

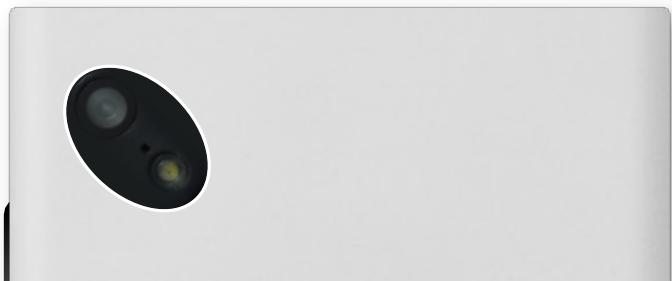
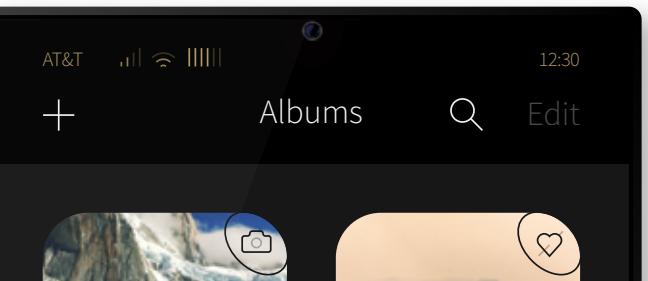
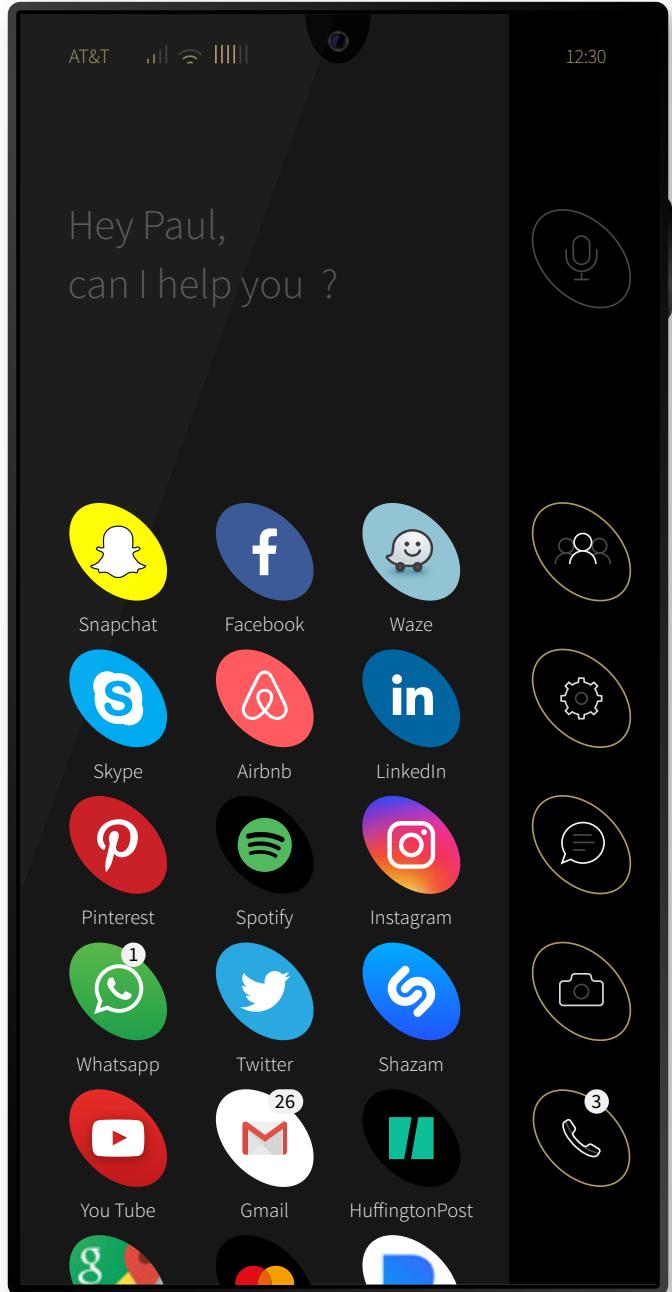
