

## Professional guitars with patented folding technology for impossible portability

[PITCH VIDEO](#) [INVESTOR PANEL](#)



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### Highlights

- 1 Guitar Player Magazine "Editor's Pick" & named "most convenient guitar in the world" by Forbes
- 2 Recommended by Nasdaq as top equity crowdfunding campaign to invest in
- 3 Patented technology eliminates guitar travel & mobility problem in a \$2.79B market
- 4 Full product pipeline, including premium electric, mid-tier electric, carbon fiber acoustic, & bass
- 5 Pitched & was granted setup of free airport guitar lounge—a priceless in-airport marketing channel
- 6 One of 13 companies out of 300+ chosen for NEC's Project Music, a leading music startup accelerator
- 7 CEO is IP Exec & Patent Attorney. Chief IP Counsel for "Start-up to \$1BB" Medical Device accelerator
- 7 CEO is IP Exec & Patent Attorney. Chief IP Counsel for "Start-up to \$1BB" Medical Device

### Our Team



**Jonathan Spangler** CEO and Founder

Medical device executive and 20+ year patent attorney turned entrepreneur, Jonathan Spangler invented the Ascender folding travel guitar - recipient of coveted Editor's Pick from Guitar Player Magazine as the first ever pro-quality travel guitar.

I personally experienced the pain points of guitar air travel and knew there had to be a better solution. As a patent attorney, I told clients "if you don't like your options, make what you want." I finally took my own advice,

and invented the Ascender so people who travel can have a convenient yet quality guitar always at the ready.



**Eric Dorton** President and Chief Commercial Officer

Proven leader in sales and marketing, formerly with Seymour Duncan. Prior to his successful entry into the Music Industry, Eric helped build Barefoot Cellars into a global brand that was purchased by EJ Gallo.



**Brent Rivard** CFO

Senior executive with broad experience in all operations and financial aspects of both large public and small private companies. Co-founder of Salesforce.com business sold to Rackspace in 2018.



**Tommy Benson** Consultant, Artist Relations & Education

25+ years experience teaching and performing on the instrument he is most passionate about - Guitar! 250K and growing social media presence and host and producer of the syndicated FM radio program Jazz Quest in Laguna Beach CA.



**Tracy Judge** Advisory Board - Events and Marketing

Tracy is an entrepreneur with 15+ years of experience in marketing + events. She is on the International Board of Directors for Meeting Professionals International and was recently recognized as Connect Meetings 40 under 40.



**Timothy Johnson** Advisory Board, Engineering & Quality

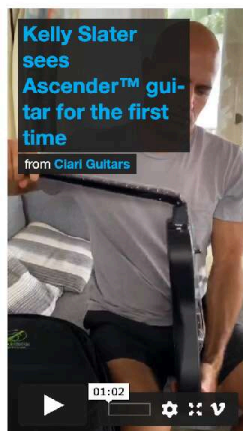
30-year EE on founding engineering team for two industry changing products, including iPhone and Apple Watch. Guitarist, band member, sailor and family man.

## Join Ciari Guitars in disrupting the guitar industry with our patented folding technology

Debuted on the Ascender™, our premium electric model, our guitar startup's impressive engineering allows professional grade guitars to fold into a compact size, finally making the world's most popular instrument impossibly portable. Future plans include mid-tier electric guitars, carbon fiber acoustic guitars, and even short-scale bass guitars—and we're turning to investors to raise \$1M to scale our growth exponentially.

