

CleanSlate by



a Capacitive Touch Screen companion for your Smartphone

problem

Smartphone owners are creative people who enjoy their device's many apps, but:

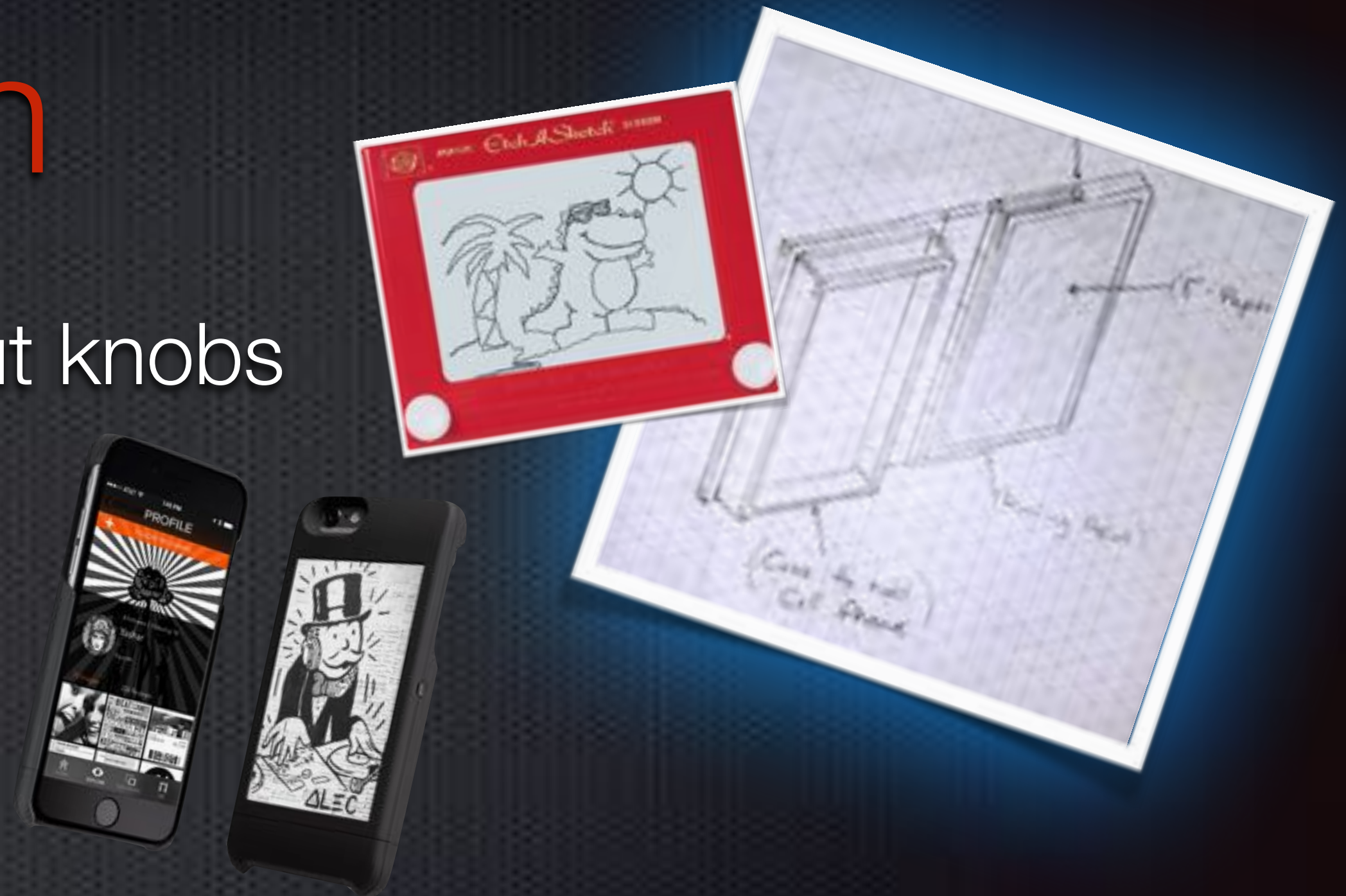
- * are frustrated with shortened battery life
- * are fickle and like to buy new cases often
- * are tired of clicking up to 15 times before using app



