

**OTC: SRMX**  
Saddle Ranch Media, Inc

Tri Cascade Inc  
Taking Internet of Things Further

Dear Shareholders,

July 20, 2023

We wanted to share with you this recently published report on SRMX. We believe that it independently captures the spirit of what we plan to accomplish with the launch of our VOS 5G Dongle and how this relates to the anticipated increase in shareholder value.

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## Tri Cascade (SRMX): The hidden Gem of the OTC Market



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There is a technology company that is flying under Wall Street's radar; it has just launched a new product to the market, and its shares could experience exponential growth in the near future. In this article, I'll discuss what this company is and why I believe it presents a unique opportunity.

Every investor dreams of finding an investment that can multiply their capital several times over. Who wouldn't have wanted to buy [#Bitcoin](#), [#Apple](#), or [#Tesla](#) when they were priced at \$1?

The reality is that finding such opportunities is extremely difficult for the majority of investors, let alone estimating their potential. In other words, back in 2011, very few would have considered buying [#Bitcoin](#) even if they had the opportunity to do so.

To make things worse, it has become increasingly challenging for retail investors to find these types of opportunities, especially in the equity market (although they are more prevalent in the crypto market).

This is primarily because many companies go public when they already have astronomical valuations, a trend that has intensified in recent years. For instance, [#Uber](#) went public with a market cap close to \$70 billion, [#Airbnb](#) at \$80 billion, and [#Coinbase](#) at \$64 billion.

Consequently, while it is still possible to find good investment opportunities, it is difficult to come across asymmetric opportunities that generate exceptional returns.

However, there is a company in the OTC market that presents such an asymmetric opportunity. Meet [TRI CASCADE, INC.](#), a subsidiary of Saddle Media Ranch Inc., which trades under the ticker SRMX (the shares listed and available for purchase are those of Saddle Media Ranch Inc.).

Tri Cascade is an IoT (Internet of Things) technology company, with offices in California, Taiwan, and a recently opened commercial office in Chicago. Led by CEO Max Li, the company has been exclusively focused on developing IoT products and services for several years.

Their latest product launch is the "VOS 5G," a portable dongle that offers high-speed and secure internet connectivity for laptops, tablets, and desktop computers, without relying on WiFi. It provides access to 5G internet through a SIM card and has secured a special agreement with T-Mobile to offer various monthly internet plans for VOS. The product is available for purchase on their website and through platforms like Amazon (and Newegg coming soon).

The VOS 5G is particularly attractive due to its cybersecurity aspect. In today's world, connecting to WiFi in public places like trains, bars, or hotels can be extremely risky. Therefore, having a device that provides high-speed and secure portable internet connection is an excellent idea.

Now, let's explore why I believe Tri Cascade (SRMX) shares have enormous potential.

Firstly, the launch of the VOS 5G product is crucial because if it sells well and generates significant revenues, it could unlock the company's full potential. This could serve as the catalyst for its growth.

It is important to note that Tri Cascade is currently in its early stages. Over the past few years, the company has been in the product development phase, and it is still working towards establishing consistent revenue generation. However, significant progress has been made. Tri Cascade has successfully obtained all the necessary certifications (FCC and PTCRB) for the VOS 5G dongle, and the product is now ready and available for sale, with 5000 units in inventory. Consequently, the company is currently in the product launch and sales phase for its VOS 5G, with the goal of achieving steady revenue streams in the near future.

According to its latest quarterly balance sheet, in addition to the VOS, the company has seven other product and service lines under development. Furthermore, they recently announced the development of a new smart bicycle with a real-time geolocation system.

Tri Cascade is also expanding its team by opening a marketing and sales office in Chicago. Additionally, the company has secured a line of credit of up to USD 16 million to finance VOS inventory and enable the product's retail availability.

Another significant factor to consider is the company's important connections with technology giants. For instance, in 2021, Tri Cascade actively collaborated in an autonomous vehicle project backed by T-Mobile. They also have agreements with Microsoft (specifically their IoT division), and the design and production of the VOS 5G were carried out through a partnership with Compal Electronics, a Taiwanese IT giant.

## Valuation

Currently, the company has a market cap of approximately USD 5 million.

During the last year, its share price traded in the range of \$0.0003-\$0.0007, representing a 98% drop from the peak of nearly 2 cents achieved in February 2021.

In my opinion, the company's current valuation is extremely low when considering its current state, future potential, and even in comparison to other companies in the OTC market.

Here is another key reason why I believe there is a huge opportunity with Tri Cascade shares.

Let's look at the following. The pessimistic scenario is very clear. If the company fails to generate revenues, it will have to continue to incur debt and issue shares in order to survive. It could even end up in bankruptcy. In other words, in the worst-case scenario, its shares could go to zero and 100% of its investment could be lost.

But what could be the potential for a positive scenario?

That is, how much could the company be worth if it starts selling its product successfully?

I think it is worth illustrating this point with a theoretical scenario.

To do so, I will take as a reference the 20 largest technology companies in the US stock market (source: finviz.com), which today have an average valuation of 9 times sales (taking the *Price to Sales* ratio). With this data we could assume (as a "proxy") that the market gives a valuation of 9 times sales to an attractive technology company.

