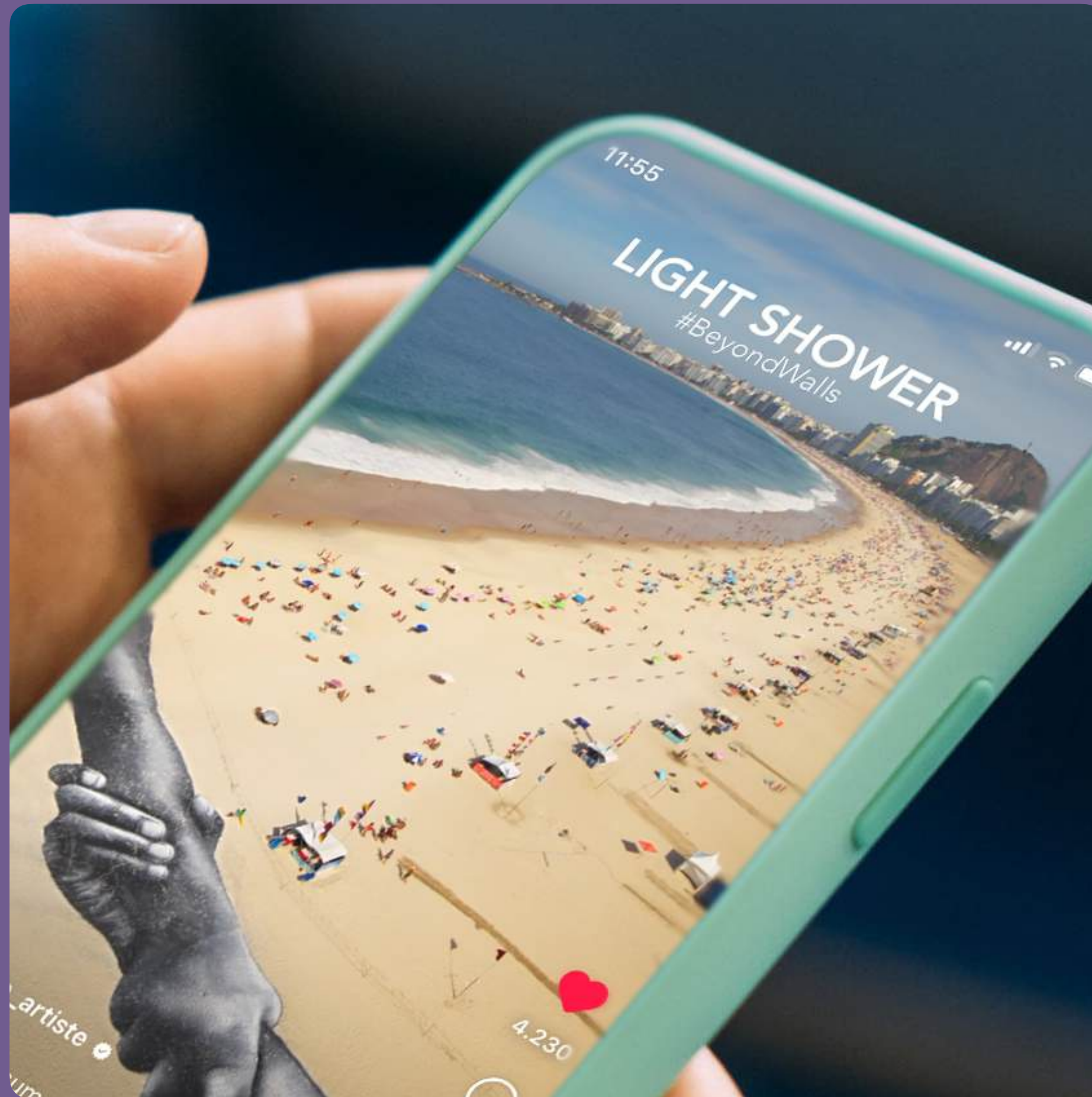
SPIRITUAL SHOWER MOMENTS WITH QURANIC RECITATIONS

THIS AUDIOVISUAL EXPERIENCE COMBINES NATURE IMAGERY WITH RECITED SURAHS FROM THE HOLY QURAN. THE SELECTION OF VERSES HAS BEEN MADE WITH THE UTMOST RESPECT, REFLECTING THEMES OF LIGHT, RELIEF, RENEWAL & INNER BALANCE. THE LIGHT SHOWER IS CONCEIVED AS A SPACE FOR REGENERATION—PHYSICAL, MENTAL & SPIRITUAL. IN A WORLD FULL OF STIMULI, IT OFFERS A MOMENT OF RETURN, TRANQUILITY, & RECHARGING FOR THE DAY AHEAD.



THE PRODUCT

USP 5



USP 5

(SHOWER) APP FOR INDIVIDUALITY, PREMIUM CONTENT & COMMUNITY

- FREEMIUM VISUALS FOR SHOWER EXPERIENCE
- PREMIUM VISUALS & FEATURES BEHIND PAYWALL
- **CARE+ FUNCTION:** DETECTS PULSE & BREATHING IRREGULARITIES
- **BREATHING EXERCISES & GUIDED SUPPORT** FOR SYMPTOMS LIKE CHEST PAIN OR PANIC ATTACKS
- EMPOWERING USERS THROUGH **AI-GENERATED NATURE CONTENT** - WITHIN A GLOBAL COMMUNITY OF WELLNESS, HEALTHCARE, ART & TRAVEL

THE PRODUCT

USP 5.1



USP 5.1

AI-GENERATED CONTENT & USER EMPOWERMENT - COMMUNITY FOCUSED

FROM GLOBAL FOOTAGE TO PERSONAL CREATION - AI-POWERED VISUALS FOR THE LIGHT SHOWER EXPERIENCE.

WE START WITH CURATED DRONE FOOTAGE FROM AROUND THE WORLD - DESERTS, OCEANS, FORESTS, AND SKIES. NEXT, WE EMPOWER OUR USERS TO BECOME CREATORS THEMSELVES: THROUGH THE LIGHT SHOWER APP, THEY CAN GENERATE PERSONALIZED NATURE VISUALS USING AI VIDEO ENGINES - DIRECTLY FROM THEIR OWN HOMES.

ALL CONTENT CREATION IS GUIDED BY OUR ETHICAL AND EDITORIAL STANDARDS, ENSURING A SAFE, INSPIRING & CULTURALLY RESPECTFUL EXPERIENCE.

THE PRODUCT

USP 6

LIG
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USP 6

**WITH GLOBAL PATENTS
SECURED THROUGH 2045 FOR
EXCLUSIVE MARKET POSITIONING**



THE PRODUCT

USP 1 - 6



USP OVERVIEW

USP 1

4K DISPLAY FLOOR FOR INNOVATIVE DESIGN & GROUNDING

USP 2

WEIGHING FUNCTION & VITAMIN G PLUS HEALTH TRACKER WRISTBAND

USP 3

VITAMIN D LEDS FOR HEALTH, SOUND SYSTEM & AMBILIGHTS

USP 4

VIDEO ARCHIVE, AMBIENT MODE & MULTISENSORY PROGRAM

USP 5

(SHOWER) APP FOR **CARE+**, PREMIUM CONTENT & AI VIDEO GENERATOR

USP 6

WORLDWIDE PATENTS UNTIL 2045 FOR EXCLUSIVE MARKET POSITIONING

DEVELOPMENT STATUS

- FURTHER DEVELOPMENT BASED ON QLED TECHNOLOGY
- LIFESPAN: 100.000 HOURS
- LOAD CAPACITY: 350 KG/M²
- SAFETY GLASS WITH GROUNDING FUNCTION
- SYSTEM OPERATES ENTIRELY ON 24V
- INSTALLATION DEPTH: 59 MM