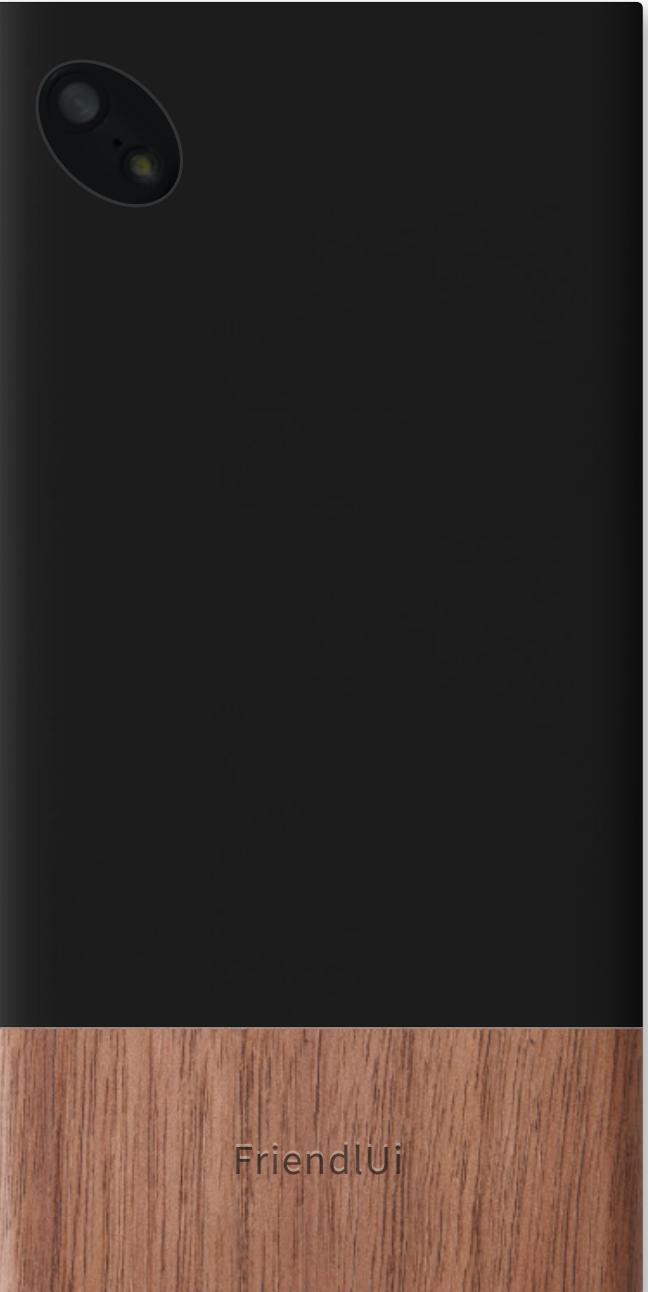
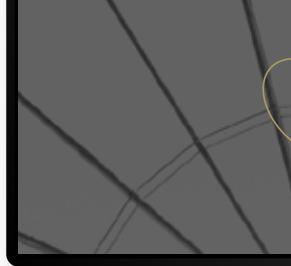
# Friendlui

