



# Keastone

11 SEP 2020

To: Team Keastone

Re: Update

Hi, Team.

Sudheer, we're all sending you good energy and wishing you a speedy recovery!

On today's PLT call I heard tales of very heated but healthy debates between engineering (Kapil) and design (Divyam) regarding how to define the next version of IRIIS. The outcome of which I'm told was very positive and exciting. This gave me a VERY BIG smile. There is NOTHING more valuable or important in an early stage venture than ceaseless healthy collaborative interaction that is constantly pushing the normal/safe boundaries. It's the ONLY way the magic happens. KEEP DOING THIS until it's the norm for Team Keastone. I look forward to hearing next week the detailed options for the next version of IRIIS.

I/we've invested heavily in one-on-one conversations over the last few weeks. These conversations have given me renewed excitement and optimism about what we can do as a team. There is NOTHING easy about early stage. PERIOD. The constraints and challenges change on a near daily basis. Throw in a worldwide pandemic and economic crash and it can quickly become daunting by ANY measure. In these one-on-one conversations I've been able to hear your perspectives and suggestions for how we can keep evolving to not only survive the current challenges, but how to gain the advantage. We've talked a lot about the need to constantly remind ourselves to stay consciously aware of the fact that **WE CAN AFFECT OUR SITUATION**. We are NOT prisoners. We OWN this situation and if we keep stepping back, using our common sense, and pivoting every time it's necessary, WE WILL succeed in achieving what we want to with IRIIS.

I got my hands on the new IRIIS demo in the last 48 hours. As soon as I felt it, it was like an enormous weight lifted off of my shoulders. This demo is the weapon we need in our hands right now to win the funding and support required at this critical time. I can talk all day about the power of IRIIS and the value it's capable of delivering, but SHOWING it in just a few clicks with minimal commentary is SOLID GOLD. We need another week of refining, then we will aggressively leverage it to help close the potential investors on our radar, as well as to go out and re-energize key Keastone advocates and endorsers. Divyam/design, THANK YOU, THANK YOU, THANK YOU!!!!

There is no material change on the funding front to share this week. The brokers continue to try to close any smaller investors who can help bridge us to the bigger investors. The top three bigger investor meetings will happen in the next 2-3 weeks. (One meeting is set, and the other two are still being coordinated.) Our MAIN GOAL is to close at least ONE of these big investors asap because even just one of them will completely put us in a safe place on the cash flow front. We would still need to secure longer term funding, but the one bigger investor right now would give us all the relief we need to take a deep breath and regroup.

There are two primary focuses to dramatically improve our odds of success in the upcoming investor meetings/presentations:

1) DEMO

The IRIIS demo presentation needs to SING! We need the audience to immediately be won over by what they see. They need to FEEL the power of all-in-one with contextual orientation, and not even need me to explain why it has the potential to make an ENORMOUS impact on the IMS market and industry. For this to happen, we must evolve/refine the demo as much as possible over the next week.

2) NEXT VERSION OF IRIIS

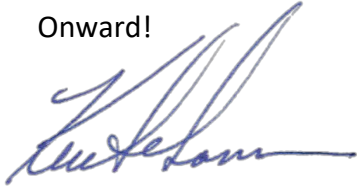
We MUST have a new "general" definition for the next version of IRIIS and how it will be delivered. This is what we're all working on right now. And that work will NOT be done by the end of next week, but by the end of next week, we will have to make some judgement calls for the sake of deciding what expectations we will present in these near-term investor presentations. How we define the next version of IRIIS defines the timeline and the resource requirements (\$\$\$) for delivery. YES, this can/will evolve over time, but we have to communicate a cohesive presentation plan by the end of next week.

Please think how YOU can affect our collective ability to optimize our odds of closing ALL of these investors and getting our funding security back in place. For sure, we can all have a big impact by driving as hard as possible next week to mature the definition of the next version of IRIIS.

We are more solid and healthy as a team right now than we have been in many months. We need to be proud that we have been able to turn the ship in the right direction. Now we need to exploit this realignment to make and accumulate gains EVERY day that will secure our funding and deliver IRIIS.

Have a good weekend.

Onward!

A handwritten signature in blue ink, appearing to read 'Keith Adams', with a stylized, flowing script.

Sincerely,

Keith Adams  
Keastone CEO