

popSLATE®

Always-on Smart Screens, Everywhere

*How A Small Startup Can Survive & Thrive
in the World of Hardware Innovation*



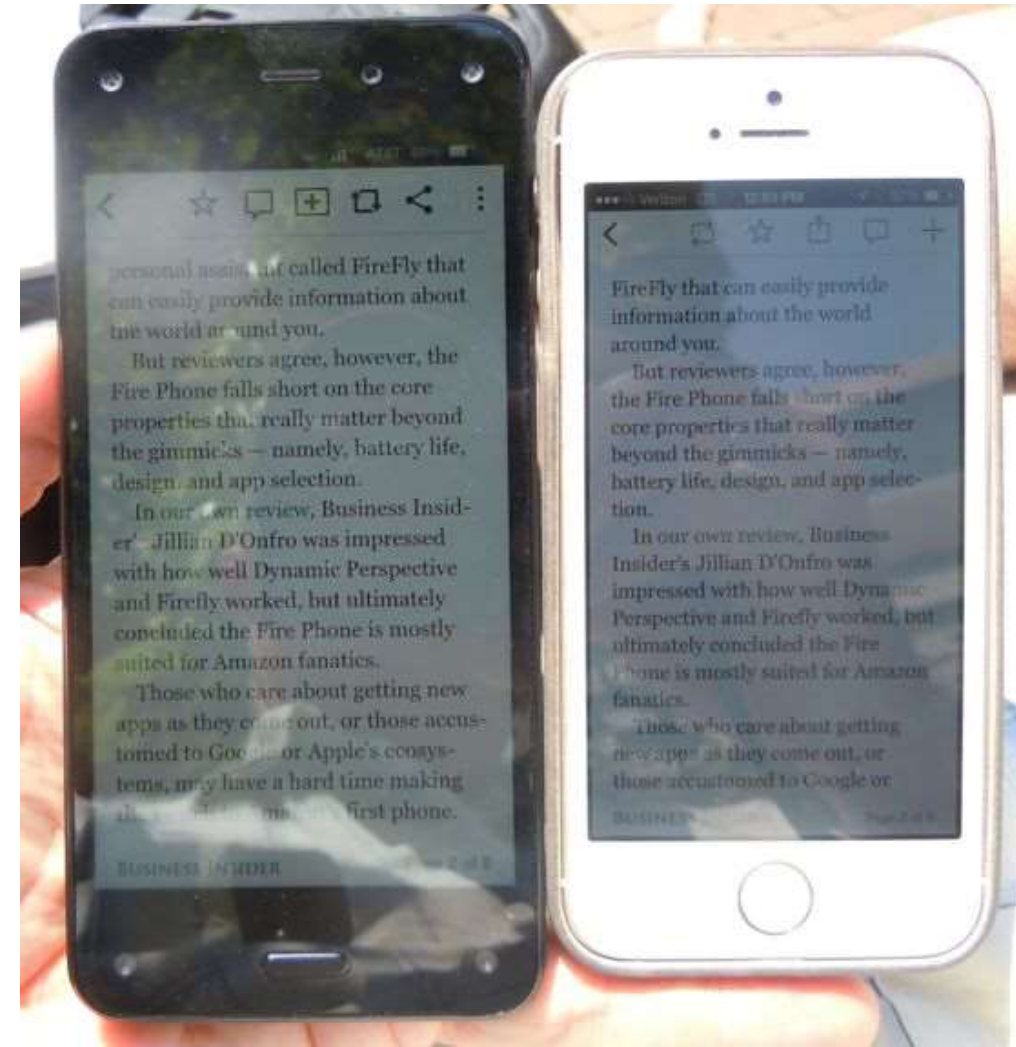
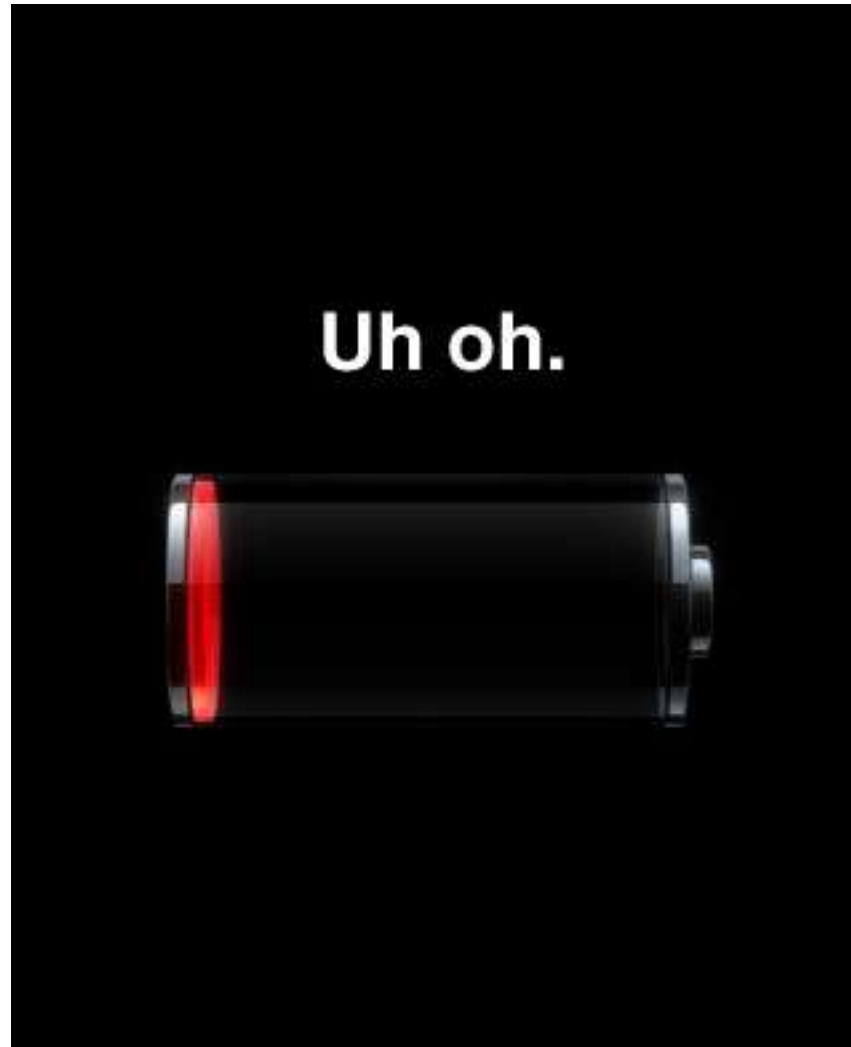
Mobile Access to Basic Content and Data is Burdensome



