



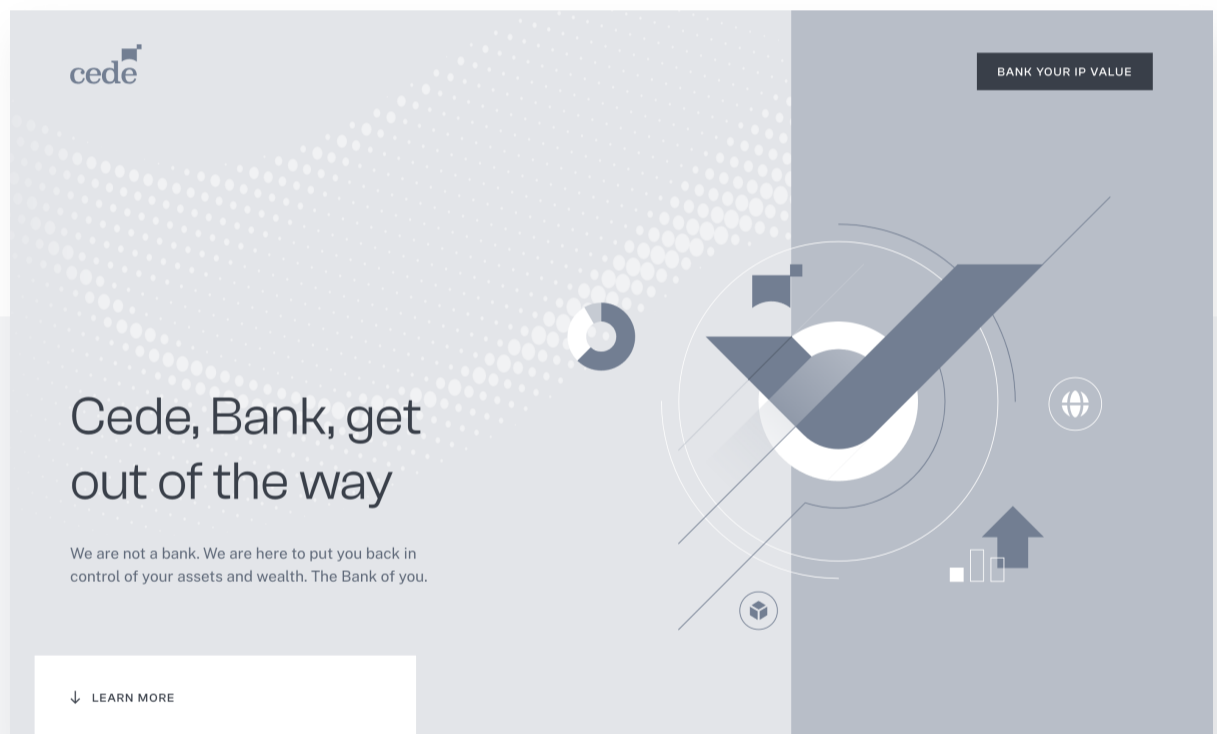
# Case Study

Conflow Power Group



## Cede Bank

We are a pioneering entity in the digital asset and lending space, presenting an innovative financial model that transcends traditional business paradigms. As a digital depository we specialize in managing assets and facilitating zero interest loans. Our collaboration with ILOCX stands as a testament to its commitment to global funding, offering comprehensive solutions that encompass legal documentation, asset valuation, and the creation of a robust asset base. The Cede Exchange mechanism, a cornerstone of its operations, enables the fluid trading of funding through debt and credit lines, anchored on revenue and asset value.



Cede has an exclusive arrangement to buy and finance the sale of all territorial licenses sold on ILOCX, offering unique terms for standard debt funding with a zero rated coupon for the duration of the loan, it does this based on a categorical and proven stable product evaluation along with market sentiment from elites and other sources. All to designate the technology as "proven."



This enables alternative energy and other scalable businesses in underfunded sectors, who often offer the most promising growth potential, access to the funding they need to expand worldwide, grow revenue and brand recognition at an extraordinarily fast pace by relying on local experts instead of needing to establish their own teams in those areas.