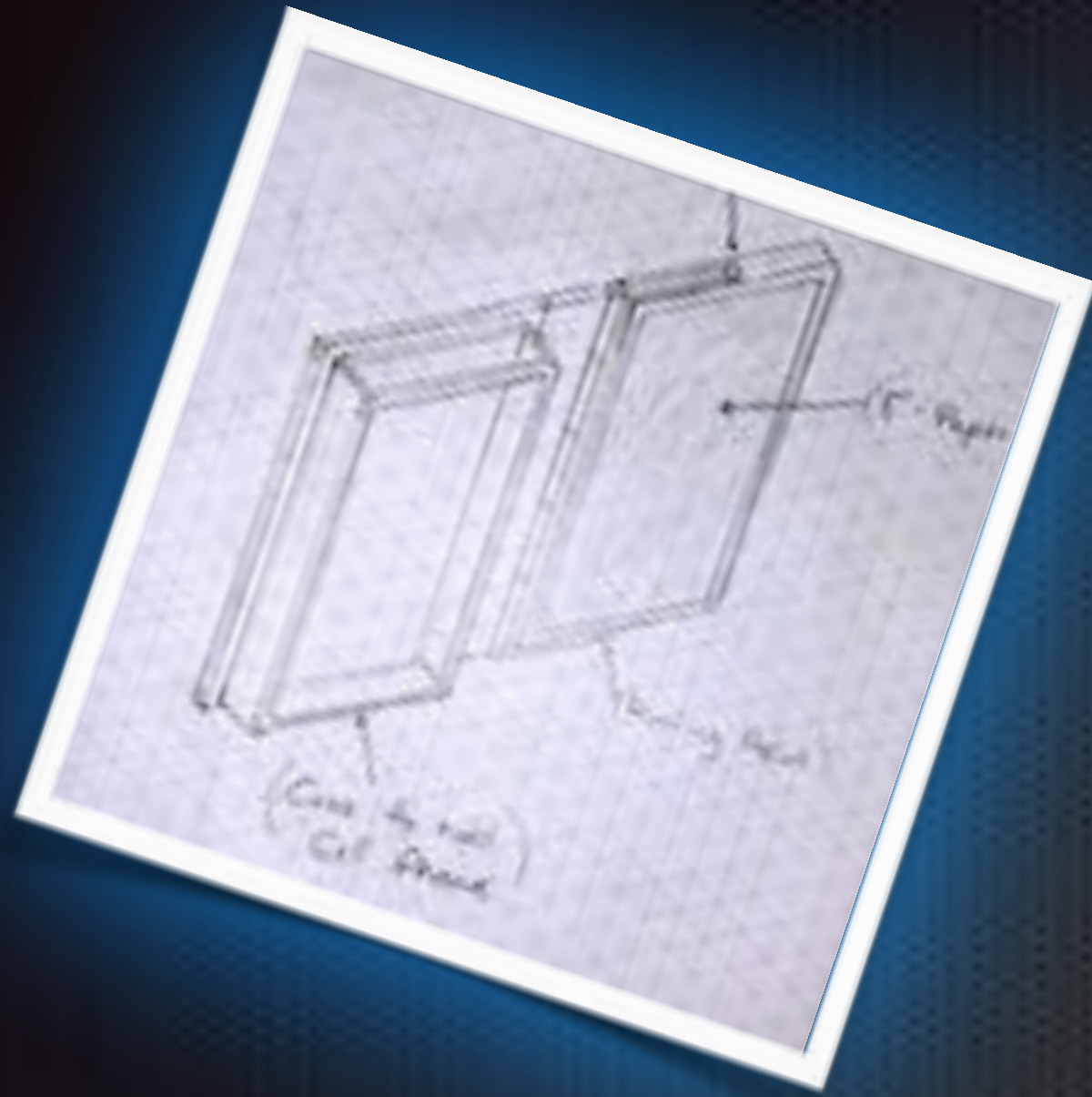
solution

CleanSlate is like an etch-a-sketch without knobs

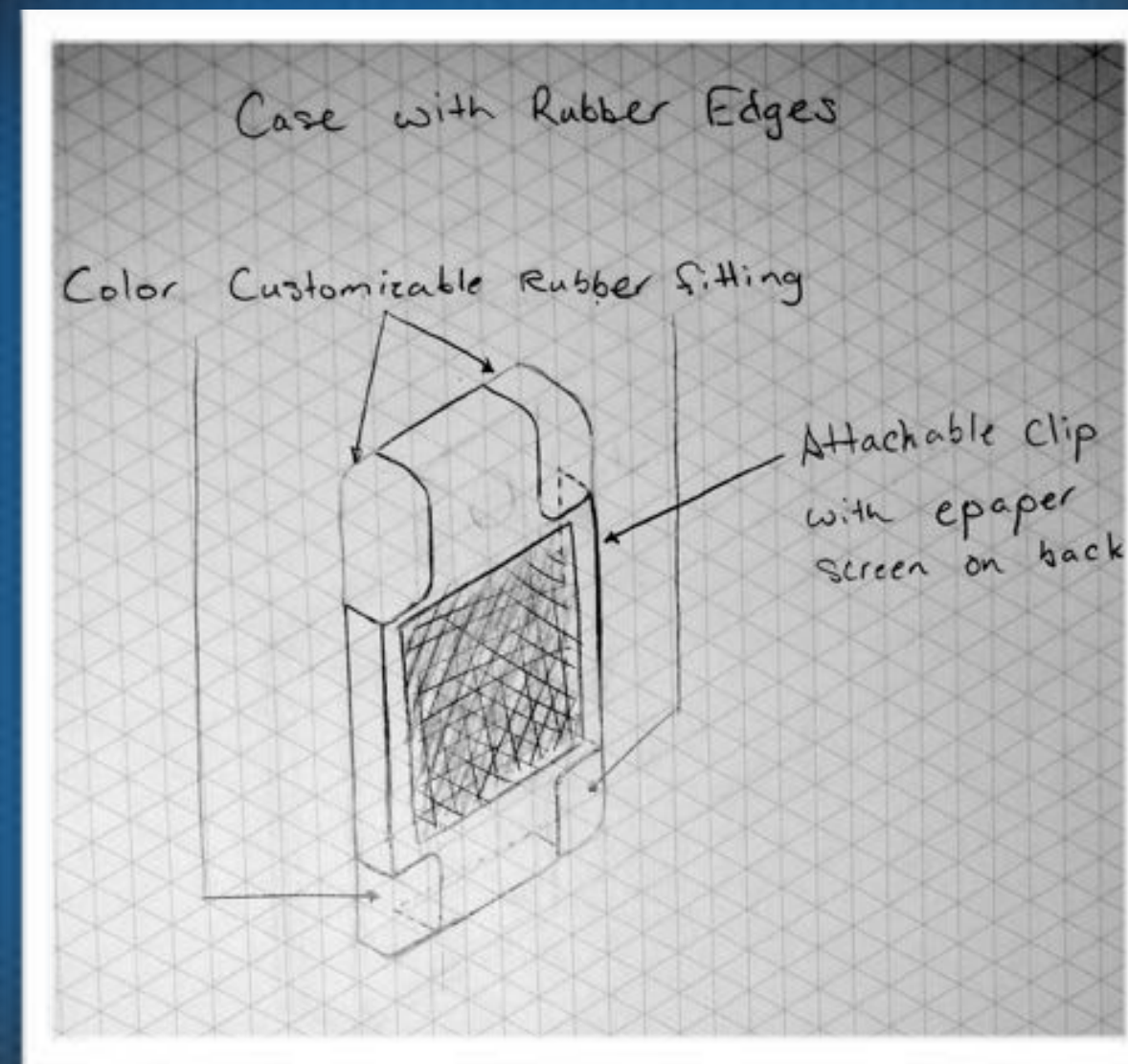
- * always-on touchscreen
- * bluetooth wireless connection to app
- * doesn't use phone battery
- * protects any smartphone screen without buying new case
- * can send drawings, notes and interact with other apps right from screen: message, mail, screen sharing, collaborative design