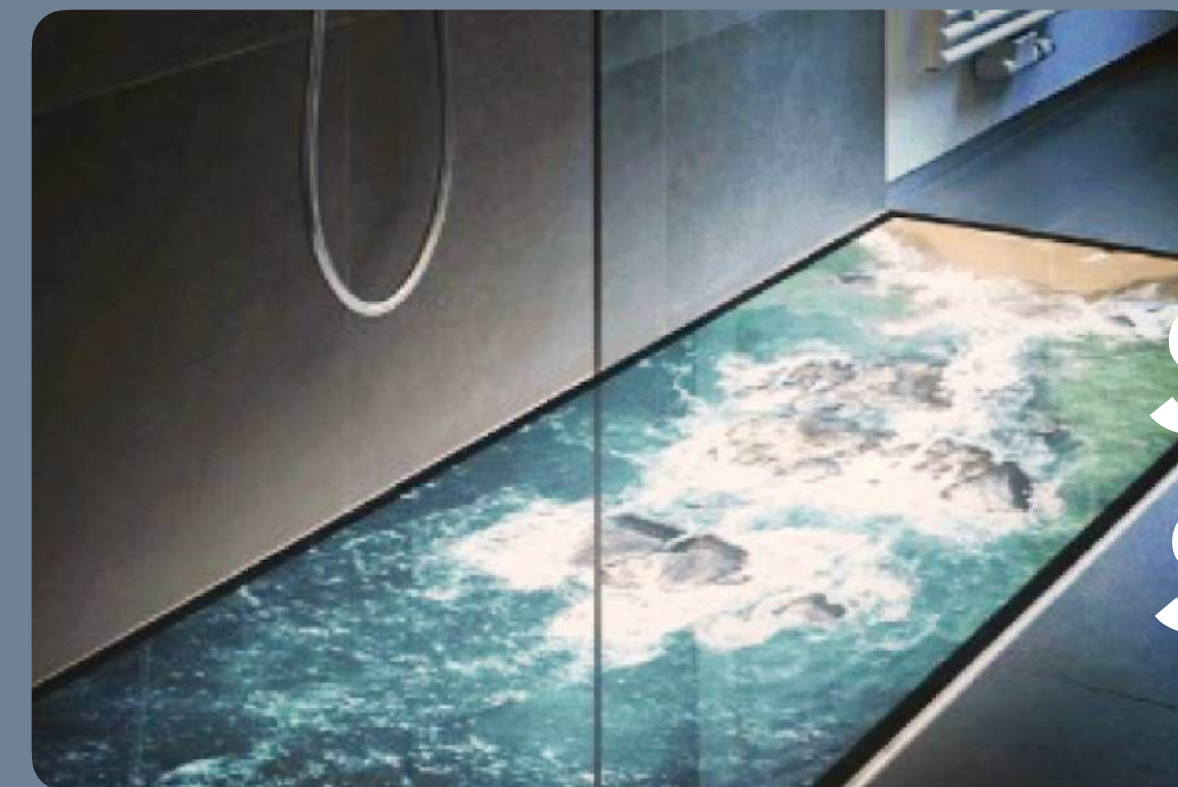
LIGHT SHOWER

Pricing



Ceiling Dome
Starting at
\$2.595 USD

- TOGETHER WE CREATE A DIGITAL WELLNESS SHOWER EXPERIENCE FOR **\$8.590 USD**
- INCLUDES A **243% MARGIN** FOR D2C DIRECT SALES



