



**Strategic Media
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No, he's not Thomas Alva Edison...but SKYX Platforms' Founder and Executive Chairman Rani Kohen (posing for me above, back around mid-year, alongside some of his wares at the company's Pompano Beach, Florida HQ) is poised to disrupt electrification, home safety (and more) unlike anyone else in decades!

Introducing...

SKYX Platforms, Inc. (NASD-SKYX)

Profile by Chris Temple – Vice President; Creative/Media Advisor

Strategic Media and Public Relations, LLC

September - 2023

Imagine for just a moment that *you* invented and owned the rights to this simple little gadget below; something we all take for granted today, with umpteen of these in the average home and business...



The GFCI outlet on the right was the last significant technological and *mandated* improvement to the typical wall outlet first invented and patented over a century ago by Gustav Binswanger, a German immigrant who went on to be the founder of the U.K.'s "version" of The General Electric Company (see [THIS ITEM](#) for some cool history I didn't know previously!)

Incredibly—as I first began learning from Kohen when I spent some in-depth time with him on the sidelines of the Sequire Investor Summit in Puerto Rico back in late April—the one remaining and glaring exception to the safer/easier regimen of using umpteen lights and appliances in a home/other building is in your *ceiling*.



Indeed, wiring a light or other appurtenance into an average ceiling, after all these years, is not unlike the days when a light bulb had protruding wires to be (hopefully carefully!) connected directly to a live power source!

So, for Kohen and the world-class brain trust he has put together at SKYX, it was “find a need and fill it” time.




Among SKYX Platforms’ now 70+ patents/pending patents are ones covering the unfolding new regimen of "plug and play" receptacles one can easily install in a

ceiling. Some *major* talent is augmenting Kohen/SKYX as this disruptive and, truly, once-in-a-lifetime company gets underway in changing this: From Lead Director Gov. Tom Ridge (Pennsylvania's former governor), to Home Depot Co-Founder Robert Nardelli *and many others, including a couple other key additions I'll discuss further below.*

Creating a New Global Electrical Safety Standard **SKYX**

CEILING TODAY	CEILING TOMORROW
<div style="background-color: #e67e22; color: white; padding: 5px; text-align: center;">PROBLEM</div> <p style="color: #e67e22; font-weight: bold;">Dangerous electrical wires</p>  <p>Existing data shows that wiring of light fixtures and ceiling fans result in tens of millions of annual hazardous installations including:</p> <ul style="list-style-type: none"> ▪ Injuries ▪ Death ▪ Shocks and Electrocutions ▪ Fires ▪ Shorts ▪ Exposure and touching live wires ▪ Falls from ladders during installation from shocks and loss of balance 	<div style="background-color: #2980b9; color: white; padding: 5px; text-align: center;">SOLUTION</div> <p style="color: white; font-weight: bold;">SAFE PLUG & PLAY SKY CEILING OUTLET</p>  <p>Plugging-in light ceiling fans will eliminate and/or reduce risk of tens of millions annual hazardous wire installations including:</p> <ul style="list-style-type: none"> ▪ Eliminates the need to touch wires ▪ Prevents shocks and electrocutions ▪ Prevents fires due to incorrect wiring ▪ Eliminates exposed wires ▪ Reduces majority of time on ladders ▪ Reduces unsteadiness and loss of balance ▪ Reduces injuries ▪ Reduces deaths

Most Significant Addition to the NEC Code in 40 Years **SKYX**

WALL OUTLET / RECEPTACLE	WALL GFCI	NEW CEILING OUTLET / RECEPTACLE	HISTORIC ADDITIONS To The U.S. Safety Building Codes
 <p style="font-size: small;">NEC SAFETY CODE RECEPTACLE 1900s</p>	 <p style="font-size: small;">NEC SAFETY CODE WET LOCATIONS 1980s</p>	<div style="background-color: #2980b9; color: white; padding: 2px; font-size: x-small;">NEW</div> ANSI / NEMA Standard <div style="background-color: #2980b9; color: white; padding: 2px; font-size: x-small;">NEW</div> AIA Education Approval <div style="background-color: #2980b9; color: white; padding: 2px; font-size: x-small;">NEW</div> NEC Approved WSCR as a Generic Name for Sky's Receptacle  <p style="font-size: small;">NEC SAFETY CODE CEILING 2022</p>	<ul style="list-style-type: none"> • Voted to the NEC with 10 segments in the U.S. Electrical Building code. • After 120 years, changing the definition of the receptacle in the NEC Code Book to include the Sky Receptacle. • Recent Historical Approval Vote to ANSI / NEMA, U.S. Home & Building Standard Organizations • Sky's Receptacle Generic code name approved by the NEC as WSCR (Weight Support Ceiling Receptacle) • AIA Education Approval

At this past January's Consumer Electronics Show in Las Vegas, SKYX won five awards for their initiative in developing an incredibly overdue improvement in the lingering, *archaic* regimen of installing ceiling fixtures of all kinds *and now bringing them to market.* And on that score, Kohen (whose acumen in methodically building this company to where it now has its first significant revenues) has in *just recent weeks* made **a series of announcements demonstrating just how substantial this story is: for consumers, for the industry and for wise investors.**

We have been awarded!

