



JSA Photonics, LLC

Company Overview: JSA Photonics, LLC is an optical technology company engaged in the development, manufacturing and sales of sensors and systems based upon patented platform sensor technology licensed from Sandia National Laboratories (SNL) and further developed by JSA.

Problem: No convenient, accurate and inexpensive solution exists for assessing energy content of lead-acid battery cells. Battery state of charge (SOC) determination is critical in many emergency power, alternative energy and telecommunications applications.

Solution: The sensor provides the customer with real-time 24/7 functional assurance, networked intelligent energy management and economic benefits of extended battery life, reduced maintenance costs and environmental impact.

Business Model: JSA's revenue will be derived from the manufacture and sales of the SOC sensor to industrial installations with back-up power including utilities, hospitals, telecommunications, electric vehicles and battery manufacturers. The Company intends to introduce and emplace a new paradigm in battery management and become the dominant provider of networked battery energy management systems and sensor technology to multiple markets.

Market Opportunity: Worldwide, batteries amenable to retrofit applications are almost innumerable but are estimated to contain at least 500 million accessible cells manufactured over the last 10 years representing a total potential market of \$25 billion with a 7 percent annual growth. The company intends to generate revenues of \$38 million by the fifth year of operations in markets that include UPS, telecom and electric vehicles. Technology is also applicable to a number of applications in food processing, biomedical and refinery process control.

Competitive Advantage: JSA competitive advantages include patented technology with SNL license and additional IP; a solution that enables low cost, convenient and 24/7 networked reporting; and is easily retrofitted to existing battery systems with no directly competing technology on the horizon.

Management Team: Dr. Joseph Accetta is the founder and CEO of JSA Photonics. He is a senior executive with 30 years of experience in product development, engineering and management activities in optics, electronics, software and industrial automation spanning the industrial, military and national laboratory environments. Dr. Jon Weiss, formerly of SNL and the original inventor of the technology will serve as CTO. Mr. Leighton Stephenson is the CFO.

Funding Request: The SOC sensor creates an attractive investment opportunity with a potentially high return. The company intends to generate revenues of \$38 million by the fifth year of operations after funding. JSA is seeking \$2 million in early stage funding enabling the company to reach profitability within 3 years.



JOSEPH ACCETTA

Investors: Founder
Year Founded: 2009
Employees: 3

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In Attendance:
Dr. Joseph S. Accetta,
CEO
Dr. Jonathan Weiss,
CTO
Mr. Leighton Stephenson,
CFO

Revenue Forecast:
Year 1: \$.4M
Year 2: \$ 1M
Year 3: \$ 6M
Year 4: \$ 16M
Year 5: \$ 38M