QLED Floor Panel
Starting at
\$5.995 USD

LIGHT SHOWER

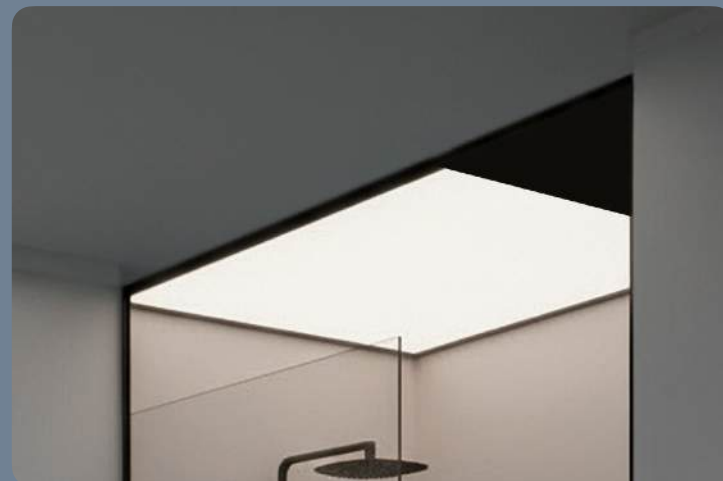
Product Variants



90X90 SKYLIGHT



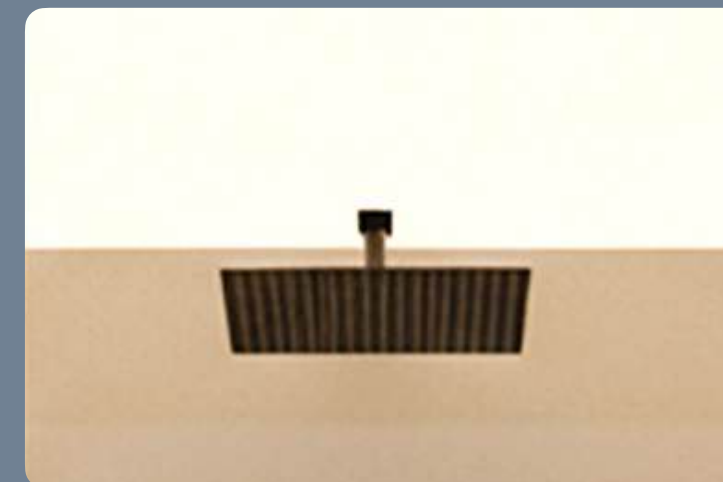
90X120 SKYLIGHT



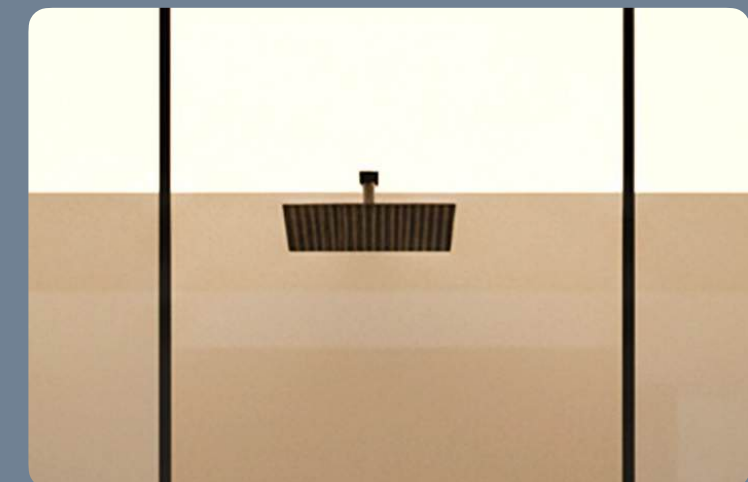
90X140 SKYLIGHT



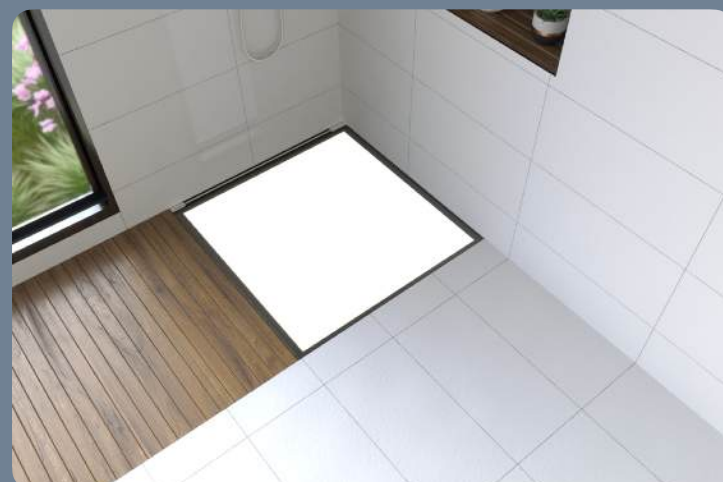
100X100 SKYLIGHT+



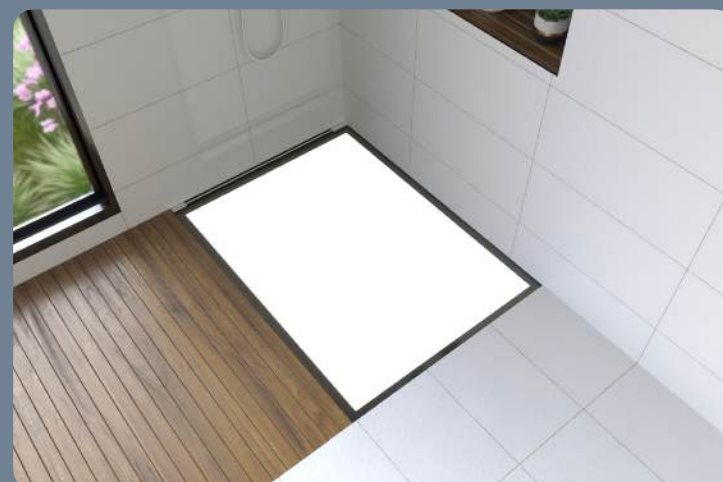
100X120 SKYLIGHT+



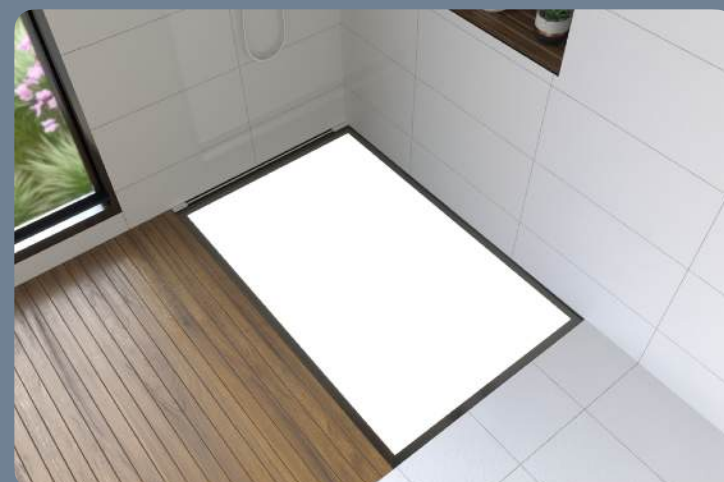
90X90 SHOWER DRAIN



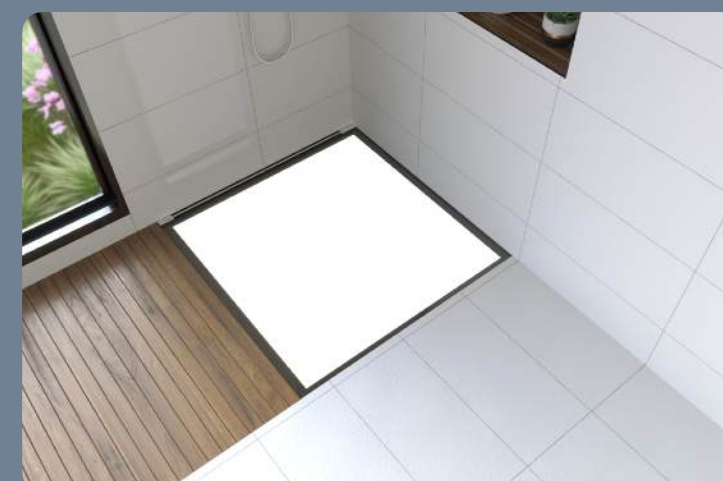
90X120 SHOWER DRAIN



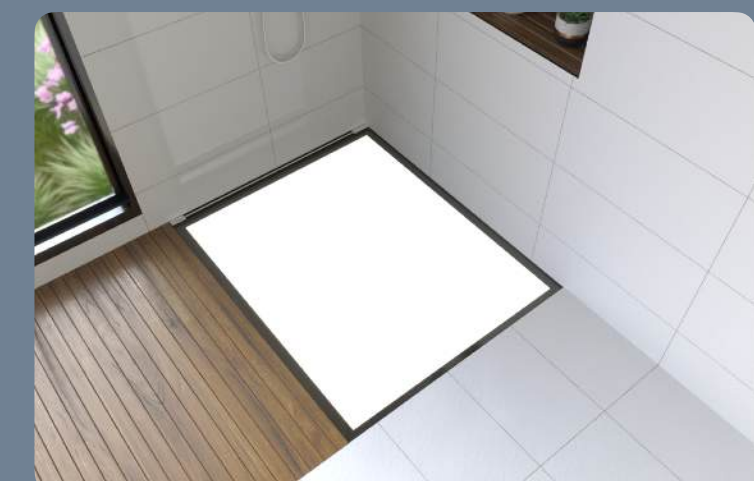
90X140 SHOWER DRAIN



100X100 SHOWER DRAIN



100X120 SHOWER DRAIN



DIGITAL APP SUBSCRIPTION

1

BASIC

\$5,99 USD

- LIMITED DRONE FOOTAGE FROM AROUND THE WORLD
- ACTIVATION VIA APP OR UPON ENTERING THE SHOWER
- SHUFFLE FUNCTION FOR SERENDIPITOUS MOMENTS

2

REGULAR

\$9,99 USD

- CURATED VISUALS FROM REMOTE & ICONIC LOCATIONS
- LINKED TO PERSONALIZED SOUND PLAYLISTS (SPOTIFY ETC.)

3

FAMILY

\$19,99 USD

- PERSONALIZED MULTI-USER EXPERIENCE
- INDIVIDUAL SETTINGS FOR MULTIPLE FAMILY MEMBERS
- LIGHT SHOWER® TILE RECOGNIZES USERS VIA INTEGRATED WEIGHT SENSOR

4

COMPANY

\$29,99 USD

- FULL FEATURE ACCESS FOR CORPORATE TEAMS
- SCALABLE PACKAGES – FROM 5 USERS TO UNLIMITED

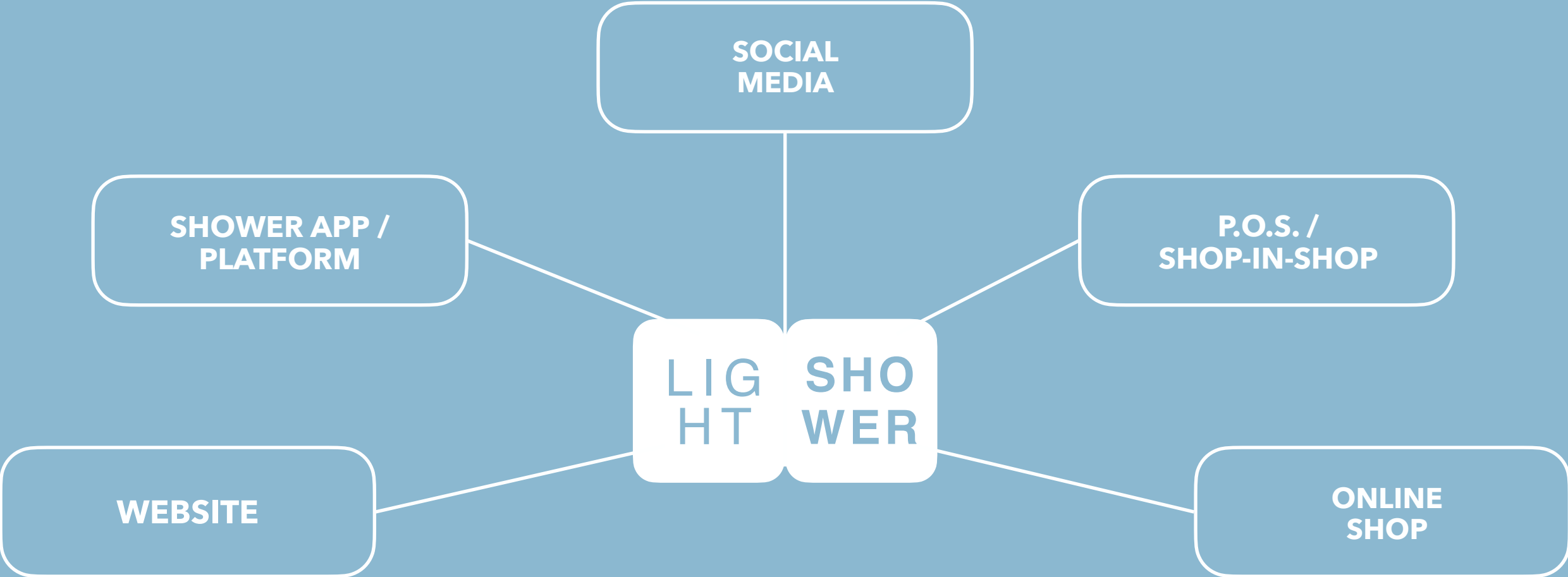
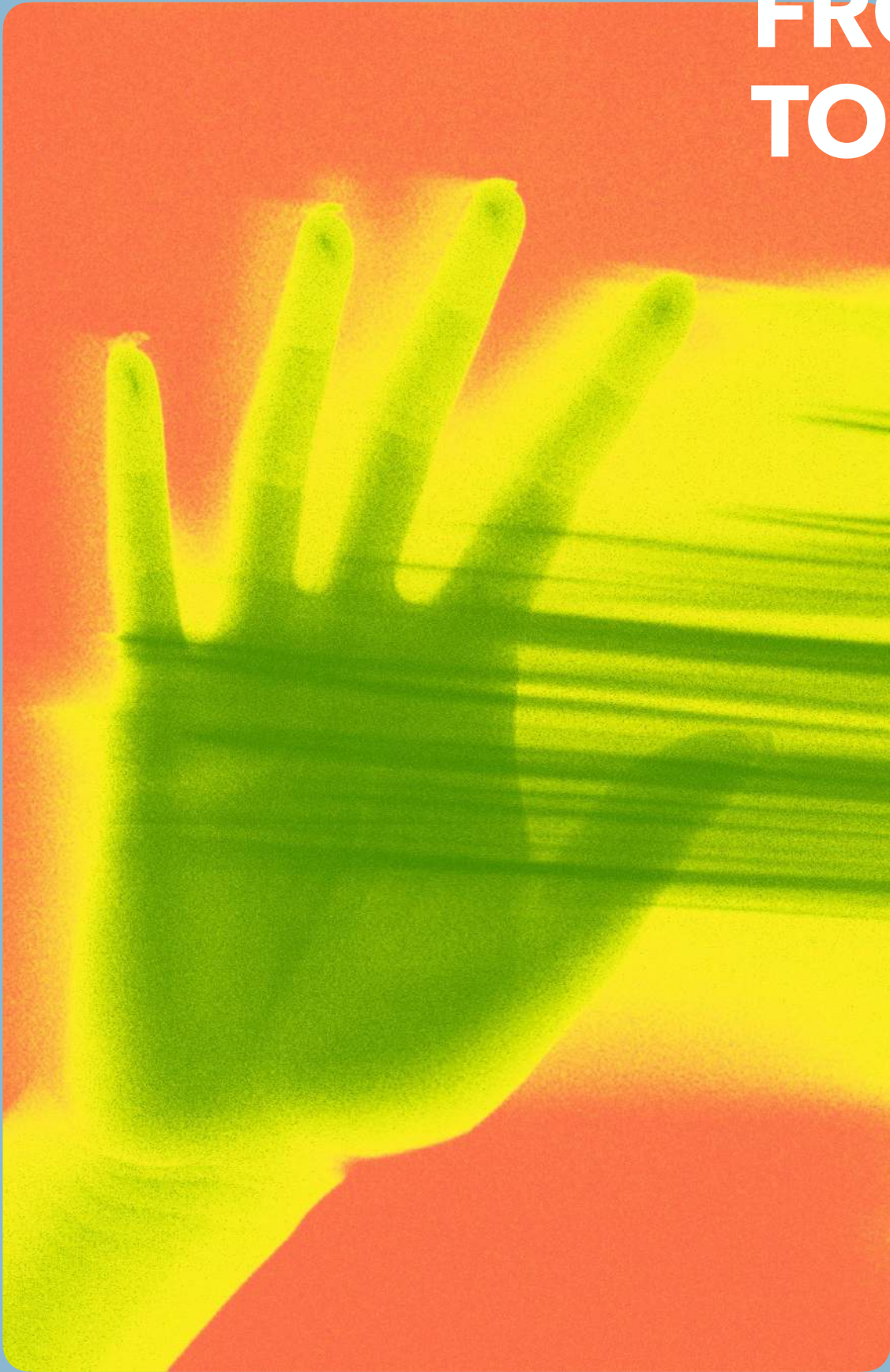
+ EXCLUSIVE & LIMITED
CONTENT EDITIONS



