



AlphaO Co Ltd

AlphaO

Solutions for the Easy and Safe
Wire Connections

Aug 2020

CEO : Isaac KC Lee

www.alphao.kr





History

2010

- First-generation technology (IDMC) development, Establishment of Jowtech
- Winning a project to support the commercialization of ideas

2011

- Winning the Grand Prize in the Startup Competition

2014

- Best Small Business Award of the Year

2016

- Development of second generation technology (NSEC)

2017

- Establishment of AlphaO Co., Ltd.

2018

- Establishment of China's Wuxi Yaobao Branch Corporation
- Establishment of a Research Institute for Corporate Affiliation
- Registration of venture companies
- Headquarter relocation (Hanam City Venture Center)
- CEO Isaac KC Lee took office

2019

- More than 30 patents (Korea, China, Japan, U.S, Germany)
- Development of High voltage Connection technology
- Launch products on U.S Amazon



Founder Mission

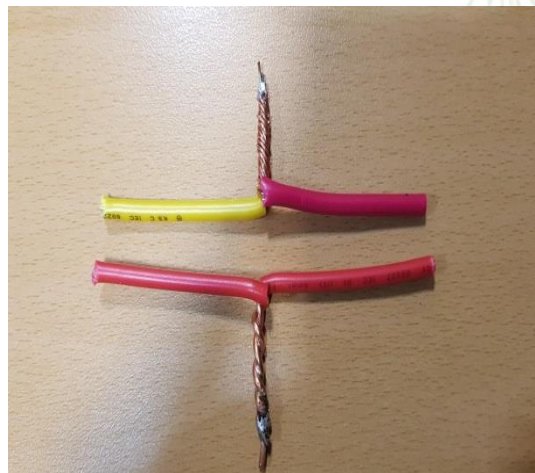
"I've been working on electricity all my life. Since the field of electricity is always dangerous and requires skill, anyone who treats it is at risk or requires a professional handling. We developed IDMC technology, which is the first generation, but it became a high-cost product. This led to the development of NSEC technology, the second-generation technology, that allows people to access wires in an easy and convenient way, without removing their coats so that they can handle electricity in a safe and convenient way. We will continue to develop technologies with a consistent mind, from Alpha to Omega, just like the company name."

John YH Lee, AlphaO CEO

PROBLEM

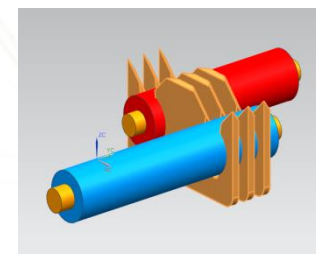
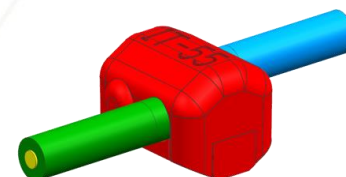
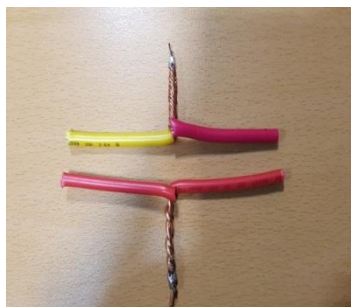
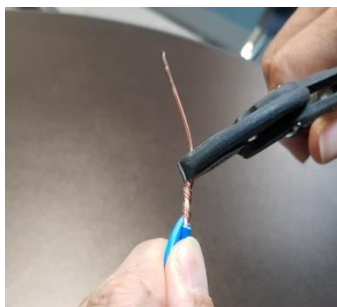
When we're connecting electrical wires, we've taken them off, we've twisted them, we've taped them.

This is a risk of electric shock and takes a long time.



