

Modbook Inc 2017 Crowdfunding Campaign

In-depth: Modbook
Marketing Strategy



August 2017

wefunder.com/modbook

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Product Mix / Revenue Streams

Apple Mac Base Systems

- Every complete Modbook sold is a sold Apple MacBook Pro
- Lowest gross profit margins

	<i>MSRP</i>
Apple 15" rMBP 2.2 Iris Pro	\$ 1,999
Apple 15" rMBP 2.8 Iris Pro	\$ 2,299
Apple 15" rMBP 2.6 RP 555	\$ 2,399
Apple 15" rMBP 3.1 RP 555	\$ 2,699
Apple 15" rMBP 2.9 RP 560	\$ 2,799
Apple 15" rMBP 3.1 RP 560	\$ 2,999

Modbook Kits & Upgrades

- Kits also available as full-service upgrades for MacBook owners
- Highest gross profit margins

	<i>MSRP</i>
Modbook Pro X Conversion Kit	\$ 2,499
Pro X 512GB PCIe Flash SSD	\$ 549
Pro X 1TB PCIe Flash SSD	\$ 1,049
Pro X 2TB PCIe Flash SSD	\$ 2,149
Pro X Custom Engraving	\$ 129
Pro X Custom Color	\$ 249

Modbook Accessories

- Some product manufacturing outsourced => lower margins
- Medium gross profit margins

	<i>MSRP</i>
Pro X Keyboard Stand	\$ 499
Pro X Executive Case	\$ 199
Pro X Cover Stand	\$ 229
Pro X VESA Mount	\$ 149
Pro X TopBezel (custom color)	\$ 189
Touchpad Remote Control	\$ 79

Modbook Key Distribution Channels

Modbook Online

driven by B-to-C sales team

- Integrated website, webstore, CRM, customer support — providing sales team Single Customer View
- Enables and powers Inbound Content Marketing mapped to Buyer's Journey
- Projected: ~55% of sales (1st year post funding and onward)

Online Marketplaces

driven by B-to-C sales team

- Build out eBay and Amazon; add Google Shopping, Newegg, Overstock, and buy.com
- Increase market footprint, tap into marketplace incentives and payment options, free advertising
- Projected: ~9% of sales (1st year post funding and onward)

Modbook Consultants Network

driven by B-to-B sales team

- Leverage existing Apple Certified Consultants Network (3,000+ in US) as retail sales multipliers
- Projected: ~21% of sales (1st year post funding and onward)

Large Accounts

driven by B-to-B sales team

- Drive large account (high) unit sales & single/low unit sales from high-profile/influencer accounts
- Projected: ~15% of sales (1st year post funding and onward)