DISTRIBUTION



FROM CROSS-CHANNEL TO OMNI-CHANNEL



MARKETING



GOOGLE ADS



SOCIAL MEDIA CHANNELS & ADVERTISING



CUSTOMER SERVICE - PRIMARILY AI-BASED



REPORTS ABOUT LIGHT SHOWER & STREAMING SPOTS



PRODUCT PUBLIC RELATIONS



COLLABORATIONS & PARTNERS



LIGHT SHOWER APP & ONLINE STORE



ON-TIME DELIVERY OF SHOWER SYSTEM & HEALTH TRACKER



USE OF GOOGLE ADS & ANALYTICS



HOTEL, RESORT



SPA & FITNESS

360-DEGREE COMMUNICATION

IN-HOUSE PRODUCTION

CONSISTENT BRAND PRESENCE

MARKETING AGENCY

IN-HOUSE PRODUCTION & EXTERNAL PARTNERS

IN-HOUSE PRODUCTION

- ALL REQUIRED CONTENT
- MARKETING CONTENT
- SOCIAL MEDIA CONTENT
- FULL ASSET PACKAGE FOR COOPERATION PARTNERS
- WEBSITE CONTENT FOR CO-OPS
- SHOWROOM PROPS
- CREATION OF PROMOTIONAL MATERIALS
- TRADE FAIR PROPS

EXTERNAL

- MEDIA AGENCIES
- MARKETING AGENCIES
- FREELANCERS
- WEBSITE HOSTING
- VIRTUAL TOURS
- PRODUCTION OF PROMOTIONAL VIDEOS
- TRADE FAIR PROP MANUFACTURING
- OTHER CREATIVE PRODUCTIONS

