



[www.netarus.com](http://www.netarus.com)

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**Management:**

CEO, Founder – Chris Machut  
President – Mark B. Shaw  
Dir. of Manufacturing – Lewis Crenshaw

**Business:** Safety and Productivity  
Technology for Industry

**Market:** Construction, Industrial, Marine,  
Transportation / Big Data, IoT, AI and  
Blockchain

*Note: This is only a preview of the executive  
summary. To get the latest version, please  
see comments to the right.*

**Business Description:**

Netarus, LLC develops hardware and software solutions to improve the situational awareness of heavy equipment operators and off-site managers. Netarus' focus is on the untapped \$1.7 trillion market in the U.S. construction, industrial, marine and transportation material handling industries. Netarus developed its analytics engine in 2015 in an effort to fix the disconnect between on-site and off-site construction operations by the use of video imaging, strategically placed sensors and video analytics in manned and unmanned data collection systems. The company's initial product, HoistCam, is video capture hardware consisting of (1) a ruggedized wireless camera mounted on heavy equipment such as a crane and (2) a wireless monitor and receiver placed in the operator's cab of a crane. Netarus' HoistCam Director system records the data along with other camera and sensor data feeds supplied by UAVs / drones, stationary video systems or standalone Internet of Things (IoT) devices. The data captured from Director is pushed to the "cloud" for storage and automated analysis of job site activity such as confirmation that "as-built" images align with site design plans. This post processing data capture and analytics engine is called SiteTrax.io, which can store the data immutably on a blockchain where tokens can be purchased, traded and exchanged for access to the content.

*NOTE: For a complete Executive summary with presentation, please contact Chris Machut at [chris@netarus.com](mailto:chris@netarus.com) or +1 (757) 819-4600 x505.*

Sections included in the full executive summary include:

- Value Proposition
- Management
- Products/Services
- Intellectual Property
- Markets
- Sales and Marketing
- Competition
- Financial Projections
- Challenges