

# **PITCH DECK**

## **2019**

The background of the slide is a photograph of an airport terminal. In the upper half, a large airplane is silhouetted against a clear blue sky, flying from left to right. In the lower half, the silhouettes of several people are visible, standing and sitting in a waiting area, looking out through large glass windows. The windows show a view of the airport tarmac and other aircraft. The overall lighting is bright, suggesting daytime.

# APOD Technologies Ü

*"We have developed World's First Advanced Smart Napping Pod  
providing privacy and comfort in public areas."*

*Grega Mrgole, CEO*



## PROBLEM

*Have you ever been stuck at the airport, waiting for your next flight with nothing to do and nowhere to hide away? Over 400 million passengers in air transit per year are facing the same problems - lack of privacy, uncomfortable seats, and no place to relax. These problems are most obvious at the airports, but they also occur at many other places - train and bus stations, hospitals, fairs and venues, offices, business centres, shopping centres, universities, hotels, etc.*



## ADDRESSING THE ISSUE TODAY

*Today, air passengers do not have a private place to retreat and get a rest. They can either sit in uncomfortable chairs, book expensive lounges (still no complete privacy) or book a hotel room (which is inconvenient if the waiting time is less than 12 hours). Some of the airports are offering sleeping pods, but currently available products do not offer expanded functionality that would fit the needs of air passengers.*



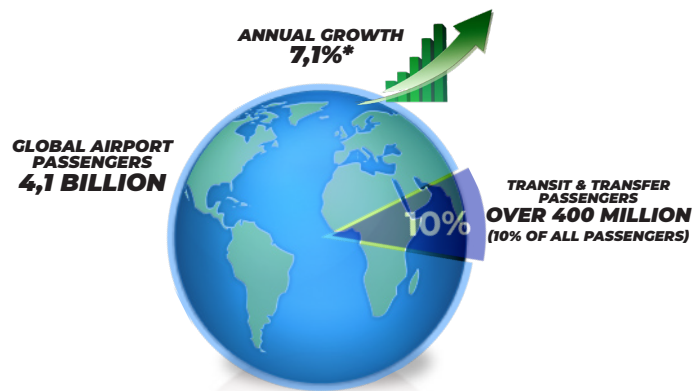
# SOLUTION

## VALUE PROPOSITION

AIRPOD's vision is to provide people with a private place in the hectic crowded world. We are creating a product by implementing the advantages of high technology with a purpose to serve people and their well-being.

## USE CASE 1: AIRPORTS

AIRPOD's market entry points are the world's busiest airports, where user flow is guaranteed due to frequent waiting for transit flights and unexpected flight delays.



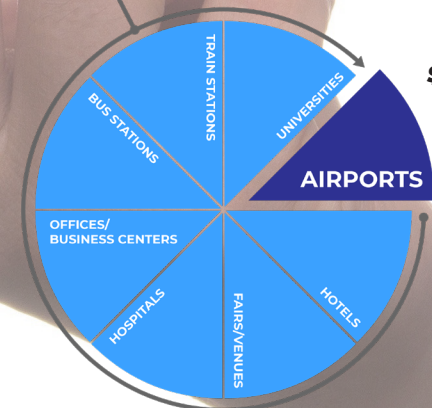
**GLOBAL AIRPORT PASSENGERS: 4,1 BILLION**  
**TRANSIT & TRANSFER PASSENGERS: OVER 400 MILLION (10% OF ALL PASSENGERS)**  
**ANNUAL GROWTH: 7,1%**

**AIRPORTS WORLDWIDE: 52,000 +**  
**INTERNATIONAL AIRPORTS WORLDWIDE: 1000 +**  
**AIRPOD'S TARGET AIRPORTS WORLDWIDE: 284 (5+ M passengers annually)**

## USE CASE 2: OTHER PLACES

In the next two years we will expand our business to other places where people are not used to having privacy and comfort - train and bus stations, shopping centres, business centres, and many more. These markets combined are worth over 500 mio USD.