+ FOCUS IS ON **COST-EFFICIENT
OPERATIONS & IN-HOUSE PRODUCTION**

COMMUNICATION

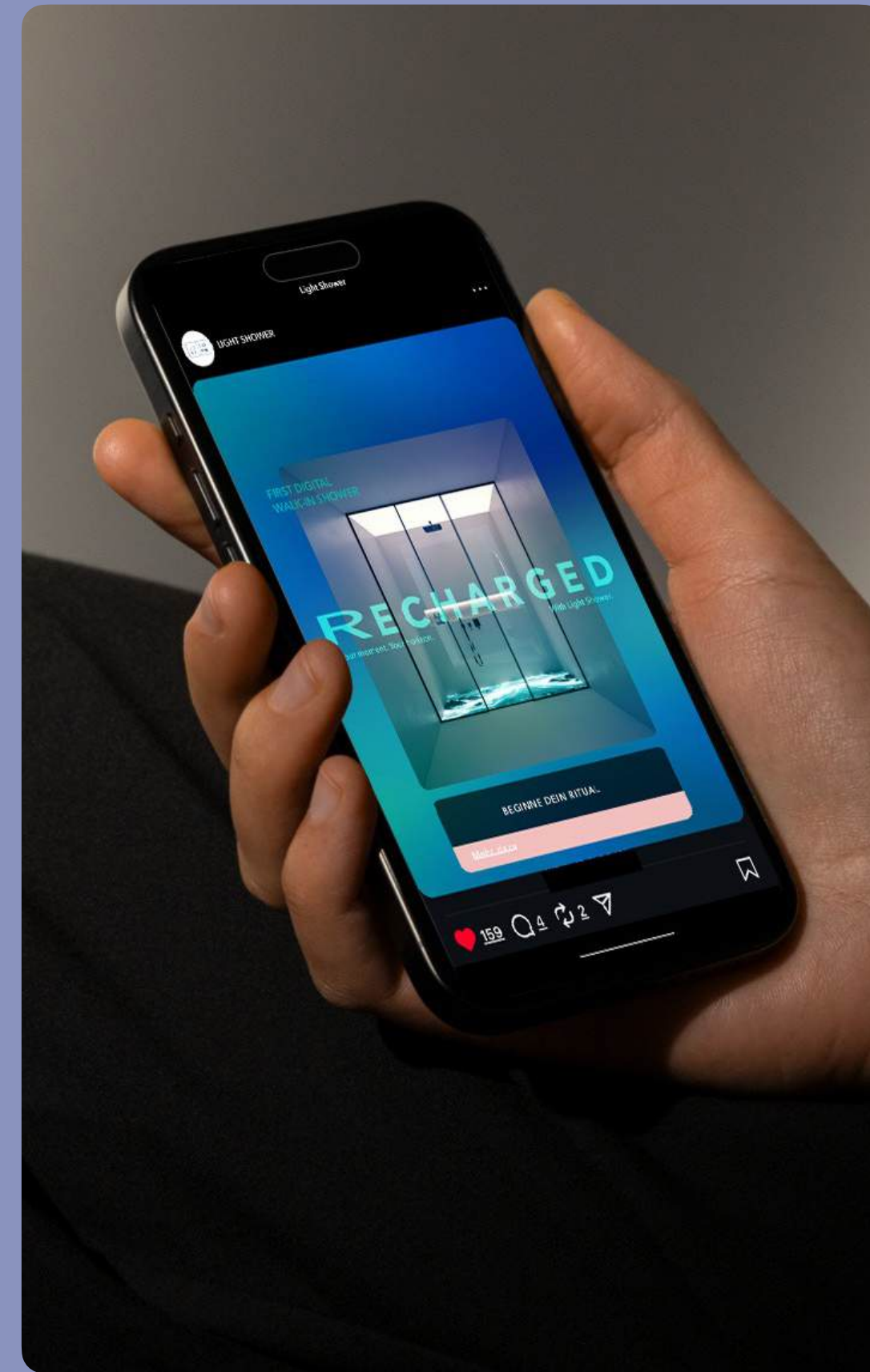
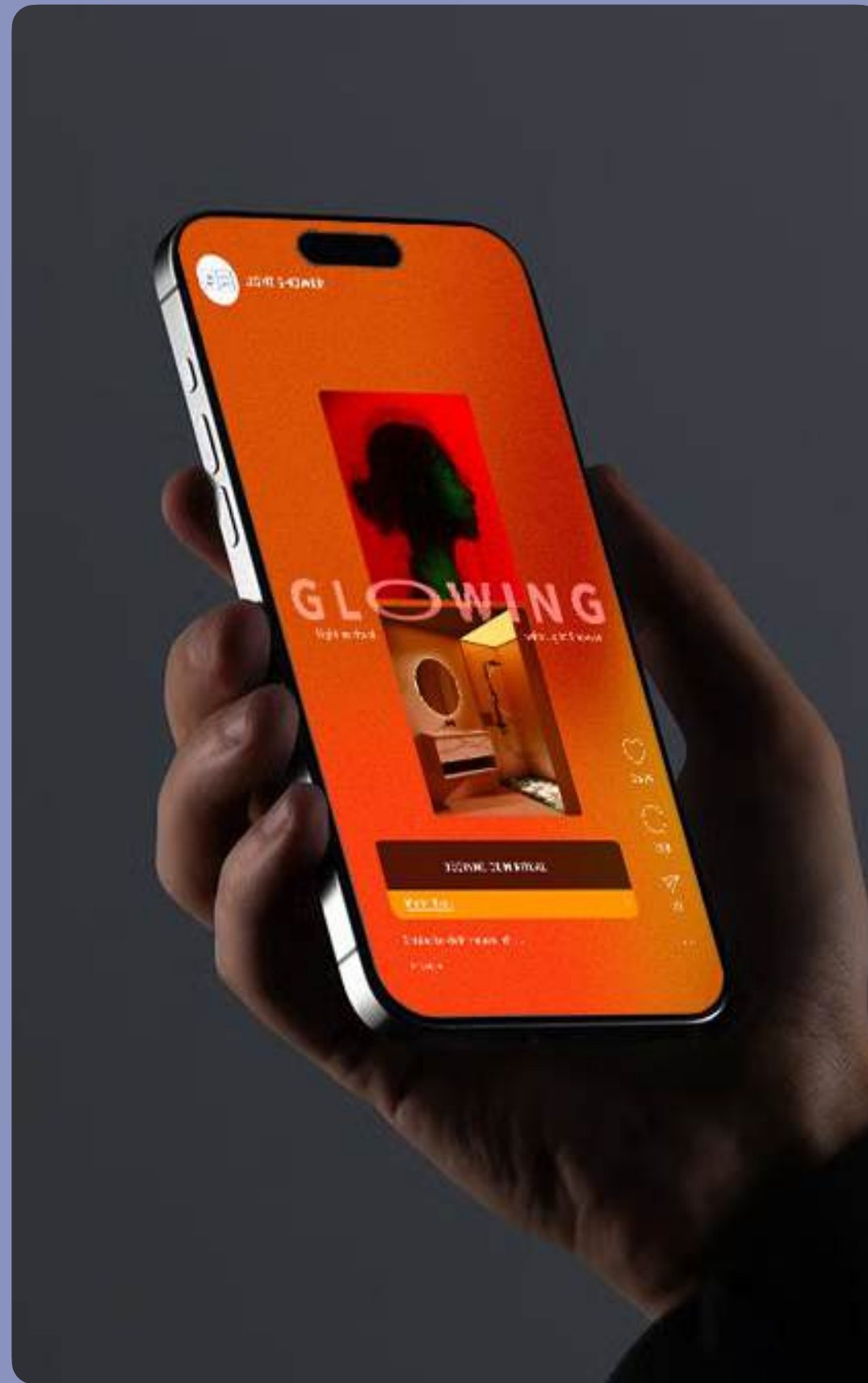
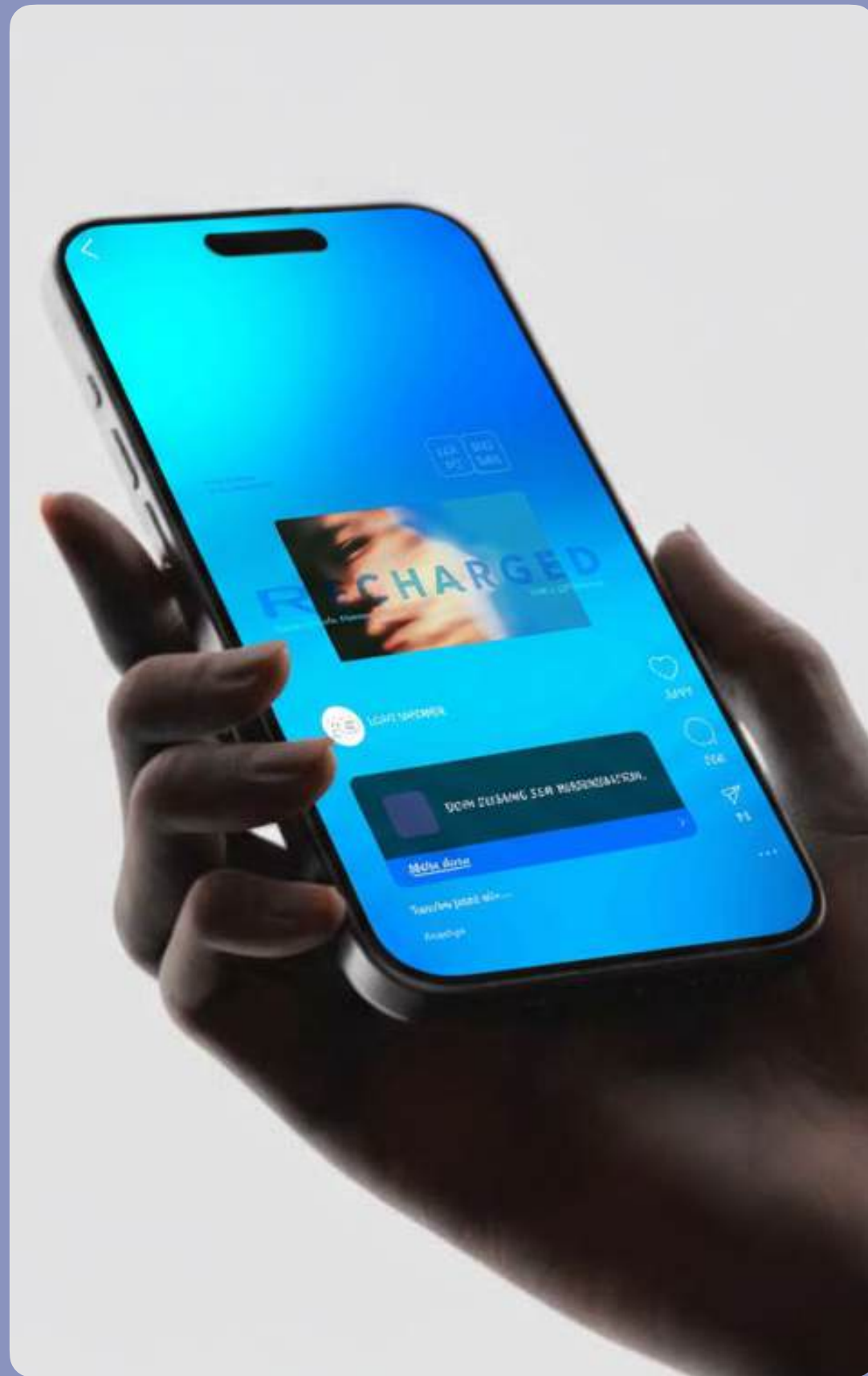


