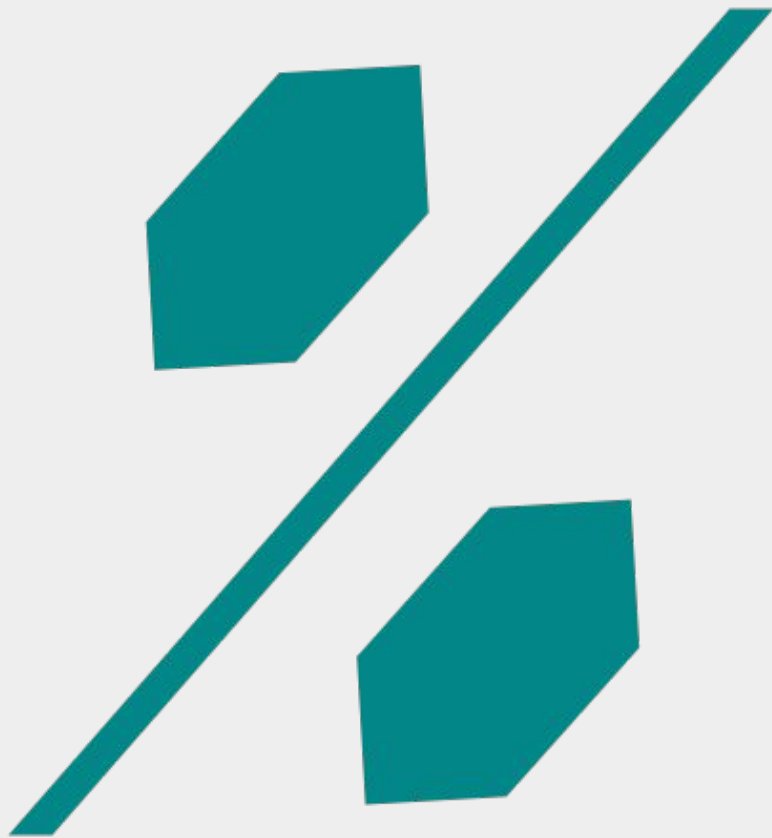
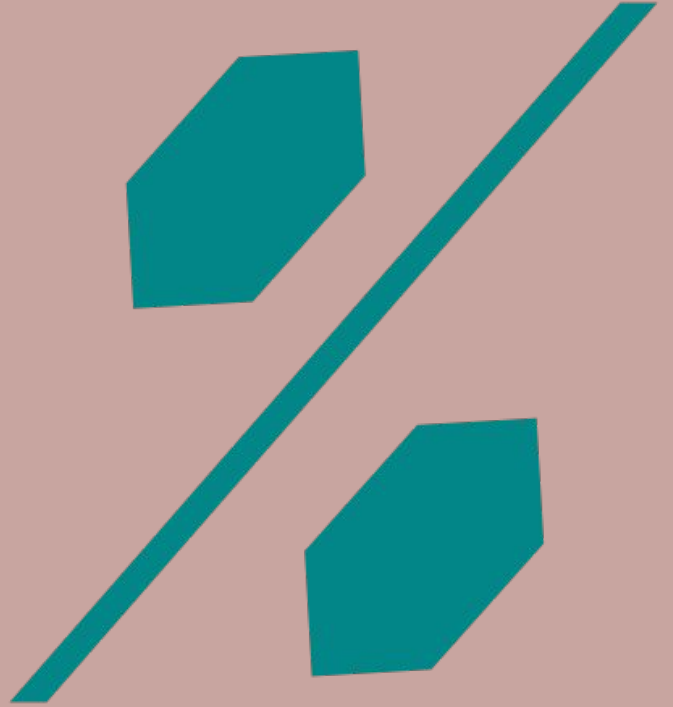


Modulo



About us

- Team of environmentally conscious engineers
- Provide high value, and reliable smartphones while reducing environmental impact of electronic waste



Problem

E-Waste

- Fastest growing source of waste in Western world
- Highly toxic / heavy metals, requiring extremely expensive disposal

Lifespan

- Lifespan is limited to ~2 years through planned obsolescence
- Longer lasting devices give environmental and reliability advantages

Product

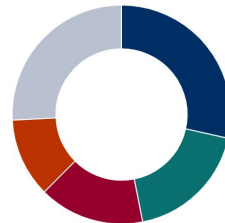
- Replaceable components
- Long lifetime [5 year support]
 - Hardware (replaceable modules)
 - Software (OS updates, security)
- High performance
- US & Canadian Market



