

A person wearing a dark suit and a light-colored shirt is holding a light gray rectangular card. The card is positioned in the center of the frame, and the person's hand is visible on the left side. The background is dark and out of focus.

# Slash Card

**Your Personalized Business Identity Container**

*"Redefine Your Way of Contact"*



**“Hi, I’m an Accountant” are slowly dissipating and  
are being replaced by “Hi, I’m an  
Accountant/Personal Trainer/Entrepreneur” –  
Introducing *The Slashie Generation*.**

— Marci Alboher, a columnist of The  
New York Times and author of the  
book *One Person/Multiple Careers: A  
new model for work/life success*, 2007.



## About Us

The Slash Card concept starts with the idea of providing a smart information card that connects with all the personal business information with just **One Tap**. Our aim is to create a **personal business identity** for businessperson.

## Brand

“Present yourself to the world”

## Investment highlights



## Market

As **gig economy** is on the rise, millions of people are increasingly turning to outsourced and increasingly being a multiple careers person, so who must simultaneously deal with **multiple business information**.

## Positioning

Whereas a business card promotes a business and the service it provides, your Slash Card **promotes you and helps your network in your niche**.



## Business Model

Slash Card offers several solutions for different customer. It is based on a **freemium business model**, but also advertising.



## Target Customers

**Slashies**, like freelancers, skew toward a younger demographic, specifically **Millennials** born after the 1990s.

## Pain Point Analysis





# Pain Point Analysis



## Difficulties in business card management

More than **88%** of business card are thrown out a week after they are exchanged



## Low efficiency in business card exchanging

For 100 people, only 12 people are going to keep your business card, out of these 12, **only 8 people are likely to save the card details**



## Limited functional in paper business card

People are unable to present their business information **accurately and comprehensively**, thus losing the best presentation and closing opportunities

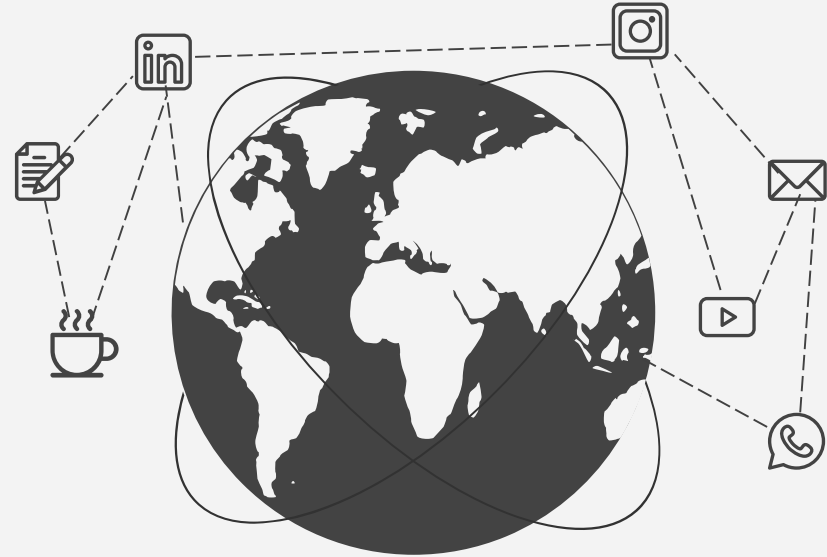
# Slash Card (Offline)



Customer B



Customer A



## Business Identity Card

Switch the business card you want and exchange the card offline and connect the business information online with just **One Tap**.





## Product Analysis

- Unlimited cards creating/sharing/storage for free
- Find your business partners' information immediately
- Intelligent potential business partners recommendation
- Pay for Premium Accounts for others service
- Analysis Tools

# Slash Card (Online)

## Business Identity Card

Slash card offers a business identity, personal brand and business opportunities. It involves carefully and accurately communicating your values, beliefs, goals, and purpose

# Technology Analysis



## NFC & E-Paper

Displaying multiple business cards on a display on a Slash Card, methods of selecting and transmitting a particular business card during an exchanging