Inbound Content Marketing Mapped To Buyer's Journey

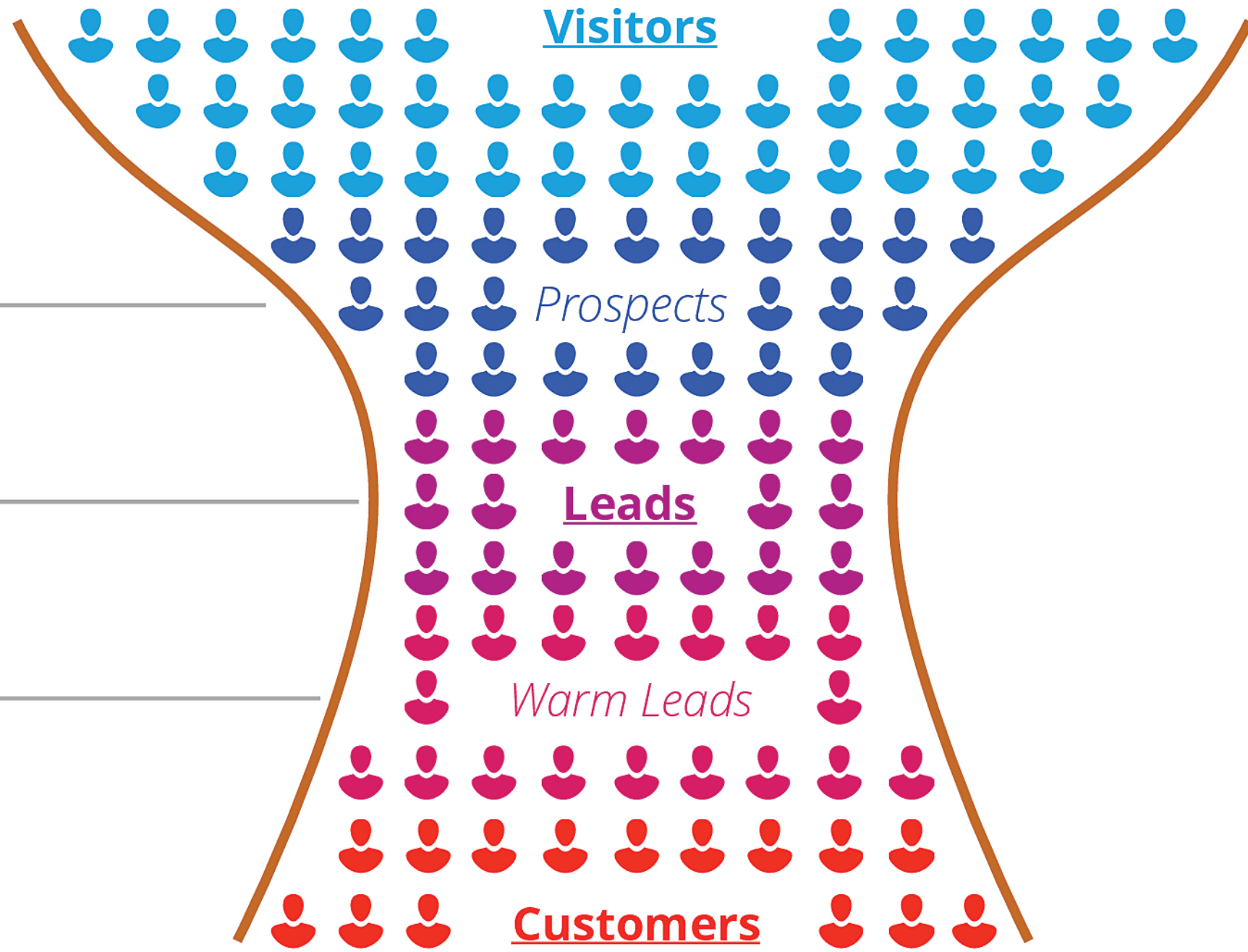
Buyer's Journey

Awareness

Consideration

Decision

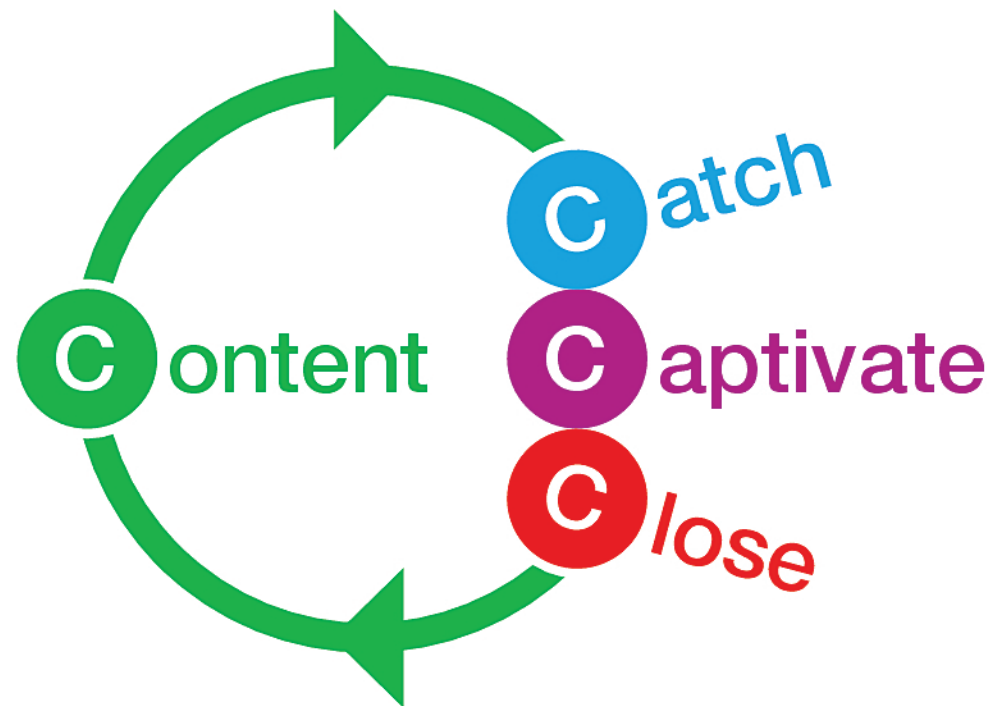
Purchase



Promotional Mix

- Paid Media
- Earned Media
- Sales Initiatives
- Content Marketing
- Event Marketing
- Personal Sales
- Direct Marketing
- Sales Promotions
- Sales Programs

Inbound Content Marketing Methodology



- Proven to be currently the most effective marketing method for doing business online:

Content: Create targeted, relevant, quality content

