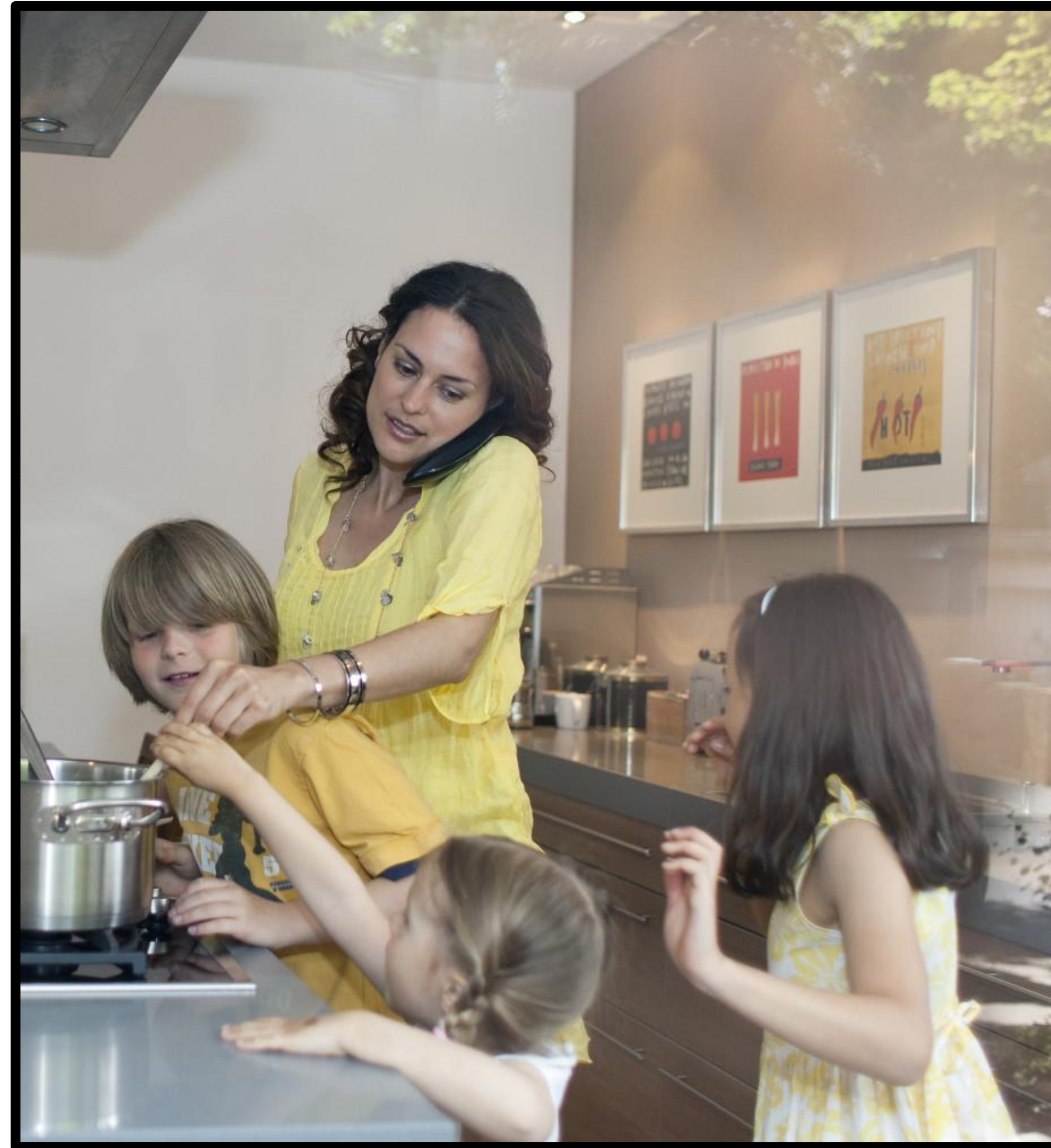


ESSENSE

to remember your essentials.



MEET JACKY.

EVERYONE DEPENDS ON HER.