Some of the best organizations in the industry recognize us



* Back on May 1, the company announced it had closed the strategic acquisition of the company Belami e-commerce, an established lighting and home décor company with 64 websites, \$88 million in revenues and \$4.3 million in EBITDA in 2022.

Many of these sites are relied upon by architects, electricians and others in their various roles of building, design work and the like. And now, SKYX’s wares are prominently featured in venues these professionals (and homeowners themselves) visit: for but one of many examples, check out [https://www.lightingdesignexperts.com/.](https://www.lightingdesignexperts.com/))

As the company said, in part, in announcing this closing, “The acquisition of the strategic e-commerce lighting and home décor conglomerate will serve as a growth, marketing and educational platform for the significant lifesaving, cost saving, time saving and simplicity aspects of SKYX's platform technologies. This will provide new distribution channels to the retail and professional segments - including builders, architects and home designers...”



* On May 30, it was announced that Eric Jacobson, former President and C.E.O. of The American Lighting Association (ALA), has joined the Company as a Senior Product Standardization Advisor after some 30 years with this leading organization (and, prior to that, a stint with the U.S. Department of Labor.)

Mr. Jacobson was quoted in the announcement saying, “I am truly excited to join the SKYX team to

assist with the standardization process of its safe ceiling outlet. Transforming the lighting and fan industries from the existing old hazardous hardwire installation method to a safe and easy plug-and-play installation method *will resolve the biggest unsolved problem of the lighting industry*. This will be a huge win for the lighting and fan industries as it will enable consumers to replace fixtures safely, much more often and will significantly enhance the industry's business activity. (*Emphasis added.*)

And Jacobson's appointment actually *added* a second industry and regulatory heavyweight to SKYX's team, following the prior addition of Mark Early. Mr. Early—with SKYX as well—was referred to in the news announcing Jacobson also, Founder and Executive Chairman Kohen stating, in part, ““We are very happy to announce that such a clear industry leader has joined the SKYX safety movement. Having Mr. Jacobson, the former President and C.E.O. of the American Lighting Association, work together with our safety code team led by Mark Early, the former Head and Chief Engineer of the National Electrical Code, is quite significant. Having the two U.S. leaders of the Lighting and Electrical industries working together and leading SKYX's standardization process is a major step towards our ceiling safety standard goal for homes and buildings.”

* Adding to the networking and *global* sales efforts was the July 20 announcement that Khadija Mustafa – *former A.I. and global business leader at Microsoft* – has been appointed as a Senior Tech, A.I. and Global Business Advisor to SKYX.



In her 20-plus years at Microsoft, Ms. Mustafa served as Head of Global Sales, Customers & Partner Ecosystem in the Industrial Metaverse Core, Cloud and A.I. Division. As SKYX is set to more energetically market its revolutionary technology, she bolsters a team now in a place to open *global* doors, given her experience in marketing Microsoft's wares in *over 80 countries*.

As I reiterate just below, SKYX not only has the ability to enhance the *safety* of your home with the most substantial (not to mention common sense and *long overdue!*) advance in home

electrification in many decades. Now with the added experience of Ms. Mustafa, the company is geared up even more to give *the world* "The Smart Home of the Future."

I'll have more on that "coming attraction" shortly!

* On August 9, the company reported **its first-ever significant revenues**: \$15 million for the second quarter, *with sales of significance commencing after the quarter started and into its end*. I can tell you in having seen the inner workings of the sprawling headquarters and assembly area in Pompano Beach, Florida, that the "worker bees" of SKYX are *busy!*

By appearances, the cash burn rate of the company's existence up to this point should continue reversing as we get into 2024 and flip to where we see the nice gross profit reported in Q2 make its way down to the bottom line.

* On September 5, SKYX announced the inking of an agreement with Material Bank **to distribute its smart "Plug and Play" platform products to Material Bank's over 100,000 architects and other customers.**

This is but one of the reasons for my comment above that I expect to see very strong and steady growth in revenues for the company in the quarters immediately ahead; for—added to all those web sites and other forums—distribution through Material Bank's strong network of builders, designers, and architects is now in play. This is even more notable, I.M.O., as these are the "gatekeepers" that determine *all* the components that go into a building project.