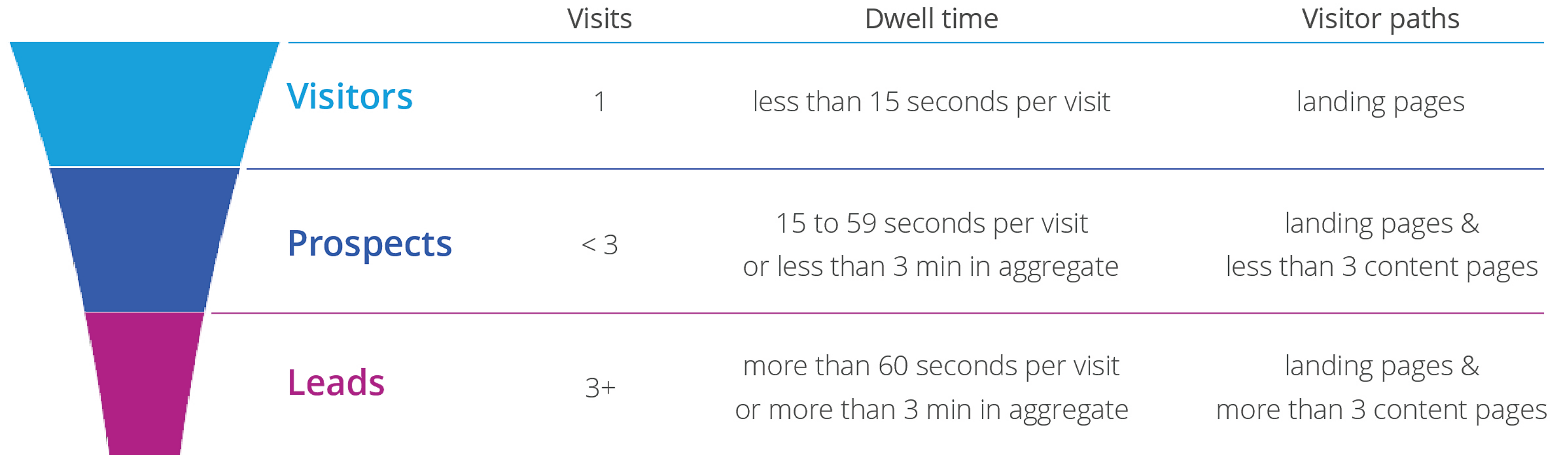
Catch: Distribute content hooks far & wide to attract visits
Serve targeted landing pages to reel-in visitors

Capture: Valuable content fosters trust, return visits
Individualized, mapped content nurtures visitors

Close: Marketing automation optimizes sales team efforts
Sales programs, & promotions increase closing rate

- (1) Attract visitors within Modbook target market
- (2) Assist in converting visitors to leads and customers
- (3) Discover qualified, ranked leads

