



**AIR**  
SELFIE

The World's Only  
Pocket-Sized HD  
Aerial Photographer



# Overview

Building a new Category – Aerial Camera  
Strong consumer demand through airselfiecamera.com  
Global distribution to support demand



AIR PIX is coming soon to these and many more retailers:



# \$8M+

In sales and pre-orders since 2017

# 110

Number of countries AirSelfie is sold in

# 13.7K

Indiegogo backers generating \$1.6M

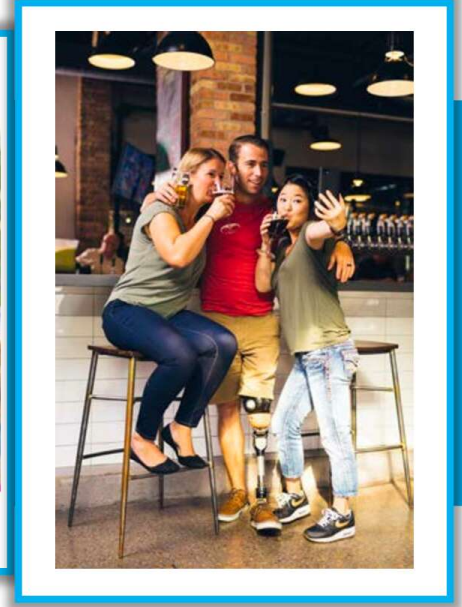
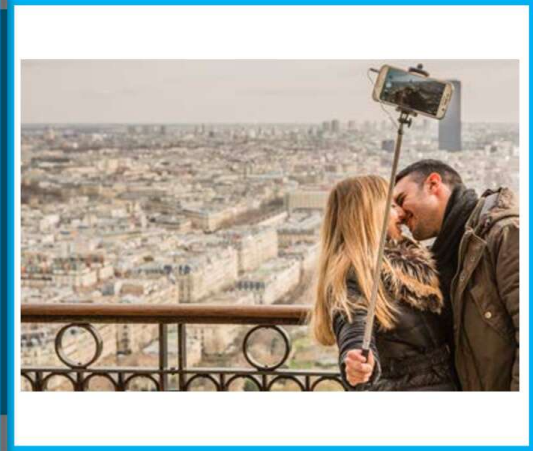
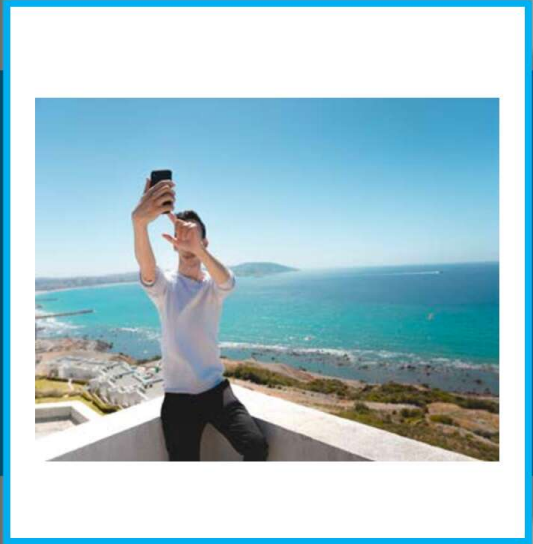
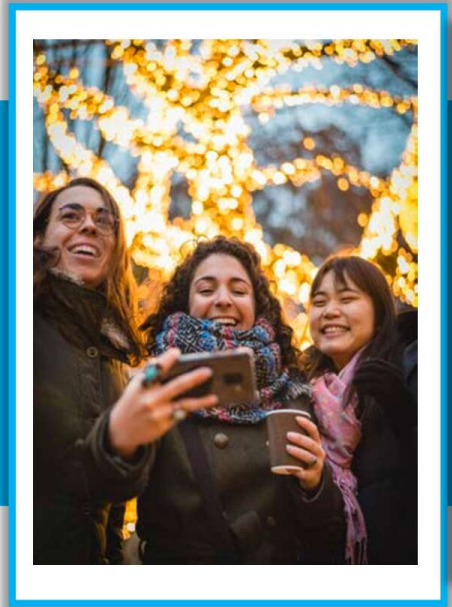
# 4.91X

ROAS for ads directing to DTC website

# The World Loves to Take & Share Selfies

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Fueled by the **3.5 billion smartphone install base** the global selfie phenomenon crosses every generation, culture and gender.

