



SENTINEL

Weather Monitoring Tile

Remote Asset & Environmental Monitoring Device





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Disclaimer

Introduction

In the next few minutes I am going to introduce a device that will revolutionize the property insurance, risk management, and weather data industries.

We have a field tested proof of concept and are seeking seed round investment for the MVP development & commercialization of this product.





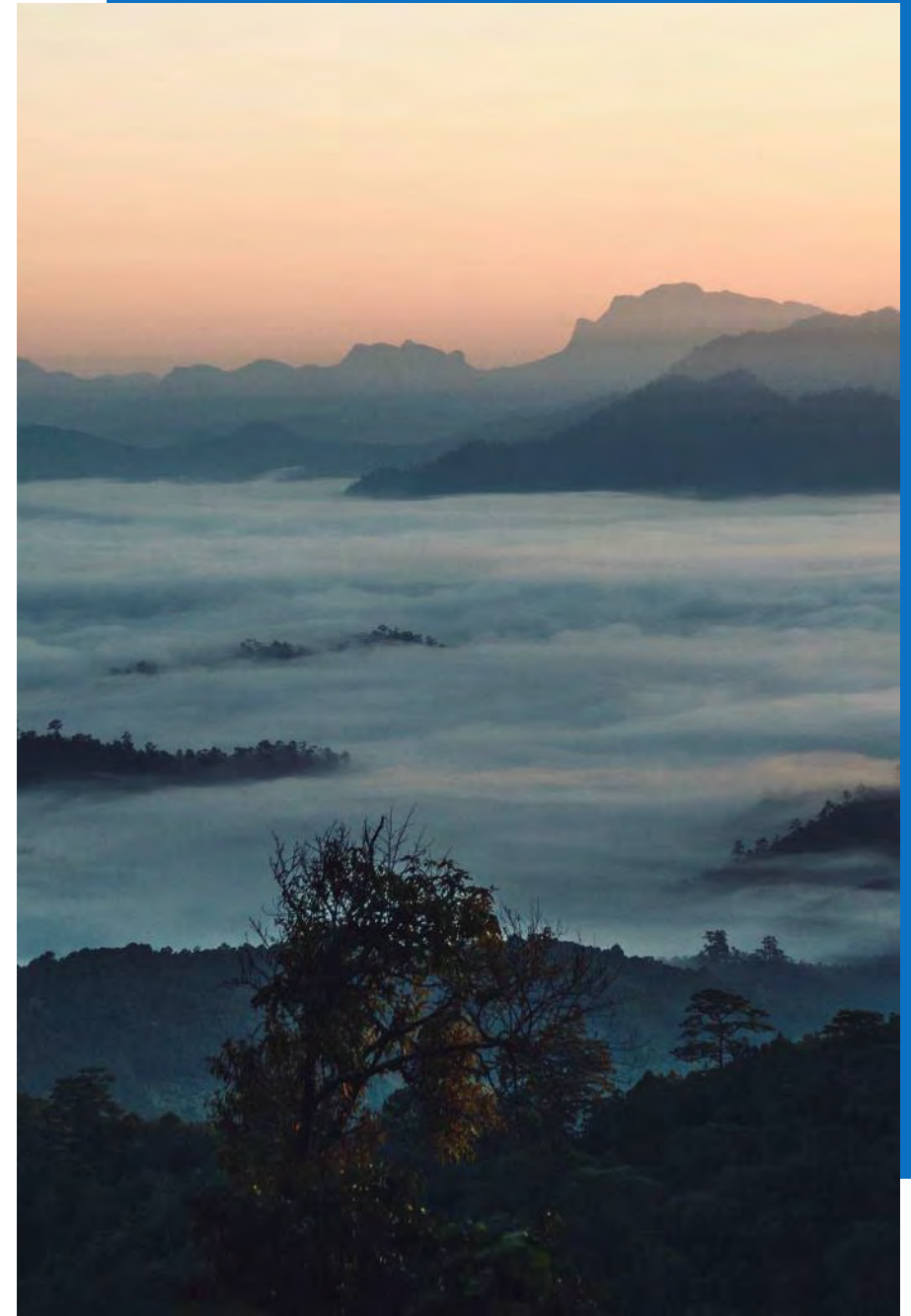
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Overview

The Sentinel Tile is self-contained, solid-state, remote asset monitoring device that records hail strikes, building sway and seismic activity - Providing real-time, legally admissible notice of property damage.

