

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

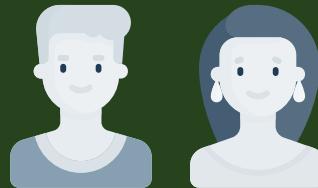
“Technology that Cares”



Industry Application

Q

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

P



Problem-Solution Fit

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

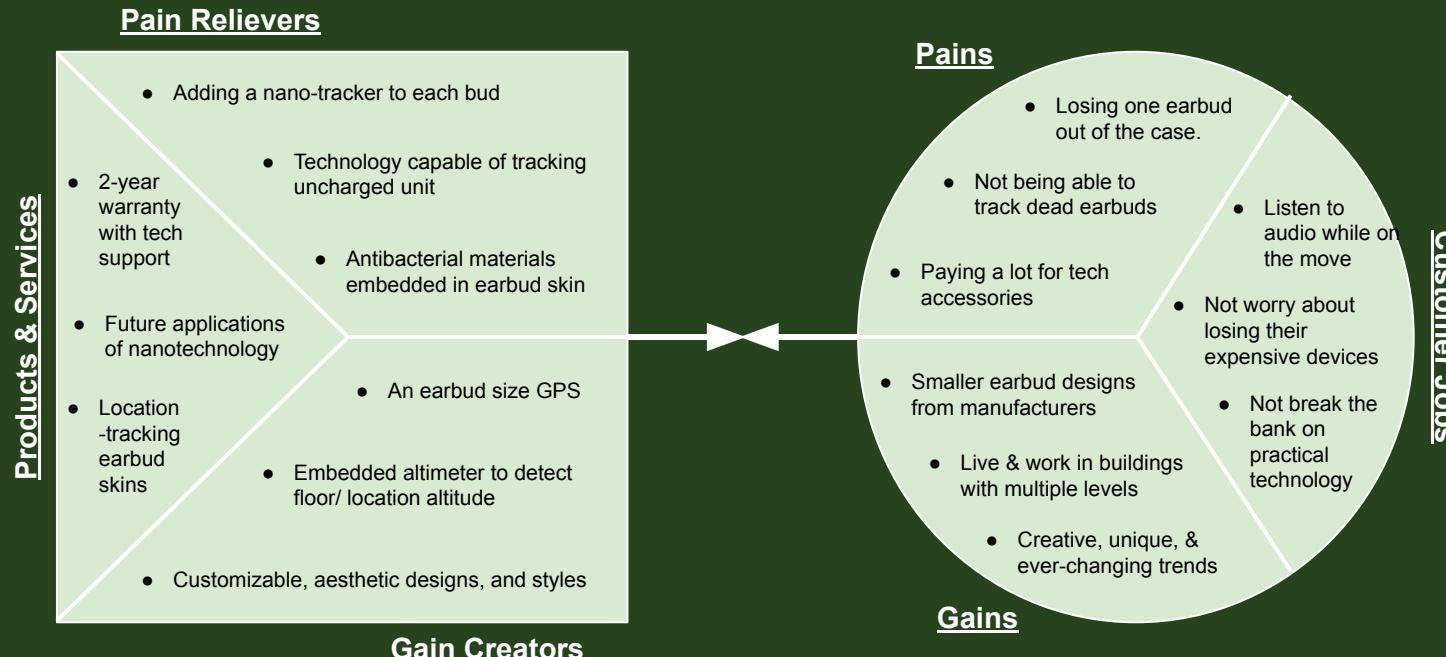
Product-Market Fit

- 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	✗	~	N/A	✓
Item Weight	✓	✗	N/A	~
Power Source	Battery	Battery	N/A	Battery
Power Source Replacement Cost	~	✗	N/A	✓
Range	✓	~	✓	In the research and testing stages
Battery Life	✗	✓	N/A	✓
Price	~	~	✓	✗
Material	Metal	Plastic	N/A	Silicon Rubber
Operating Temperatures	Unknown	Unknown	✗	✓
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



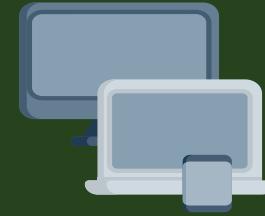


Website Blog

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</i> <i>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
Customer Lifetime Value		\$33.52



Gross Profit Margin

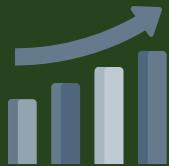


37.7%

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
Products and Services	<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
Budgeted Costs	\$800,000	\$1,950,000	\$4,300,000
Exp. Gross Sales	\$1,500,000	\$3,420,000	\$7,850,000
Distribution Strategy	<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.
Marketing Initiatives	<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.
Community Effect <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.