KIDS

Mother of 3
Children Under 18



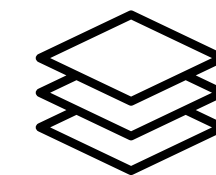
WORK

Accountant
40 hrs/week



HOUSEHOLD

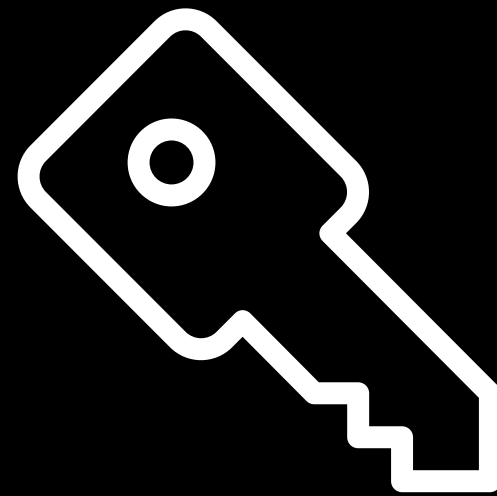
Cooking & Cleaning
5-Person Family



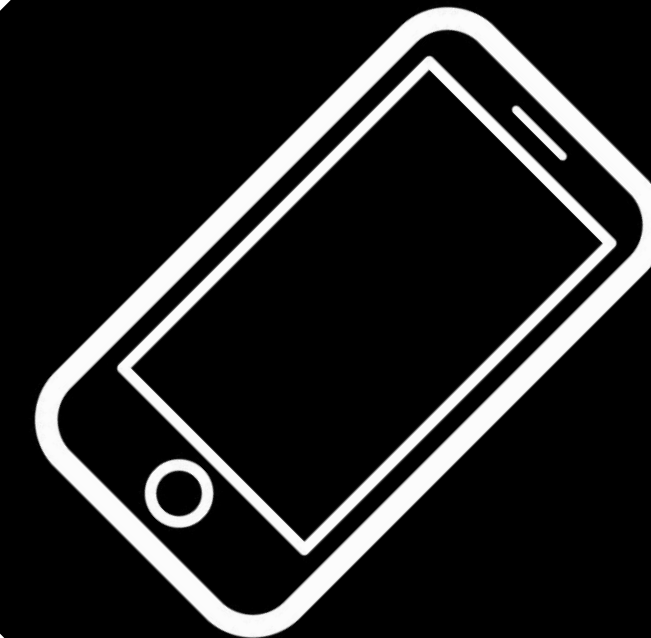
EVERYTHING IN BETWEEN

WE RECOGNIZE

THE PROBLEM

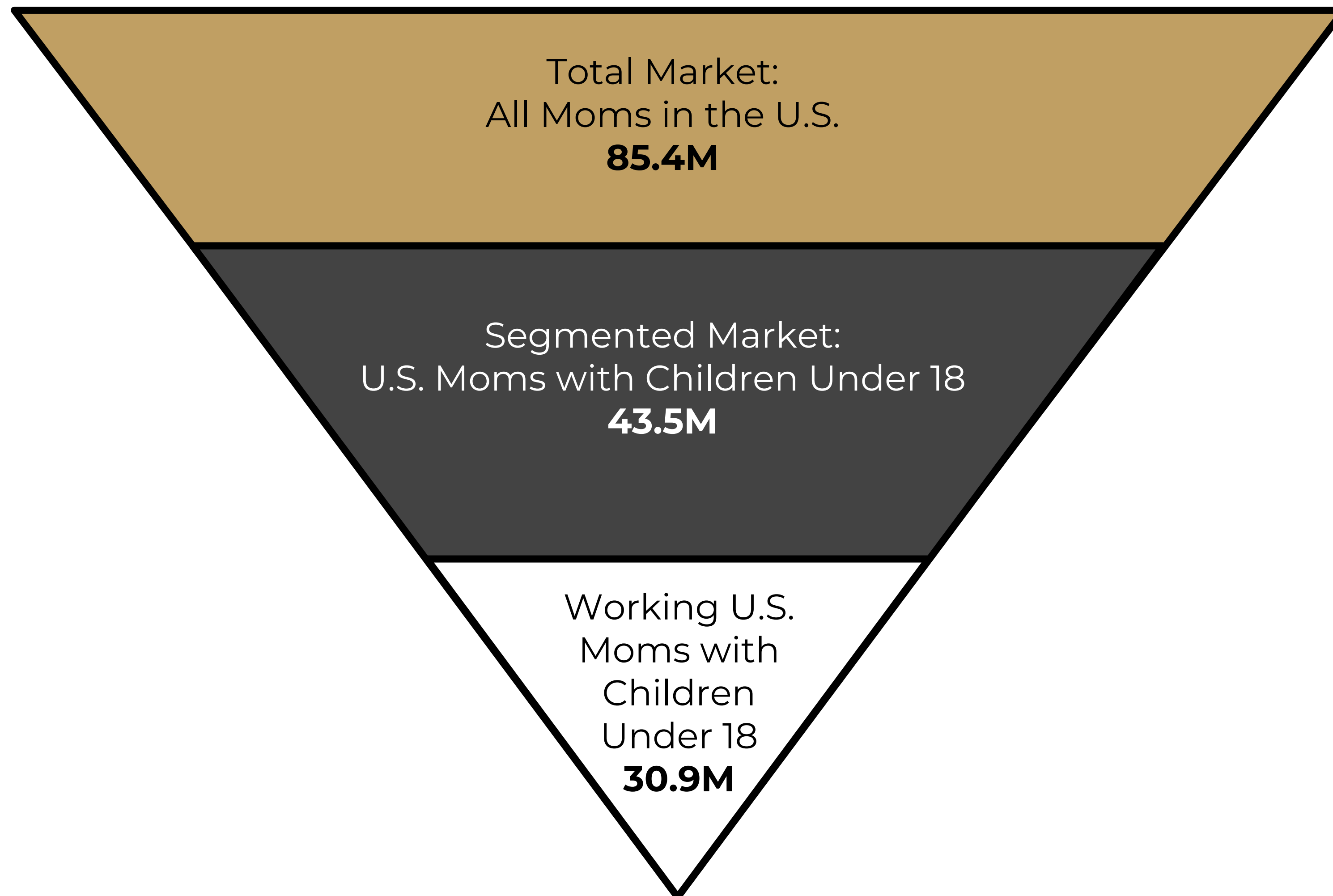


JACKY OFTEN
FORGETS TO
BRING HER
ESSENTIALS



BEACHHEAD MARKET

MARKET SEGMENTATION



INTERVIEW DATA

- ❖ **60%** of interviewed mothers have **forgotten at least one everyday item** in the last week

RESEARCH DATA

- ❖ Most frequently forgotten items: **keys, phone, wallet.**
- ❖ Women are 38% more likely to forget or misplace items than men.
- ❖ During and after pregnancy, women can experience increased **short-term memory loss.**

WE HAVE

THE SOLUTION

NEVER LEAVE YOUR ESSENTIALS AT HOME AGAIN.

We understand that it is easy to forget the simple things in life. With Essense, we will help you **keep track of all your everyday necessities.**

- ❖ Phone
- ❖ Keys
- ❖ Wallet
- ❖ Umbrella
- ❖ Epipen
- ❖ Medication
- ❖ Computer
- ❖ Instrument
- ❖ Sports Equipment

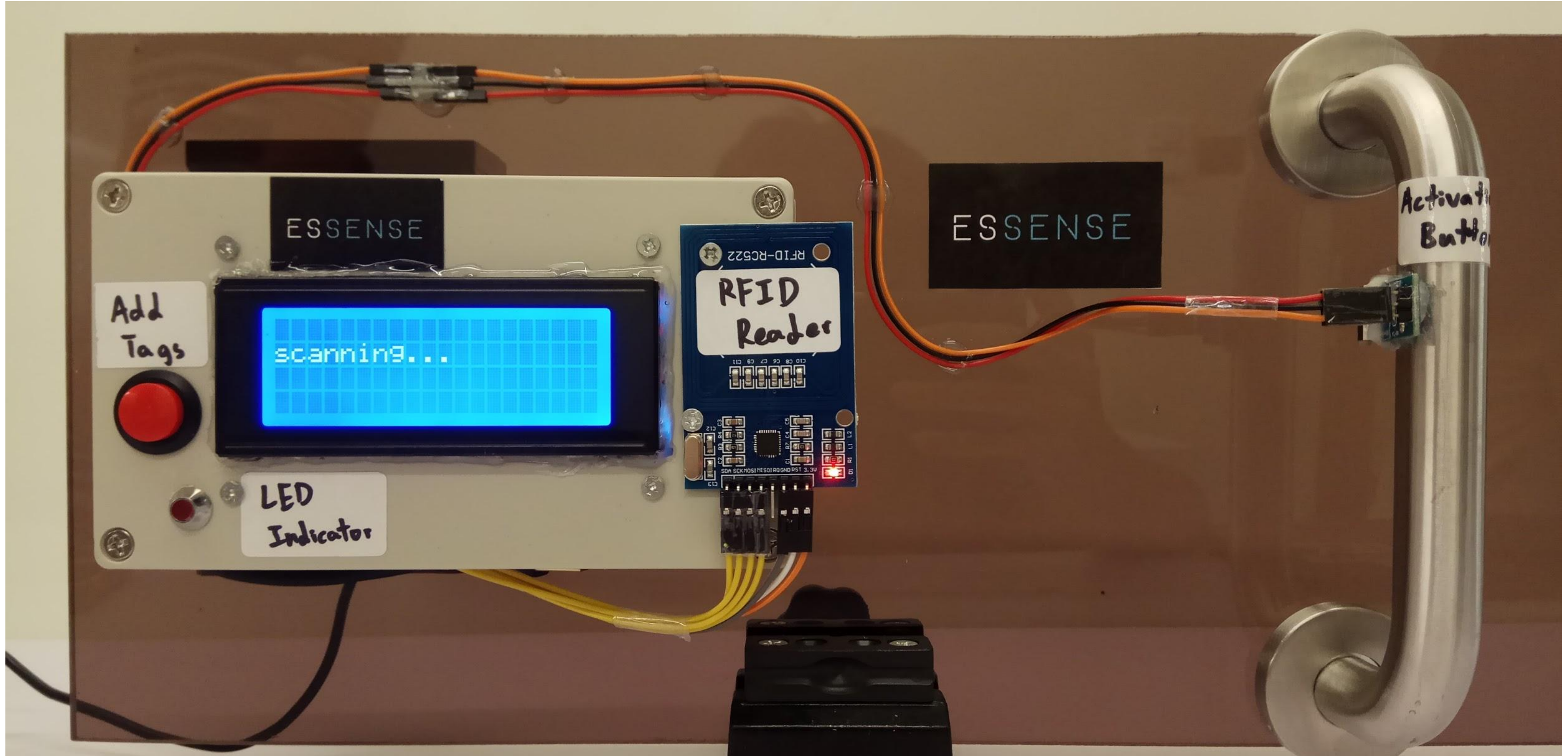
ESSENSE



ESSENSE

THIS IS OUR

PRODUCT DEMO



ESSENSE

Add
Tags

scanning...

