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# Modbook Inc 2017 Crowdfunding Campaign

Offering PitchDeck



August 2017

[wefunder.com/modbook](http://wefunder.com/modbook)

## Legal Disclaimer

All statements in this presentation, other than those of historical fact, are forward-looking statements that involve various risks and uncertainties, including, without limitation, statements regarding the future plans and objectives of the Company. These risks and uncertainties include, but are not restricted to, the need for adequate financing for future acquisitions and growth efforts. There can be no assurance that such statements will prove to be accurate. Actual results and future events could differ materially from those anticipated in such statements. These and all subsequent written and oral forward-looking statements are based on the estimates and opinions of management on the dates they are made and are expressly qualified in their entirety by this notice. The Company assumes no obligation to update forward-looking statements should circumstances or management's estimates or opinions change.



- Modbook Pro X *only* solution for a \$1.9b pen hardware market opportunity
- Established consumer product webstore with customers in 70 countries
- Now making a crowdfunding offering on [Wefunder.com/modbook](http://Wefunder.com/modbook)
- *Use of funds:* Boost sales & mktg for upcoming Pro X product launch

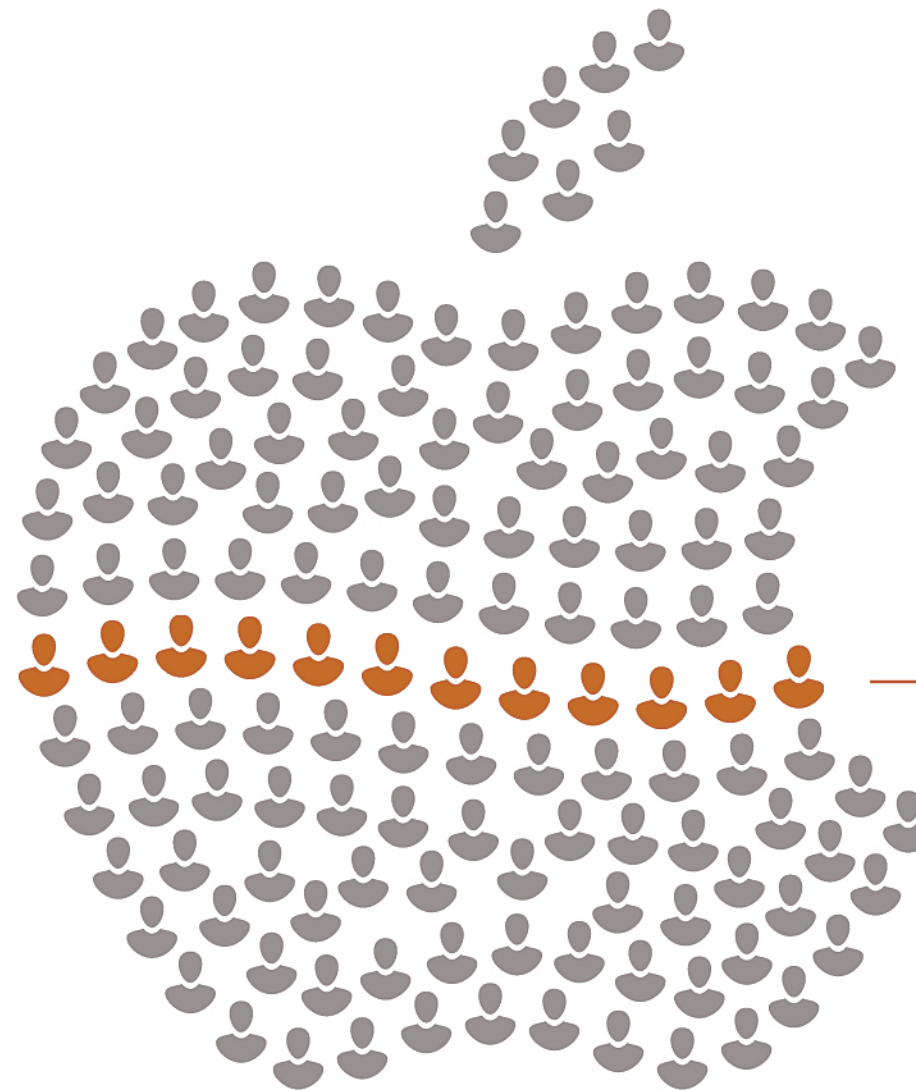


# Apple's Successful \$220bn Two Platform Strategy...

**iOS tablets (iPads)**  
*(not including 130m iPhones)*  
 45 Million units  
 \$21 Billion revenues

\$23 Billion revenues  
 18 Million units

**macOS computers (Macs)**



...Creates A Safe Niche

**Creative Professionals**  
*in need of*  
*Pen, Power, and Portability*

> 369,000 target customers  
 \$1.85 Billion revenues

**< 1% of Apple business**

# Creative Users Are Not Like Most Computer Users

- (Aspire to be) In the business of producing creative deliverables
- Above average time away from the desk
- Workflows built on standard office software plus professional creative software for:



- |                    |                                  |
|--------------------|----------------------------------|
| Email              | Architecture                     |
| Browsing           | Advertising & Marketing          |
| Word Processing    | Engineering                      |
| Spreadsheet        | Product, Fashion, Graphic Design |
| Charts & Graphs    | TV, Film & Animation             |
| Presentations      | Performance & Visual Arts        |
| Project Management | Photography                      |
| Database           | Publishing                       |

- Requiring full-featured, professional desktop apps and workstation-level performance
- Managers equally dependent on professional creative software

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# Creative Industries: Growing, \$9 Billion Dollar Market

Producing content, everywhere.

In 2016:

- 26.4m creative users
- Spent \$9bn (\$3.8bn Mac-based)
- Produced \$292bn content

By 2020 estimated to:

- 32.8m creative users
- Spend \$10b (\$4.2b Mac-based)

Displaying sample of Modbook / Pro / Pro X customers:

