

# Modbook Inc 2017 Crowdfunding Campaign

In-depth: Modbook  
Marketing Strategy



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.





## 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](http://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

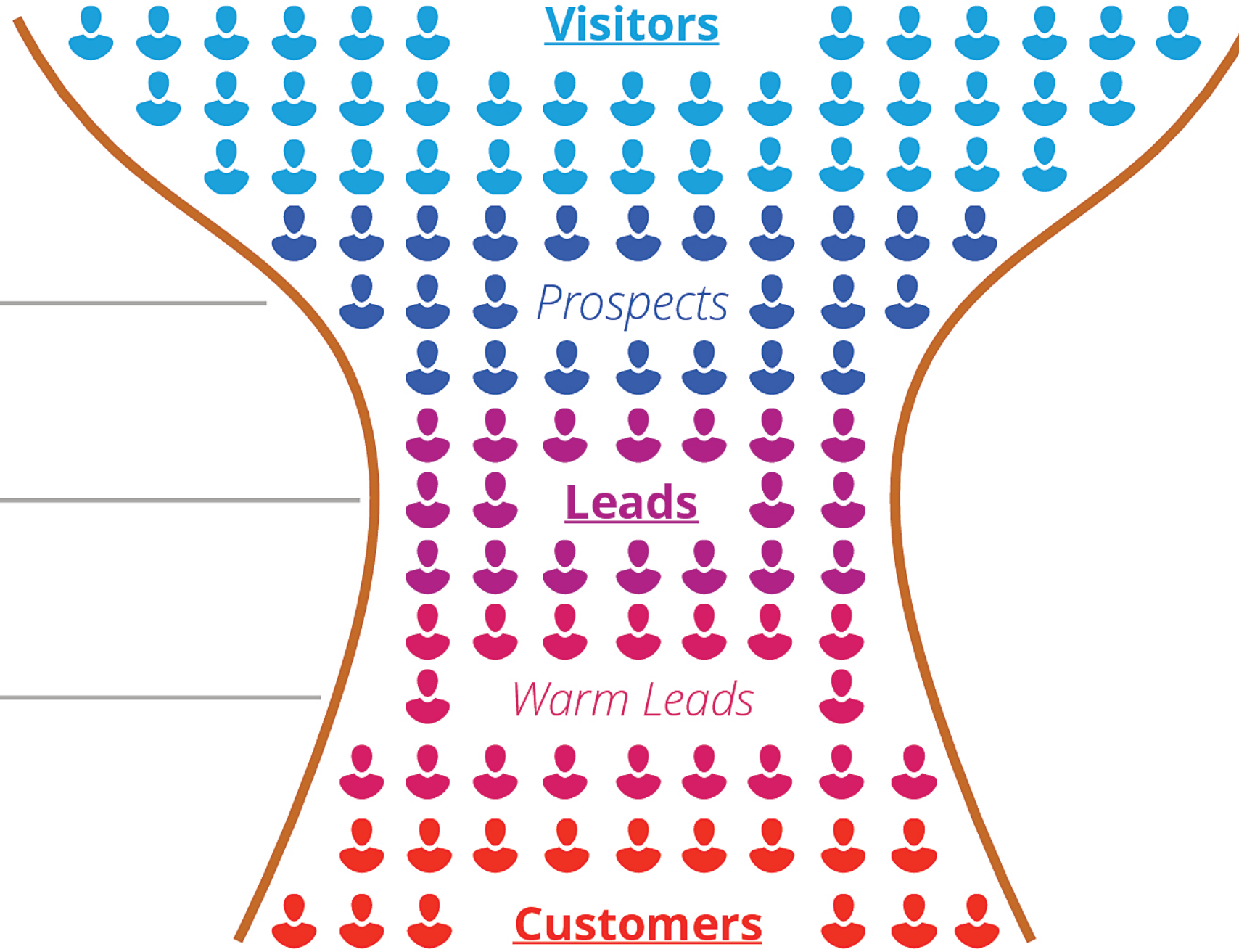
## Buyer's Journey

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:

