

"Pull the anchor, hoist the sails and sail on, brother. Go find yourself somewhere forward, somewhere healthy; a place where there's love and happiness, a place that embraces everything you are, but most of all... a place where you can just 'be' and be good to yourself."

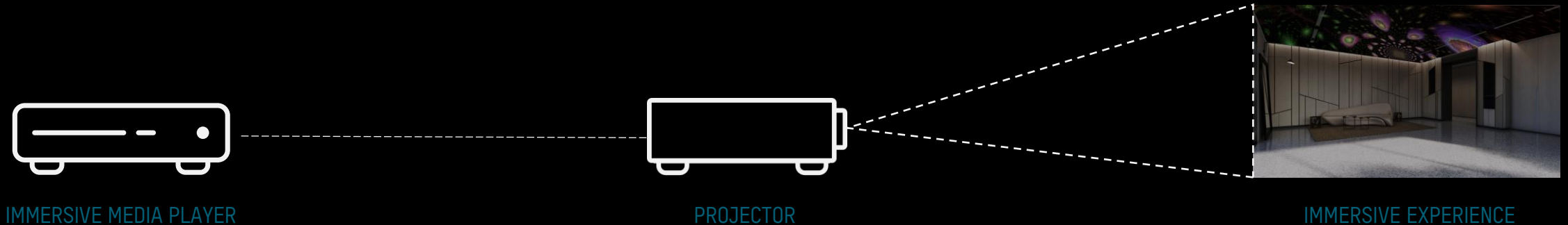
- Keith Adams  
MoodBox Founder

# IMMERSIVE MEDIA PLAYERS

Immersive Media Players are hardware devices that optimize content for projection inside of a 360-degree physical space; creating an immersive experience

## USE CASES

- Art & Décor
- Hospitality
- Immersive Rooms
- Projected Augmented Reality
- LIVE Experiences
- Multisensory Environments
- Therapeutic Environments





### EASY TO USE

MoodBox is intended for individuals who want to create an immersive experience without having to write a line of code

### PLUG N PLAY

MoodBox comes with over 200 stunning audio-reactive visualizations. Just plug the box into a power outlet and HDMI-compatible display

### POWERFUL

We've packed the power of high-end media and visualization technology into a single box

### INNOVATIVE

Using the latest interactive technology to create an engaging user experience and produce stunning visualizations

### INTUITIVE

Transform your smartphone or tablet into a virtual controller to interact with your immersive experience



**THE WORLD'S FIRST ALL-IN-ONE  
IMMERSIVE MEDIA PLAYER**





# SIMPLE TO SET UP



1. Connect to a projector or any HDMI compatible display



2. Plug into wall outlet



3. Connect to Wi-Fi



4. Select a Mood from your smartphone or tablet, sit back and enjoy

## DEMO VIDEO

1 MIN 53 SEC



[click button]

# BUSINESS MODEL

## USER ADOPTION

Distribute devices to identify key features, core users and addressable markets

- Capture feedback from users
- Collect data for machine learning
- Deliver periodic updates; quality, feature, visualization packs

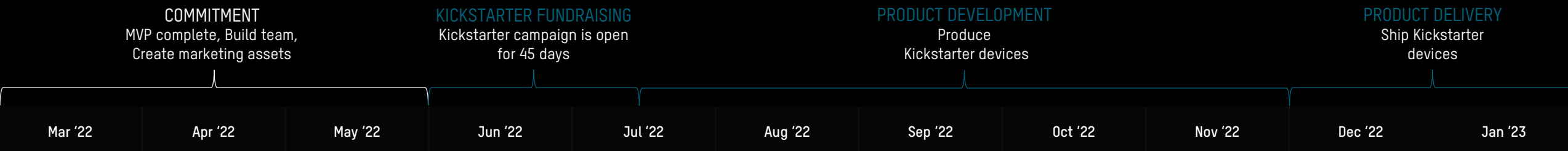
## HOW?