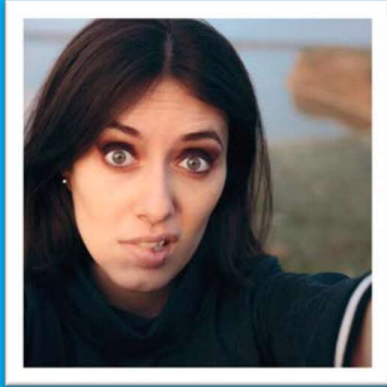


Over 8.6M selfies are posted to  
Instagram everyday

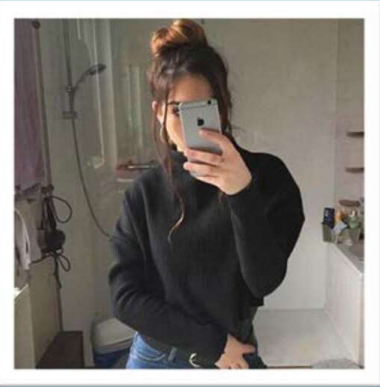
- Adweek

# The Problem

The **millions of selfie takers\*** are looking for a better way to shoot and share their life's adventures.



Awkward looking poses



Mirror selfies



Precariously balancing your expensive phone



Terrribly cropped shots



Ridiculous looking selfie stick



Handing your phone off to strangers

\* Over 24 billion selfies were uploaded in 2019 by over 200 million people - Google

# Introducing AirSelfie

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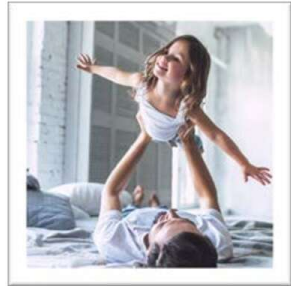
Your Personal Pocket-Size Aerial Camera

convenient extraordinary  
unique high quality  
easy smart  
engaging affordable



# AirSelfie is for Everyone

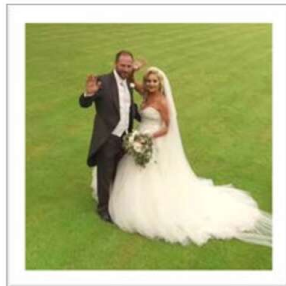
AirSelfie App and Auto-Fly autonomous flight modes make **it so easy that anyone can take stunning selfies** just about anywhere.