User-Friendly & Eco-Friendly



Purpose: Cool'n Good

**Friendlui**  
is the first user-friendly &  
eco-friendly smartphone  
OS and Device that saves  
your battery and saves  
the environment simply  
thanks to a brilliant design



*“Friendlui is essentially sustainable hedonism, where efficient design is also more enjoyable, in smartphone interface form. Don’t be surprised if we see manufacturers lean even further toward Friendlui’s efficient graphics than we have already.”*

Fast Company

<https://www.fastcodesign.com/90160980/this-brilliant-smartphone-ui-saves-your-battery-and-looks-classy-af>

Problem: Experience Without Conscious

Eco-Friendly  
Problem:

**Low Battery** is a new Anxiety Disorder.

Graphics is one of 2 major sources of **power consumption**.

Global power consumption and **electronic waste** are contemporary environmental issues.

User-Friendly  
Problem:

OS is full of distraction and icons **oversaturated**.

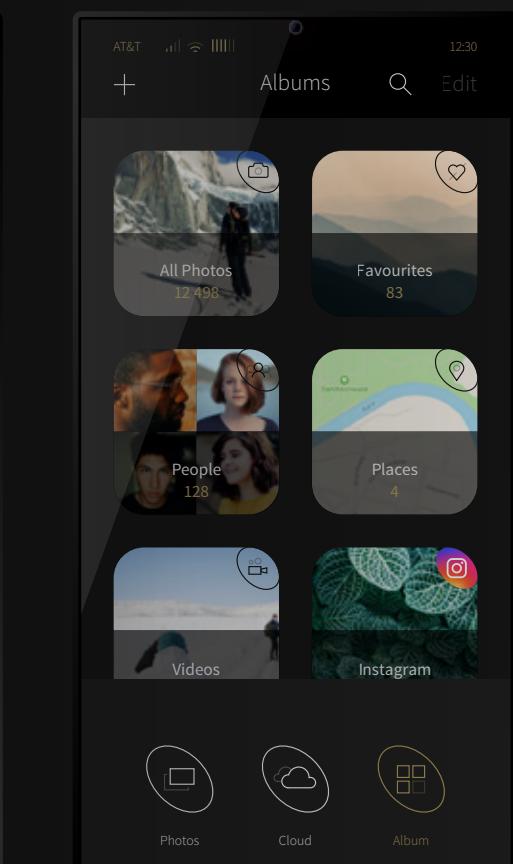
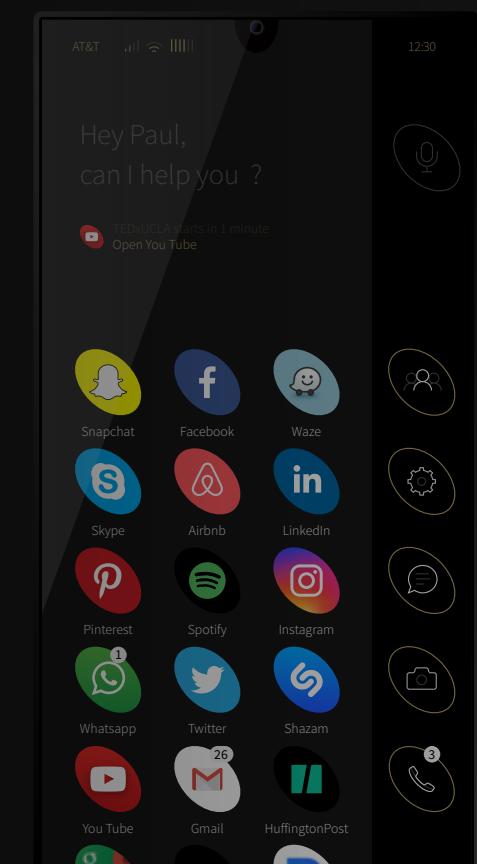
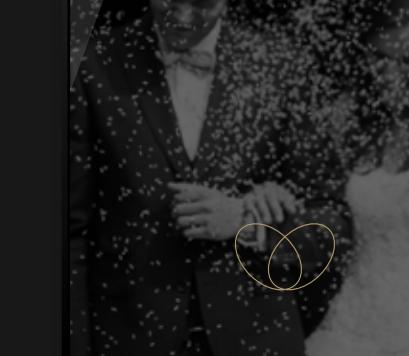
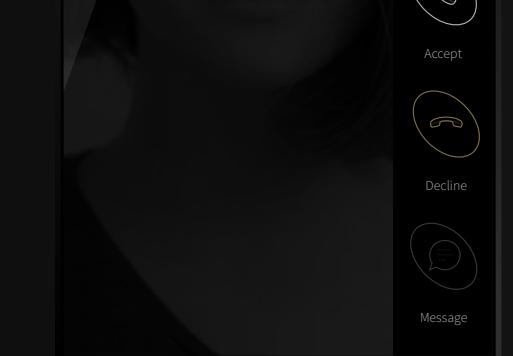
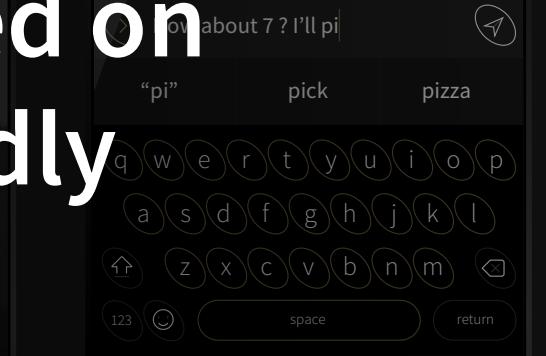
User Interfaces have too much informations that **trouble** our concentration.

