



Only calling & texting phone with E-ink display.

presenter  
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Remember these?



When did you last time spent quality time with your family?



Or enjoy with your friends in a restaurant without staring at your smartphone?



Or be present at a concert with all your senses, not looking at a live concert through your phone?

**Studies have shown that we spent on average 4 hours per day staring at our screens. Nokia study suggest that we check our phone at least 150 times per day.**

**Blurred lines between professional and private life.**

**We are constantly experiencing real life through our screens instead of our senses.**

**Poor battery life of smartphones leads us to seek for a charger wherever we are.**

**Addiction is so serious that we now have the word for fear of losing phone – Nomophobia. Also we are in constant fear of missing something online.**

**“We are most connected society ever, yet loneliest” - Johann Hari @ TED talks**



# Meet Offone – Only Calling and Texting Phone with big E-ink Display



Simple, symbol based & intuitive UI

OFFONE



Lock screen



Missed calls & texts



Texting screen



Calling screen

## Results based on a survey of our community of supporters



**Punkt. MP01**  
overpriced  
“bulge” on the back



**Light phone**  
need smartphone to work  
no texting options

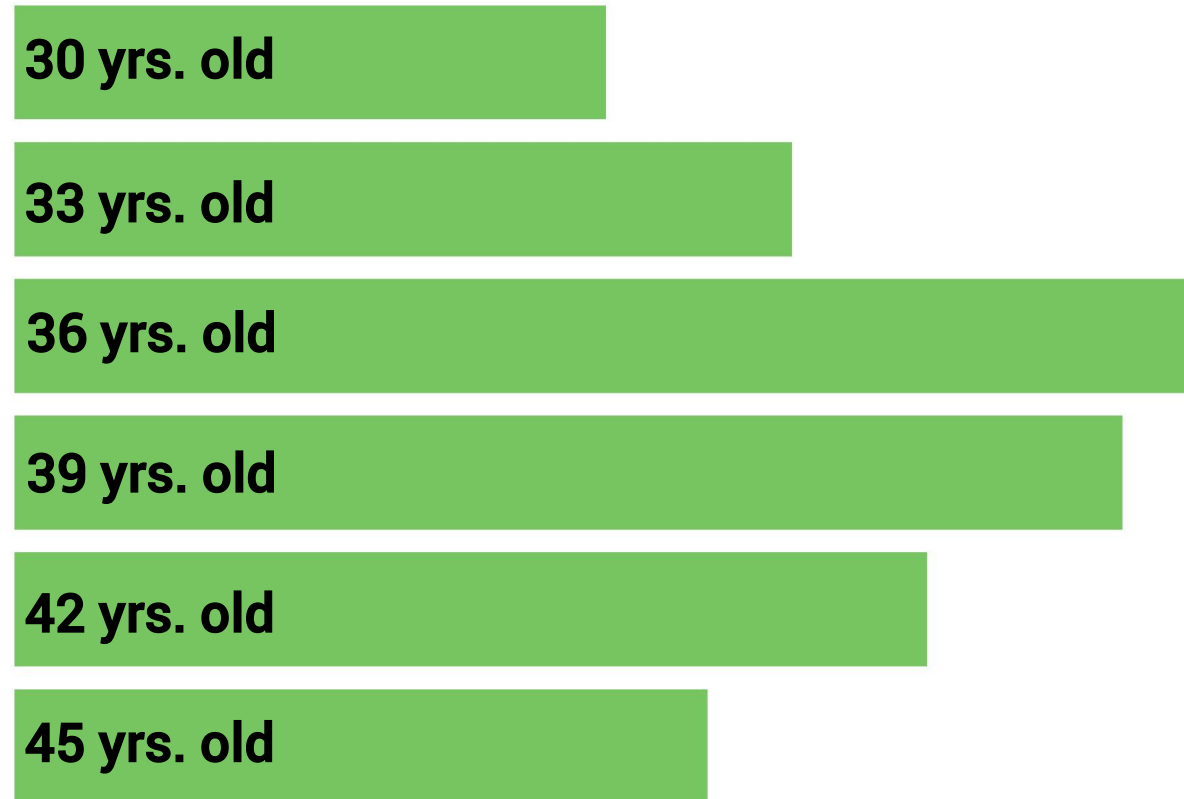


**Elari card phone**  
cheap looking  
very small for handling



## Customers based on a survey of our community of supporters

### Age of buyers



### People & Reasons to buy Offone

- Business people who need second phone due to a poor smartphone battery
- Business people who need second phone for work
- Adventurers, hikers and any other person who want to detox of online and virtual life
- Elderly people who are not tech savvy
- Parents buying for their kids in pre-school or elementary school