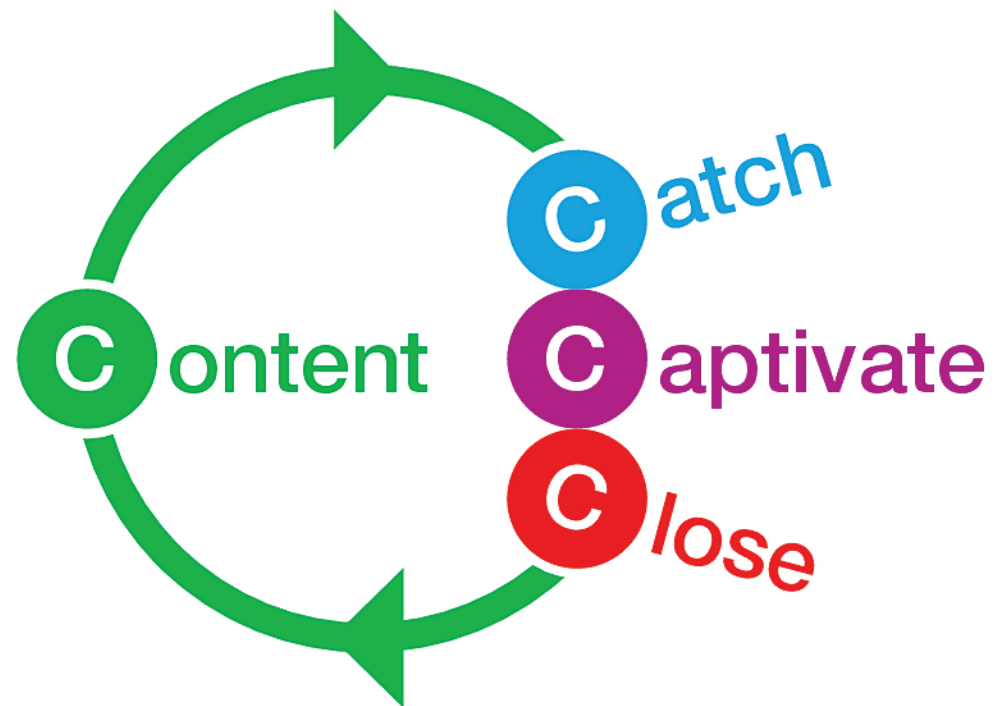
Content: Create targeted, relevant, quality content

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

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

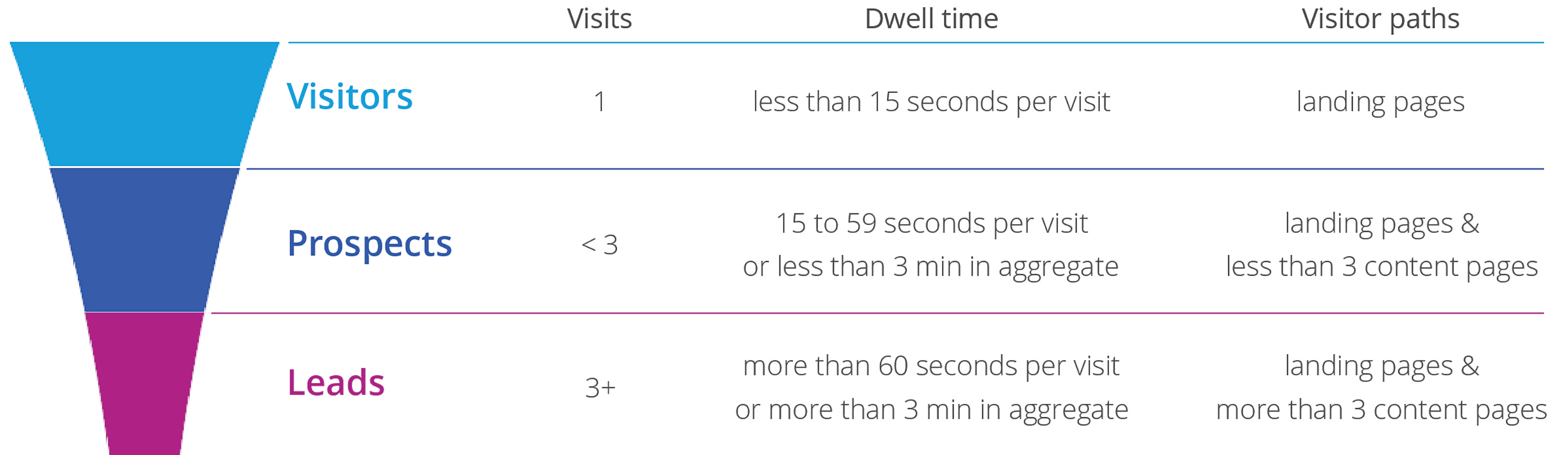
Close: Marketing automation optimizes sales team efforts  
Sales programs, & promotions increase closing rate