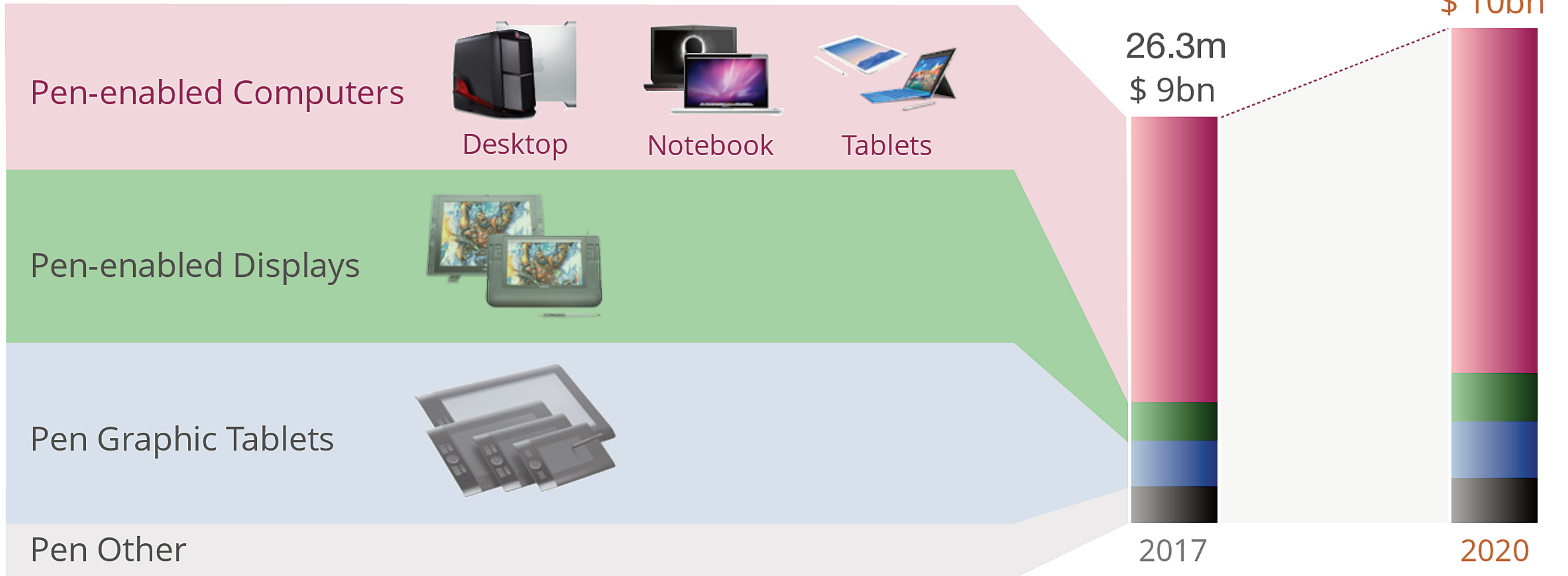


Use of customer's logo does not imply endorsement

# Growing, Billion \$ Pen Hardware Solutions Market

## Pen Devices for Creative Industries

Worldwide



Graph segment split not to scale

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# Creatives Stuck With Only "Almost" Solutions

