



twinkly™

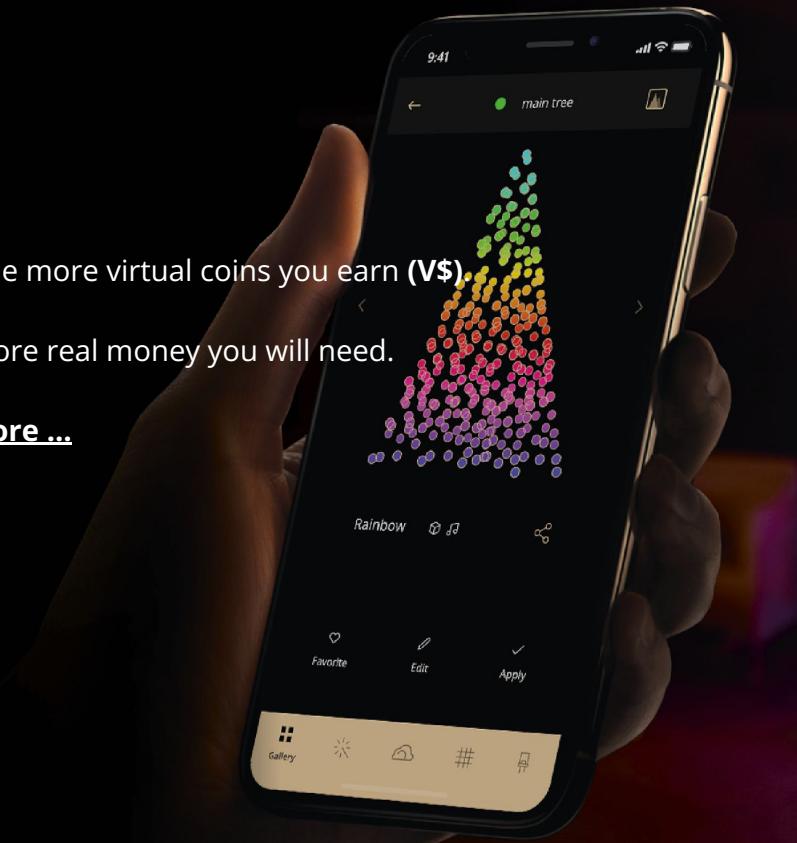
Tip 1

Your "Start Up" is like a virtual game.

The more strategic elements you solve, the more virtual coins you earn (**V\$**).

The less virtual coins you have and the more real money you will need.

And remember... Time is what costs more ...



Tip 2

Don't start anything if you don't have clear values in your hands.

You will only hurt yourself.

Have the courage to stop.

Living in the hope that things will change is the worst thing you can do.

The probability of getting hurt even if you have real values is big.

Don't make this probability 100%.



Twinkly World

Welcome to the world
where light meets
technology for a
limitless experience.

Our vision originates on the opportunity to apply the latest technologies coming from the digital world to the lighting universe, through the development of new products, both for consumer and professional use, ready for the Internet of Things revolution.

What is Twinkly?

Twinkly is the most advanced product for light **decorations**, and a real innovation for the lighting industry overall.

Twinkly combines bright, colorful addressable LEDs, a Wi-Fi + Bluetooth controller and a state-of-the-art smartphone application, ready to perform amazing animations easily and quickly.

Twinkly offers a wide variety of stunning effects, ready to be played and customized, and full access to the FX gallery, where new animations are always available for download.



Tip 3

You don't necessarily need something new to start a "Start Up".

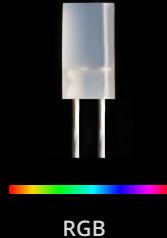
Sometimes an old idea implemented in a different way can be a big value... but in that case execution, money, speed are everything (**V\$ --**).

The more you move towards having unique IPs, the less capital you need (V\$ ++**) and the more Time you have available (**V\$ ++**).**

Of course, execution is always everything.



Twinkly Values



Each Twinkly LED can perform 16 millions of colors.

On 2 wires Power line communication

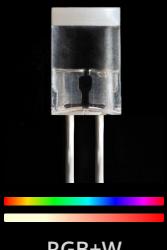
RGB

Red, Green, Blue
perfect for multicolor effects



RGB+W

Red, Green, Blue, Warm White
all the colors you dream of



Twinkly Values

Magic 3D animations,
displayed on your decoration
Just like a video on your TV.

You can have incredible results,
quickly and easily: the Twinkly
app maps, through the
smartphone camera, the exact
position of each LED bulb in the
3D space letting you wrap any
shape you want and apply
amazing effects with
pixel-perfect precision.



Several patents have been filed and granted to protect the result of Twinkly's investments in research & development



Tip 4

Be simple and resolve a problem.

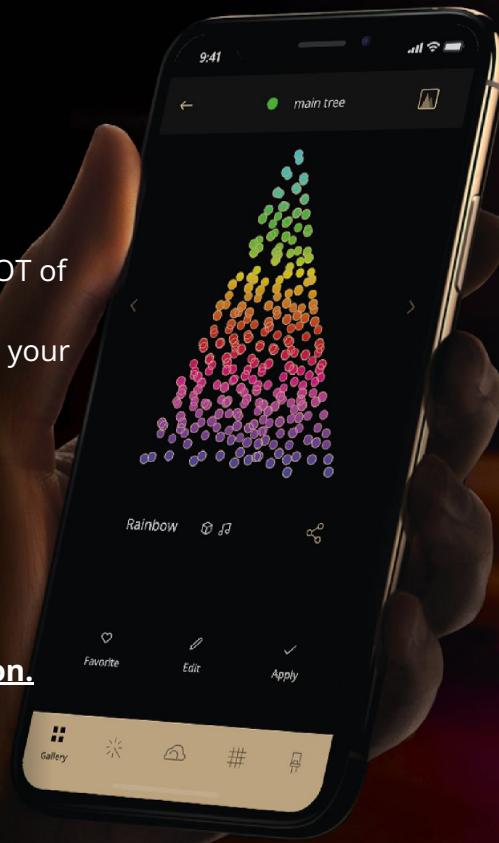
Whatever is complex cannot easily be scalable without a LOT of real money.

You cannot always think to change the world starting from your wallet and your kitchen.

The best Business Plans are always selling*:

- an easy to understand product,
- that can change your daily experience or needs,
- without changing your daily attitudes (V\$ ++).

***Remember your brand is known from 0% of population.**



What is simpler to
understand than a
unique
Christmas Tree?



What has everybody in the hands?

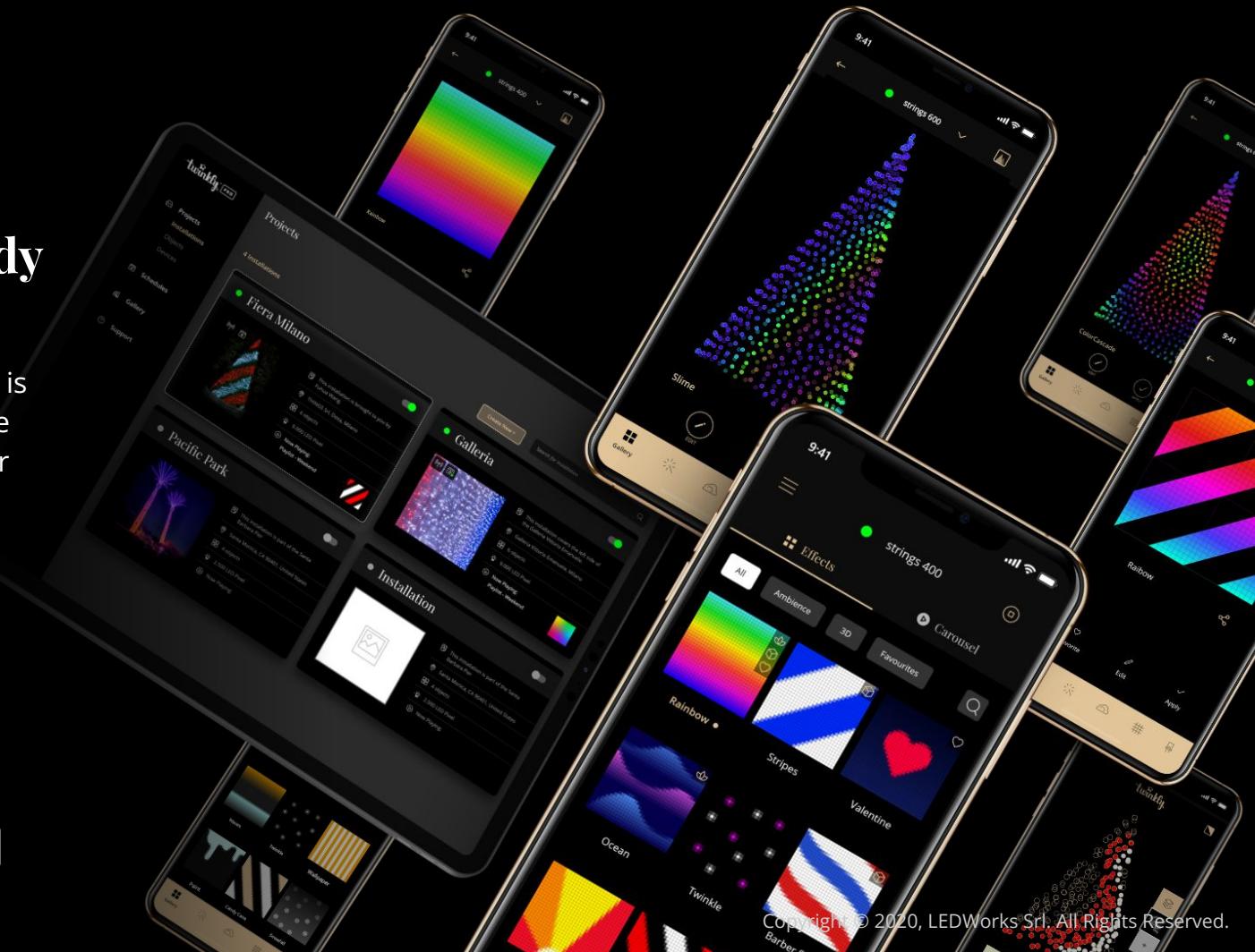
The core power of the system is the Twinkly app. Full of unique and enabling features, free for iOS and Android.