RESULT

## Your brand value

Based on your information, we think your brand could bank between:



**\$10m - \$49m**

Based on information provided solely by you, consisting of :

Brand Assets	\$ 40,000,000
Product Assets	\$-
Territorial Assets	\$ 2,000,000
Promotional Assets	\$ 2,000,000



### Market Presence

HIGH

Lower than average market perception

Higher than average market perception

### Addressable Market

VERY LOW

Lower than average market perception

Higher than average market perception

### My Brand Value

\$25,000,000



### Get Valuation Report

Covers the serviceable addressable market globally, barriers to entry, cost to overcome, valuation of the intangible assets and the process to raise money using them.

Cost  
\$1,000 for full report

Timescale  
30 days

This report is a prerequisite to banking your assets to raise money and license your brand.

### Bank your assets

Receive a term sheet with your personalised roadmap :

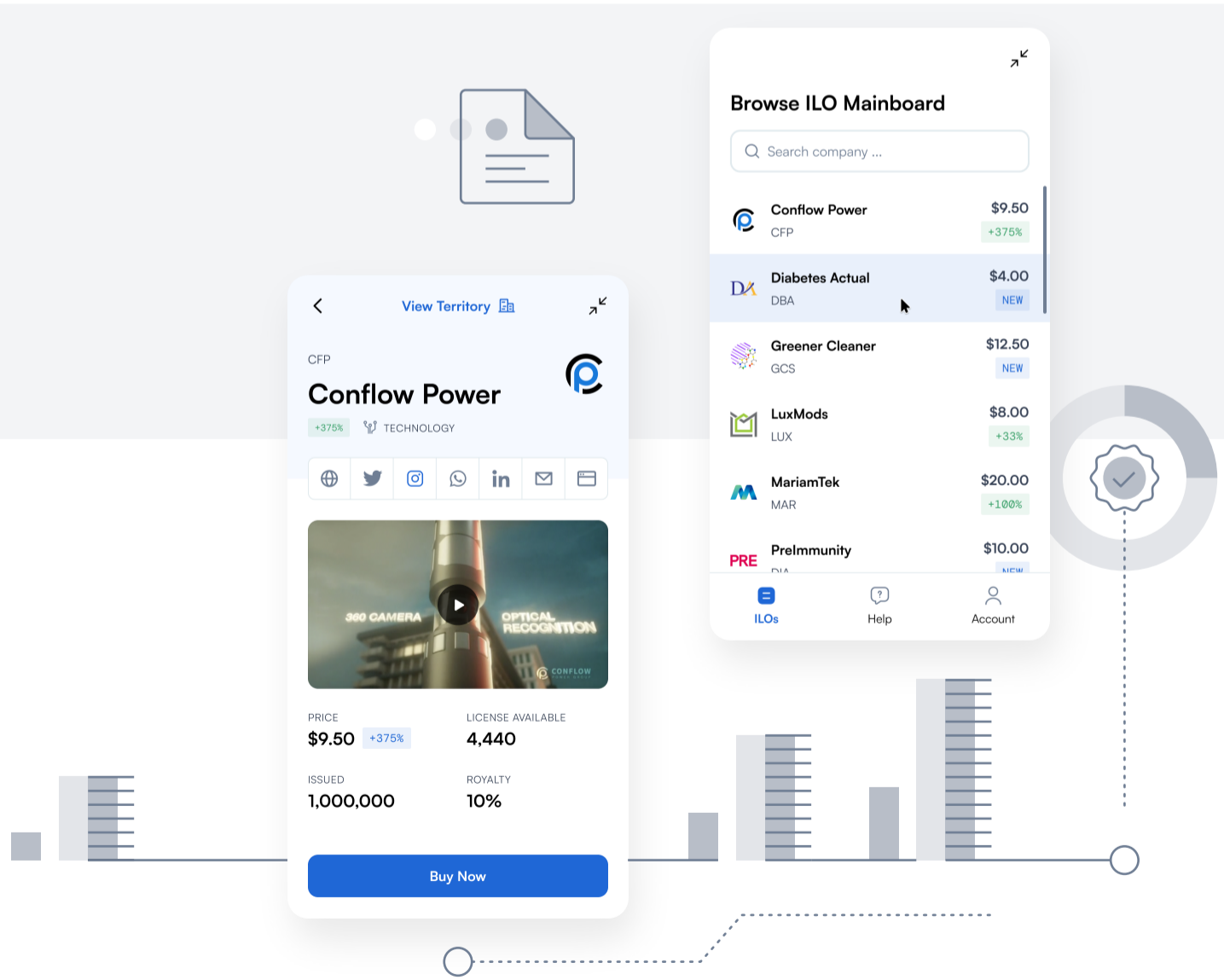
Fill your email address

GET TERM SHEET

# The International Licensing Organisation's Contract Exchange ILOCX

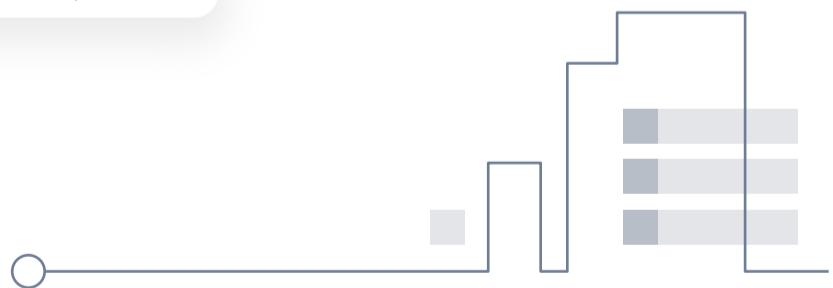
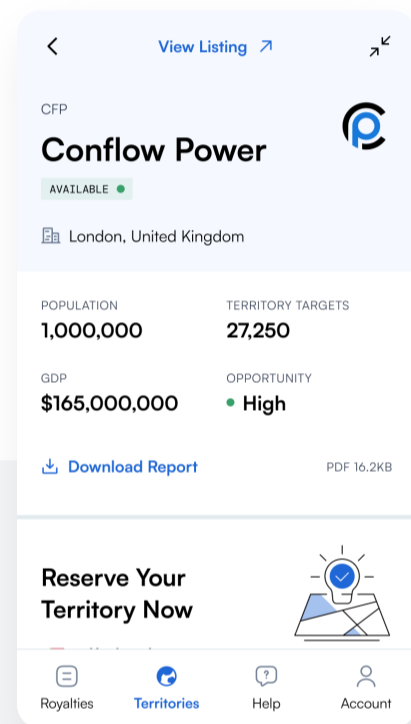
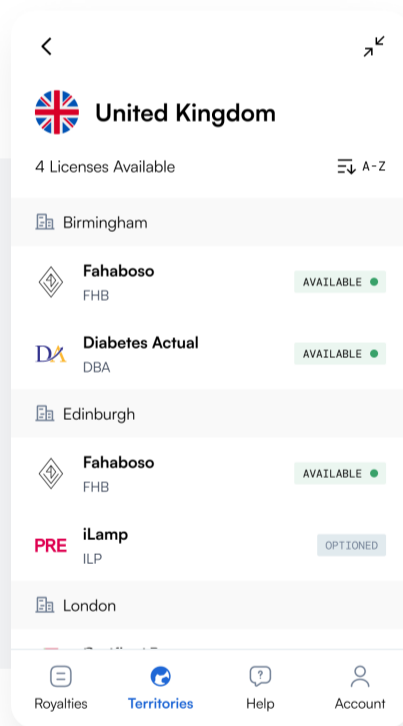
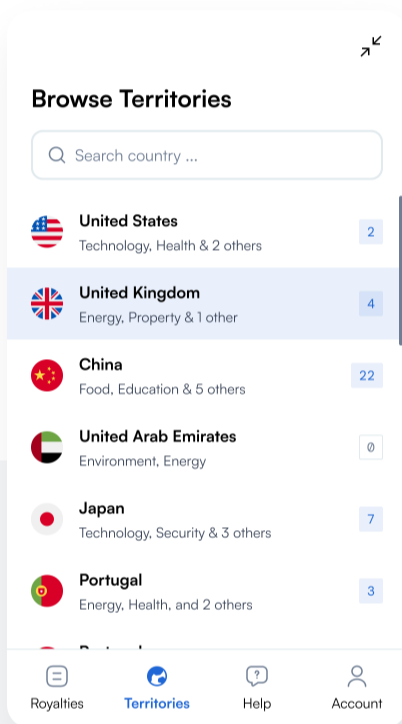
ILOCX has been operational for five years and has listed thousands of brands, companies, territories, products and sublicensable rights on its proprietary platform.

