

TechHouse accessories

Partner

Prospectus 2015/16



WEARABLE TECHNOLOGY

Developments



WORLD MARKET

Wearable Technology



SMARTPHONE ADOPTION

485 million

Smartphones were estimated to have been shipped 81.2 million in 2011.

1.2 billion

Smartphones are forecast to be shipped worldwide in 2015, as the smartphone market experiences rapid growth.



As the number of smartphone users grows and the smartphone becomes the hub of information for its users, there will be an increasing number of devices that will connect to and exchange data with smartphones.

Smart Watches and Smart Glasses are expected to increasingly share data with smartphones.

Investors have spent over **15 Million** pounds in equity and debt on wearable tech startups since 2009.

The global wearables market was worth more than **£1.6B** in revenue in 2012 and is expected to cross **£5B** in 2018.



A **£215M** industry worldwide, digital fitness trackers are currently the most popular type of wearable device.

Smart glasses, fitness bands, and watches are predicted to sell about **10 million units** in 2014, generating **£1.9B**. By 2020, sales are predicted to surpass **100 million units**.



61%

of all wearable devices are fitness or activity trackers



60%

of Americans who use wearable tech say it helps them feel more in control of their lives



46%

of people who track their health say it has changed their overall approach to maintaining wellness



Welcome to TechHouse

From: Clive Bayley: Chairman of Fonehouse/
TechHouse

From: Clive Bayley: Chairman of Fonehouse/TechHouse
I founded Fonehouse Group in 1994 on my return from the US where I refined my knowledge of retail and distribution working alongside the best in the business, including Bloomingdale and Walmart. I have owned and operated retail stores, restaurants, distribution and product design companies featuring fashion and houseware (notably the famous Screwball drinking vessel), novelty products, greeting cards and books, both in UK and US.

Fonehouse has 45 franchisees selling mobile phones, airtime and accessories, and is run by an experienced team of professionals. TechHouse is our second wave of franchise stores, with a new format second to none. We are successfully trading in shopping centres around the UK, such as Bluewater, Lakeside, Bromley, Watford and, by the time you read this, six more centres all in tier 1 locations – and more to come.

TechHouse's purpose is to fuse Mobile Tech products with fashion trends, offering these in a friendly and approachable environment. New gadgets are coming onto the market, such as the Internet of Things and Wearables; both these new categories will be highlighted in our stores as their future unfolds, alongside fashion, fun smartphone accessories.

We have launched several of our own brands of accessories including I-Chi, ZMART, AZARD, with more to follow that are exclusive to TechHouse. These are all high-quality products appealing across a wide consumer audience. Our core range includes 1,500 different products, with availability through our in-store and online portal of 13,000 plus accessories.

We are creating a powerful high street brand with TechHouse, the time is now to begin franchising this exciting proven concept. We are well ahead of the game, so the rewards for early franchise adopters will be large. I want to assemble a band of entrepreneurial franchisees, which see this immense opportunity, to help us grow a unique and standalone national chain.

There are many other advantages to the offering, such as in-store repair stations offering an accelerated tech repair service and online systems, which you the franchisee can share in from your local area – plus too much more to explain here.

I invite you to attend one of our presentations, and then have a one-on-one consultation to join us.

We can discuss if you have what it takes to get involved, and if so we will guide you all the way to your first year's profits.

All the best

Clive Bayley
Managing Director

TechHouse
accessories

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What Is Wearable Technology?

'Wearable Devices' or 'body-borne computers' that can be worn by user - but are intended to interact with the wearer without punching keys or other manipulation

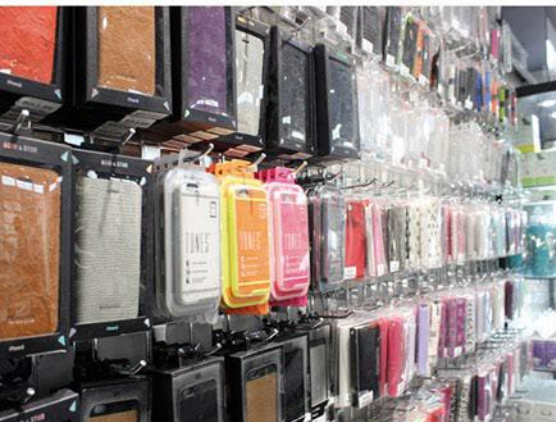
- always on, always working

- performs calculations and processes information

The Wearable technology consists of two parts

*sensors, glasses, watches
and even foot wear*

*Information aggregator
& analyzer*



A LOOK BACK AT THE WEARABLE INDUSTRY



WHO WE DEAL WITH

acer



BlackBerry



MOTOROLA



NOKIA



SONY



accutone

Angle & Curve
MADE IN ENGLAND

GoPro
Be a HERO.



