

SYNAPSE

# SAVING THE PLANET ONE BOTTOM LINE AT A TIME.







# OUR PURPOSE

**Manufacturing is the backbone of our economy.**

Yet, facilities are encumbered with inefficiencies and waste. Innovation for this vital sector has been overlooked and underserved.

As demand for improved environmental performance rises, so do the costs and complications of meaningful improvement.

Even the most modernized facilities have been forced to settle for incremental improvements and have had to make sacrifices to profit for the good of the planet.

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We seek to change this by refusing to settle for either the economic or the environmental advantage, and instead solve for both.

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## WE SENSE, ANALYZE, REVEAL, AND CONTROL.

We reveal waste. We reveal risk. We also reveal opportunity – opportunities to conserve energy, reduce costs, improve operations, manage resources, and advance environmental goals.

We then provide the controls needed to turn those opportunities into improved processes and measurable returns.

We provide a single source of truth and power, so customers can control their environment and the equipment, resources, and energy within it.

The ever-expanding knowledge and control we deliver provides virtually limitless strategic advantages in a future that inevitably will belong to those who can protect both the planet and their margins.



## 2 BRANDS

**SYNAPSE™**

Our company

A powerful source of innovation

The credibility to support, evolve, and innovate our solution

Easy to do business with - approachable

Our vision and passion

**SimplySnap**

Our product

A powerful tool to inform and control

The reliability to perform in the here and now

Easy-to-deploy/use/scale

Our proof of performance



# ONE MISSION

## PROFITABILITY THROUGH SUSTAINABILITY





# WHAT IS SimplySnap

The short and sweet: SimplySnap is a sophisticated, yet simple energy management system that provides actionable energy insights and precise control over **The Big 3 - Lighting, HVAC, and Compressed Air, from one source.**

A little deeper: SimplySnap is an open platform, wireless operating system, and suite of turnkey solutions all in one system that has the ability to connect virtually any “Thing” within your environment to the Internet of Things. Through a system of sensors, gateways, and cloud-based software, SimplySnap senses, analyzes, and controls the behavior of the *Things* that affect productivity and consume energy and other resources. This allows you to implement more informed, data-driven processes that turn economic and environmental goals into practical plans, and practical plans into meaningful actions.





WHO

WE ARE



# A TEAM OF ENTREPRENEURIAL CRAFTSMEN

From our specific areas of expertise to our interdisciplinary duties, everything we do, we do together. We are a diverse team of problem solvers united, as a team, around a grand and noble vision. Synapse embodies the entrepreneurial spirit of a start-up that has the soul of a craftsman. Together, we imagine ways to make an ever growing impact, then work with precision and care to deliver on it at every touch point.

With entrepreneurs throughout our organization, we are driven to dig deeper and better understand our customer's challenges and design better ways to solve them. As craftsmen, we understand that there are no small tasks. The details matter, because our team's reputation and the trust we build into our solutions is defined in the way each of us perform. Doing things and making things that perform as promised is something we take personal responsibility for.

We are both wildly curious and innately pragmatic. We face down seemingly insurmountable challenges, like global warming or shrinking margins, and deliver tangible solutions that make a real and meaningful difference.

No matter what our job title, we take personal responsibility for delivering in the here and now, as we also look ahead, imagining ways to continuously improve the new and next.

While our marketplace is rife with products that are long on promise, but short on performance, we understand that to achieve our higher goals - to leave a lasting mark - we have to deliver reliable solutions that our customers trust to implement at scale.

We are customer driven, because we understand that all of our thinking, making, and doing only matter when our solutions are put to work by others.

BEYOND MAKING THINGS, WE MAKE A DIFFERENCE.





# CORE PERSONALITY TRAITS



## DRIVEN

We live to listen, learn, solve, craft, refine, and repeat. Revealing the unknown, controlling the uncontrolled - this is our passion.