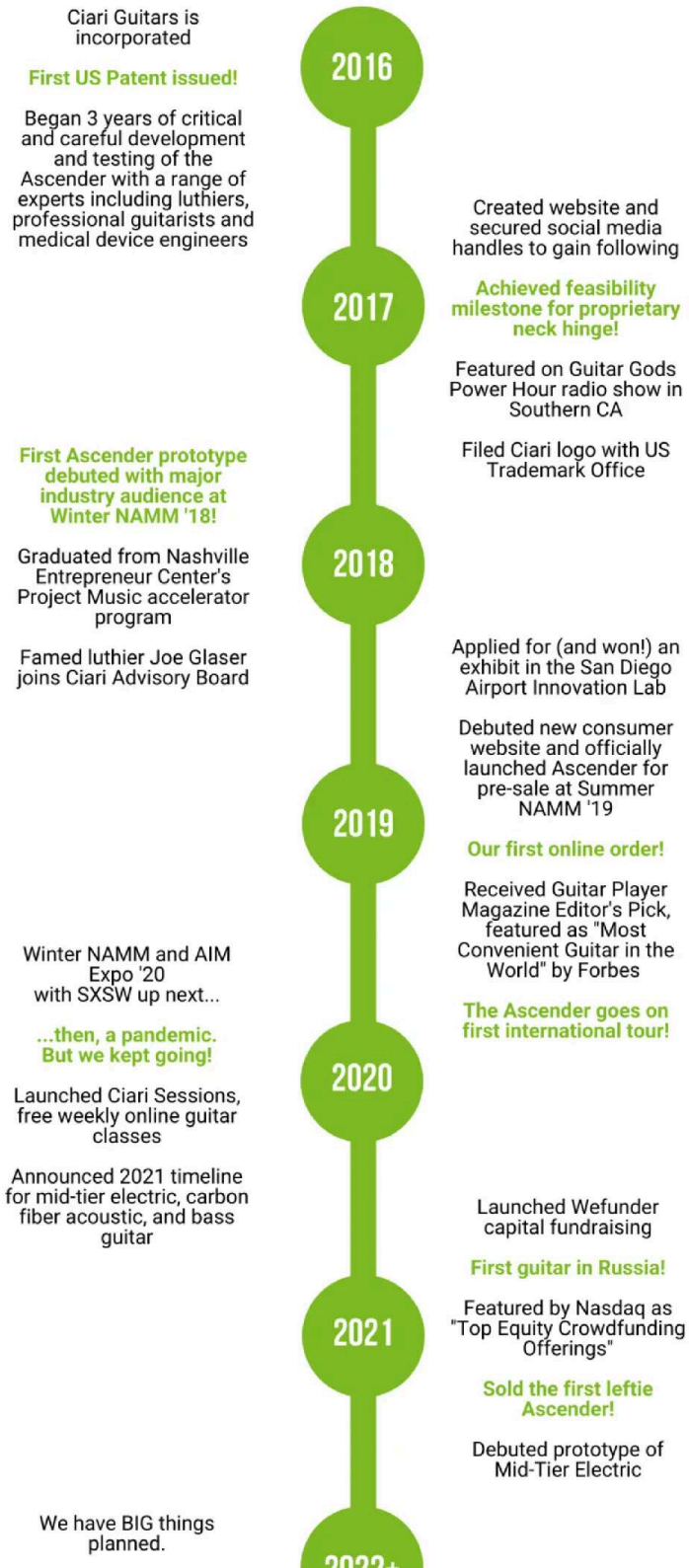
### "It's in tune?!"

Before we go further, one of our favorite things is sharing guitarists unfolding the Ascender for the very first time. You might have the same reaction as Kelly Slater. We recommend you expand to watch full screen.



## Incredible, right? Now, let's go back to where we started and where we're going:

Our journey of music-tech disruption started in 2016, when we incorporated and began the development of our guitar innovation after our first US patent was issued. Since then, we've created the first-ever premium travel guitar — one that folds in half yet boasts pro-quality and unparalleled convenience for stress-free guitar mobility and storage.



"I think post-pandemic, it's going to be the Roaring 20s again. I think you're going to see an explosion of travel and entertainment. That's where I'm investing most of my capital, and I think you guys are at a great juncture for what you're doing with your guitar."



**Hany Nada**  
Trusted Financial  
Advisor and Co-  
Founder & Partner  
at ACME Capital



**Chris Graebe**  
Co-founder & CEO  
of StartupWire  
and angel investor

"There are an estimated 25 million guitarists in the U.S. and another 25 million that are interested in learning the guitar. This number is on the rise and has been for years. Growth spiked during COVID-19. As folks sat bored at home, many of them decided to pick up the guitar. This brought thousands of new enthusiasts onto the playing field."

