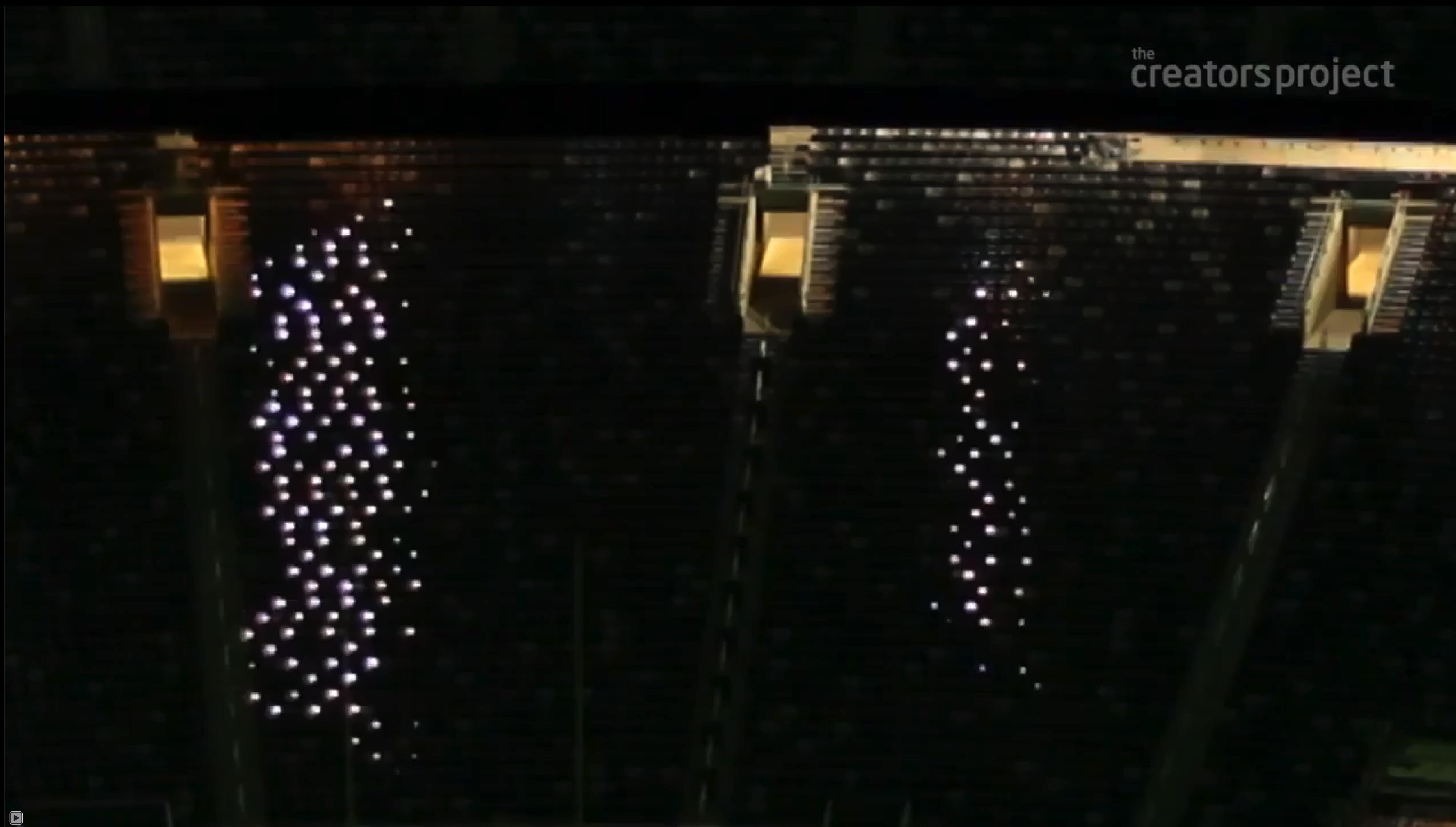


firefly

From your phone light to a stadium light show,
firefly is a crowd sourced light control system.

