



# reMarkable paper pro



The ultimate paper tablet with 11.8" color display,  
adjustable reading light, and unmatched paper-like  
feel

## **Presenters:**

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# reMarkable Paper Pro

A Bigger, Faster, more Premium reMarkable.

## Color:

The Paper Pro offers users a pastel color pallet with over 20,000 vibrant colors that can be used in writing, sketching, note-taking.

## Size:

With an impressive 11.8" display, Paper Pro offers a wider canvas for story tellers, avid readers, researchers, and artists.

## Performance in low light:

With a backlit screen and adjustable reading light, this model looks after its users in low light settings.

## Enhanced display and performance:

The Paper Pro offers a faster responsiveness, sharper images, writing latency of 12 milliseconds, faster navigation and refresh rate.



# Delivering Safety, Sustainability, and Experience

## 1. Safety:

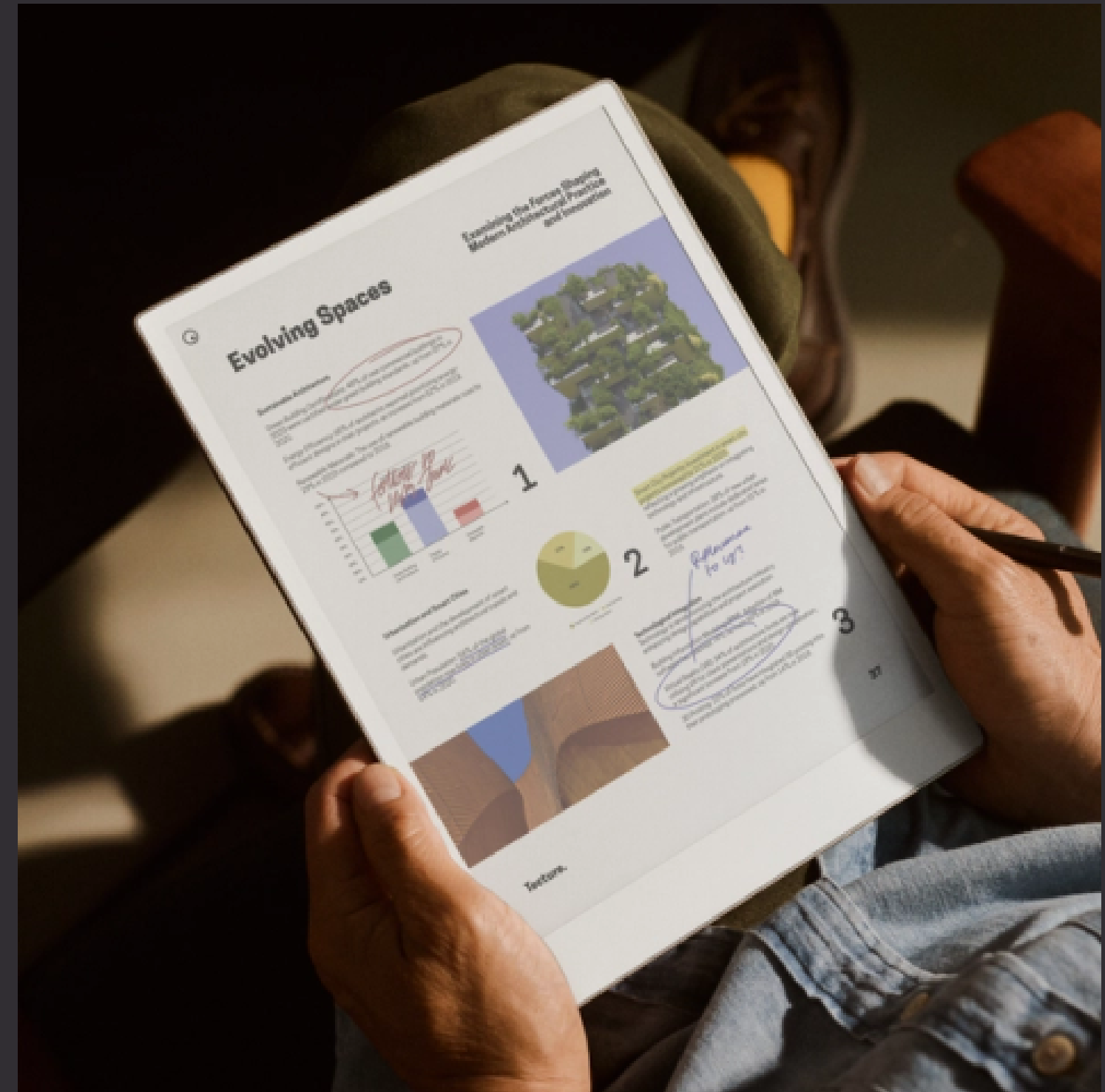
The Paper Pro delivers on the promise of File encryption and secure boot. Users can now feel safe about their notes, art, and material as we now offer encryption settings to protect folders and organizers on the device

## 2. Sustainability:

The new thicker design offers a stronger structure while maintaining the lightweight feel of the device. Meanwhile, a 5030 mAh battery will last users up to 2 WEEKS!