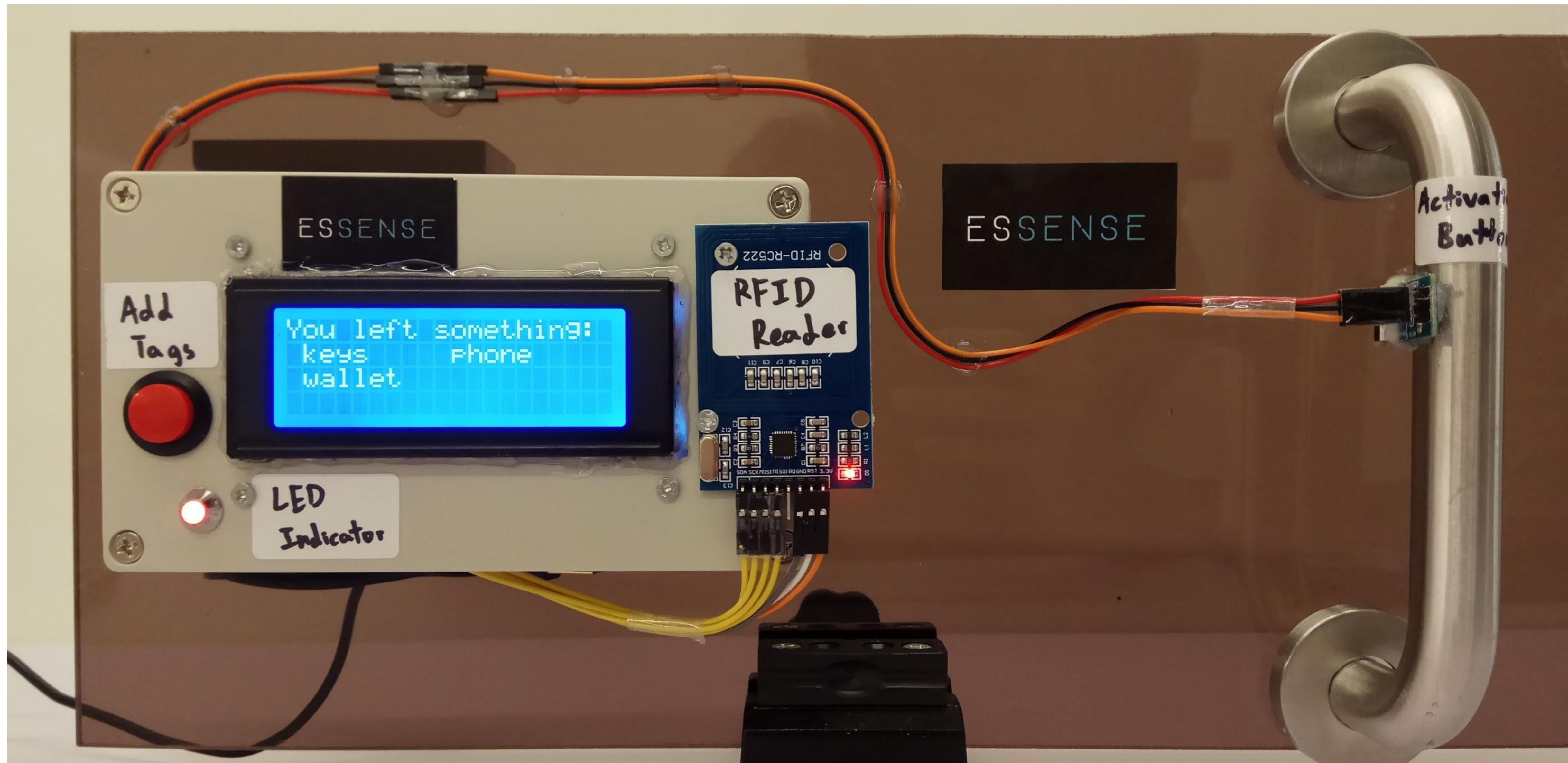
LED
Indicator

RFID
Reader

RFID-RC522

ESSENSE

Activate
Button



ESSENSE

Add
Tags

You left something:
keys Phone
wallet