GUESS



STK iottie



MICHAEL KORS



PanzerGlass

PAULS BOUTIQUE
LONDON



UAG
JUBAN ARMOR BEAR

ZMART
accessories

tech21
IMPACTOLOGY

Ye!!
inspire you always

PRODUCT RANGE





THE BRAND WHERE FASHION MEETS TECHNOLOGY

TechHouse
accessories



WHAT YOUR STORE WILL LOOK LIKE







**WE WORK HARD
BEHIND THE SCENES TO
DRIVE STORE SALES.**

SUPERIOR BUYING POWER



The TechHouse Accessories Ltd network commands volume buying power. Our strong national supply agreements provide our franchisees with quality products at reduced costs, thus increasing their stores profitability. Moreover, our national wholesale discount and rebate programmes provide added value to the TechHouse franchise marketing programmes.

TechHouse's leading position in the marketplace creates a host of efficiencies for our franchisees. Purchasing agreements through TechHouse not only includes national merchandise/product brands, but also fixtures, advertising, equipment, and supplies that are designed specifically for our stores.

Throughout the year all franchisees will receive marketing plans and programmes developed by TechHouse's experienced marketing team. As a franchisee, you are provided with an array of promotional materials, which will aid you to build a strong customer base for your TechHouse store. The moment you open the doors for business, you will have all the materials you need to promote your products, services along with area-specific events for your store.

HIGH MARGINS



1. Proven Marketability: Smartphone penetration in the United Kingdom is now at over 61%, with more and more consumers purchasing iPhones, Samsungs, iPads, and other devices daily. The price for these devices can run up to £500 or more, and due to this high cost, consumers are

investing a significant amount of resources into protective cases for their smartphones and tablets. The average price for an iPhone case is at £15-40, and so a highly lucrative market for smartphone cases and accessories has emerged. Being able to get up close to view a large premium case collection, with the opportunity to purchase there and then at a competitive price, is quite a valued proposition to consumers.

High Margins: Margins for TechHouse franchisees are extremely high, typically around 50% on each iPhone or Samsung case. Retail selling prices on TechHouse case models range at £10-60, and customers have been keen to buy at these prices. New franchise owners will have paid off their initial investment in as little as 13-14 months. With strong company-owned brands like I-Chi, ZMART & AZARD makes purchasing easy, it is much better than simply purchasing other iPhone cases at wholesale cost. The money-making potential is unbeatable compared to a standard mobile phone accessory business. With the perceived high value of smartphones and tablet, and a growing demand for accessories, the market for protective cases is expanding rapidly.

An unprecedented wow factor: The most common reaction our store staff receive from customers is, "no way, why is it so reasonable?" There is nothing more satisfying than seeing the look on a potential customer's face, when it just clicks and they realise they can get a premium phone case right here, and right now, for less than at most high street stores. Until now, buying a new protective phone case has been possible online, however consumers have had to take a gamble with the quality as many products have been low-cost imitations; even then, to wait for delivery and to pay shipping costs, plus still have difficulty choosing a case online without seeing, is a challenge for the consumer. Now you can offer your customers a larger range, which they can see and even try before they buy, for a lower or equal price than online competitors; and they'll get their case in 10 minutes or less with no hassle.

TOP 10 Things you didn't know about iPHONE CASES

- { Including how much the world's most expensive cases cost }
- iPhone cases are by far the most popular accessory. **89%** of owners regularly use a case

Regularly use an iPhone case
 85% males 90% females

34% use a bluetooth headset
 - Over half of iPhone users own more than one case
53% own more than one case **17%** own 3 or more cases
 - 57%** of 18-34 year olds use a case because of fashion, not protection.
 - Only **22%** care about the brand of case
 25% males 19% females
 - 13%** have dropped their iPhone in a toilet
76% of users have dropped their iPhone
 - People are very demanding of their iPhone cases.
64% think their case should be durable enough if dropped in a pool or hot tub
45% think it should survive being run over by car
 - 22%** of users replace their iPhone case whenever they see a new design or style they like, rather than when it breaks or gets worn out.
 - The world's most expensive cases cost over **£100,000***
 - 4 in 10 users have personalized an iPhone case.
 41% males 38% females
 Personalized their iPhone case
 - 33%** of people who do NOT use an iPhone case say they haven't found a style they like
 38% males 20% females

WE
UNDERSTAND
HOW
CONSUMERS
THINK,
LIVE,
WORK
&
SHOP



RETAIL EXPERTISE

TechHouse has established a solid foundation for effective marketing and merchandising by tapping into how our customers think, live, work and shop; based on an in-depth understanding of our customers purchasing behaviour.