Solution

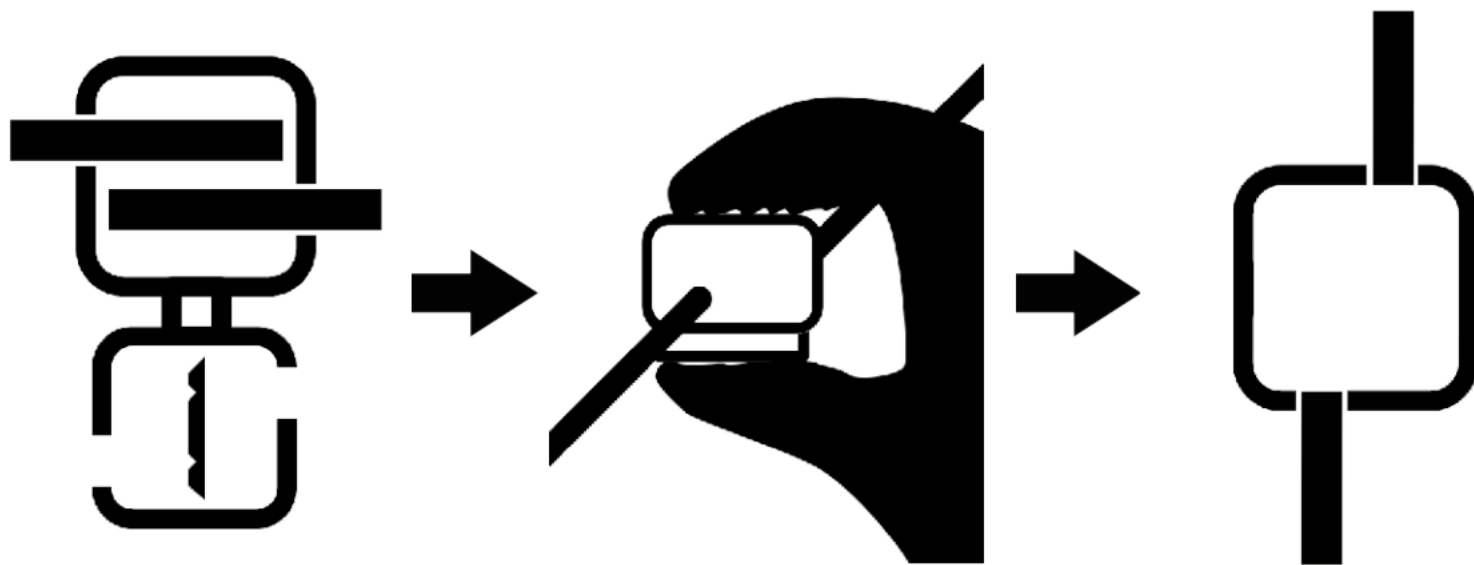
Problems of the current work	Feature	Advantages of the Product
The worker takes the risk	Safety	Prevention of electric shock
Only experts can work	Convenience	Non-expert available
Time-consuming	Rapidness	90% Time Savings
Tape & glue loses its adhesion	Persistence	Permanent Persistence





HOW TO USE

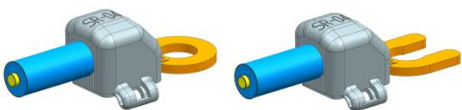
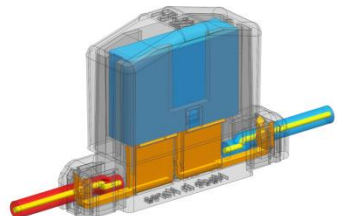
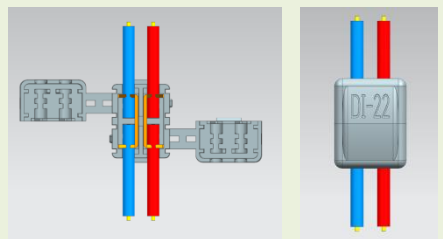
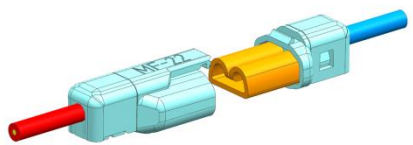
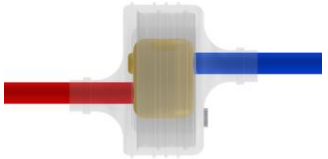
Put the wires in the product, close them,
and they're connected





PRODUCT Upcoming








NSEC Technology Product

Terminal type		Fusebox type	
multiple wire connection		On-Off type	
Water Proof Product		Development for demand	Develops at the customer's request