Twinkly app is much more than the remote control of your decorations. It features thousands of stunning effects, ready to play just with a tap on the screen, and gives you the ability to customize them or to create your very own, just by drawing with a finger.



Download on the
App Store

GET IT ON
Google Play



Computer Vision

Just frame your decoration.
Twinkly will do the rest.

The heuristic Computer Vision mapping functionality performs a scan of your decoration to create a true virtual layout to precisely control the whole group of lights as one single object.

By a quick sequence of encoded light flashes, the app is able to determine the position and corresponding identification code of each single LED.

A sophisticated reconstruction algorithm combines views made at different angles to create the best 3D model in a bunch of seconds.



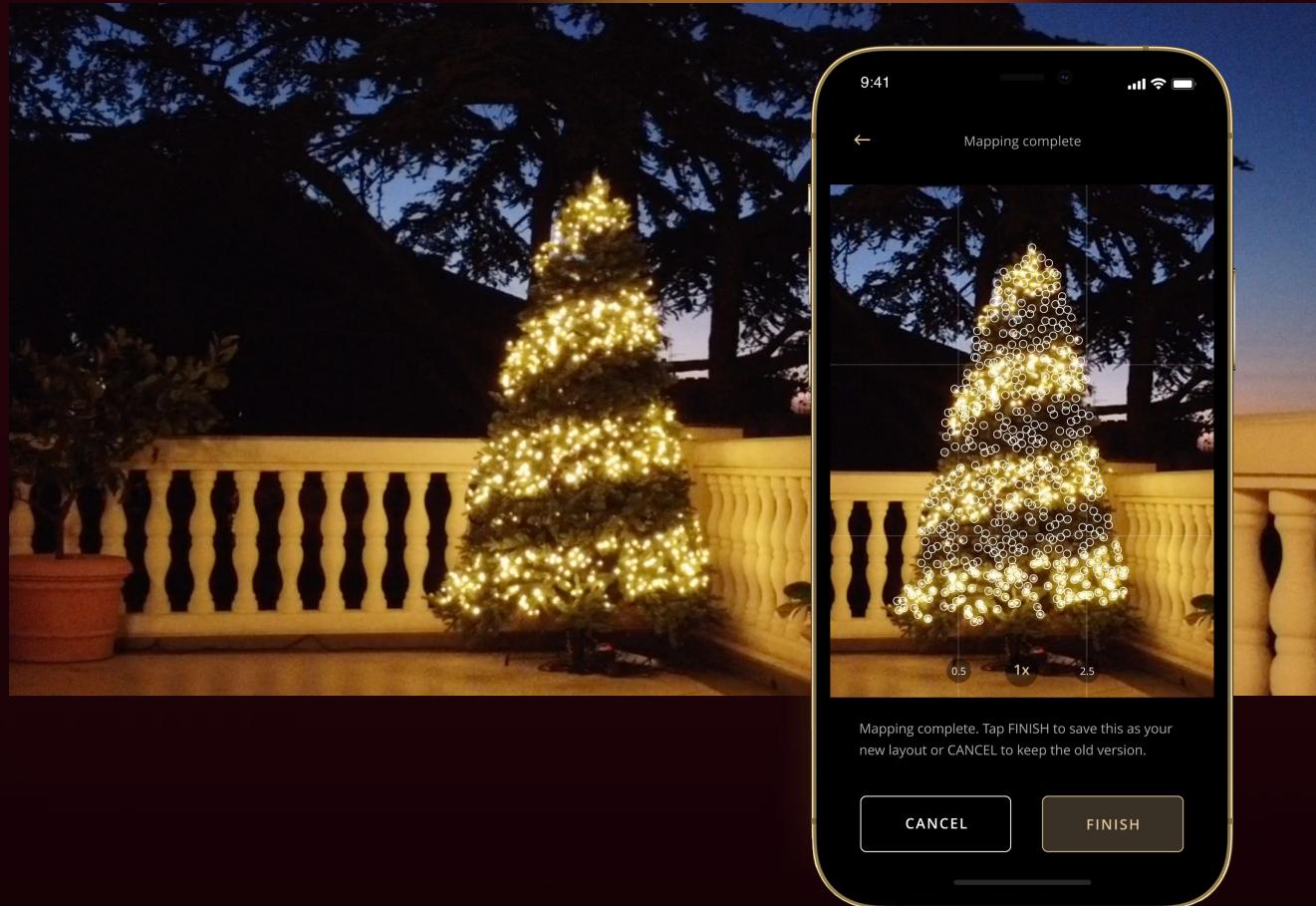
Computer Vision

+

2 Pins addressable LED

JUST FRAME YOUR DECORATION.

TWINKLY WILL DO THE REST.

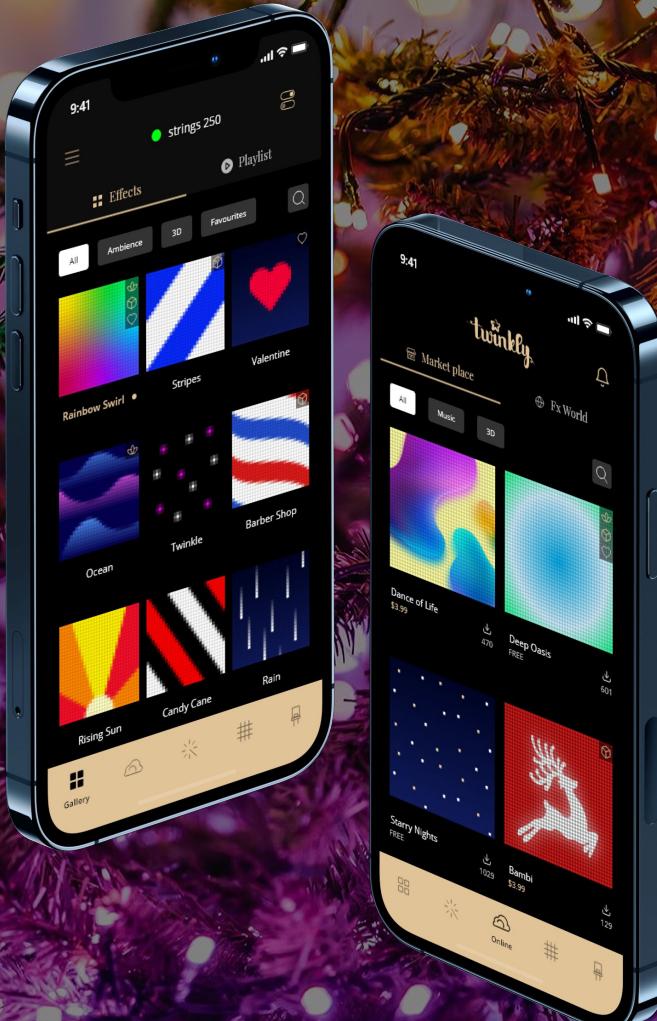


Effects

Choose from the Gallery.
Download always new ones.

Our new Effects Gallery is getting vastly improved with lots of effects to suit everyone's tastes, tags for different requirements and easy to preview effects grid.