**TOTAL NAP POD MARKET VALUE \$500+ MILLION**

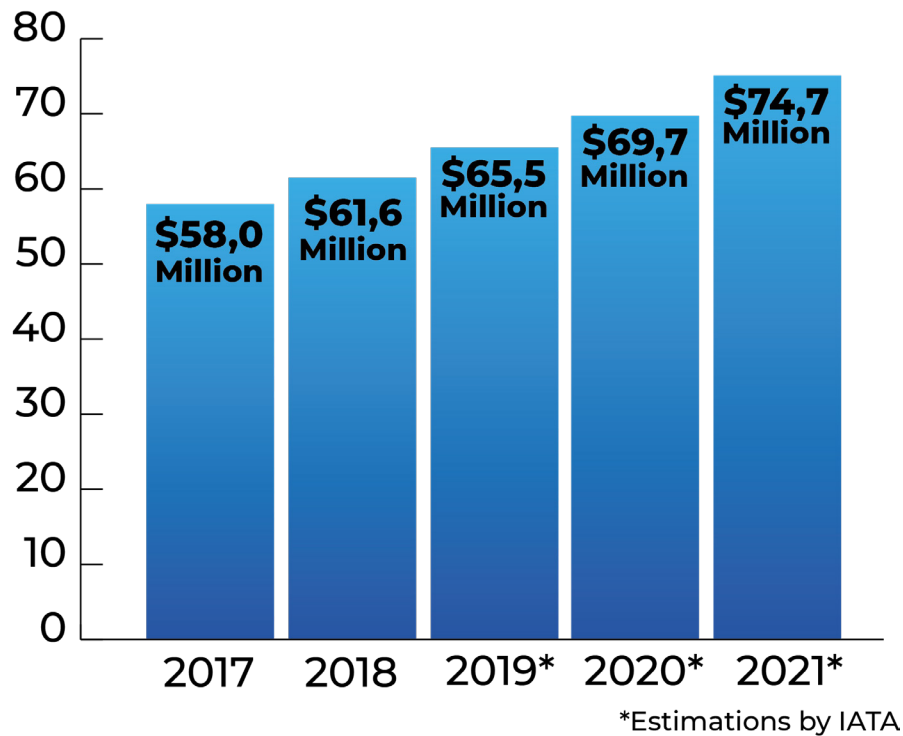


**AIRPORT SLEEPING POD MARKET VALUE \$60+ MILLION**

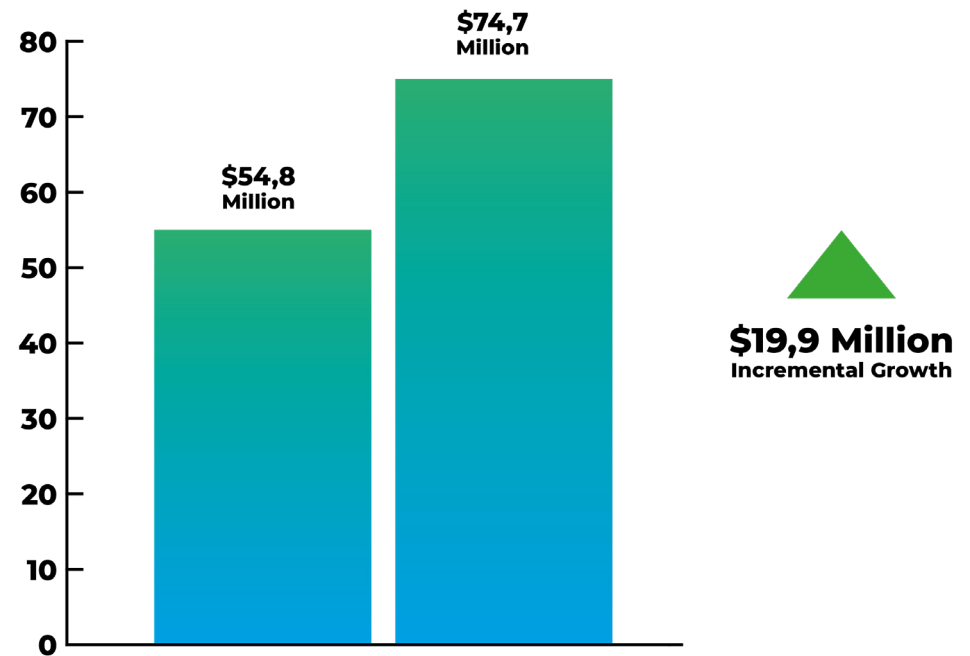


# WHY NOW?

The demand for air travel continues to grow. Airports continue to transform from a primary air transport infrastructure to multi-functional enterprises, generating revenue through commercial development within and outside the airport terminal. The global airport sleeping pods market was valued at \$55 Million in 2016 and is expected to surpass \$75 Million by 2021.