Looking to increase audience engagement.

the
creators project



▶

Current Market

large, growing market

glowing beachballs

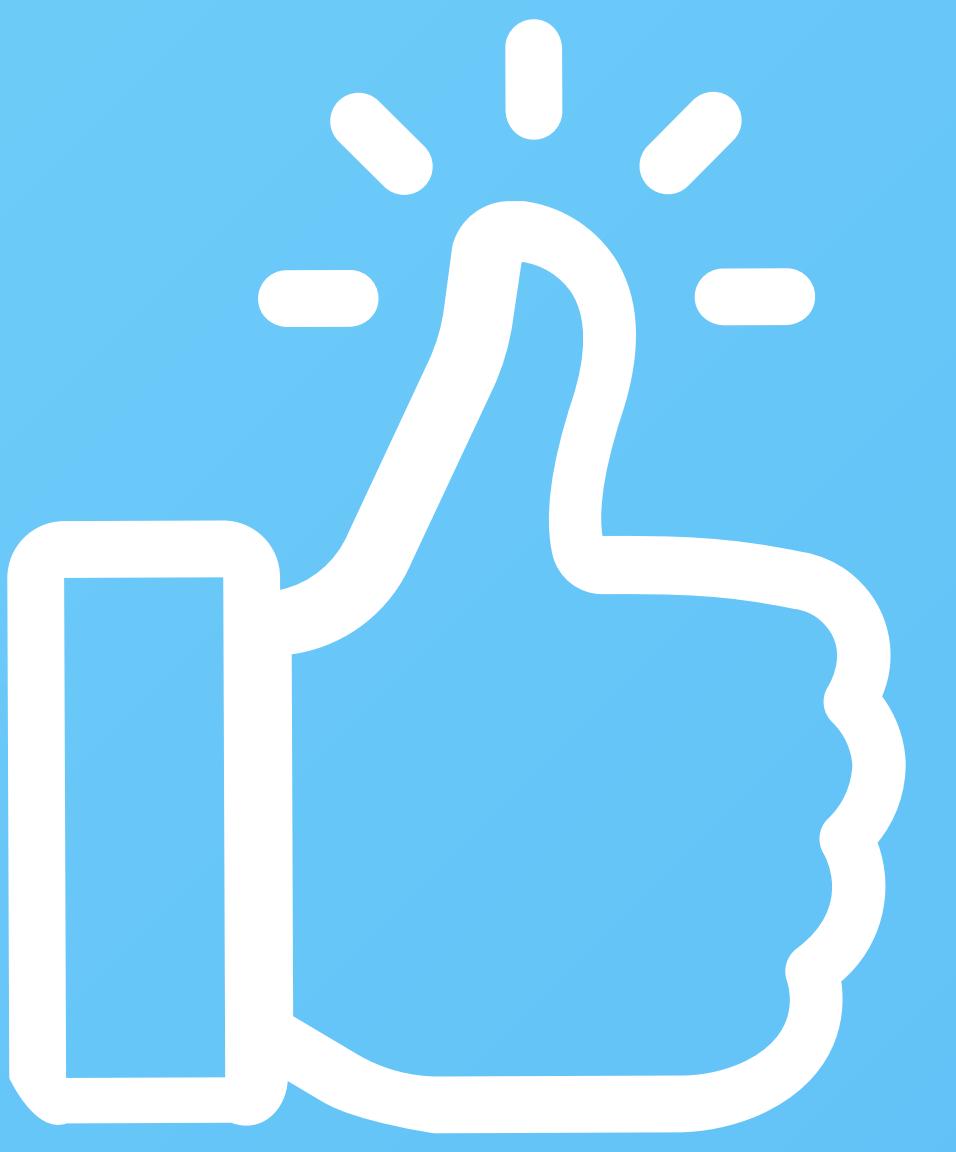
wristbands

necklaces

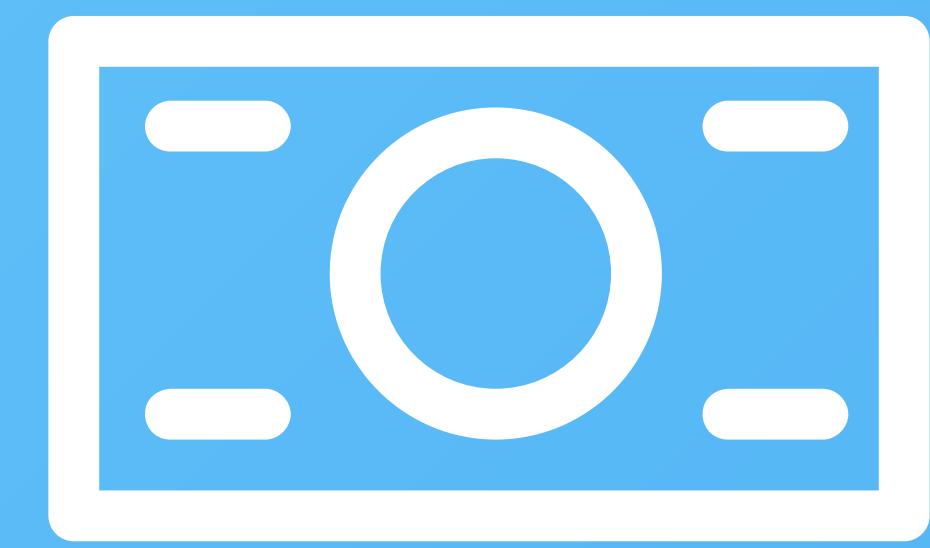
