



# STONED

Wireless earphones with audiophile sound

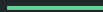
# Problem

Existing wireless earphones compromise audio quality and usability for features consumers don't care about.

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# Solution

Ditch the touch surface, biometric sensors and extras that impact battery life and usability and focus on one thing: sound.



## Mission

Our mission is to make audiophile-grade wireless audio a reality.

# Introducing: Stoned Earbuds

Our first product features high-end sound, in-ear microphones, on-the-go charging, intuitive controls, and true wireless operation. It retails for **\$159**.

Our unique charging case features a **1000mAh** battery which extends battery life beyond **24 hours** and even recharges other devices.

It has launched to **rave reviews**.











- 105dB SPL, 20Hz-20kHz frequency response
- 5 hour battery life, 120 hours in standby
- Bluetooth 4.2 support, 15 meter range
- Dual HD microphones
- CVC 6.0 noise cancellation
- Built-in DSP with 5 band parametric EQ



# Traction

We launched in November 2016 on a \$20k marketing budget. Since then, we've built incredible brand interest, and we've delivered our first batch of earbuds.

- 1.2k customers, \$135k sales
- \$15-30 CPA with inventory on hand
- 70k+ social users with great engagement
- 1.5k users referred via our referral program
- 100+ ambassadors have signed up
- 50% of customers have requested apparel

Page		Total Page Likes	From Last Week
1	 SOL REPUBLIC	498.3K 	0%
2	 Jabra	272.6K 	▲ 0.2%
3	 Here One	150.6K 	▲ 4.7%
4	 Bragi	117.8K 	▲ 0.7%
5	 KANOA	92.3K 	▲ 0.2%
YOU			
6	 Stoned Audio	54.7K 	▲ 9.1%
7	 Nuheara	50.6K 	▲ 6%

# The Team

Zach Kelling	CEO
Michael Walker	VP Growth
Tim Messer	VP Operations
David Tai	VP Engineering
Imran Hameed	VP Research

We're audio enthusiasts, engineers, and musicians. We've built high-performance audio software, composed music for archaic game systems, and released music on vinyl. We've performed live jazz, played DJ sets, and thrive in improvisational jam sessions. We are Stoned.

We've raised \$15m in pre-orders for early-stage hardware startups using our proprietary **crowdfunding and ecommerce platform**. In the process of launching our partners' products (and our own), we've developed solutions for analytics, customer support, marketing, payments, shipping, and more. We've invested over \$1m developing this IP.

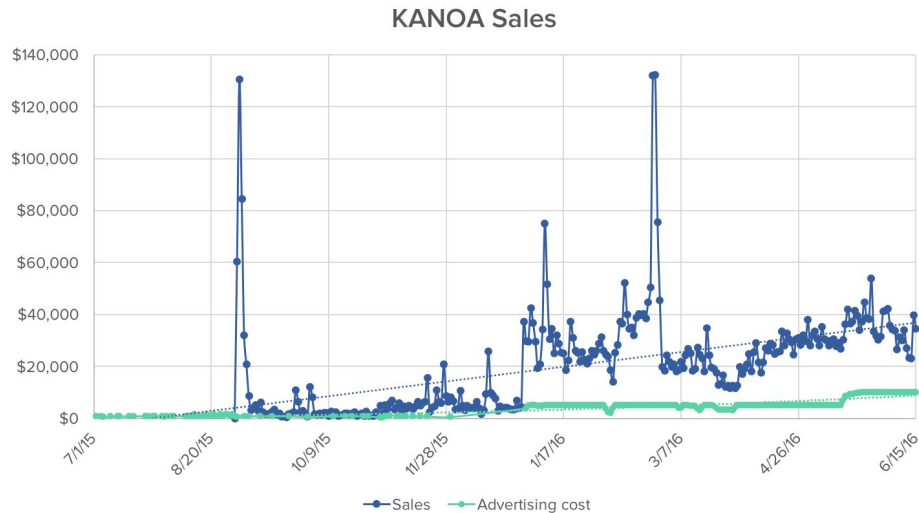
We've collected \$1.2m in fees and contracts from startups which have used and loved our platform. This software *underpins everything we do*, enabling us to rapidly launch new products, acquire customers and scale operations.