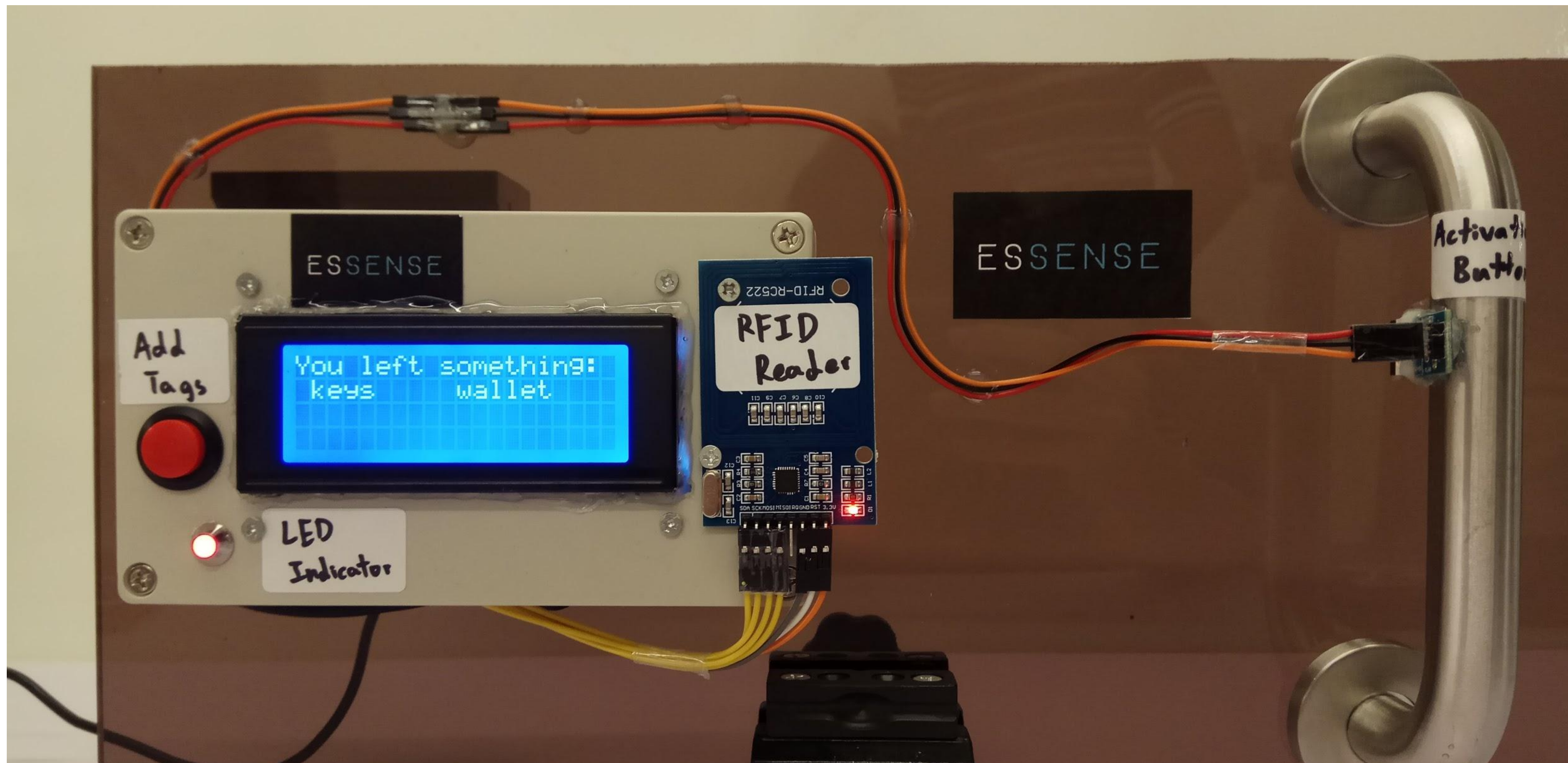
LED
Indicator

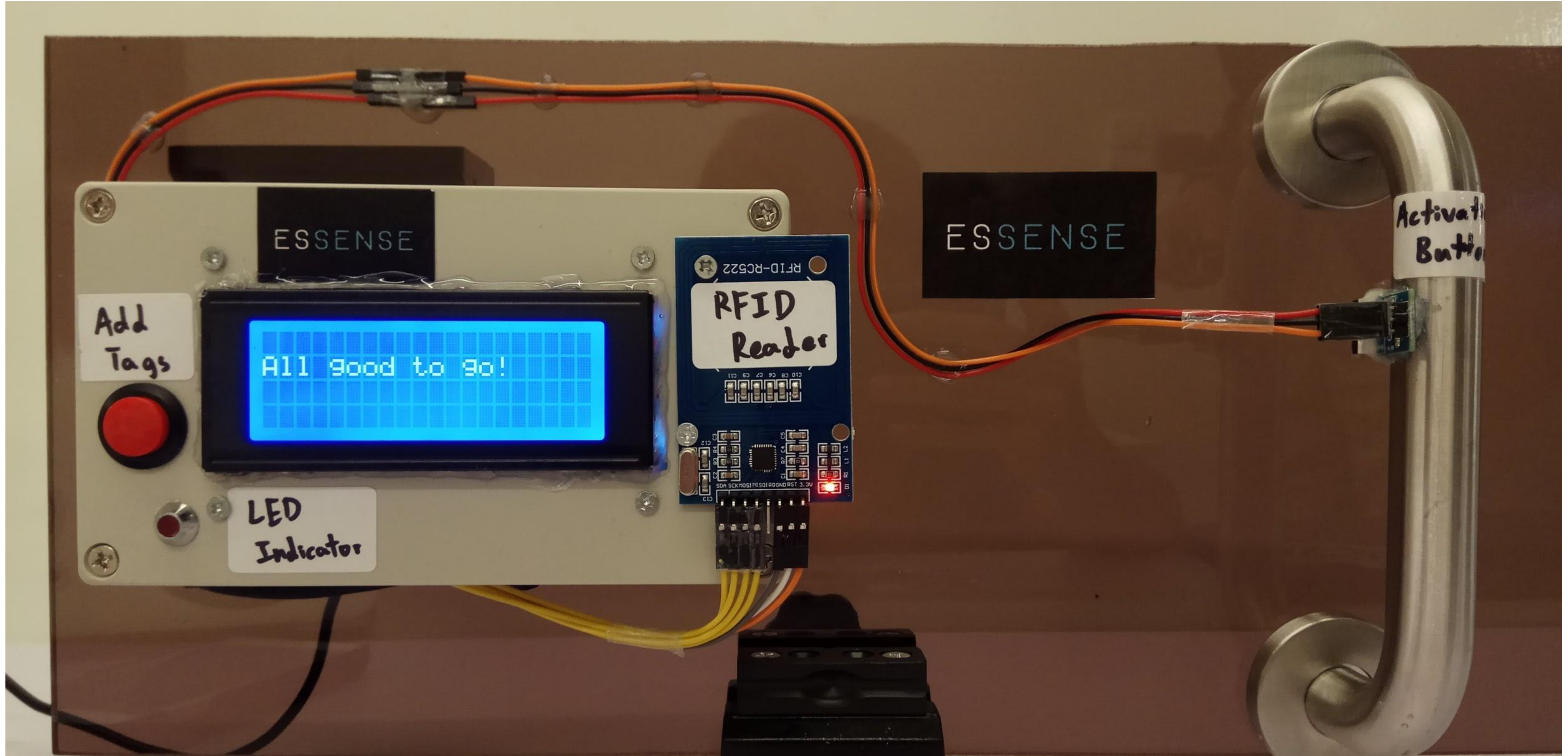
RFID
Reader

RFID-RC522

ESSENSE

Activation
Button





ESSENSE

Add
Tags

All good to go!