Market Analysis

- US Market Revenue (2021):
- US Market Growth: ~x% per year
- Customer base:
 - Ages: x to y
 - Canada & US: ~ 100 million (based on 2020 census data)

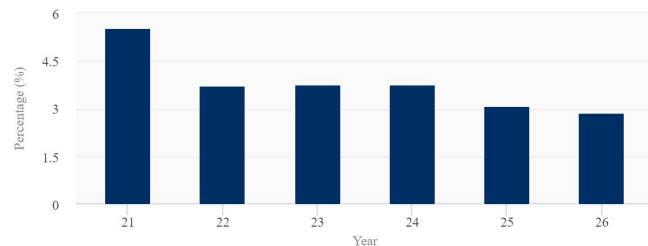
Major Players



28.5% Apple Inc. 18.4% AT&T Inc. 15.6% Verizon 11.7% Best Buy 25.8% Other

The Retail Market for Smartphones
Source: IBISWorld

Industry Outlook 2021–2026



The Retail Market for
Smartphones
Source: IBISWorld

Key External Drivers

% = 2016–21 Annual Growth

3.0%

Per capita disposable income

0.3%

Number of adults aged 20 to 64

2.1%

Number of mobile internet connections

15.5%

E-commerce sales

Source: IBIS World

Competition



Conventional Market (Global)



Fairphone (EU)



TeraCube (US & CA)

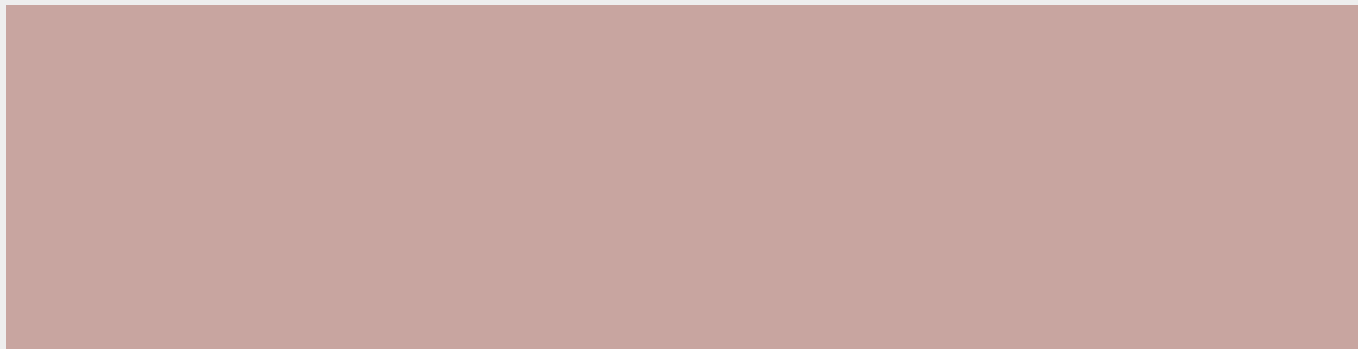
Competitive Advantage

Competitor	High-performance	Repairable / long-lived	Available to US & CA markets
Conventional	✓	✗	✓
Fairphone (EU)	✓	✓	✗
Teracube	✗	✓	✓
Modulo	✓	✓	✓

Marketing & Distribution

- **Advertising:** Mixture of online ads and sponsorships with tech reviewers/influencers
- **Distribution:** Online only in batches, based on own website
 - Headquartered in Greater Vancouver
 - Move to sell through third parties in the long term
- Pricing to match mid- to high-tier phones (~800-1000 CAD/unit)

Company Organization



Hardware Lead

Software Lead

Operations Lead

Company Organization Plan

Hardware

- RF / Communication
- Battery and Power
- Peripherals

Software

- Firmware
- OS open-source
- Software security

Marketing

- Website design (contracted)
- Customer success (later position)
- Sales

Financial Plan

Summary of expenditures for first two years: ~\$2 million required

General category	Description	Equation	Cost (\$k)
Salaries	Average salaries (4 employees)		
Components & Manufacturing	Components commercially bought PCB manufactured out of house		
Advertising	Website (squarespace) Samples for sponsorship deals Social media ads		
Legal fees	Advice / consultation		
Equipment	Rework station		
Workshop / space	Private home	N/A	0