Displays are bigger but **less suitable** for fingers touch uses, especially with the thumb.

**Friendlui OS is focused on  
creating an eco-friendly  
and user-friendly  
smartphone ecosystem.**

The operating system based  
on OLED displays don't use  
any energy to activate black  
pixels, so Friendlui is a black  
design oriented UI.

Solution: User & Eco-Friendly Inside



Solution: User & Eco-Friendly Outside

**A smartphone rear  
enclosure made with 100%  
organic elements as Hemp  
Plastic and Tennâge Wood.**

Oh, and it's named "Amicall".



Solution: User & Eco-Friendly Outside

**A smartphone UI  
designed to all access  
only with the thumb  
for right-handed and  
left-handed.**



Market: 1,5 billion smartphones sold in 2017, 2 billion in 2020\*

Market Sales by OS

Google Android: 85.1%

Apple iOS: 14,7%

Other OS: 0.2%

Market Sales by Phone

Google Pixel: 0.25%

Apple iPhone: 14,7%

Other Manufacturers: 84,45%

This is our market

\*Estimated by CCS Insight

OS: An Eco-Friendly Android Based OS

**There are a lot of Android based OS because it's Open Source, but Friendlui is the only and first eco-friendly Android based OS**



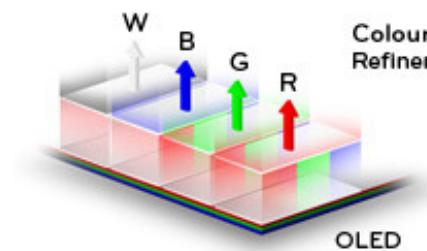
Why Now: Apps Store Are Dead, Now It's A New Game With New Players

## The End Of Apps Store Era



Smartphone users download zero apps per month and PWA (Progressive Web Apps) are emerging as new models, which herald the end of the apps ecosystem and apps store who was the main asset for developing a mobile OS.

## The Rise Of OLED Displays



OLED displays are democratizing, like the iPhoneX. The main quality of OLED is that it don't use any energy to activate black pixels unlike white or blue. But all of OS UI are not suited for OLED displays.

## The Time Of Conscious Brand



Commitment and brand conscious are today a growth driver for businesses but also a strong expectation of consumers who are willing to pay more for better, e.g Patagonia, Tesla, Honest ...

