



Company	WiPower, Inc.
Founding Year	2004
Headquarters	Altamonte Springs, FL
Additional Offices	Gainesville, FL; Boston, MA
Website	www.wipower.com
Slogan	Drop, Charge, Go.

WiPower (pronounced “y-power”) is a technology start-up company that has developed an induction based, close range power system that enables the charging of compatible devices when placed on top of the charging pad. WiPower's system has the ability to charge multiple devices simultaneously that are placed in any position or orientation on the pad.

Company Background

WiPower began in 2004 when Ryan Tseng approached two professors at the University of Florida about an idea he had for a planar, inductive power system. Recognizing the potential, they quickly signed on. With the university's support, Ryan assembled a team dedicated to exploring his wireless power concept. After more than four years of research and development, a commercially viable solution emerged and product development commenced.

Wireless Power Benefits

Inductive wireless power solutions offer substantial advantages over traditional power cords:

- Standardization – offers a universal charging solution for electronic devices
- Convenient – eliminates the need for power cords
- Efficient – charges devices in the same amount of time as power cords
- Green – reduces environmental impact of power cords
- Safe – eliminates power cord hazards

WiPower Products and Services

WiPower provides wireless power products, intellectual property licensing, and product development services.

WiPower is collaborating with Original Equipment Manufacturers (OEMs) to embed wireless power technology into future generation devices, and is also working with accessory manufacturers to develop after market solutions for existing devices. The company has built design and manufacturing competencies through partnerships with design firms, and on and off-shore contract manufacturers. These partnerships have positioned the company well for strong, profitable growth.

WiPower Technology

WiPower's technology represents an inductive wireless power solution: a primary coil transmits energy and a secondary coil receives the energy. The coils are linked by their magnetic fields and thus no direct electrical connection is required. There are two main groups of inductive systems: tightly coupled systems and loosely coupled systems. Unlike many of its competitors, WiPower employs a loosely coupled system which enables greater functionality:

1. **Freedom of position** – WiPower's system is able to transfer power between the transmitter and receiver regardless of the position or orientation of the receiver on top of the transmitter. Tightly coupled systems require precise positioning of the receiver on top of the transmitter.
2. **Multiple device support** – WiPower's transmitter is able to power multiple receivers simultaneously. Tightly coupled systems can charge only one receiver at a time.
3. **Simple and low cost design** – Unlike many other wireless power solutions, WiPower's system does not require communication between the transmitter and receiver. It is a simple system, built on a fundamentally stable power electronics architecture, that naturally matches power supply to

power demand for one or more devices without the need for communication or a sophisticated control system. Without the necessity for communication, design time and production costs are reduced as expensive, unnecessary components are eliminated.

WiPower's system is differentiated by its intuitive usability: users can charge multiple devices simultaneously without having to worry about aligning the devices in specific positions on top of the charging pad. In addition, the technology provides a cost advantage because a communication system is not required between the transmitter and receivers.

The Team

WiPower's team is young, entrepreneurial, and has dedicated the past four years to research and development. In times when cash was tight, team members lived a combined 15 months in the lab in which they worked. Today, the team is no longer living in the lab and confident that the appealing advantages of WiPower's technology will launch products to the forefront of the marketplace. As a leader in the cutting edge field of wireless power transfer, we have recruited some of the top engineering and product development talent; key team members include the following:

Dr. Rahul Razdan, CEO: Rahul has over 20 years executive management experience with a variety of roles across sales, R&D, and marketing. He worked at Cadence Design Systems from 1997-2008 where he served as Corporate VP and Managing Director. While there, he oversaw \$100M/year in bi-lateral business, managed a \$250M/year business unit, and worked directly with the CEO on M&A and strategic partnerships. Prior to that, he worked at DEC as part of the Alpha CPU design team. He has authored 12 referenced technical papers with 2 winning best paper awards and is the inventor or co-inventor of 24 issued patents. He earned his PhD in computer science from Harvard University. Before that, he earned his MS in computer engineering and BS in electrical engineering from Carnegie-Mellon University.

Ryan Tseng, Founder and President: Ryan has spent the last four years spearheading the development of wireless power technology and is the founder and president of WiPower, Inc. Prior to WiPower, Ryan spent three and a half years in and around the energy infrastructure industry and was most recently an Associate at McKinsey & Company. While pursuing his MBA at the MIT Sloan School of Management, he won numerous business plan competitions and completed his core course work with a perfect GPA. He graduated second in his class with a BSEE, highest honors, from the University of Florida.

Ashish Gupta, Product Development and Co-Founder: Ashish, along with Ryan, contributed to the development of WiPower's early wireless power systems. His area of focus included the power electronic and electromagnetic aspects of the design. Previously, he spent two years working as an electrical engineer for Anheuser Busch and was a co-founder of an IT outsourcing firm. He graduated in the top 5% of his class with a BSEE (eligible for highest honors) from the University of Florida.

Henoch Senbetta, Business Development and Co-Founder: Henoch leads product and corporate marketing for WiPower. Henoch spent two years with Deloitte Consulting's Strategy & Operations practice where he advised executive teams on key issues at companies around the globe. He graduated from the University of Florida with a B.S. in Industrial Engineering, highest honors, and a B.S. in Business Administration, also with highest honors.

For additional information,
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