Desktop + Pen Display



macOS

**X** Zero Portability

Laptop + Pen Display



macOS

- X** Limited Portability
- X** Limited Power
- X** Multiple Devices

Tablets: iPad / Others



iOS

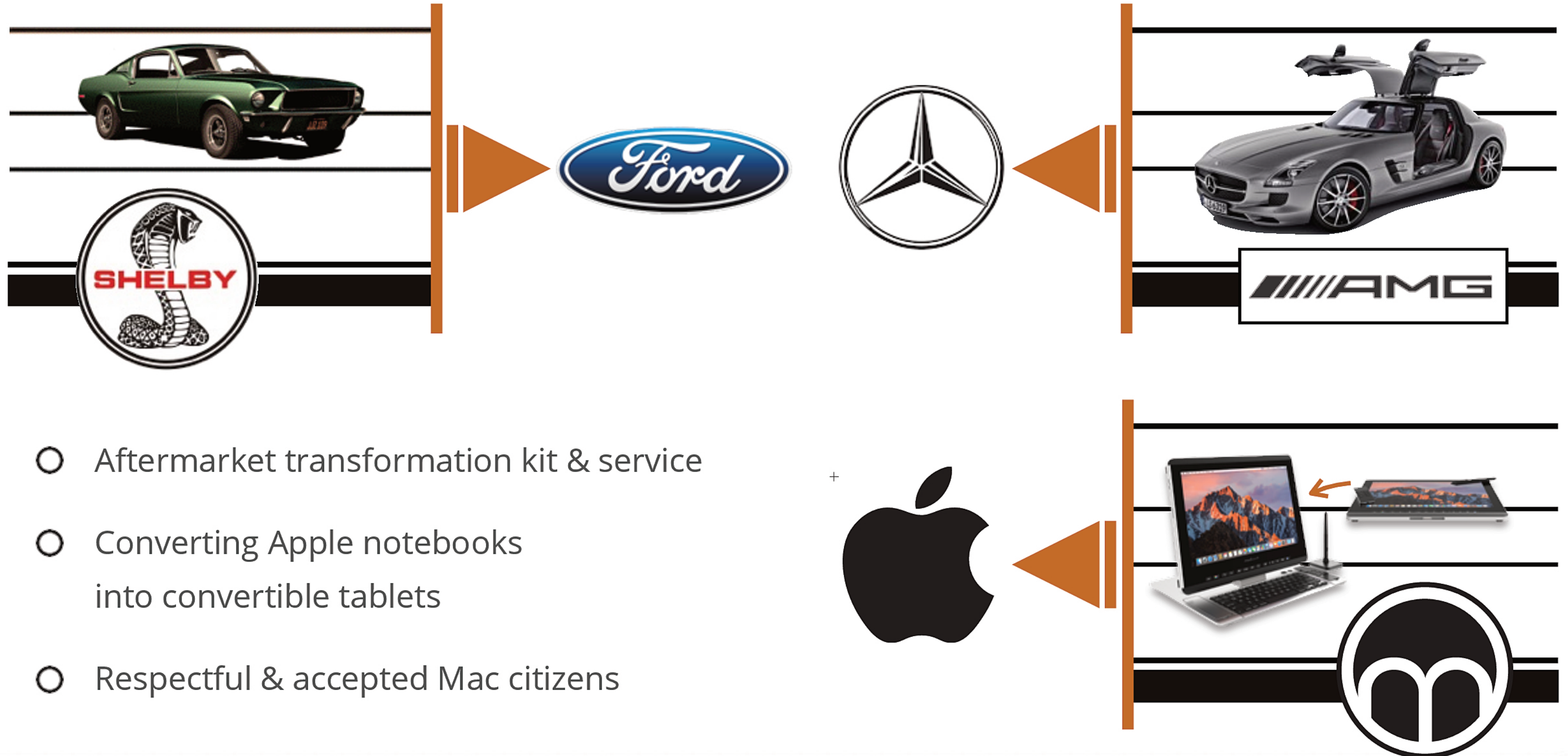
Windows

- X** No macOS
- X** Limited Power
- X** Multiple Devices
- X** Divergent Applications



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# Modbook Offers High-end Aftermarket Transformation



- Aftermarket transformation kit & service
- Converting Apple notebooks into convertible tablets
- Respectful & accepted Mac citizens

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## Creative Can Finally Roam Free

### Modbook Pro X

Convertible, workstation-class pen Tablet Mac for creative Mac users



- ✓ Same macOS
- ✓ Same pro applications
- ✓ Workstation power
- ✓ Single, all-in-one device
- ✓ Maximum mobile usability

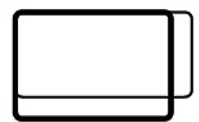
# Seizing Leadership Position From All Top Tablet Vendors

## Only macOS tablet

- Transformed **Apple** laptop