## Competitors: A Future Competition

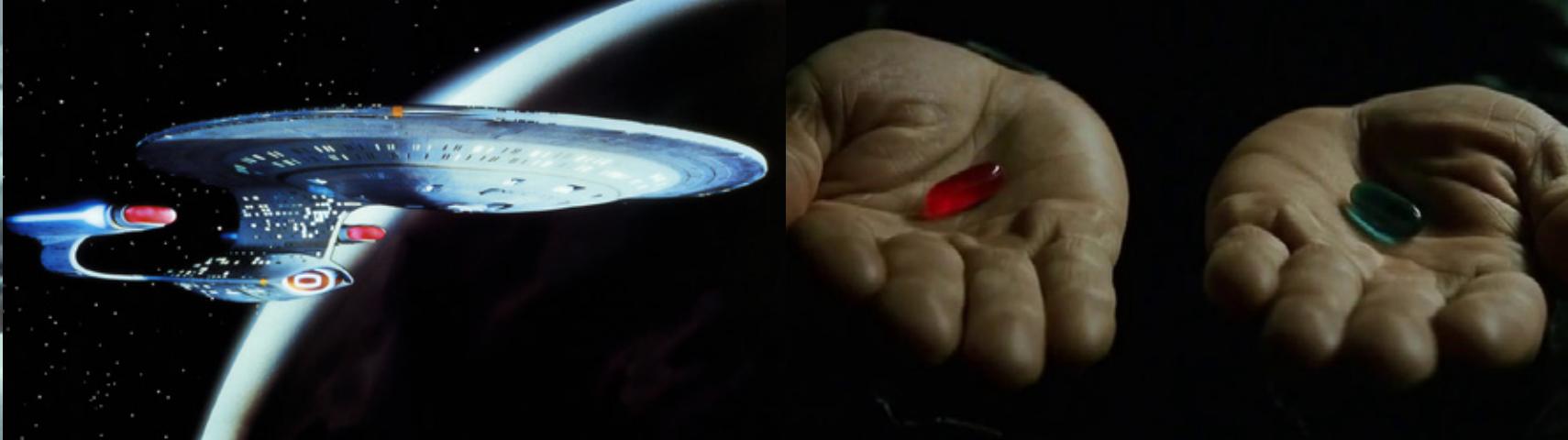
### Apple

The human evolution  
by the Machine  
**for a Smart Future**



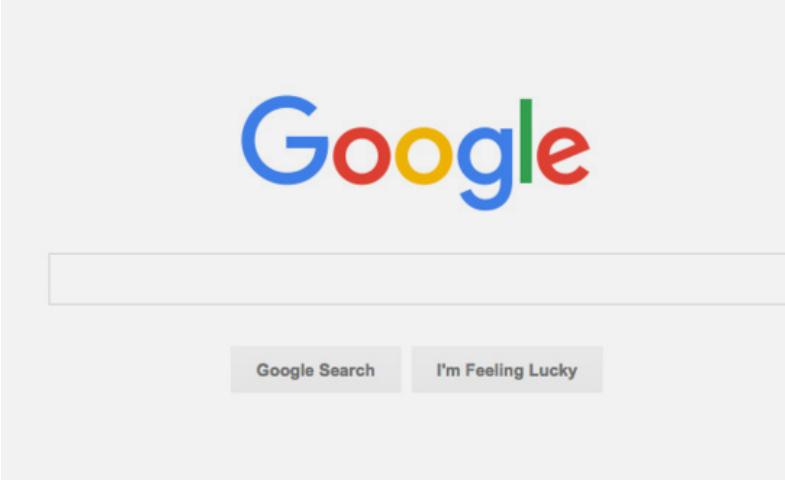
### Samsung

Conquer by the progress  
and R&D  
**for a Techno Future**



### Google

Building a new world  
through data  
**for a Cyber Future**



Marketing Strategy: We are the Modern Basics

# Apple

Luxe

1 159 €



# Samsung

Premium Access

859 €



# Google

Access

499 €



# Friendlui

Modern Basics

29,9 €/Month - 2 Years  
(717,6 €)



Product Strategy: The Modern Basics Smartphone

**The modern basics smartphone  
that go to the essential.  
A premium product with Less  
features to make it cheaper but  
better.** We're not looking for the  
Magic but for the logic.



## Product Strategy: The Modern Basics Smartphone

September 2017: Sylvain Boyer, a French Brand Designer launched a new Eco-Friendly Brand Design Process,

### **The EcoBranding:**

<http://ecobranding-design.com/>

November 2017: EcoBranding has gained global notoriety, shared by hundreds of thousands of people around the world and published in leading communication and innovation magazines, as Fast Company, CNN, PSFK, GQ, Inc and many more.

