# NINE STUDIOS LTD

Bringing the smart home to the masses

# OPPORTUNITY

2010 — 2015

*"Global smart home market to double to $11 billion from 2010 to 2015"*

?

Consumers need an easier way to learn, discover and get support in purchasing and using smart home products

*"18/20 customers interviewed agreed by at least 75% with this statement"*

# COMPETITOR LANDSCAPE

Microsoft Control4 alertme belkin PHILIPS Google

iHome Harrods SONOS SMARTHOME John Lewis

amazon.com

- Largest online retailer of technology products
- Doesn't offer help with using products
- Sells all products rather than focussing on the best
- Doesn't show the links between product use

- Technology store and manufacturer
- Physical and online store
- Wealthiest technology company in the world
- Discriminates to products that work with their own products

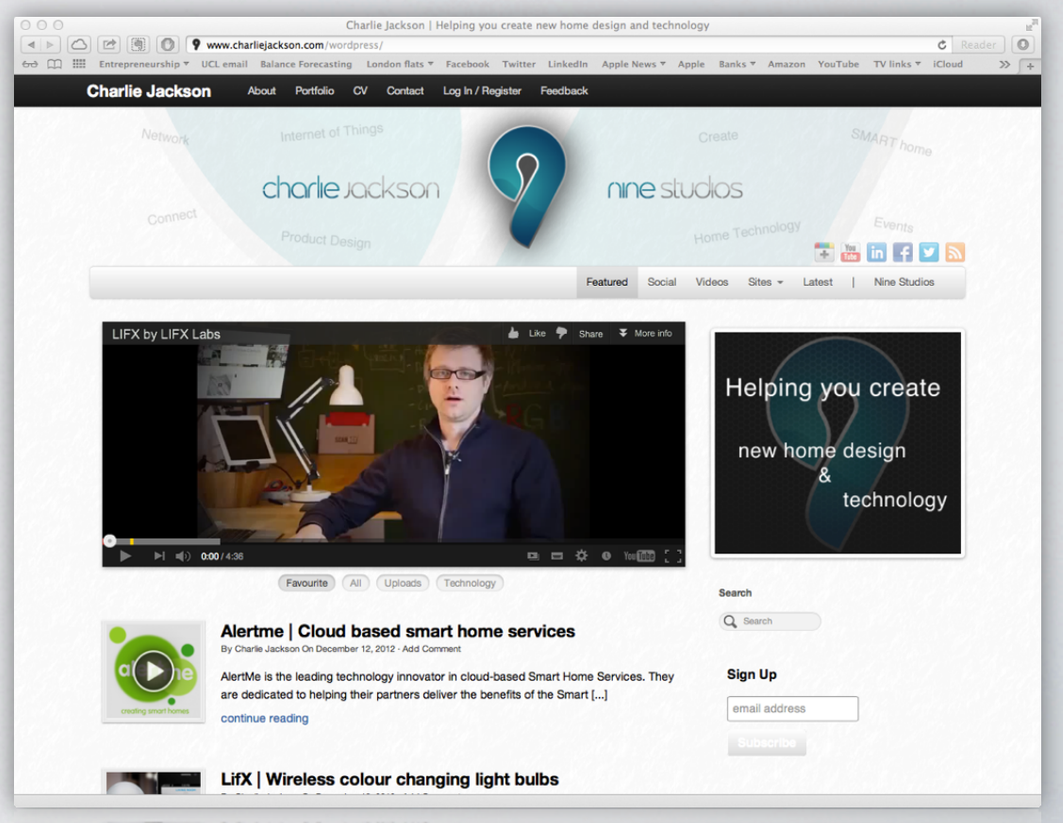
# OUR SERVICES

## Nine Store

*"Retailer selling smart home products aimed for a more mainstream market"*

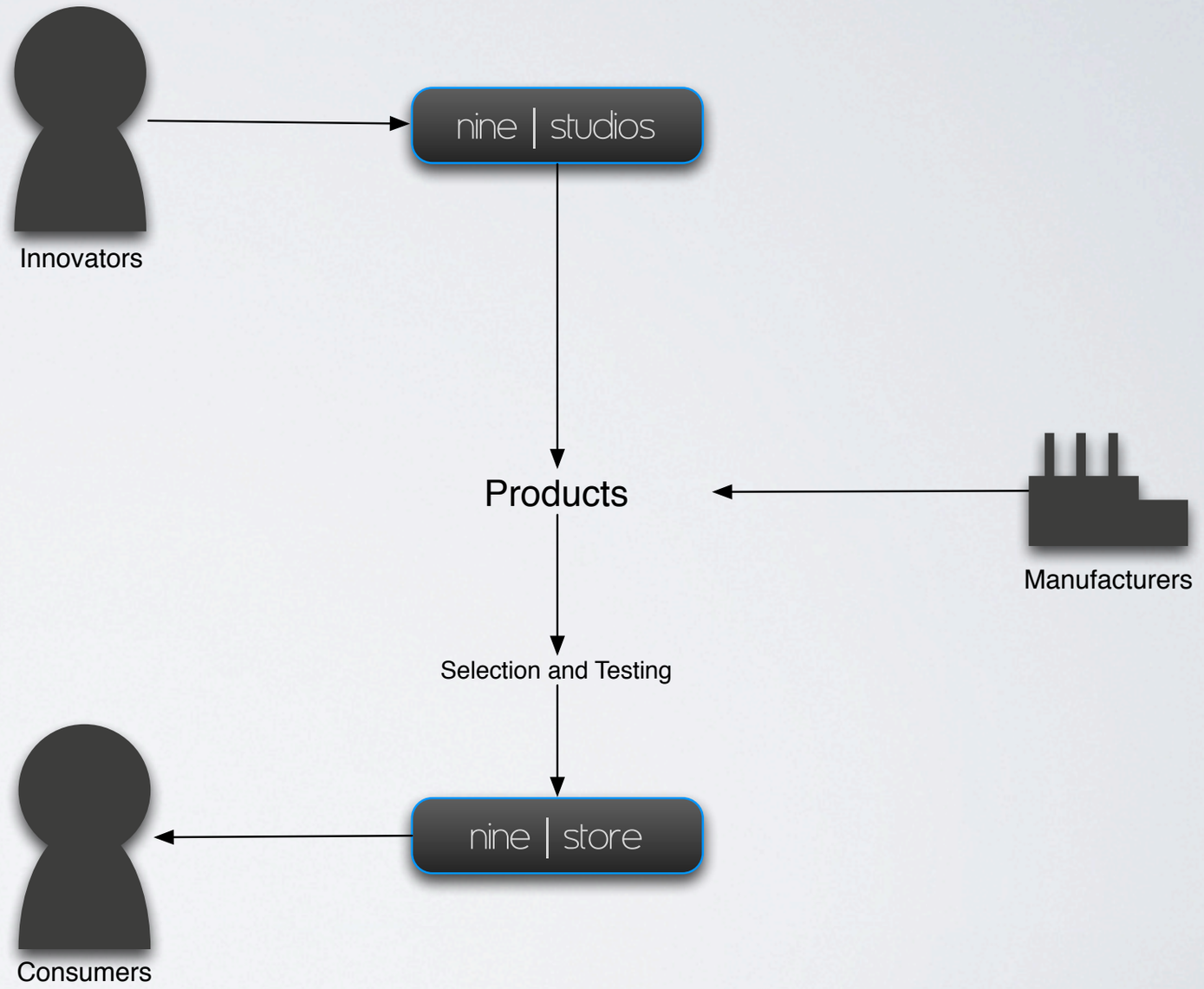
## Nine Studios

*"Online resource centre, helping people design better smart home products"*



# WHY WE WILL WIN

- Sustainable model
  - Helping people design better products we can sell
  - "Like an app store for both physical and digital products"
    - Giving them resources to design (Nine Studios) and a platform to sell (Nine Store)




- Lots of flexibility
  - The structure of the company is based around learning about this market and industry.

# TEAM

- Charlie Jackson
  - Founder
  - Product design engineer
  - 2 years working in this industry
  - 2½ years entrepreneurial experience

Looking for...

- Programmer
- Operations and business management
- Marketing and sales
- Experience in this industry

# MARKET

## Nine Store

### Total Addressable Market

*We are targeting an $11 billion (by 2015), worldwide opportunity for the smart home market*

# METRICS AND CUSTOMERS

- On track for a January website beta launch
- 9/20 of customers went on to purchase a smart home product when shown in an interview

## Nine Store

## Nine Studios

- First website prototype launch
  - Week 1 - 186 Views
  - Week 2 - 307 Views

# FINANCIALS

Too early for a financial forecast

- Selling products and services
  - The initial online store would make money through affiliate sales

## Nine Store

## Nine Studios

- Premium subscription for access to more content and services