

ZapStand, LLC™

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

- ZapStand, LLC is pleased to bring this industry disrupting Australian medical technology to the United States. *72 Lives have been saved using this technology in Australia.* 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 7 years, we will deploy almost 2,100 ZapStand units across the country.
- Each unit has U.S. patented technologies that will make it the instant industry leader in this important market segment. We have spent over \$4m on the development of the ZapStand.
- Targeted for a 20-25 year lease with municipalities and their outdoor park system, ZapStand also has applications at college campuses, town centers, 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.
- With a 46-inch digital screen on the front, each unit can display city park maps, city 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 information, product usage instructions, and outdoor media sponsorship messaging.



Community Economics

- Communities pay a one-time upfront charge of \$17,500 - \$25,000 for a 25-year lease of each ZapStand (volume dependent)
- Site preparation costs (concrete pads and electricity), which are historically about \$6k per site, are absorbed by each community.
- Communities pay an ongoing annual maintenance charge of \$2,500 per unit/per year to defray the cost of monitoring.
- ZapStand maintains a management agreement for the unit and keeps any sponsorship revenue it can generate.

The Product Dynamics

- ZapStand, LLC was founded by Reno Aprile and Scott Johnson in 2017 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.
- AED's 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 goes through a 5-point daily checklist 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.
- 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. 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 in stark contrast to current AED's deployed by municipalities that sit on a wall and are designed to go unnoticed.
- A GPS tracking device is located inside each AED bag 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 seconds/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, and capabilities were developed in coordination with the Frisco Fire Department and numerous Fire Departments across the United States.
- With each deployment of ZapStand in a community, 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, AED's, and the ZapStand.



For more information about having ZapStand as an addition to your community, visit ZapStand.com or call 214-308-6239