- Full-featured, pro/desktop apps
- 100% macOS ecosystem compatibility
- Native Windows OS capable

## Best pen display

- Quad HD+ 15.4" Apple Retina display



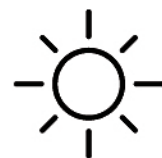
16:10  
pro ratio



25%  
more



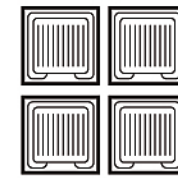
1.9x  
contrast



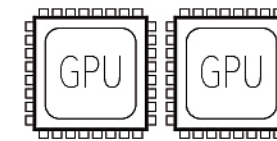
2.3x  
brighter

## Only workstation-level tablet

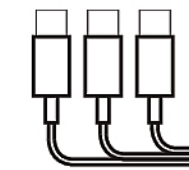
- Based on top-end Apple laptop



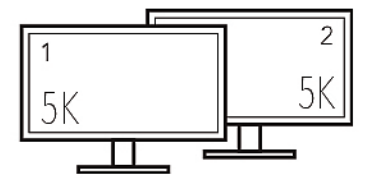
Four  
cores



31%  
faster



4x  
faster



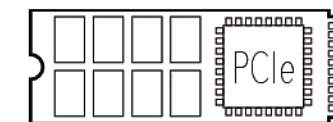
Two  
5K displays

## Best internal storage

- 6TB PCIe 3.0 x4 channel flash RAID



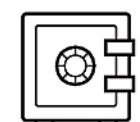
12x  
capacity



min. 6.5x  
faster



max. 13x  
faster



max. 200%  
safer

## Only tablet with Apple Touch Bar

- Multi-touch, retina display bar for dynamic, context-specific interface controls
- Boosts productivity by average of 30% per app

