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## BleedIO Team Overview

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#### Team Snapshot

BleedIO operates as a lean execution-focused team built around wireless systems, enterprise technology, hardware, go-to-market, and commercialization. The investor-facing team story centers on four full-time cofounders with complementary responsibility across company strategy, engineering and hardware execution, commercialization, and market positioning.

#### Core Team

##### Stan Podolski — CEO / Cofounder

Stan leads company strategy, product vision, and investor engagement. The current operating narrative positions him as the core technical and commercial storyteller for BleedIO's decentralized wireless thesis, with background spanning radio physics, enterprise transformation, and startup execution.

##### Mike Koloboff — Cofounder / Hardware & Engineering

Mike leads the hardware and engineering side of the operating model. His role is tied to practical deployment execution, hardware integration, technical delivery, and the real-world productization needed to move from concept to field use.

##### Brad Niems — Cofounder / Sales & Commercial

Brad anchors the sales and commercial side of the investor story. He supports enterprise-facing conversations, commercialization strategy, and the translation of technical product value into customer and channel outcomes.

##### Leonardo Beup — Cofounder / CMO & Go-to-Market

Leonardo supports marketing, positioning, and go-to-market execution. His role helps shape how the product story is translated into investor materials, customer messaging, and market-facing traction narratives.

#### Operating Model

BleedIO is intentionally lean, but the core leadership is not fractional. The four people highlighted here are all cofounders and all working full time on the company. That matters

for investors because it shows the company is being built by a committed operating team rather than a loose collection of part-time contributors.

The current structure reflects an early-stage company balancing product development, customer validation, fundraising, and deployment readiness without overbuilding overhead. The company supplements core operator capacity with partners, specialists, and external support where helpful.

### **Why the Team Matters**

The investor case for the team is not based on headcount size alone. It is based on fit and commitment: four full-time cofounders able to connect product vision, technical execution, commercial motion, and customer-facing deployment work. That is especially important for a company building infrastructure software in markets where credibility and operating resilience matter as much as innovation.