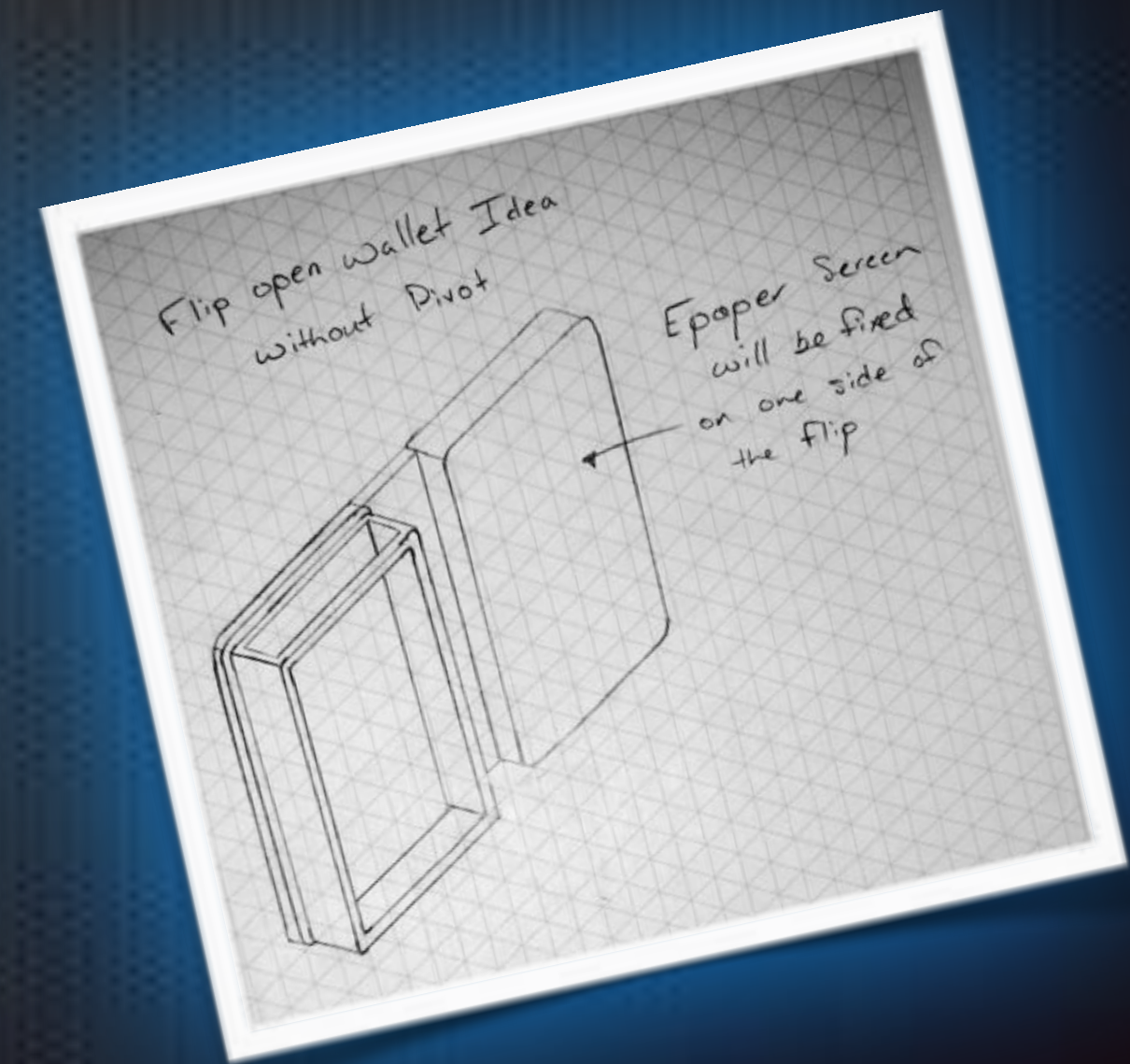
solution



swivel hinge case
face up, or face down



snap-on any case



wallet case



consumer / market

- * 64% of American adults own a smartphone = 242 million
(Pew Research)
- * 21-37% of kids age 2-17 own a smartphone = 6.7 million
(GrowingWireless)
- * 75% of smartphone users purchase at least one case
(NPD group)
- * Cases lead accessory sales, up 69% this year
(NPD group)



competition



* \$215 million sales 2013. 255 employees. Crowdfunded.
Have no sketch screen product.

popSLATE

* \$219,000 raised via Crowdfunding campaign. 146% overfunded. \$129. Cannot write on screen.

YOTAPHONE

* Russian smartphone. \$600. Not available in USA. Not a case.

