

Macheen Inc.

Enabling always connected devices and services

B2B to Device Makers and Major Retailers

Founded Feb 2010 – Live March 2011

*Backed by DFJ Mercury, North Bridge,
Meredith, Maples, Yemini*

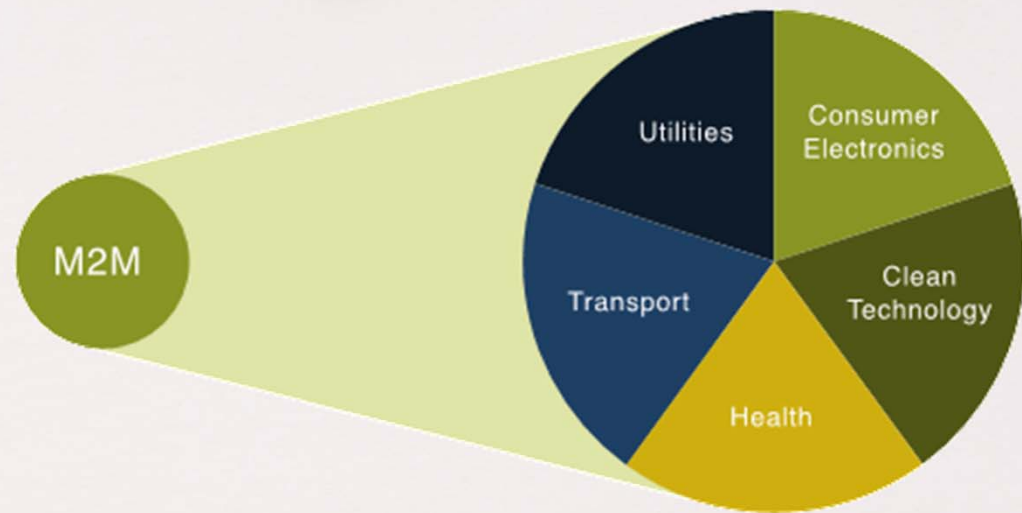
Massively Connected



2014

1.5 billion
connected
non-phones

\$57 billion
communication fees*



Source: GSMA Project Analysis

*ABI Research, Strategic Analytics, Morgan Stanley

Device as a Service

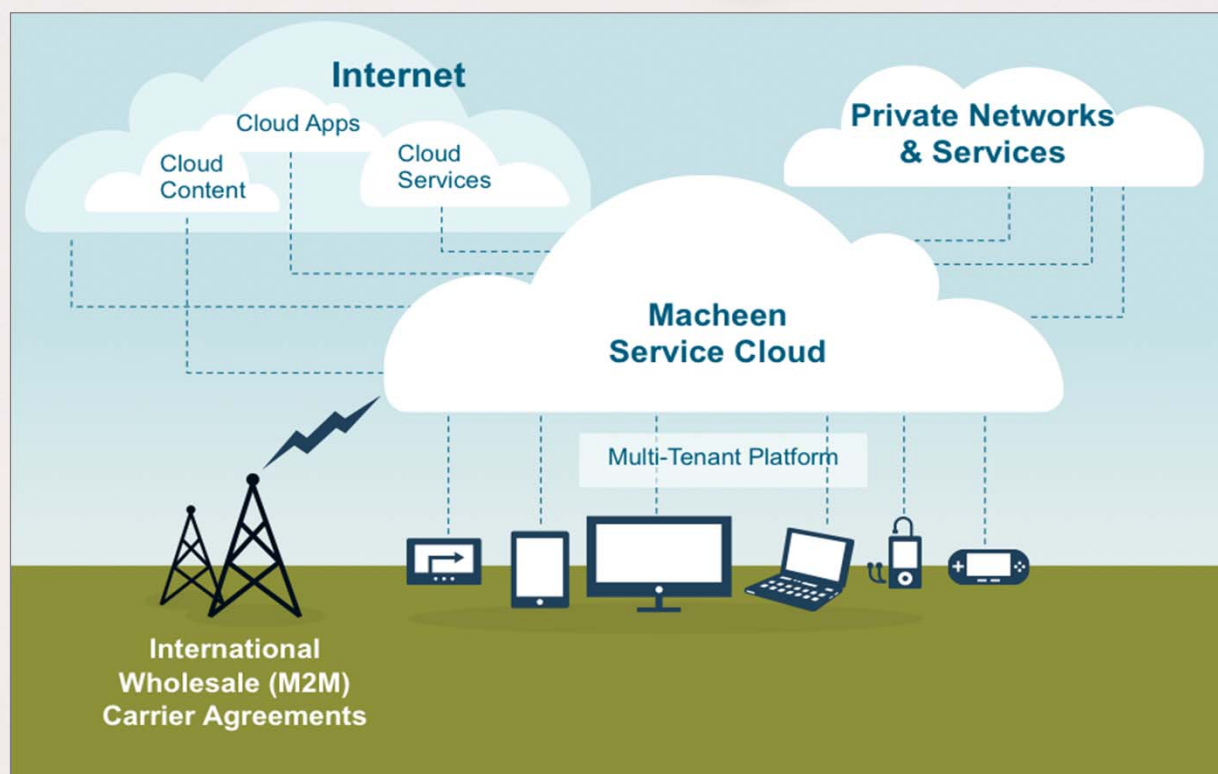


Industry Obstacles

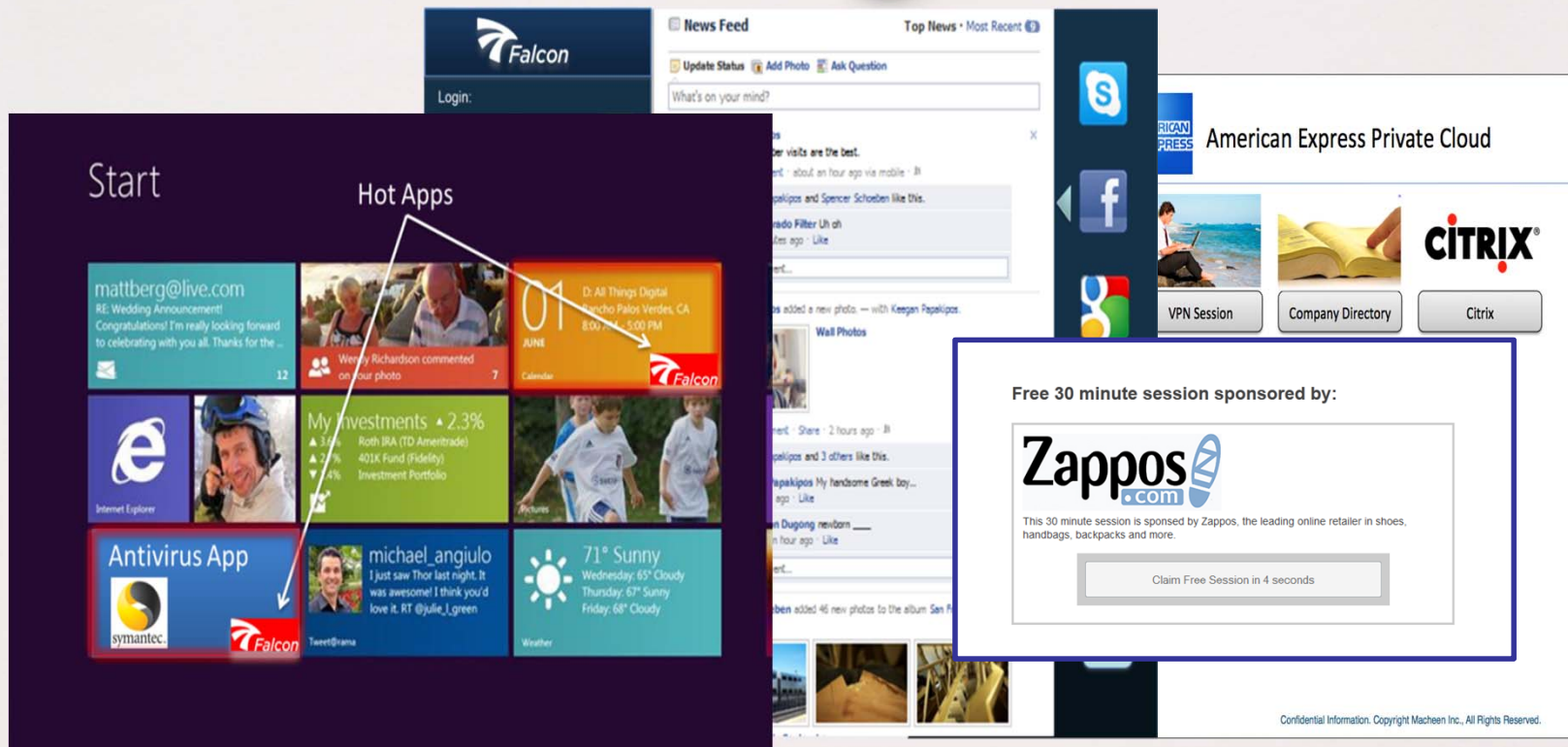


- Data Plans
- High enabling costs
- Low attach rates
- Business Models

New Technology



Always On Cloud Services



Start

Hot Apps

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- Wesley Richardson commented on our photo
- My Investments +2.3%
- Internet Explorer
- Antivirus App
- michael_angiulo
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- VPN Session
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Deployed



- 
- Dell #1
 - EU and US
 - High Attach
 - Always-on cloud
 - Early positives