Global airport sleeping pod market (2017-2021)



Global market growth (2016-2021)

Competitive company GoSleep announced an expected growth from 1 Million € in the year 2018 to 60 Million € in the next 4 years.

Napping Pod market is currently in development stage, waiting for a product like AirPod Smart Napping Pod.

# MARKET SIZE - AIRPORTS

## TAM (TOTAL AVAILABLE MARKET)

TAM or Total Available Market is the total market demand for our service.

- Europe: 988 million passengers
- Worldwide: 6.664 million passengers

## SAM (SERVICABLE AVAILABLE MARKET)

Serviceable Available Market (SAM) is the segment of the TAM targeted our services, which is within our geographical reach.

- Europe: 99.3 million passengers (approx. 10% of all is transit and transfer passengers including 1.5-2% travelers facing delayed or canceled flight)
- Worldwide: 666 million passengers (approx. 10% of all is transit and transfer passengers including 1.5-2% travelers facing delayed or canceled flight)

## SOM (SERVICABLE OBTAINABLE MARKET)

Serviceable Obtainable Market (SOM) is the portion of SAM that we can capture.

Year	AirPods installed	Number of Airports (out of 284)	SOM
2019	400	50	5.9 Million
2020	700	75	8.6 Million
2021	1000	100	1000 91.9 Million



# COMPETITION

## GOSLEEP

GoSleep has 52 capsules installed on airports, which is the most among competitors. The low price of renting (10 EUR per hour) is compensation for lack of functionalities.



<https://gosleep.fi/>

## NAPCABS

The company offers the best price/luxury ratio in the sleeping pods market at the moment.



<https://www.napcabs.com/>

## SNOOZE CUBE

Excellent locations at which Snooze Cubes are placed. They chose the best airports with big transition times, where demand for sleeping pods is high.



<http://snoozecube.com/>

## MINUTE SUITES

The highest luxury in the sleeping pod market. They offer luggage storage for its customers, which gives them a significant advantage in the eyes of a business person.



<https://minutesuites.com/>





# PRODUCTION

## FUNCTIONALITY

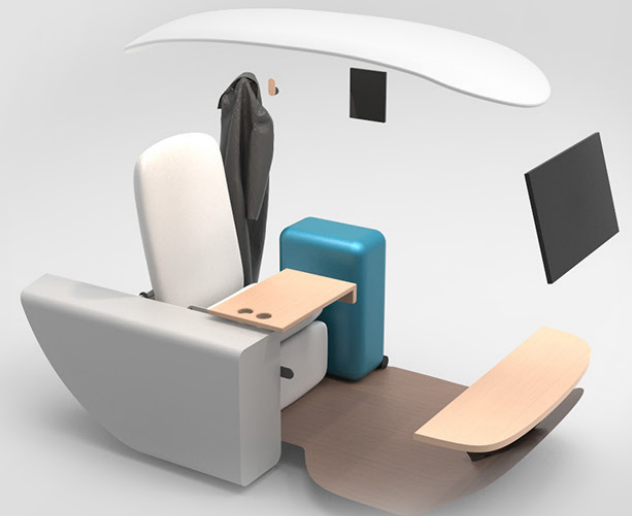
AirPod Unit will offer an opportunity for privacy and comfort in public places where people are not used to having such options. It will be a private napping spot for resting, relaxing and working when on-the-go. Take a nap, surf the web, get revitalised or entertain yourself at the perfect private place.

## ARCHITECTURE

Developing and manufacturing process of the AirPod Smart Napping Pod involves over 15 different suppliers, more than 10 partnering companies, 2 engineers, 4 industrial designers, and 5 software developers. Over 30 people are actively developing the product. Major AirPod Unit's components are custom produced, made by the AIRPOD team and partnering companies. Once finished, the components will be transported to our warehouse. The team of assembly workers will assemble AirPod Units.