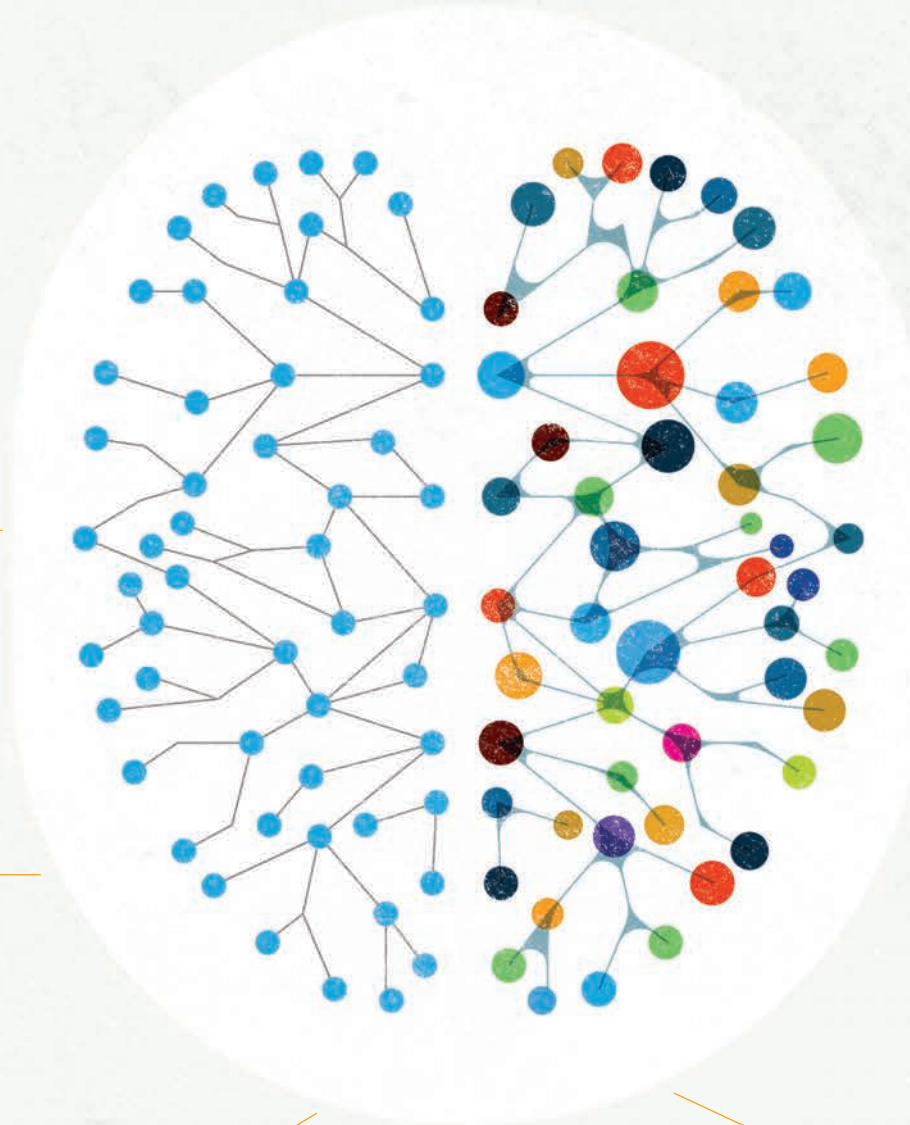
## RELIABLE

A smart solution is only smart if it works. Even as we pursue the next, we know we are judged in the now. Honesty, clarity, and dependability are at our core because performance is the currency of our culture.



## ANALYTICAL

We love digging into a challenge, breaking it open, and analyzing it from all angles, because understanding the problem completely is the first step toward solving it.



## HELPFUL

Our solutions only make the world cleaner by making the world of manufacturing cleaner. In fact, our innovations are useless until they are put into use by someone else. This is why we are empathetic, approachable, and collaborative - and always put customers first.



## INNOVATIVE

More than just 'smart', we are curious, creative, analytical, and industrious. We not only imagine a better way, we make it real, because an innovator that doesn't deliver is just a dreamer.



## INTUITIVE

True value is created by simplifying the complex. We believe that being more open, more collaborative, more flexible, and more human is always more impactful.