Product Line up

1 Control Line Up (For DC)

Model		I-11	I-22	T-11	T-22	T-21	T-31	T-32
								
Wire Size	Sqmm	0.2~0.4	0.5~0.75	0.2~0.4	0.5~0.75	0.5~0.75 /0.2~0.4	1.0~1.5 /0.2~0.4	1.0~1.5 /0.5~0.75
	AWG	24~22	21~18	24~22	21~18	21~18 /24~22	17~15 /24~22	17~15 /21~18
Color		White		Grey				
Max. Current (Amp)		6	9	6	9	6	6	9
Weight (g)		0.56	0.88	0.53	0.86	0.67	1.53	1.73
Height (mm)		62	80	62	80	72	97	97
Width (mm)		8.6	10.6	8.6	10.6	9.8	13.4	14.9
Depth (mm)		9.5	10.6	9.5	10.6	10.6	13.0	13.2

2 Power Line Up (For AC, DC)

Model		IT-33	IT-43	IT-44	IT-54	IT-55
						
Wire Size	Sqmm	1.0~1.5	2.0~2.5 /1.0~1.5	2.0~2.5	3.5~4.0 /2.0~2.5	3.5~4.0
	AWG	17~15	14~13 /17~15	14~13	12~11 /14~13	12~11
Color		Yellow		Orange		Blue
Max. Current (Amp)		17	17	24	24	32
Weight (g)		1.16	1.48	1.71	1.89	2.33
Height (mm)		9.0	10.1	10.3	11.1	11.3
Width (mm)		12.7	13.6	14.8	14.9	16.0
Depth (mm)		11.0	11.7	12.2	12.3	13.9



Core Technology

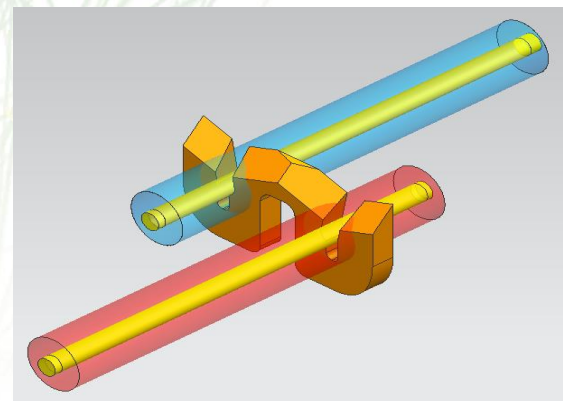
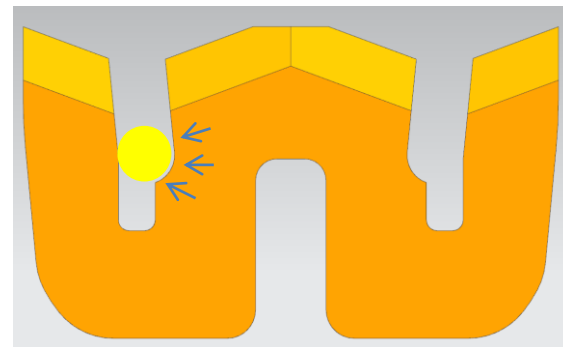
NSEC TECHNOLOGY
(Non-Stripping Extended Connection)

