

# you don't just install the panel — now you **look after their energy.**

With AstrealoT, that same panel stops being a job you hand over: it becomes a service that **watches your client's energy, lowers their CFE bill** and **automates whatever they choose** — and leaves you a monthly income, not a one-time invoice.

**WE DON'T JUST MEASURE** We tell your client **what to fix and when** —CFE penalties, inefficient equipment, a capacitor bank—; whatever they approve **runs on its own**; and the **M&V** tool proves the savings with data. You execute and bill.

• the same platform already operating in plants, pharmacies and shops across mexico

## WHAT YOU GAIN

### 01 • NEW SERVICE

#### something new to sell

"Energy monitoring" as an **upsell to every client** you already serve — without competing on install price.

### 02 • RECURRING

#### not just the project

A **monthly relationship**, not a one-time sale that ends the day you hand over the job.

### 03 • M&V TOOL

#### prove the savings

Data that **justifies the capacitor bank** and shows, peso for peso, what you saved the client.

### 04 • NO TECH TEAM

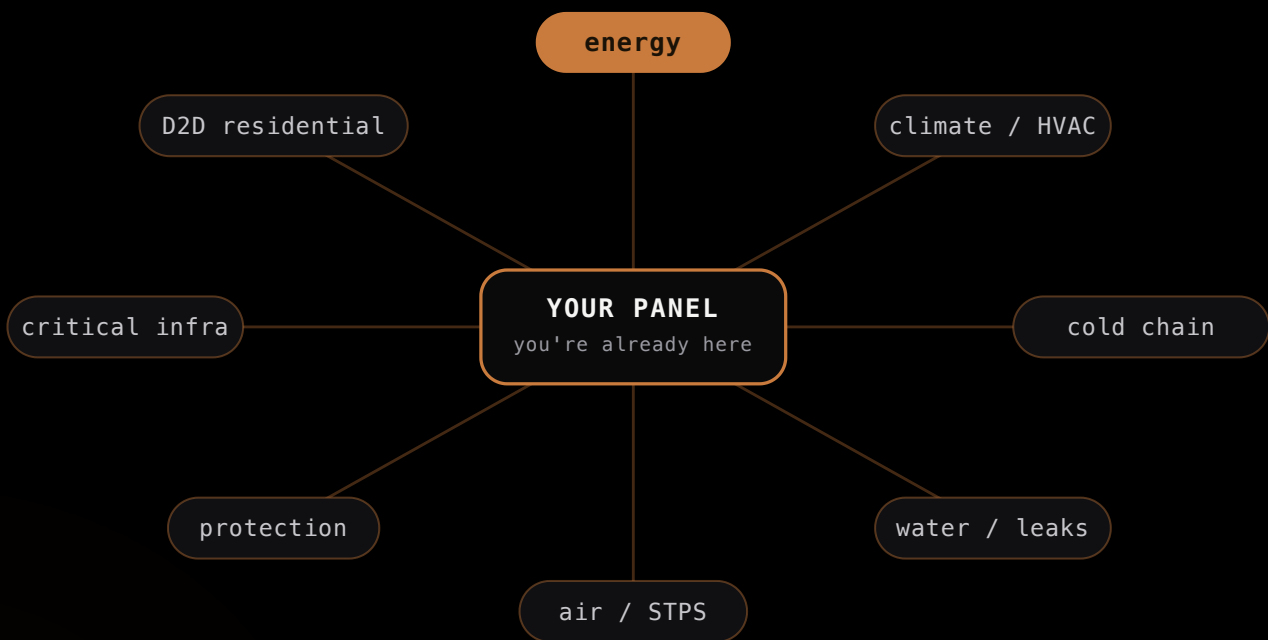
#### you install, we operate

The platform, the recommendation engine, the **homologated meters** and the support — those are on us.