## **Generating revenue:**

**B2B (100%)**- Selling Mobile Operators and big retail companies (Amazon, Big Tech dealers, etc.)

## **Huge market size and potential!**

### **Example 1: Europe**

**Population  $\approx$  484M people**

**According to “Orange”, one of the world`s largest  
Mobile operators research in 2016.**

- 20% of Western Europe population use “dumb phones”
- 40% of Eastern Europe population use “dumb phones”

### **Math:**

Western Europe Population  $\approx$  192M, 20% of that is  $\approx$  38M

Eastern Europe Population  $\approx$  292M, 40% of that is  $\approx$  117M

Total:  $\approx$ 155M of potential users.

\*Orange telecom operator 2016 research



Generating revenue:

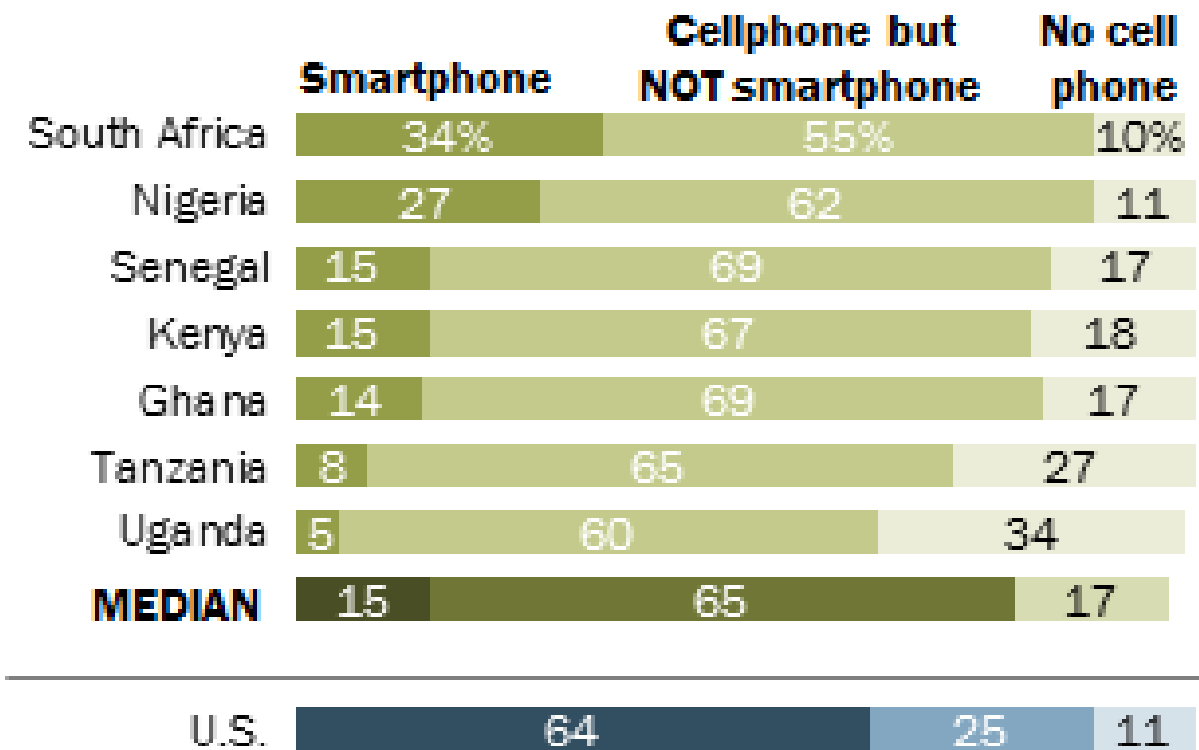
Huge market size and potential!

Example 2: Sub-Saharan Africa

Population  $\approx$  1B people data from 2016.  
According to research there are  $\approx$  650M  
feature phone users  
Almost 2/3 of population

Texting still Most Common Activity

*Do you own a cell phone? Is it a smartphone?*



Note: Percentages based on total sample. U.S. data from December 2014 Pew Research Center surveys. Median percentage excludes the U.S.

Source: Spring 2014 Global Attitudes survey. Q68 & Q69.