We provide our franchisees with strategic store layout and merchandising programmes – making our stores recognisable and the preferred destination for consumers needing mobile technology products.



BUSINESS SUPPORT



TechHouse offers initial site selection and training along with ongoing operational support and business systems. As well as offering a wide range of tools and services to help manage your location and achieve your goals.

Training for franchisees and store managers is provided by a skilled educator with in-depth knowledge of TechHouse.

Franchise development support includes guidance to ensure you are fully trained to the point of sale, and capable of using the back-office systems that will deliver fast customer service and accurate transactions. Moreover, you can also utilise a network of professional consultants to advise you during the building or conversion of your site to a state-of-the-art store; indeed, throughout your experience as a TechHouse franchisee.



**WE UTILIZE OUR EXTENSIVE
RETAIL KNOWLEDGE TO
HELP YOU SUCCEED.**

WHY FRANCHISE?

Starting any business on your own is a challenge, no matter how ripe the market. The failure rates for 'go it alone' businesses are very much higher than for franchises. Accordingly, banks are more likely to support you in funding a recognised franchise. Franchise owners benefit from a proven business formula, an established brand and the support of an experienced management team. For those looking to operate a business in Wearable accessories, starting from scratch is simply not an option.

- Franchising is based on a proven, replicable business model.
- Franchising is proven to be less risky since the idea, market demand, processes and effective marketing are already established – meaning that a lot of the uncertainty of a normal start-up is eliminated due to existing protocols and procedures.
- Buying a franchise eliminates all the hard work: finding a location, negotiating a lease, hiring reliable contractors and doing all this on-time and within budget. When you buy a franchise you are buying a complete turnkey business.
- All franchises have an already-established system in place that you must follow. These systems are designed to improve the overall productivity and increase sales of each franchise. Having a proven system already in place eliminates the guesswork and errors a common business owner would normally face.
- Since there is an already established system in place, there is a higher likelihood of success. If you follow the system the franchisor has put in place, you should be on your way to running a very successful business.
- If you buy into a franchise system that is already established, the corporate image and brand awareness is already recognized. Customers are usually more comfortable purchasing items they are familiar with and working with companies they already know and trust.
- Banks are usually very comfortable financing the purchase of a franchise because they already have a proven track record. Lenders usually look at successful franchise chains as having a lower risk of repayment default and are more likely to loan money based on that premise.
- Most franchise companies offer a 1-4 week training program that is usually held at their corporate offices or at an actual franchise location. The franchisor will train you to run your franchise exactly the same way their other franchise locations are run. This will ensure that you are running your business efficiently and will help to eliminate any common mistakes a new business owner usually faces.
- When you buy a franchise you are never alone. You will always be able to pick up the phone and ask questions to the franchisor or even to other franchisees.
- There is usually no need to worry about advertising your franchise. The franchisor usually takes care of handling all of the marketing. If not they will have an outline for you to follow and sometimes specific vendors that will have systems in place for you to use.
- Being a part of a franchise system will always offer you more opportunities to grow within the system. Once you have become a successful franchise owner the next step is to become a multi-unit franchise owner. After you have one successful franchise open with a great management team you can focus time on opening a second location.

WHY NOW?

TechHouse Accessories limited was established by the originators of Fonehouse who commenced trading in 1994. With over 40 mobile phone franchise stores successfully operating in the UK we have now focused our attention solely on the growing wearable market.

We are hurtling towards a world steeped in and vastly impacted by mobile technology, with mobile driving fundamental changes in the business landscape & in the consumer behaviours and expectations.

Mobiles are becoming a whole body experience, as wearable tech expands from Kickstarter projects to mass market. The wearable category is exploding this year, with dozens of product launches or announcements from brands including Samsung, Sony, Motorola, Epson & Apple.

The Wearable technology industry has grown significantly and it is an area that is continually developing over the coming years. The Apple watch or Go Pro are just two examples of how wearable technology has been introduced into our day to day lives.

One look at the growth of this industry and it is easy to see why companies are so keen to get a piece of the action.

