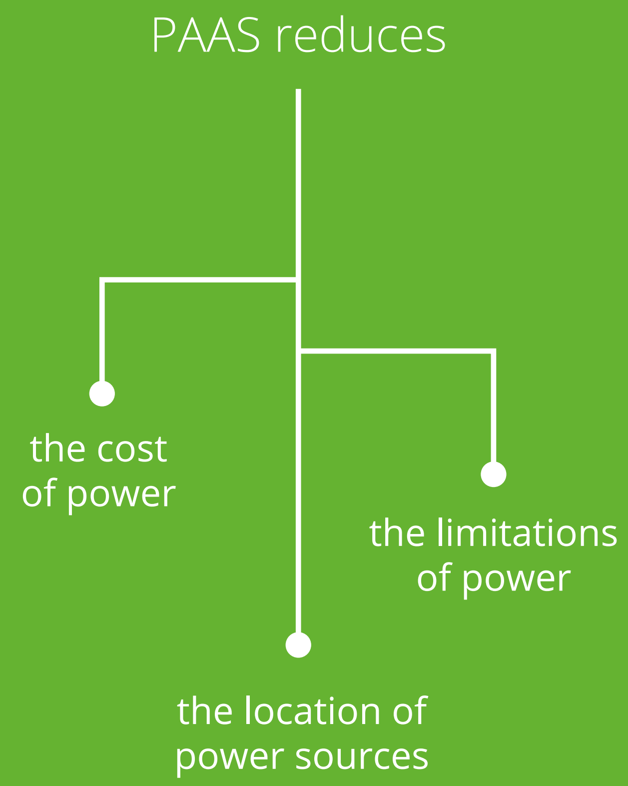
POWER as a SERVICE

Power as a Service (Paas)

As a new Brand, and a brand-new sector, ***Power as a Service*** will drive the next level of growth for our global innovators in the centuries to come.

PaaS, in partnership with ***ConFlow Power***, delivers a totally unique but essential tool for our future development.



A power source and a payment gateway within the same device.

The ***ConFlow Device*** charges itself using a Nano film which extracts power (electrons) from the atmosphere and creates a Continuous Flow of energy, which is then used to power the target device on its way through the Nano film. This film is constructed like a battery, but is not a battery, as it uses no traditional battery components.

It acts more like a battery/generator/capacitor in one unique combination.

CONFLOW
POWER

PaaS has partnered with ***ConFlow*** to create recurring revenue from the Continuous Flow device ***ConFlow Power*** has patented and developed. The ***ConFlow*** technology requires the power source (or *ConFlow device*) to be disconnected when the power stored in the device is empty. At the point of disconnection, the power source will renew fully in about one minute. At this point the ***PaaS*** tech will charge the user based on a minimum of 10 times less than the kilowatt hour charged at local rates.

This adds savings to convenience.

This price for a Continuous flow of power, without the need to recharge with a cable, is guaranteed for the next 25 years. Power sources can have two storage capacitors, so when one is renewing its energy, the other can provide a continuous flow to the device. This creates endless and limitless power at your fingertips.

Our partner license holders get to reboot their revenue model by using ***PaaS***, like the monumental change that was created in the software sector when *Software as a Service* (***SaaS***) became a factor. We are sharing revenue with license holders globally to affect a fast, secure, and safe roll-out of the technology.

It is with this consciousness that we will offer *Global Conditional Licenses* (***GCL's***) to expand the tech to all valid partners, including the current power companies who may feel the combination of ***PaaS*** and ***ConFlow*** is a threat to their business. We have a disciplined disruption strategy.

Potential Market

It would be futile to detail the size of the market here, as it is enormous and too far reaching. ***PaaS,*** in partnership with ***ConFlow Power,*** have developed a global strategy for roll-out, recurring revenue, and mass manufacturing, by using *Global Conditional Licenses* (***GCL's***) to use both tech components together, creating revenue and savings to all parties in the value chain.

Just as it was with *Platform as a Service* (***PLaaS***) and *Infrastructure as a Service* (***IaaS***), *Software as a Service* (***SaaS***) is one of the three primary tiers of cloud computing, giving businesses the opportunity to redirect resources away from IT hardware, software, and personnel expenses, and toward other business needs. ***PaaS*** will have the same effect, but on a much larger scale, as all of the above will utilize it.

Market Comparable

SaaS as a comparable:

Revenue form Cloud Computing in 2019 is in the region of $215 Billion

Under the *Software as a Service* model, service providers sell customers access to and use of application software and databases. The infrastructure, platforms or operating systems, and often the granular details of the software are concealed from the customer, who would typically connect to the service via a client program or web browser. The customer is not responsible for maintaining the hardware or resources, instead paying a per-user or per-use fee to the service provider to maintain access to the most up-to-date version of the software.