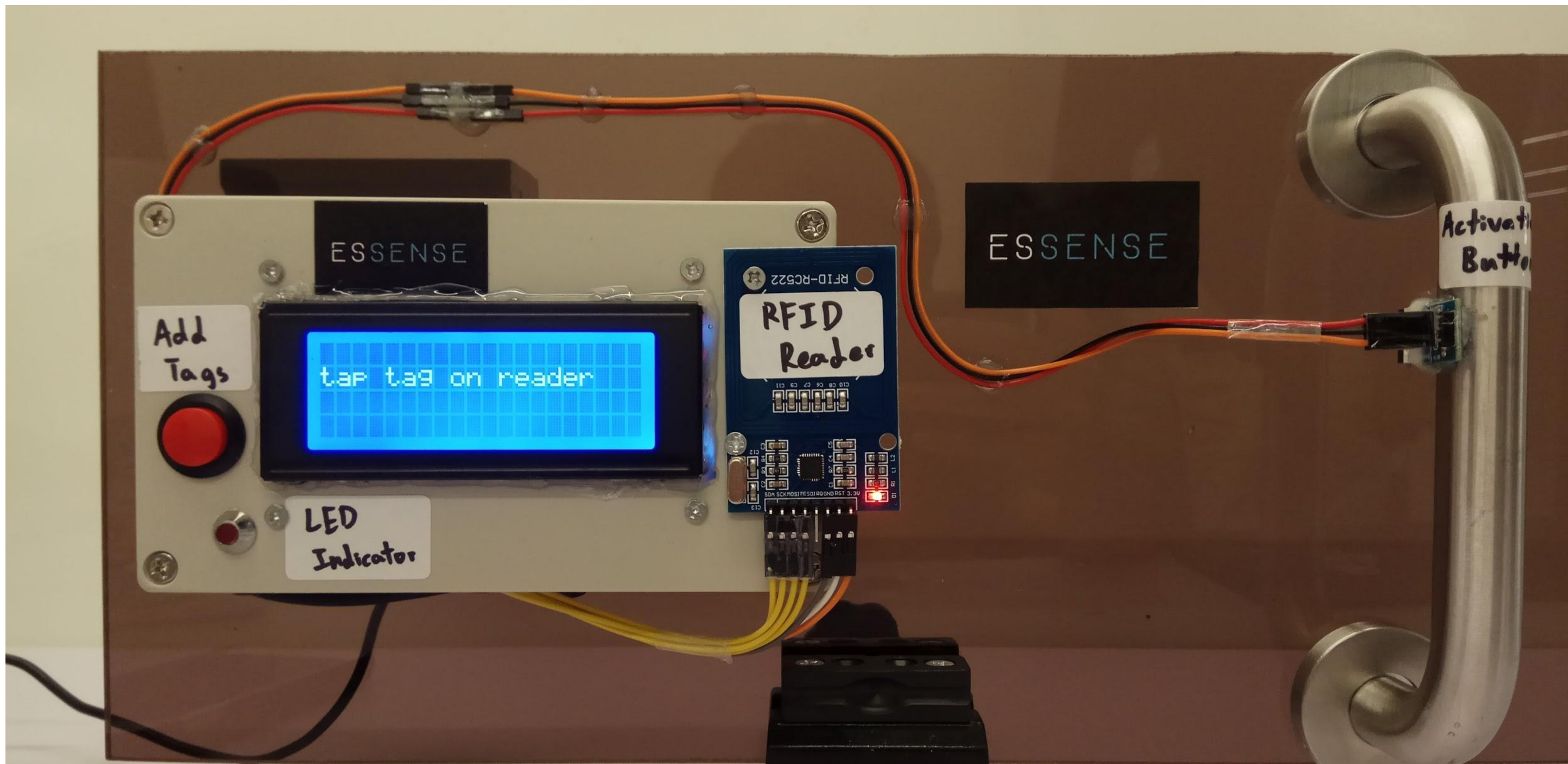
LED
Indicator

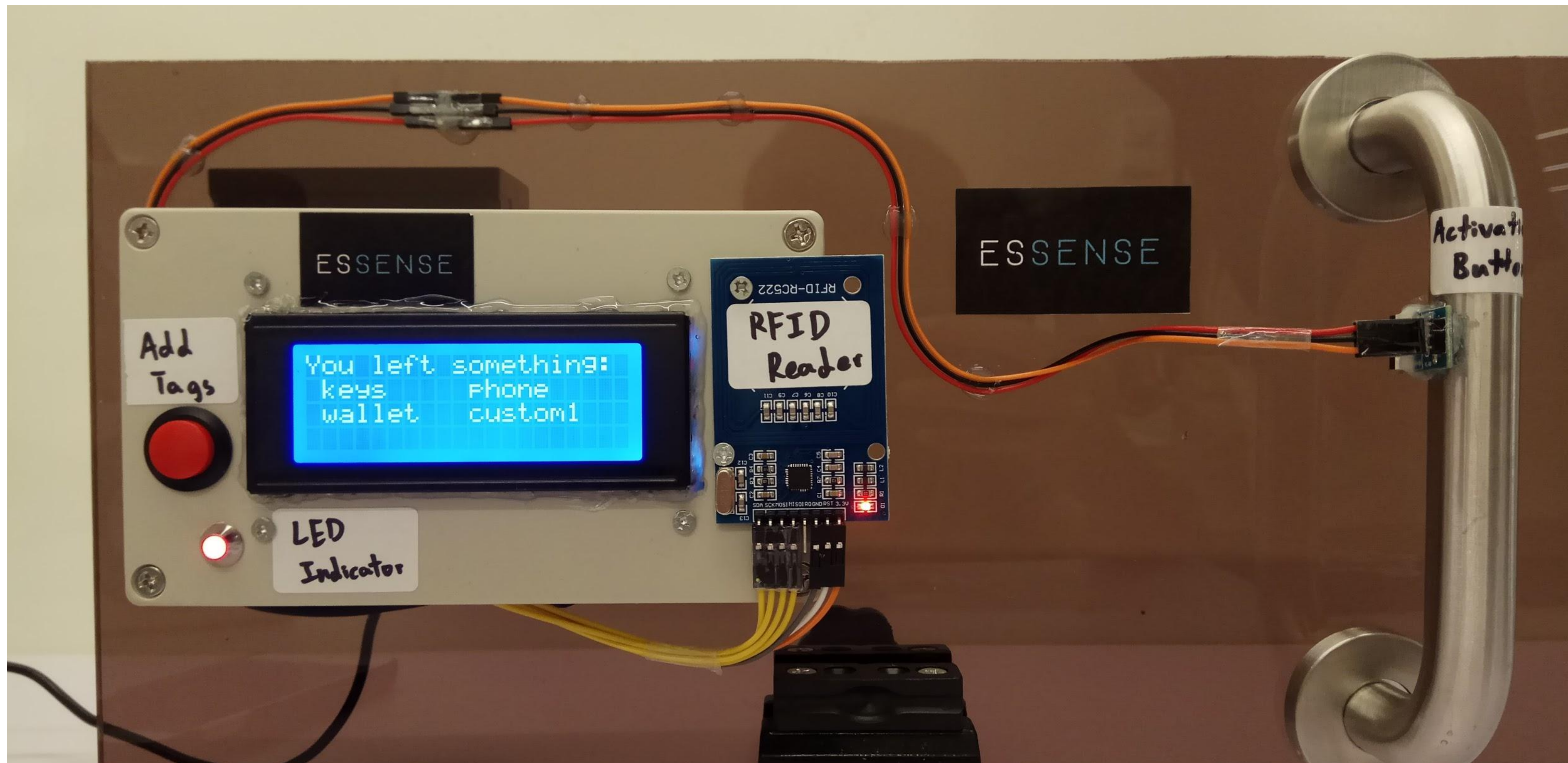
RFID
Reader

RFID-RC522

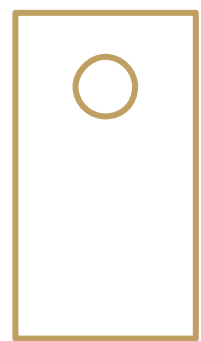
ESSENSE

Activation
Button



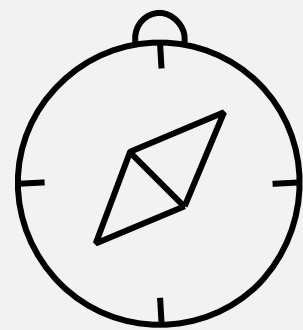


NEXT TECHNICAL DEVELOPMENTS



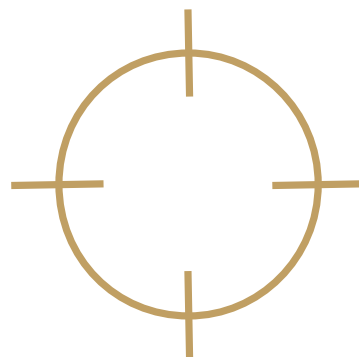
UNIVERSAL STICKER MODEL

[LEARN MORE](#)



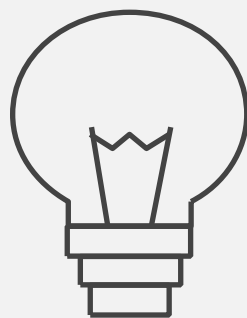
LONGER SENSOR RANGE

[LEARN MORE](#)



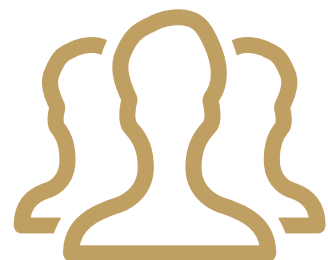
WIRELESS BUTTON

[LEARN MORE](#)



WIFI CONNECTION

[LEARN MORE](#)



MULTI-USER SYSTEM

[LEARN MORE](#)



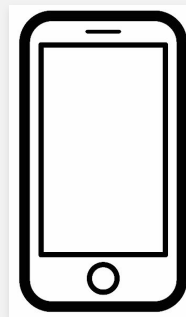
FACIAL & FINGERPRINT RECOGNITION

[LEARN MORE](#)



FINDER FEATURE

[LEARN MORE](#)



CONNECTED APP

[LEARN MORE](#)

THE ULTIMATE

BUSINESS MODEL

BASE PRICING

\$59.99

SCANNER

THREE TAGS:

PHONE | WALLET | KEYS

ADDITIONAL TAGS

\$19.99

PACK OF 5

CUSTOMIZED TO YOUR:

UMBRELLA
MEDICATION
INSTRUMENT CASE
ETC.