• THE PANEL IS THE CENTER OF EVERYTHING

# you start with energy. you grow into everything else.

Almost all sensing in an operation mounts on the electrical infrastructure you already touch. Energy is your entry point —the CFE bill—; from there, the same client opens every adjacent family to you.



● **energy** – your core (your natural wedge)    ○ **expansion** – the same client opens it to you

## YOUR CORE: ENERGY

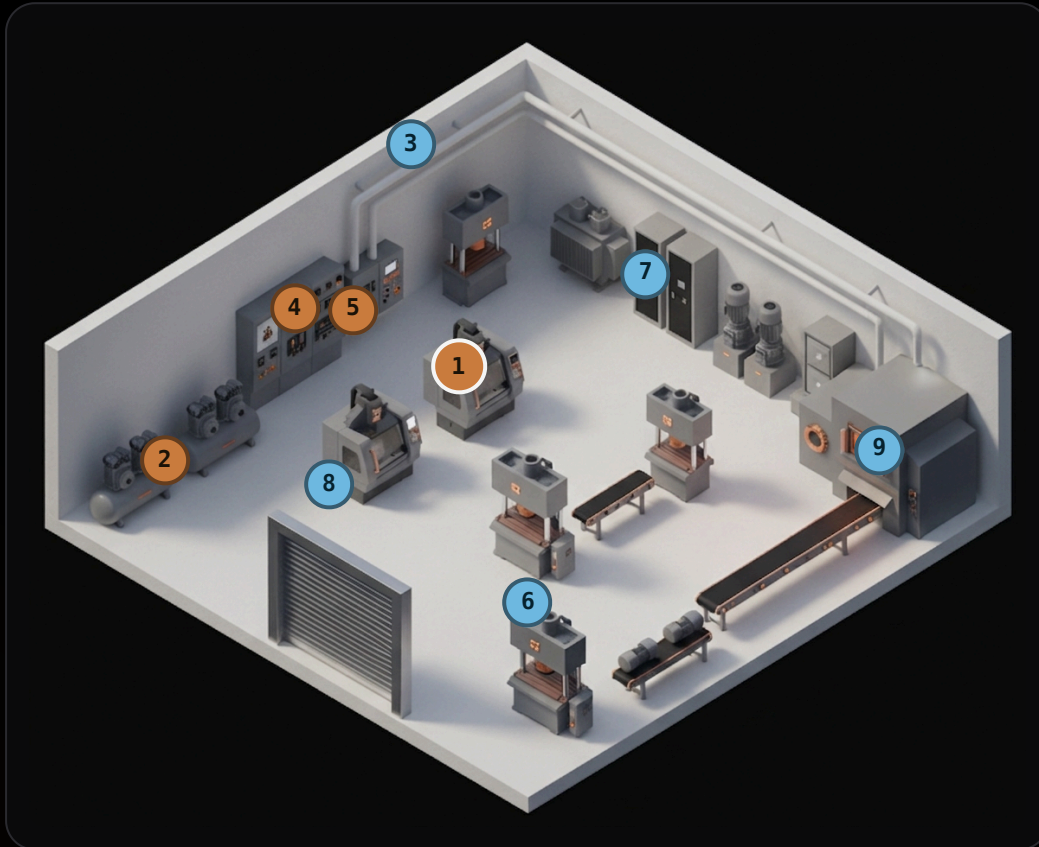
Per-circuit submetering · **power factor** before the CFE surcharge · predictive monitoring of motors and compressors (current signature, **2–4 weeks before** failure) · validated generator. The recommendation engine is **your M&V tool** — it justifies the capacitor bank and proves the savings.

**CROSS-CUTTING** And you're the **arm that installs the compliance evidence** — STPS, COFEPRIS, SEMARNAT. The continuous data behind the paperwork your client presents to the inspector. We don't certify or audit: we generate the proof, in your client's name.