Our Core Technology

NSEC Technology

Terminal holds and connect wire
from the inside of sheath

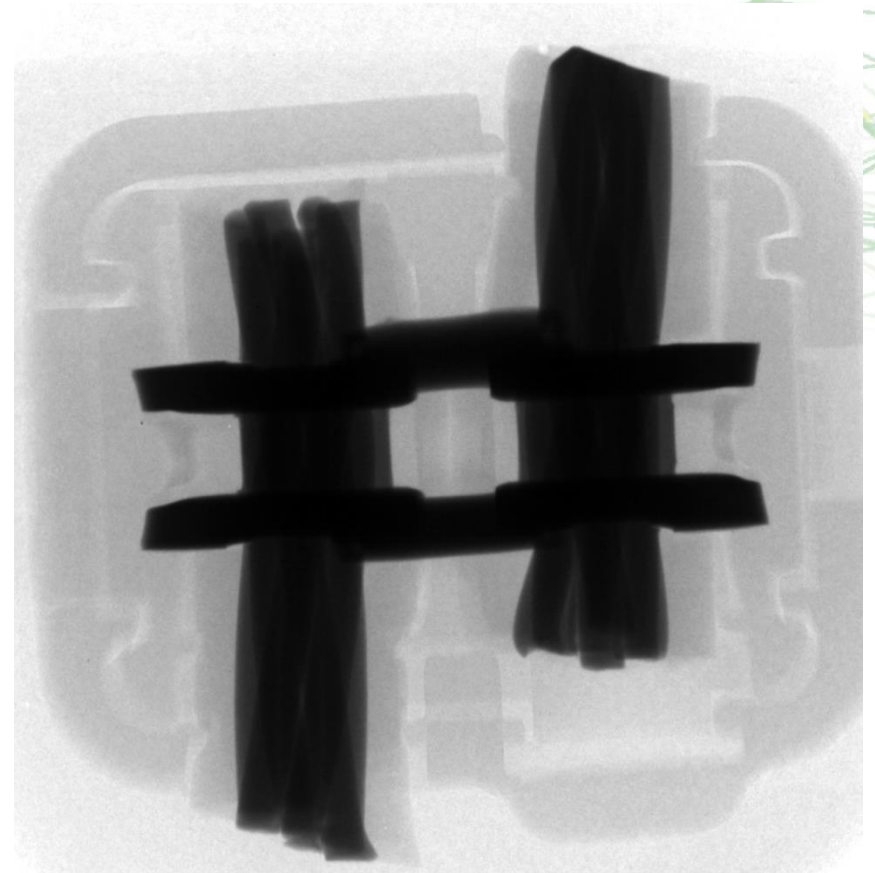
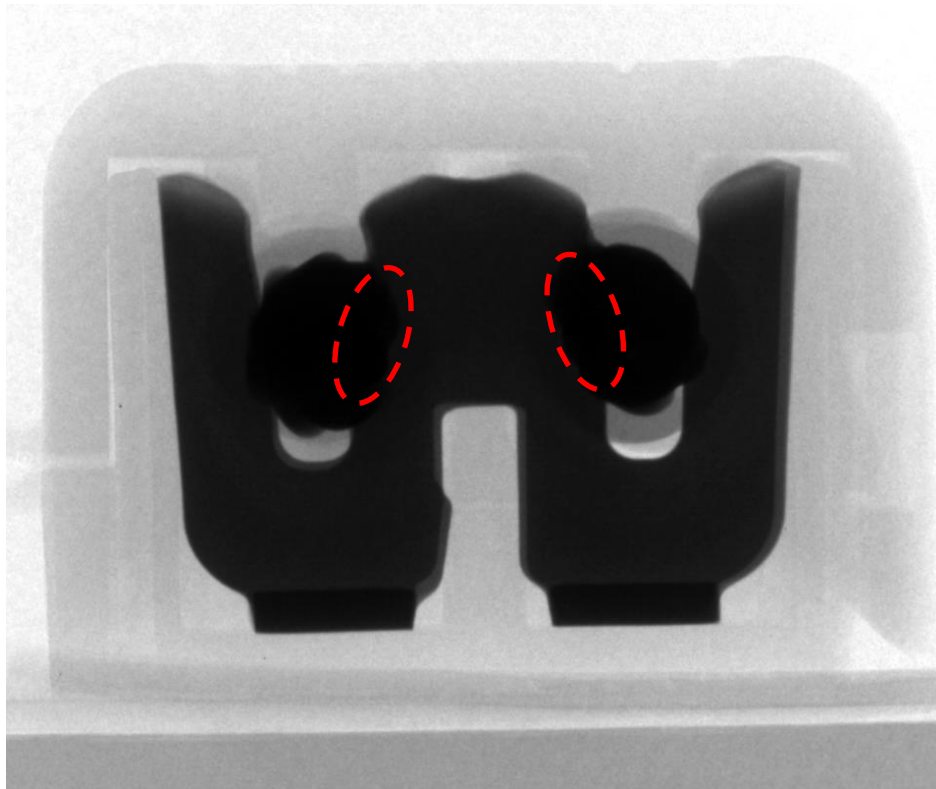
Cost effective and Time Saving





AlphaO Co Ltd

X-ray



COMPETITION

Non-Stripping Wire Connect Tech (IDC Technology)