Sell devices on Kickstarter

- **What is Kickstarter?** - Kickstarter is a crowdfunding platform that enables inventors to pre-sell products. Learn more about Kickstarter [here](#)
- **Kickstarter Fundraising** - Open a 45-day campaign in Jun '22 where customers can purchase MoodBox devices through the Kickstarter website
- **Product Development** - Use the Kickstarter funds for development and manufacturing; software development, procurement, device assembly
- **Product Delivery** - Deliver fully-functional devices to Kickstarter customers by Jan '23

## POTENTIAL OUTCOMES

- Sell devices through online marketplace; Amazon, MoodBox website
- Sell devices through B2B marketplace; Guitar Center, Sweetwater, etc.
- Pursue venture capital to support large-scale distribution
- MoodBox is acquired by another company



# FINANCIAL ASSUMPTIONS

- For comparison, the table below contains a mix of audio/video projects in the Kickstarter Technology/Lifestyle category

KICKSTARTER PROJECT	GOAL	PLEDGED	BACKERS	AVG PLEDGE	
Emerge Home   A Social VR Experience You Can Feel	\$200,000	\$61,011	155	\$393.62	<a href="#">More Info</a>
RGKit Play: Play with movement like a pro.	\$50,000	\$206,835	456	\$453.59	<a href="#">More Info</a>
MoodBox	\$25,000	\$100,000	500	\$200.00	
Como Audio Solo and Duetto: One-Touch Streaming/Multi-Room	\$50,000	\$268,142	973	\$275.58	<a href="#">More Info</a>
Roadie Coach: Music Tutor, Smart Recorder & MIDI Controller	\$10,000	\$261,276	1,622	\$161.08	<a href="#">More Info</a>
Orba - A musical instrument designed for your hands	\$50,000	\$1,442,181	12,377	\$116.52	<a href="#">More Info</a>

- Based uniqueness, value and cost; our assumption is that we can sell at least 500 MoodBox devices at \$200 per device through Kickstarter
- Sales would increase exponentially after expanding to other retail outlets in 2023; however, we can expect to compete with lower-cost/quality devices from overseas manufacturers after 4-5 years
- The table to the right breaks down Revenue Assumptions based on 500 devices sold per year

## REVENUE ASSUMPTIONS

	PER UNIT	PER YEAR
# of Units Sold	1	500
Gross Revenue	\$200.00	\$100,000
Cost of Good Sold	\$112.50	\$56,250
NET REVENUE	\$87.50	\$43,750

# FUNDRAISING

We are seeking \$9000 in funding to pay for R&D, purchase hardware and create marketing assets for a Kickstarter campaign

- **Hardware** - single-board computers, short throw projector
- **Marketing Assets** - promotional video, social media, product website

## ROYALTY FINANCING (FRIENDS & FAMILY)

- Investors will receive a 1% royalty of the Net Revenue per \$1000 invested
- There’s no limit on royalty amounts
- Royalties will be paid in perpetuity
- Investors can cash out at any time
- Starting in Aug 2022, royalty payments will be distributed once per quarter
- All agreements will be documented and signed
- The table to the right breaks out the **Annual Royalty Returns** based on 500 devices sold per year

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## ANNUAL ROYAL RETURNS

(Based on 500 units sold per year)

INVESTMENT	%ROYALTY	ANNUAL RETURN
\$1,000	1.0%	\$437.50
\$2,000	2.0%	\$875.00
\$3,000	3.0%	\$1,312.50
\$4,000	4.0%	\$1,750.00
\$5,000	5.0%	\$2,187.50
\$6,000	6.0%	\$2,625.00
\$7,000	7.0%	\$3,062.50
\$8,000	8.0%	\$3,500.00
\$9,000	9.0%	\$3,937.50



# MOODBOX TEAM



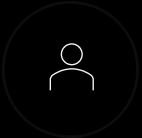
Keith Adams, Founder

A creative, effective, and connected leader with more than 20 years of experience in business and technical innovation; working in a variety of roles and organizations, including entertainment, global media, government, and manufacturing

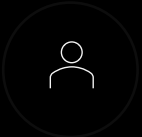


Ron Willenborg, Operations/Quality Manager

Ron has been designing and developing IT solutions for over 20 years in the entertainment and enterprise spaces. Ron has a passion for new technology and delivering fantastic customer experiences



TBD, Business Manager



TBD, Software Engineer

# ADVISORS



Dennis Duckworth

Product Management and Market Exploration, Subspace



Matthew Oswald

CEO / Founder, Argyle Labs (Mugsy)

**THANK YOU FOR YOUR TIME!**