

**BREAKTHROUGH
AWARDS 2012**

overall winner

2013

Tetherboard

The Company

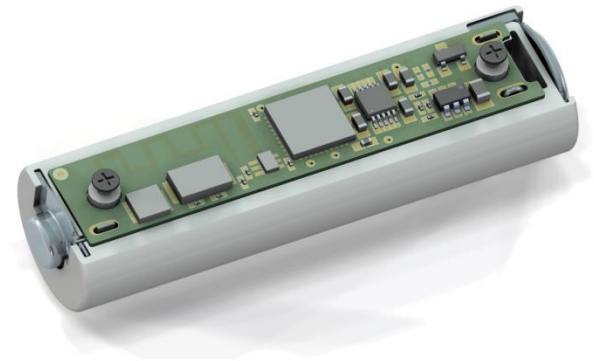


- Founded in 2012 by Trey Madhyastha and Kellan O'Connor
- Los Angeles, CA
- Aerospace background (SpaceX)
- Brinton Engineering (Menlo Park)

Tethercell AA



- An app-enabled battery controller
- Electrical board is encased in an ABS shell that is the same form factor as a standard AA-battery
- Powered by a AAA-battery
- A sandbox/proof-of-concept (MVP)
- Bluetooth Smart-enabled



1. Remove one AA battery from device.



2. Install AAA battery into Tethercell adapter.



3. Replace missing AA battery with Tethercell

Tethercell AA



Tethercell changes the way the consumer views the capabilities of batteries.

- Turn battery-powered devices on and off remotely.
- Receive alerts when battery power is low.
- Set device schedules in order to save battery power.
- Set simple timers



Bluetooth Smart



- The enabling technology for Tethercell
 - Low current consumption (acceptable battery lifetime)
 - Simple electrical layout (helps with packaging)
 - Immediate access to practically all mobile platforms
 - Ability to achieve true “plug-and-play” operability
- Challenges
 - Software learning curve - initially a limited number of available reference libraries (e.g. CoreBluetooth framework for iOS)
 - Optimizing the advertisement rate

Crowdfunding



- Launched on Indiegogo during CES 2013
- Goal: \$59,000
- Fulfillment in September 2013

Tethercell: Control Battery-Operated Devices from Your Smartphone or Tablet
Tethercell is a revolutionary battery controller that enables you to connect to and control AA-battery-operated devices from your iOS or Android device.
Technology – Los Angeles, California, United States

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from Tetherboard

\$84,866
Raised of \$59,000 Goal

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Flexible Funding campaign

This campaign received all of the funds contributed by Sat 04 May.

Select a Perk *for your contribution*

Core Value Propositions



- Manage any battery powered device from your phone.
 - End user
- Empower customers to interact with your product and thus have a sticky and meaningful relationship with your company
 - OEMs of battery powered devices
 - Battery Manufacturers
- Provide customers with rich device management services
 - Application developers – 1st and 3rd party devs

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