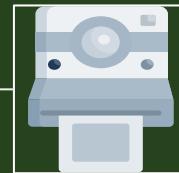


Customer Acquisition Costs

Social Media



Marketing and Sales Software



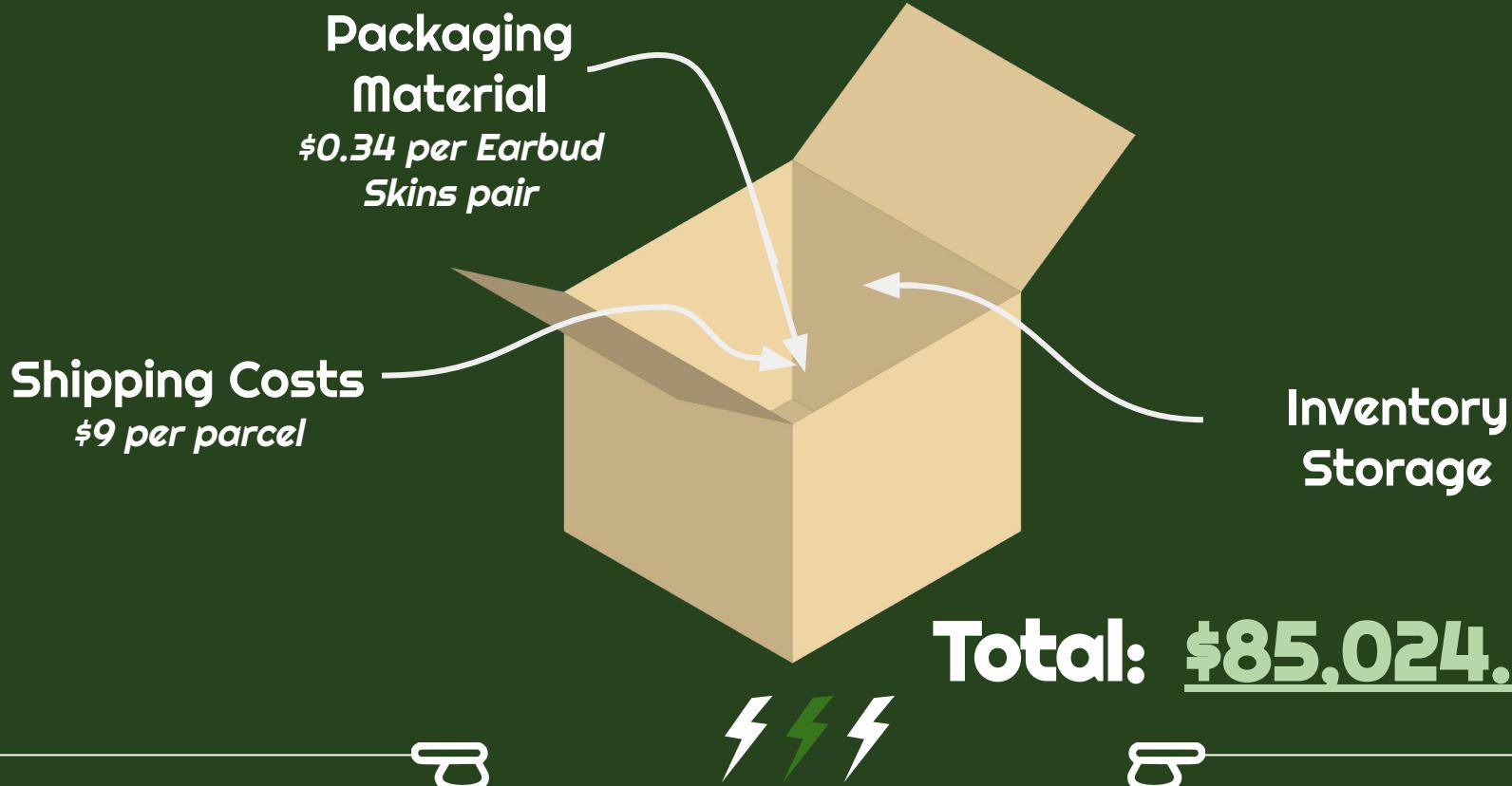
Spotify

Total: \$13.34

Professional
Marketing
Products

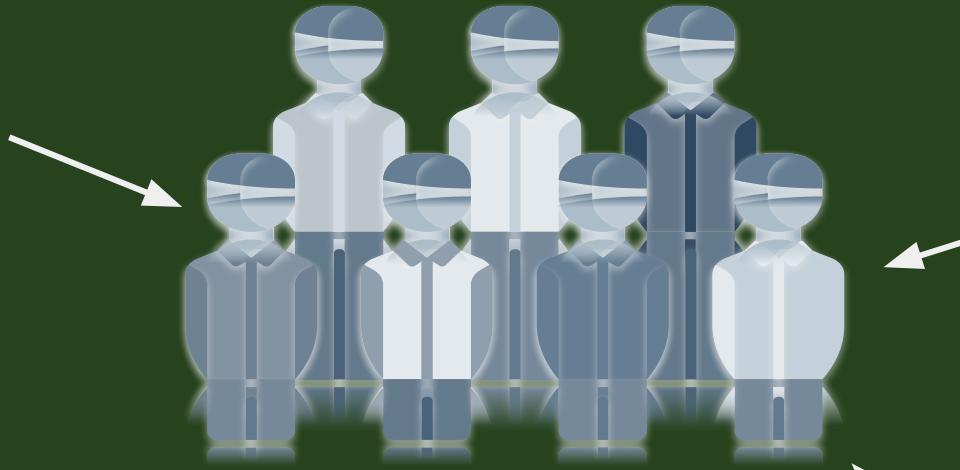


Distribution Costs



