

**ZapStand, LLC™**

The ZapStand™ is a 'smart' Automated External Defibrillator (AED) delivery system with breakthrough life-saving technology built into each ZapStand unit that essentially creates a new digital 'out of home' outdoor advertising medium wrapped around a new medical technology.

- Wheelhouse Ventures is pleased to bring this industry disrupting Australian medical technology to the United States. The initial 10 ZapStands will arrive in the U.S. in the Fall of 2019 in major community parks in Frisco, Texas, the fastest growing city in America and a world leader in technology innovation. Over the next 7 years, we will deploy more than 5,000 ZapStands across the country and employ over 50 people.
- 1 Title Sponsor and up to 5 secondary sponsors will receive branding/advertising turns on the display unit, getting their message across to a hard to reach audience while supporting this life-saving cause.
- Each unit has patented technologies (patents pending) that will make it the instant industry leader in this important market segment.
- 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 40-inch LED screen on the front, and a 55-inch LED on the back, each unit can display sponsor information, city park maps, city information, and become a delivery vehicle for product usage instructions, and outdoor media sponsorship messaging causing the unit to be a market disrupting new medium for outdoor advertising and branding.
- ZapStand will become an instant hit in the out of home digital media marketing world, creating a new advertising vehicle in city parks and municipal common areas where there generally is little to no advertising and that will reach a very important "family" demographic for regional and national advertisers.



**The Program**



- ZapStand, LLC was founded by Reno Aprile and Scott Johnson 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 250,000 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.
- 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 seconds/minutes of care and can be the difference between life and death of the victim.
- Each ZapStand unit is temperature controlled as opposed to most AED units that are affected by cold

temperatures or extremely hot environments.

- A camera on each unit allows 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.
- ZapStands have animated training videos running on the LED screen, in addition to sponsorship content, that will train prospective users about the proper techniques to apply when using the unit. This is in stark contrast to current AED's deployed by municipalities that sit on a wall and are designed to go unnoticed.
- 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 will wear a badge of our Title Sponsor and will be encouraged to be at events and appearances all over town.



Interested in having the ZapStand program in your community or being a sponsor/advertiser on ZapStand units  
Scott Johnson – CEO – 214-929-1189 – Scott@ZapStand.com