



# HANDLE<sup>THE</sup> CHANGE

“POPSICASE is the eco-friendly iPhone case that makes it easier for you”

## Investor's guide

March 2017



A black and white photograph of a person's hand holding a smartphone. The person is wearing a light-colored coat. The background is blurred. The text is overlaid on a yellow rounded rectangle in the top left corner.

MORE THAN **750 MILLION** PEOPLE HAVE  
THE SAME **PROBLEM 500** TIMES A DAY

Handling the  
smartphone with  
one hand is **difficult,**  
**unnatural, unsafe,**  
**uncomfortable**  
and sometimes  
**unhealthy and**  
**impossible.**



## A SIMPLE SOLUTION

We have invented a smartphone case with a foldaway handle that helps people USE the device in a natural, safer, healthier and more comfortable way.



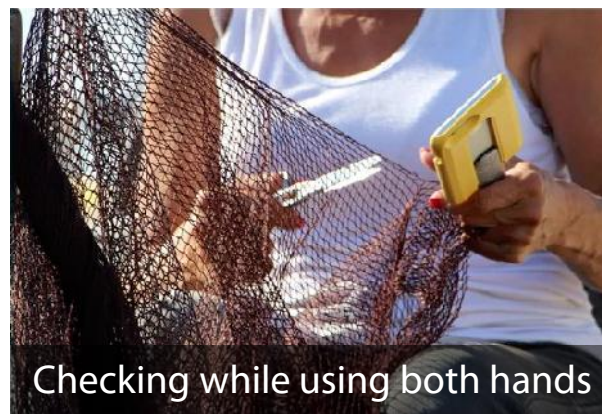
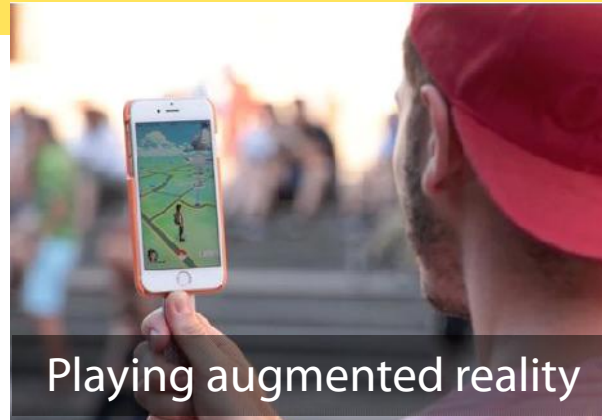
# WHAT IS POPSICASE?

POPSICASE is the first and only iPhone case with a foldaway, exchangeable and intelligent handle, made from upcycled material with a social impact.





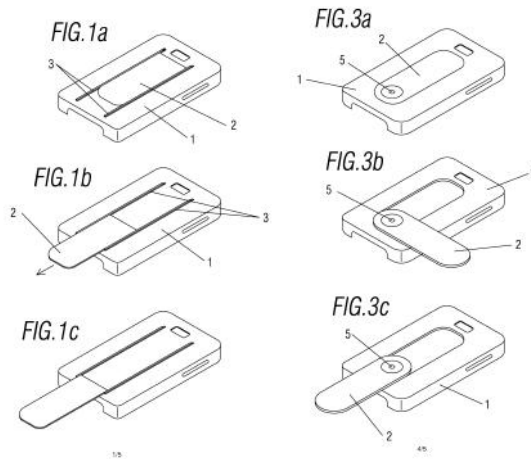
# WHAT IS POPSICASE FOR?



And any other situation  
you can imagine..

# 1 UNIQUE

patented in 24 countries



## WHICH ARE OUR COMPETITIVE ADVANTAGES?

### 3 TECH APPS

the handle can be exchangeable  
and provide different applications.