Human Resources Costs

HR Manager

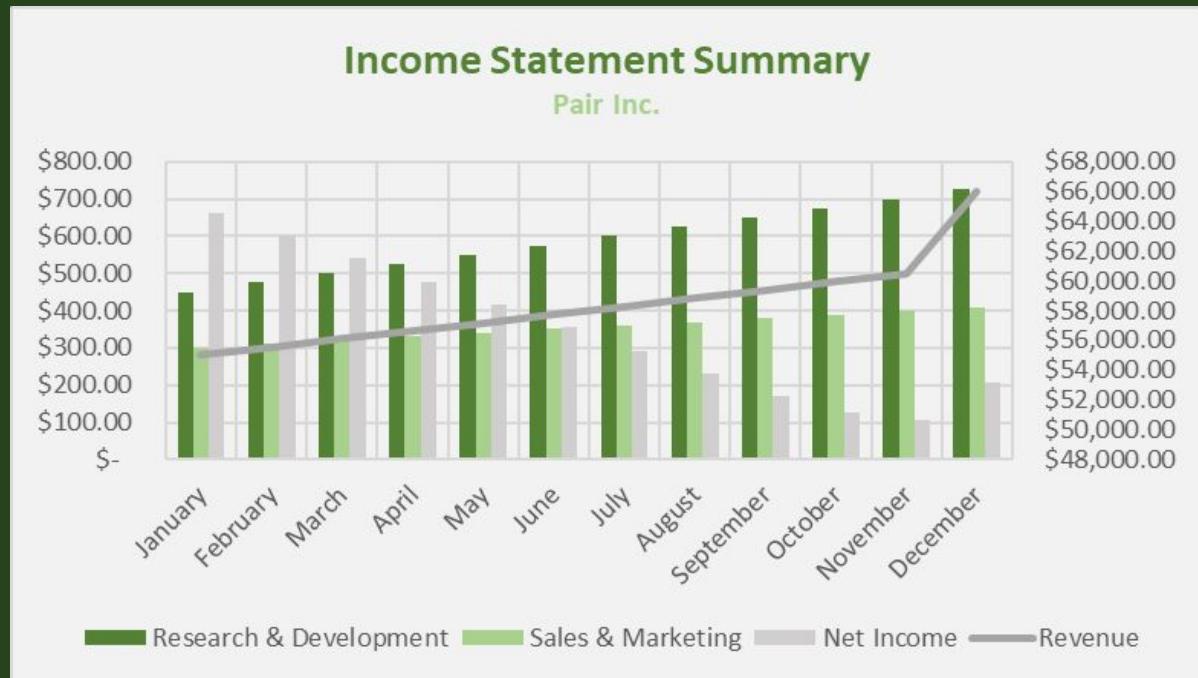


Onboarding
Training

Total: **\$3,530.67**

Job Postings

Projected Income Statement - 2022



Gross Margin:
28.4%

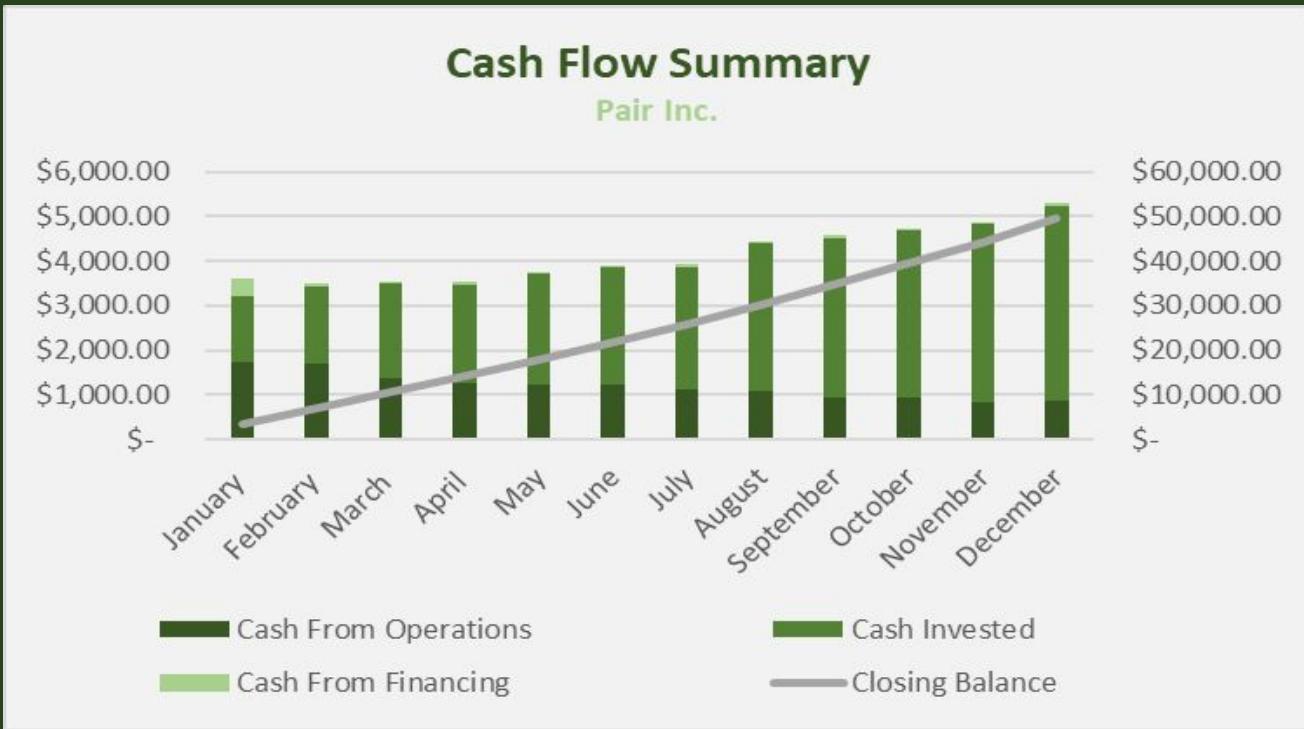
Depreciation:
10%

Tax Rate:
20%





Projected Cash Flow Statement - 2022



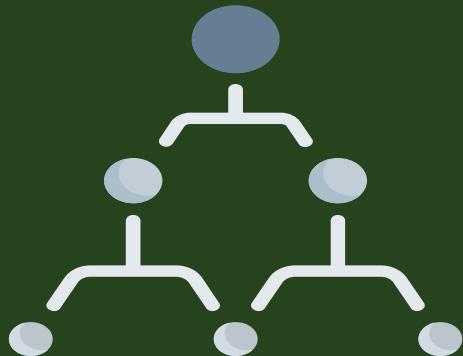
Projected Balance Sheet - 2022



Metrics

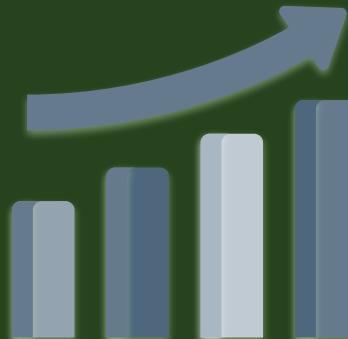
Decrease CAC

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



Conclusion

We are seeking an investment of
\$15,000





Thank You!

Any questions?