This product will revolutionize asset protection by protecting commercial property owners and institutions.

We will be able to sell these devices with an attractive unit margin and create recurring monthly revenue streams for device monitoring.

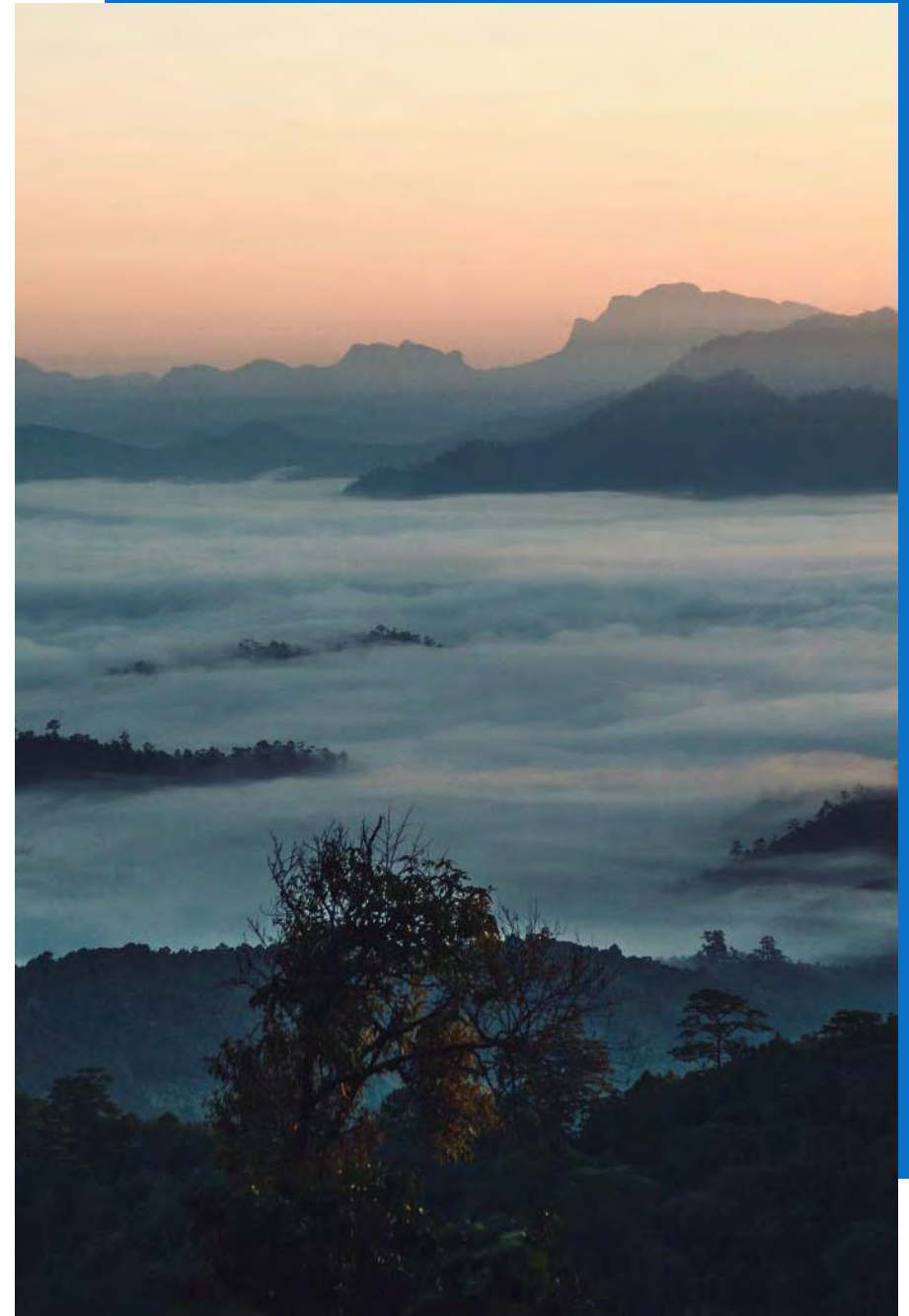




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AI

Later generations of the Sentinel Tiles will use AI to parse input data and provide feedback to the user regarding changes in environmental conditions at their managed asset.





SENTINEL
Smart Roof Monitoring Inc.

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For Self-Insured Owners

If you are a Property Owner or Property Management company, do you perform costly physical inspections of every asset after every storm?

Existing data services provide only “low resolution” reports showing the vicinity of wind or hail storms in an area.

Sentinel Tiles report in real time with the size, energy and exact location of the environmental event. Your building will tell you, “I’ve been hit! Come inspect me for damage.”

The Sentinel Tile is your expert witness watching over your property 24/7, and ready to testify on your behalf!





For Self-Insured Owners *(cont.)*

Sentinel Tiles monitor more than just weather conditions:

- Trespassing
- Vandalism
- Pollution
- Seismic
- High Winds
- Hail Impact
- And more!

Through real time alerts of catastrophic events, Sentinel Tiles provide the ultimate in building asset management to Owners, Property Managers, and Manufacturers.





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Use Case – Sentinel Tile

Three Texas marinas were devastated by a tropical storm. As is too often the case, the insurance company paid them \$3,000 for “Wind Damage,” then denied their claim. They were forced to hire two law firms, three engineers, and a public adjuster, and after a difficult, costly and time consuming battle they were finally able to prevail and accepted a settlement offer of of \$8,750,000.

Two years later, one of these marinas was devastated by a massive hail storm. Again, the owner had to fight a similar battle that led to a settlement offer of \$3,500,000.

The Sentinel Tile would have been a game changer in this and many other similar cases. Saving time money and frustration.