# OUR VISION

## PROFITABILITY THROUGH SUSTAINABILITY

We seek to chart a clear path to profitability and sustainability by making environments smarter, more connected, and more controllable. With better insights and more precise control, our customers can achieve both their environmental and economic goals.

# OUR VALUE

## SOPHISTICATED INSIGHTS + INTUITIVE CONTROL

We offer a forward thinking, future proof path to winning control over virtually anything that affects your domain from a single, field-proven source.

Starting with The Big 3, we offer a quick, effective, and affordable way to improve productivity and reduce energy use now.

Our solutions offer actionable insights, precise control, and are continuously advancing so our customers can continuously improve the performance of their sites.

We provide financial and environmental benefits forever and pay for ourselves quickly.

# OUR VOICE

## CONFIDENT, CLEVER, AND APPROACHABLE

We show our confidence and credibility by speaking with our audiences like they are friendly colleagues.

We remove complexity with accessible language focused on challenges they face, benefits they can reap, and outcomes they can be proud of.

We know our subject matter well enough to explain it simply.

All together this voice positions our brand as intelligent, authentic, approachable, and easy to collaborate with.

Yes, we sell. And we do so with clear and direct intent - confident in our solutions. But we do so by connecting. Formality, buzzwords, and jargon alert the modern mind that it is being marketed to and sold to. No one likes to feel like they are being marketed or sold to. They do, however, like the feeling of being related to.

How we do what we do is complex. How we present it is simple and approachable. Meeting people where they are with no nonsense solutions is a critical way in which we manifest our customer centric brand personality.



OUR BELIEFS



WE BELIEVE:  
SMART TECHNOLOGY IS ONLY SMART IF IT WORKS.  
IN A WORLD OF HYPE AND OVER PROMISE, RELIABILITY  
CAN BE A SUPER ABILITY.

synapse






**WE BELIEVE:  
BY MAKING  
TECHNOLOGY MORE  
INTUITIVE AND  
MORE HUMAN, IT  
WILL BE MORE  
IMPACTFUL**

synapse

**WE BELIEVE:  
PROFITABILITY AND  
SUSTAINABILITY CAN,  
SHOULD, AND MUST  
BE USED IN THE  
SAME SENTENCE.**





**WE BELIEVE:  
IN THE THREE EASY'S  
EASY-TO-IMPLEMENT  
EASY-TO-SCALE  
EASY-TO-USE**



**WE BELIEVE:  
WHEN WE HELP  
IMPROVE THE  
ENVIRONMENT  
INDUSTRIES  
OPERATE IN,  
WE IMPROVE THE  
ENVIRONMENT  
WE ALL LIVE IN**

