**KITE**

Kite™ products are being designed to block mosquitoes from detecting and biting humans, with a goal of reducing human suffering from malaria, dengue fever, West Nile virus, and other mosquito-borne diseases.

**Market Size**

- Half the world's population at risk for malaria, estimated 207 million cases of malaria worldwide in 2012\(^1\), malaria kills up to 600k people each year\(^2\), economic impact to Africa estimated $12 billion per year\(^3\)
- One-third world's population at risk for dengue fever, estimated 400 million infections occur globally per year\(^4\), total annual cost of dengue in the Americas $2.1 billion\(^5\)
- Global annual mosquito-repellent coil sales estimated at $900M (at $0.02/coil – range is $0.02-$0.25)\(^6\)
- U.S. insect repellent market valued at $527M\(^7\)
- $450M U.S. bed bug control revenue earned by pest management professionals (PMPs) in 2013\(^8\), up 11% from prior year, in survey of PMPs in 2013, 99.6% treated bed bugs in previous 12 month period\(^9\)

**Inflection Points (Projected)**

**Regulated**

- Regulatory – U.S. EPA submissions early as 1H 2016 and approval beginning early as 2018
- Regulatory – international submissions to follow
- Approval and manufacture ready – early as 2018
- Licensing – agreements early as 2016

**Unregulated**

- Manufacture ready – early as 1H 2016
- Licensing – agreements early as 2016

**NUUMA**

Nuuma is a tiny nano-based sensor being designed to detect airborne gases at the parts per billion (ppb) level, envisioned as a "digital nose" for mobile devices, with potential consumer and professional uses ranging from testing indoor/outdoor air quality to early disease detection to homeland security.

**Market Size**

- Estimated 7 million premature deaths due to air pollution (indoor and outdoor) worldwide 2012\(^10\)
- Global gas sensor market is estimated to increase from $1.9 billion in 2014 to $2.32 billion by 2018 with a CAGR of 5.56%\(^11\)
- Global, annual wearables market expected to reach $11.61B by 2020\(^12\)
- U.S. market for indoor air quality equipment was valued at over $7.7 billion in 2013 and is projected to grow to $11.4 billion by 2019, a five-year CAGR of 7%\(^13\)
- $563M Chinese sales of air purifiers in 2013\(^14\)

**Inflection Points (Projected)**

- Regulatory – Not applicable for sensor chips integrated into 3rd party products
• Regulatory – For Nuuma branded products, industry certifications early as 2H 2016
• Approval and manufacture ready – early as 2H 2016
• Licensing– agreements early as 1H 2016

SMART OXYGEN
Smart Oxygen Solutions is developing an intelligent breathing device for COPD patients and others who need supplemental oxygen, with a goal of providing a more accurate dose of oxygen to patients based on their levels of activity.

Market Size
• In U.S. 14.8 million diagnosed patients and estimated 12 million un-diagnosed
• Total cost of COPD and other smoking related diseases in China in 2000 over $5 Billion
• COPD 2nd leading cause of death in China, 3rd leading cause of death U.S.
• The global oxygen therapy devices market was valued at $1.90 billion in 2013 and is expected to grow at a CAGR of 5.7% from 2014 to 2020, with estimated value of $2.80 billion in 2020

Inflection Points (Projected)
• Regulatory – expect FDA 510(k) submission early as Q4 2015
• Manufacture ready – early as 1H 2016
• Licensing – agreements early as 2016

MIGRAINE AND HEAD PAIN
ieCrowd is developing a non-pharmaceutical and non-invasive technology that has the potential to treat pain from migraines and headaches and other head pain. The technology is designed to stimulate the sensory fibers of a nerve in order to mask pain perception.

Market Size
• In the U.S., 1 in 4 households has 1 person suffering from migraines, more than 37 million people suffer from migraines
• Migraine therapies market to increase from $3.3B in 2011 to $5.8B in 2021

Inflection Points (Projected)
• Regulatory – 6-month human trial early as 1H 2016
• Approval – no timeline provided at this time
• Licensing – no timeline provided at this time

SLEEP DISORDER
ieCrowd is developing non-pharmaceutical, non-invasive potential therapeutic treatments for sleep disorders. The technology, developed at UCLA, takes advantage of the fact that signals from the limbs can be interpreted by the brain as movement and can alter breathing rates.

Market Size
• 42 million people in the U.S. have sleep-disordered breathing, including sleep apnea. Sleep apnea can increase the risk of heart attack, stroke, obesity, high blood pressure and diabetes
• Global sleep apnea device market valued at $7.9B in 2011, expected to reach $19.7B by 2017 (diagnostics and therapeutics). North America largest market, followed by Europe and Asia
• Estimated 100 million people worldwide could have obstructive sleep apnea of which 80% remain undiagnosed
Inflection Points (Projected)

- Regulatory – 6-month human trial early as 1H 2016
- Approval – no timeline provided at this time
- Licensing – no timeline provided at this time

This is not an offer to sell, or a solicitation of an offer to buy, any securities. Securities may not be offered or sold in the United States absent registration or an exemption from registration. ieCrowd has filed a registration statement (including a prospectus) with the SEC for the initial public offering of its securities. The prospectus contains detailed information about the company and management, as well as financial statements. You can get the prospectus, and other documents filed with the SEC by ieCrowd, by visiting EDGAR at SEC.gov or by calling, toll-free, 1-800-304-6994.

Certain of the statements in this document constitute forward-looking statements, including statements regarding our future results, strategies, plans and prospects. All of our forward-looking statements involve significant risks and uncertainties. There can be no assurance that any of them will prove to be accurate, and our actual future results, strategies, plans and prospects may differ materially and adversely from those stated or suggested in our forward-looking statements. Please see the “Risk Factors” section and the other disclosure in our prospectus.

1 http://www.cdc.gov/malaria/malaria_worldwide/impact.html
2 http://www.cdc.gov/malaria/malaria_worldwide/impact.html
3 http://www.ajtmh.org/content/64/1_suppl/85.full.pdf+html
4 http://www.cdc.gov/dengue/
5 http://www.denguematters.info/content/issue-2-economic-burden-dengue
6 http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2859469/
7 http://www.sec.gov/Archives/edgar/data/1487730/000148773014000066/spb-20140930x10k.htm
9 http://www.pestworld.org/all-things-bed-bugs/history-of-bed-bugs/bed-bug-facts-statistics/
11 http://www.mordorintelligence.com/industry-reports/global-gas-sensors-market-industry
12 http://www.marketsandmarkets.com/PressReleases/wearable-electronics.asp
14 http://daxueconsulting.com/air-purifiers-market-in-china/
17 http://www.atsjournals.org/doi/full/10.1164/rccm.200706-927ED#VXO6ds9Vi
20 http://www.migraineresearchfoundation.org/fact-sheet.html
23 http://www.nhlbi.nih.gov/about/org/ncsdr/
24 http://www.webmd.com/sleep-disorders/sleep-apnea/sleep-apnea-conditions