E-Paper display

Button Caps

Shift button

Confirm button

Flexible Display

Rechargeable  
Battery

NFC Sensor

Layer 1

Layer 2

Layer 3

Layer 4

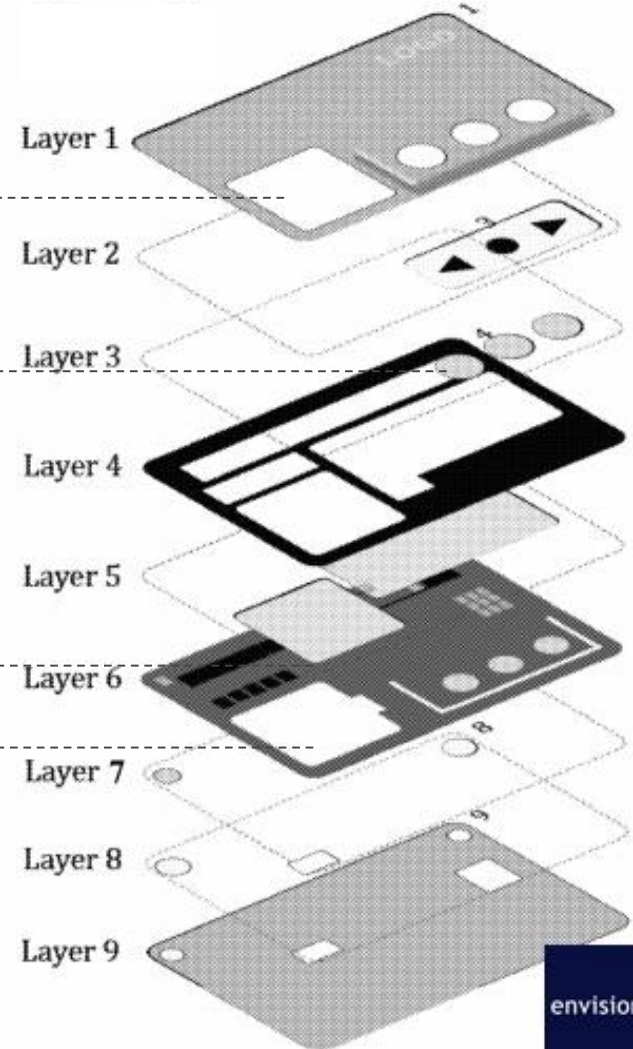
Layer 5

Layer 6

Layer 7

Layer 8

Layer 9





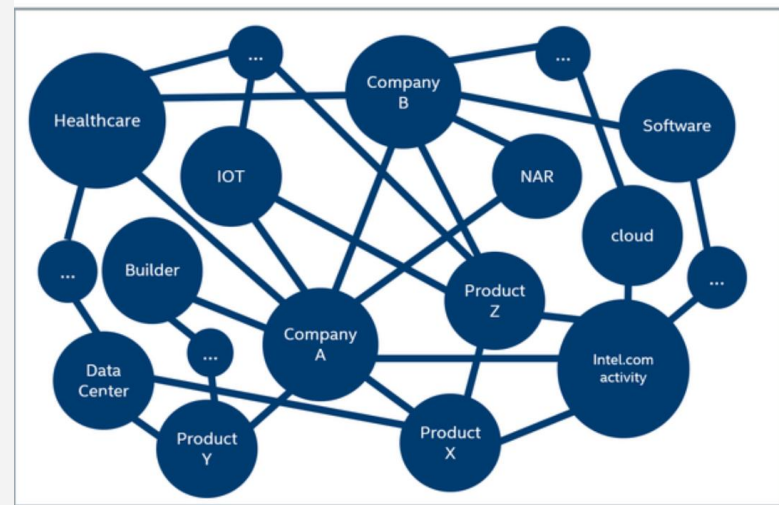
## Knowledge Graph

1. Providing the related business information about the business partner
2. Quickly find the contact information of business partners by entering the relevant position/business
3. Identify potential risks
4. Explore potential customers