- In 2014 it was estimated that the wearable technology industry was worth an estimated £500 million
- Worldwide spending on wearable technology is predicted to grow to 1 billion by the end of next year.
- 15% of consumers currently use some form of wearable technology in their day to day lives. These can range from smartwatches to fitness bands.

With people spending ever more time reading on tablets & smartphones mobile devices have become the prime screen for content consumption which has seen a rise on consumers spending an increased amount of money on accessories to protect their asset.

With the average cost of smartphones rising to £500.00 and a typical monthly contract lasting 24 months savvy shoppers are not only looking for a way to protect their device but also increase the longevity.

66% of revenues earned from mobile phone accessories are generated in the aftermarket. This percentage is only expected to grow with time, following a market trend to move more & more accessories onto retailer shelves.

A new wave of wearable technology is hitting the mobile device market. Enabled by the IC vendors, screen technologies, UI innovations and low cost sensors, a huge variety of connected devices are being developed and readied for primetime activity, sports and health trackers, smart glasses, smart watches and smart clothing are the next big thing in the consumer electronics.

Additionally, the sale of handset accessory products remains a lucrative business and provides further opportunities for TechHouse accessories ltd to create a premium mobile experience for consumers. Memory Cards, protective cases, Bluetooth headsets & headphones, cradles, chargers, protectors, batteries & wired accessories provide large volume potential. TechHouse quickly realised that accessories contribute to increasing sales, product portfolio differentiation and can extend the product lifecycle of the high end device.

SMART REPAIR

Annual Industry Revenue: £1 Billion
Projected Annual Growth: 4.9%



As well as retail accessories sales your second revenue stream is generated by an in-house walk in and postal repair service. Let's face it... Mobile Repair is Big Business. From smartphones to tablets, cracked screens to water damage, Mobile devices will continue to need repairing at any given time. As more and more consumers forgo insurance from the mobile phone providers, this business will continue to thrive. Consumers are pretty savvy. They have realized that a repair is often less than their insurance deductible, and they get to keep their phone, as opposed to getting a refurbished one via their insurance.

This is your chance to join a recognized leader in the Mobile Repair. Owning a TechHouse accessories Franchise is an opportunity that allows you to take part in a major shift in our technological history, and turn a steady profit while doing it.

Being known as someone who can heal a customer's beloved gadget within the community is quite prestigious. With over half the UK attached to a smartphone, and numbers poised to leap further, this is the right time to get in.

TechHouse has already perfected the franchise concept, while steadily increasing Brand Recognition, and growth throughout the United Kingdom by already introducing the service in over 20 mobile phone retail outlets found on high streets & shopping centres throughout the UK. When opening a TechHouse Franchise, you will become known as a mobile devices repair leader that customers already know, trust, and value.

Our marketing and development team strives 24/7 to create, design and develop innovative and exciting ways to bring more customers into your store. We take pride in helping you and your staff grow together and have faster turnaround times on all the repairs offered to your clients.

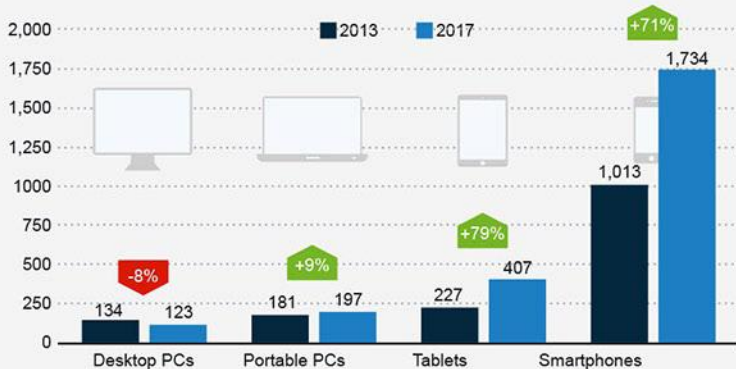
All franchisees will be provided with up to date training, certifications, and information needed to be successfully profitable.

Having access to the lowest pricing on parts, accessories, furniture, and equipment is essential for a budding franchise. TechHouse makes sure business owners have all the buying power they need to stand out from the rest.



Smartphone Sales Break the Billion Barrier

Global connected device shipment forecast (in million units)



WHO WE ARE LOOKING FOR

We're looking for highly driven, entrepreneurial business leaders who can inspire & exceed targets. You must be sales oriented and commercially astute to be able to create and execute sound business plans that deliver our shared customer and business goals.