ONLINE & IN STORES

USER-FRIENDLY
WEBSITE

PARTNER WITH
DEPARTMENT STORES:
KOHL'S
TARGET
BEST BUY

OUR BENEFITS



DEPENDABLE



LIGHTWEIGHT



CONVENIENT



NO CHARGING NEEDED



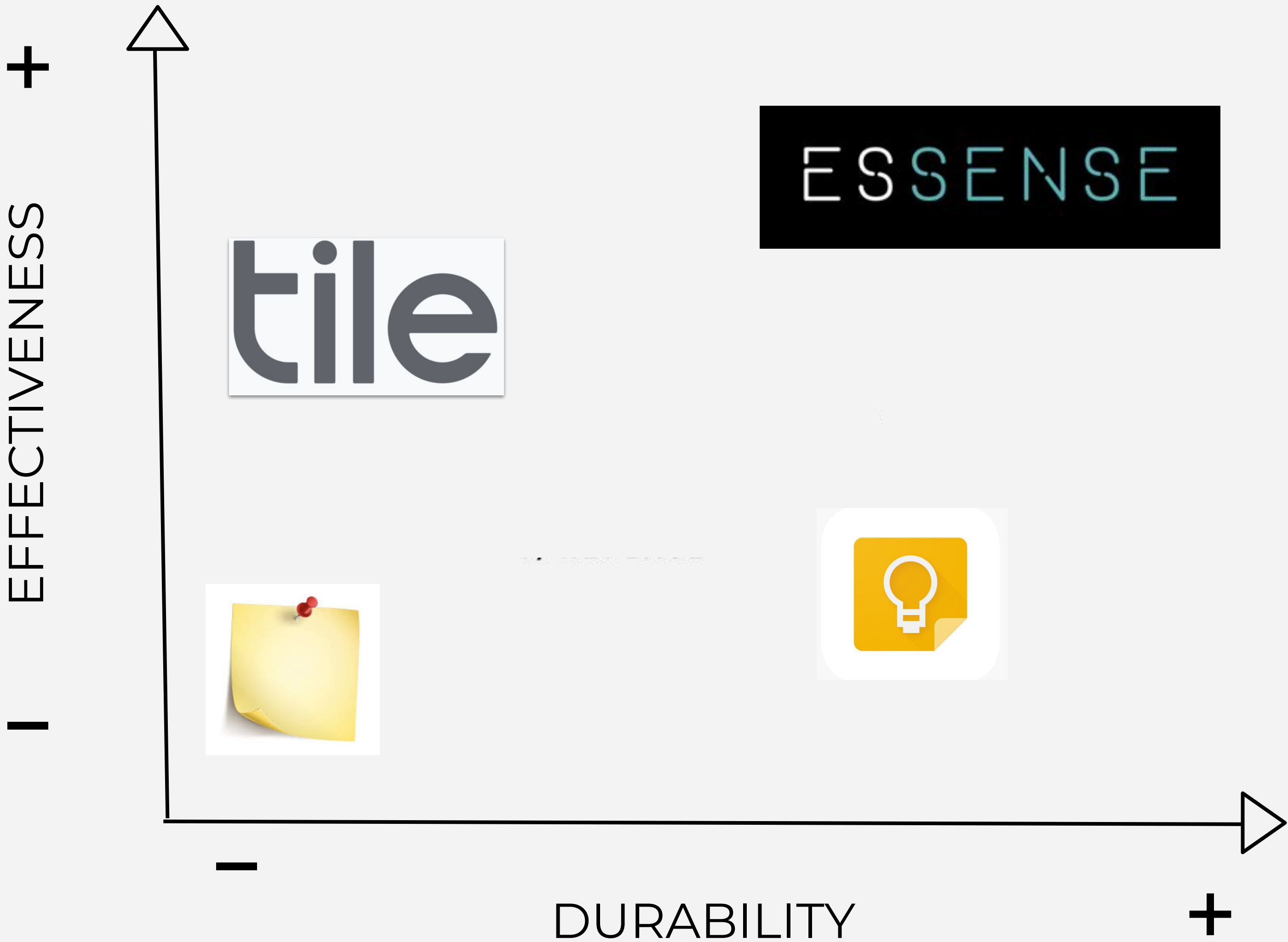
TIME-SAVING



ECONOMICAL

WE HAVE THE

COMPETITIVE ADVANTAGE



A COMPREHENSIVE

GO-TO-MARKET STRATEGY



**FACEBOOK
CUSTOM
AUDIENCES**



**WORKING
MOTHER
MAGAZINE**

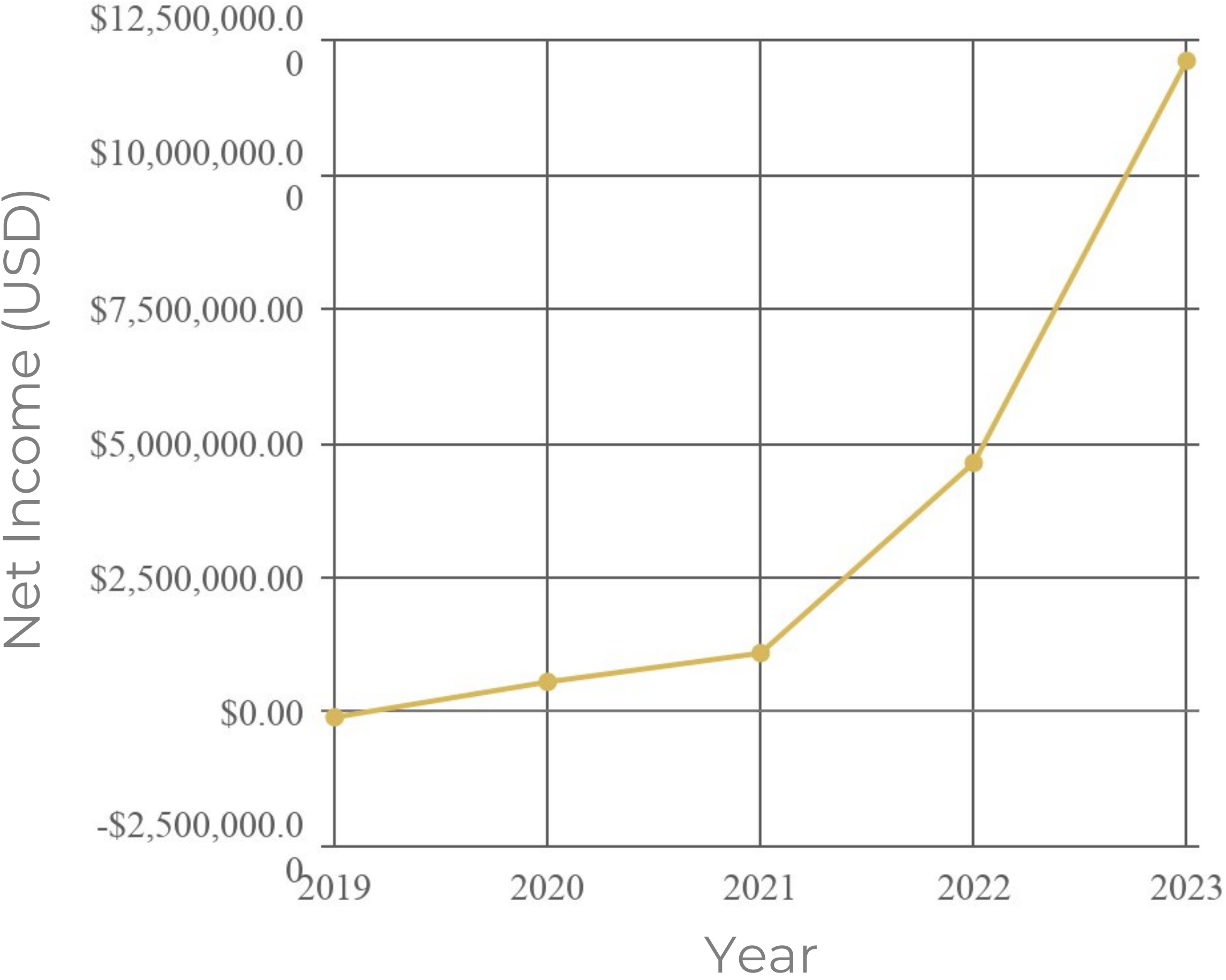


BEST BUY



TRADE SHOWS

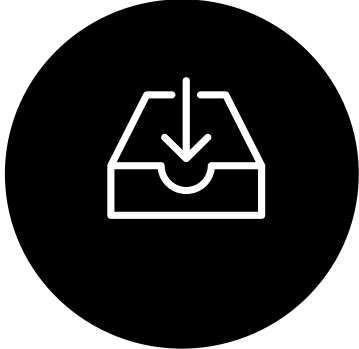
FINANCE AND FUTURE PLANS



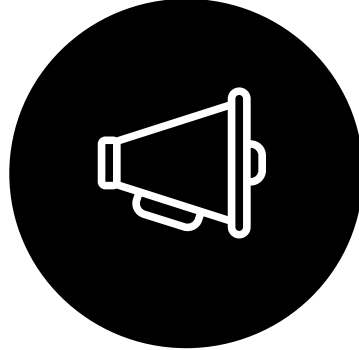
2020
Develop **new designs** for customizable tags.



