

# Pair Inc. Startup Technology

*"We Pair Because We Care"*



**Pair Inc.**

# The Problem

01.

Accurately Locating  
Missing Earbuds

02.

Locating Uncharged  
Accessories



03.

Breaking the Bank  
for Useful Tech

04.

Staying On Top of  
Changing Trends





# Our Company

**Pair Inc.**

**Est. 2022**

*“Technology that Cares”*

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## Industry Application

*GPS technologies currently exist, but are not publically available on the nanoscale*



## Customer Type

*Starting with Generation Z and Millennials, then planning to grow through new products*





### **Problem-Solution Fit**

- Customizable to the user & their devices
- Provides altitude tracking
- Finds uncharged devices

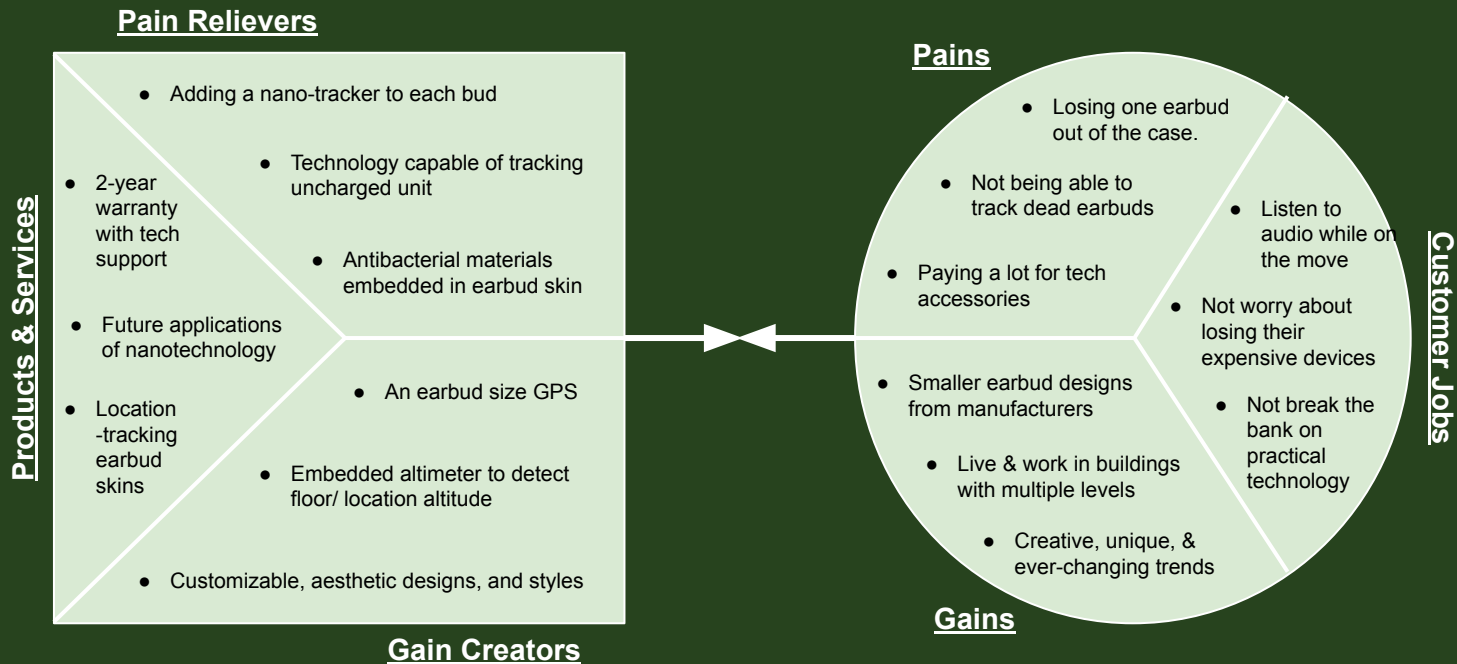
### **Product-Market Fit**

- Emerging technology segment
- Competitors: GPS trackers
- Complement rather than compete