We look for individuals who:

- Are passionate about consistently delivering an excellent customer experience
- Enjoy working towards achieving set goals and targets
- Are able to build, coach and inspire an enthusiastic team
- Confident in building a strong business and adapting to meet the changes of a dynamic market
- Are able to work with a wider team of people to deliver brand orientated goals
- Are able to adapt and lead in a fast paced exciting telecommunications market



THE TECHHOUSE FRANCHISE PACKAGE

We welcome the opportunity to open new TechHouse stores in brand new locations where we currently don't have any presence. Alongside this, we offer a huge range of benefits, such as:

- A dedicated team to help you operate your store, together with an Operations Manual
- Marketing support to help you maximise sales in your store
- A Franchise Account Manager & Regional Manager to help you get the best out of your people and the brand opportunity
- All the benefits of being part of a growing Brand with existing online and outdoor advertising campaigns
- Website with 13,000 plus accessories available for next day delivery around the UK

OUR BRAND

You will operate under the banner of an industry-respected, established brand. We have invested substantially in developing the TechHouse brand and in building our reputation as a recognised provider of wearable technology & accessories. As a TechHouse franchisee, you share in that brand capital and benefit from our standing in the marketplace.

DEDICATED TERRITORY

We will agree a substantial dedicated territory for your business, which will be well-researched and closely-targeted. You will be given detailed mapping and demographic information for Your territory.

COMPREHENSIVE TRAINING & ONGOING SUPPORT

All new TechHouse franchisee are required to attend a 3 week training course in London ahead of opening their own stores. This intensive training programme provides you with an overview of operating a TechHouse store and running a business, including classroom and in store sessions. On completion of the training, franchisees are well equipped to take the next steps in opening their own store. A similar training programme is also available for TechHouse Accessories store managers as well.

WEEK 1. OPERATIONS

2 days Classroom Session

Day 1

- Welcome – ethics, branding & expectations
- Commission & Payments
- Salesstar Master class

Day 2

- Store opening & closing stock management
- Returns & exchange
- Marketing & POS compliance
- Customer Service

WEEK 2. BASIC SALES SKILLS

2 days Classroom / 2 days in store

- 4 step sales process

WEEK 3. ADVANCED SALES SKILLS & SERVICES

2 days Classroom / 2 days in store

- 7 step sales process

TECHHOUSE THE INVESTMENT

The TechHouse franchise opportunity is one of the most affordable packages available in the retail marketplace. What's more, because our franchise offers two distinct income streams fashion technology & mobile repairs – rather than just one. The TechHouse franchise represents great value for money at only £7,500+ vat (for the first 10 franchisees with a low working capital requirement. Thereafter, we charge a management fee of £500, payable monthly retrospectively. This enables us to continue to invest in the promotion of the TechHouse brand, the development of our service offering and, most importantly, to provide you with the ongoing support you need to grow your business successfully.

The estimated costs outlined on the right represent a wide range of possible locations. Remember that costs will vary in relation to the physical size of the store. A lower cost store is one that would require fewer leasehold improvements & fewer equipment expenditures. Higher cost stores may require extensive interior renovations and a larger opening inventory.

START-UP COSTS

| | |
|--|-------------------|
| Initial Franchise Fee (£7,500 for the first 10 franchisees) | £15,000 |
| Store fit out | £14,000 - £45,000 |
| Monthly Management Fee (1st month's fee) | £500.00 |
| Opening Inventory (Credit line available) | £15,000 |
| Salary (Based on the first months trading for 4 staff members) | £4,481.00 |
| Training expenses (Store manager training, excluding travel & lodging) | £750.00 |
| Legal Fees | £1,500 |
| Insurance | £1,500 |
| Estimated Total investment*** | £52,731 - £83,731 |

Estimated Total investment***

These figure are estimates of the complete investment in setting up a TechHouse Store & operating it for 1 month. It is possible to exceed costs in any of the areas listed. Final costs will depend on matters including, but not limited to, location, amount of renovations required, type and size of the premises.



FRANCHISE Q & A

Q. How long will my franchise agreement last?

A. Our franchise agreement is for 5 years. After the first term of the contract, franchisees have an automatic right to continually renew every 5 years if they wish, providing all terms of the contract are adhered to. No further licence fee is payable and each party will cover any legal costs associated with the renewal at that time.

Q. What exclusivity do I have for my franchise?

A. You are given exclusive rights to the assigned franchise territory provided you meet minimum performance criteria.

Q. How are the franchise territories chosen?

A. We analyse each territory for viability based on size, performance of our existing franchisees and our company-owned franchise. From this we are able to identify a typical population profile.