3M Scotchlok



Molex IDC



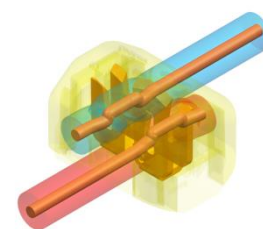
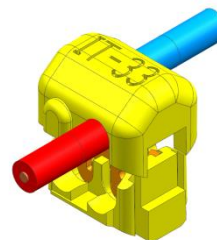
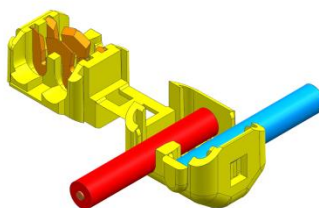
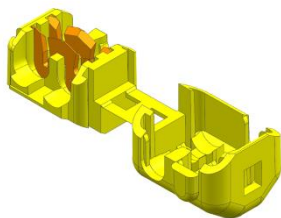
Wago



Tube








Non-Stripping Wire Connect Tech (**NSEC Technology**)





COMPETITION

IDC vs NSEC

	Others	AlphaO
Technology	IDC	NSEC
Product	Scochlok etc.	AOMY
Material	Tin, Zinc	Bronze
Contact Area	Small	 Large
Conductibility	Low	 Hight
Resistence	Hight	 Low
Price	Expesive	 Cheap
Coverage	Low Voltage	 Low to High Voltage



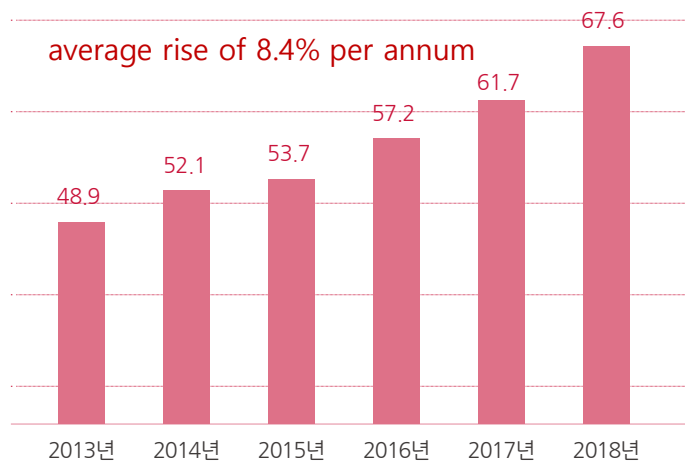
Market Trend (I)

- Connector Market Size

Continuing to grow in the market as a drop in international oil prices continues to reduce the cost of purchasing raw materials, increasing the number of high-quality, low-priced goods

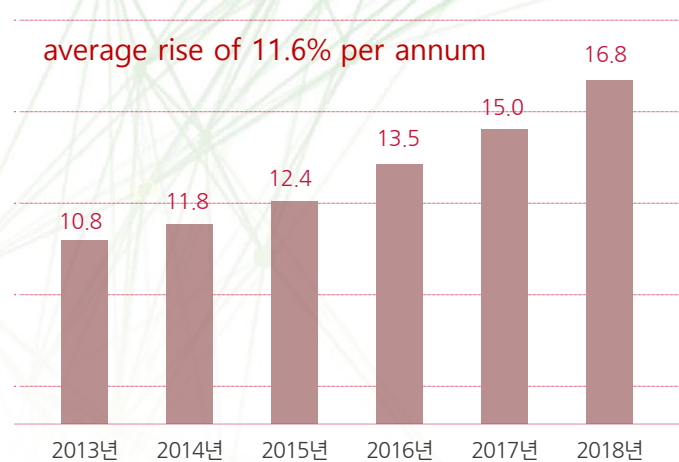
Global Connector Market Size

[Unit : Billion Dollar]



Auto Connector Market Size

[Unit : Billion Dollar]