### **Business Model Fit**

- Purchase/product fee for consumer (one-time)
- Free mobile tracking
  - Premium features (paid monthly)
- Two-year warranty (extensions available) & tech support (a la carte)

# Value Proposition



# Competitor Products



Apple AirTag



Tile



Apple Find  
My- App



# Feature and Specification Comparison

Competitive Product/Service Feature and Specification Comparison				
Feature/Spec	Apple Air Tag	Tile Mate	Find My- App	Pair Inc. Peels
Product Dimensions	x	~	N/A	✓
Item Weight	✓	x	N/A	~
Power Source	Battery	Battery	N/A	Battery
Power Source Replacement Cost	~	x	N/A	✓
Range	✓	~	✓	In the research and testing stages
Battery Life	x	✓	N/A	✓
Price	~	~	✓	x
Material	Metal	Plastic	N/A	Silicon Rubber
Operating Temperatures	Unknown	Unknown	x	✓
Accuracy	Unknown	Unknown	Unknown	✓
Waterproof	IP67 water and dust resistance rating	Water Resistant (IP67)	N/A	Silicon rubber has an absorption rate of 1%
Hygiene	Unknown	Unknown	N/A	✓





# Social Media Strategy by Platform

Platform	Audience	Content / Strategy
Website	All Audiences	Share company mission, values, products, testimonials. The all-encompassing advertisement for Pair Inc. Eventually add on e-commerce application.
 Instagram	Target Audience	Share product photography, new initiatives, launch campaigns, and boost engagement through giveaways and business collaborations.
 Tiktok	GenZ, Younger Audience	Less structured/scripted, behind the scenes, info on new launches. *Large opportunity for growth & expansion
 LinkedIn	Professional Audience	Share initiatives, spark conversations, link to other social medias, create professional connections and opportunities within the community.
 Facebook	Millennial, Older Audience	Seek sponsorship/find shareholders, showcase new initiatives, professional presence. A combination of LinkedIn & Instagram content
 Youtube	All Audiences	Product advertisements, new initiative launches, team introductions, site & operations tours (for consumer transparency)



# Social Media Advertising



Pandora

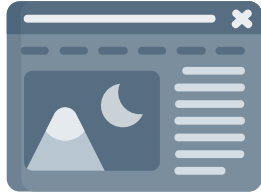


Spotify



Audible



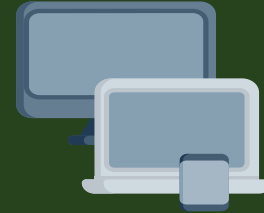


## Website Blog

**Frequency:** Weekly / Bi-weekly Blog

**Topic:** Nanotechnology Advancements

**Purpose:** Increase Website Traffic



## Email Marketing

**Frequency:** Weekly

**Topic:** Advancements, Positions &  
Community Outreach

**Purpose:** Customer Involvement





# Lifetime Value Metrics

*All values are based on Pair Inc.'s 2021 records.*

Metric	Notes	Value
Average Value of Sales		\$55.00
Purchase Frequency	<i>Purchases per three years</i>	1
Customer Lifespan	<i>Measured in years Based on average lifespan of wireless earbuds</i>	3
Gross Margin	<i>See 'Gross Margins' Section of this report for more details</i>	28.40%
Customer Acquisition Costs	<i>See 'Customer Acquisition Costs' Section of this report for more details</i>	13.34
<b>Customer Lifetime Value</b>		<b>\$33.52</b>