## Multi-function Touchpad Remote

- Secondary touch & gesture input for idle non-dominant hand
- Modbook cloud software enables multi-system, cross-device, multi-location use

## Supercharging creative productivity

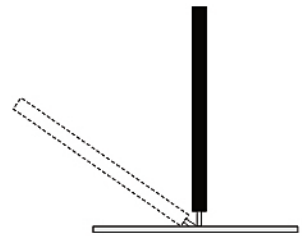
- Lowest, near/zero learning curves for maximum added value
- Maximize bi-manual ergonomics & reduce fatigue => increase user output



## Exceptional Italian Design and Unrivaled Function

### Most versatile solution in marketplace

- Built-in support for all core portable computer use cases:



*Laptop*



*Slate*



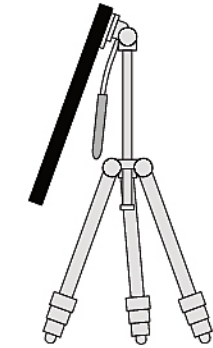
*Landscape*



*Portrait*



*Presentation*



*Set & Stage*

- Additional use cases covered through two built-in mounting systems

### Unprecedented customization & individualization

- Custom color choices (user replaceable enclosure parts)
- Custom engraving
- Low volume 3D enclosure re-surfacing  
(i.e. Military, Theatrical Property, Co-op Marketing)



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## Maximum Productivity, Any Time & Place



@ Airport



Five-Hour Flight



@ Client

*"... the tools to hold onto [dream jobs] like [never] before ..."*

Tommy Castillo (*Batman, Beauty & the Beast*)

# Wacom - Primary Business Focus On Creative Industries

- Wacom Co., Ltd. (TYO: 6727)
- Key vendor of pen devices for creative “almost” solutions
- 1,072 employees worldwide
- \$672m annual revenues / 40 gross profit margin
- 55% of revenues from pen devices for Creative Industries:

Creative Mobile  
*(pen tablet computers)*

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5% (33m)  
*(Windows)*

Creative Display  
*(pen-enabled displays)*

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18% (\$120m)  
*(Windows & Mac)*

Creative Pen Tablet  
*(pen graphic tablets)*

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32% (\$214m)  
*(Windows & Mac)*

- **Can't make Mac computers (Apple does not license it's macOS)**



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# Creative Mobile “Almost” Solution vs. Modbook Pro X

Laptop + Pen Computer



Modbook Pro X



Pen Display

16:9 — 150 nits — 800:1

16:10 — 500 nits — 1,500:1

better

Mobility

2 devices, stand, link-box, 3 cables, ....

1 device

better

Portability

8.6 pounds weight (2 devices)

5.4 pounds weight

lighter

Usability

70 Wh Battery — up to 6 hours

76 Wh Battery — up to 10 hours

longer

Cost

starting at \$5,018

starting at \$4,898

same

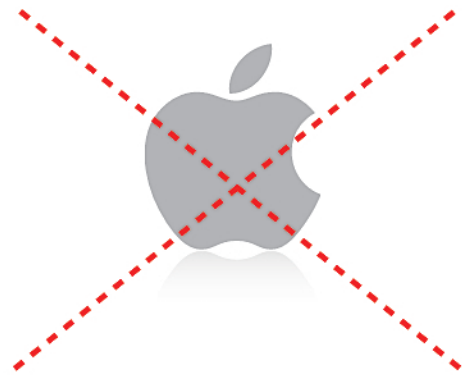


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# Minimal Exposure To Potential Competition



Desk-/Laptops and iPads by



- Counter to business strategy
- Market niche too small
- No macOS licensing



Desk-/Laptop and Tablets by



- Can't create macOS computers
- unique Market niche too small

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## Market Demand Backed With Hard Currency

**KICKSTARTER**.com



Successfully funded in 40 days

- \$403,824 pledges, 269% of target
- No. 100 top tech projects
- 125k+ campaign page visits