### 2 ECO-FRIENDLY

upcycled 100% and green economy



### 4 EXCLUSIVE COLLECTIONS

with renowned artist that support  
social projects



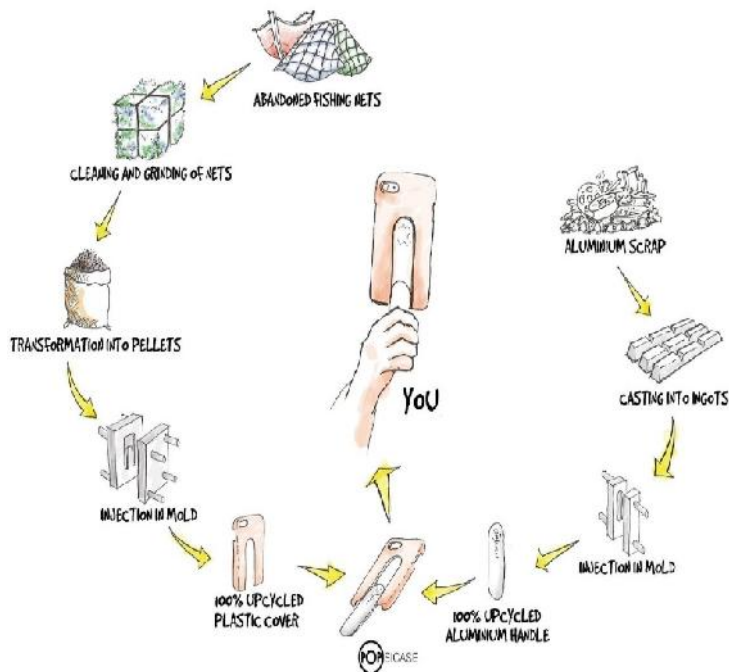
WHAT **POP**SICASE | 7



# WHY DOES POPSICASE HAVE SOCIAL IMPACT?

1

Minimal ecological footprint:  
upcycling process  
and others



BANSKY  
"LOVE ON THE WALLS"  
limited collection



2

Support of social  
projects with  
limited collections  
of renowned artist

3

Awareness about  
the responsible  
use of the  
smartphone



# MADE 100% IN BARCELONA



Engineering  
design



Mould  
manufacturing



Plastic  
injection





**THE HANDLE IS EXCHANGEABLE & INTELLIGENT**



**SPEAKER**



**ADDITIONAL BATTERY**



**CHIP INSIDE FOR RED  
LIGHT DETECTION**

# WHO IS OUR TARGET?

- Men and women, 23 years old and above .
- Owners of high-end smartphones (iPhone at first).
- Urban, active, with hobbies that make them move or go outside, mid and high professional level.





# How BIG IS OUR MARKET?




2,1 billion in 2016  
2,5 billion in 2018  
smartphone users in the world

25 %  
Apple & Galaxy  
users

30 %  
Target  
POPSICASE

499 million  
users in  
2018

X 2,8  
Cases a user buy for every  
smartphone



# HOW ARE WE GOING TO SEDUCE OUR CUSTOMERS?

Build a **brand**  
with strong  
personality

Increase  
**visibility**  
(SEM, SEO, CRM)

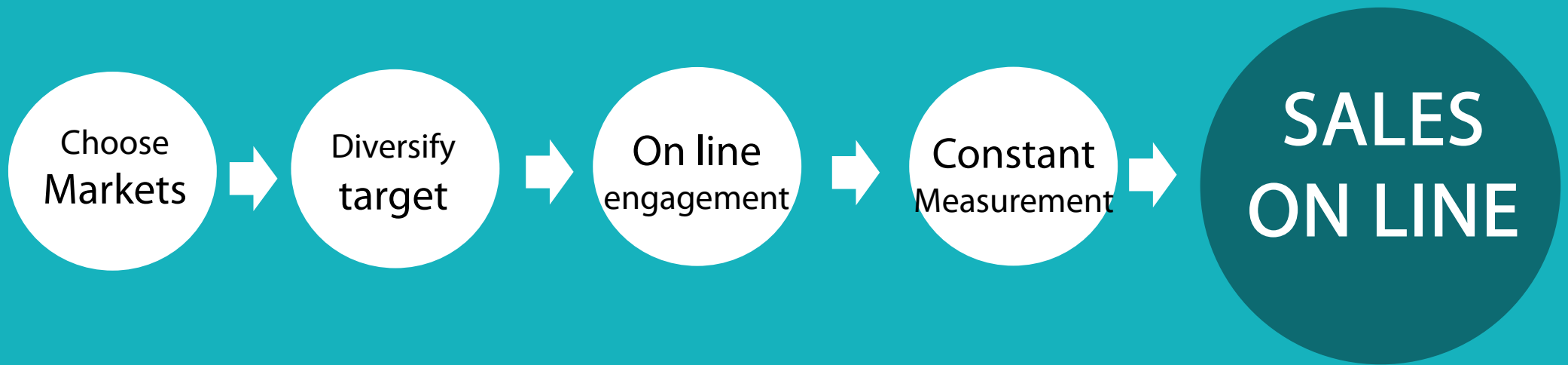
Increase  
**reputation**  
with influencers,  
celebrities and PR  
actions

Work the  
after-sale service and  
enhance  
**loyalty**



# WHICH ARE OUR SALES CHANNELS?

## INSIDE SALES MARKETING



# WHAT ABOUT COMPETENCE?

Cases made by  
manufacturers  
(25 to 60 €)



Special cases by  
other brands  
(20 to 50 €)



White branded  
cases  
(de 1 a 10 euros €)



Illegal copying are an opportunity (not a threat) to create trendy use.