Still want more? Head over to the Online section, which is constantly being updated with fresh new effects to download. You can never have too many.



Wizard

The power of creation
in your hands

FX Wizard simple but extremely powerful tool that anyone can use to create stunning effects in a matter of seconds.

The user will have the ability to choose, adjust, and mix different patterns to create unique compositions with ease using intuitive gestures.

Pinch, zoom, rotate and boom! Here is your new, very own, pro-grade effect!



COLOR



GRADIENT



INTENSITY



MAGIC



PATTERN



MUSIC



SPEED

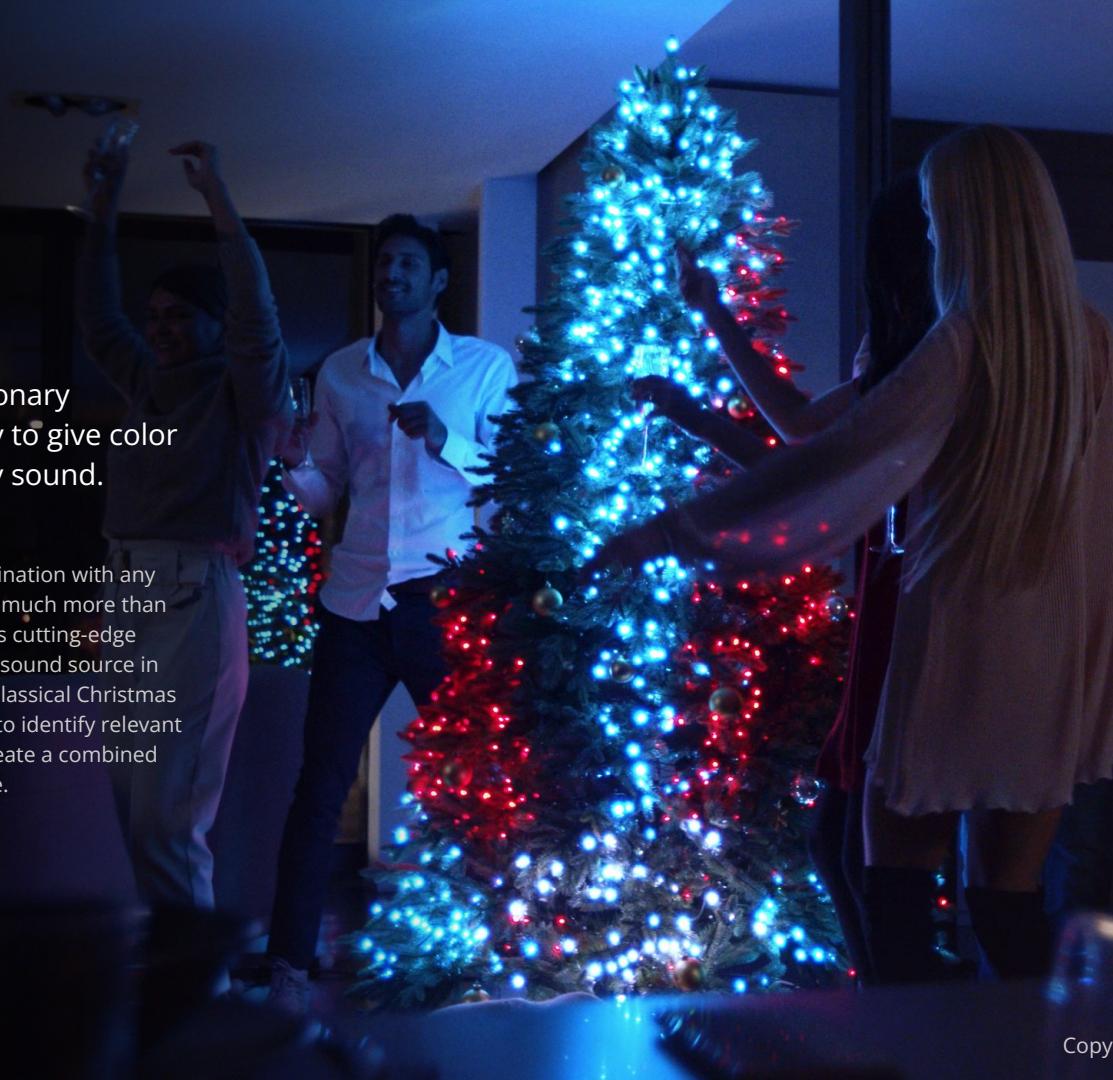


ROTATE

Music

Another revolutionary technology ready to give color and shape to any sound.

Twinkly Music, in combination with any Twinkly light set, offers much more than just music sensitivity: its cutting-edge algorithms decode any sound source in real time (whether it's classical Christmas songs or dance music) to identify relevant musical elements to create a combined audio-visual experience.



Magic

Upload your media and watch it play on your decorations.

May it be a picture, a GIF or a video animation of your choice.

Upload it on the Twinkly app and watch it play on your decorations, in real time.

Now that is pure magic.



FEATURES



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Share

Made by FX creators
for FX enthusiasts

Share your creativity with the world.

See what other users are creating.

Access the library of premium effects
curated by Twinkly just for you.



FEATURES

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Tip 5

Be Scalable

Stay focused on maximizing your ROI in terms of **technology development** and **lead conversion***.

The best Business Plans are:

- Selling the same technology shaped in different products (V\$ ++),
- In easy to understand products.

***Remember your brand is known from 0% of population.**



Develop one - Join all

Group devices just by selecting them from the device list. Twinkly will automatically join them together.

It is always good to have more LEDs. Specially when unifying them to make a giant installation is so easy.

With Twinkly App, you can virtually connect multiple Twinkly lights to create a big scenario, all within a few taps.



Plug 1 device:
- map&Play

Plug 100 devices:
- map&Play

Same action

Same Joined product (distributed computation)
No Electrician (connection is virtual and automatic)
No LED technician to MAP (a picture is enough)
No system Manager (smartphone is your docking station)
No Art designer (you tube is free)



Same
technology

Different
markets

Strings

Create your unique animation on
your Christmas Tree



Game on!

TWINKLY DELVES DEEPER INTO THE INDUSTRY WITH MASSIVE POTENTIAL.

In 2020, Twinkly implemented Razer Chroma RGB standard to make Twinkly lights work with the best in class gaming products.

This is just the beginning of peering into the gaming market for Twinkly: the future products are being designed keeping in mind also this target audience. And a whole lot of cool features are being developed to support this scenario.



Line

DIY interiors, here we are!

With this new product, Twinkly gets serious about year round interior decorations, with more options to customize your spaces than ever.

Runs with: everyone's favourite Twinkly Technology!

Flex

Neon vibes, made smart!

A neon-like continuous glow, and the ability to be shaped into anything you want. This is flex, a perfect fit for everyone aiming to make their space truly unique.

Shape and reshape it on your wall: Twinkly's technology now gets to every corner of your home.

TWINKLY 2022 | FLEX



Curtain

Taking advantage of the vibrant of the multicolor hues, plus a dedicated White channel, Curtain has been designed to be the perfect decoration for open spaces, streaming backdrops as well as outdoor occasions.

TWINKLY 2022 | CURTAIN



Dots

A unique, first-of-a-kind product. Streamlined version of classic strings. For Christmas, home, work space and gaming use case scenarios. Avoid the hassle of managing classic wires and enjoy the crystal clear hues from the sleek button shaped LED design.