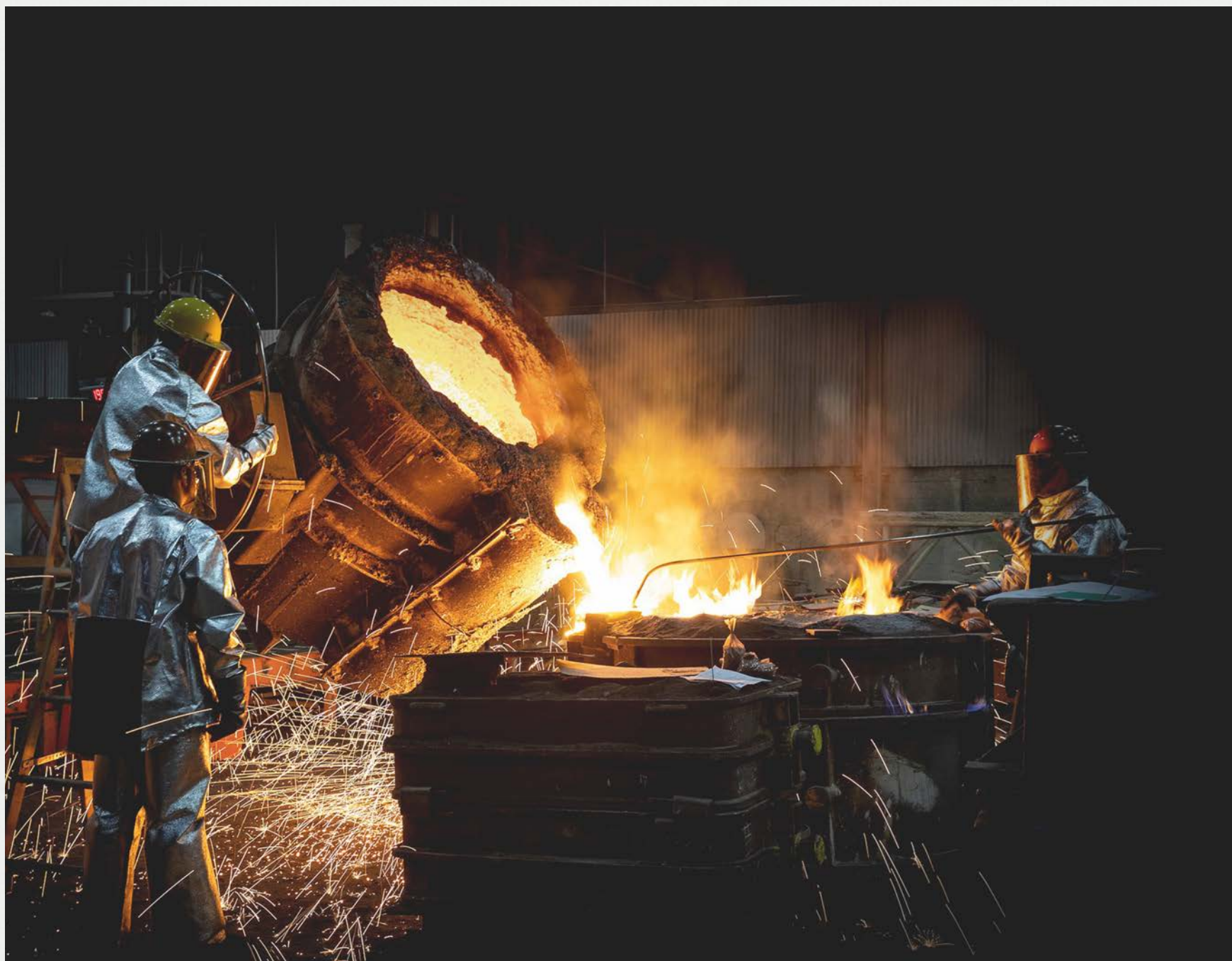
**synapse**



A man in a grey shirt and orange safety vest stands in a data center aisle, holding a clipboard. He is surrounded by server racks filled with blue cables. The background is a blurred view of the data center.

WE BELIEVE:  
IN SIMPLIFYING THE COMPLEX,  
REVEALING HIDDEN OPPORTUNITIES,  
AND, CHARTING A CLEAR PATH  
TO PERFORMANCE.





## FIELD PROVEN

We are owned by McWane, a company with over 100 years of manufacturing experience, who provides a complex and fertile ground for developing our field-proven technologies.

We've delivered IoT solutions that work for over 10 years.

Millions of our nodes are deployed across a wide variety of industrial scale use cases.

And we are currently trusted by a long list of leading companies.



# WHAT IS A SYNAPSE?

There are billions of neurons in a human brain. They are like our brain's wiring. They carry signals generated by virtually anything and everything we encounter. On the head and tail of every neuron is a synapse. This is a small device, a light weight and simple part of the system as a whole, but a device of remarkable power; because it is the synapse that makes sense out of all the signals the neurons carry.



It is the synapse that gathers, sorts, and passes signals from one neuron to the next all the way across the vast network of the brain ultimately turning them into knowledge and actions.

We see industrial sites, much like a brain. They are a physical source of massive amounts of data with signals being continuously generated by all manner of stimuli - energy, lumens, pressure, temperature, cycles, time, weight. And we are the synapse - the simple thing that empowers our customers to harness those signals, learn from them, and respond intelligently to them.





SYNAPSE

[synapsewireless.com](http://synapsewireless.com)