## IoT (Internet of Things)

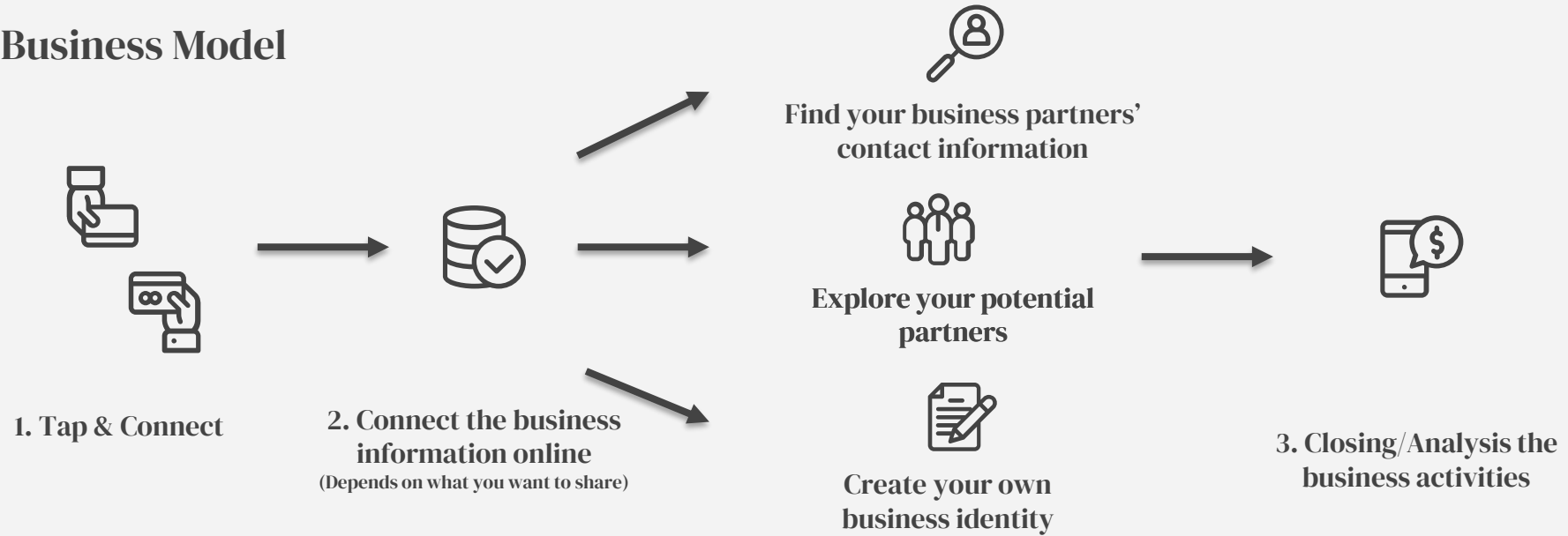
By connecting the habits and usage of business activities, the IoT promises to improve the success rate of closing by turning business activities into smart, interactive environments