# every point where you already run a wire is a service you can sell.

Example: a plant. The same principle applies to a shop, a building or a home — each sensor mounts on the electrical infrastructure you already install. **You add only the ones that apply.** The color says whether it's your core or an expansion:

- **core** – energy (your wedge)   ● **expansion** – the same client opens it to you



- 1 critical motor ★**  
current-signature prediction — flag the failure 2–4 weeks early and sell the planned maintenance
- 2 air compressor**  
catch the internal leak before it spikes air consumption
- 3 compressed-air line**  
the air leaks your client pays for on the power bill
- 4 main panel**  
power factor and CFE demand — justify and sell the capacitor bank
- 5 per-circuit sub-panel**  
submetering — show where the bill goes, by area and by shift
- 6 production · STPS**  
continuous heat, noise and CO<sub>2</sub> — the STPS log ready for the inspector
- 7 electrical room**  
panel overheating caught before the fire
- 8 machine room**  
water leak under pumps and equipment
- 9 process / cold room**  
process or cold-chain temperature out of range

## ★ IT ALL MOUNTS ON YOUR WORK

The current meter reveals motor wear **without touching the equipment**; the panel (4-5) is your power factor; and every point connects to what you already wire. **One visit, several services you bill** — plus recurring monitoring on top.

# the **lights** are the hook. protection and monitoring **stay**.

The smart-home stack you install in a single visit — and the client who wants 24/7 monitoring moves up to the platform later. **The color says how you charge:**

- **turnkey** — you install and hand it over, one-time
- **recurring** — platform monitoring, subscription



- 1 water tank · cistern ★**  
water level — alert before they run dry, to the app
- 2 water leak**  
kitchen and baths — alert in minutes, before the floor is ruined
- 3 gas detection**  
a detector you install, with optional shutoff
- 4 climate by room**  
comfort the client controls locally — no subscription
- 5 AC by occupancy**  
the AC eases off when no one's home — the CFE bill thanks you
- 6 smart lighting**  
presence lighting + scenes — the hook for the whole sale
- 7 doors and windows**  
security contacts you install and hand over
- 8 energy consumption**  
see which appliance eats the CFE bill

## ★ HOOK THEM WITH LIGHT, BILL THE RECURRENCE

You hand over the **lighting and scenes in one visit** (one-time); the **24/7 monitoring of water, gas and energy** is the subscription that keeps billing. One home, a single gateway.

## TWO WAYS TO OFFER IT

### WITH PLATFORM · RECURRING

#### monitoring as a service

Energy and every adjacent family. The data lives on the platform, the recommendation engine tells you **what to address**, and the client pays a monthly subscription. This is where the **recurrence and the M&V** live. Everything industrial and commercial belongs here.

→ monthly rev-share or resale margin

### NO PLATFORM · ONE-TIME

#### turnkey installation

For **residential D2D**: smart lighting + protection that run locally, in the home, with no subscription. A one-time sale and install — you charge for hardware and labor, **with no platform in between**.

→ hardware margin + installation

Hook them with the install; move up to monitoring when the client asks. Turnkey (home) is the simple path; if they later want 24/7 protection and monitoring, you move them to the platform — and it turns recurring.

## THE MODEL · THE LADDER

### ENTRY

#### authorized

Base margin, standard support.  
You start with a pilot client.

### SCALE

#### certified

Higher margin, priority SLA,  
certified recipes.

### STRATEGIC

#### premier

Premium margin, dedicated  
support, possible regional  
exclusivity.

#### you're the face (L1), we're L2.

You install, resell and serve the client; we provide the platform, the homologated CTH01 and the recommendation engine.

#### co-brand: "powered by AstreaIoT".

Your brand up front; white-label reports as a premium option.

## your next client, with energy under control.

Let's design the **first pilot** together with one of your clients — one correction sold well with this data **typically pays for the first year**. You see the recurrence and the M&V in your own book before scaling.

**getting started is easy:** no inventory, no joining fee · we train you · start with one pilot client

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