Q. Can I buy more than one franchise territory?

A. Yes, but it would be at the discretion of the Management.

Q. What kind of support can I expect?

A. We limit the number of franchisees we recruit each year for a good reason. We are committed to offering the best on-going support for all our new franchisees and ensuring help is on hand whenever it is needed.

Q. Can changes be made to the franchise agreement?

A. No, although we will ensure that every aspect of the agreement is fully explained to you. We always recommend that you seek your own legal advice on the document.

Q. Can I sell my franchise in the future?

A. Yes, you can sell the franchise at any point and TechHouse will work with you to find suitable purchasers. We also have the option to buy the business back from you, provided we can reach agreement on its value. TechHouse will vet all potential purchasers to ensure they meet our criteria and the standards we expect of our franchisees. We will require any replacement franchisee to pay the required franchise fee.

Q. Can I talk to existing franchisees or stores?

A. Yes, we will arrange a store visit once you have visited our head office and signed a confidentiality agreement.

Q. Do I have to pay for you to research my area?

A. No, we will provide detailed territory research that includes the latest demographic data. We work with you to identify customers, research competitors and plan your marketing. All this information helps us to develop a detailed and bespoke business plan with you.

Q. Do I have to produce a business plan following our initial meeting?

A. Once we have agreed in principle that we will move forward, we will help you generate a business plan. This will focus on the investment required to establish your franchise and will set out the possibilities for return on your investment in line with your goals and ambitions.

NEXT STEPS

Support every step of the way:
how TechHouse will get you set up

Interested in setting up a TechHouse franchise? What now?

01

Initial 1:1 meeting with TechHouse

05

Agree specification and shop fit design

02

Complete application forms, network checks and commitment to proceed

06

Complete legal franchise agreement and pay fees

03

Business plan submitted and reviewed with advice and feedback

07

Training and pre-launch marketing campaign

04

Identify location and visit site

08

Open new store

IS TECHHOUSE RIGHT FOR YOU?

Recognizing the needs of today's on the go customer, TechHouse brings convenience with quality products to the marketplace offering a one-of-a-kind shopping experience. TechHouse stores appeal to the neighbourhood shopper looking for gift ideas, the passer-by wanting to protect their valuable assets, individuals looking for express mobile repair or the technology mad consumer looking for the next big thing.

Our franchise network is growing strongly, but we have opportunities across the UK where there is significant, untapped demand for wearable accessories. We're looking for ambitious, business-focussed and hardworking franchisees to build successful, sustainable businesses in a multi-billion pound market place. As a TechHouse franchise owner, you will enjoy the challenges and rewards of running your own business, but with the experience, expertise and full support of an established, market leading brand behind you.

We will be pleased to welcome you to our London based Head Office for an informal meeting, where you can take a closer look at our franchise operation. You will have a chance to visit an existing store to meet our friendly team and chat to one of our store managers. There will be no pressure to make any commitments or decisions, our aim is simply to make sure you have all the information you need before the recruitment process begins.

TechHouse
accessories

Call the franchising team on:

T: 020 7384 3630

E: info@Techhouse.com

W: www.Techhouse.com

INTERESTING STATS

- 97% of adults have a mobile phone.
- 29% of users describe their phone as something they can't live without.
- The mobile phone is the most quickly adopted technology in history.
- 34% of all users are "mobile only", meaning they use only their mobile devices and have no other computer or telephone. (Up 9% from 2012).
- 41% of mobile users browse on their mobile devices for a product after seeing it on an ad on television.
- 29% say their mobile phone is the first and last thing they look at each day.
- Tablet ownership rise to 11% of UK households. Up 9% on previous year and climbing.
- Average prices for mobile cases rose 25 percent year over year.
- Revenues from phone cases grew 69 percent over the prior year, edging out stereo headphones with microphones, which grew 67 percent, as the fastest-growing mobile accessories category.
- Smartphones tend to feature slim designs and glass materials, so protection accessories have become a virtual necessity to safeguard smartphone owners.
- Consumers concern over the quality of materials indicates the performance of accessories is more important than their aesthetics or cost.
- Consumers will spend an average of £18.00 on accessories per device, while smartphone owners will spend £36.00.
- One in six consumers use wearable tech in their daily life.
- 61% of all wearable devices are fitness or activity trackers.
- 4,103 Tweets on wearable tech in January 2013 – 64,989 Tweets on wearable tech in September 2013.

TechHouse
accessories

www.techhouse.com