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





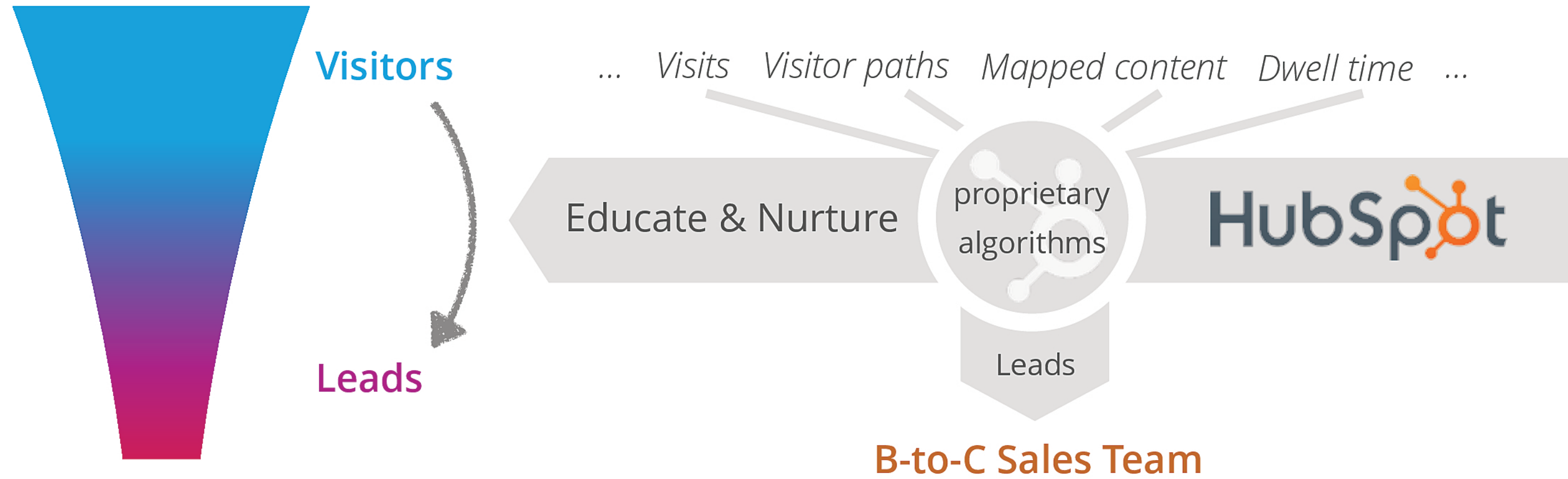
# Standard Industry Methodology For Lead Discovery