**REFLECTING THE BRAND
EXPERIENCE & EMOTIONAL IMPACT**



COMMUNICATION

Content & Campaign Example



COMMUNICATION

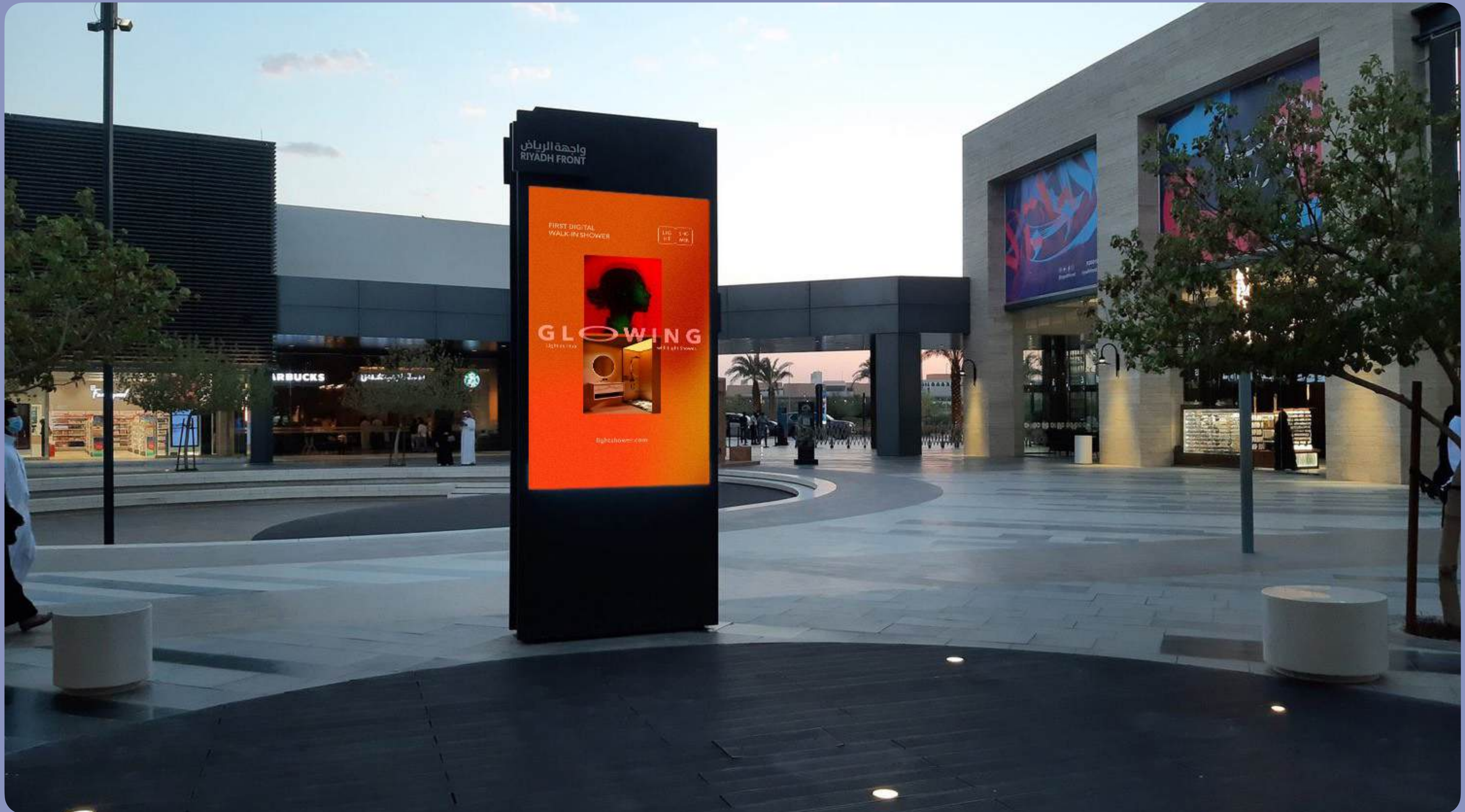
Billboard Example Germany



COMMUNICATION

Screen Example

LIGHT
SHOWER



COMMUNICATION

Billboard Example



COMMUNICATION

Screen Example



SELECTED TARGET GROUPS B2B & B2C

B2B

- ARCHITECTURAL & DESIGN EXCELLENCE
- HOSPITALITY & WELLNESS
- FITNESS & LIFESTYLE PLATFORMS
- LUXURY RETAIL & BRAND COLLABORATIONS
- BOUTIQUE HOTELS & RESORTS (5-STAR & ABOVE)
- CLINICS & MEDICAL SPAS
- HIGH-END BATHROOM EQUIPMENT SUPPLIERS & INSTALLERS

B2C

- DESIGN ENTHUSIASTS & AESTHETIC-DRIVEN CONSUMERS
- HEALTH-CONSCIOUS INDIVIDUALS
- FITNESS LOVERS & ACTIVE LIFESTYLE SEEKERS
- WELLNESS-ORIENTED USERS
- YOGA & MINDFULNESS COMMUNITIES
- TECH-SAVVY EARLY ADOPTERS
- PRIVATE HOMEBUILDING & RENOVATION PROJECTS
- LUXURY CHARTER COMPANIES & EXPERIENCE PROVIDERS

TARGET GROUPS

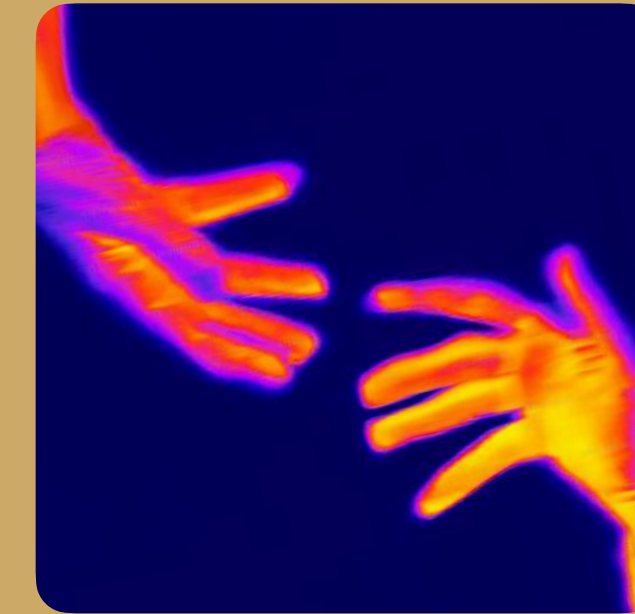
LIGHT
SHOWER

ADVANTAGES B2B

B2B

ADVANTAGES

- **HOTEL & SPA DIFFERENTIATION:**
PREMIUM HOTELS CAN STAND OUT THROUGH THIS IMMERSIVE EXPERIENCE – A UNIQUE SELLING POINT FOR MARKETING AND GUEST LOYALTY
- **FITNESS STUDIOS & WELLNESS CENTERS:**
POST-WORKOUT REGENERATION & ENTERTAINMENT THROUGH UV SHOWERING –
ADDED VALUE FOR MEMBERS &
ENHANCED RETENTION



- **REAL ESTATE DEVELOPERS:** PREMIUM INSTALLATIONS INCREASE PROPERTY VALUE AND APPEAL TO HIGH-END BUYERS
- **HEALTHCARE & REHABILITATION FACILITIES:**
UV LIGHT CAN BE USED THERAPEUTICALLY – FOR SKIN CARE, LIGHT THERAPY, AND RECOVERY RITUALS
- **EVENT & TRADE SHOW INDUSTRY:** AS A SHOWPIECE, THE SYSTEM DRAWS ATTENTION – IDEAL FOR PRODUCT PRESENTATIONS AND VIP LOUNGES



FOCUS IS ON **EFFICIENCY, FUNCTIONALITY**
& **LONG-TERM PARTNERSHIP**

TARGET GROUPS

LIGHT
SHOWER

ADVANTAGES B2C

B2C

ADVANTAGES

- **WELLNESS & EXPERIENCE SHOWER** THE COMBINATION OF UV LIGHT & DRONE FOOTAGE CREATES AN IMMERSIVE SPA FEELING – PERFECT FOR STARTING OR ENDING THE DAY
- **HYGIENE & SKIN CARE** UV LIGHT CAN CONTRIBUTE TO DISINFECTION & REVITALIZE THE SKIN – A PLUS FOR HEALTH-CONSCIOUS USERS



- **PERSONALIZED CONTENT** USERS CAN STREAM ART, DRONE FOOTAGE & NATURE SCENES – FOR A CUSTOMIZED SHOWER EXPERIENCE
- **SMART HOME INTEGRATION** CONTROL VIA APP OR VOICE ASSISTANT – MODERN SHOWERING AT THE TOUCH OF A BUTTON
- **DESIGN & LUXURY** THE FUTURISTIC SETUP APPEALS TO DESIGN-DRIVEN BUYERS WHO VALUE AESTHETICS & INNOVATION

+ FOCUS IS ON **EMOTION,**
EXPERIENCE & LIFESTYLE

COOPERATION OPPORTUNITIES & PRODUCT EXPANSION

CO-BRANDING

- HOTELS, SPAS, RESORTS, AIRBNB
- TEXTILE MANUFACTURERS
(E.G. TOWELS, ROBES, BATH MATS)
- GARMIN & POLAR
- CONTENT CREATOR & INFLUENCER
- FITNESS & WELLNESS PLATFORMS
- CORE LIFE & CORE WELLNESS
- FORMÉ WELLNESS CLUB
- THE PAC STUDIO
- CORE AT HOMEGROWN



PARTNERSHIPS

Product Integration

LIG
HT

SHO
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PREMIUM DESIGNS & ENVIRONMENTS



PARTNERSHIPS

Product Integration

LIGHT
HT

SHOWER



PARTNERSHIPS

Product Integration

LIGHT
SHOWER



PARTNERSHIPS

Product Integration



THE MARKET



SMART BATHROOM

- 2023: GLOBAL REVENUE FROM BATHTUBS & SHOWERS ESTIMATED AT APPROX. **\$9,9 BN. USD**
- APPROX. 60% OF THIS FROM SHOWERS
- ESTIMATED GLOBAL MARKET FOR WALK-IN SHOWERS (2023): **\$7,2 BN. USD**
- PROJECTED MARKET SIZE FOR WALK-IN SHOWERS BY 2033: **\$12,4 BN. USD**
- FORECAST FOR 2031: **\$8,4 BN. USD**