Airplane Rides



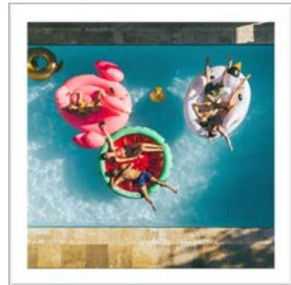
Fun with Friends



Special Occasions



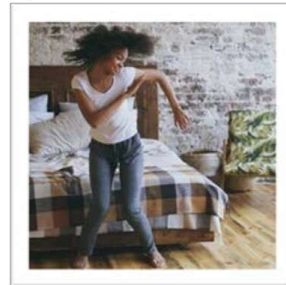
Sports Events



At the Pool



Making the Shot



Feeling It



At the Lake



On a Hike



Flipping an Ollie

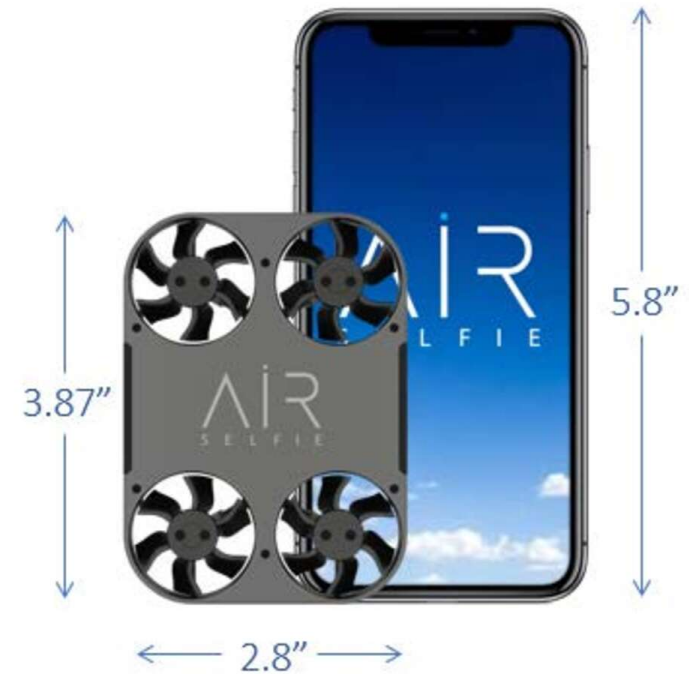


Catching Some Air



Girls Night Out

Over **50,000 AirSelfie aerial cameras** sold & pre-ordered.



2.8 oz Feather-light chassis does not require registration

# AirSelfie is Addressing a \$100B Market

AirSelfie allows smartphone users the ability to take much better selfies & then post them to social media where they are likely to get more likes.