50 %

Angel Investments & Government Funds

E.g. Women's Equity Lab Vancouver
Canada's Strategic Innovation Fund

20 %

Bank / Government Loans

E.g. Business Bank of Canada, RBC

25 %

Venture Capitalist Funds

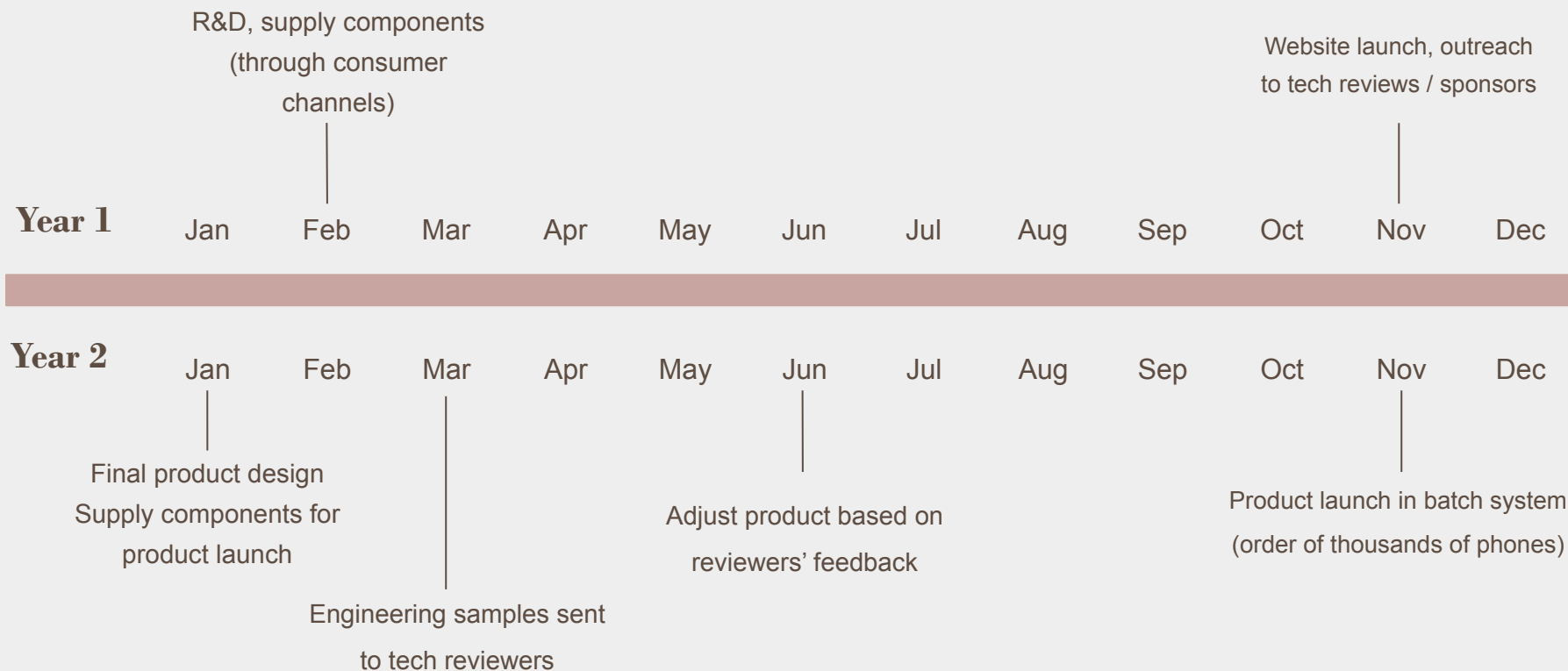
5 %

Personal Funds

Personal assets invested

*Distribution may vary according to success of various applications

Two-Year Action Plan



Thank you



Sources

- Business Development Bank of Canada: <https://www.bdc.ca/en>
- General business loans information:
<https://www.finder.com/ca/how-much-business-loan-can-i-get>
- US Census Data from Statista:
<https://www.statista.com/statistics/241488/population-of-the-us-by-sex-and-age/>
- Canada Census Data from Government of Canada:
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1710000501>
- US Market Data from IBIS World:
<https://my.ibisworld.com/us/en/industry-specialized/od6131/industry-at-a-glance>