## FEATURES

- Zero gravity seat that converts into a bed
- Anti-stress technology
- Sound reduction technology
- Smart technology, remembering your previous habits, desires, and settings
- Free access to Amazon Fire TV
- Free High-speed Wi-Fi
- Power sockets (USB/electricity)
- Working desk
- Luggage and personal belongings storage
- Air Condition & HEPA filter
- Self-disinfection LED system
- Booking via the internet, mobile application (iOS, Android) on the spot or in advance
- Easy to use - AirPod Unit control through single control operating panel
- Different payment options - credit cards, debit cards, crypto payment
- Parental control
- Fire suppression system
- Emergency button



# FORM FACTOR

height: 2,10 m

length: 2,86 m

width: 1,54 m

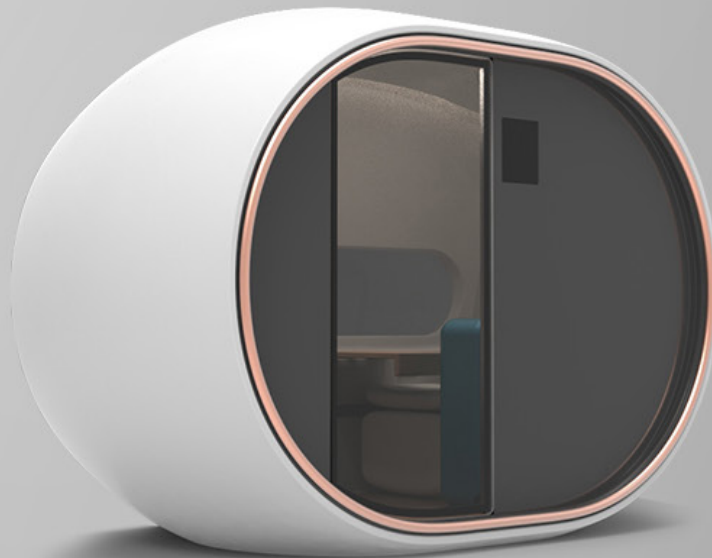
# INTELLECTUAL PROPERTY

- registered brand
- AirPod Unit as an intellectual property
- individual components, such as: disinfection system, control over temperature and humidity in the unit
- Anti-stress technology, smart glass technology, AirPod Unit control through smartphone and more.