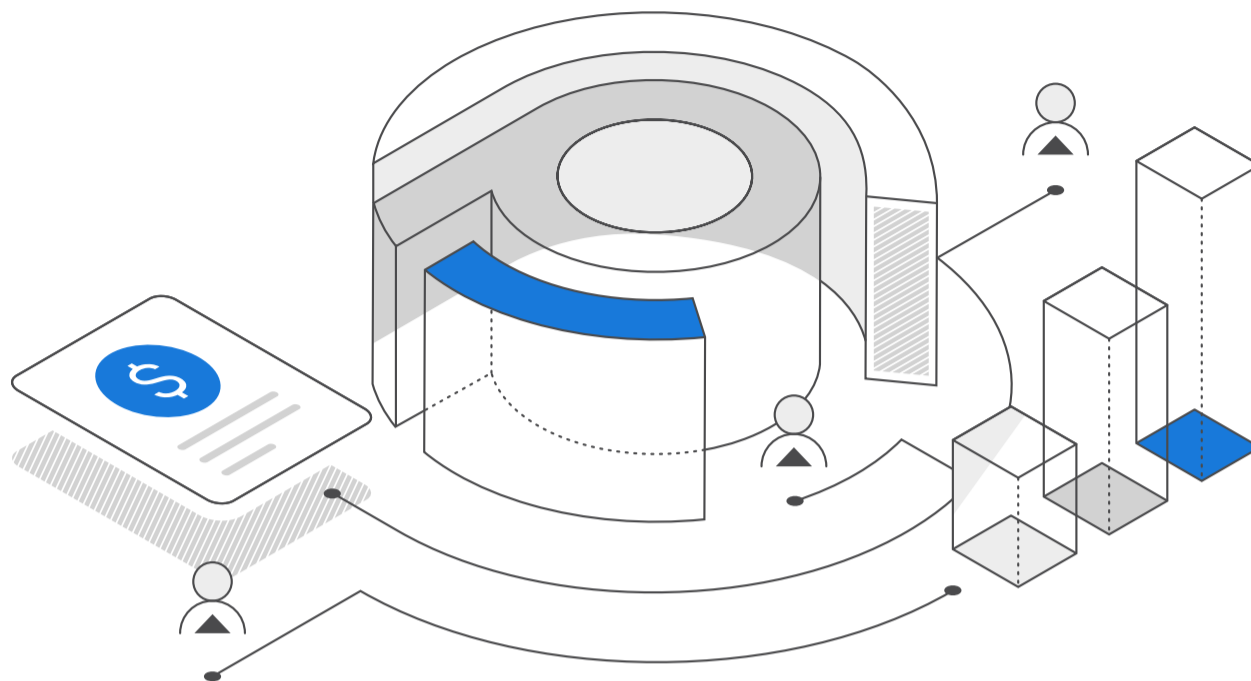
The platform handles the issuing, custody, buying, selling, trading and royalty handling of a wide range of licences. It's automated multi-variable matching engine matches licensors with licensees from the largest database of licensing opportunities, agents, services providers and integrators, cross referenced with checking engines derived from Director Check and Reputation statement to deliver a thoroughly vetted data rich pre-qualified profile of both parties.





ILOCX has successfully brought together these components but at their core, licensing frameworks and technology, to fundraise and scale companies, brands and products globally, unlocking and serialising IP equity while ensuring all participants are fairly rewarded for thier action, support and involvement.