Even more notable is that SKYX will also be marketing its wares to 96,000 architect members of the American Institute of Architects (AIA). ***And even more than that, the A.I.A. will be including SKYX and its technology henceforth in continuing education programs for architects as part of their required annual architectural license renewal process!***

* Perhaps the most potentially *spectacular* news of late came as Kohen was speaking at the recent American Lighting Association 2023 Conference (below); news the irrepressible Founder insisted was **SKYX's biggest announcement to date on September 11.**



As pointed out earlier in this profile of the company, it has been some 40 years since the last *mandated* safety improvement was made to home wiring and electrification: the GFCI wall outlet. **SKYX has now *officially* made application for a mandatory safety standardization with the National Electrical Code**

(N.E.C.) for its ceiling outlet receptacle platform for homes and other buildings.

Notably, as the press release reminds us, “SKYX’s code team is led by Mark Earley, *former head of the National Electrical Code (NEC)*, and Eric Jacobson, former President and CEO of the American Lighting Association (ALA).” (*Emphasis added.*) Not bad to have the guy who was the head regulator in this field for a few decades guiding this effort! And needless to say, these men and the rest of SKYX’s team have submitted a compelling and very thorough case to the N.E.C. to fill this one gaping hole that has remained so long.

Kohen has insisted to me a few times (and the company is now proving, based on its accelerating revenue and distribution channels) that it doesn’t *need* its “Plug and Play” ceiling units to be *mandated* in order for the company to be successful.

But if they *are* mandated as the most significant (and I believe, way overdue) update to regulations involving home wiring safety and the like...*wow*.

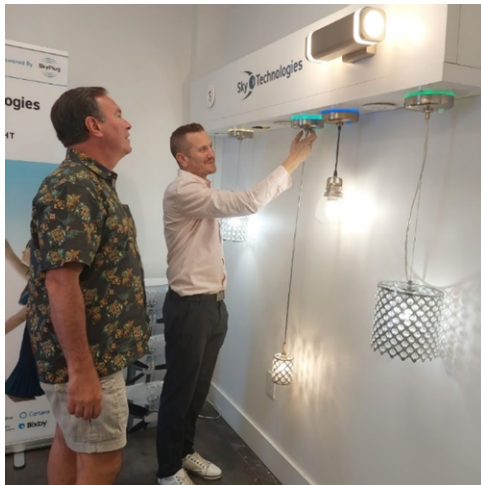
(NOTE: For *all* the company’s news releases, visit [https://ir.skyplug.com/news-events/press-releases/.](https://ir.skyplug.com/news-events/press-releases/))



*Chris Temple – Vice President
Strategic Media and Public Relations*

A final (for now, anyway!) observation or two from Chris...

Most everyone who has learned the story of SKYX has, as Yours truly first did, asked “*What took so long?*” We have an answer now and a company set up to take care of this latest advancement in home electricity/wiring safety *and then some.*



As I wrote previously about SKYX (after visiting with the company in Pompano Beach; above, with Vice President for Design Jonathan Globerson) SKYX's disruptive and long overdue technology is going to be a game changer. It *already is* set up to be that based on all you've read above (*and more* as you can further learn about at <https://skyplug.com/>)

merely from making the installation of ceiling lights, fans, etc. modern and safe.

But beyond all that, Globerson gave me a taste of what SKYX intends to unveil next: its patented “Plug and play” ceiling outlet as the central “brain,” if you will, of the “Smart Home” of the future.

And all I can say is ... **WOW!!!** (And I can't wait for the public unveiling of at least the start of this, if all goes according to plan, at the January, 2024 version of the Consumer Electronics Show out in Las Vegas!)

Folks, this is JUST the kind of company I had in mind in my presentations of the recent past The Money Show and other venues on **the theme of finding disruptive companies that are truly transformational**. I suspect you'll be hearing a lot more about all this over the months and years to come.

And if you are looking to such disruptive companies *as an investor*, once you really "get" SKYX Platforms' story and potential, you will realize that **the investment opportunity here is substantial**; and a unique story in its own right arguably *not* dependent for its success on the “macro” economy, overall directions of the markets and the like.

Do your own due diligence; and make sure to keep up with this story!

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* On Linked In at

<https://www.linkedin.com/company/skyxplatforms/>.

* Sign up for news, press releases and more direct from SKYX Platforms at <https://ir.skyplug.com/resources/email-alerts/>.

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