(Sources: [grandviewresearch.com](https://www.grandviewresearch.com), [marketresearchfuture.com](https://www.marketresearchfuture.com), [alliedmarketresearch.com](https://www.alliedmarketresearch.com), [forbes.com](https://www.forbes.com))

PROFIT FORECAST



PROGNOSIS BASED ON TOTO SUCCESS CASE

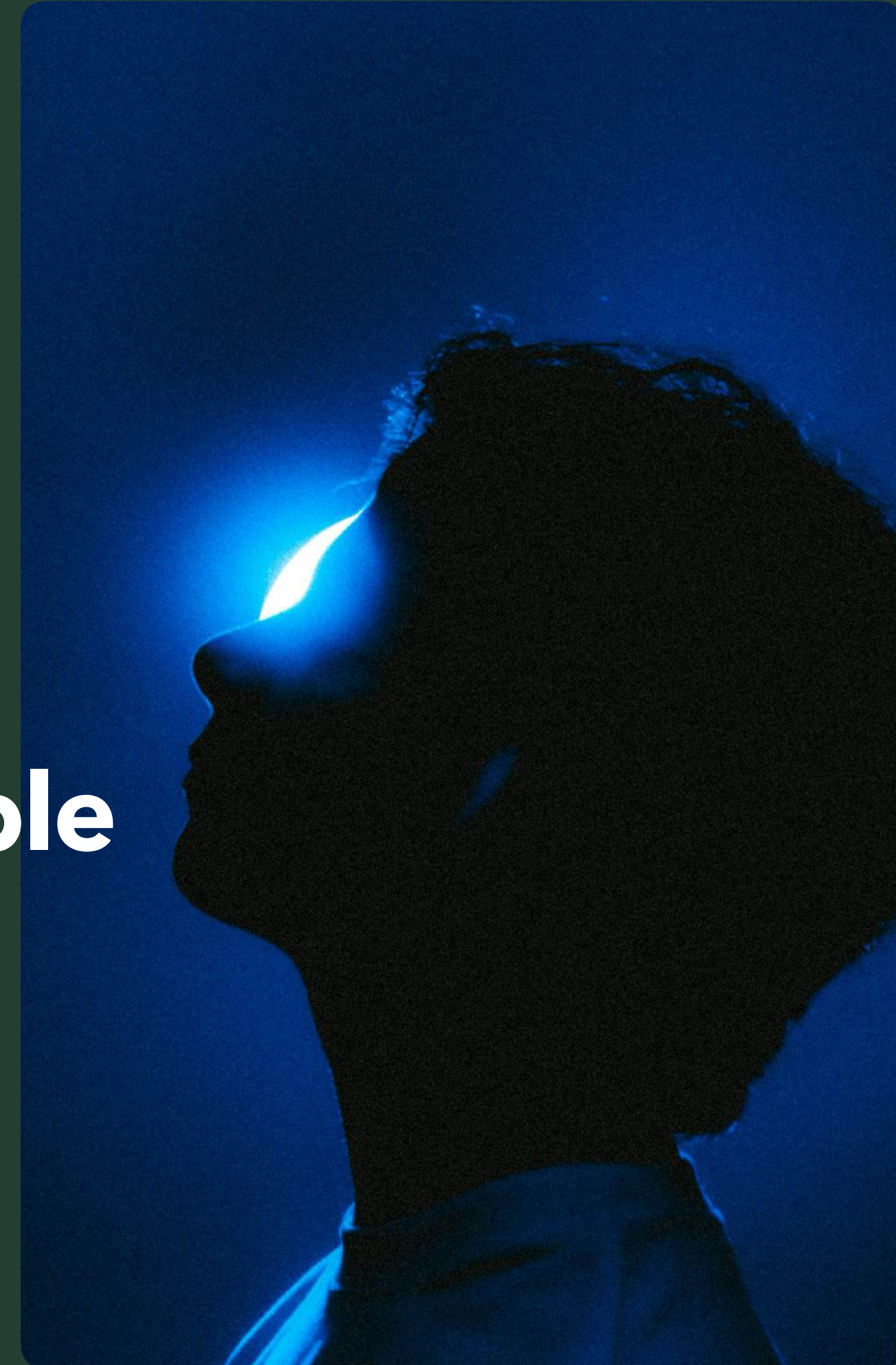
- SALE OF 280.000 NEOREST & WASHLET UNITS PER MONTH (DATA: 2019-2022)
- TOTAL MARKET SHARE: 30.89%
- AVERAGE PRICE: **\$6.923 USD PER UNIT**
- WITHIN 3 YEARS AFTER LAUNCH: 10%, 20%, 30% GLOBAL SALES

PROFIT FORECAST

LIGHT
SHOWER

TARGET

**OUR GOAL: Digitize 3 to 5%
of showers worldwide, and
make them AI-Video compatible**

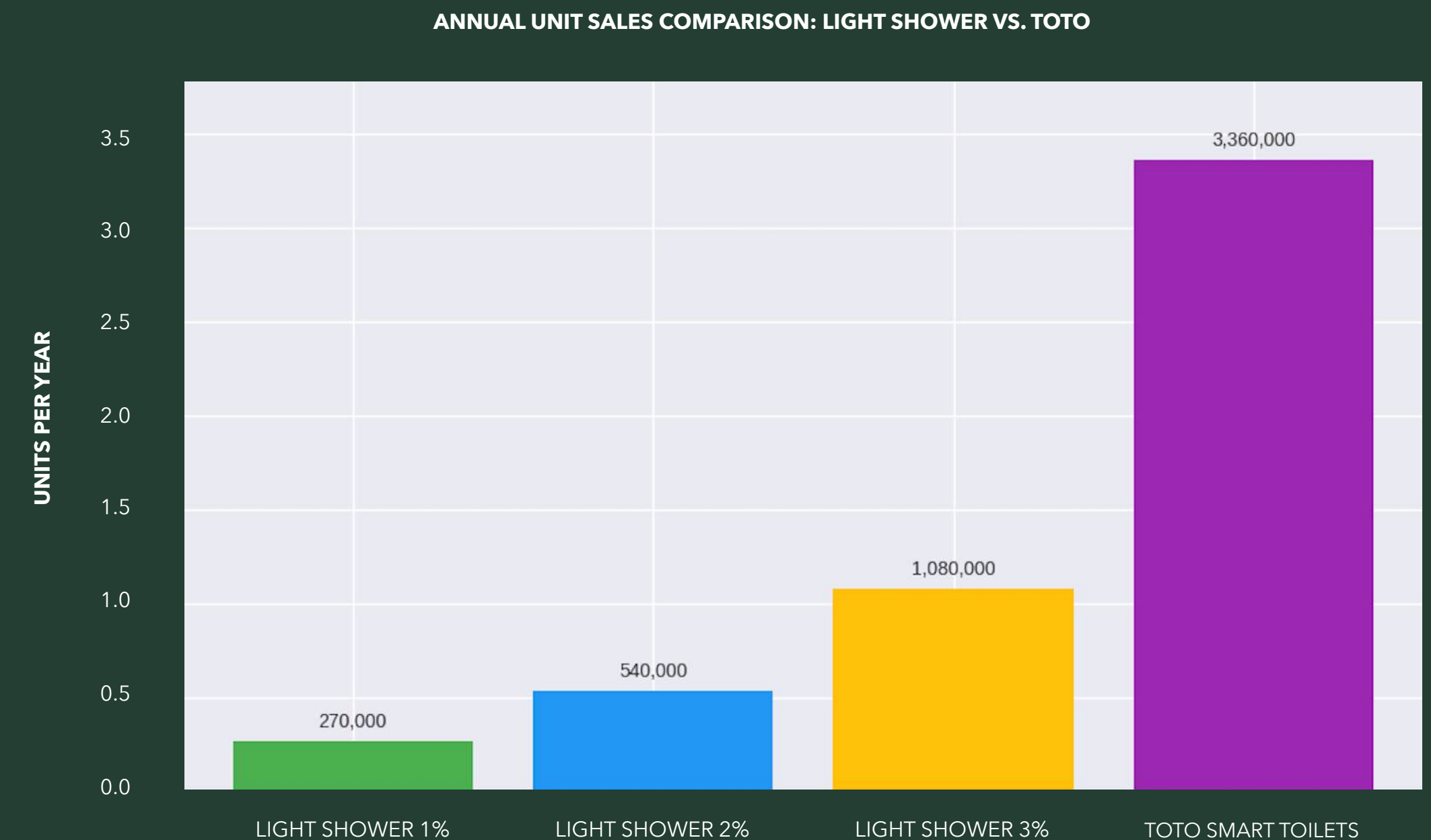


PROFIT FORECAST



GLOBAL SHOWER MARKET - *OUR SCALABLE ENTRY POINT*

- ESTIMATED GLOBAL SHOWER INSTALLATIONS PER YEAR:
50-100 MILLION UNITS
- OF THESE, **27 MILLION** INCLUDE A SHOWER TRAY -
OUR CORE SEGMENT
- TREND: STRONG INCREASE IN TRAY-BASED SHOWERS GLOBALLY
- LIGHT SHOWER TARGETS THIS GROWING NICHE WITH PREMIUM,
AI-COMPATIBLE HARDWARE
- MARKET ENTRY SCENARIOS:
 - 1% = 270K UNITS/YEAR
 - 2% = 540K UNITS/YEAR
 - 3% = 1.08M UNITS/YEAR
- COMPARABLE BENCHMARK:
TOTO SELLS 280K SMART TOILETS/MONTH → 3.36M/YEAR