## 3. Overall Experience:

























1.8 Ghz quad processor, 2 GB RAM, a 64GB internal storage, and a new and evolved Stylus offering a more paper life experience. A new set of Bookfolios and leathered covers improve the overall experience.





<b>Problem</b>  1. Distractions from other apps when using a multi-purpose tablet. 2. Blue-ray from screen leading to higher risk of myopia 3. Slippery writing on tablet screen	<b>Solution</b>  A device that is only built for productivity, with a paper-like screen free of blue rays and paper sensation when writing on it.	<b>Unique Value Proposition</b>  1. Colored blue-ray free screen. 2. Built-in productivity apps only (with no entertainment apps available for download). 3. Feels like writing on paper without the need for a paper-like screen protector which usually diminishes pen tips (i.e., Apple Pencil). 4. 2 weeks battery life. 5. Minimalism design	<b>Unfair Advantage</b>  1. Patented technology for the screen (E-ink) 2. Market positioning as the only tablet built for productivity and only for productivity. 3. Brand image as the luxury tablet brand that focus on design and user experience.	<b>Customer Segments</b>  1. Students from high income families. 2. People struggle with concentration issues due to distractions. 3. Students who want to protect their eyesight (i.e., aspiring pilot). 4. Productivity influencers 5. People who enjoy luxury electronics
<b>Existing Alternatives</b>  1. Writing on paper 2. User paper-like screen protection on tablets	<b>Key Metrics</b>  1. Net Promoter Score (NPS) 2. SCAT (Customer Satisfactory Score) 3. Review rating 4. Social media mentions/tags 5. Number of defects reported per unit time		<b>Channels</b>  1. Marketing: online ads and influencers. 2. Sales: Official website, Amazon, Best Buy 3. Distribution: direct shipping, 4. Services: online on-demand customer support	<b>Early Adopters</b>  1. Productivity influencers 2. Students from high-income families struggling with concentration issues.
<b>Cost Structure</b>			<b>Revenue Streams</b>	

# Harvey Ball Analysis

	Avoid distraction	Eyesight protection	Productivity tools	Color availability	Light weight	Design taste	Overall
Pen & papers							14
Tablets (i.e., iPad)							11
Amazon Kindle							13
reMarkable Paper Pro							22

Significant

None



# SWOT Analysis

## Strengths

### Innovative Display Technology

- “11.8” inch display with 20,000 colors , resolution: 2160 x 1620 Paper-like feel

### Enhanced User Experience

- Adjustable reading light for day/night use, low glare for readability in direct sunlight, and fast 12 ms writing latency for a smooth experience.

### Hardware Specifications

- The device offers 64 GB of storage, up to 2 weeks of battery life with fast charging from 0-90% in 90 minutes, and a slim 5.1 mm design.

## Opportunity

### Digital Transformation

- Growing trend of digitizing workflows and reducing paper usage

### Remote Work and Education

- Increasing demand for digital tools that enhance productivity and learning

### Sustainability Movement

- Rising consumer interest in eco-friendly products

### Customization and Accessories

- Potential for additional revenue through personalized folios and accessories

## Weakness

### Price Point

- Likely to be more expensive than traditional tablets or e-readers (\$579)

### Limited Functionality

- Primarily focused on writing and reading, may lack versatility of full-featured tablets

### Learning Curve

- Users accustomed to traditional paper or standard tablets might need time to adapt

## Threats

### Competition

- Other e-ink devices and tablets in the market

### Technological Advancements

- Rapid improvements in competing technologies could outpace reMarkable's innovations

### Economic Factors

- Premium pricing may limit adoption during economic downturns

### Changing Consumer Preferences

- Shift towards all-in-one devices might affect demand for specialized products

# Future Plan

## Optimize system performance

Further reduce lag in navigation and page-turning to enhance the overall experience. Software optimizations and future hardware upgrades could improve processing speed.

## Expand drawing tools and features

Introduce advanced drawing tools like shape creation, straight-line tools, and color fill options. These features, implemented via software updates, would appeal to artists and designers while maintaining the minimalist interface.

## Enhance handwriting recognition

Improve the handwriting-to-text conversion feature to better handle different writing styles and provide easier correction options. This could involve implementing more advanced machine learning algorithms for text recognition and offering in-line editing of converted text.

## Enhance File Support and Security Features

Add support for more file formats, like MS Word, and implement folder-level password protection to enhance compatibility and safeguard sensitive information, improving utility for professional users.

**Thank You**



**Q&A**