

ZapStand, LLC™

The ZapStand™ is a 'SMART' Automated External Defibrillator (AED) delivery system with breakthrough life-saving technology built into each ZapStand unit that is designed for use in high trafficked outdoor areas such as city centers, municipal sports parks, and college campuses.

- ZapStand, LLC is pleased to bring this industry disrupting Australian medical technology to the United States. *74 Lives have been saved using our technology in Australia and 1 in the US.* The initial 10 ZapStands are currently installed and operating in the 5 major community parks in Frisco, Texas, the fastest growing city in America and a world leader in innovation. Over the next several years, we will deploy more than 2,100 ZapStand units across the USA.
- Each unit has U.S. patented technologies that make it the instant industry leader in this important market segment. We have spent \$4m on the development of ZapStand.
- Targeted for a 20-25 year lease with municipal outdoor park systems and University campuses, it is also relevant in town centers, pedestrian hotspots, and any other place that has increased foot traffic.
- ZapStand provides the defibrillator ownership, management, tracking, training, 24-hour video monitoring, remote access control, emergency response handling, and support that is needed to make the most use possible of an AED. We do not make AED's and are AED agnostic, purchasing only the top-of-the-line AEDs that our customers require. We are an AED delivery system and the leading outdoor solution to solve the overwhelming problem in our country of the lack of working, accessible, and noticeable outdoor AEDs.
- With a 46-inch digital screen on the front, each unit can display maps, city or college information, important weather alerts, and sponsor information. The 55-inch digital screen on the back allows each unit to become a delivery vehicle for additional city or university information, product usage instructions, and outdoor media sponsorship messaging. Each customer is allotted 20% of the screen time to promote campus or city information or events.



The Product Opportunity

- ZapStand, LLC was founded by Reno Aprile and Scott Johnson in 2018 after Mr. Aprile developed certain patented AED technologies and introduced them to the Australian market. ZapStand is the next evolution of the AED and provides unparalleled response to a cardiac arrest. Sudden Cardiac Arrest is one of the leading causes of death in the United States and claims the lives of over 350,000 Americans annually.
- AEDs on the market currently are hidden away from the public, are not user friendly, and require too much staff time and maintenance. To solve that, each unit is fitted with a patented 24-hour monitoring technology that allows the unit to be monitored remotely, each day, without the need for someone to physically check on the product. The unit is constantly being monitored to ensure that the unit is where it is supposed to be, is working like it is designed to work, and that there are no problems with the unit or the AED. The unit is still cleaned and checked personally regularly, however.
- The unit is designed to be in the open, recognizable, and noteworthy. This positioning allows citizens and potential users to be fully aware of the AED's availability.
- A GPS tracking device is located inside each unit that, when pulled from its holding space on the ZapStand, alerts the local 911 system of an emergency and immediately connects to the local emergency system. When the system then patches the unit's GPS connection directly into the emergency vehicle, the vehicle can pinpoint the exact location of the unit, and in turn, the exact location of the trauma victim. This connectivity provides extra minutes of care and can be the difference between life and death of the victim.
- Each ZapStand unit is temperature controlled with heating and air conditioning, as opposed to most AED units that are affected by cold temperatures or extremely hot environments.
- 3 cameras on each unit allow for increased 24-hour control of the unit and assures that the AED is physically where it is supposed to be.
- Full after-action reports are returned to the city and a company representative is responsible for putting the AED back into working order.
- The unit's design, functionality, capabilities, and even its color was developed in coordination with the Frisco Fire Department and numerous Fire Departments across the United States.
- In stark contrast to current AED's deployed by municipalities or universities that sit on a wall indoors and are designed to go unnoticed, ZapStands are designed to be noticed as they are located in well-trafficked, prominent areas, and with the two digital screens, they cannot be ignored. This is intentional as it saves time in finding the AED in an emergency.
- With each deployment of ZapStand in a community or on a campus, Zappy™, our animated training tool, will be utilized to help with education about AED's and the proper usage of them. This reduces the fearfulness inherent with sudden cardiac arrest and provides a key memory marker for the market to rally around in a fun, non-threatening manner. Zappy™ is part of a larger grass-roots educational campaign that ZapStand deploys in each community to educate the city about heart health, AEDs, and the ZapStand.