- 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

modbook inc

## Marketing Automation: Lead Education & Discovery

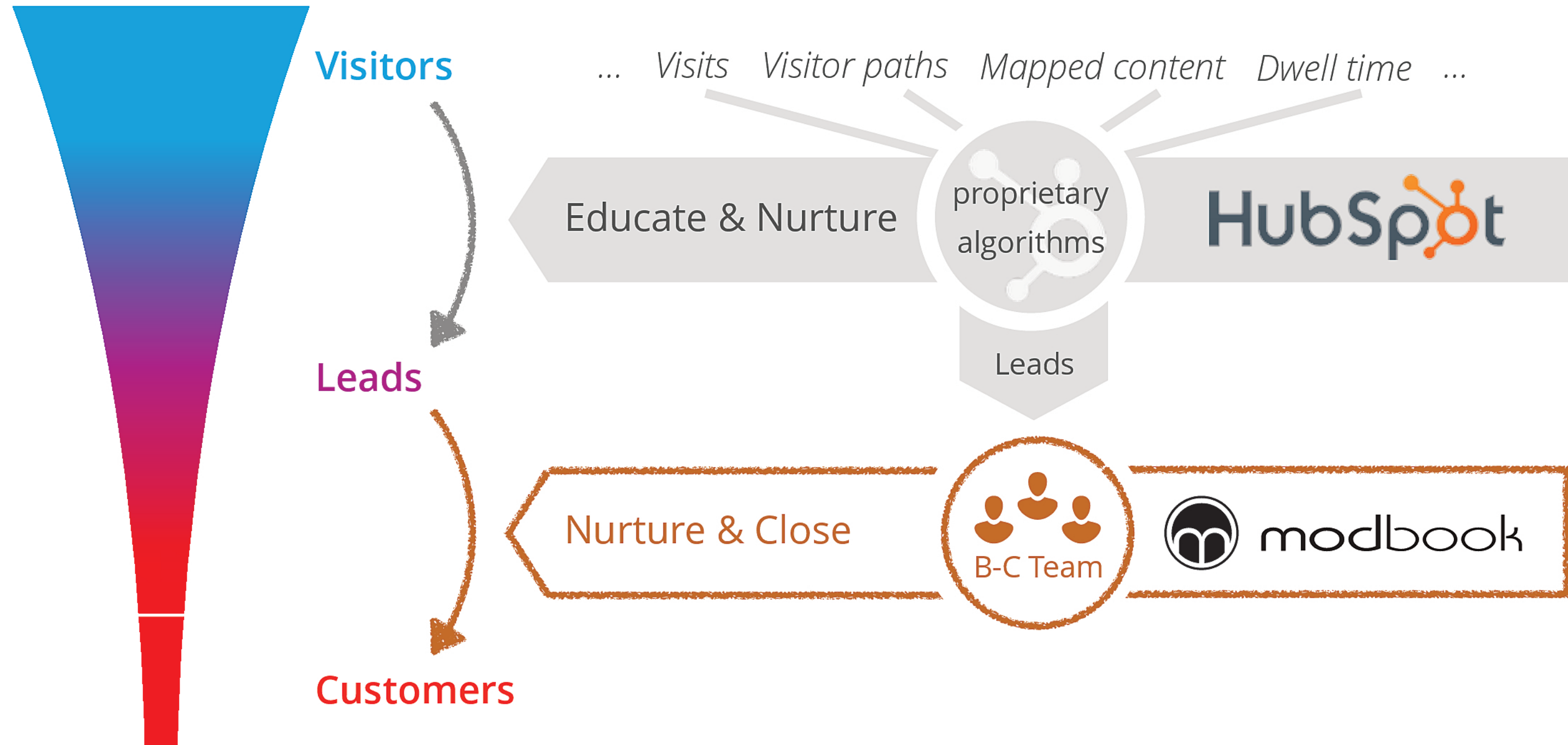


- Inbound content mktg. mapped to buyer's journey generates rich meta data profile per visitor
- Allows for automation of individualized (smart) visitor education and nurturing
- Qualifies & dynamically rates Leads with individual "hotness" scores, and sorts and prioritizes them into sales funnels with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



modbook inc

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

**C**ontent **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

**C**ontent **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 / ...)

**C**ontent **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 / ...)



**For additional information, or to make an investment**

Visit our offering page here: [wefunder.com/modbook](https://wefunder.com/modbook)



modbook inc



# Thank You.



TM and © 2012, 2013, 2014, 2015, 2016, 2017 Modbook, Inc and respective sources.  
All rights reserved. Apple, Mac, MacBook and the Mac logo are trademarks of Apple  
Computer Inc. All other are trademarks of their respective owners.