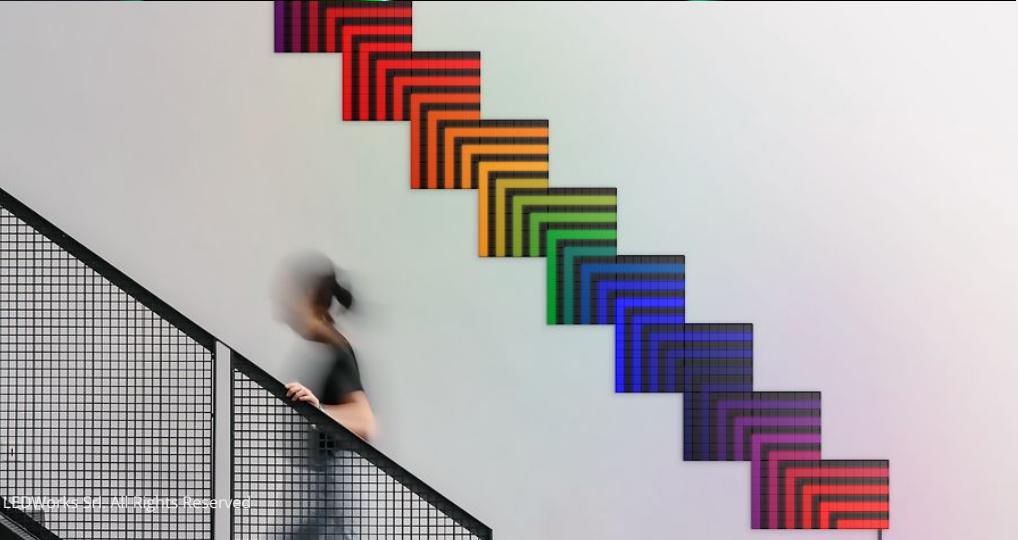
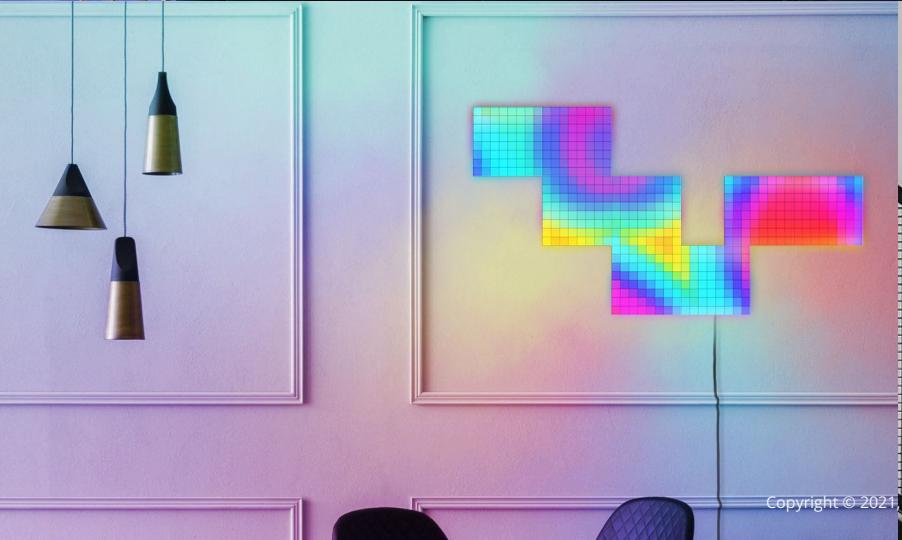
Squares

A revolutionary product that combines the power of an LED wall with the style of interior decoration.

Perfectly integrated with the Twinkly ecosystem, it can be the protagonist of your living room or work together with other devices to generate incredible experiences, from DJ set lighting to immersive gaming consoles.

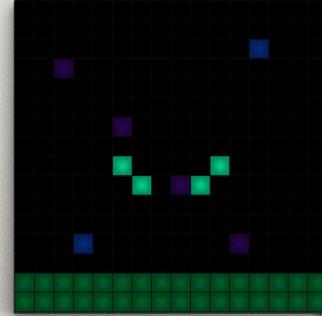
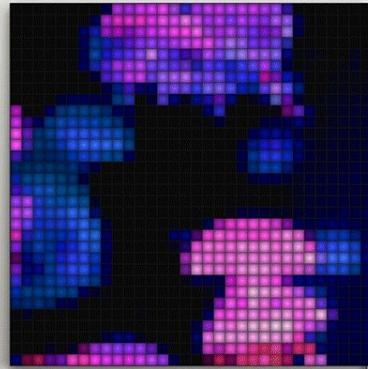


TWINKLY 2022 | SQUARES



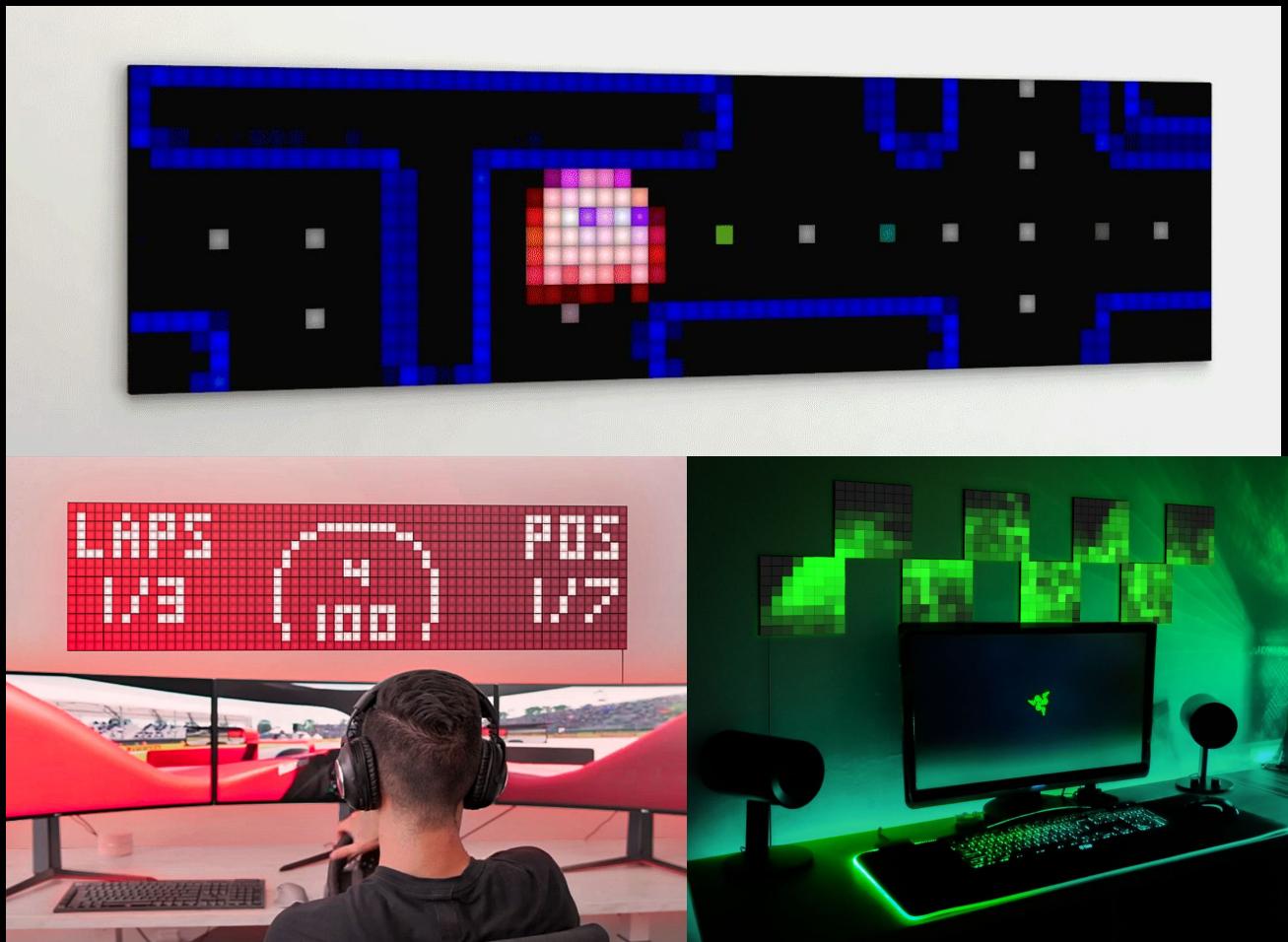
Pixel Art

THE POSSIBILITY TO IMPLEMENT
GORGEOUS PIXEL ARTWORK, ANIMATED
OR OTHERWISE, TO REALLY TAKE YOUR
INTERIOR DECOR TO THE NEXT LEVEL.



Game on!

SQUARES UNLEASHES GREAT NEW POTENTIAL FOR GAMERS. ADD A SECONDARY SCREEN OR AMBIENT LIGHTING THAT'S IN SYNC WITH THE GAMING ACTION.



How it all started ...

Multiple experience with Up and Down successes.

Mistakes are a lesson ... if you are a real entrepreneur.

Unfortunately there are too many "not entrepreneurs" that:

- Believe mistakes are a failure and not a lesson ...
- Never recognize a mistake and keep doing them ...



How it all started ...