# DEVELOPMENT ROADMAP

**GOAL 1:** 1000 AirPod Smart Napping Pod placed on airports

**GOAL 2:** 10000 AirPod Smart Napping Pod placed on public places



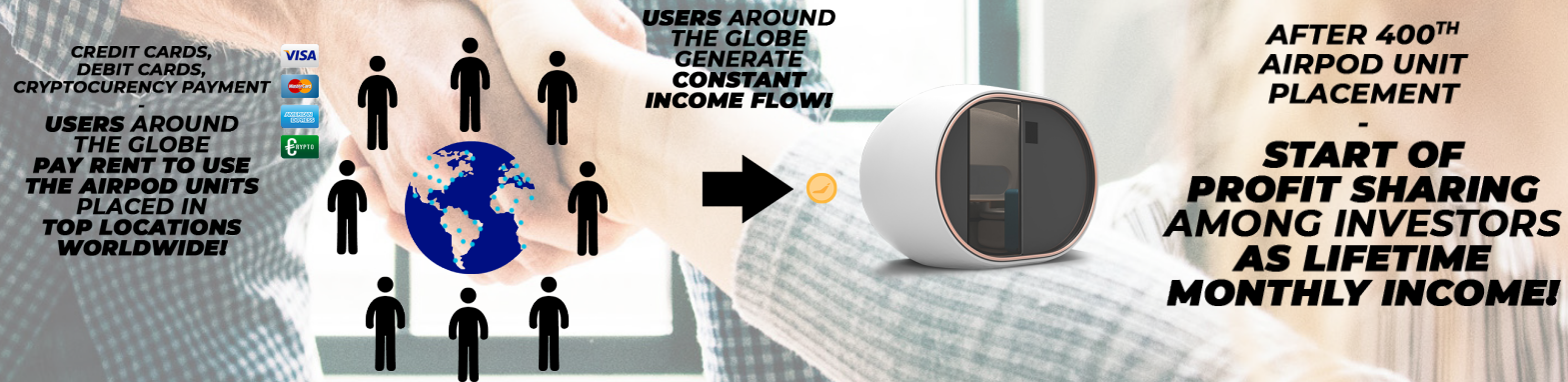


# BUSINESS MODEL

## REVENUE MODEL AND PRICING

Our revenue comes from renting AirPod units in top locations worldwide. Rent price will depend on the location, but will not be lower than 15 EUR/h.

## SALES AND DISTRIBUTION MODEL:



## LIFETIME VALUE

After the placement of 400th AirPod Unit the company will start to share profit among its investors. Revenue that AirPod Units generate is split into 3 parts when distributed:



## MONTHLY REVENUE CALCULATION

$$6h \times 15\text{€} = 90 \text{ €} \times 30 \text{ days} = 2700\text{€}$$

(est. average occupancy per day) (est. rent cost per hour) (one month) (GROSS REVENUE)

$$(Deducted COSTS - up to 50\%) = 1350\text{€}$$

(up from 1350€) (NET REVENUE)

$$2700\text{€} - 1350\text{€} = 1350\text{€}$$

(up from 1350€)

**80%**

**INVESTORS**

**20%**

**APOD TECHNOLOGIES OÜ**

CURRENT AIRPORT SLEEPING POD DAILY OCCUPANCY IS APPROX. 12h AS STATED IN SIJOTTAJA PRO ANALYSIS.



# FOUNDING TEAM



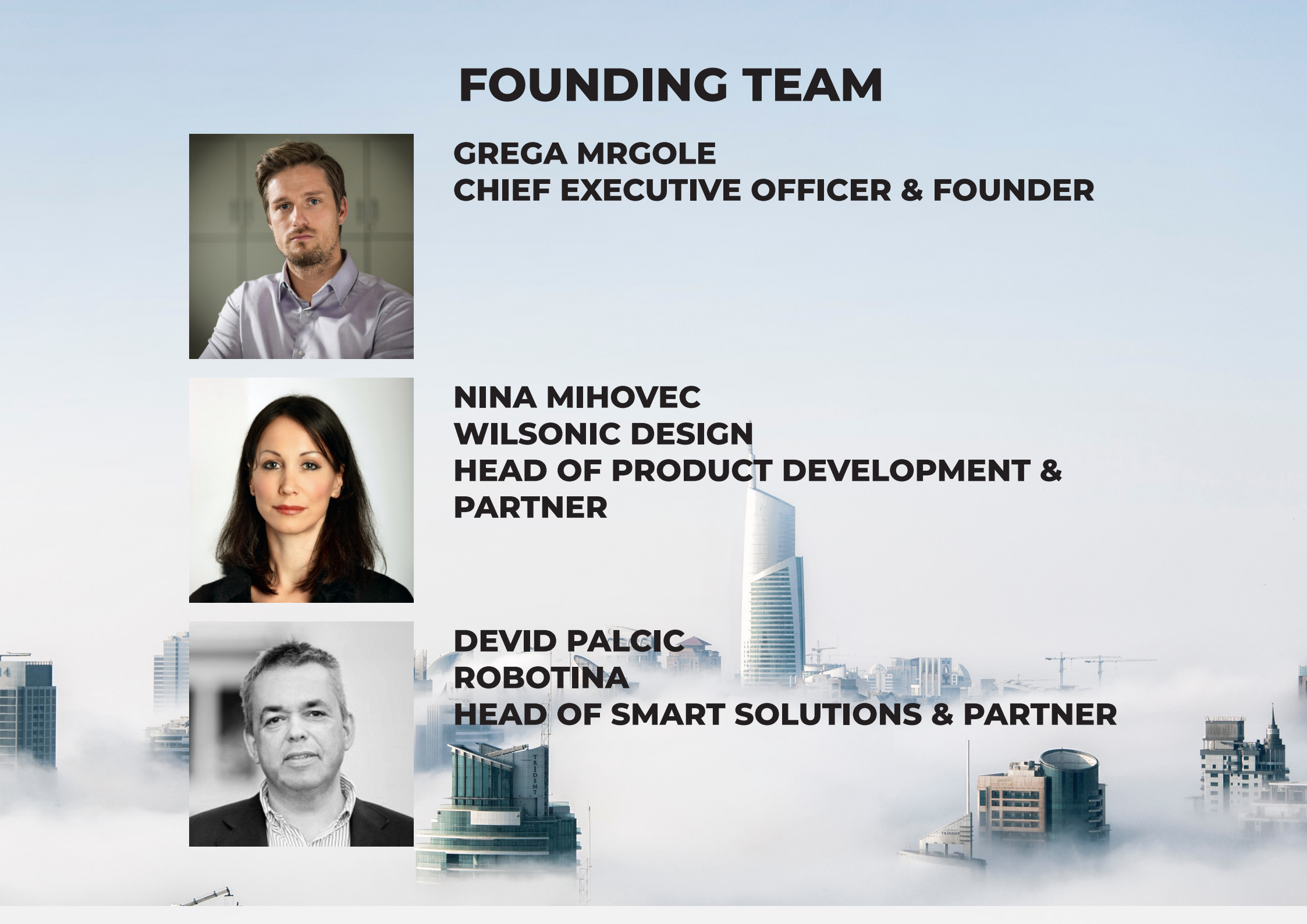
**GREGA MRGOLE**  
**CHIEF EXECUTIVE OFFICER & FOUNDER**



