

Wisconsin-based Tech Startup Reinventing Connectivity Through Game-Changing Hardware, Software



Coy Christmas
CEO
Fasetto LLC

CEOCFO: *Mr. Christmas, what is the concept behind Fasetto?*

Mr. Christmas: Fasetto is dedicated to making life simpler and developing powerful connectivity through both hardware and software solutions.

CEOCFO: *How are you going to do that?*

Mr. Christmas: There is a variety of ways of getting there, but originally when we first started building Fasetto (the product), we built it as a framework. It is an intrinsic API framework that allows every program that we build to sit on top of it and natively work with the other programs, which is what software is supposed to do. It is supposed to make your life and my life easier as we introduce new things into it, which means the programs automatically communicate with one another, rather than against one another or not at all. If you were to use your iPhone, for example, you could see how apps do not share information between the two of them. They are separate applications. What we are doing is blending it so that all of the programs work with another. On the developer's side they are only having to input things once or can utilize something that already exists. Then from a user's side they only have to enter the information once and, again, access the same information from other applications.

This framework currently manifests itself in the Fasetto mobile app and our new product, Link, an intelligent wireless storage solution.

CEOCFO: *What are the challenges in creating such a program?*

Mr. Christmas: It is a lot of work. You are doing a lot of thinking about what is going on today and trying to predict what could possibly happen tomorrow. When we are building hardware, for instance, we know that we need to be working down at the lowest level of the machine. When we build, everything can be built on top of it rather than adding in separate layers, which are then not able to access the more important pieces, the foundation, the root of what is going on in the machine. Therefore, whether it be software or hardware, we have to think significantly further down the line than where we are right now. I mean this from both developer and user interaction standpoints. What is it they are going to do? Why are they going to do this? How are they going to accomplish that? Therefore, we have to think those things through to the highest level when we are starting to build the program or the hardware.

CEOCFO: *How are you able to think like an average user when you know, intuitively, what to do?*

Mr. Christmas: That is a valid question! What you just said is the reason we do what we do. Nothing really does seem to work the way it is advertised. In many platforms we're seeing on the market, there are always bugs so they push out patches or it just flat out does not work and it is very clunky or annoying. I have an awesome business partner, Luke Malpass, who thinks in a totally different way than I do. We have a great team as well. However, from the executive side, Luke was one of the co-founders who is an original partner with me. He looks at things in a unique way from the developer's side, knowing that when I go to do this, the action should be A or B. Therefore, when it does not happen he knows that there is a bug there and we need to fix that. User experience and functionality should be seamless, and that falls on my shoulders. I think differently and look at things differently to find flaws in other devices across the hardware, software and user interaction sides. User interaction, personality, customizability: those are the critical parts of how we work with software. We want to be able to turn things around and make them work the way that we want to. Similar to teaching and learning in school, everyone learns differently. You have people that are verbally driven. You have people that are visual and people that are hands on. Everyone touches and feels things and learns them differently, at different paces. Therefore, you have to build something that is simplistic enough that a person can understand it just by looking at it, but also give it complexity so that a user does not get bored. You want them to have the tools to take their use of the program to the next level in way that they just wouldn't be able to access with a traditional program.

CEOCFO: *Would you tell us about the latest version of Link?*

Mr. Christmas: In January 2015, we went to the Consumer Electronics Show (CES) to exhibit an incredible piece of equipment – a wearable Solid State Drive that put one terabyte (TB) of storage on the consumer’s wrist. While we still had some work to do on the look and feel of the product, it was a proof of concept. It got a lot of ears perked up when we were showing it and we had a lot of hugely valuable industry conversations about the device’s capabilities and our goals. As a result, we realized that we could push the envelope even further and we developed it for the show that took place in January 2016 with that in mind. The device that we brought to CES this year is its own platform. It has its own operating system, which is Link OS. We have built every piece of this, from the hardware to the software, which will give us the ability to do whatever we want with it. If someone were to come to us and say, “Would you add GPS?” which we don’t yet have on it, we could add GPS. If someone came to us and asked if we could add two-point authentication to it, we could add that to it. We can add any type of mechanic or take away anything we want at any time.

The device we are bringing to the market is hugely versatile. It is extremely compact and portable, measuring 48 millimeters by 48 millimeters by 23 millimeters, while offering 2TB of storage. That is an amazing, powerful, two terabyte solution of solid state drive that is the size of two Oreo cookies! It is a lot to think about. This little device is lightweight – it only weighs about four ounces. It clips right onto your belt. It is sleek looking, rugged, made of CNC aluminum and military grade ABS plastic. Therefore, you could pick this thing up and hit it with a baseball bat while it is transmitting a full HD file to a computer and you are still going to be able to transmit the file. It is an amazing mechanical device. You can take it swimming if you want and clip it on your bathing suit. If you were, let us say, doing underwater photography, you would still be able to use it underwater, or you could leave it on the beach and stream data back to it. We are able to send information between Link and other devices at a speed of up to 1900 megabits per second (1900 Mbps). It is blazing fast, making Link a very powerful device.