The Sentinel Tile is an eye-witness to your insurance claim!
Avoid costly negotiations with insurance carriers by arming yourself with forensic data that proves your loss.





The Size of the Problem

- Property owners spend millions each year performing proactive inspections of their assets after environmental events.
- Trespassing and vandalism can require costly repairs for owners.
- 1 in 10 American properties were impacted by catastrophic weather events in 2022.

Billions in Commercial Property damages every year!

With Sentinel Tiles deployed on your assets, you can rapidly respond to changes in environmental conditions which may have caused damages to your properties. By addressing potential damages as soon as they occur, Property Owners can avoid the extra costs of prolonged maintenance and repairs that happen when asset damages go undetected.



What is Needed to Solve the Problem?



Problem A

When changes in environmental conditions cause damage to an Owners property, how does the Owner address the damages?



Problem B

First, the Owner needs to be aware of the potential damage! Not every source of damage is a major hurricane covered by the nightly news (e.g. - Vandalism, localized microburst, or seismic)



Problem C

Property owners need the power of DATA they currently don't have. With Sentinel AI, Inc., Owners and Property Managers can rapidly respond to address the specific needs of their assets.



Our Solution

Our idea was to create a product that provides instant first-hand data, calibrated by engineers to output compliant forensic data.



Asset Protection Is a Huge Market!

REIT owned space alone is 3.45 Billion Sq Ft of commercial roof space

Table. Estimated Available Roof Area by Property Type

Property Type	Properties	Roof Area (Millions Sq Ft)
Data Centers	365	38.8
Health Care	7,614	330.6
Industrial	7,285	1207.5
Lodging/Resorts	3,623	57.0
Diversified	4,733	141.2
Office	2,017	36.5
Residential	181,783	198.0
Retail	21,055	993.6
Specialty	1,838	121.5
Self Storage	5,499	327.8
Total	235.812	3.452.5

Source: GeoPhy; S&P Capital IQ Pro and Nareit member company data, 2019; 2012 Commercial Buildings Energy Consumption Survey (CBECS), U.S. Energy Information Administration; and 2019 American Housing Survey, Census Bureau.



