



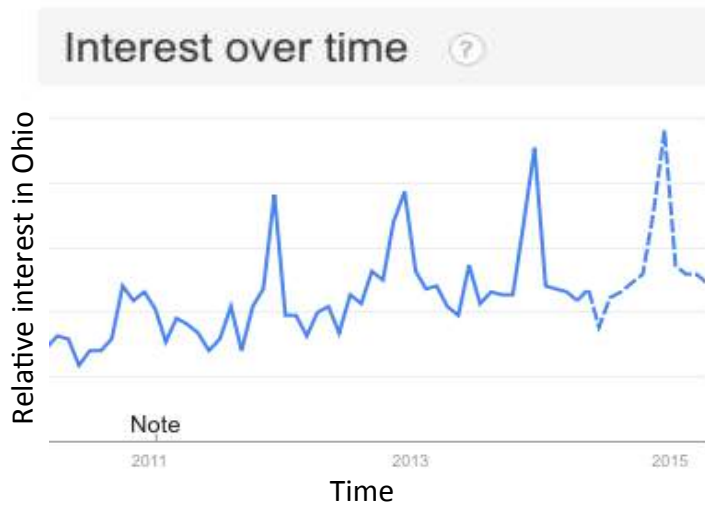
The Problem

EARJAMZ

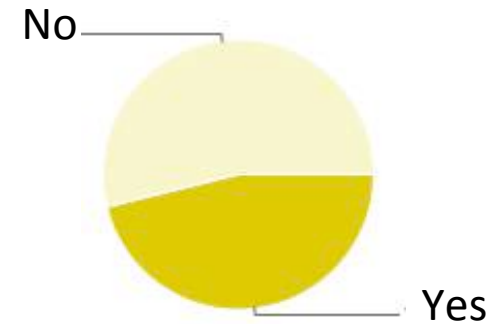


Who else has this problem?

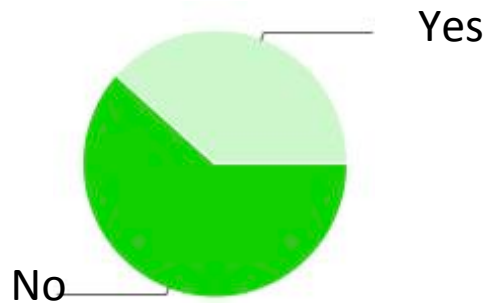
E A R J A M Z



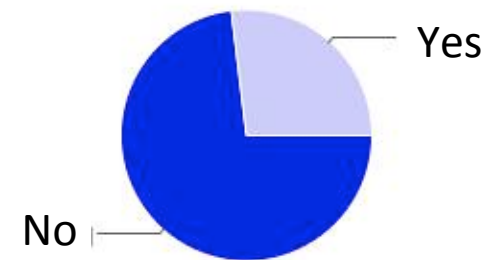
46% Said listening experience was disrupted by outside noise