Link is able to stream to up to seven devices at once without access to a wireless network or using up your mobile data thanks to Fasetto’s proprietary ARCH™ transport layer.

“Because people and their tastes change, we know that in order to be successful and for the products to be widely accepted, they must remain flexible. We have to be prepared for any eventuality.” - Coy Christmas

CEOCFO: *How does your proprietary arch transport layer work?*

Mr. Christmas: ARCH is an intelligent transport layer we built a few years ago. Luke and I built it because we needed a way to send information to each other when we were travelling overseas, without having to pay obscene data charges. The transport layer is very unique. It has the ability to work all the way down to the bare sockets. It could float in between other transport layers, work on top of them or work without. It works mainly with the Wi-Fi chip in Link or in your mobile phone when using the Fasetto app, and communicates information to the Wi-Fi chip in the receiving device. Therefore, it is sending directly from that device to the other device without anything in the middle; it’s decentralized. If both devices are Wi-Fi or Bluetooth-enabled, it is able to split the packets up and send the packets of information from Wi-Fi to Wi-Fi and say, ninety percent of them will go to Wi-Fi and ten percent of the packets will go over Bluetooth. If all of a sudden it realized that both devices were connected to the same network, then it could send 40 percent of the packets over the network, send 50 percent directly between the two devices, and then send ten percent of the packets over Bluetooth. This protocol allows us to send information on any transport layer that is available on the marketplace today or that will be on the marketplace tomorrow. It allows ARCH to send data in the most effective way possible from one device to the other. It is very intelligent.

CEOCFO: *Are people skeptical? What has been the reaction for people who have seen the product so far?*

Mr. Christmas: For people that have actually physically touched the working unit – a limited group of people until CES earlier this month – the response has just been, “Wow!”

I will give you an example. We had four different full HD movies streaming from Link: to an iPhone, a MacBook and to two TVs all at once. The user was able to grab the video wherever they wanted to and it did not skip a beat. It was almost as if the movie was embedded into the memory of that device (but it was actually stored on Link). Being able to see a dozen people working with it, all in the same room was mind blowing. The reactions were, “Wow,” a couple of cuss words, “Oh my gosh,” and so on.

CEOCFO: *What are your commercialization plans? What is your go to market strategy?*

Mr. Christmas: That is a loaded question! We are going to market with Link in quarter four of this year (2016). We have a small beta release for developers and beta users – between three to five hundred people – who will be helping us beta test this spring and early summer.

When Link itself is commercially available in quarter four of this year, we will be more focused on selling directly to the consumer or going to an e-tailer like Amazon, rather than working with a major retailer.

From an enterprise perspective, we are in talks with a couple other companies in hopes of getting them involved as good, solid partners. It is not as much about selling units as it is about allowing us to tie in closely and be a complementing part of their product.

CEOCFO: *Why should people pay attention to Fasetto and Link today?*

Mr. Christmas: Fasetto is a small, nimble company with real innovation that yields great opportunity. Our size means that we don't have to work through the same cumbersome corporate structures of bigger players on the market today. We don't accept any device at face value, nor are we trying to conform to a particular platform like Android or Windows or iOS. We are not building specifically for one set or group of people or one platform. Because people and their tastes change, we know that in order to be successful and for the products to be widely accepted, they must remain flexible. We have to be prepared for any eventuality. We are building our products so that they can coexist with other standard platforms and also write on their own.

I feel that the user is going to be greatly pleased because, as I said, their tastes will change. We all change as we get older. We are always around new people or new environments and you never know what is going to come up tomorrow. There might be XYZ new computer that comes out tomorrow and everyone is hot on that or the next new mobile application. Those are the kinds of things they'll want to move to. We need to be able to adhere to them instantly. We need to be able to work with them instantly. We built Fasetto's intrinsic API with that thought in mind.

When it comes to Link, I do not think the consumer can find a better product. I know that is a very bold statement. But I have done my market research. There is not another product that has the ability to stream or connect to as many devices as Link, with the same smooth and rugged device hardware. There is absolutely nothing on the marketplace like it today and there might not be for quite some time. Therefore, I feel very confident that the user is not only going to like the product today, but that it is a product that, five years from now, they are not going to have sitting on their shelf collecting dust. Link is one product that they are going to continue to use.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



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