

“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.”

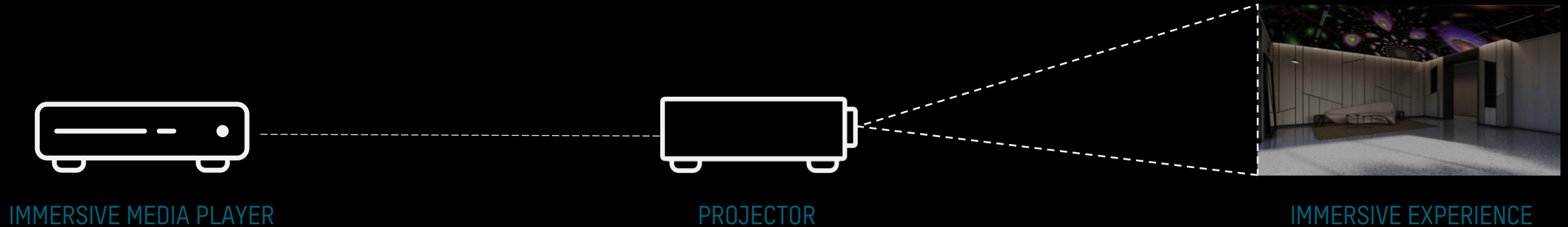
- Keith Adams
MoodBox Founder

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

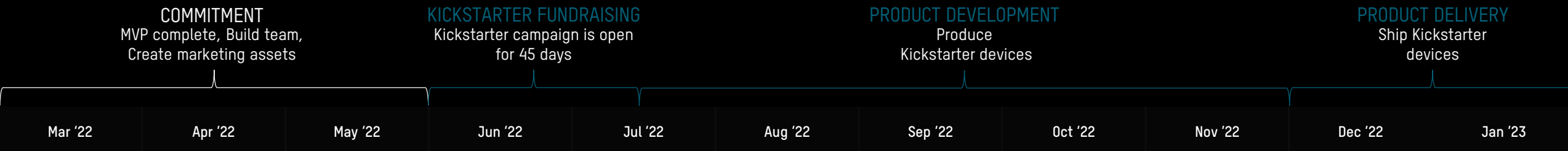
HOW?

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	CAMPAIGN
RGKit Play: Play with movement like a pro.	\$50,000	\$206,835	456	\$453.59	CAMPAIGN
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	CAMPAIGN
Roadie Coach: Music Tutor, Smart Recorder & MIDI Controller	\$10,000	\$261,276	1,622	\$161.08	CAMPAIGN
Orba - A musical instrument designed for your hands	\$50,000	\$1,442,181	12,377	\$116.52	CAMPAIGN

- 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 per device and @500 devices per year (Note: We anticipate a reduction in Cost of Goods Sold after we implement a strategic buying program)

REVENUE ASSUMPTIONS

	PER UNIT	PER YEAR
# of Units Sold	1	500
Gross Revenue	\$200.00	\$100,000
Cost of Goods Sold*	\$112.50	\$56,250
Net Revenue	\$87.50	\$43,750
	*Retail pricing	

THANK YOU FOR YOUR TIME!