CleanSlate

* Writable with finger. Snaps on any case. SRP: \$49



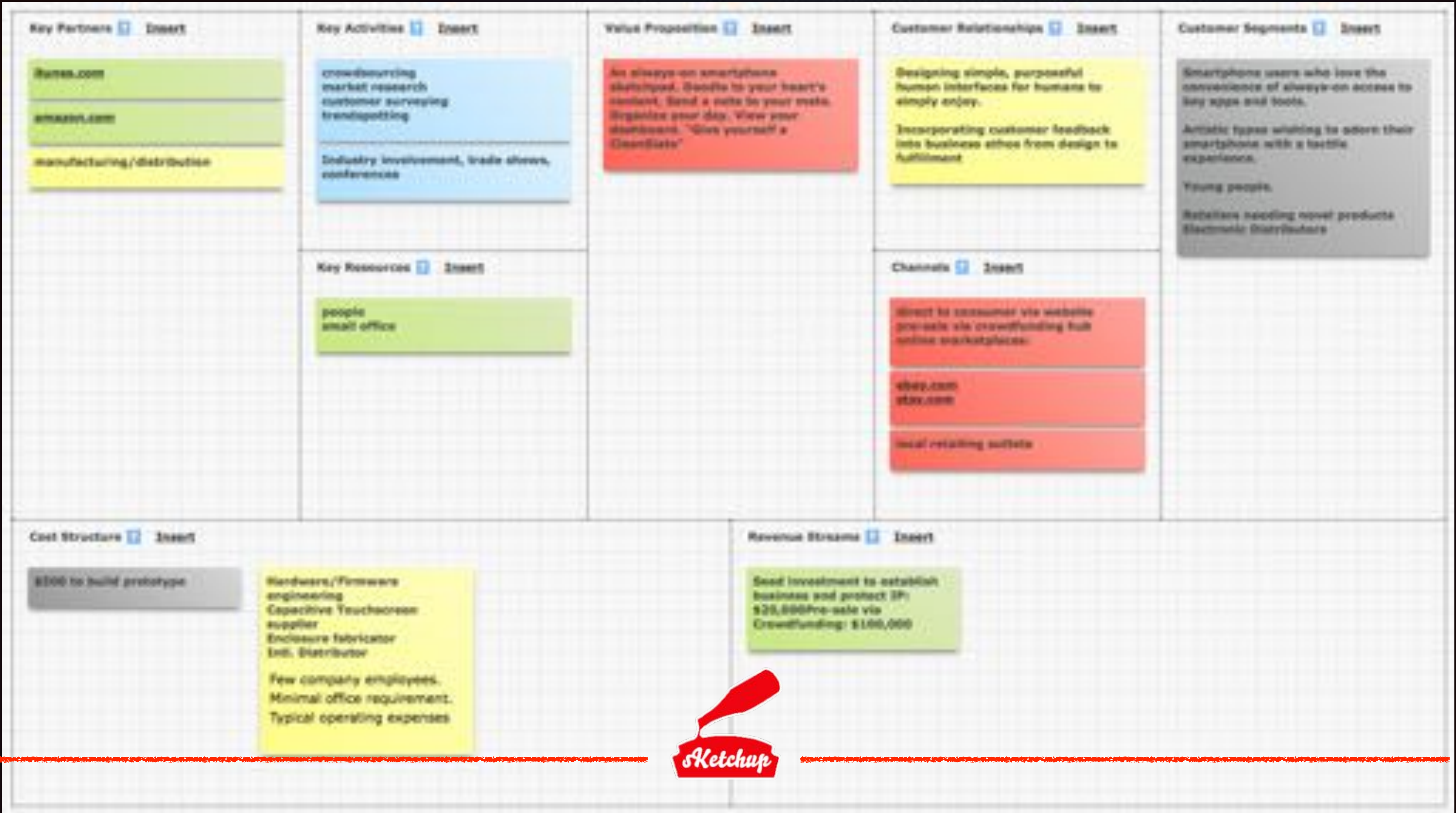
economic model

Smartphone cases are a \$660 million market, and can enjoy up to 600% profit margin (Entrepreneur.com and CaseEscape)

- * Design domestic - manufacture in Asia
- * Market to smartphone owners via web in partnership with SillyBrandz = \$1 million subscribers
- * Dropship from Verso Group fulfillment center in East Toledo
- * Seek branded/sponsorship/marketing partners
- * Seek out-license relationships with market leaders



business model



investment

Seeking \$500 to purchase components for prototype, incl:

- * Micro-controller: BlueBean
- * Battery: Lithium Polymer on-board with MicroUSB charger
- * Capacitive touch ePaper/eInk display
- * Case (basic concept can be 3D printed at Maker Space)



thank you

CleanSlate by sKetchup brought to you by:

Joshua Vandegrift

Khaja Sharfuddin

Ryan Chong