150 x

**Unlock.
Launch App.
Get Content.**

Content Consumption Plagued by Power & Readability Issues



popSLATE Platform Solves These Issues & More



Ultra-low power, connected smart screens for every environment, on & off the smartphone

Solves access, power & readability issues with a single, integrated, thin device

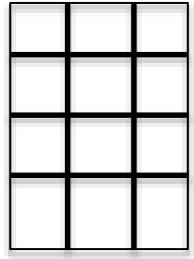
Captures a valuable piece of real-estate & a 24/7 connection to the user

Adaptable form factors & connectivity for off-phone uses

Content based revenue models through eBooks, ePubs & branded data applications (sports, stocks, etc)

Optimized Thin-Film Screen & Connectivity

...1010100



Optimized communication protocol to reduce data latency leveraging tuned image compression, localized pixel level update control and image reconstruction algorithms.

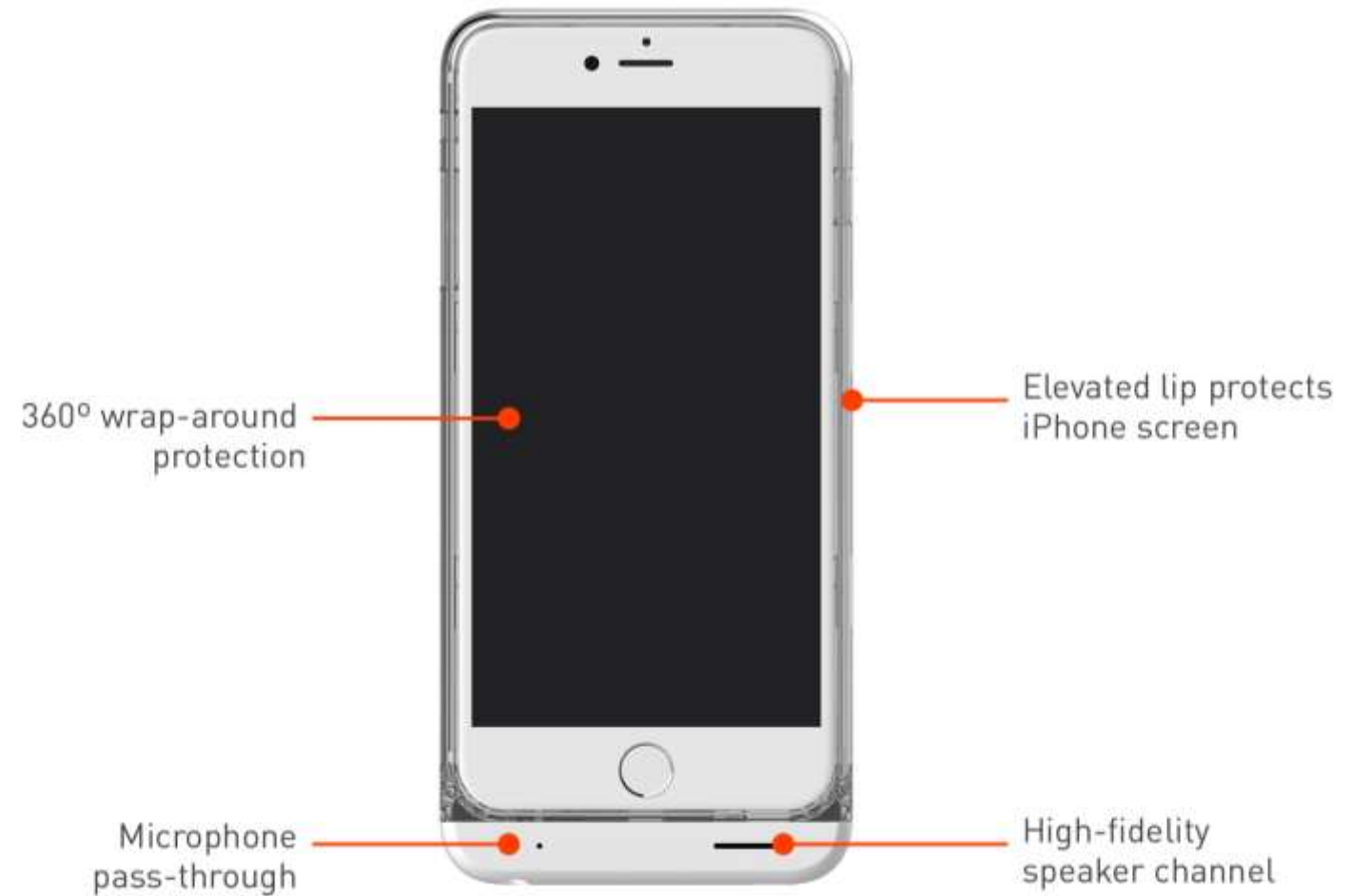
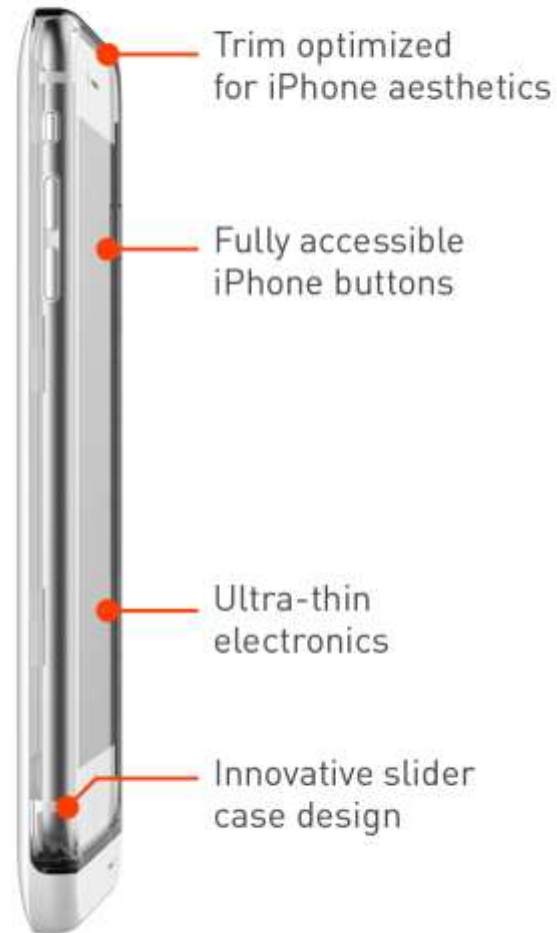
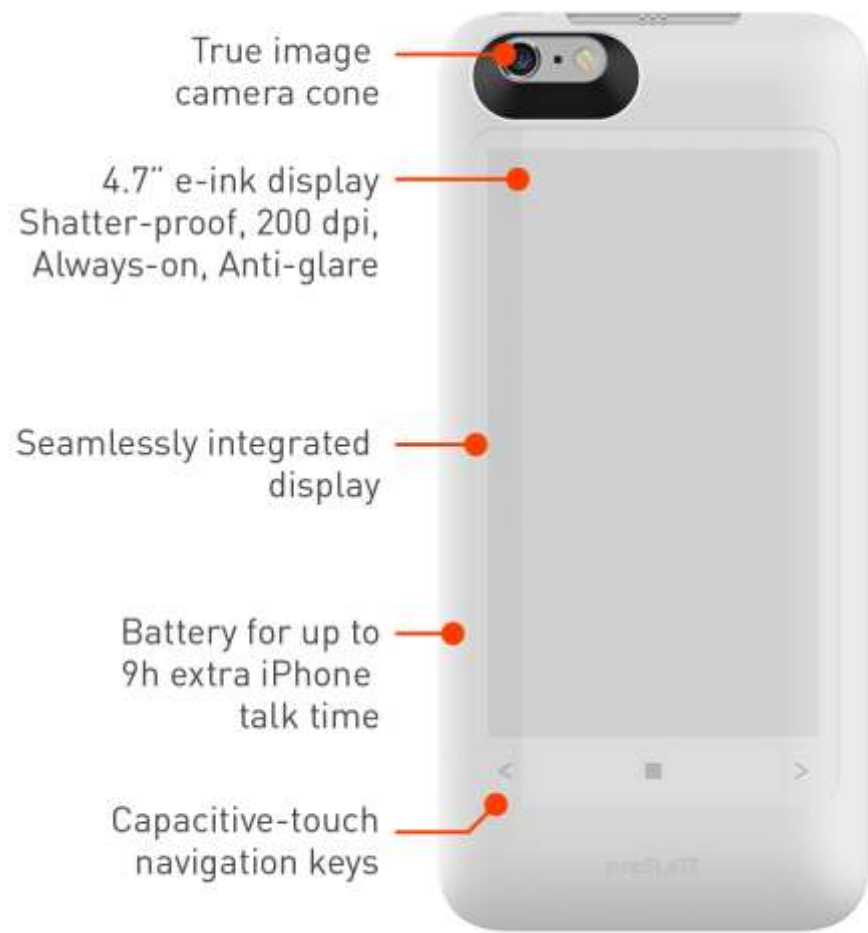