December 2017: Starting the project of **Friendlui** The EcoBranding for Mobility:

<http://ecobranding-design.com/friendlui/>

FAST COMPANY

Inc.



CHINADAILY

CNN

metro

ADWEEK

TAXI

GQ

indiatimes

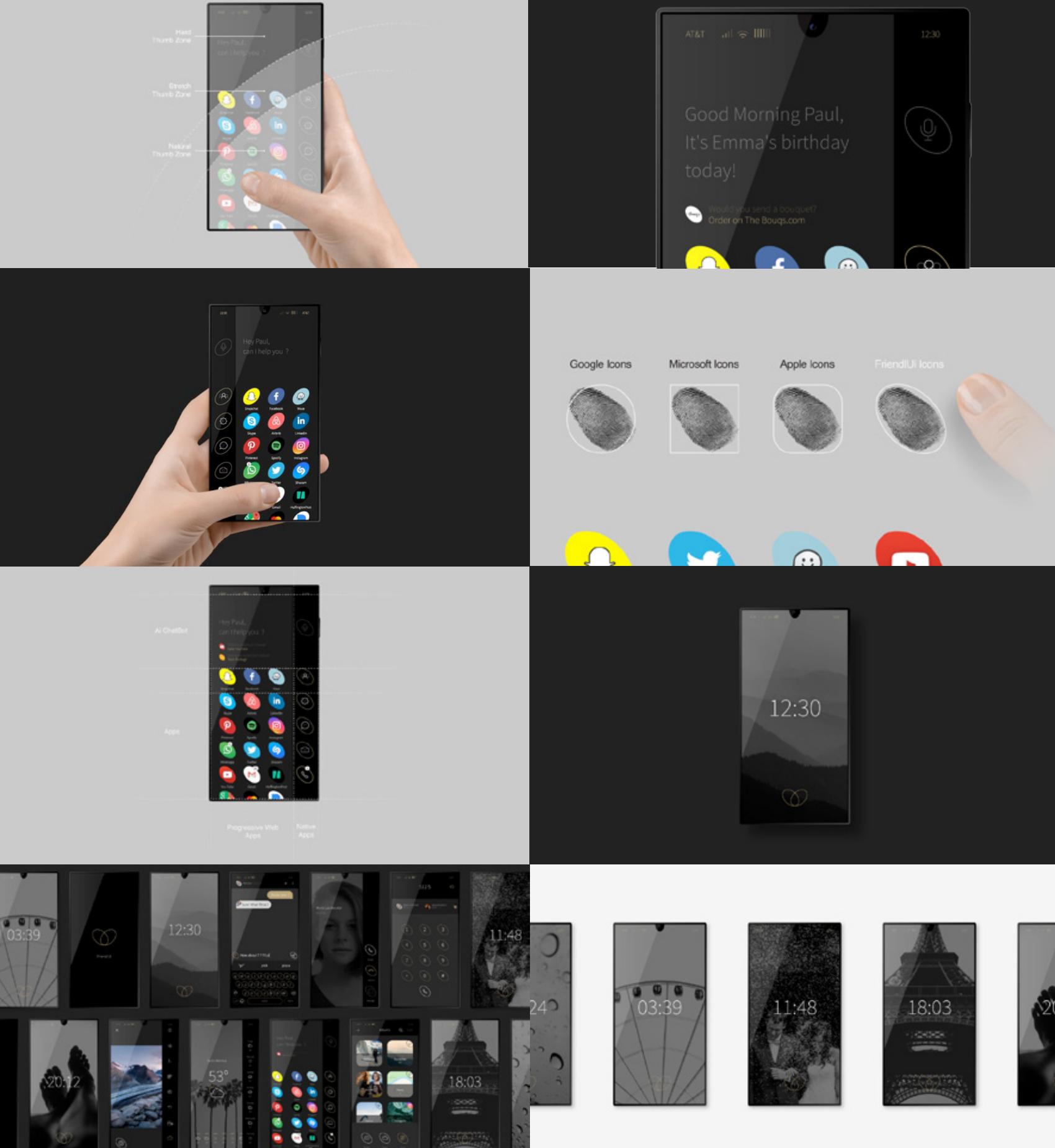
EL PAÍS

boredpanda

Product: Research & Design

[www.ecobranding-design.com/friendlui](http://www.ecobranding-design.com/friendlui)