# Gross Profit Margin

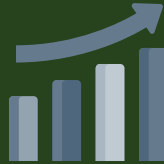


**37.7%**

**Best Case**

Unit Price: \$65.00

Unit Cost: \$40.50



**19.1%**

**Worst Case**

Unit Price: \$55.00

Unit Cost: \$44.50



**28.4%**

**Median**

Unit Price: \$60.00

Unit Cost: \$42.50

Aspect	2022	2023	2024
<b>Products and Services</b>	<i>Launch its first nano-tracking skin compatible with numerous TWS earbuds</i>	Research and development efforts will continue for nano-tracking skin designs for credit cards.	With profits & funding increasing, opportunity for growth includes skins for styluses, and key fobs
<b>Budgeted Costs</b>	\$800,000	\$1,950,000	\$4,300,000
<b>Exp. Gross Sales</b>	\$1,500,000	\$3,420,000	\$7,850,000
<b>Distribution Strategy</b>	<i>Business collaborations with Apple, Jabra, and Samsung</i>	Start retailing products directly through the e-commerce website.	Move into a larger commercial space and discuss further distribution.
<b>Marketing Initiatives</b>	<i>Establish a brand identity and start all relative social media platforms.</i>	Initiatives can move towards television ads, and a monetized YouTube channel.	Attract consumers with modern, digital advertisements. Utilizing all platforms, and capitalizing off of content.
<b>Community Effect</b>  <i>The Technological Education/Outreach Community</i>	<i>Starting small with a blog on the company's website will provide an opportunity to gain a following.</i>	Physical presence in the community able to establish connections and outreach with local schools	Lead at the forefront of STEM education, get involved with nonprofits to increase nano-tech knowledge.