Commercial roofing is a >\$10 B industry



Top 5 grocers 13,000 locations,



Top 5 hotel chains 21,000 locations,



>16,676 Car dealerships.

Asset Protection Is a Huge Market!

Buying Behavior



Buying Behavior is principally data driven – if we can prove it makes good business sense they will buy. It’s an asset protection purchase.

Customer Segments include:

property owners & managers | major corporations | municipalities | roofing contractors | roofing manufacturers | military | government agencies | auto dealers | solar farms and more.



Current Indications of Interest Include:



A 125-year-old nationwide premier roofing manufacturer with government contracts wants a Sentinel tile on every roof they install in North America



Senior military official interested in using tiles at active installations



6,000-acre solar farm wants our tiles for remote asset protection and monitoring



3rd Largest HOA management company in the country wants to put a Sentinel Tile system on every roof



Department of Defense - The Environmental Security Technology Certification Program (ESTCP) is the Department of Defense's (DoD's) demonstration and validation (Dem/Val) program for environmental and installation energy technologies



Sentinel Tile Dashboard

MAIN

- Sign in
- Devices
- Views
- Help

Selected Device

Tile 001-A53

32.747, -97.092

92.3 F, H 77 %, NW 7 mph

Largest Impacts

12:25:02	.56 G	.67"
12:25:01	.45 G	.59"
12:20:02	.79 G	1.63"



MIN | HR | DAY | WK | MO | CUSTOM

Impacts Over Time

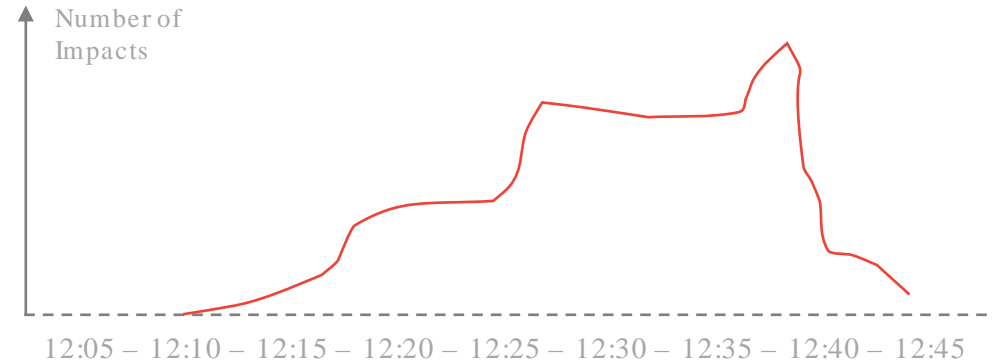
MIN | HR | DAY | WK | MO | CUSTOM

Tile Impacts

● 21

Est Roof Impacts

● 1200




TIMESTAMP	DEVICE ID	FORCE (G'S)	SIZE
08/15/2022 12:25:03	Tile 001-A53	.32	.38"
08/15/2022 12:25:02	Tile 001-A53	.56	.67"
08/15/2022 12:25:01	Tile 001-A53	.45	.59"
08/15/2022 12:25:01	Tile 001-A53	.39	.43"



Competition

There are currently only 3 other hail detection devices on the market, ours is a better hail sensor and does much more:



One uses acoustic technology and has lesser capabilities, another uses vibration sensors.

The third is a simple foil-covered foam pad that cannot communicate, cannot determine force of impact, cannot determine the wide slate of environmental conditions reported by the Sentinel Tile, and the foam pad must be manually retrieved for inspection.

Sentinel Tiles are backed by rigorous industry-standard engineering and laboratory testing.



Our Proposed Business Model

Components

Have components contract manufactured and shipped for assembly in TX.



Pricing

At a \$2500 - \$3000 price point we can achieve attractive margins on the device.