**AIR PIX**



**AIR DUO**



**AIR PIVOT**



**AIR SKY**



**AIR BLADE**

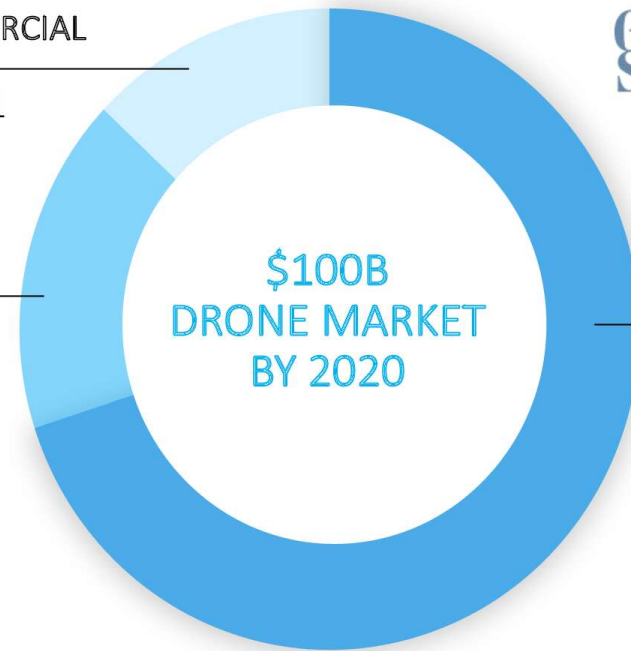
\$13B COMMERCIAL

ROADMAP '21

\$17B  
CONSUMER

AIR PIX  
AIR PIVOT  
AIR DUO  
AIR SKY

Goldman Sachs | Research








**\$100B  
DRONE MARKET  
BY 2020**

\$70B MILITARY  
AIR BLADE

\$100B MARKET OPPORTUNITY

# AirSelfie - The Perfect Selfie Machine

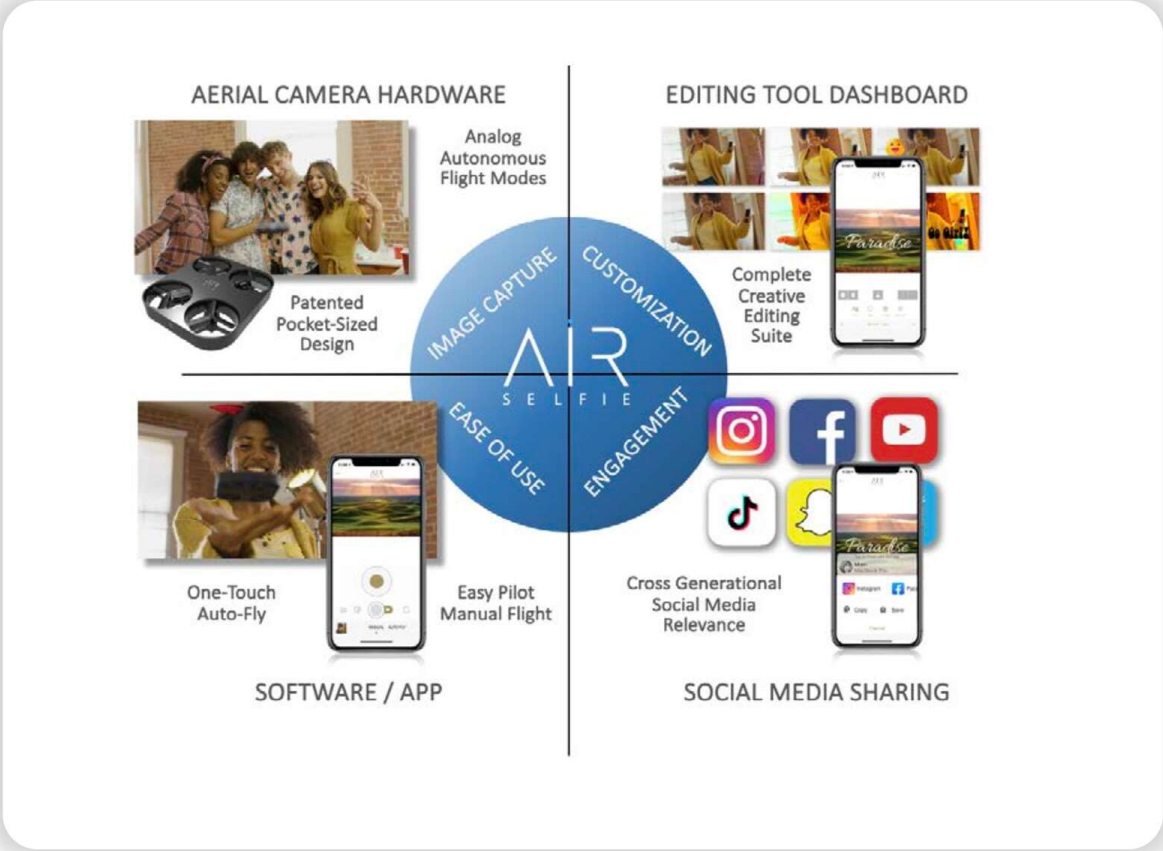
AirSelfie aerial cameras have features and performance you would expect to see on devices that cost much, much more.

	Convenient Pocket-Size	Hands-Free Operation	Autonomous Operation	Indoor & Outdoor	Intuitive App Piloting	Image Editing	Instant SM Sharing	Average Cost
 AirSelfie	Yes	Yes	Yes	Yes	Yes	Yes	Yes	\$175
 DJI Mavic Mini	No	No	No	No	No <small>Uses a Remote Controller</small>	No <small>Limited Video Editing Only</small>	No	\$400
 GoPro Action Camera	No	No <small>Must be Mounted</small>	Yes	Yes	No	Yes	Yes	\$375
 Smartphone	Yes	No	No	Yes	Yes	Yes	Yes	\$530
 DSLR Camera	No	No	No	Yes	No	No	No	\$450

