



H57 — Investor Brief

Salt Water Energy Storage & Utility Token

Confidential — August 2025

Executive Summary

The Problem: Unreliable power and high night tariffs hinder lighting for communities, hospitality, and public spaces. Diesel gensets are costly and polluting—often overkill for secondary lighting. Budget constraints stall upgrades for schools, clinics, houses of worship (all faiths), and municipalities; institutions face ESG pressure to deliver measurable, low-risk savings.

Our Solution: H57 provides modular salt-water energy storage optimized for secondary/non-critical lighting (corridors, parking, signage, stairwells, reading lamps). Systems pair with small solar trickle-charge and run 12/24V DC LEDs directly (or via small inverter). The H57 token and Buyback Reserve align community adoption with treasury discipline and liquidity.

Market Applications

Domestic (Indonesia):

- Community & faith facilities (all religions): houses of worship, boarding schools, community centers, orphanages
- Education: STEM kits for schools/universities; maker labs; vocational training
- Public & municipal lighting: streetlights, park paths, village signage, bus stops, pedestrian bridges
- Hospitality & residential: hotels (parking lots, corridors, stairwells), apartments/dorms—reading lamps & secondary lighting
- Commercial & retail: offices, malls, minimarkets, billboards/totems, parking areas
- Healthcare (non-critical): rural clinics/health posts—corridors & waiting rooms
- Disaster readiness: village posts, evacuation shelters, command tents in disaster-prone regions

International:

- Humanitarian deployments: emergency energy kits for refugee camps and crisis response
- Off-grid & eco-tourism: lodges, ranger posts, conservation sites
- Clean-tech export: modular DC lighting kits for global energy-transition markets
- Partnerships: NGOs, utilities, CSR/ESG programs, and community organizations of any background



Energy cost-saving scenarios (examples):

- Shift non-critical/secondary lighting to H57 at night to reduce grid draw
- Pair with small solar for daytime trickle-charge; run lights off-grid after sunset
- Reduce diesel genset runtime by offloading lighting to H57 systems
- Use low-voltage DC LEDs (12/24V) and add timers/motion sensors to extend runtime

Market Potential

- Indonesia (multi-segment TAM): large base across houses of worship (all religions), community centers, schools/universities, rural clinics, hospitality, MSMEs/retail, and municipal lighting—many with unreliable power or high night-time tariffs. Includes ~27,000 Religious boarding schools and ~300,000 mosques alongside churches, temples, vihara, and klenteng.
- Export-ready: ideal for developing nations, small-island states, disaster-prone regions, and humanitarian missions needing modular, low-maintenance DC lighting kits with solar pairing.
- CSR/ESG & philanthropy: easy to sponsor village lighting, school labs, or clinic corridors; compatible with diverse giving traditions (wakaf/jariah, parish/diocesan funds, dana punia, dana paramita, and secular CSR/ESG).
- Energy cost reduction at scale: shift secondary lighting off the grid; optimize with timers/motion sensors and DC LED retrofits.

THE VALUE

Deal Snapshot

- Investment Sought: US\$500,000 for 20% equity
- Implied Valuation: US\$2.5M post-money (US\$2.0M pre-money)
- Use of Funds: R&D, initial stockpile, platform, operations runway, media/GTM, vendor onboarding, IP filings, and Settlement of Founder Advances & IP Capitalization (documented)

Valuation Rationale

- De-risked build-out: funds convert demand into deployments; MOQs reduce unit costs
- Repeatable channels: community, education, hospitality, municipal, humanitarian
- Clear unit economics: predictable duty cycles for secondary lighting; simple installs
- Option value: solar add-ons, services, education kits for recurring revenue
- Clean governance: founder/IP capitalization documented and auditable



Financing Overview — Use of Funds

Item	Amount (USD)	Purpose
Token Launch (ICO + Liquidity Pool)	\$25,000	ICO ops & initial DEX liquidity
Platform Development	\$20,000	Frontend/backend/DApp hardening
Stockpile Products (initial batch)	\$60,000	Early inventory to meet demand
International Vendor Engagement	\$15,000	Supplier onboarding, certifications
Intellectual Property & Patents	\$10,000	Filings, counsel, PCT/priority
Media & Token Promotion	\$20,000	Sustained marketing & PR
Workshop Expansion	\$20,000	Tooling, trainers, rollout
Product R&D and Development	\$110,000	Prototyping, testing, QA
Operational Cost (3 Years)	\$60,000	Staff, logistics, utilities
Working Capital & Contingency Reserve	\$15,000	Compliance, audits, overruns
IP Capitalization	\$145,000	Recognition of prior R&D & contributed IP
Total	\$500,000	

Financial Projections (5-Year, Illustrative)

Profit & Loss (USD)

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	400,000	1,200,000	2,400,000	4,000,000	6,000,000
Gross Margin %	55%	57%	60%	62%	62%
Gross Profit	220,000	684,000	1,440,000	2,480,000	3,720,000
Operating Expenses (cash)	(300,000)	(550,000)	(800,000)	(1,200,000)	(1,600,000)
EBITDA	(80,000)	134,000	640,000	1,280,000	2,120,000

Cash Flow to Equity (USD)

	Year 1	Year 2	Year 3	Year 4	Year 5
EBITDA	(80,000)	134,000	640,000	1,280,000	2,120,000
CapEx	(50,000)	(40,000)	(50,000)	(60,000)	(70,000)
Δ NWC (≈10% of revenue change)	(40,000)	(80,000)	(120,000)	(160,000)	(200,000)
Free Cash Flow	(170,000)	14,000	470,000	1,060,000	1,850,000



Balance Sheet Snapshot (End of Year 5)

- Cash: ~US\$3.7M
- Net Working Capital: ~US\$0.6M (~10% of Y5 revenue)
- PP&E (net): modest (tooling) after depreciation
- Debt: none assumed
- Equity: founders + investors; retained earnings from FCF

Key Metrics (What We Track)

- Deployments & reliability: verified installs (QR/GPS), uptime %, MTBF
- Energy & savings: kWh delivered, grid/diesel offset, IDR bill reduction/site
- Education & reach: workshops, STEM kits, content views/downloads
- Partnerships: CSR/ESG agreements, municipal/NGO wins
- User outcomes: CSAT/NPS; % secondary lighting migrated off-grid
- Operations & circularity: local jobs/vendors, maintenance compliance, end-of-life/recycling rate

Go-to-Market (Phased)

- Pilot & Proof: CSR/municipal pilots; hospitality corridor/parking retrofits
- Frameworks: distributor/NGO/education bundles
- Scale: standardized kits; training of trainers; regional service partners
- Export lanes: humanitarian procurement; eco-tourism/off-grid projects

Risks & Mitigations

- Supply chain volatility → multi-vendor sourcing; safety stock; local content
- Performance variability → rigorous QA, field telemetry, service SLAs
- Adoption risk → pilots with clear KPIs & payback; financing options
- Regulatory/ESG diligence → compliance audits; transparent reporting

Impact & ESG

- kWh delivered; IDR bill savings; CO₂e avoided (grid/diesel factors)
- Community lighting for safety & learning (all backgrounds)
- Local jobs & training; circularity & recycling plans

The Ask & Next Steps

- US\$500,000 for 20% equity (post-money US\$2.5M)
- Target close: Q3–Q4 2025; use of funds staged by milestones
- Next steps: due diligence data room; pilot MoUs; supplier certifications