2021
Extend marketing to working young adults, college students, younger kids, and more.



2022
Release **technological advancements.**



BEYOND
Substantially extend our market: Canada, UK, and other **international venues.**



HERE'S

THE ASK

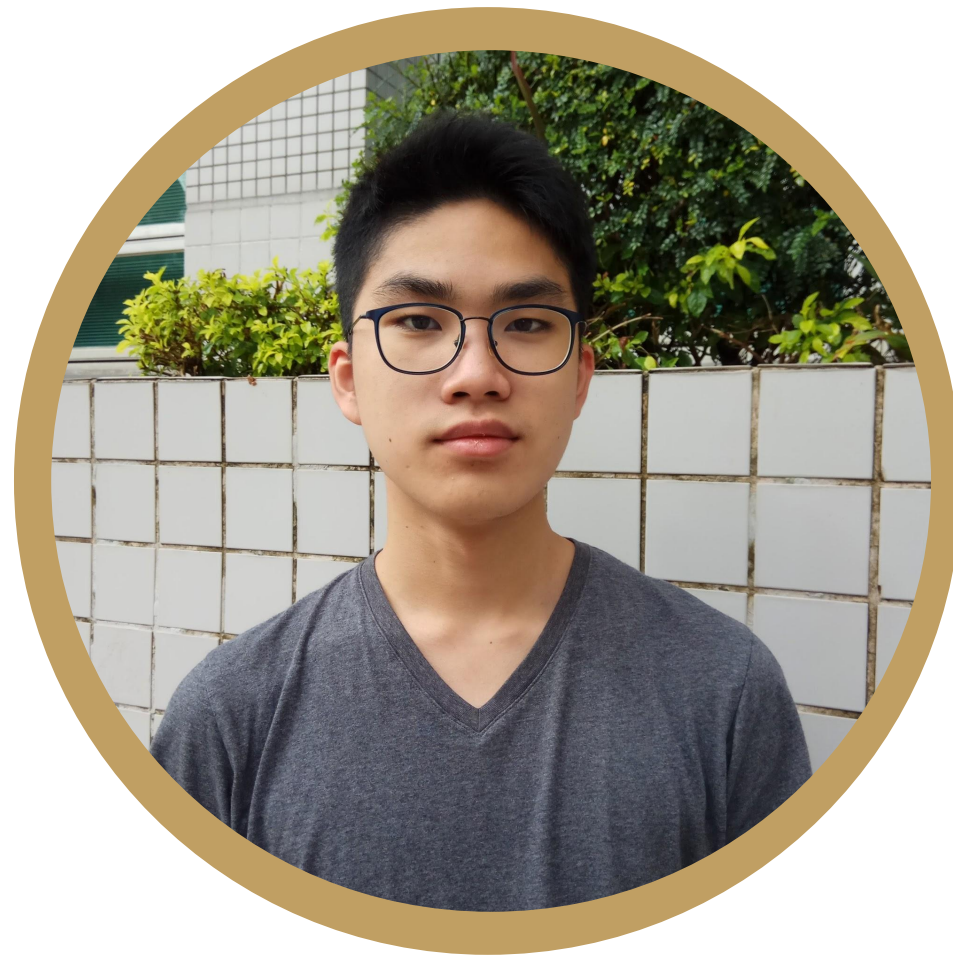
GUIDANCE & EXPERTISE

MEMBERS OF OUR
ADVISORY BOARD

CONNECTIONS TO
RETAIL

WE INVITE YOU TO

MEET OUR TEAM



**YANTON
CHOW**

CEO



**MIGUEL
SHETREET**

CFO



**BRANDON
LAW**

CTO



**FIONA
KU**

VP Sales



**ELIZABETH
YANG**

VP Marketing

ESSENSE

DO YOU HAVE ANY

QUESTIONS?

| Assets | | | | | | | | | | |
|---|-----------|-------------------|-----------|---------------------|-----------|---------------------|-----------|---------------------|-----------|----------------------|
| Online Revenue at \$59.99 | \$ | 649,875.00 | \$ | 3,279,320.00 | \$ | 6,148,725.00 | \$ | 9,223,087.50 | \$ | 13,322,237.50 |
| Wholesale Revenue at \$59.99 | \$ | - | \$ | - | \$ | 4,349,025.00 | \$ | 6,523,537.50 | \$ | 9,422,887.50 |
| Enterprise Services Revenue | \$ | 649,875.00 | \$ | 3,279,320.00 | \$ | 10,497,750.00 | \$ | 15,746,625.00 | \$ | 22,745,125.00 |
| Liabilities | | | | | | | | | | |
| Box (20x10x5) | \$ | 20,000.00 | \$ | 160,000.00 | \$ | 300,000.00 | \$ | 450,000.00 | \$ | 650,000.00 |
| LCD (Liquid Crystal Display) | \$ | 19,100.00 | \$ | 152,800.00 | \$ | 286,500.00 | \$ | 429,750.00 | \$ | 620,750.00 |
| Processing Chip | \$ | 25,500.00 | \$ | 204,000.00 | \$ | 382,500.00 | \$ | 573,750.00 | \$ | 828,750.00 |
| Breadboard | \$ | 6,400.00 | \$ | 51,200.00 | \$ | 96,000.00 | \$ | 144,000.00 | \$ | 208,000.00 |
| Wiring | \$ | 12,700.00 | \$ | 101,600.00 | \$ | 190,500.00 | \$ | 285,750.00 | \$ | 412,750.00 |
| RFID | \$ | 150,000.00 | \$ | 1,200,000.00 | \$ | 2,250,000.00 | \$ | 3,375,000.00 | \$ | 4,875,000.00 |
| Chip for Storing Information with Cable | \$ | 21,760.00 | \$ | 174,080.00 | \$ | 326,400.00 | \$ | 489,600.00 | \$ | 707,200.00 |
| Plastic Holder | \$ | 4,200.00 | \$ | 33,600.00 | \$ | 63,000.00 | \$ | 94,500.00 | \$ | 136,500.00 |
| Keychain | \$ | 8,500.00 | \$ | 68,000.00 | \$ | 127,500.00 | \$ | 191,250.00 | \$ | 276,250.00 |
| Cost of Ringholder | \$ | 20,000.00 | \$ | 160,000.00 | \$ | 300,000.00 | \$ | 450,000.00 | \$ | 650,000.00 |
| Cost of RFID Card | \$ | 6,000.00 | \$ | 48,000.00 | \$ | 90,000.00 | \$ | 135,000.00 | \$ | 195,000.00 |
| Sticker | \$ | 190.26 | \$ | 1,522.09 | \$ | 2,853.92 | \$ | 4,280.88 | \$ | 6,183.50 |
| Warranties & Returns | \$ | 32,493.75 | \$ | 163,966.00 | \$ | 524,887.50 | \$ | 787,331.25 | \$ | 1,137,256.25 |
| Total COGS | \$ | 326,844.01 | \$ | 2,518,768.09 | \$ | 4,940,141.42 | \$ | 7,410,212.13 | \$ | 10,703,639.75 |
| Rent in Toledo, Ohio | \$ | - | \$ | 12,000.00 | \$ | 12,000.00 | \$ | 12,000.00 | \$ | 12,000.00 |
| Patents | \$ | 10,000.00 | \$ | 5,000.00 | \$ | 5,000.00 | \$ | 5,000.00 | \$ | 5,000.00 |
| Total | \$ | 10,000.00 | \$ | 17,000.00 | \$ | 17,000.00 | \$ | 17,000.00 | \$ | 17,000.00 |
| Marketing Officer | \$ | 53,400.00 | \$ | 53,400.00 | \$ | 53,400.00 | \$ | 53,400.00 | \$ | 53,400.00 |
| Marketing Expenses (Trade Shows) | \$ | 20,000.00 | \$ | 20,000.00 | \$ | 20,000.00 | \$ | 35,000.00 | \$ | 50,000.00 |
| Marketing to babycenter.com | \$ | 6,000.00 | \$ | 10,000.00 | \$ | 15,000.00 | \$ | 20,000.00 | \$ | 20,000.00 |
| Cost of Advertising on Facebook | \$ | 2.50 | \$ | 18.75 | \$ | 37.50 | \$ | 50.00 | \$ | 62.50 |
| Cost of Click on Facebook | \$ | 2,700.00 | \$ | 21,600.00 | \$ | 40,500.00 | \$ | 60,750.00 | \$ | 87,750.00 |
| BestBuy | \$ | - | \$ | - | \$ | 434,902.50 | \$ | 652,353.75 | \$ | 942,288.75 |
| Total Marketing Expenses: | \$ | 82,102.50 | \$ | 105,018.75 | \$ | 563,840.00 | \$ | 821,553.75 | \$ | 1,153,501.25 |
| Engineering Expenses to a Factory | \$ | 1,750.00 | \$ | 13,125.00 | \$ | 26,250.00 | \$ | 35,000.00 | \$ | 43,750.00 |
| Hiring of an Engineer | \$ | 55,470.00 | \$ | 55,470.00 | \$ | 55,470.00 | \$ | 55,470.00 | \$ | 55,470.00 |
| Hiring of a Designer | \$ | 69,053.00 | \$ | 69,053.00 | \$ | 69,053.00 | \$ | 69,053.00 | \$ | 69,053.00 |
| Total R&D | \$ | 126,273.00 | \$ | 137,648.00 | \$ | 150,773.00 | \$ | 159,523.00 | \$ | 168,273.00 |
| Gross Income to Essense | \$ | 104,655.49 | \$ | 500,885.16 | \$ | 4,825,995.58 | \$ | 7,338,336.12 | \$ | 16,422,711.00 |
| 25% Tax Reduction | \$ | 26,163.87 | \$ | 125,221.29 | \$ | 1,206,498.89 | \$ | 1,834,584.03 | \$ | 4,105,677.75 |
| Net Profit: | | | | | | | | | | |
| Payout to Essense Employees | \$ | 78,491.62 | \$ | 375,663.87 | \$ | 3,619,496.68 | \$ | 5,503,752.09 | \$ | 12,317,033.25 |