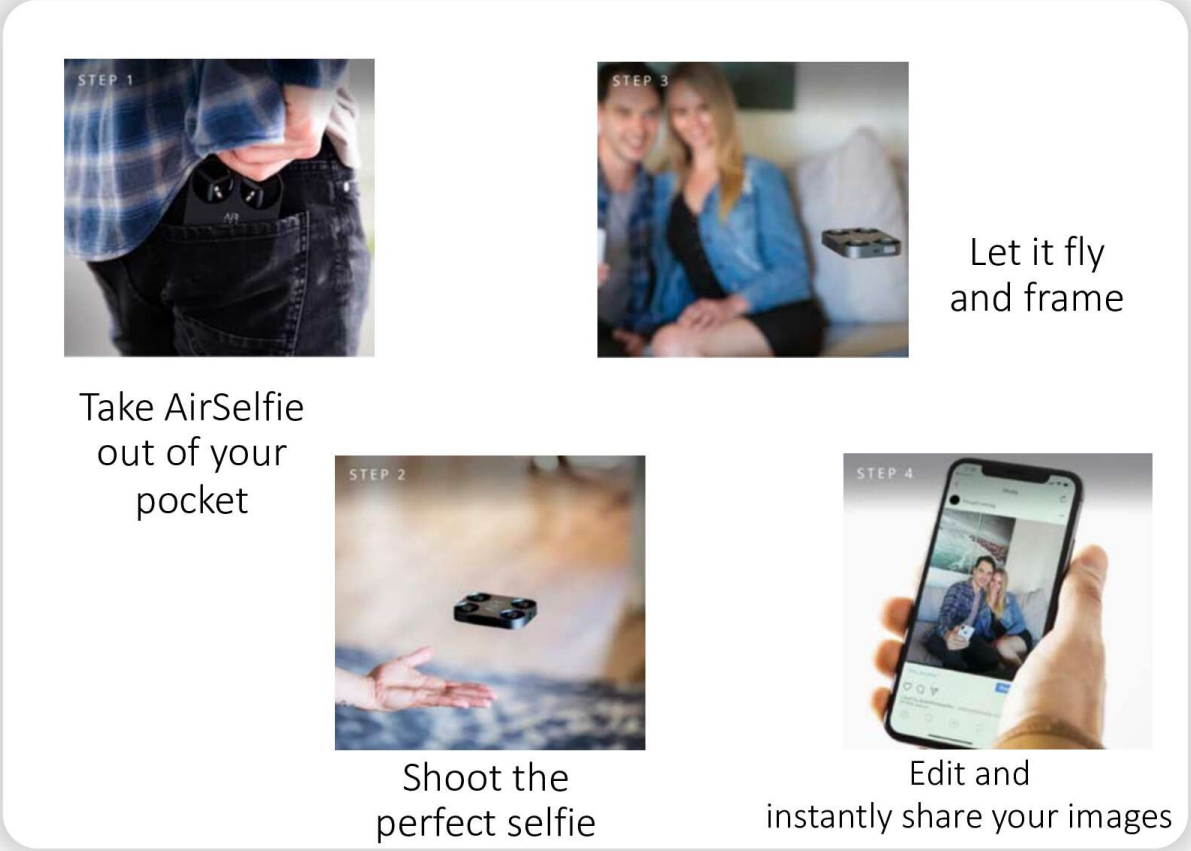


# Intellectual Property and A.I.R. Platform

## A.I.R. - Aerial Imaging Robotics Platform.



## One-Touch Operation makes AirSelfie Easy to use



# AirSelfie in the Media

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“AirSelfie is a king of the consumer selfie world”

**Forbes**

“The upgraded pocket-sized drone just wants to be free.”

**Mac Sources**

“This pocket-sized flying camera takes the perfect aerial selfies”

**Mashable**

“If you are looking for a cool way to revolutionize your selfies here’s an Italian idea that could help you: AirSelfie

**WIRED**

“It's pocket-size and super light... So you can take it anywhere. AirSelfie2 will up your selfie game!”

**BuzzFeed**

“If you just got used to selfie sticks, we are sorry for you. Get ready to shoot flying images with AirSelfie ”

**HUFFPOST**



CES 2020 - AirSelfie was ranked in the top 8% of all exhibitors for traffic, won multiple “Best of CES” Awards, was highlighted on the CBS Morning Show as a Top Product at CES and had 50+ articles and interviews .

# AirSelfie Aerial Camera Roadmap

The AirSelfie rollout of aerial cameras in 2020 and 2021 includes a mix of strategic features and key price points.