DEMO



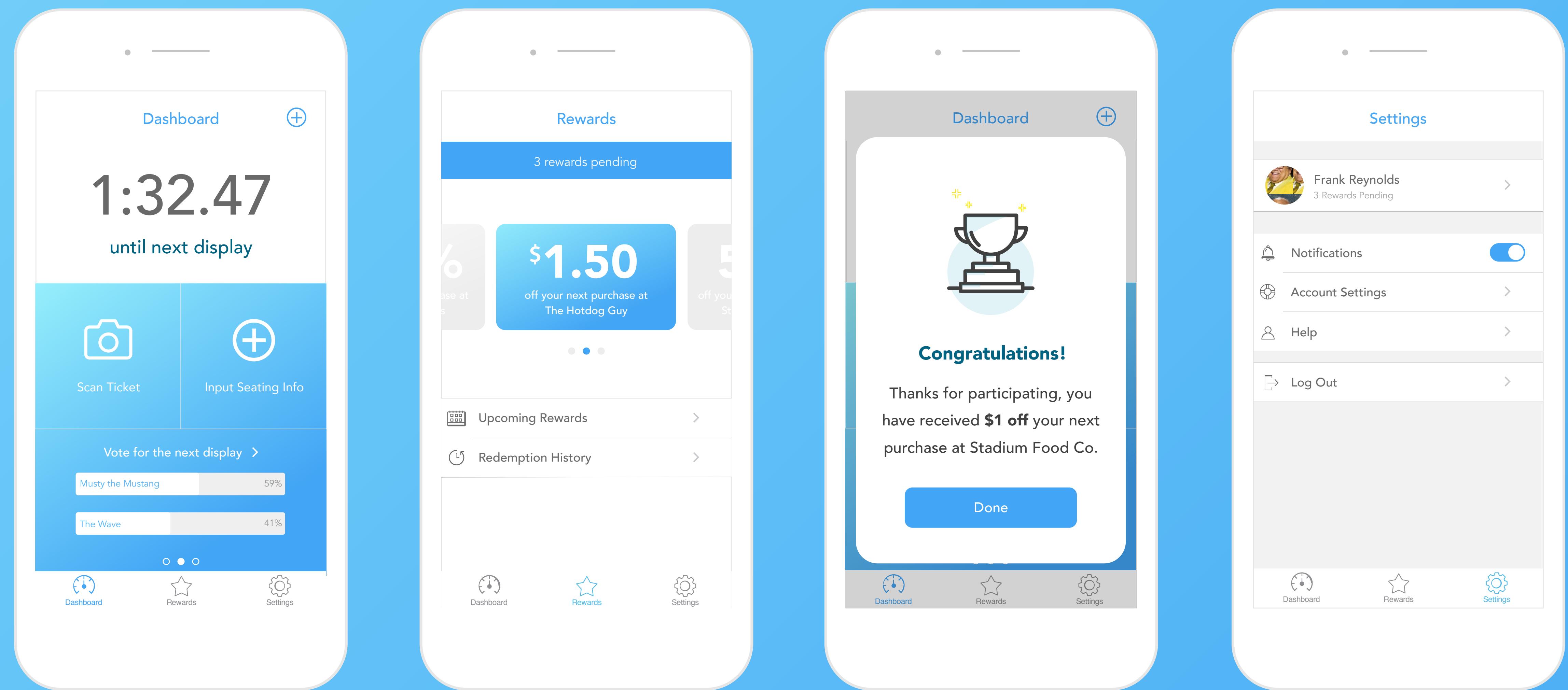
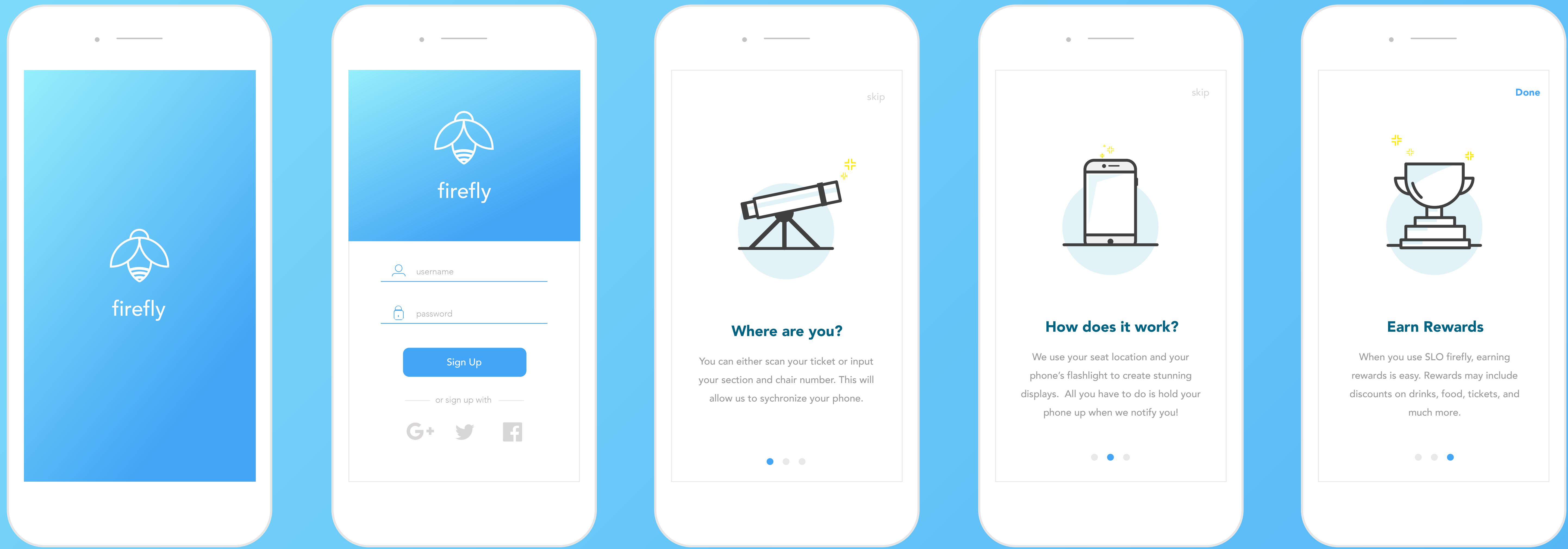
reusable