Thin-film screen is less than <1mm thick. Optimized for case-based form factors with minimum weight and thinness.

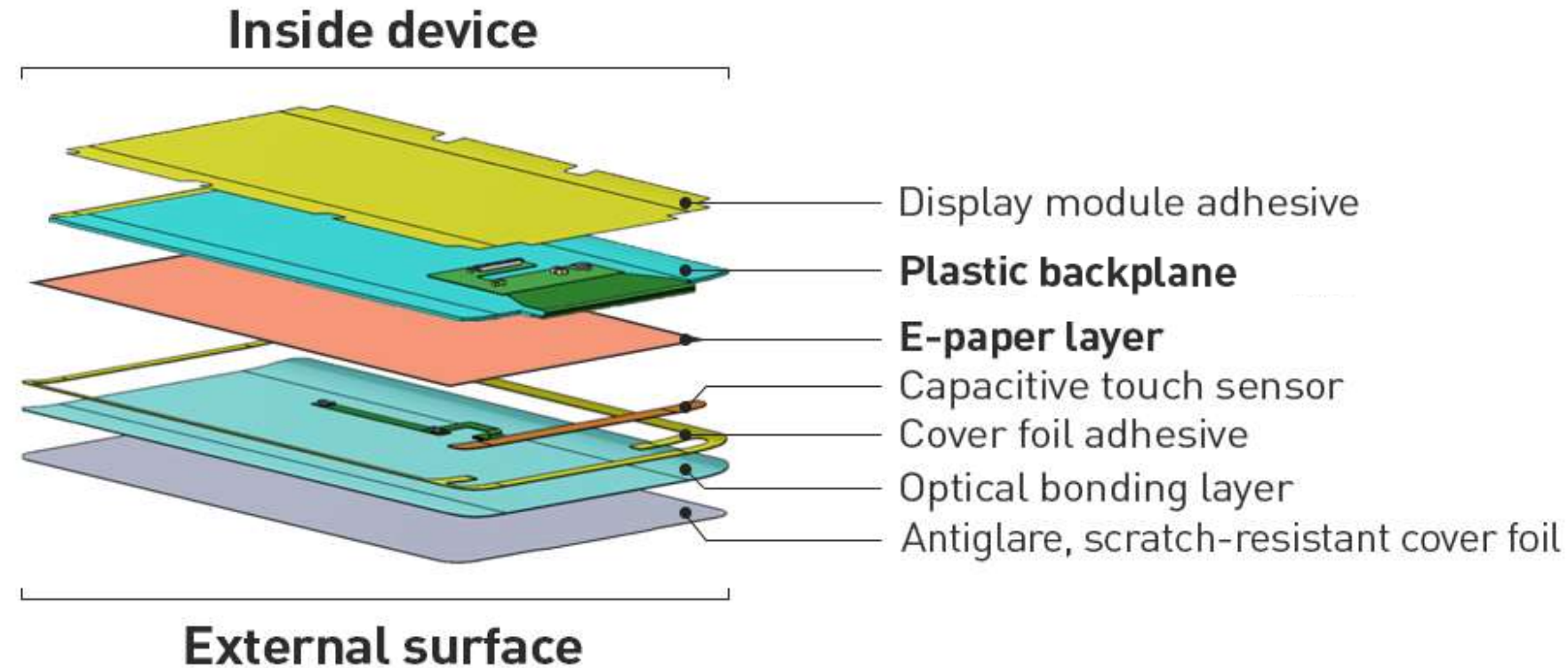


Shatter-proof ePaper screen based on flexible plastic back-plane technology. Robust against impact and drops.