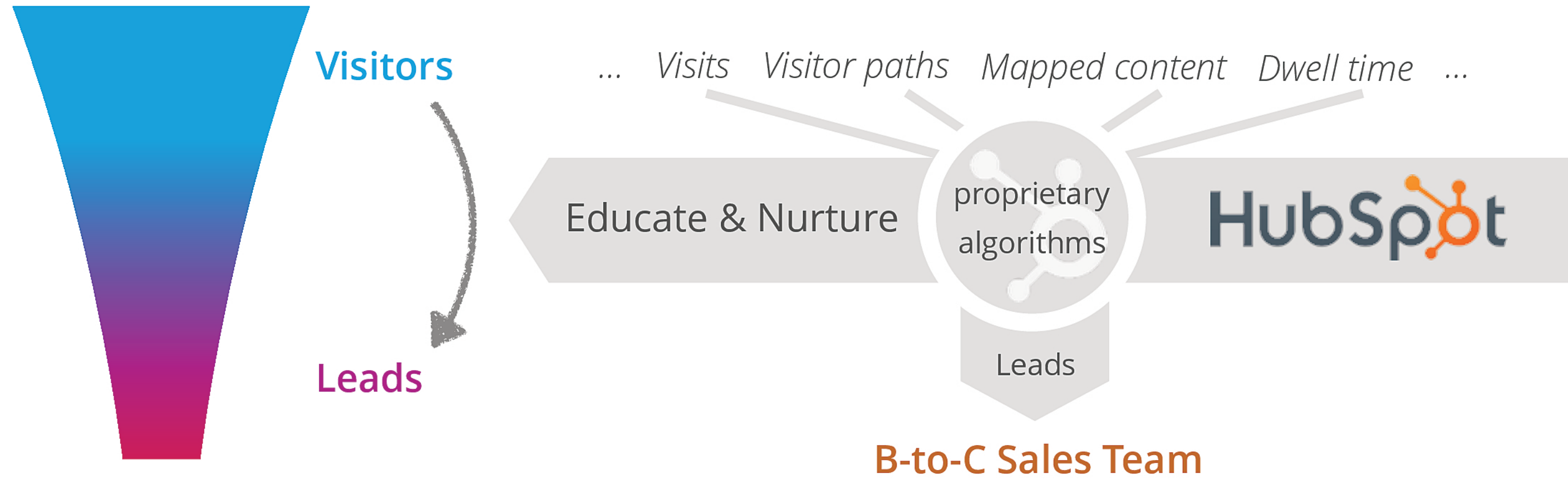
Standard Industry Methodology For Lead Discovery



- Black & white prospect and lead discovery based on simple web statistics
- Lowest cost approach; can be powered by Google Analytics and many other free and paid services
- Little to no qualifying meta data generation results in high-volume / low-quality Lead pools
- Little to no support for effective Marketing Automation due to limited meta data availability