## Blockchain

1. Solve the security issues
2. Create their own business identity

# Business Model



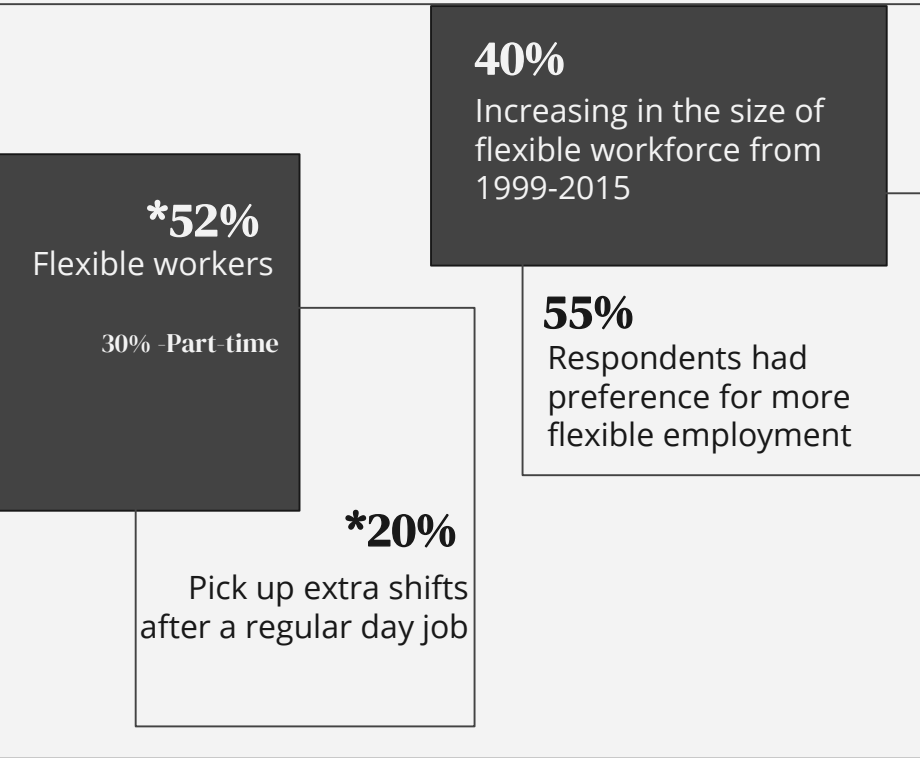
## User Side: Premium Subscription Plan

- Find and contact the right people
- Promote and grow your personal business
- Get real-time insights for warm outreach

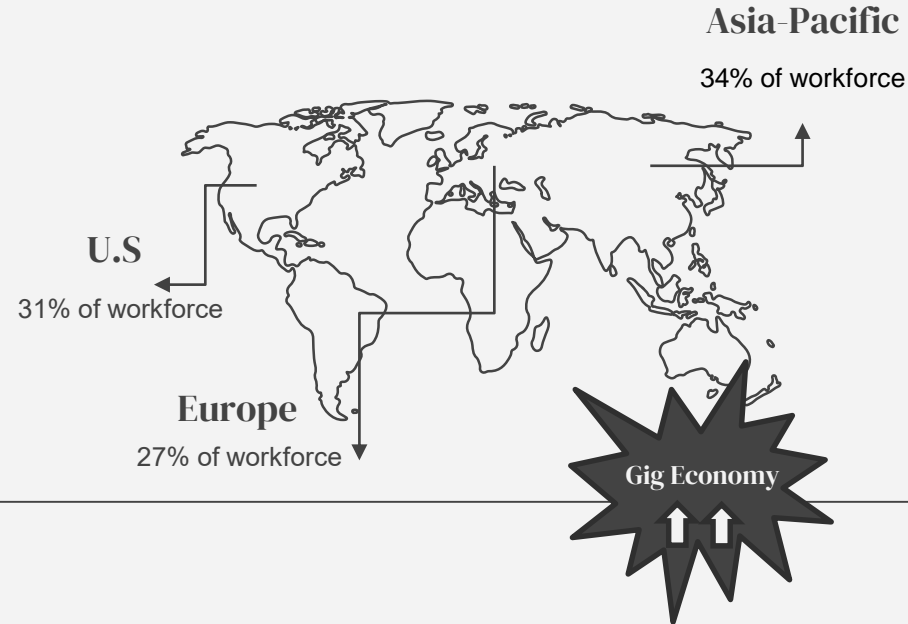
## Product Sales

- Business Identity Card
- e-Charger (Charging cradle)

