

# Phasor

Revolutionizing Electrical Safety and Reliability

**Stage:** Seed; Post POC

**Industry:** Energy Management

**Employees:** 3

**IP:** Registered patent in EU & IL; pending in US

**Funding to date:** \$200K

**Required Funding:** \$2.5M

**Use of Proceeds:**

- (i) Finalizing R&D (12%)
- (ii) 28K units initial inventory (20%)
- (iii) Marketing & operations (68%)

**Financial Projections\*:**

	Revenues	Operating Profit
2020	\$2.2M	-\$0.28M
2021	\$4.4M	\$0.4M
2022	\$12.6M	\$4.5M

\* IL sales only. Global sales will initiate in 2021 and are not reflected in the projections

**Management Team:**

Oren Tamir, Co Founder & CTO

25 years as electrician; planning and executing electrical low voltage distribution and control networks in various industries

Ron Aviv, Co Founder & CEO

Entrepreneur and former owner of Orbit Communication; 17 years as an Architect & electrical infrastructure planning

Itai Zifroni, Chief Marketing Officer

Founded and managed EATON Israel; 20 years of experience of driving YoY success in management, sales, marketing and biz development

## The Global Need

Grid phase loss and neutral failures cause businesses and residential homes heavy financial losses in the form of electrical equipment malfunctions and decreased output.



**3,526**

Outages in 2017 (US)



**37 Million**

Americans affected



**\$27 Billion**

Losses for businesses

## Our Solution

Phasor develops and manufactures energy management solutions dedicated to maintain continuity of power supply. Its innovative product lines are the **NFP** and the **PCM**:



### Neutral Failure Protection Module (NFP)

A first-of-its-kind device that provides protection against neutral failures for any 3-Phase distribution panel, regardless of phase loss.



### Phase Compensating Module (PCM)

The world's first device that maintains power supply continuity in cases of a phase failure by feeding 1-Phase consumers from one of the remaining live phases.

## Unique Selling Points



### SIGNIFICANT COST SAVING

reduce equipment downtime and outage prevention



### EQUIPMENT CONSERVATION

prevents electrical faults in electrical equipment



### ZERO MAINTENANCE

no repairs required during emergencies

## Market Size

- Israel: market potential monthly sales of **10K-15K** units at **~\$50** gross profit per unit
- US and ROW yearly sales potential of **1Billion USD** ( **10M** units)

## Status

- POC –fully functioning prototypes. Tested for 18 months in an industrial factory
- Compliance with the IEC and UL Standards - pending

## Timeline

**Q2/19**

NFP ready for production

**Q3/19**

PCM Working prototype

**Q1/20**

NFP Standard certificate

**Q2/20**

PCM Standard certificate

**Q2/20**

NFP Mass production