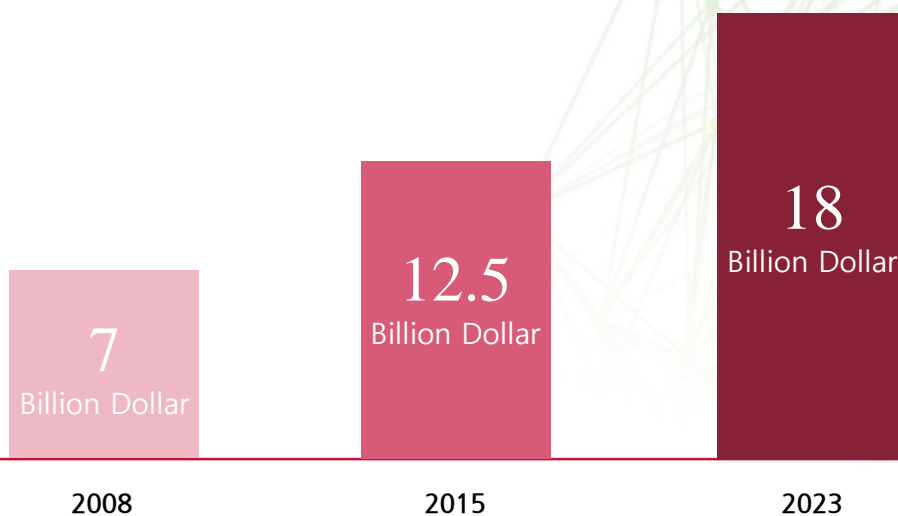


Market Trend (II)

- DIY Home Furnishing Market Size

DIY market is expected to continue to grow as related industries expand their markets from B2B to B2C and provide an environment where props and equipment are readily available

Trends in the Size of Home Furnishing Market in Korea





Global Distribution Channel

국가

거래처



- China : Wuxiyaobao (self-owned) stock holding, preparing Taobao and Alibaba.
- Sales : Shenzhen (Alpao), Shanghai (HUIJUN), Yiwu (TENKYO)



- Japan : TCL(Camping Car, Navigations, Repairs etc.) Stockholdings
- Sales : TCL branch offices in Nagoya, Tokyo and Osaka



- U.S. : AMAZON B2B, B2C Platform in Sale
* Increased end-user purchases (product listing for AC)



- Germany(Europe) : Delphi Subsidiary Supply through Hellamantytton Distribution
- Its own distribution network (branch offices in more than 20 countries)



- India : SAAMAG (Connector distributor such as JST, TE, Molex and Yajaki)
- More than 40 of its branches in India and preparing for contracts



- Vietnam: Discussing Enstec Distribution Agency (Hanoi) Contracts
- Preparing to sell as a distributor to Korean, Indian, Vietnamese markets



Business Track Record (I)

다양한 산업군 내 24개 이상의 업체와 거래 경험 보유

산업군	거래처	사업 내용
Electronic Electric Industry	ILSHIN Vtron	No.1 Distributor in Lights, Cable, various kinds of electrical subsidiary materials
		Bluetooth, Zigby, Serial Devices, Connector Manufacturing and Third-Party
		Manufacturing and third-party brands in the field of mechanical parts
	HUIJUN	Plugs and sockets, wires, cable and wire connectors, switches, etc.
		The distribution of 1.8 million types of electronic parts
	GAON	high and medium-pressure power cables, data cables, optical cables, etc.
Automobile Industry		Selling new car and parts in-house
		Car Repairs
		Manufacture of automotive electrical and electronic products
		Japan general automobile co.



AlphaO Co Ltd

Business Track Record (II)

다양한 산업군 내 24개 이상의 업체와 거래 경험 보유

산업군	거래처	사업 내용
Distributor, IT, Mechanic, Construction		The world's largest online shopping mall
		Product design and instrument design, woodworking and prototyping, etc.
		Installation of machinery and equipment for buildings
		Manufacture and sale of parking control and induction control systems
		Manufacturing of AI air purification system, LED winka system, etc.
		Branding Design Studio
		Fabricate iron, stan, PVC, automatic control panel, fire control, etc.
		Door lock, construction electric installation
		Advertising and promotional exhibition agency
		General construction company



TEAM

KOREA TEAM

R&D

Founder : John YH Lee
Inha University majoring
in Electronic Engineering
Korean Air 15 Years
40 years' experience in
the field of electricity

CEO

CEO : Isaac KC Lee
Ajou University MBA
5 years' experience in
the field of electricity
Overseas Marketing
Officer

CHINA TEAM

PROJECT MANAGER

Director : Sam Kim
Department of Construction
Management, Oklahoma State
CEO of HUE & R
Director of Korea Karpu

PARTNER

Director : Young Hyun Yoo
Computer Science at Myongji University
Japan's Capital Electrics
century trade service
Han Kwang Electric Service Co.
Working for the local corporation of
China Han Guang Electric Co.