2020



## AIR PIX

Affordable and intuitive entry-level aerial camera. One-touch and Auto-fly functions

Fourth Quarter 2019  
SRP: \$99.95



## AIR PIVOT

Features 180° manual tilting camera. Landscape and zenith photos and HD videos. One-touch and Auto-fly functions

Third Quarter 2020  
SRP: \$179.95



## AIR DUO

Features intelligent dual camera sensors for landscape and zenith HD photos and Video. One-touch and Auto-fly functions

Third Quarter 2020  
SRP: \$229.95



## AIR SKY

Features intelligent dual lenses. Waterproof, Multiple flight sensors, 3D printed airframe. HD photos and 4K videos. One-touch and Auto-fly functions

First Quarter 2021  
SRP: \$249.95

2021



## AIR BLADE

Airselfie's technology focused on use in tactical markets. Multi-camera, multi sensor for Military, Polices, Fire and First Responders who need visual access to unapproachable areas.

2021  
SRP: NDA

# An Executive Team of Seasoned Professionals

AirSelfie has assembled a best-in-class team of industry leaders in every discipline of the business,

## GLOBAL TEAM



**Stefano Cabella**  
*President*

Proven leader in the consumer electronics and FMCG product industry and with executive experience at international brands like Lavazza.



**Greg Appelhof**  
*CEO*

Innovative marketer and entrepreneur with extensive start-up experience in the CE category and expertise in all facets of the go-to-market process for brands household name brands like Nest and Adidas.



**John McCarvel**  
*COO*

Past CEO and COO of Crocs and President of PopSockets, the mobile accessory phenomena, John brings C-Suite experience in supply chain and operational strategy and management.



**Eileen Murphy**  
*Head of Sales NA*

Seasoned veteran in the photography industry at Kodak for 28+ years with integral insights into the CE industry and opportunity identification and customer acquisition.



**Steve Muttram**  
*Head of Sales EMEA*

As the former CEO & COO of the mobile accessory brand Olloclip & founder of Expand CE, Steve brings strategic business expansion expertise to AirSelfie



**Charles Michael Yim**  
*Serial Entrepreneur*

Charles is an accomplished entrepreneur and investor with 2 successful exits and has raised \$100M for ventures. His successful Breathometer pitch on Shark Tank raised \$1M.



**Gregor Berkowitz**  
*CTO*

Experienced leader in business and technical management of CE product planning, development, sourcing and mass production. Gregor was instrumental in the launch of the popular FLIP video camera.



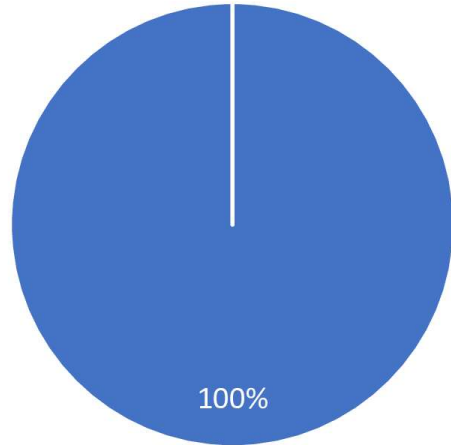
**Geoffrey Lewis**  
*Distribution Expert*

Geoffrey is a highly respected logistical operations strategist who founded Wynit Distribution and specializes in start-up launches and advising entrepreneurial ventures.