## Market Analysis



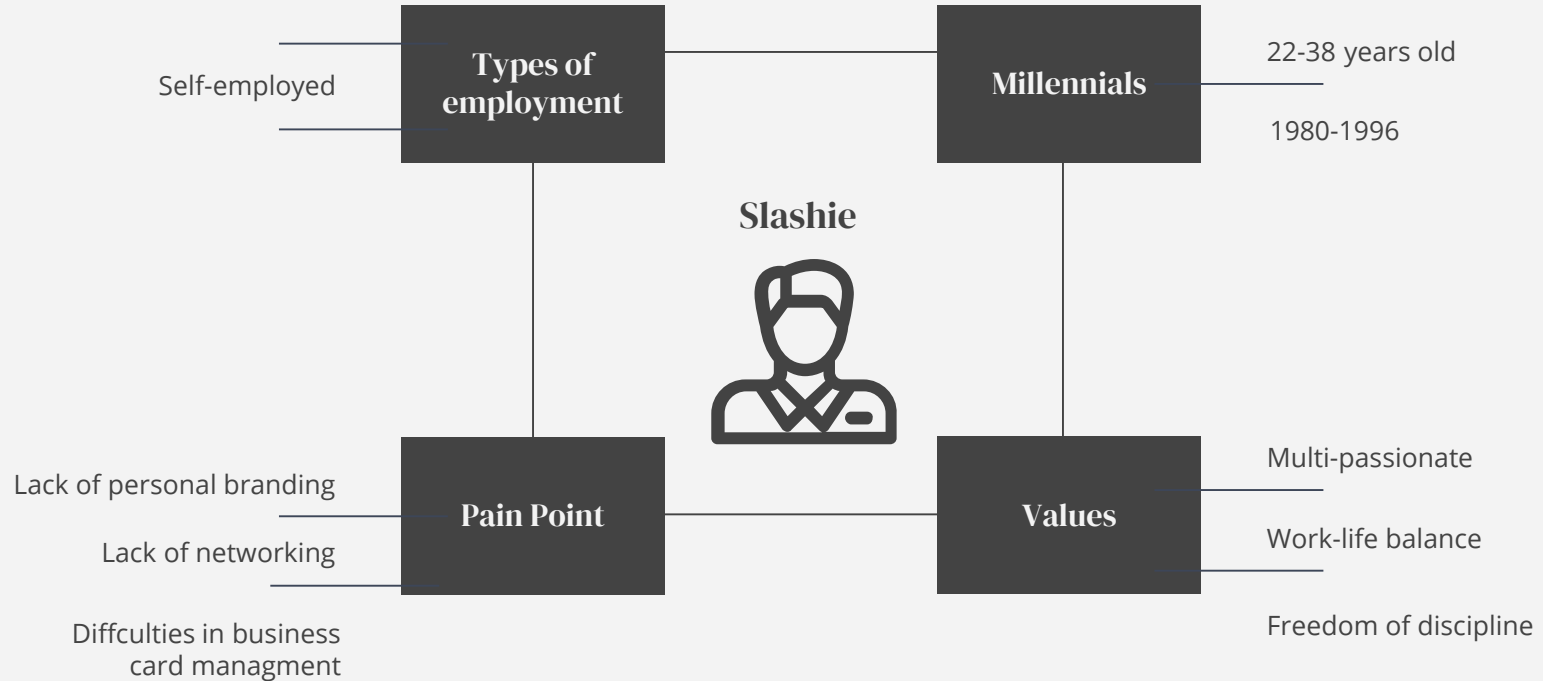
**31%** of workers around the world are forsaking the traditional model of employment to pursue free agency



