

**Company Profile:**

**URL:** www.makusafe.com

**Industry:** Workplace Safety

**Founded:** May, 2016

**Contact Information:**

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**Product:**

Wearable IoT Device &  
SaaS Platform

**Product Stage:**

Field Beta Testing

**Management:**

Gabriel P. Glynn, CEO  
Mark Frederick, CTO  
Dave Krier, CIO

**Board of Advisors:**

Tony Braidā  
Mike Gehringer  
Hank Norem  
Todd Sommerfeld

**Outside Advisors:**

Frank Hurtte  
Albert Marasco  
Thomas West  
Mike Colwell

**Investors:**

Co-Founders  
Angel Investors

**Business Summary:**

MākuSafe™ sells a wearable IoT safety device coupled with a SaaS platform for use by labor workers worldwide. The device is designed to streamline and automate near-miss reporting and to gather a variety of environmental conditions around the wearer. Our software platform allows users a deeper dive into environmental conditions that are impacting worker safety and to discover trends in the data to take a proactive approach to worker safety.

**Customer Problem:**

Over 1,000 workers a day die in workplace accidents globally. In addition to the fatalities, more than 500 workers every single minute are injured on the job. This equates to hundreds of billions of dollars in workers' compensation claims and lawsuits every year. OSHA, The National Safety Council, and others all agree that a proactive approach to safety that includes a quality near-miss reporting program is a solid way to improve worker safety and reduce risk to the worker and company. Many companies still rely on workers to fill out paper reports for near misses and often times environmental conditions are only gathered in specific locations and usually only after an accident has occurred.

**Product/Services:**

MākuSafe™ is the first of its kind wearable IoT device for reporting near misses and simultaneously gathering environmental conditions. The cloud-based reporting dashboard provides key details about trends in near misses and the environmental conditions that may be leading to these trends. Safety managers can use these reports to improve environmental conditions, identify training opportunities, adjust operation schedules, and more.

**Target Market/Customers:**

Our target market is currently indoor workers at manufacturing facilities, agricultural facilities, and shipping/logistics companies. Although there are many other industries that our system would benefit, we have identified these markets as being leaders in safety technology implementation.

**Sales/Marketing Strategy:**

We are currently exploring three types of distribution models and ultimately we may use one or all of them to deliver our product to end users. The first model is direct to customer where we sell directly to the end user company. The second is delivering the product to end users through a distribution network. The third model we are currently testing, is delivery of the product through insurance companies and agencies. We have established relationships using all three models.

**Business Model:**

Our SaaS pricing model is a monthly subscription fee that is based on company size by number of employees. In addition to the software platform subscription fee we will also sell the wearable IoT device at a markup over cost.

**Competitors:**

The competitive landscape is almost non-existent for this product. Although there appears to be companies like Human Condition Safety playing in this space, we have yet to discover a true competitor in the marketplace. Further validation of this has been through our consultant, Frank Hurtte, whose background is in industrial technology, and our distribution channels and beta testing companies who have never seen or heard of a product like this. These companies range in size from 25 employees to over 50,000.

**Competitive Advantage:**

- Deep knowledge of our target market and of workplace safety requirements
- Patent Pending technology for streamlining near miss reporting
- Cloud-Based software accessible from anywhere
- Realtime monitoring of environmental conditions surrounding workers and ability to SMS alert when conditions are unfavorable
- API to tie our platform into other software including building automation systems
- Access to state of the art testing facilities
- Strategic partnerships established with distribution networks in both industrial safety and insurance

**Product Profile:**

**URL:** [www.makusafe.com](http://www.makusafe.com)

**Type:** IoT Wearable

**Est. Available:** Q3, 2017

**Technical Requirements:**

Web based SaaS platform using php framework and MySQL database for data storage. Device data protocol is MQTT.

**Supported Browsers:**

Internet Explorer  
Chrome  
Firefox  
Safari

**Product Infrastructure:**

Amazon Web Services  
PHP/MySQL(via AWS RDS)  
Linux with Apache  
PHP Framework  
JavaScript

## Company Leadership

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**Gabriel Glynn, CEO**

Gabriel Glynn is the CEO of MakuSafe™ and a serial entrepreneur. His startup journey began nearly 10 years ago when he left a retail career to open a service company for documenting assets of high net worth individuals for insurance companies. In a few short years Gabriel had locations in several states and over 150 insurance agencies recommending his service to clients. Shortly before selling that company in 2010, Gabriel had already launched a second company that focused on corporate digital marketing at a time when social media was just coming onto the scene. Over the course of the next 6 years Gabriel founded several other companies where he experienced successful exits from all of them including a 2015 merger of his software company, Slash Web Studios, and a larger company in the same space, Shift Interactive.

Gabriel was named Entrepreneur of the Year in 2014 at the Iowa Small Business Awards presented by DMACC and was a finalist for the YPC Young Professional of the Year in 2013. He has served on many community and nonprofit boards including the Ankeny Young Professionals and was a Charter Member of the Greater Des Moines Rotary Club.

Gabriel is the creator and host of the Advanced Manufacturing Podcast (AMP) on iTunes and Stitcher and after the first twelve episodes AMP has nearly 5,000 downloads and online listeners. He interviews the owners and executives of some of the biggest names in manufacturing.

Gabriel is a graduate of Des Moines Area Community College

**Dave Krier, CIO**

Dave Krier is a Senior Software Architect at a large multinational technology company, with over 20 years of industry experience.

Throughout his professional career Dave has acquired extensive skills in solution architecture, application development, and infrastructure management. He has traveled around the nation consulting with some of the most successful Fortune 500 companies. Dave has a passion for learning new innovative technologies and has authored several technical

white papers. He holds a number of technical industry certifications and is a proven thought leader among colleagues.

He spent nearly half his career becoming an expert in Business Process Automation and was responsible for leading an infrastructure team supporting one of the largest BPM implementations in the world.

Outside of his professional career, Dave is a founding board member of the Iowa ALS Association and remains an active volunteer in the organization today. He also enjoys spending time with his kids and coaching their extracurricular activities.

**Mark Frederick, CTO**

Mark Frederick is a Cloud Architect for one of the world's largest technology companies, with over 25 years of deep technical experience.

Mark spent the first part of his career developing software in the manufacturing space and consulted as a technical specialist with many Fortune 100 companies. He also spent many years consulting as a technical lead, project manager and program manager on large strategic initiatives. Mark has extensive technical knowledge with years of practical experience in electronics, including embedded systems, sensor technology and Internet of Things (IoT). Most recently he joined the MakuSafe team to help lead the design and development of their wearable device, leveraging his experience with both Cloud technology and IoT.

Mark and his family live in Des Moines, Iowa, where he's actively involved in international charity work. He's taught multiple classes to children at his local school, including robotics and programming.

Mark is a Computer Science graduate of Northwestern College.