| | | |
|------------|----|-------|
| Sticker | \$ | 0.65 |
| Panel | \$ | 23.37 |
| Keys | \$ | 3.97 |
| Ringholder | \$ | 2.64 |
| RFID Card | \$ | 0.60 |

JACKY'S

FULL LIFE CYCLE USE CASE



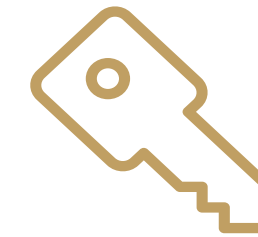
DISCOVER US



WEIGH OPTIONS



BUY ESSENCE



INSTALL



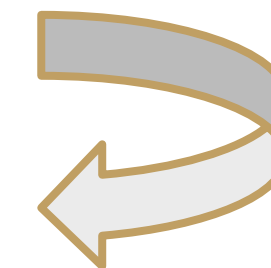
DETERMINE VALUE



BUY MORE



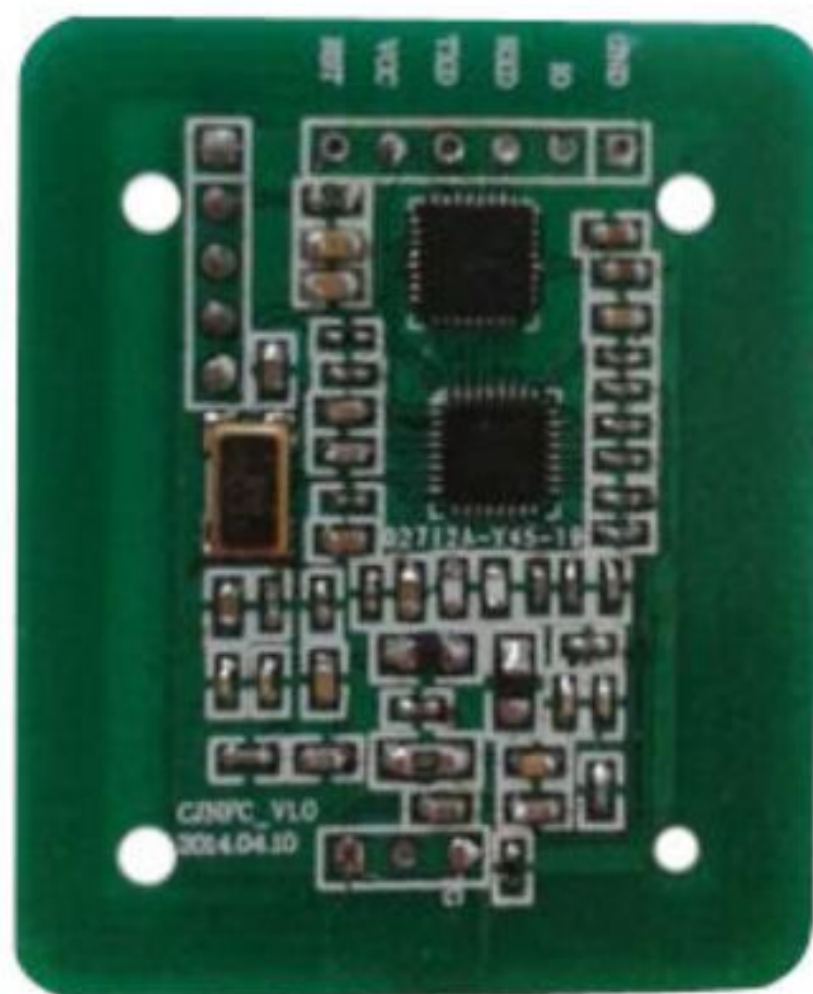
TELL OTHERS



**OTHERS
REPEAT**



Path: [All Categories](#) >> [Electronic Components](#) >> [PCBs & Manufacturing Services](#) >> [Subassembly Modules](#) >> [RF modules](#) –  [Update me on new products](#)



Hot New 915Mhz Long Range RFID Reader Module

US\$ 1 - 30 / Piece

 [Calculate Margin](#)

1 Piece Minimum Order

5 - 10 days Lead Time


Click here to calculate your estimated profit margin.

[Learn More](#)

Small Orders:

Accepted

[Request Sample](#)

 [Inquire Now](#)



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 [Save for later](#)

We exhibited at 6 Global Sources trade shows

[View More](#)

[Joinsmart IOT Technology Corporation](#)

 8th year with Global Sources     

China (mainland)

Response Rate: **High**

Avg Response Time: Less than 24h

Verified Information  [View Details](#)

Business Type: Manufacturer

 [Follow](#)

 [Chat \(Offline\)](#)



Product Details

Related Products from this [Send Your Inquiry](#)

Key Specifications/Special Features:

- Product introduction:
 - The 915MHz RFID module supports ISO18000-6C/EPC C1G2/ISO 18000-6B.
The user's equipment can communication with the module by the RS232-TTL or the mini USB interface, the range of power supply is DC 3.5~4.5V
 - Module supports the secondary development for user by the GPIO pins, the module has low power consumption, small volume and very suitable for embedded handheld devices
- Product features:
 - Support ISO18000-6C/EPC C1G2/ISO 18000-6B
 - The standby current is less than 5mA
 - Support auto sleep function
 - Provide API library function and demo kit;the range of application
- Applications include as follows:
 - Handheld mobile devices
 - Item management
 - Animal security monitoring
 - Warehouse management
- Key specifications/special features:
 - Frequency range: 840~960MHz
 - Support agreement: ISO18000-6C/EPC C1GEN2/ISO 18000-6B
 - Work voltages: 3.5-4.5V
 - Standby current: <5mA
 - Work current: 350~720mA
 - Dimensions: 56 x36.5 x 5mm
 - Transmission power: -19dB~0dB (adjustable, 0dB is the most powerful)
 - Communication distance: 1 meter-10 meters (depending on the antenna)
 - RF connector: MMCX
 - Communication interface: TTL-RS232 (baud rate: 115200, data bit: 8 bits, stop bit: 1bit, no parity) or mini USB
 - Operating temperatures: -40-80°C
 - Storage temperatures: -40-85°C
 - Relative humidity range: 10-85% (non-condensing)



433MHz ASK Wireless Receiver Module, 37.5 x 12 x 1.2mm Board Size

500 Pieces Minimum Order

[Inquire Now](#)



Short distance low price UHF module

10 Pieces Minimum Order

[Inquire Now](#)

[Send Your Inquiry](#) ☐