**crowdfunder**.com/mbi



\$500k in 38 days, over \$1.3m to date

- Regulation 506(c) campaign
- \$1,381,000 reservations, 230% of minimum
- Now for everyone: [wefunder.com/modbook](http://wefunder.com/modbook)

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# Enthusiastic Reception And Positive Global Coverage



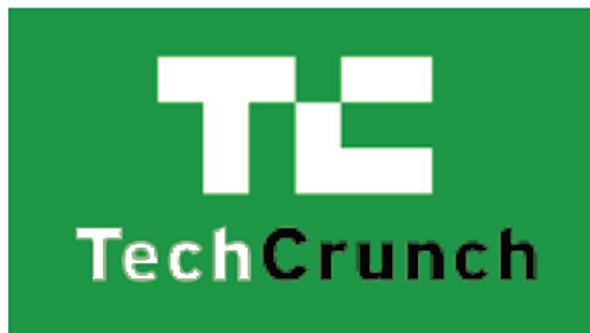
"I'm a gadget guy so I love to collect new, interesting things... and what an incredible device this [Modbook Pro] is."

*Steve Wozniak, Apple Co-Founder*



"Modbook Tablet Is a Designer's BFF.' Impressively versatile... formidable engineering kung fu."

★★★★★☆☆☆ (8 out of 24)



"The hardware is impressive, feels sturdy and durable. The Modbook Pro is a remarkable achievement and perfect for those who demand portability."



## Founder & Advisors

Andreas Haas

Founder & CEO



Andreas held various leadership positions at Apple in Europe, including the Newton Systems Group. He launched the first Mac-based tablet as CEO of Axiotron, which he took public in Toronto in 2008.

Steve Wozniak

(Apple) Advisor



Steve is a trailblazing figure in the world of technology and the legendary developer of the Apple I and the Apple II personal computer. Together with Steve Jobs, he founded Apple.

Roberto Menichetti

(WW Biz Dev) Advisor



Roberto has extensive experience in creating engaging designs and building internationally recognized brands, including Jil Sander, Burberry and his own brand, Menichetti.

Andrew Beegle

(Creative Biz) Advisor



Andrew consults for fortune 500 companies and spent over a decade creating immersive content experiences in the video game industry, most notably for League of Legends by Riot Games.

### We can build

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- Two tablets from R&D to production (2008 & 2012)
- High quality production (<4% return rate)
- Proven production scalability

### We can deliver

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- Reliable, flexible & scalable eCommerce platform
- >2.1m sessions to date, 70 countries
- \$2.8m orders (incl. lease orders)
- Zero(!) \$ bad debts loss

### We have a strong brand

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- Dominate key search queries
- Proven media interest



## Raising Funds To Fuel Modbook Pro X Launch

### Use of funds

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- 62%: Scale marketing & sales
- 20%: Expand service & support capabilities
- 18%: Build launch inventory



### Goals for year 1 post-funding

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- Launch month: \$490k (1.2x Kickstarter)
- Launch quarter: \$600k (~100 units) / month
- Launch year: 997 units (3/10 of 1% US market)



### Great timing to seize technology leadership in tablet market

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- Modbook Pro X incorporates latest Apple technologies
- First-to-market opportunity with revolutionary Apple Touch Bar
- Invaluable media multiplier to explode market footprint



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*“Because the ones who are crazy enough to think they can change the world, are the ones who do.”*

This was the punchline of Apple’s 1997 Think Different commercial. The ad campaign was meant to inspire both those users stubbornly clinging on to their Macs despite everybody else telling them to just get that awesome new Compaq PC, as well as those proud few Apple employees who were fighting to help keep the company alive. I was one of those employees and this spirit still drives me to this day.

With the funds raised through our crowdfunding offering, we will challenge the status quo by launching the Modbook Pro X. Join us on Wefunder.com, own a stake in Modbook Inc., and help us shake up this \$1.9 Billion and growing market.

Andreas Haas  
(Founder & CEO)



Interested in investing?

Visit [wefunder.com/modbook](https://wefunder.com/modbook)

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# Thank You.



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