"Comfort kills creativity...Go forward and never let fear turn you against your playful heart; because all that will be left of you is what was in your heart"

– Jim Carrey

IMMERSIVE MEDIA PLAYERS

Immersive Media Players are hardware devices that process audio files to deliver audio-reactive visualizations. Visualizations are projected onto a surface such as a wall or ceiling to create an immersive experience.

Use cases

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

IMMERSIVE MEDIA PLAYER   PROJECTOR   IMMERSIVE EXPERIENCE
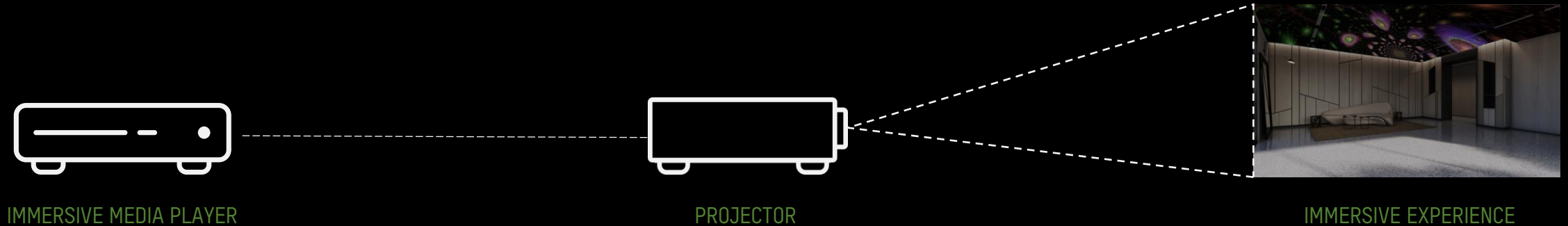
EASY TO USE
MoodBox is intended for individuals who want to create an immersive experience without having write a line of code

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

POWERFUL
We've packed the power of high-end 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 & USE

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 30 SEC

https://youtu.be/B2hY4g3fBxs

BUSINESS MODEL

USER ADOPTION

Distribute devices to identify key features and addressable markets
- Capture feedback from users
- Collect data for machine learning
- Deliver periodic updates

HOW?

Sell devices on Kickstarter
- Kickstarter is a crowdfunding platform that enables inventors to pre-sell products. Learn more about Kickstarter here
- Kickstarter Campaign - Open a 45-day campaign where customers can purchase MoodBox devices through the Kickstarter website. Kickstarter will distribute the funds after the 45-day campaign
- Product Development - Use the funds to pay for product development; software development, purchase hardware
- Ship Kickstarter Units - Deliver the product to the customer by Dec 2022

POTENTIAL OUTCOMES

- Start selling devices through online marketplaces; Amazon, MoodBox website
- Start selling devices through B2B marketplaces; Guitar Center, Sweetwater, etc.
- Pursue venture capital to support large-scale distribution

CREATE MARKETING ASSETS	KICKSTARTER CAMPAIGN	PRODUCT DEVELOPMENT	SHIP KICKSTARTER UNITS	RETAIL EXPANSION
Promotional video, website, social media	Kickstarter campaign is open for 45 days	Develop new UI Develop web services	Ship orders placed during Kickstarter campaign	TBD

| Feb '22 | Mar '22 | Apr '22 | May '22 | Jun '22 | Jul '22 | Aug '22 | Sep '22 | Oct '22 | Nov '22 | 2023 |

FINANCIAL ASSUMPTIONS

- For comparison, the table below contains 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	$49,932	129	$395.33	More Info
Mugsy | The Open Source Robotic Coffee Maker	$25,000	$65,690	337	$194.93	More Info
MoodBox (Assumptions)	*$25,000*	*$100,000*	*500*	*$200.00*	
Como Audio Solo and Duetto: One-Touch Streaming/Multi-Room	$50,000	$268,142	973	$275.58	More Info
Van der Waals - speaker with 9 inch ferromagnetic visualizer	$25,000	$407,676	1,041	$391.62	More Info
Roadie Coach: Music Tutor, Smart Recorder & MIDI Controller	$10,000	$247,299	1,540	$159.83	More Info
Orba - A musical instrument designed for your hands	$50,000	$1,442,181	12,377	$116.52	More Info

- Based uniqueness, value and cost; our assumption is that we can sell >500 devices at $200 per device through Kickstarter

- Sales are expected to 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

TOTAL DEVICES	500	
COST OF GOODS SOLD	**PER UNIT**	**PER YEAR**
Hardware components	$85.00	$42,500
Case	$15.00	$7,550
Assembly	$10.00	$5,000
Cloud Services	$2.50	$1,350
TOTAL COST	**$112.50**	**$56.250**

| **ANNUAL REVENUE**	**PER UNIT**	**PER YEAR**
Gross Revenue	$200.00	$100,000
Total Cost	$112.50	$56,250
Net Revenue	$87.50	$47,750

TEAM

Keith Adams, Founder
An Emmy award-winning engineering leader with over 15 years of experience in global media and technical innovation. Keith brings a diversity of experience; enabling him in helping small teams to solve complex problems; even in the most challenging and ambiguous situations
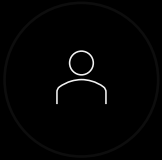
TBD, Lead Architect
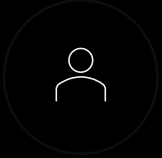
TBD, Program Manger

ADVISORS

Dennis Duckworth
Product Management and Market Exploration, Subspace

Matthew Oswald
CEO / Founder, Argyle Labs (Mugsy)

THANK YOU FOR YOUR TIME!