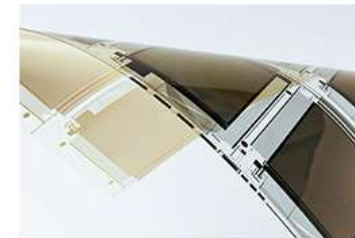
popSLATE 2 Refined Design for the Apple Consumer



Screen Stack-up Optimized for the Rigors of Mobile



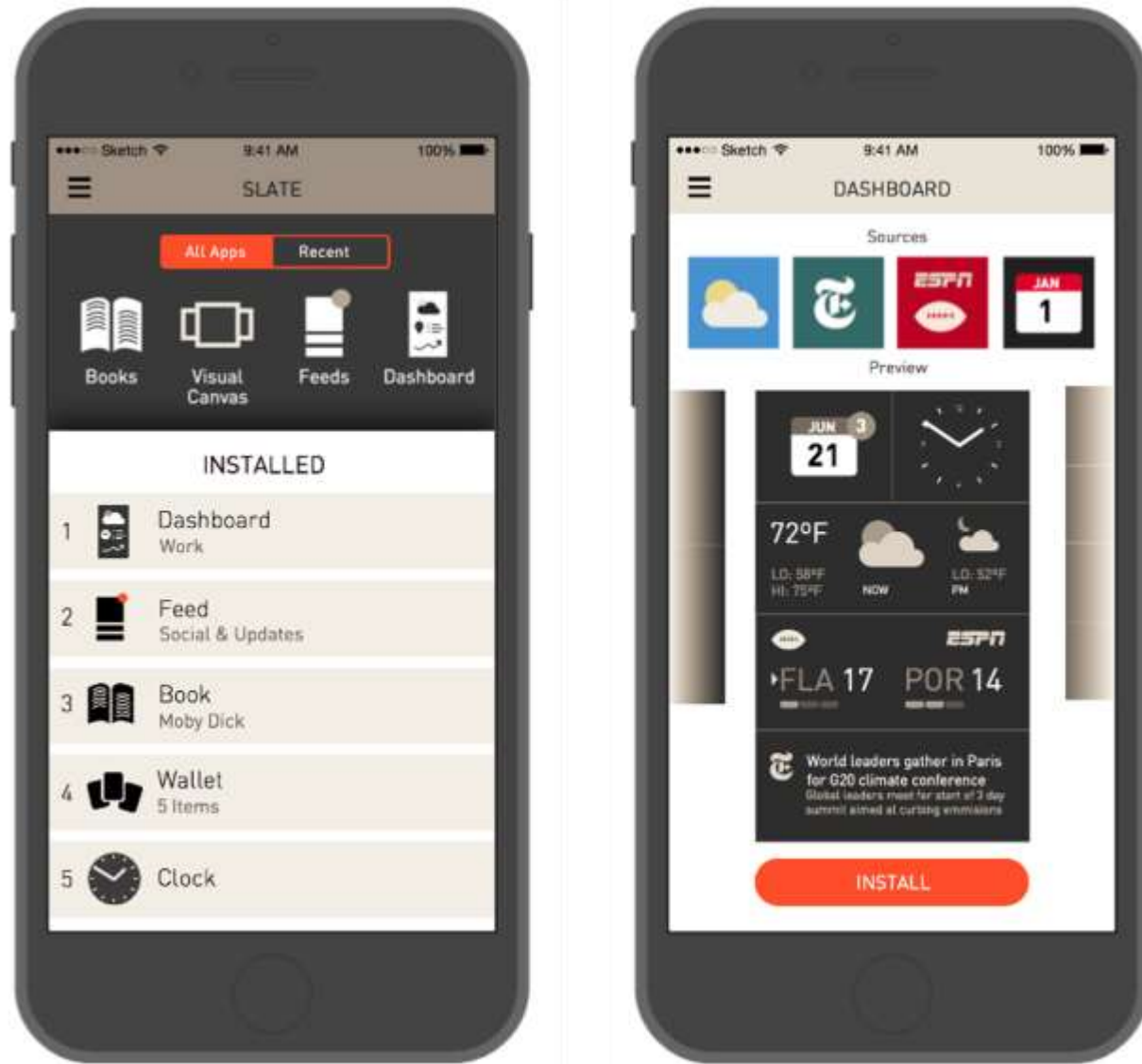
E-paper layer. E-paper, made by E Ink, is a sheet of millions of tiny microcapsules containing charged black & white particles. Depending on the charge pattern applied, particles will move to show black, white, or grey in desired locations. Once they are in position, no power is required to hold the overall image. As a result, the ultra-low power popSLATE screen can be 'always-on.'