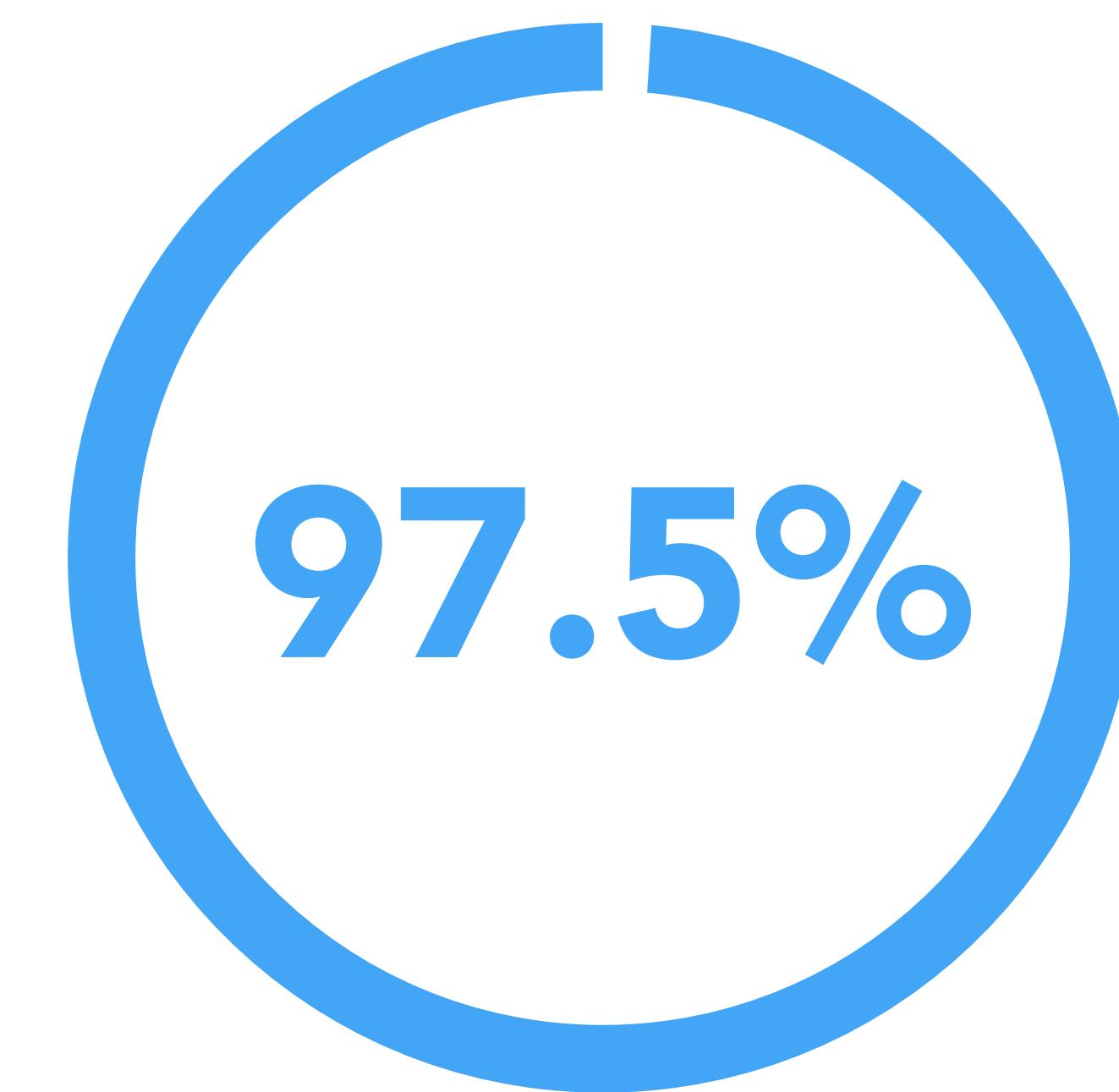
convenient



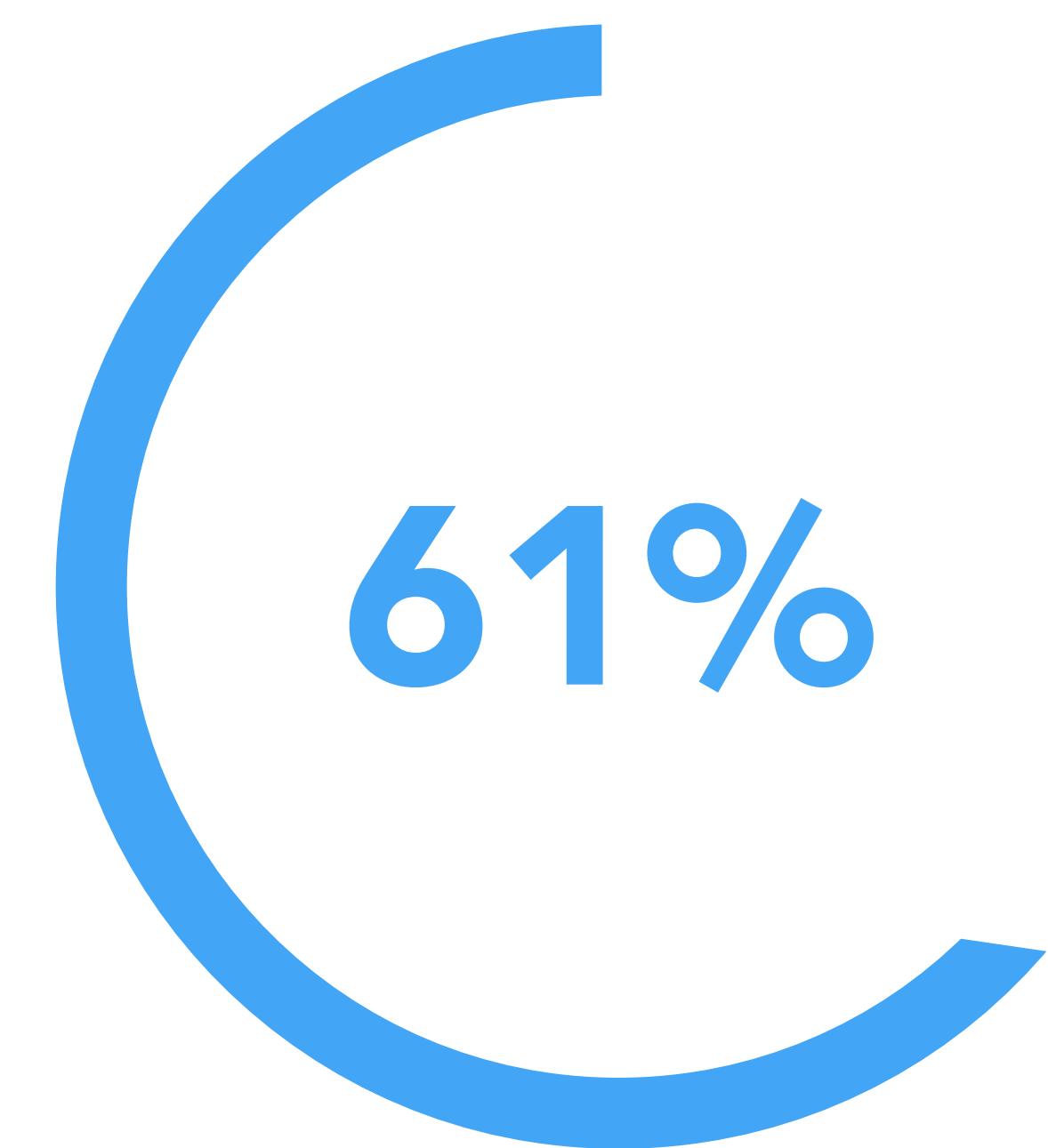
less-expensive



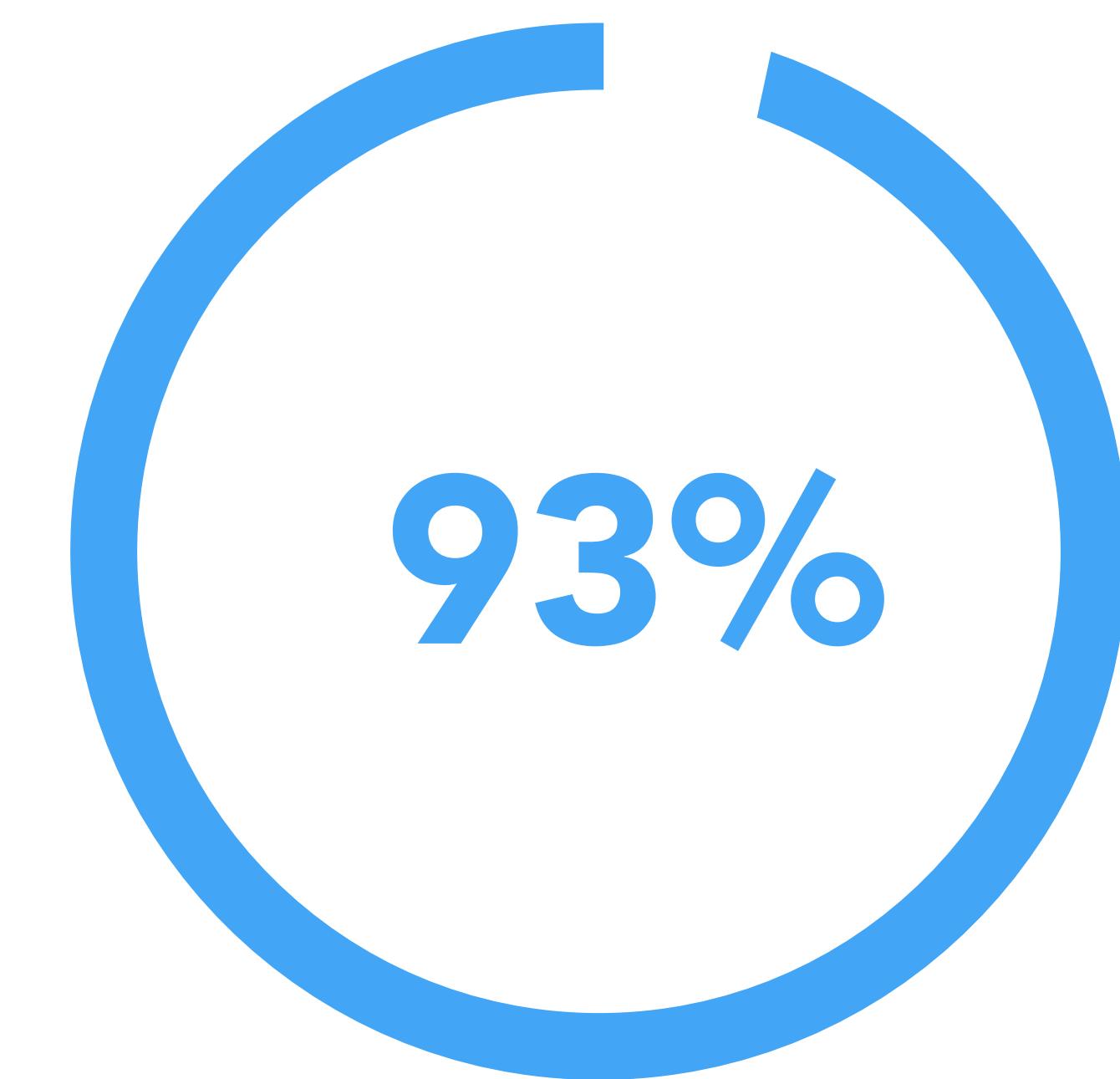
Market Validation



have smartphones



dress-up for games



would download

***Competition held 25 events over 4 years and made \$6.4 million in revenue**

baseline model* + royalties = \$\$\$

***includes 3 designs & mapping**

Start Small



Start Charging



Big Stadiums

So what's next?

Q&A