62% Said Earbuds fell out of ears



73% Said they own Apple Earpods

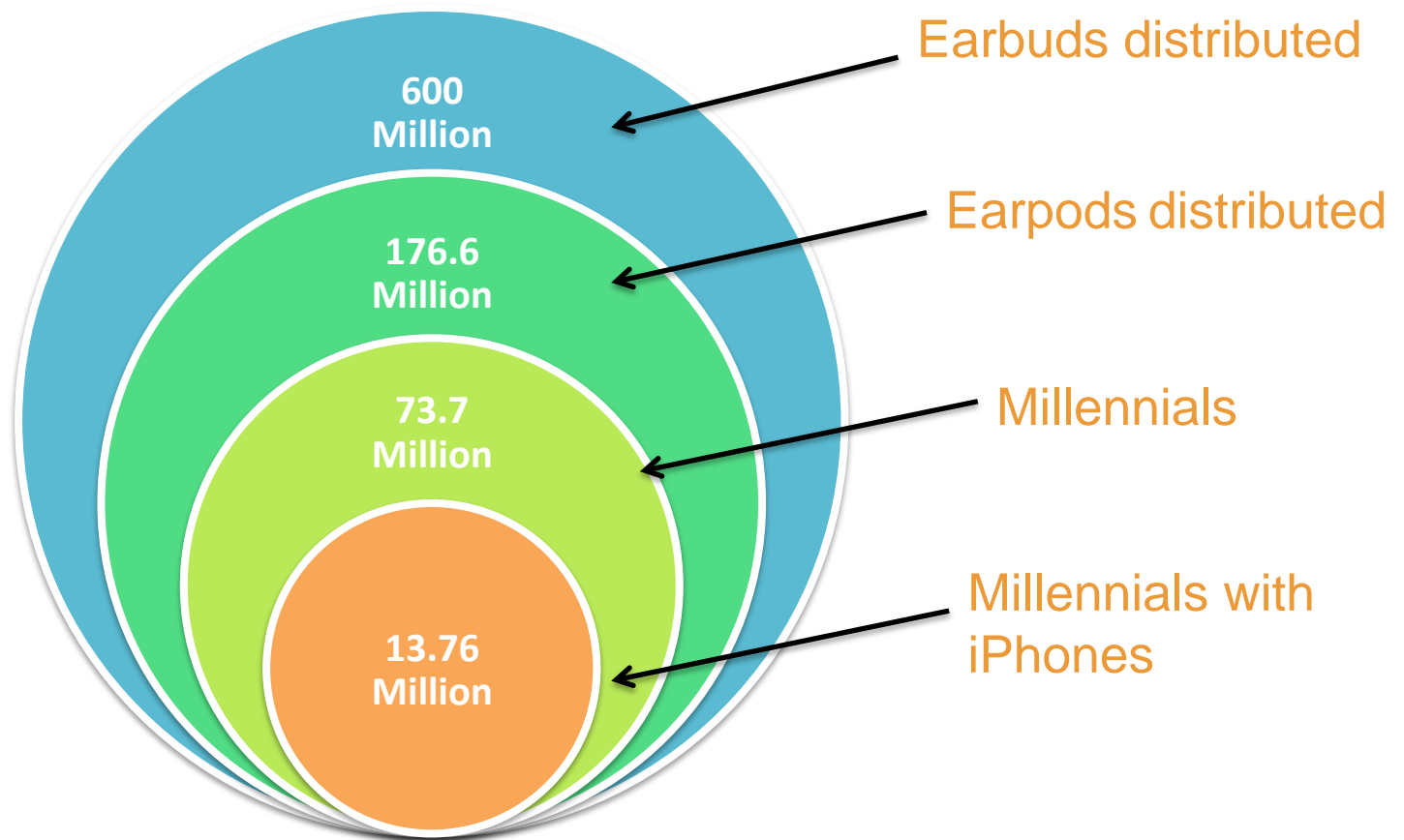


EARJAMZ



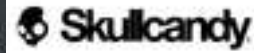
- Noise isolation
- Added Comfort
- Better Fit
- Sweat Resistant
- Remain loyal to the Apple brand





Competitive Landscape

EARJAMZ



Sound Isolating



Price Under \$20



Attractive Appearance



Better Fit



Loyalty to Apple





Top 100 Retail
Companies

Trend Nation:

Has placed a contingency order for 1,000 units

**Will buy them at a wholesale price and
sell them from their E-Commerce
Channels**

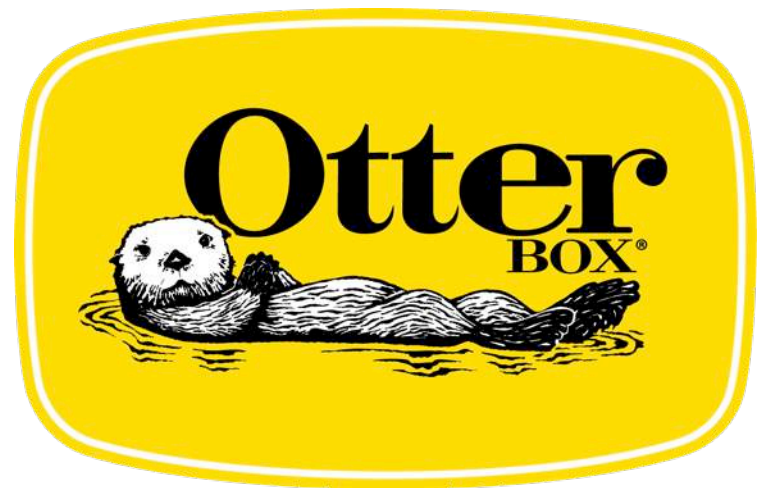
**Store and distribute products we sell on
a consignment basis**



THE PARADIES SHOPS



Better Ideas. Better Strategy.SM



- Facebook add campaign
- Independent sales rep
- Social Media/PR
- Grassroots Marketing
- Trade Shows



- **Customer Testing/Finalize product design - May 2014**
- **Launch a KickStarter Project – June 2014**
- **Manufacture through our qualified supplier - September 2014**
- **Launch the product – October 2014**



Team



CEO- Josh Kroehler



Marketing- Marek Michalski



Engineering- Ben Kowalski



Web Developer- Max Buck

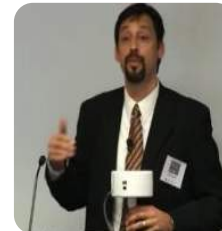
Mentors



**Brad Howard-
Distribution/Ecommerce**
• CEO Trend Nation



**Ross Kayuha-
Software Dev/Accounting**
• CEO Nanofiber Solutions



**Steve Sauer- Product Design/
Patents**
• Co-founder BiggerTuna
• Co-Inventor PowerSquid

Financials

E A R j A M Z

	2014 (3 Months)	2015	2016	2017	2018
Units Sold Wholesale (\$6/unit)	5,036	72,000	172,000	390,000	741,000
Units Sold Retail (\$12/unit)	12,611	55,000	100,961	200,069	380,130
Net Revenue	\$181,548	\$1,092,000	\$2,243,529	\$4,740,822	\$9,007,562
COGS	\$18,800	\$98,280	\$303,138	\$608,340	\$1,219,500
Gross Margin	\$162,748	\$993,720	\$1,940,391	\$4,132,482	\$7,788,062
Marketing	\$18,155	\$32,760	\$67,306	\$142,225	\$270,227
G & A	\$337,737	\$846,197	\$911,206	\$1,147,310	\$973,338
Net Income Before Taxes	(\$174,989)	\$147,523	\$1,029,185	\$2,985,173	\$6,814,724
Less Losses From Previous Year		(\$174,989)	(\$27,466)		
		(\$27,466)	\$1,001,719		

- **\$15,000**
 - **Finish Product development and launch Kickstarter campaign**
- **\$400,000**
 - **Series A seed funding at 10x return**
- **\$200,000**
 - **Series B seed funding at 8x return**

- Acquired by mobile electronic accessories company (4.5YRS)
- OtterBox Acquisition of LifeProof
- Target Selling Price \$9.7MM

E A R j A M Z



Earjamz Price	12
Total Per Unit Cost	0.86
Per unit Margin	11.14

	Per Unit Cost
Product	0.15
Packaging	0.37
Shipping	0.12
Duty Tax	0.09
Assembly	0.13
<i>Total</i>	<i>0.86</i>

- Find out how many individual customers Trend Nation has
- Add exit strategy
- Edit Summary Slide