Inseer

Dear Investors and Friends,

In this issue. we are welcoming Shane Larson as our new Chief Executive Officer. In addition, you will read about (1) how Inseer evolved since it was founded, (2) the development of our new Ergonomic Data Analytic Module, (3) our fourth patent to determine force and fatigue, and (4) our continuing progress with sales.

Inseer Is Four Years Old

Inseer was founded four years ago to disrupt the way one identifies and prevents work-related musculoskeletal injuries while decreasing associated costs using the power of artificial intelligence, computer vision, and machine learning.

Using machine learning, we have developed proprietary algorithms to analyze millions of video frames and to make decisions on the potential risks of work-related musculoskeletal injuries. More simply, we developed a system that analyzes, in real-time, videos from one or multiple workers, transforms 2D images to 3D images, detects body positions and angles, and recognizes various physical activities such as range of motion, velocity, repetition, posture, lift, pull, push, force, repetition, duration, and time spend in different posture categories. Furthermore, with the development of our new data analytics module, safety engineers and management executive will be able to monitor and measure the impact of changes made to decrease ergonomic risks on a monthly or weekly basis for either

New Chief Executive Officer

We are pleased to welcome Shane Larson as our new CEO. After completing his MBA in Finance from the University of Iowa and spending a year in Chicago, Shane moved to New York City where he spent more than 20 years. During his last twelve years in New York City, he worked at Pardus Capital Management where he was one of four initial partners. At Pardus, he created a special situation fund that led to the execution of multi-billion-dollar consolidation in the airline industry. Among other projects, he also collaborated on a $3 billion strategic fundraising effort. For the last three years, he was the director of Commercial Development at Berkshire Hathaway Energy.

Shane's outstanding record of successfully managing complex projects should place Inseer on the right path to success as a young company.

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the entire plant, a single work division, or for different job classes. Using these data, managers should also be able to determine rapidly and accurately the cost saving that these changes generated.

New Products and Developments:

Artificial Intelligence, as used by Inseer to develop its Vision System, is set to be one of the key technologies in the sweeping transformation of the economy, society, and the labor market. However, this could not happen without being able to manipulate and interpret the massive amount of data we are generating so companies can make decisions and develop strategies. This is why at Inseer, we are developing an Advanced Data Analytics Module allowing companies and organizations across multiple industries to use their own data generated from the Inseer Vision System and creating predictive models to reduce work-related injuries and decrease costs. To achieve this aim, historical and potential risks are determined to make sure that companies understand their vulnerabilities and create plans to mitigate them. The first version of the Inseer Advanced Data Analytics Module should become available in March.

Sales Activities:

In addition to the contracts that we have already signed, we are in different stages of negotiations with 18 entities from different industries. Last month, we installed the Inseer Vision System in five different companies and institutions, allowing them to test the application before potentially signing a contract with Inseer.

Contact us:

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