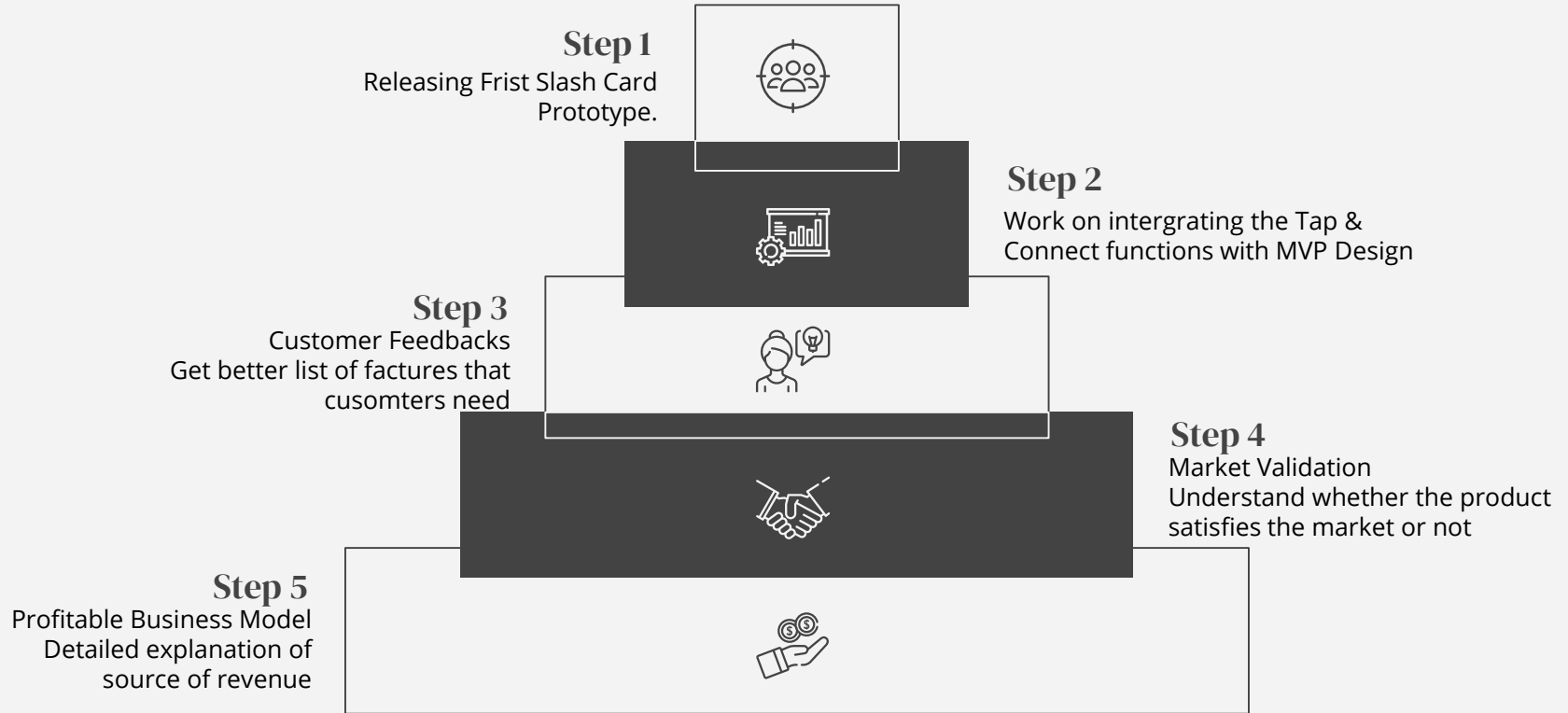
\*528 employees interviewed in HK  
(Hong Kong Federation of Youth Groups)

\*\* APAC Workforce Insight Survey 2018

# Target Market



# Operation Plan



## Development and Prospects



### Expand the range of applications

Expand the application on smart business identity card. For example, ID badge/membership card

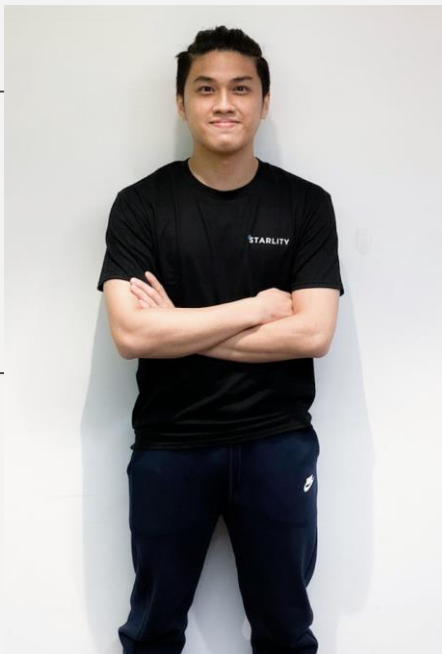
When other information company connect via Slash Card, they pay subscription fees.



### Mobile business networking

Business partners with similar interests converse and connect with one another through Slash Card





## Chau Yu Ching, Rony

- Bachelor's Degrees of Science in Enterprise Engineering with Management, PolyU
- Bachelor's Degrees of Business Administration, University of Cincinnati, USA

### **Co-Founder, POLYWINER LIMITED**

- Hong Kong First Ever Canned Wine Shop

### **Cyberport Greater Bay Area Young Entrepreneurship Program**

- Participated in Joint Project Program (Team C7)

### **The 5<sup>th</sup> HK University Innovation & Entrepreneurship Competition**

- Participated in Competition, reference number is EP5-23



Thanks

Does anyone have any questions?

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