



# NetObjex

Intelligent Blockchain for Digital Assets utilizing Artificial Intelligence, Distributed Ledgers & IoT



## Company Overview

Our platform utilizes IoT for data acquisition and dissemination; works with all major communication protocols; includes features such as rules engine, alerts and messaging, enterprise integration, blockchain integration, and more. Solutions developed using the NetObjex network range from smart electricity meters, dynamic wireless electric vehicle charging, smart water metering, solar panel efficiency, fleet management of kiosks, powering smart medical devices, and more.

We leverage blockchain technology by giving each asset a unique blockchain id and this facilitates devices having a system of record that functions across trust boundaries for device discovery, authentication, communication and transaction. Digital assets can also be attached to a digital wallet for inter-device payments e.g. car to parking meter, drone to base station etc. Our platform integrates seamlessly with a number of private and public blockchain technologies including Ethereum, IOTA, Hyperledger and more.

## Problem

NetObjex is an Intelligent Automation Platform for Smart Cities and Connected Enterprises that enables tracking and tracing of assets, asset performance optimization, and reduce asset shrinkage/waste/inefficiencies, through IoT, AI and Blockchain technologies.

The platform is a hub that consists of five gateways to: IoT Devices, AI Engines, Distributed Ledgers, Enterprise Systems and Messaging Protocols. The hub includes features such as a digital asset repository, a rules engine, payload management, dashboards and more.

Solutions developed using the NetObjex network range from peer to peer energy trading, tracking academic credentials on blockchain, supply chain traceability, smart water metering, anti counterfeiting crypto tags, fleet management of kiosks, powering smart medical devices, and more.

## Highlights

### Awards

- Sep 2017: Top 25 at Spring Singapore, Singapore
- Jan 2018: Top 20 at Capital Innovators, St Louis, Missouri
- Feb 2018: Top 25 at PortXL, Rotterdam, Holland
- May 2018: Top 21 at NetApp XCellarator, Bangalore, India
- Dec 2018: Top 15 at Pioneers, Smart Energy Hackathon, Bern, Switzerland
- Feb-Jun 2018: Accenture Open Innovations Cohort Partner
- Jan 2019: Quake.VC Top 50 West Coast Challenge
- April 2019: Telecom Council - 15 Most Innovative Companies for 2019

## Financial Info

### Raising

\$5M

### Valuation

\$11.7M

## Location

Irvine, CA, USA

## Business Stage

Paying Customers

## Business Type

Other, Internet, Technology

## Meet the Team



Raghu Bala  
CEO



Mahesh R  
Director of Partnerships



Harish Kamat  
Director of Business  
Development

April 2019: Startup World Cup 3rd place for LA Regional Finals

May 2019: Vodafone Top 100 Startups for 5G Launch

Summer 2019: MassChallenge Texas Cohort

### **Revenues and Customers**

\$780K in revenues in 2018

14 OEM Clients using our platform across multiple domains in 4 continents

### **Funding**

Oversubscribed in Round 1 Reg CF Crowdfunding

1 Institutional investor - Malaysian Listed CCHB

### **Go-To-Market Strategy**

Direct Sales through internal sales team

Partner sales - B2B2C

Inbound leads

### **What Makes Us Special**

Experienced team with prior exits and pedigree

14 OEM clients and scaling and accelerating towards non-linear revenues

Well balanced in terms of Tech, Sales, Marketing

Global clients and footprint

Solid Tech of IoT-AI-Blockchain based SaaS