Idea born in family when my wife asked to buy a new Christmas String with same colours and effects of the year before. **IMPOSSIBLE.**

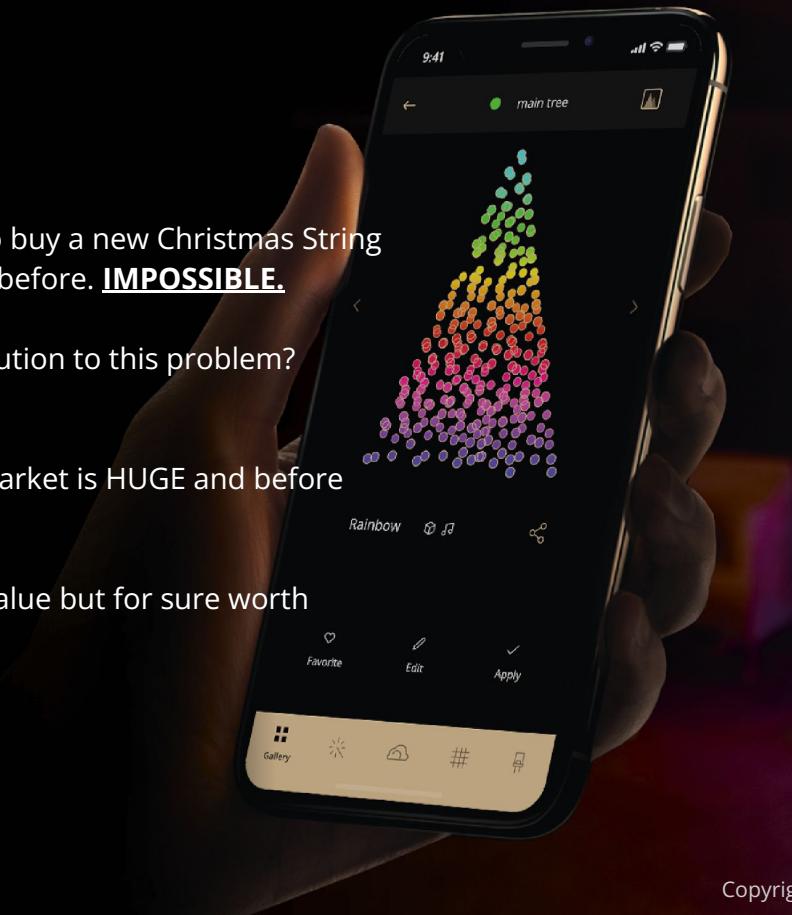
Then why not trying to see if there is a solution to this problem?

Be careful.

This specific need seems stupid but the market is HUGE and before Twinkly a solution was missing.

Of course it doesn't mean there is a real value but for sure worth scouting.

Remember: Simple values are the best.



Tech scouting

First problem to bring any string to be the same is controlling the single LED

4-pins addressable LEDs (GND; POWER, DATA IN, DATA OUT) were in the market already and technologically this could be a solution but how to weld on a 2 wires Christmas string?

The full Chinese industry is setup to weld 2-pin LEDs.

FIRST OPPORTUNITY. Develop a microcontroller to be bond inside the LED receiving the data from the 2 powerline pins.

In this way you DEVELOP ONCE but you can use every Chinese supplier.

Enough? No... you can't patent so your investment would be copied before your brand becomes a barrier.

DO NOT START YOUR COMPANY IF THIS IS YOUR ONLY ADVANTAGE.



Where is the real Value

If you get at the level of controlling each single LED with millions of colours, why not finding a way to create unique effects?

Think ...

- A led emits light
- A camera can see it
- The most common object we have in the pockets has a camera and big computation power
- So why not inventing a method to recognize the position of each LED in 3D space through a sequence of frames you can set (from phone to the string) and get (via camera)?

Bingo!

- We have a product that everybody uses
- A simple message to get through
- A real innovation, patented
- **We have a lot of virtual coins (V\$++)**



Let's Start ...

We have no real money.

I offered 15 people to work for equity for 18 months.

If you are credible as entrepreneur and you have a real story to tell
everyone will say yes (V\$++).

Thanks to a background in semiconductors I persuade a Taiwanese
friend to develop the chip at his cost in exchange of an exclusivity.

Company started in the mother in-laws' kitchen ...

Incorporating the NewCo at the beginning of 2017



Let' test the Market

In January '17 a first Arduino base product was working.

We took part in a first Christmas trade fair (Christmas World in Frankfurt).

We had no money to produce the product and we needed to find our first investor.

Our luck was our ROI, Values and IPs are huge so we aim to have customers as investors.

THIS IS NOT ALWAYS POSSIBLE. BUT REMEMBER ... MORE VIRTUAL COINS YOU HAVE AND LESS REAL MONEY YOU NEED

In 2017 the innovation in Christmas LED market was the purple LED. We arrived with a tree showing an animated Italian flag ...

John Lewis Stopped and says "I want it at any cost". He pays 500K upfront ...#We use that money to produce.

LW invoices 1M its first year in 2017

Is it what the Market wants ?

Now the most difficult challenge.

Is what we thought really what the market wants?

The product was not consolidated. Many physical problems and we decided to start with just 2 markets (UK and ITA) and with only two customers (JL and Unieuro) so mistakes would not kick us out of the big market.

Even if customers received a faulty item, instead of asking for a refund, they asked for a discount on the next generation.

Bingo! It is time to think big and take off!

How can we fly ...

Now everything is based on execution and the brand to be built

Some Execution Tips:

- Never think the BP you build on paper is problem-free. You would never consider enough negative elements to mitigate the numbers. **You can only manage them and avoid they kill you**
- Everything will happen: patent trolls claims, real competitors claims trying to block you or gettin money from you, qualitative problems that force you to withdraw everything from the market, people anticipating your trademarks and blocking exporting or entering in specific markets, covid stopping travels, shareholders problems ...
- If you cannot keep your mind focus and react 365 days a year, you have no hope to survive
- The start up is a growing process where you cannot have consolidated processes. Only intelligence, focus and passion can help you to compensate
- **People are everything. The company is made up of people and is not a place where people works. Protect them, always.**

How can we fly ...

Some Brands Tips:

- Never stop to innovate until you don't consolidate a BRAND ...
The technology and the execution speed are the only strength you really have.
- IPs will not last forever. If there is a market .. competition will find the way to work around the patents.
- If competition will not come ... be more worried because it means the market is capped.

Let's see just an example of Marketing campaign



twinkly™

Life is a **colorful game**

Gaming Campaign – Spring 2022

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Campaign overview

Insights

Online video influences Gamers' purchases.

40% of YouTube Gamers who recently bought a media and entertainment, food and beverages, or consumer electronics product say they are influenced by videos they watched online.

Gamers have **high expectations for how brands engage them online**. They want content from brands that entertains them (83%), taps into their passions (75%), and gives them useful information about how to use their products/services (70%)

YouTube Gamers are more likely to purchase certain goods than the general online population.



1.2X
for entertainment



1.5X
for electronics



1.2X
for computers



1.1X
for smartphones



1.1X
for cars

Source: Google/Ipsos MediaCT, U.S. YouTube Gamers Study, among 2,000 people, ages 18-54, who watch gaming videos on YouTube, October 2015

Percent of YouTube Gamers who give product recommendations in the following categories:



media & entertainment

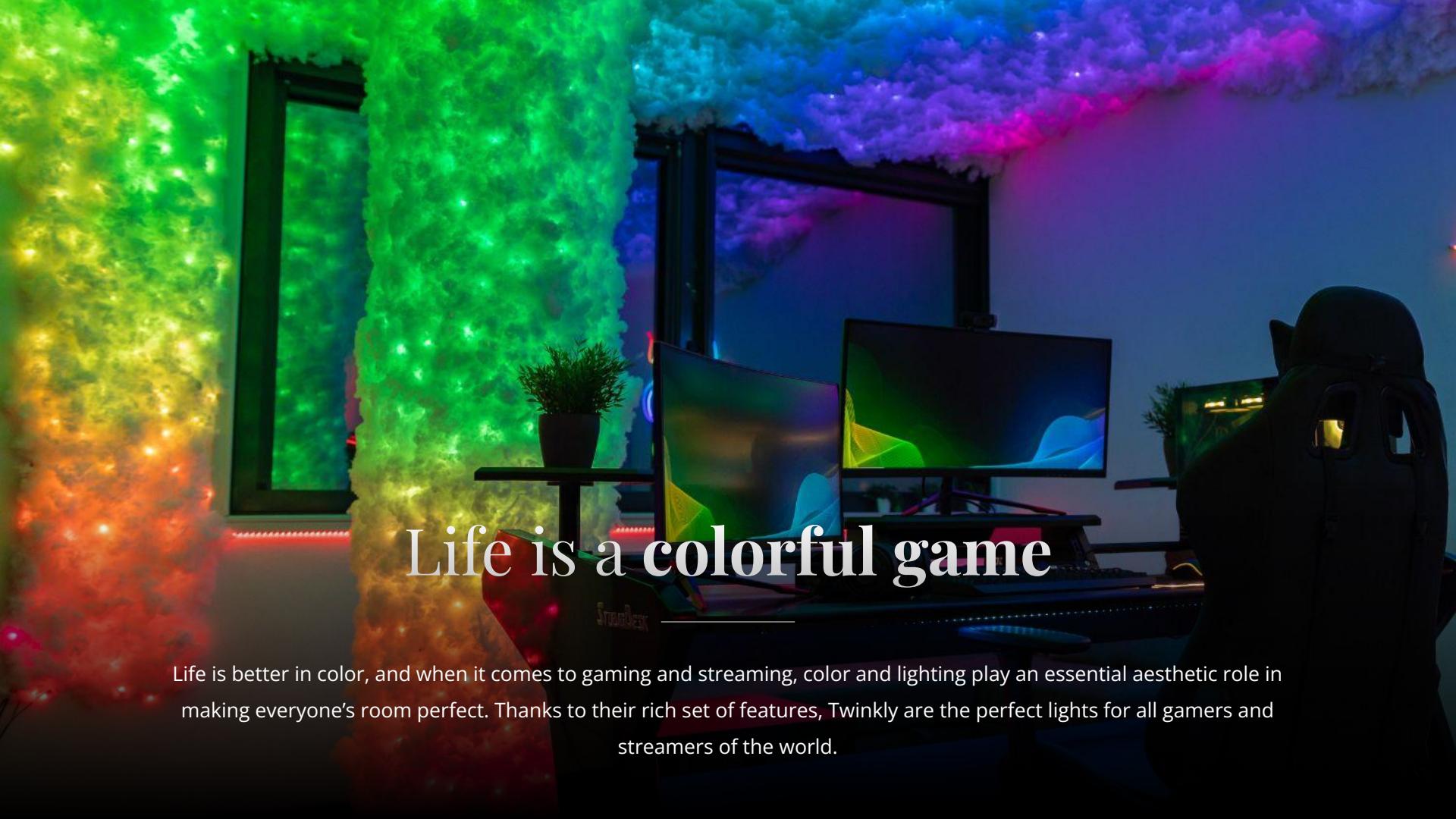


consumer electronics



food & beverage

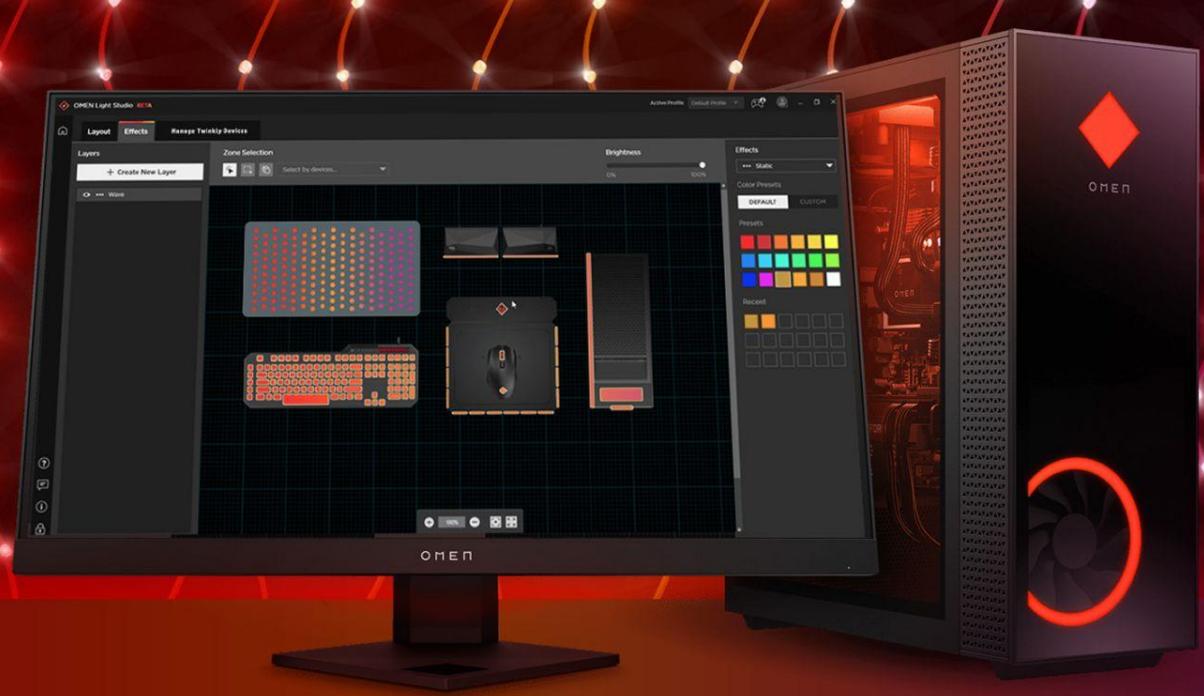
Base: Made a recent purchase in the category (Media and Entertainment N=1,443; Consumer Electronics N=1,042; Packaged Food and Beverages N=2,264)



Life is a colorful game

Life is better in color, and when it comes to gaming and streaming, color and lighting play an essential aesthetic role in making everyone's room perfect. Thanks to their rich set of features, Twinkly are the perfect lights for all gamers and streamers of the world.

Opportunity



We will launch this campaign at the end of April 2022. We decided to sync it with the launch of OMEN Light Studio at the end of April 2022, to maximise reach and attention.

Objective

TO GENERATE AWARENESS AND TO BOOST SALES BY PROMOTING THE USE OF TWINKLY LIGHTS IN GAMING ENVIRONMENTS

The campaign will be reaching the objectives from two angles:

1. Showing that Twinkly lights are the perfect lights to decorate a gaming or streaming room (decorative angle)
2. Showing that Twinkly lights can enhance the gaming experience by syncing with OMEN Light Studio



Campaign strategy

We will focus the campaign around both:

- Twinkly's unique capabilities to enhance the gaming experience thanks to their compatibility with OMEN Light Studio,
- the use of Twinkly as a decorative lighting element in streamers' and gamers' rooms.

We have devised a campaign which challenges users to be bold and creative, inspiring them to color up their rooms. Throughout this campaign we will target both micro and macro influencers, the aim of this is to utilise the hyper-engaged nature of micro influencers, whilst still achieving the large scale reach that comes with macro influencers.



Campaign KPIs

- Primary: **Brand Awareness**
Measured by total reach
- Secondary: **Consideration**
Measured by click-outs to partners,
sales uplift vs. pre-campaign



Geography



The campaign will be in English, targeted to a global audience of gamers and streamers via a roster of influencers and paid budget.

The main targeted region will be the United States, but due to the use of English and the international reach of gaming audiences, we will feature this campaign on our global channels, and push it to secondary markets.

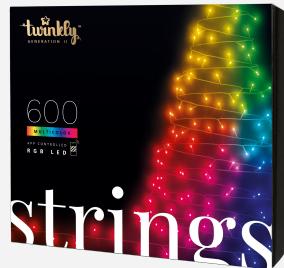
Products

ALL TWINKLY LIGHTS CAN BE SYNCED WITH OMEN LIGHT STUDIO AND USED
IN GAMING ENVIRONMENTS.

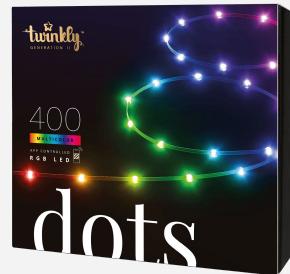
THIS CAMPAIGN WILL BE FOCUSED ON:



CURTAIN



STRINGS



DOTS



LINE



FLEX

Main product to be featured

Target audiences



EVERYDAY GAMERS

This is our wider audience, no matter how and where users do gaming



STREAMERS

A more targeted audience of Twitch / YouTube streamers



PC GAMERS

The core audience of pro gamers using OMEN Light Studio and similar platforms

By pushing the campaign through Facebook / Instagram and TikTok, we can effectively promote Twinkly to our target audiences.