RMR

Each device will have an affordable monthly monitoring fee (e.g. \$29) that will create extremely lucrative recurring monthly revenues (RMR) for the company.



Derivative Rev.

With time there are a number of derivative digital products that we can sell subscriptions to. E.g. wind & hail data, seismic data.





Other Potential Markets



Property management companies can use the Sentinel Tile for real-time alerts of catastrophic events impacting their managed assets



Structural engineering firms want our data to better-understand seismic effects on tall buildings.



Insurance company actuaries want our data to set their regional premium rates.



Manufacturers can use the Sentinel Tile to avoid costly warranty claims.



Meteorologists want our data to better-understand algorithmic interpretation of weather data compared to real-time forensic data measured by our devices.



Insurance company



Structural engineering



Meteorologists



Other Potential Markets *(cont.)*

Investment Properties

Solar Farms

Government Agencies

Roofing Manufacturing

Roofing Installation

Property Insurance
Adjusting & Underwriting

Property Management
Companies

Building Sustainability

Building Maintenance,
Security, & Operation

Building Engineering

Catastrophic Damage
Mitigation

Construction and
Restoration Industry



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Our Team

Don is a licensed Public Adjuster in New York, New Jersey, North Carolina, Florida, Texas, and Oklahoma. Don has several decades of experience in the related fields of construction, general contracting, and property insurance, and is a thought leader in the public adjusting industry. Don has delivered Continuing Education programs for public adjusters in Texas and New York. In addition to public adjusting, Don is a Certified Professional Estimator with the American Society of Professional Estimators, member of the International Code Council, and a Windstorm Network Wind Certified Appraiser and Umpire. Don is past President of the Texas Association of Public Insurance Adjusters (TAPIA) and Board Advisor to American Policyholder Association (APA) and American Adjuster Association (AAA).



Don Wood



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Our Team

John D. Wood, Esq., is an attorney, author, educator, entrepreneur and philanthropist. John earned his juris doctorate from New York University School of Law and his bachelors degrees in English and Philosophy from Texas Christian University where he graduated summa cum laude. Wood is licensed to practice law in New York and Texas and Partner of the law firm Green Klein Wood & Jones, representing insured property owners recovering after casualty events. He is a member of American Mensa and author of law review articles on human nature and risk management appearing in Environmental Law Reporter, Insurance Law Journal, NYU Journal of Law and Liberty, and the NYU Environmental Law Journal. John is co-author of an award-winning article on Artificial Intelligence published in the Harvard Business Review, as well as two books, Foundations of Sustainable Business: Theory, Function and Strategy (Wiley 2e) and The Humachine: Humankind, Machines, and the Future of Enterprise (Routledge).



John Wood Esq.



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Our Team

Karl is the President of Suncoast Claims. He manages the overall operations of the company, getting directly involved in larger or more complicated claims. He is a licensed Public Adjuster in multiple states and possesses Level 1 certification in Xactimate loss estimating software. Karl is a veteran of the U.S. Airborne Army, where he was promoted to the rank of Sergeant during his service in Afghanistan. Karl earned his Bachelor of Science degree magna cum laude from Texas Christian University with Departmental Honors in Mathematics and a Minor in Business Administration. Karl enjoys fitness and golf in his free time.



