

MARBL LIMITED - EXECUTIVE SUMMARY

1. Introduction

Did you know modern 3D design is still done with 60 year old tools? That's how old the computer mouse is. Almost everything built in the real world by engineers, architects, artist, etc. from phones to cars to skyscrapers are first built virtually on a computer using 3D software. Our computers are evolving incredibly rapidly to run 3D software more and more easily, yet our tools to control this 3D software are downright ancient. That's why I created Marbl and the 3D stylus, a design tool that bridges the real and virtual world.

Hi, my name is Matthew Fonken and I want to redefine modern 3D design. My company, Marbl is dedicated to developing a new generation of tools that enable designers to better translate 3D imagination into 3D reality. Current tools such as the mouse or media controllers severely limit creativity by requiring ideas to be first simplified into 2D and then back to 3D but what if this step was eliminated? Marbl's 3D stylus does just that in the most intuitive way possible by adding high-definition tracking in the space above your desk or tablet or laptop. Lift an inch and your virtual object lifts an inch. Grab, spin, pull, every manipulation is directly translatable into the virtual world. When you're done, your 3D stylus switches of tracking and becomes standard but elegant tradition stylus pen. Marbl is unlocking a new way to design which means better ideas and thus a better world.

2. Our Company

Marbl fits into the computer peripheral market currently valued at \$16 billion (according to IBIS world) with leaders being Logitech(Switzerland), HP(U.S.), Apple(U.S.), and Wacom(Japan). Our mission is to bridge the technological gap between ideas and reality. Our initial target market segment is people who actively realize ideas digitally including professionals and students in digital design, engineering, architecture, modern artist, and graphic design roughly between the ages of 18 to 30 years old. Furthermore, our long-term goal is to help simplify the learning of all software and technology making our total addressable market all computer users by developing better computer peripherals for more everyday applications.

Marbl will design, sell, and market digital and 3D design tools through our own and partnered online and physical retail stores. Our positioning focus for our 3D stylus is mid to high end computer peripherals devices with units selling between \$100 to \$150 and bundles roughly between \$200 to \$500. Current cost projections show unit material cost to be between \$50 to \$80 for material costs and \$10 to \$20 for packaging and distribution allowing for a reasonable 50% to 100% markup. Product design will be presentation and experience oriented as opposed to being cost-reduction oriented although a design minimalistic approach will minimize cost in a professional manner.

Our greatest asset for claiming a strong market share is fresh eyes looking into the world of design tools as well as recent, first-hand experiencing the pain of learning 3D design software today. It is evident that our competitors aren't looking at the problem they way we can as a

startup. The reason ancient technology such as the computer mouse has persisted is because it "works" but only after years of training on it. Professional 3D designers today have had those years to train; however, what if new generations of smarter designers and better technology set their standards higher? What better time then now as we're reaching the limits of the computer mouse to introduce better tools that are wildly more powerful and require far less training to this new generation of professionals?

3. Our Marketing Plan

Our goal is, yes, push technology forward with superior products, but much more so to create a community that celebrates sharing creativity. Our most valuable customers are those who will create the best community with this shared mission. Our specific initial market is currently being chosen through research and surveys of existing communities differentiated by receptiveness to new tools, marketing preference, etc.. Across the various communities our products could market to, the most important customers are professionals and community leaders to whom the majority of the community looks up to. Most community leaders are the most active and thus would provide the most exposure and word-of-mouth marketing.

We will initially promote customer engagement through alpha and beta testing incentive programs and later through community competitions and showcasing as well as technical development by open sourcing elements of our products such as application and technique specific integrations and configurations. We plan to retain customer engagement through community building either through partnerships with said existing communities or by hosting our own form of online community.

4. Our Startup Projections

Our goal for the first four quarters are the following major milestones:

The first is completion of the final stage of prototype development. We have begun discussions to team up with a product development group called Colorado Tech Shop in Longmont, CO. Working together we believe a functional prototype can be complete within the next quarter.

The second is product release. This involves two sub-milestones of alpha and beta testing requiring setting up manufacturing channels and a localized incentive marketing campaign.

The third is deploying a marketing campaign within the fourth quarter. This includes hiring a campaign manager, a social media manager, content managers, and copywriters as necessary.

The fourth is opening an office.

An overall milestone is reaching viral growth quantified by growth in unit sales. Our initial estimate is 50% growth in a quarter and similar markers of our startup transitioning into a proper business. This stage is estimated to occur between 6 to 9 months after product release or within two years of the current date.

5. Links

CEO & Founder:

<https://www.linkedin.com/in/matthewfonken/>

Technology Showcase:

<http://www.marbl.co/showcase/>

<http://www.marbl.co/about/>