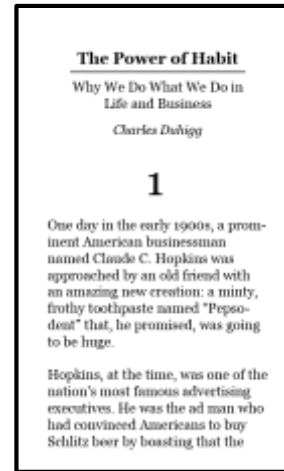
Plastic backplane. The backplane applies the charge pattern to the e-paper layer. Standard displays use a glass backplane, which can crack very easily. Instead, popSLATE uses a plastic backplane. This technology makes our displays shatter-proof, lightweight, and delightfully curvable.

Expansive Software Highlights the Power of Always-on

Expanded Mobile App UX



E-Books



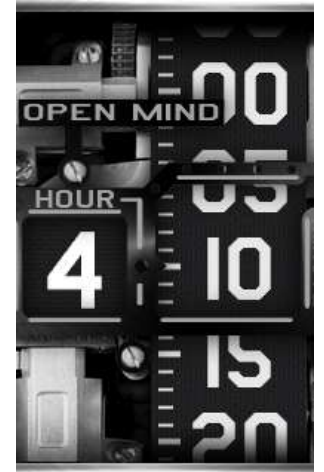
Wallet



Feeds



Clock Faces



Dashboards



Lists



Pictures



Art



One-Touch Control of Your Connected World



Features

- Configurable, one-touch 'soft-key' control buttons
- Customizable actions for popular apps and sites
- Nuanced commands: click, double click and hold

Benefits

- Centralizes the home experience
 - Control your IoT devices (lights, sound, HVAC, security, appliances)
- Simplifies on-the-go actions
 - Launch front-side apps directly
 - Shortcut tasks (templated messages, calls, posts)
 - O2O ordering (ride requests, food delivery)

Always-on Home & Enterprise Expansion Roadmap

Home



Centralization of the smart home experience

- Information, IoT status & controls, ordering
- Multiple screens/home in a range of sizes
- Voice integration, full-touch, WiFi-connected

Enterprise



Workforce education & coordination

- Business intelligence, dashboards, scheduling
- 1 screen/employee; multiple screens/facility
- Centrally addressable, full-touch, WiFi-connected

Staged Product Strategy



Category Creation

Technology demonstration & supply chain activation

5K iPhone 6 units shipped with high reliability and customer reviews (App Store, Amazon)

\$1.8M+ in pre-sales of iPhone 6+ over 5 months (shipping in Q1, 2017)



Ubiquitous Platform

Ubiquitous ultra-thin (2.5mm) second screen sticker for Android & iOS

Expand product offering through hardware partnerships and co-branded applications

Additional revenues driven by content, partnered apps, software services & contextual advertising



Multiple Business Verticals

Leverage platform to support multiple screen sizes and business verticals

Expand into consumer, smart home & enterprise applications

Driving to many-to-one screens with premium content integration and data services