Karl Wood

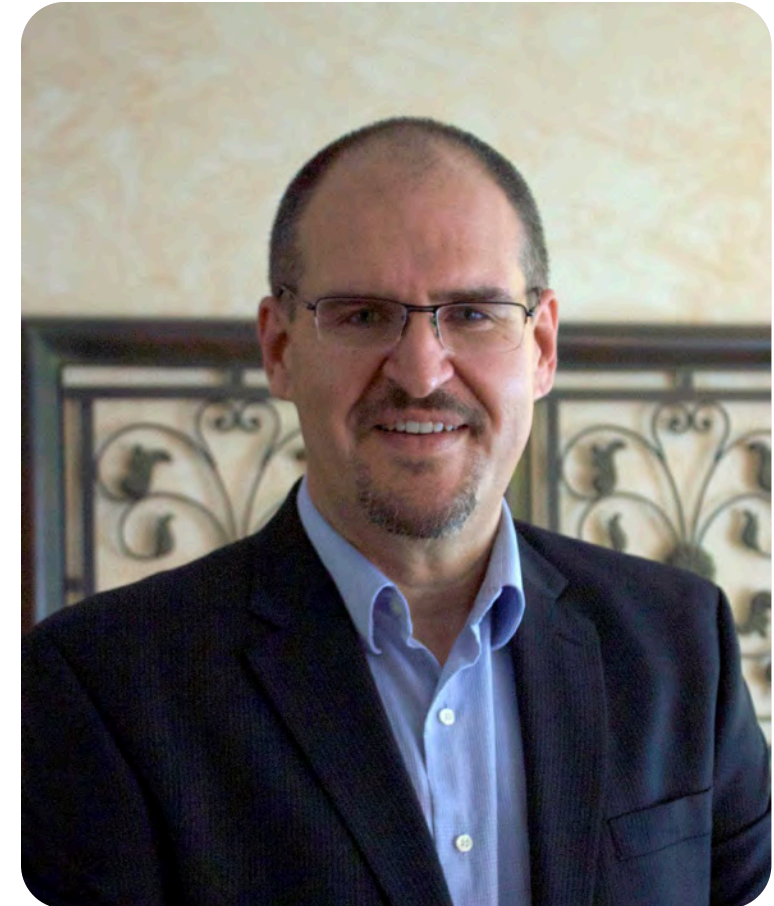


Our Team

Jason is an enterprise development specialist and the founder of Touchstone Business Solutions, LLC, a management consulting firm that specializes in helping companies scale by building winning systems and teams. He has extensive experience serving as a consultant, coach, trainer, mentor, former investment banker, and board member for hundreds of businesses across various industry sectors.

Since 2008, he has been a Strategist with the Regent University Center for Entrepreneurship, a university think tank focused on entrepreneurship and human flourishing. Jason holds graduate degrees in Business and Theology from Regent University and is the author of several books.

In his leisure time, Jason enjoys the outdoors and spending quality time with his wife, children, and grandchildren.



Jason Benedict, MBA

Use of Funds

We are seeking \$5M in seed funding to complete and commercialize a MVP sentinel tile and build out the operational infrastructure to begin scaling.

Capital Expenditures related to R&D, final product design, Software Development, prototyping and production to yield a commercially viable product.

Working Capital to develop the commercial operation.

1

Proof of Concept

2

Prototyping

3

Production MVP

4

Market Roll Out

FOUNDER FUNDING

\$5M SEED FUNDING



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[Annual hail losses](#)

<https://www.iii.org/fact-statistic/facts-statistics-hail>

[NAIC P&C Market Share Report](#)

<https://content.naic.org/sites/default/files/publication-msr-pb-property-casualty.pdf>

[2023 Industry size](#)

<https://www.ibisworld.com/industry-statistics/market-size/property-casualty-direct-insurance-united-states/#:~:text=Questions%20Clients%20Ask%20About%20This%20Industry&text=The%20market%20size%20C%20measured%20by,is%20%24873.7bn%20in%202022.>

<https://www.reit.com/news/blog/market-commentary/reit-solar-opportunities-35-billion-square-feet-roof-space>

[2022 loss ratio stats](#)

<https://www.reinsurancene.ws/combined-ratio-for-pc-this-year-to-worsen-to-100-7/#:~:text=The%202022%20combined%20ratio%20for,in%20the%20personal%20auto%20line.>

[Commercial is roughly 50% of all P&C](#)

<https://www.iii.org/fact-statistic/facts-statistics-commercial-lines>

[Wind and hail claims 40%](#)

<https://www.bankrate.com/insurance/homeowners-insurance/home-insurance-statistics/#causes-of-property-damage-claims-filed-over-time>

[OPPAGA Report Florida](#)

https://www.fapia.net/uploads/8/3/3/5/83358224/oppaga_report.pdf

References



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