This pricing model means that costs are flexible and scalable, allowing users to be added or removed as necessary, and shielding the customer from the capital expenditure normally required to establish new platforms, infrastructure, and licenses for software.

Software as a Service generated about 74.8 billion U.S. dollar market revenue worldwide in 2017, approximately two-thirds of the revenue of the cloud computing market. Although revenue growth for ***SaaS*** is not expected to slow greatly in the near future, its share of the overall cloud services market is expected to decline in the face of cloud platform and infrastructure services growth.

In the *Software as a Service* market, the largest companies are currently Microsoft, Salesforce, Adobe, SAP, Oracle, and Google. While Salesforce is one of the current leading vendors of cloud infrastructure services, the market is presently less concentrated than the cloud infrastructure segment.

SaaS Revenue Statistics

How large is the SaaS sector as a whole, and which are the largest companies operating in this sector?

- SaaS companies generated an estimated $72.2 billion in 2018 (*Gartner*)
- By revenue, Microsoft is the largest worldwide provider of SaaS services, with 18% market share. Salesforce is in second place (11.5%) and Adobe is third (6.7%) (*Synergy Research Group*).
- Globally, SaaS market revenues are projected to grow to $113.1 billion by 2021. (*Gartner*)
- The size of the corporate mobile SaaS market is anticipated to grow to $7.4 billion by 2021 (*Strategy Analytics*).

SaaS Growth Statistics

How widespread is the use of SaaS applications, and how is this changing the modern workplace?

- In 2015, approximately 78 million SaaS workloads were installed worldwide. In 2018, this grew to 206 million, and by 2021, the number is projected to be 380 million (*Statista/ Cisco*).
- SaaS organizations are now operating in over 100 countries (*Crunchbase*).
- Between 2015 and 2017, the average number of SaaS apps used by organizations doubled from 8 to 16 (*BetterCloud*).
- From 2010 onwards, the average spend per company on SaaS applications increased year-over-year (*Blissfully*).

SaaS Churn Statistics

What is the median churn rate for SaaS companies, and what is deemed as an acceptable churn rate?

- The median churn rate for SaaS organizations reported in the 2018 KBCM survey was 13.2% (*KBCM Technology Group*).
- An acceptable churn rate is perceived as between 5% and 7%, depending on the size of the organization (*Sixteen Ventures*).
- Venture capitalist Tom Tunguz outlines that annual customer churn rates can vary from 6-10% acquiring enterprise organizations, all the way to 58% for those focusing on small/ medium businesses (*Tom Tunguz*).
- The fastest growing SaaS companies have an average Quick Ratio of 3.9 to 1 - generating $3.9 in revenue for every dollar lost to revenue churn (*Insight Squared*).

SaaS Marketing & Sales Statistics

How much does it cost to acquire a new customer, and how many organizations provide free trials or "freemium" offerings?

- The median cost to acquire $1 of annual recurring revenue (ARR) for a new customer is $1.32. Using upselling strategies with existing customers, the cost drops significantly to $0.71 (*KBCM Technology Group*).
- Just over half of companies surveyed by Totango said they had increased their spend on customer retention in the previous twelve months (*Totango*).
- 48% of respondents reported an average contract length of one year. 13% reported typical contracts were month-to-month, whilst 11% said their average contract length was three years or more (*KBCM Technology Group*).
- 38% of SaaS companies said they do not offer any free trials or 'freemium' for their product or service (*Totango*).
- The median startup spends about 92% of the first year average contract value on the sale itself (*Tom Tunguz*).
- The biggest functional market globally for cloud applications is Customer Relationship Management (31.6%), followed by Human Capital Management (14.7%) and ERP Services and Operations Management (8.4%) (*Apps Run The World*).

SaaS Customer & Business Statistics

How is SaaS impacting the way in which workplaces operate, and what effect is this having on the customer and employee experience?

- In organizations running almost entirely on SaaS applications, employee engagement was far higher. 86% of end users said SaaS helps them succeed more than desktop alternatives (*BetterCloud*).
- 73% of organizations indicated nearly all their apps will be SaaS by 2020 (*BetterCloud*).
- 38% of organizations surveyed reported they were running almost entirely on SaaS operations already (*BetterCloud*).
- Salesforce, one of the world's largest SaaS organizations, was ranked as the best place to work in the United States (*<!-- Generator: Adobe Illustrator 23.0.4, SVG Export Plug-In -->*

Sources

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www.powerasaservice.com

info@powerasaservice.com

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