Hybrid OS App and Web,  
Regular & Goofy UI,  
Battery Save,  
Apps without App Store (PWA),  
Diagonal Fingers Taps,  
Open OS,  
Low-Saturation Interface,  
Light Icons Consumption,  
Friendly ChatBot Assistant,  
Thumb Easy Use,  
Eco Design,  
Single Home Screen Page,  
Mental Benefits,  
Legibility and more...

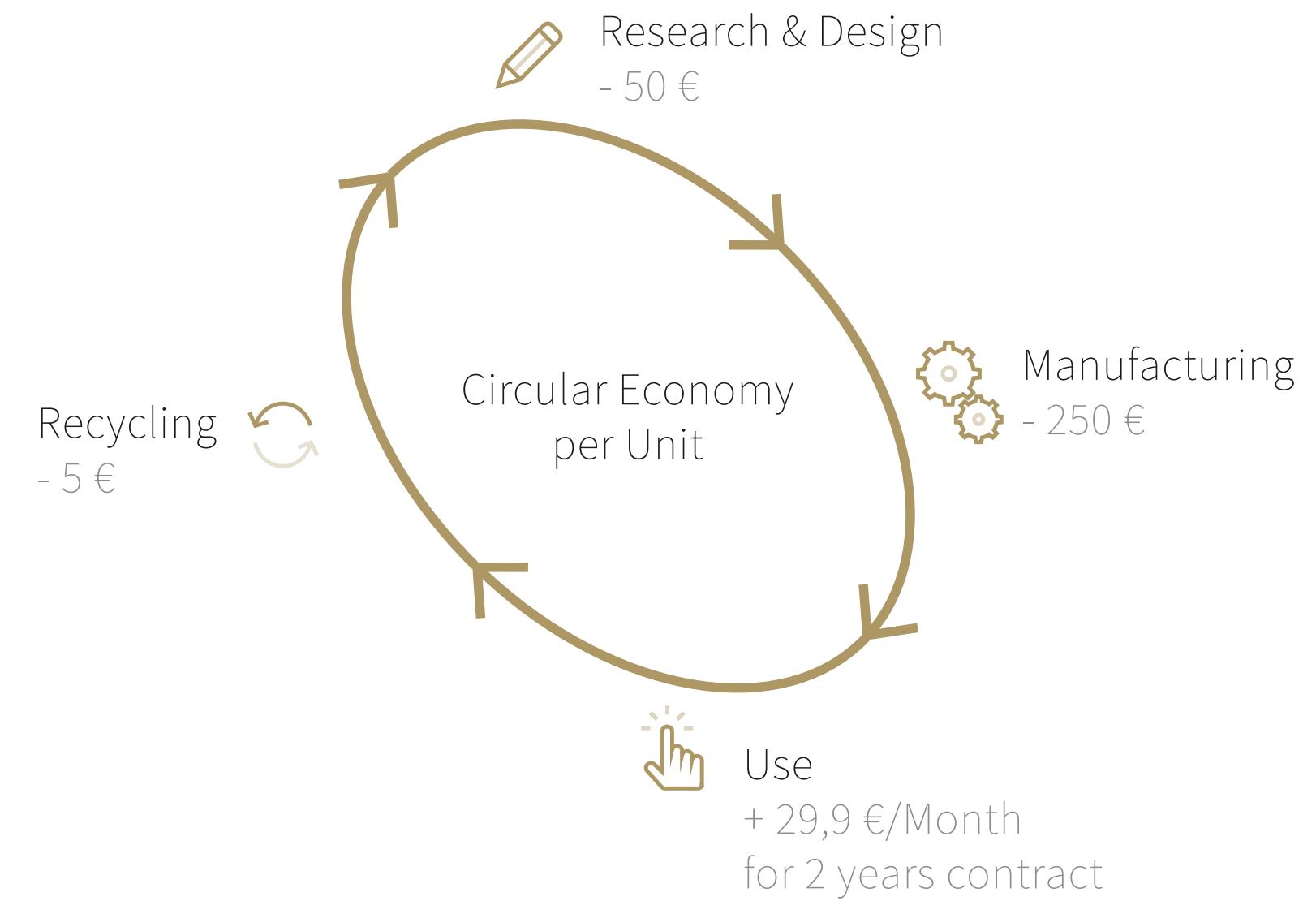


## Product Strategy: The Modern Basics Smartphone

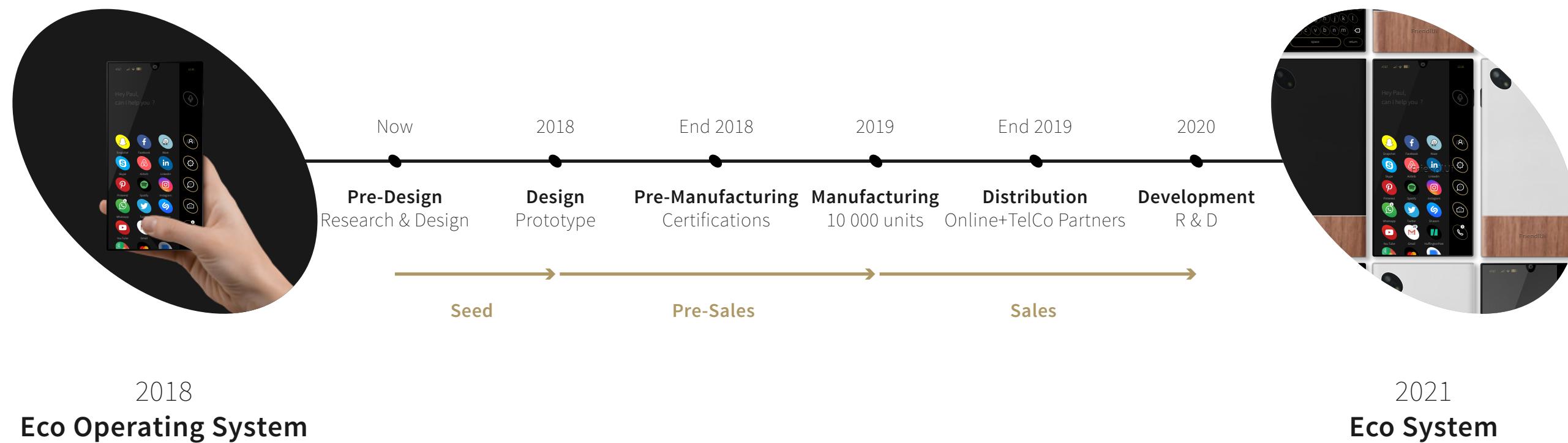
**We don't sell smartphones,  
we rent a product until it  
become obsolete and we  
improve it.**

The best of innovation  
accessible to all, all the time  
in a sustainable way.

A product ready to die young  
for a new better life.



## Sustainable Growth: From Eco Operating System To Eco System



Financial: Seed funding

## **Seed 500K for Pre-Manufacturing:**

- Product Development
- Electronic Development
- Design
- Programming
- UI Android Launcher
- Prototyping
- Certifications

Result: A complete prototype Product + UI  
for Communication and Pre-order Campaign

But Most Of All...

We ask your helps as a  
sustainable partner to  
enrich and expand our  
vision and network.

# Thanks !

Sylvain Boyer - Founder

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[www.ecobranding-design.com/friendlui](http://www.ecobranding-design.com/friendlui)