# CINEMOOD

MINI CINEMA PROJECTOR FOR FAMILY

More information?
cinemood.com/investkit

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## WHAT IS CINEMOOD?

CINEMOOD is a connected portable projector with kid-friendly pre-loaded content and access to CINEMOOD's proprietary "Tales" cloud store, which turns virtually any surface into a movie screen.

## THE MARKET - 2BUSD

Target market is $2B
(If every top 5% percentile of households (USA, Europe and CIS) with kids aged 2-10 acquires CINEMOOD at 400$ price).

## TRACTION?

**0,5MUSD Revenue / 2015**
**3000 loyal customers in 10 month**
>15 contracts with content providers
>20 sales contracts in CIS
30% customers use 3 times/week
20% of customers use Tales Store

## THE COMPETITORS

$51B Interactive hi-tech toys market, CAGR 18%;

$1,2B Global pico projectors market, CAGR 35%;

$164B Tablet market, CAGR is 8,5%;

$19,2B Worldwide SetTopBox market, CAGR -0,05%.

## THE PROBLEM - KIDS' DEVELOPMENT

Parents spend with gadgets 10 times more than with kids. Modern gadgets (tablets, smartphones) are the reasons for antisocial behaviors and health problems.
* CVS (Computer Vision Syndrome) affects 70% of Americans.
* ADHD (Attention-Deficit/Hyperactivity Disorder) grows at 20% each year.
* Parents don't know what contents are relevant to kids' development.

## THE SOLUTION - CINEMOOD ECOSYSTEM

CINEMOOD is a great way of educating kids and all-family entertainment provided by a wireless and portable projector ("Cube") with specially tailored content selected by kids methodists.
CINEMOOD is the complex of original hardware, mobile apps and content delivery platform.
CINEMOOD contains cartoons, audiobooks and lots of fun for kids starting from the age of 3. It's safe, simple and offers wireless content updates from the CINEMOOD Tales Store.

## THE BUSINESS MODEL - HES*

70% of revenues are from devices and accessories sales.
The other 30% of revenue are from tales content after-sales.
Customer LTV (life time value) is 1 year.
*(HES means Hardware Enabled Services)*

## THE TEAM

We have a team of 15 people with the expertise of B2B/B2C sales, business and product development, marketing and content monetization. The core team consist of:
- Mike Bukhovtsev (CEO, 12 years of Sales and Marketing at Huawei),
- Boris Kaganovich (CTO, 14 years of Product Development),
- Joey Bang (International Sales, 5 years of Pico Projectors sales),
- Dasha Mingalieva (CMO, 7 years of marketing and advertising).

The ID of CINEMOOD projector and accessories are developed by well-known product designer www.Yaroslav.Rassadin.com, former head of Marussia design team.

## THE TIMELINE

We launched the first model called Multikubik (multikubik.ru) in Feb, 2015 in Russia. We sold 3000 units in 10 months via kids premium stores and received strongly positive feedback.
The brand new CINEMOOD projector was developed during Hardware 2.0 acceleration program at Skolkovo and successfully presented at CES 2016 in January. We plan to launch Indiegogo campaign in April 2016 to validate international demand and push US market sales.
Total sales forecast for 2016 is 3.6MUSD (CIS, Europe, USA).
We expect to reach breakeven in the beginning of 2017.

## INVESTMENT OPPORTUNITY

We are looking for investments in order to scale our sales and generate $100M in revenue with 530K projectors sales, 350K registered users and 50 content providers in next 5 years.
We have several exit opportunities via strategic partnerships.

More details:
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