# Our Experience

We launched **SKULLY's AR-1**, an augmented reality motorcycle helmet, in August 2014, raising \$2.5m on Indiegogo and \$3.3m on our platform. Our Indiegogo campaign became the fastest to reach \$1m and is still one of the highest funded of all time.

We launched **Bellabeat's LEAF**, a fitness tracker for women, in May 2015. We collected 250k signups and nearly \$1m in pre-orders.

We launched **KANOA**, a wireless audio brand, in September 2015. We worked with KANOA to capture their first 50k customers and \$8m in pre-orders.



We've found success with hardware, helping several early-stage hardware companies grow from \$0 to millions of dollars per month in revenue.

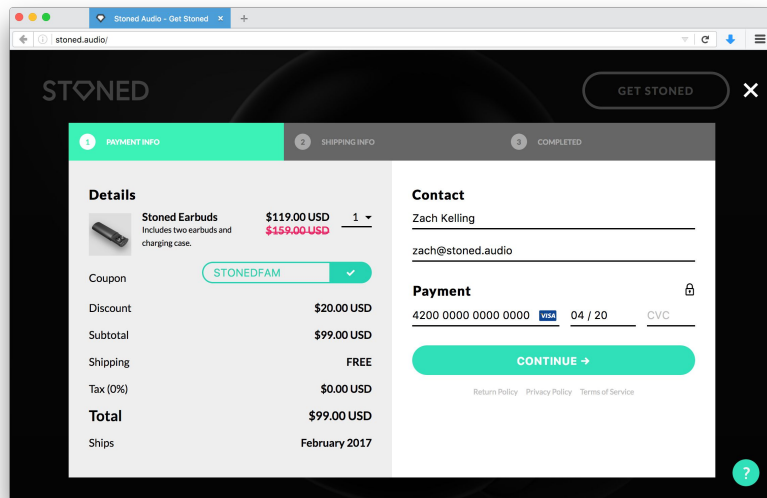


# Open Source

We've **open sourced** 25 different libraries, which enable deep analytic integrations, sophisticated marketing campaigns and beautiful shopping experiences.

Our current **web shop** is powered by **Shop.js**, our flexible front-end framework. It powers everything from the checkout flow to referral programs and user portal.

We're passionate about open source and committed to growing community around our software.



**Checkout.js**, a drop-in checkout experience that we've heavily optimized for product launches and crowdfunding in particular.

Next up

We want to bring manufacturing to the US and launch a sequel.

# Introducing: The American

We've partnered with a **world-class designer** and a **local engineering company** to design and build an American-made model which we hope to launch later this year.

It will feature numerous design improvements and upgraded components and will retail for an estimated **\$199**.

well hopefully we can launch THE AMERICAN soon

i'll let you know how that goes

+16192503190 - Pleaseeeee

+16192503190 - I'm all for that.

yea i feel you

+16192503190 - I'd pay \$200 if I read  
MADE IN USA



**Brian Matthys** ▶ **Stoned Audio**

13 hrs · 🌐

Love my headphones. I can't wait for the American Version. Worth every bit of \$200!

# Expansion Plan

We require \$1m USD to scale operations and marketing, level-up our online presence, and launch The American.

In 2017, we will:

- Increase customer support and operations staff
- Partner with [Marche Intl](#) to reduce manufacturing defects to under 1%
- Increase inventory of our Chinese-made Earbud to 10,000 units
- Build new device firmware and mobile apps
- Partner with [Avatar Engineering](#) to build our next generation charging case and earbud
- Increase monthly sales revenue 10x with focused advertising and expansion into retail spaces
- Increase monthly recurring revenue 10x from software IP licensing
- Increase PR efforts and launch Kickstarter campaign for The American

# STONED

Thank you!



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