## Case Study: Conflow Power Group

Conflow Power Group (CPG) embarked on a transformative journey, evolving from a single technology entity into a strategic powerhouse, addressing the world's autonomous power needs. This case study delves into CPG's successful transition, driven by innovative technologies and strategic partnerships with Cede Bank and ILOCX, leading to its global expansion and market dominance.

### Beginnings

Originally a solitary technology company, CPG shifted its focus towards a holistic approach, encompassing extensive research and development, and integrating multiple technologies. This strategic pivot aimed at offering comprehensive solutions in the autonomous power sector, targeting both local and global markets.

The first company to utilise Cede's framework, CPG's journey over four years has been marked by significant achievements, including a quintupling of its license value and substantial royalty payments and the global roll out of its products via exclusive territorial licensing.

## Stage one - Initial Listing and Asset Valuation

CPG's first significant leap was its initial listing on ILOCX, backed by Cede Bank. This pivotal moment allowed CPG to leverage its intangible assets effectively, gaining unprecedented access to capital beyond traditional financial avenues. The listing not only raised CPG's profile but also expanded its network, leading to valuable joint ventures, partnerships, and the discovery of territorial licensees.



## Stage two - Global Expansion

The core of CPG's asset strategy revolved around its innovative products, spearheaded by the iLamp, a smart streetlight ready for production. Cede Bank played a crucial role in this phase, facilitating the issuance of global territorial licenses and providing detailed local reports and valuations. This strategic support led to the closure of over 20 territorial licenses, with expectations to double this count by the end of 2024. Cede Bank's framework was instrumental in CPG's ability to make strategic acquisitions, penetrate new markets, and enhance its technology portfolio.



### Stage 3 - Replicating Success with New Products

Building on iLamp's success, CPG is set to launch a suite of complementary products and services, each poised to follow iLamp's successful trajectory. These innovations include:

**PaaS** - The first complete payment solution for autonomous power production, set to be the payment infrastructure that enables microgrids and the alternative energy sector, delivering a reliable metering, billing and payments processing. PaaS enables anyone to become a utility, place energy resources where they are most needed and efficient and bill for the power produced, monitored in real-time for further operations optimization and waste reduction.

**iCharge** - Minimal infrastructure microgrid enabled charging network. iCharge is a one-stop solution to charging electric vehicles, powered by off grid power generation and connected through dynamic self-organizing smart networks. iCharge offers various products/services ranging from smart charging stations, home charging units and more to support the growing adoption of electric vehicles.

**iTurbine** - A miniature advanced turbine device designed to be deployed remotely around the globe in response to growing wildfire threats. Combining multiple turbine devices to create a honeycomb structure, iTurbine provides dependable power for critical air sensing technology, which is capable of alerting emergency services in real-time.

**BatteryWare** - A smart, reliable way to monitor battery health and prevent failure. BatteryWare monitors individual cell voltages and temperature in real time, displays these local conditions on an easy-to-read display and alerts if a problem is detected utilizing advanced sensor and communication technology.



**Drone Ready** - A cutting-edge Drone Guidance System, with an innovative landing pad that provides secure drone storage and charging.

**iStopSign** - The first smart stop sign incorporating iLamp's modular rail system with access to the iLamp ecosystem of hardware modules and app store of software solutions, along with iStopSign specific hardware and app integrations.

**iTraffic** - Smart traffic lighting integrating nd traffic management systems for inclusion in Digital Smart Light systems. These technologies are available for integration into a diverse range of projects, from public works and transport networks to delivery and logistics uses. These include vehicle and pollution monitoring, and dynamic traffic routing.

Each product is designed to revolutionize its respective field, reinforcing CPG's commitment to innovation and sustainability.

This case study showcases CPG's remarkable journey from a single-product company to a global leader in autonomous power technologies. The strategic partnership with Cede Bank and ILOCX has been a catalyst in CPG's expansion, exemplifying the power of licensing and innovative financing in driving global growth. CPG's success is a testament to the effectiveness of leveraging intangible assets, a model that offers significant benefits to communities worldwide while harnessing the power of international technologies.