**NINA MIHOVEC**  
**WILSONIC DESIGN**  
**HEAD OF PRODUCT DEVELOPMENT &**  
**PARTNER**



**DEVID PALCIC**  
**ROBOTINA**  
**HEAD OF SMART SOLUTIONS & PARTNER**







**DAVID ORESKOVIC**  
**CHIEF FINANCIAL OFFICER**



**DEJAN CERNI**  
**PRODUCTION & PRODUCT**  
**DEVELOPMENT SUPERVISOR**



**MIRAN PAVLIC**  
**BUSINESS DEVELOPMENT &**  
**ANALYTICS OFFICER**



**BORUT CERNJAVIC**  
**BUSINESS DEVELOPMENT OFFICER**



**JANEZ SKOBE**  
**MEDIA AND PR DIRECTOR**



**PETRA ZNOJ**  
**MEDIA AND PR DEPUTY DIRECTOR**



**ANJA LOPERT**  
**PR ASSISTANT**



**ALES JAZBEC**  
**WEB & MULTIMEDIA SPECIALIST**



**MISA KOROSEC**  
**LEGAL ASSOCIATE PROFESSIONAL**





# PRODUCTION & DISTRIBUTION PARTNERS

## WILSONIC DESIGN

Research and development, design, construction, technical documentation and prototype development.

## ROBOTINA

Research and development, smart functions and devices, electronic components, LED lights.

## SPARTAN SOLUTIONS

Software/APP development (iOS, Android), Blockchain support, ICO consulting.

## PLASTOFORM

The outer and inner components manufacturer.

## ADRIA MOBIL

Basic unit under-construction.

## PREVENT GROUP

Interior upholstery of the AirPod Unit and AIRPOD Zero Gravity Seat.

## LEMUR LEGAL

Blockchain legal advising.

## COLLINSON GROUP (PRIORITY PASS)

Global distribution partner.

## SHEEP ANYWHERE

Americas distribution partner.

## WILSONIC DESIGN





# FINANCIALS AND CAP TABLE

	2019	2020	2021	2022	2023	TOTAL
TOTAL REVENUE	540.000 €	10.800.000 €	28.620.000 €	32.400.000 €	44.712.000 €	117.072.000 €
TOTAL COST	1.959.800 €	11.677.500 €	20.122.100 €	18.125.500 €	24.650.860 €	76.535.760 €
EBITDA	- 1.419.800 €	- 877.500 €	8.497.900 €	14.274.500 €	20.061.140 €	40.536.240 €
EBITDA margin			30%	44%	45%	35%
NET PROFIT	- 1.419.800 €	- 877.500 €	7.223.215 €	12.133.325 €	17.051.969 €	34.111.209 €