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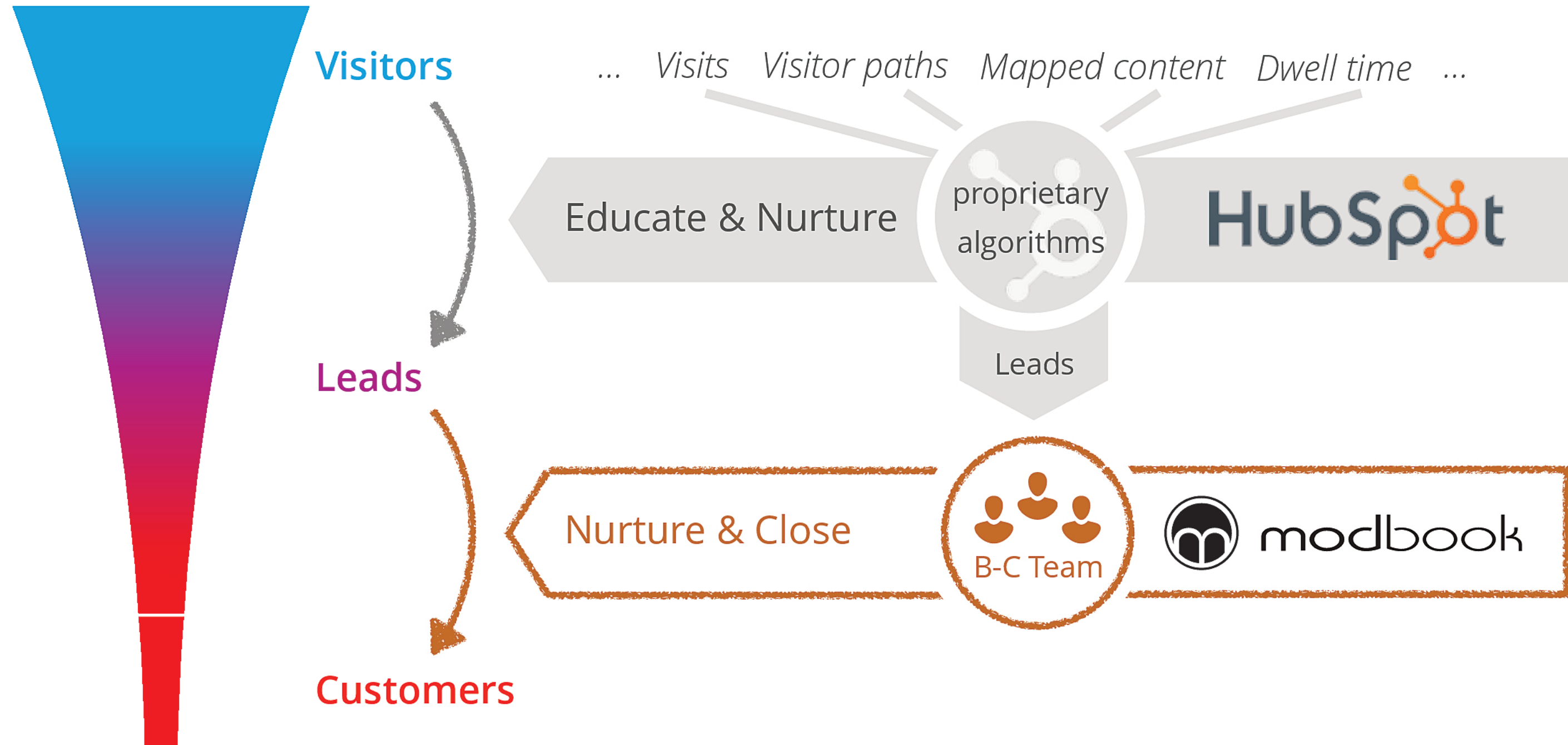
Marketing Automation: Lead Education & Discovery



- Inbound content mktg. mapped to buyer's journey generates rich meta data profile per visitor
- Allows for automation of individualized (smart) visitor education and nurturing
- Qualifies & dynamically rates Leads with individual "hotness" scores, and sorts and prioritizes them into sales funnels with rich actionable intelligence for optimized sales followup

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Marketing Automation: Lead Education & Discovery



Marketing Automation => Sales Force Optimization

○ Marketing automation enables to:

plan & build-out sales teams

project & manage sales targets

fill sales funnels with *qualified* leads

	Year 1	Year 2	Year 2
Visitors <i>Visitor to Lead Conversion</i>	151,400 1%	252,600 1%	472,000 1%
Leads <i>Lead to Customer (= Sales) Conversion</i>	1,484 64%	2,577 56%	4,673 49%
Customers (Projected Modbook B-to-C Sales)	951	1,446	2,311

Modbook B-to-C Sales Team			
Percent of total unit sales	95%	60%	60%
Head count	4	6	10
Unit sales / head / week (@ 50 wks / year)	5	5	5
Time spent nurturing & closing / lead (hours)	5.0	4.4	4.2

Modbook Promotional Mix For Inbound Content Marketing

Content **C**atch attention

- Product News (Intros, Updates, Upgrades)
- Social Media, Public Relations & Review Unit Program
- Modbook Gizmo & CoOpt Limited Edition Builds
- Contests, GiveAways, Consumer & Trade shows & events, Paid Media

Content **C**aptivate audience

- Useful (Did you know ... / Tips'n Tricks / ...)
- Educational (How to ... / Works with ... / ...)
- Entertaining (Contests / GiveAways / User Creations / ...)
- Product Information (Learn More / Features / Benefits / Specs / ...)

Content **C**lose sales

- Personal Sales (Live chat & talk / Showroom / Webinars / Demo units / ...)
- Product Evaluation (Testimonials / Case Studies / Reviews / ...)
- Company Evaluation (Support / Helpdesk / Knowledge Base / ...)
- Sales Promotions (Discounts / Buy&Try / Lease / Lay-Away / Trade-in / ...)

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