24 / 7 / 365
EVERYWHERE

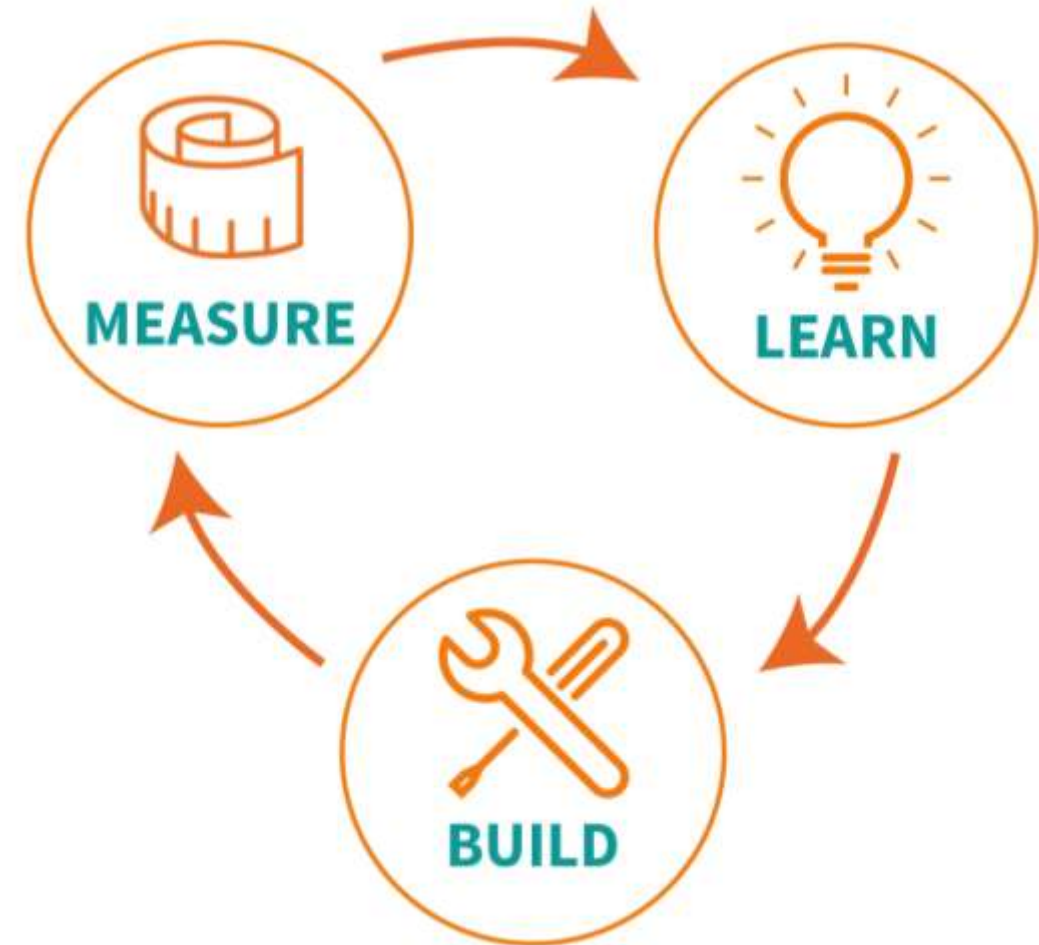


The popSLATE Journey

Tiny popSLATE Goes 'Lean' to Navigate the World of Hardware

Huge Challenges

- Large NREs
- Long, costly development cycles
- Vendor attention
- Limited resources



Tool #1: “Schoolyard Networking”—Accelerate via Openness

Nobody will steal your
stupid idea.



COPYRIGHT © 2011 THE FOUNDER INSTITUTE, INCORPORATED. ALL RIGHTS RESERVED. CONFIDENTIAL AND PROPRIETARY.

What you'll find in your own backyard

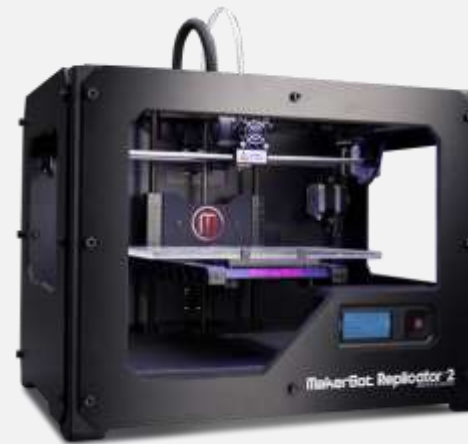
- Team members
- Advisors
- BD entrees
- Investors

Tool #2: Rapid Prototyping for Market Testing

Hacks



SLA Models



CNC Models



Tool #3: Crowdfunding's True Value Is Not What You Think

Market validation
Global promotion
Positioning
Engaged user base

is much more important than

\$\$\$



2013

popSLATE

popSLATE--Second Screen Case for Your Smart Phone

popSLATE is an E-Ink screen on the back of your smart phone case. That means it's low-power, always-on and totally customizable.

Greg Moon - popSLATE
San Francisco, United States
[About](#) | [Ask a question](#)

\$219,417 USD raised by 1532 backers

146% of \$150,000 flexible goal



2016

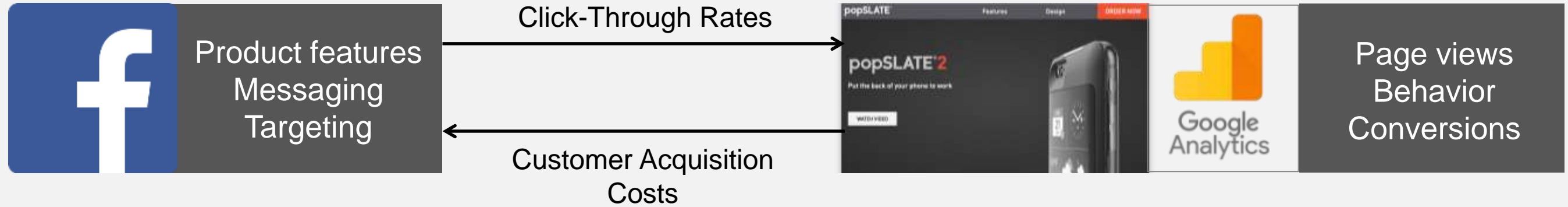
popSLATE²

\$1.1M raised

80+ Countries 12K Backers



Tool #4: Conversion Testing Reveals Key Marketing Insights



pop Popslate
June 6 · 🌐

Display boarding passes, to-do lists, calendars, tickets, loyalty cards & more.

The biggest innovation in smartphones isn't **in** your phone. It's **on** it.