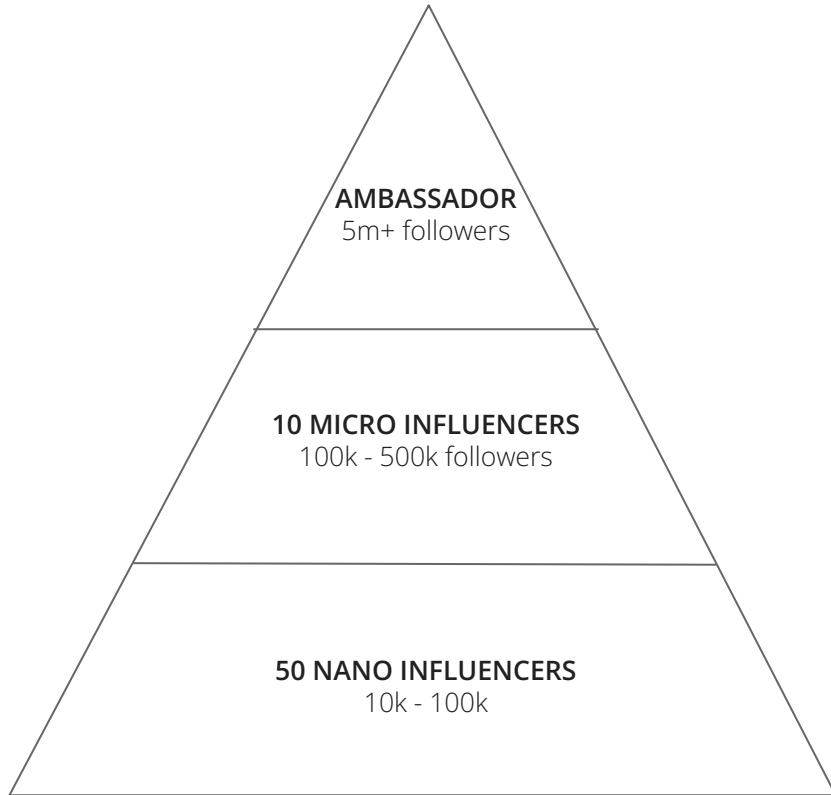
Influencers

INFLUENCER ACTIVATION WILL BE KEY TO REACH
OUR TARGET AUDIENCES

We will be leveraging on the full influencer pyramid. The top tier will be represented by one prominent brand ambassador in the gaming industry. They will be working as mid-term ambassador to the Twinkly brand, for at least 3 months from the campaign launch.

The mid tier will be represented by around 10 micro influencers, chosen based on audiences' locations, interests, and on their engagement rate, to maximise activations.

The lower tier will involve around 50 nano influencers that will work on a barter basis to amplify the campaign reach.



Platforms overview



INSTAGRAM

Instagram will be the main organic platform, that's where the Twinkly community mostly is.

Formats:
Posts
Stories (+ engagement)
Reels



TIKTOK

Secondary platform. We will be posting organic videos on the feed.



FACEBOOK

Supporting channel. It will be used to amplify the campaign and sweepstakes.



YOUTUBE

Supporting channel. It will be used as video repository with specific gaming content.



SOCIAL ADS

In order to provide additional reach to the campaign, reusage rights will be obtained for all influencer content.

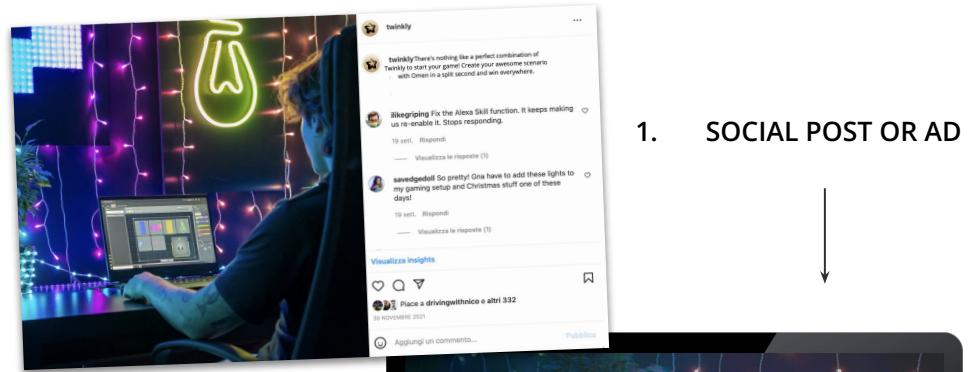
Upon content delivery, we will cut-down all influencer content into 15 & 30 second videos that feature highlight reels of the influencer content.

Campaign funnel

Traffic will be sent do a gaming-themed landing page that directs traffic to specific stores relevant to the region and products (e.g.

BestBuy, Walmart, GameStop)

Performance will be tracked via a combination of pixels and UTM parameters.



2. LANDING PAGE



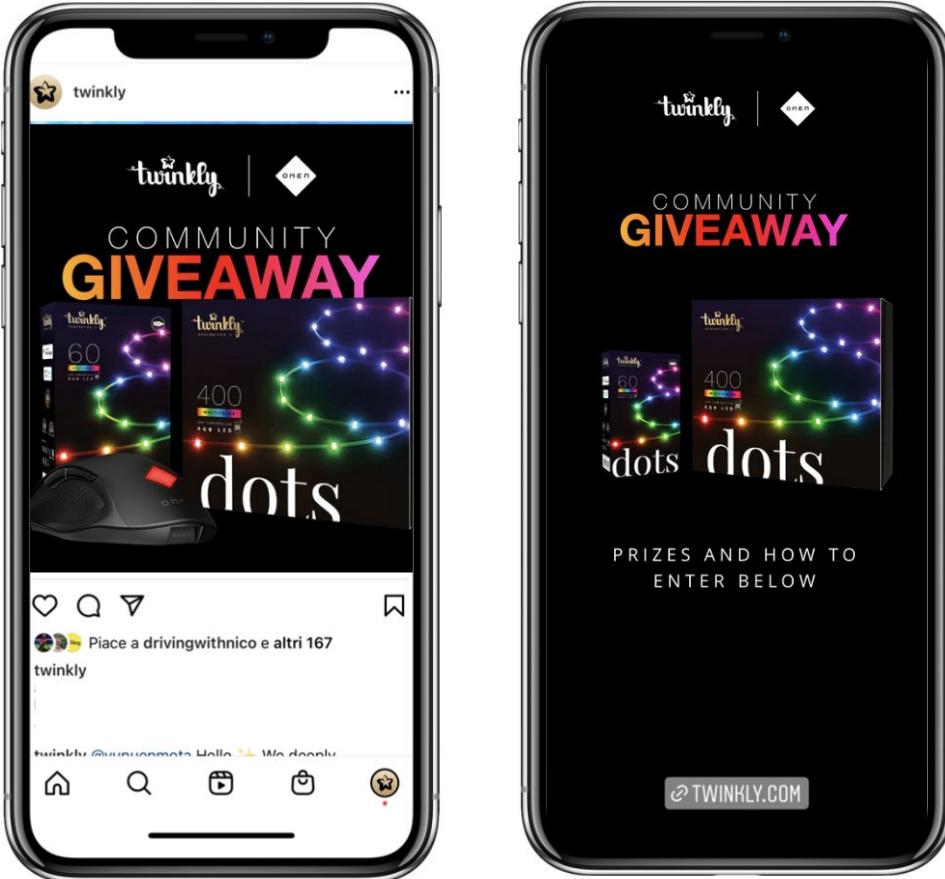
3. CLICK-OUT TO PARTNER



Example deliverables

Instagram organic post and stories - sweepstakes

Give away contest - post and stories can be also promoted to reach a wider audience



Facebook organic post sweepstakes



Give away contest - post can be also promoted to reach a wider audience

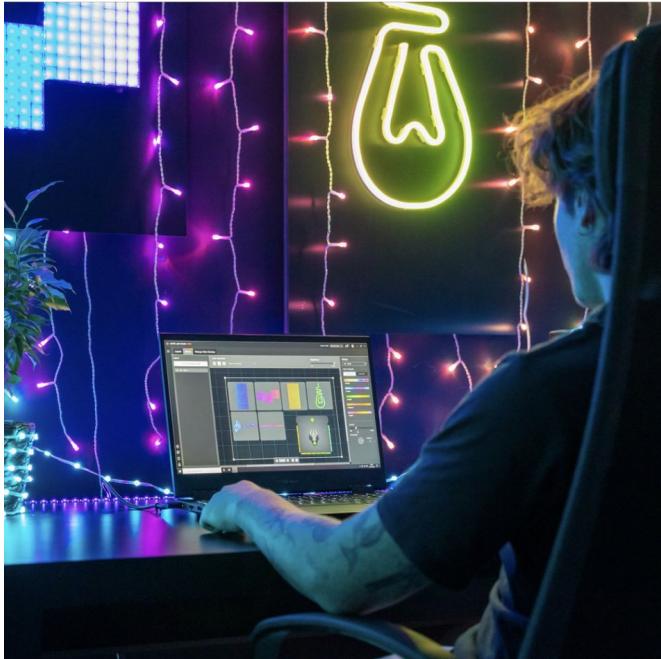
Instagram organic post and stories

Focus on the possible product features



Instagram organic post - gaming room set ups

Carousel or video post that shows different gaming room setups



twinkly

twinkly

There's nothing like a perfect combination of

Twinkly to start your game! Create your awesome scenario

with Omen in a split second and win everywhere.

ilikegriping

Fix the Alexa Skill function. It keeps making
us re-enable it. Stops responding.