Based on this assumption, let's imagine the potential Tri Cascade stock could have in 3 to 5 years if they successfully insert 5G VOS into the market and have significant annual sales. How much could their stock be worth?

Continuing with the exercise, if it manages to sell 100,000 units of VOS in one year, with a P/S of 9 it would reach a market cap of \$315 million dollars, and a price per share of \$0.026 cents (multiplying by 64 times its current price).

And an even more optimistic scenario, where it manages to sell 2,000,000 units per year, its shares could exceed \$0.5 (multiplying by more than 1280 times their current value).

These numbers may seem high but could occur in an optimistic scenario.

Some figures for better reference:

- - Apple sells approximately 200 million iPhones per year (source: statista.com).
- - In 2022, it sold 87 million combined units of iPads, Macs and Macbooks (source: <https://www.businessofapps.com/data/apple-statistics/>).
- - There are more than 300 million people with Internet access in the United States and more than 5 billion worldwide (source: wikipedia).
- - T-Mobile has more than 110 million customers in the United States (source: statista.com).

This exercise should not be taken as a valuation of Tri Cascade, the idea is only to illustrate the enormous potential of its shares.

In addition, these assumptions only take into account the VOS, I am not considering other sources of revenue. This is especially important, since in the case of being able to generate revenue it is expected to see a quick go-to-market and sale of other products that the company is developing.

The key point here is the following: when analyzing an investment opportunity, what matters is the risk-return ratio. And thus to be able to position oneself appropriately by managing risk.

In this particular case, risk management would be to invest what you are willing to lose, because if it goes wrong you can lose 100% of your investment, and if it goes right you can multiply many times the original amount.

### **Concluding remarks**

Investing is a probabilistic activity. Bitcoin could have failed, as could Apple or Tesla. But what cannot be denied is that they presented unique investment opportunities if we analyze the risk-return ratio, i.e., what one risks for versus the potential upside.

The same is true for Tri Cascade shares today (remember that the listed shares belong to Saddle Media Ranch, under the ticker SRMX). They present an excellent risk-return ratio. Even though there is a possibility of losing 100%, the upside potential makes it a highly attractive opportunity. The key is to manage risk and refrain from investing more than you can afford to lose.

To summarize, here are a few reasons why I believe Tri Cascade has enormous potential:

- - Pure play in IoT (this is important as many IoT companies, such as Microsoft, also have other business divisions).
- - Launch and sale of VOS + possibility to start generating revenue
- - Recent hires + commercial office in Chicago
- - Line of credit to secure inventory
- - Ties with technology and communications giants
- - Extremely low valuation & huge upside potential

It is worth noting that the Internet of Things (IoT) market is experiencing rapid expansion and is expected to be one of the fastest-growing technology sectors in the coming years. According to the "Fortune Business Insights" portal, it is projected to grow at a compound annual rate of 26% between 2023 and 2030, reaching a size of over USD 3.3 trillion by that year.

In conclusion, I would like to make an additional point.

I believe that a company like Tri Cascade can have a significant future in the emerging startup Blockchain industry, known as DePIN (Decentralized Physical Infrastructure). In my opinion, this will be one of the major narratives in the next bull cycle of cryptocurrencies.

[#DePIN](#) projects aim to establish decentralized infrastructures, such as decentralized telephony networks or decentralized cloud storage infrastructures, where users themselves contribute to and maintain these networks.

While these projects operate in a decentralized manner, companies are still required to manufacture the necessary infrastructure for the network nodes.

To illustrate my point, I believe the best example is the case of [#Helium](#). This project aims to establish a decentralized network for connecting IoT devices.

Users actively participate in creating and maintaining this network. However, to do so, they require special modems that function as nodes (referred to as ‘miners’), enabling users to receive rewards in the native cryptocurrency of that blockchain.

Although the project has not yet achieved widespread scalability, it gained significant popularity in 2021. The companies manufacturing these ‘miners’ sold numerous modems, with high demand causing them to be sold out and orders being placed months in advance.

Given Tri Cascade's track record, I have full confidence that they will be capable of easily developing such products to cater to specific DePIN projects in the future.

In conclusion, I believe there are ample reasons to hold high expectations for Tri Cascade. It should be remembered that this is a risky stock, like all OTC stocks. However, unlike others, there are compelling reasons to be bullish.

Furthermore, the recent launch of the VOS 5G product could serve as a catalyst for generating sales and potentially triggering a significant increase in its share price.

This represents a considerable advantage, as there is a tangible product available for purchase, which is not commonly found with OTC stocks.

As a first step, I encourage you to visit their website ([www.tricascadeinc.com](http://www.tricascadeinc.com)) or Amazon to explore the product firsthand and draw your own conclusions:

<https://www.amazon.com/VOS-Internet-Connects-Directly-Computer/dp/B0C66KHZLP/>

In this case, the saying holds true: *"If you like the product, chances are you will also like the stock"*.

***Disclaimer:*** *This article was edited using ChatGPT. The content in this article is for educational and entertainment purposes only. Readers are encouraged to conduct their own research and consult with a qualified financial advisor before making any investment decisions.*

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