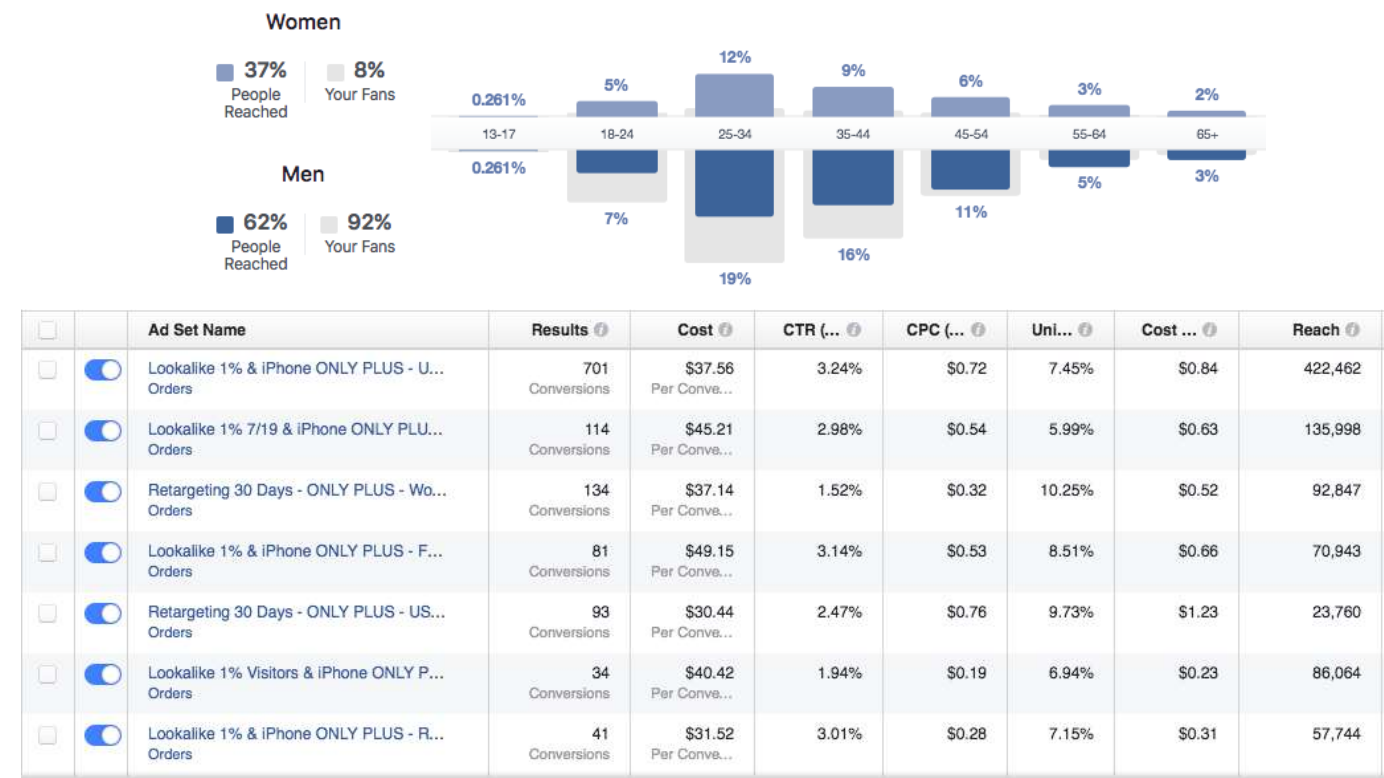
Your New Second Screen.
Receive real-time updates on sports scores, news headlines, stock quotes & more—all at a glance, straight to your always-on screen with no unlocking.

WWW.POPSLATE.COM [Learn More](#)


👍 Like 💬 Comment ➦ Share

👤 Stan Anuszewski, Mark Sharp and 759 others Top Comments ▾

278 shares 95 Comments



Tool #5: Financing Trends Compatible with Hardware

Hardware-friendly investors	
Overseas investors & liaisons	
Flexible investment structures	<p style="text-align: center;">NOTE PURCHASE AGREEMENT</p> <p style="text-align: center;"><small>THIS NOTE PURCHASE AGREEMENT (this "Agreement") is made as of January 24, 2014, by and among <u>PopSlate Media, Inc.</u>, a Delaware corporation (the "Company"), and the lenders (each individually a "Lender," and collectively the "Lenders") named on the</small></p>

Tool #6: Leverage the Supply Chain & Distribution Channels

Develop Key Vendor Champions

The logo for Eink, featuring a red 'E' with a red dot above it, followed by 'ink' in dark blue, and a registered trademark symbol.The logo for Plastic Logic, consisting of the words 'PLASTIC LOGIC' in white, uppercase letters on a dark blue rectangular background.

Partner with Manufacturers



Use Emerging Channels



Find Unique and Innovative Products at
amazon **exclusives**
[> Learn more](#)

Tool #7: Tap into the Cottage Industry of Startup Services

Freelancers	 
Operational services	 
Legal	 GOODWIN
Payroll	 <small>POWERED BY</small> 

Final Comments & Questions