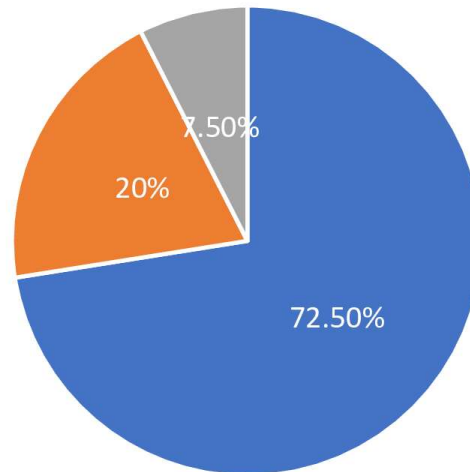
# Use of Funds

## Minimum Raise



■ Inventory ■ ■ ■

## Maximum Raise

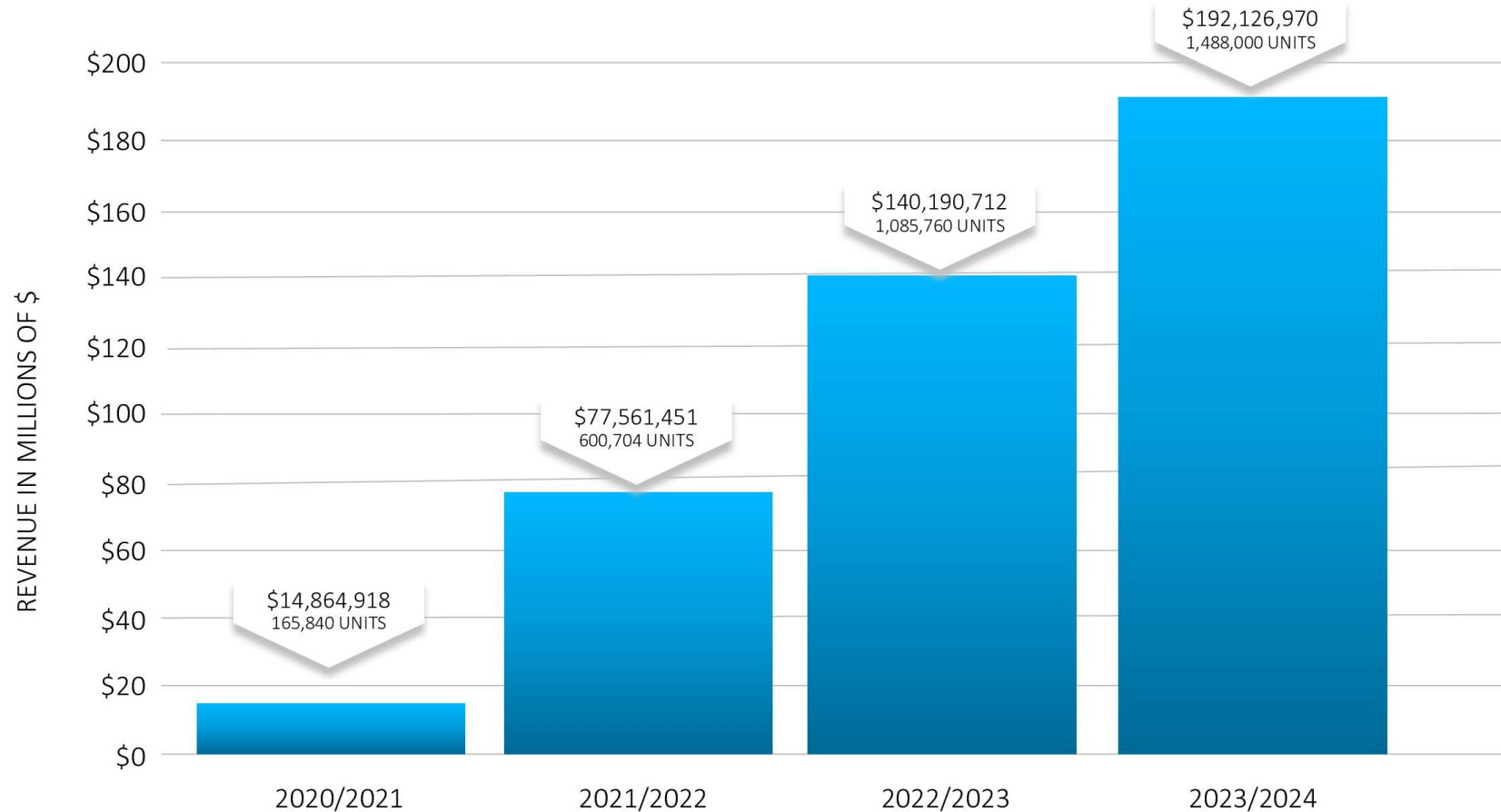


■ Inventory  
■ Expansion/Marketing  
■ Team



AirSelfie - The Future of Personal Photography

# Revenue Projections



AirSelfie  
Powerbank  
Accessory  
historically  
attaches at  
52%

DTC  
Revenues  
forecasted  
at 25% of  
total



**Please note: Projections are not guaranteed.**