PROFIT FORECAST

LIGHT
SHOW

THREE SCENARIOS:

CONSERVATIVE

0,10–0,30% WITHIN 4 YEARS

- YEAR 3 UNITS: 27K PCS / 0,1% MARKET SHARE
- YEAR 3 SALES: 152 M. USD
- EBITDA MARGIN: 12,00%

REALISTIC

0,15–0,5% WITHIN 4 YEARS

- YEAR 3 UNITS: 54K PCS / 0,2% MARKET SHARE
- YEAR 3 SALES: 304 M. USD
- EBITDA MARGIN: 18,00%

OPTIMISTIC

0,25–0,75% WITHIN 4 YEARS

- YEAR 3 UNITS: 135K PCS / 0,5% MARKET SHARE
- YEAR 3 SALES: 760 M. USD
- EBITDA MARGIN: 22,00%

PROFIT FORECAST



FROM 0,004% TO 1,42% - TESLA'S MARKET ENTRY AS BLUEPRINT

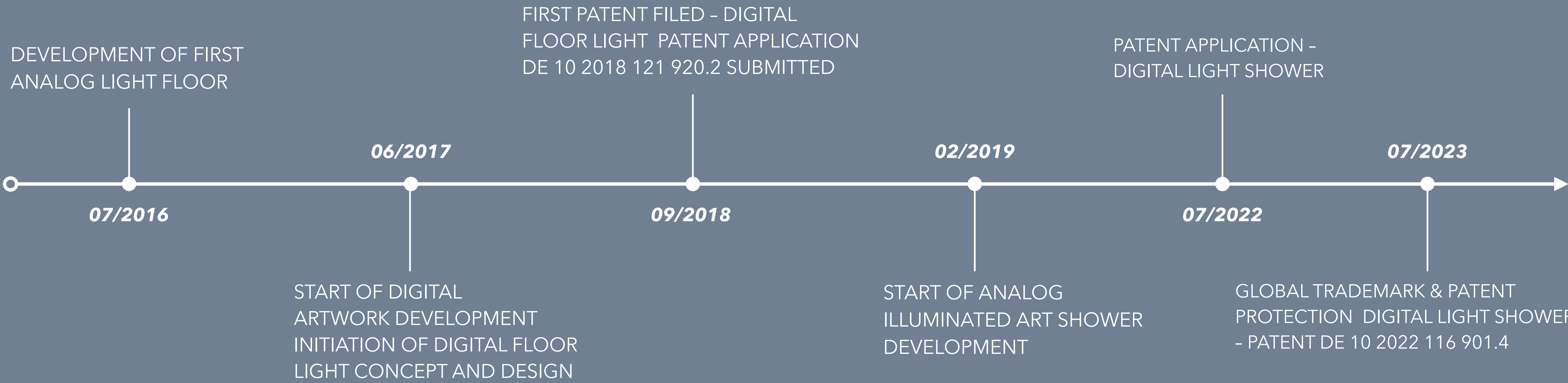


- TESLA STARTED WITH **0,004%** GLOBAL MARKET SHARE IN 2012
- REACHED **1,42%** BY 2021 - A 355× INCREASE OVER 9 YEARS
- LIGHT SHOWER FOLLOWS A SIMILAR TRAJECTORY: NICHE ENTRY, EXPONENTIAL GROWTH
- OUR 4-YEAR SCENARIOS:
 - CONSERVATIVE: **0,1-0,3%**
 - 2% = REALISTIC: **0,2-0,5%**
 - OPTIMISTIC: **0,5-0,75%**
- PREMIUM POSITIONING, PATENTED HARDWARE & AI CONTENT ECOSYSTEM SUPPORT RAPID ADOPTION

MILESTONES

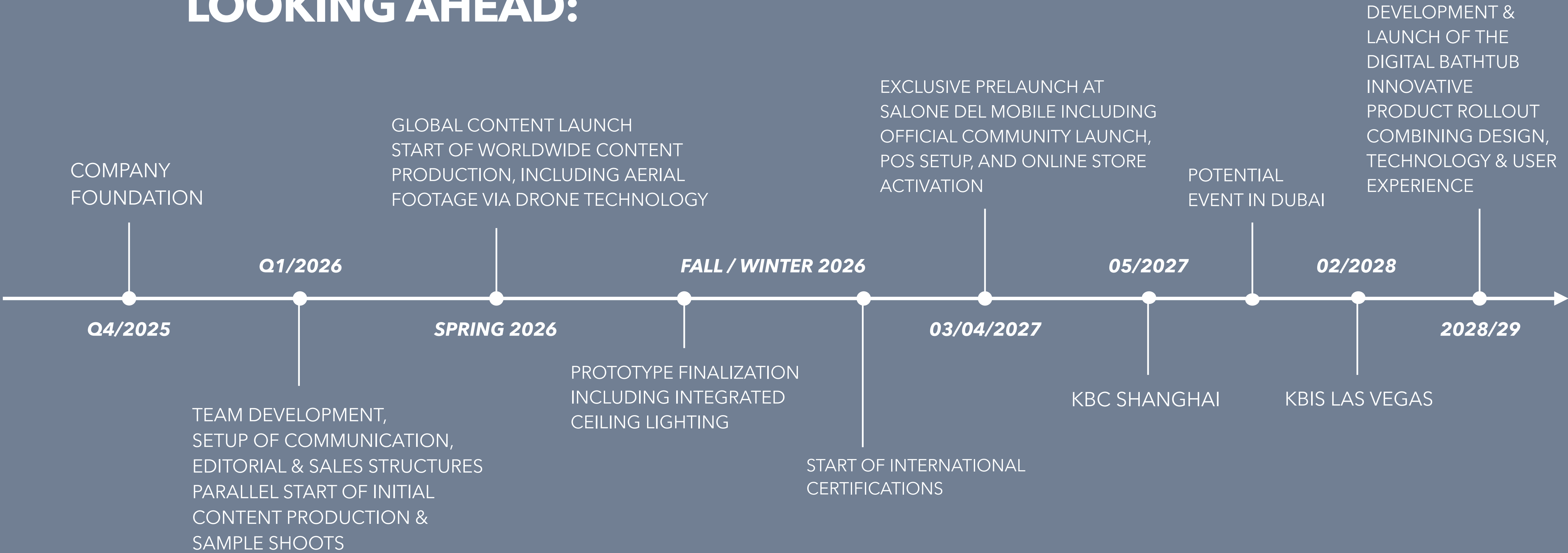


COMPANY HISTORY:



MILESTONES

LOOKING AHEAD:



PARTNER QUALIFICATIONS

LIGHT
SHOWER

PARTNER KEY QUALIFICATIONS

+ SUSTAINABILITY
LOCALLY BASED PRODUCTION
LOCAL SOURCING OF MATERIALS
& COMPONENTS

+ FLEXIBILITY / AGILITY ADDITIONAL
PRODUCTION CAPACITY:
50.000 TO 150.000 UNITS
P.A. STARTING JANUARY 2025

+ RELIABILITY WE ENSURE
CONSISTENTLY HIGH PRODUCT
QUALITY WITH EXCEPTIONALLY
LOW RETURN VOLUMES

+ TECHNICAL KNOW-HOW BACKED
BY DECADES OF RESEARCH &
DEVELOPMENT, DRIVEN BY CLOSE
COLLABORATION WITH OUR
EXPERIENCED LONG-TERM STAFF

TEAM



YOUR TEAM PARTNERS +



SALES MANAGEMENT & HR
KERSTIN HOPF



MANAGING DIRECTOR
MARVIN RINAS



PARTNER TECHNICAL OFFICER
NITIN CHAUDHARY



MARKETING LEAD & CD
OLIVER LOLLERT



SOCIAL MEDIA MARKETING
MARISA NINNEMANN



DIGITAL ENGINEER
NICOLAS PAEDE



**TOMORROW'S
SHOWER, TODAY.**

FIRST DIGITAL WALK-IN SHOWER

derbelight.com



Thank you for your time & interest.
We look forward to shaping the future together.

ومن جد وجد، ومن زرع حصد

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CONTACT

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