# THE POPSICASE TEAM



**Pablo Erlandsen**  
Inventor of POPSICASE,  
R&D and Production  
manager



**María José Pedragosa**  
CEO and Marketing  
Manager



**Ana Barrera**  
Financial Manager

# How ARE WE DOING IT?

SEPTEMBER 2015



MAY 2016



JUNE -  
DECEMBER 2016



First POPSICASE  
model for iPhone6

Capital increase &  
INTERNATIONAL  
PATENT of the  
invention model

Brand manual  
Market tests  
Design iPhone7  
First sales

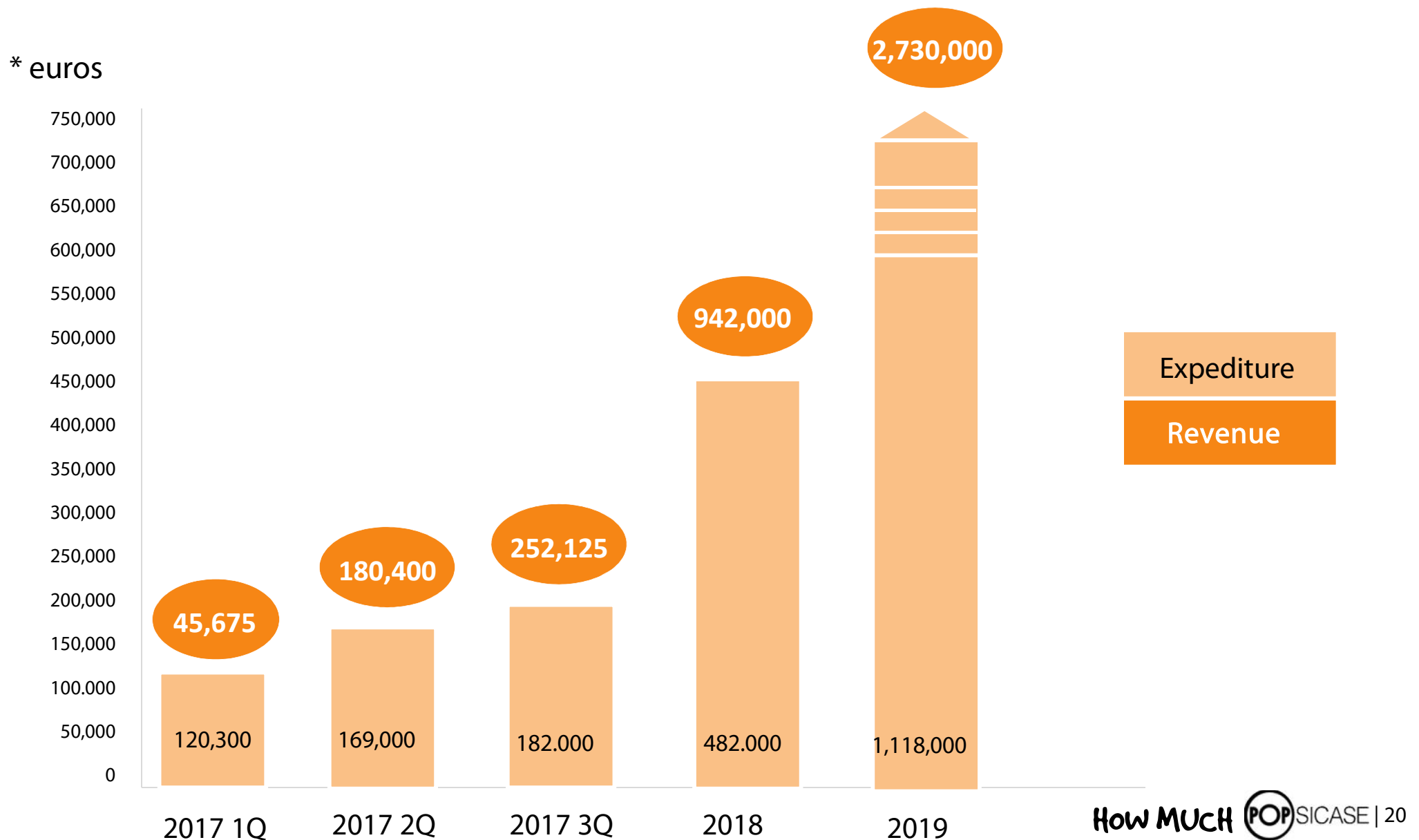
WE ARE HERE!  
Early-stage



Having a few sales,  
finance is required for a  
new mould, developing  
the intelligent handle,  
marketing and  
operations, in order to  
make the business fly

