



Revsmart

### Contact details

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### Revsmart Wearable HK Co Ltd.

22/F., 3 Lockhart Road,  
Wanchai, Hongkong

Website: [www.revsmartasia.com](http://www.revsmartasia.com)

### Team

#### Founder, Chief Executive Officer – Sunder Jagannathan

5 years in product development and startup  
experience in international locations

#### Co-founder, Chief Technology Officer – Valadi K Jagannathan

30 years of experience in product design  
and manufacturing

#### Lead Marketing and Sales – Srinath Kandala

8 years of marketing and sales experience  
for new business

#### Head of Product Design – Yaseen Mohammed

4 years of product design experience  
including hardware design

#### Lead, Software development – Divya Krishnan

5 years of Software engineering and  
development

### Stage/Financials

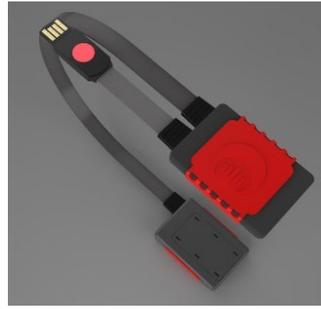
Stage: Product Ready for Manufacturing  
Monthly burn rate: \$7000  
Revenue since inception: NA  
Desired fundraising amount: \$1.5M (Seed  
Round)

### Key Achievements

- Backed by top organizations for product  
innovation
- Recognized as top 10 innovations in India
- Top alpha stage startup at RISE 2018 (top  
3 overall)

### Product Name and Image:

#### Headsup



#### Summary

Revsmart is developing a smart communication wearable and experience platform for helmets, that allows access to communication, navigation and music effectively using piezo excitation technology.

#### Problem

Today riders need three major things while riding – communication, navigation and music. To access these, riders use earphones which can be dangerous. Cars have numerous solutions for these, but two wheelers which are majority of Asian population do not have any effective solution.

#### Solution

Headsup is a smart communication wearable that fits on any helmet and provides audio without blocking your ears. Using a unique piezo ceramic excitation technology, Headsup transmits sound using the shell of the helmet, thus providing audio safely. It connects to your smartphone via Bluetooth and gives access to communication, navigation and music. We have also enabled AI voice assistant on Headsup, thus making it World's thinnest AI powered wearable speaker.

#### Traction

Since inception, we are working with 20+ rider groups, and have collected more than 2500 registrations for pre-orders. We also are in discussion with B2B two-wheeler delivery operators such as Go-Jek, Didi and Careem.

#### Market

We are targeting the global market, with presence mainly in Hong Kong and India. Our strategy is to target B2B delivery fleet operators in Asian region. We are also reaching out to two wheeler riders using Social media channels and rider network groups.

In future we are exploring other industry areas where Headsup can act as a communication device, like construction, sports and bicycle.

#### Competitors

Around the world, there are top brands like SENA and SCHUBERTH, who provide communication system for riders, but these systems are highly complex, do not provide open ear audio and very expensive. New companies in Europe like Headwave are exploring open ear audio, but do not provide a complete ecosystem of safe riding.

#### Competitive Advantage

Headsup is enabled with AI assistant technology that allows riders to access key features using voice. It is also backed by a strong experience platform which suits the needs of riders. The design of Headsup is a universal design, which does not require the user to carry any cables and can be used for other purposes too.

#### Revenue Model

We make money by selling hardware in the first phase. We also have a SaaS mode for B2B fleet operators to provide Headsup to their two-wheeler delivery operations. We also are in discussion with Insurance companies to use Headsup data to reduce cost of insurance.

### Funded and Supported by