**Huge market size and potential!**

**Example: Europe**

**Dumb phones in use  $\approx$  155M**

**2% share for Offone users = 3.10M**

**Price of OFFONE = 99.00\$**

production costs = 33\$ (based on 100k orders)

other costs (marketing, retailers cut, unexpected costs, shipping etc.) = 45\$

**profit per piece = 21\$**

**Math:**

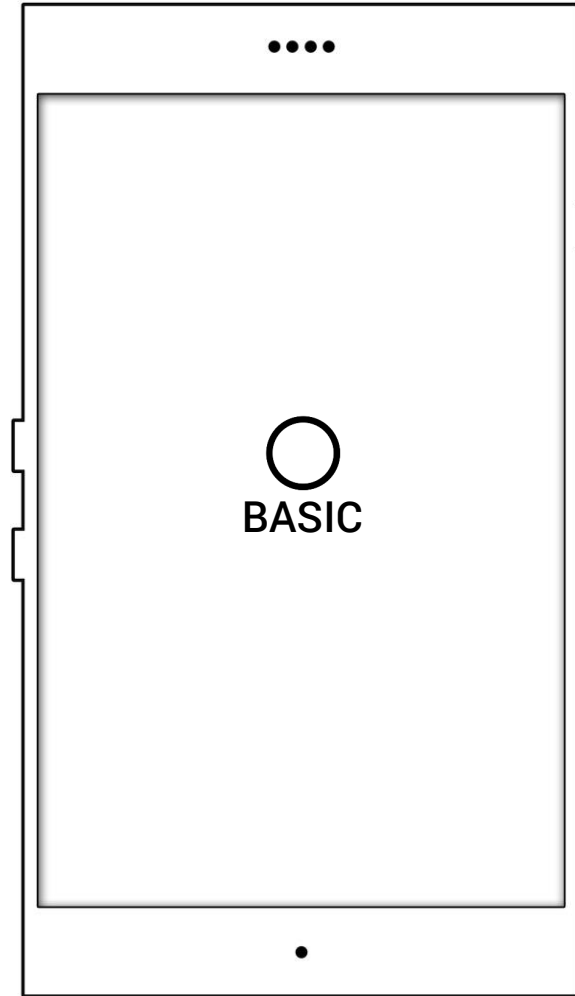
**3.10M phones x 21\$ of profit = 65.100.000\$**

**Sounds pretty good for Europe!**

## Go to market strategy

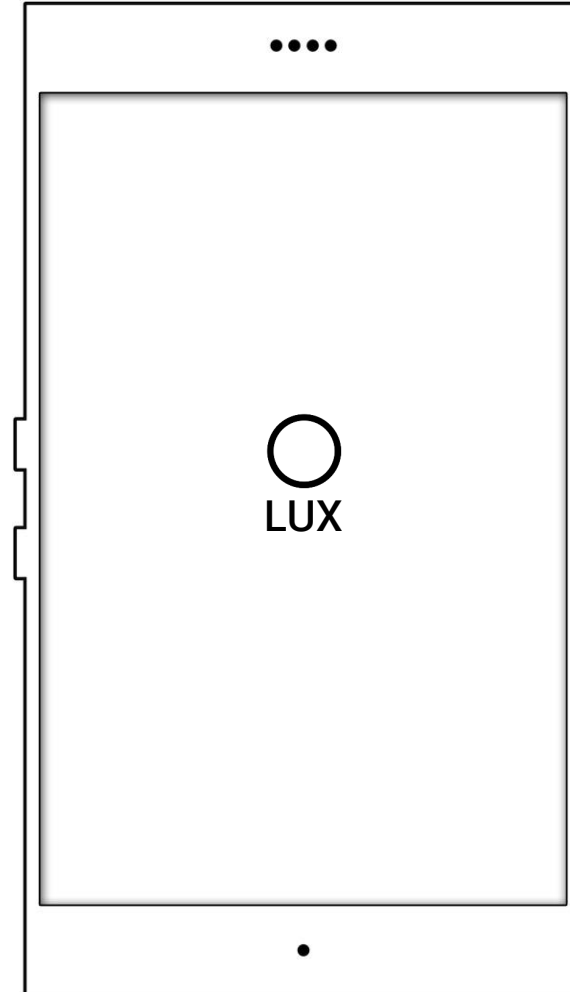


- Plastic casing
- Durable battery
- Regular E-ink display



3<sup>rd</sup> world countries,  
refugees  
Maximum volume

- Ceramic or Fabric casing
- Durable battery
- Paper White E-ink display



VIP market  
Limited edition

## Competitive advantages

**Unique & first to market** – first phone with E Ink paper white display and 14 days battery

**Ease of use** – symbols & icons, no language barriers

**Privacy** – no profiles & accounts



Offone company



**Marko Lazić**  
architect & designer  
co-founder



**Srdjan Stanković**  
electrical engineer  
co-founder



**Vojislav Milivojević**  
electrical engineer  
co-founder

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