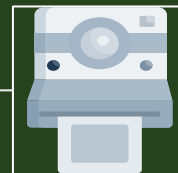


# Customer Acquisition Costs

Social Media



Marketing and Sales  
Software



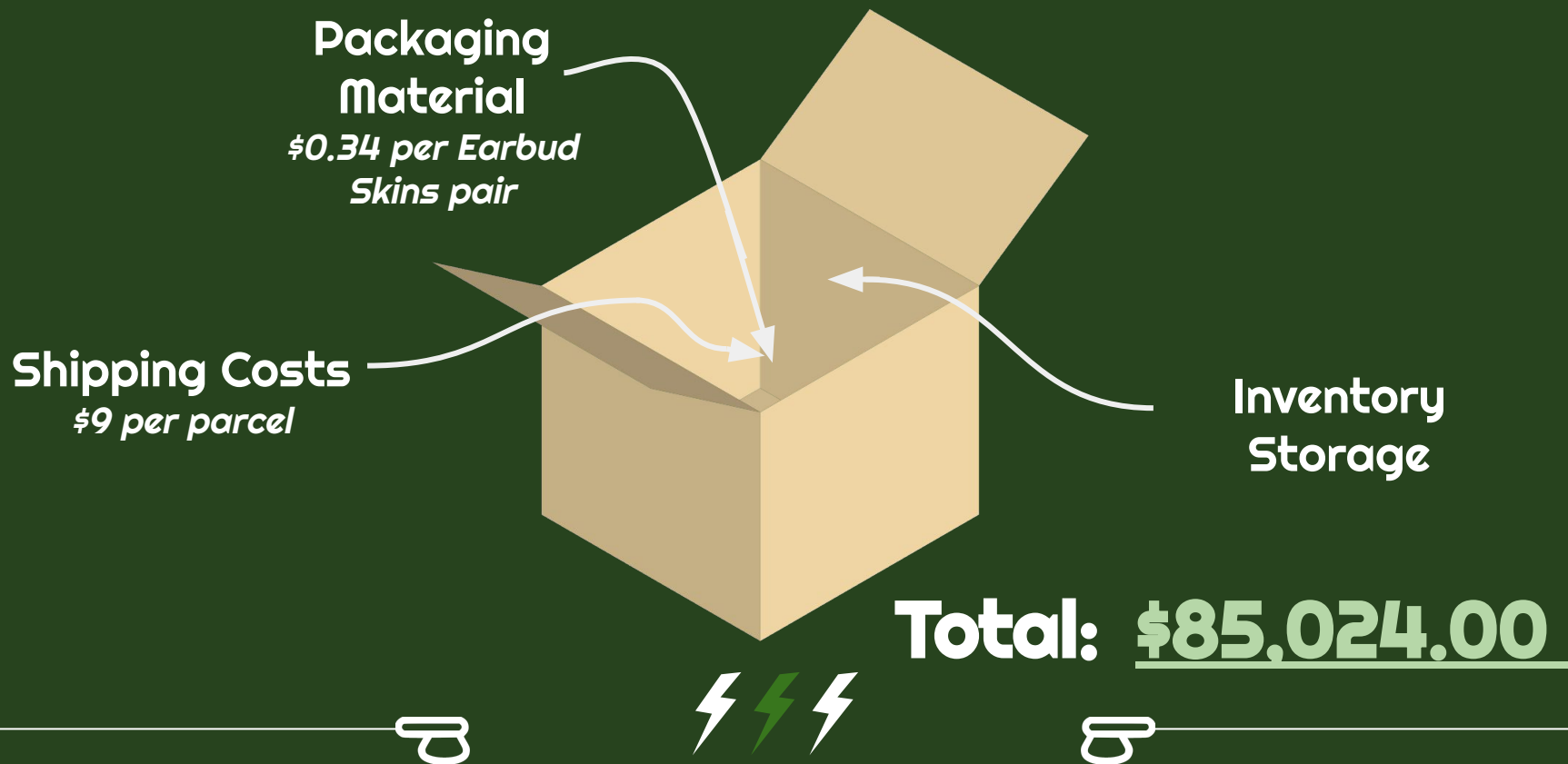
Spotify

Professional  
Marketing  
Products

**Total: \$13.34**



# Distribution Costs





# Human Resources Costs

HR Manager

Onboarding  
Training

Job Postings

Total: **\$3,530.67**



# Projected Income Statement – 2022



**Gross Margin:**  
**28.4%**

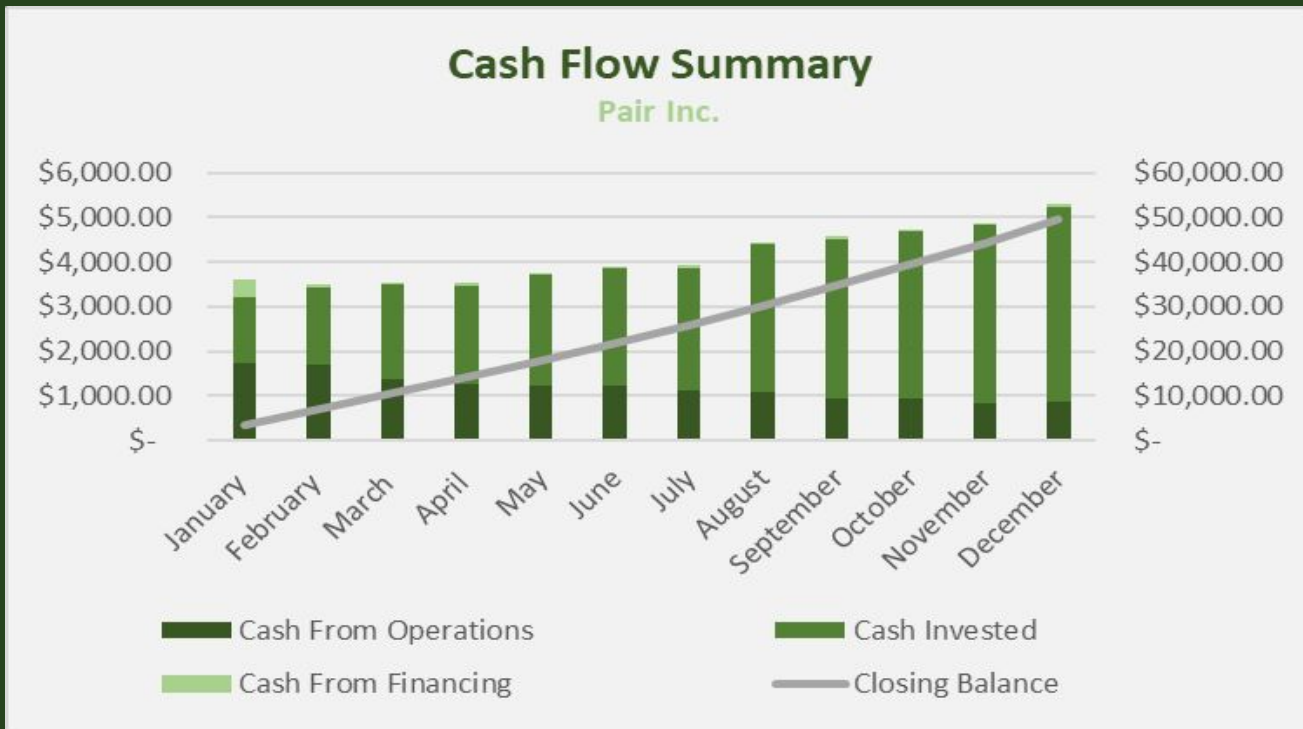
**Depreciation:**  
**10%**

**Tax Rate:**  
**20%**





# Projected Cash Flow Statement - 2022



# Projected Balance Sheet - 2022

## Assets

Pair Inc.



Total Assets: \$114,741.00

## Liabilities and Owner's Equity

Pair Inc.

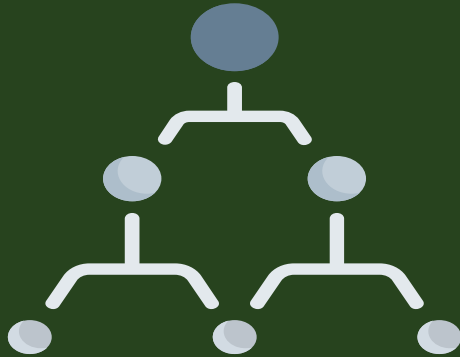


Total Liabilities & Owner's Equity: \$102,223.00

# Metrics

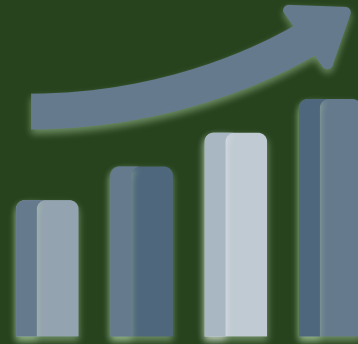
## Decrease CAC

Achieve a CAC of \$13.15



## Increase Gross Margin

Achieve a Gross Margin of 30%



# Balanced Scorecard

Innovation & Learning		Customer	
Goal(s)	Measure(s)	Goal(s)	Measure(s)
<b>Leadership in Technology</b>	<i>Developing the next generation</i>	<b>Launch Products Consumers Desire</b>	<i>Percent of sales from new products</i>
<b>Ample Marketing Advance</b>	<i>Monitor competitors vs. new product competition</i>		<i>Percent of sales from proprietary products</i>
		<b>Responsive Supply</b>	<i>On-time delivery (defined by customer)</i>
Internal Business		Financial	
Goal(s)	Measure(s)	Goal(s)	Measure(s)
<b>Manufacturing Excellence</b>	<i>Cycle Time (MOST) Unit/Inventory Analysis</i>	<b>Survive</b>	<i>Cash Flow</i>
<b>Design Quality</b>	<i>Silicone comfort &amp; GPS efficiency</i>	<b>Profitable</b>	<i>Return on Investment (ROI)</i>
<b>Latest Technology Introduction</b>	<i>Scheduled release vs. actual vs. competitors</i>		



# Conclusion

We are seeking an investment of  
**\$15,000**





# Thank You!

Any questions?