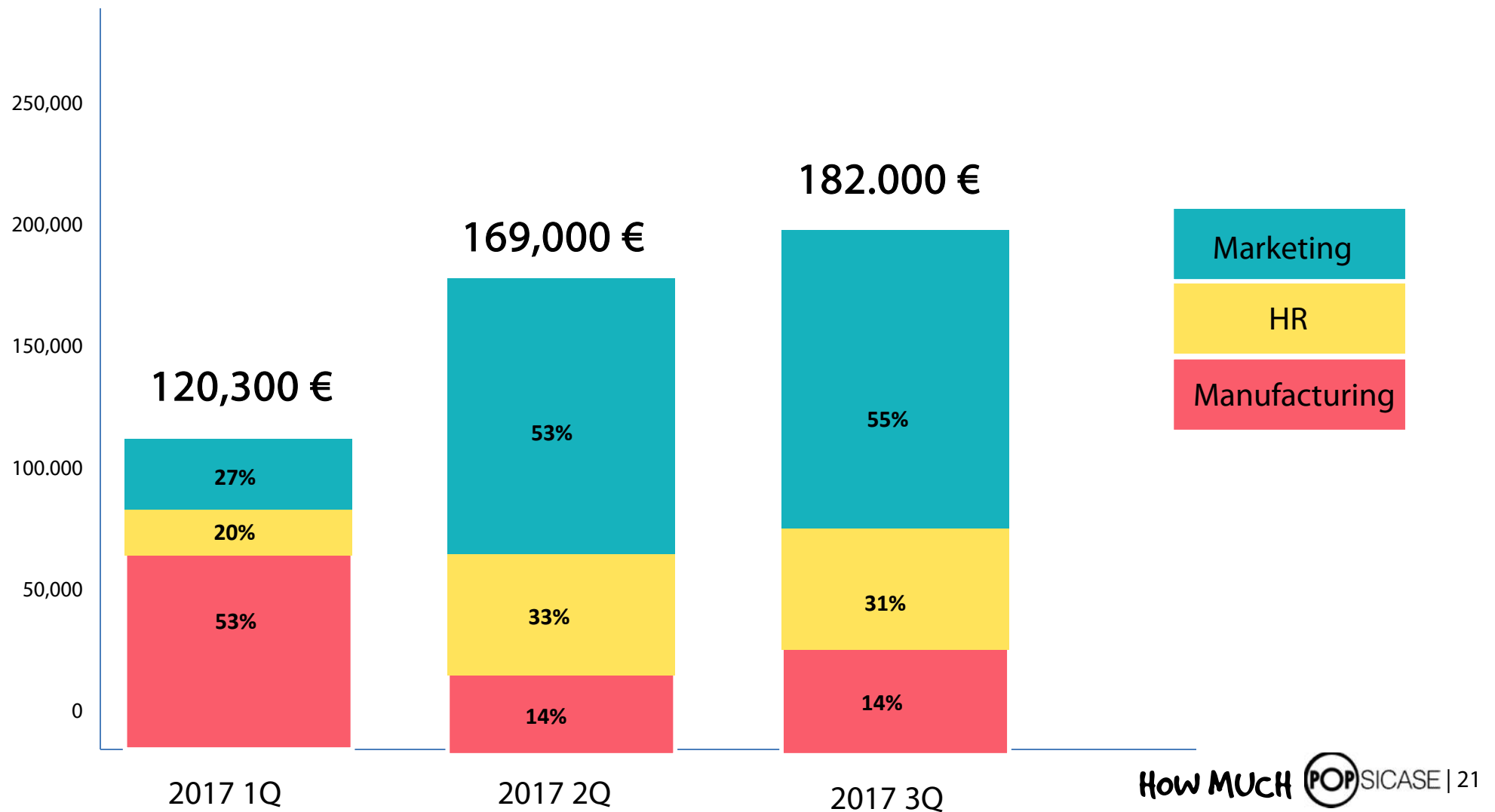


# HOW ARE WE GOING TO EVOLVE?





# INVERSION WE NEED IN 2017



# So, LET'S TALK?



**María José Pedragosa**

[mj@popsicase.com](mailto:mj@popsicase.com)

+34 629 04 91 00

[www.popsicase.com](http://www.popsicase.com)