19 sett. Rispondi

Visualizza le risposte (1)

savedgedoll

So pretty! Gna have to add these lights to
my gaming setup and Christmas stuff one of these
days!

19 sett. Rispondi

Visualizza le risposte (1)

Visualizza insights

♥ Q ↗

drivingwithnico

Piace a drivingwithnico e altri 332

30 NOVEMBRE 2021

☺

Aggiungi un commento...

Pubblica

Instagram

organic post - gaming room set ups

Carousel or video post that shows different gaming room setups



twinkly

twinkly There's nothing like a perfect combination of Twinkly to start your game! Create your awesome scenario with Omen in a split second and win everywhere.

iilkegriping Fix the Alexa Skill function. It keeps making us re-enable it. Stops responding.

19 sett. Rispondi

Visualizza le risposte (1)

savedgedoll So pretty! Gna have to add these lights to my gaming setup and Christmas stuff one of these days!

19 sett. Rispondi

Visualizza le risposte (1)

[Visualizza insights](#)

Place a drivingwithnico e altri 332

30 NOVEMBRE 2021

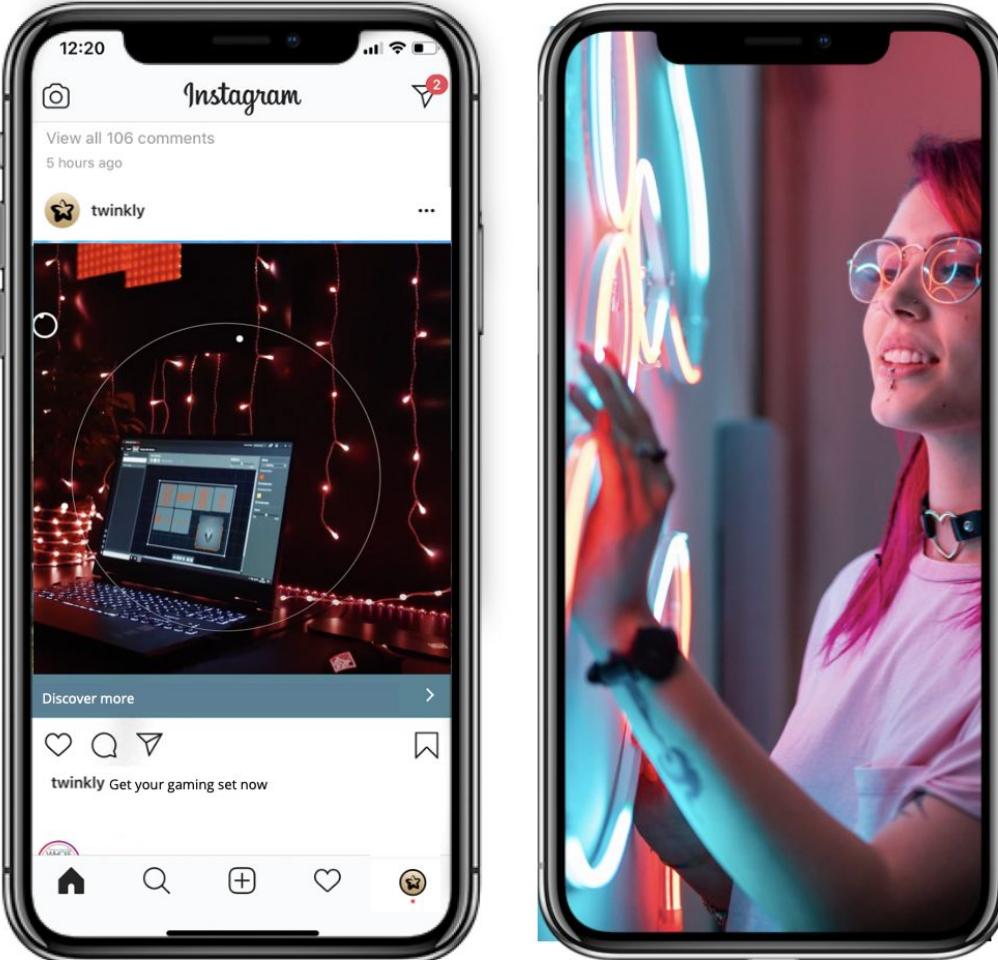
Aggiungi un commento...

Pubblica

Instagram

adv -
post/stories/reels

Video teaser that announces the upcoming collaboration
and creates hype in a selected and targeted audience
Sponsored reels or stories



TikTok

organic and adv

Settings, backstage videos, features



Example influencers

Example ambassadors

@lirik

@pow3r



Example nano influencer

@that.petra



Follower
59,000



Subscribers
11,400



Engagement
3.11%



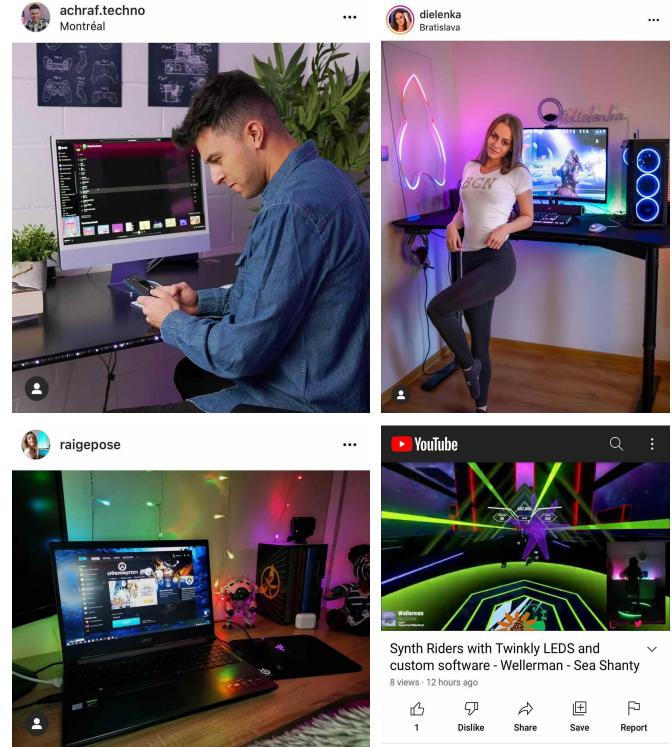
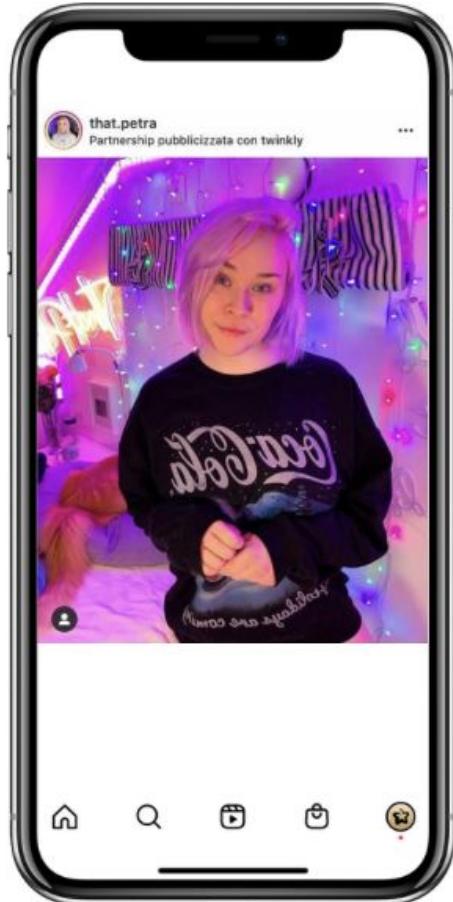
Avg. Views
11,400



Community UGC

Sharing and posting of UGCs on different social media platforms

We will encourage users to share their content with us and to tag or mention Twinkly



Twinkly Today

Fast growth:

- 1,3M USD in 2017
- 3,8M USD in 2018
- 8M USD in 2019
- 17,5M USD in 2020
- 40,5M USD in 2021
- 75M USD in 2022 (estimated)

40 countries served

Technology supplier of big brands like HP, Omen, Razer, etc ...

Brand partnerships with Apple, Google, Amazon, etc

Key PRO Technology for multiple buildings and events like Wembley and Anfield stadium , Oxford street, Rinascente, DisneyLand, Tomorrowland, etc ...

EV between 90 and 120M USD

Looking for motivated people being part of the most exciting Smart Lights Decoration project.

We offer stock options to be part of a common exit strategy. People are the company.

WE ONLY THINK BIG

**Thank you &
stay tuned.**

Contacts:
at@ledworks.io



For more information please contact us at
sales@twinkly.com



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