"It used to be a really emotional time, boarding a plane [with a guitar] and having these people give you a hard time. You can't bring your instrument on. It's like, this is my livelihood, I've gotta be able to do it. Now [with the Ascender], that has completely been eliminated... it's really taken a lot of stress out of traveling."



**Jake Morelli**  
World touring  
musician and  
guitarist for Bruno  
Mars, Jonas  
Brothers, & more.

## Why invest, and why now?

Guitars have been around for 100 years and have always been the same size — large. We're changing that with our patented folding technology, which enables our full-size, Nashville-crafted guitars to fold in half for impossibly portable backpack storage. All of the functionality, none of the inconvenience.







## THE PROBLEM

- Guitar left at home to eliminate risk
- Broken guitar and/or excess baggage fees
- Bulky and inconvenient instrument
- Storage challenge in compact spaces



## THE SOLUTION

- Real guitars that fold
- Premium quality for professionals
- Smallest travel size on the market
- Backpack portability, TSA compliant
- Storage space saving of nearly 50%

## We've proven demand

We started with accelerators—putting the Ascender to the test at the globally renowned music-tech accelerator, Project Music in Nashville, Tennessee, and the San Diego Airport Innovation Lab. Leveraging these successes, we hit our 2020 targets with 40+ guitars sold and ~150K in revenue.

PROJECT MUSIC	SAN DIEGO AIRPORT INNOVATION LAB	TRACTION
 <ul style="list-style-type: none"> <li>• CHOSEN FROM 300+ APPLICANTS</li> <li>• RECEIVED INVESTMENT FROM KEY MUSIC INDUSTRY EXEC</li> </ul>	 <ul style="list-style-type: none"> <li>• CHOSEN FROM 200+ APPLICANTS</li> <li>• TESTED PROPRIETARY "MUSIC OASIS" FREE GUITAR LOUNGE</li> <li>• NEGOTIATING LONG-TERM CONTRACT</li> </ul>	 <ul style="list-style-type: none"> <li>• AVG SALE PRICE \$3.5K</li> <li>• REVENUE \$150K</li> <li>• 6,786 INTERESTED LEADS</li> </ul>

And... it doesn't hurt to be a patent attorney

A patent attorney with a passion for music? The perfect storm. At the heart of the Ascender is a feat of engineering, the patented folding mechanism. To protect this, we've covered the Ascender with multiple US and international patents and applications. You'll find us talking about this quite a bit, because according to Chris Graebe, our patent is one of the most attractive things about our potential. Our CEO is and IP Executive & Patent Attorney with deep experience including at USPTO, Leading IP Law Firm, and Chief IP Counsel for "Start-up to \$1BB" Medical Device Co.



#### PATENTS

3 US Pats  
10 US Apps  
4 Int'l Apps  
(EU, JP, CN, KR)



#### TRADEMARKS

Ciari - Fed Registered  
Ciari Logo - Registered



#### DOMAIN & HANDLES

CiariGuitars.com  
@ciariguitars



#### FREEDOM TO OPERATE

Clear from 3rd party  
Patents and Trademarks

## The word has gotten out about Ciari Guitars

We've been featured by Forbes, CNN, and USA Today; and we were honored to receive the coveted Editor's Pick from Guitar Player Magazine. And all the buzz is paying off!

GuitarPlayer

Forbes

GUITAR

USA  
TODAY

CNN

PREMIERGuitar



**Michael Ross**  
Editor  
Guitar Player Magazine  
*Selected the Ascender as  
Editor's Pick, August 2019*

"Guitar companies have been making travel guitars for a long time, but the Ascender is the first one that can be used professionally as a backup guitar or even as a main instrument."

"The Ascender is the most convenient guitar in the world."



**Shep Hyken**  
Forbes Contributor  
& Respected  
Keynote Speaker

## Now, let's hear the Ascender in action!

By the way, our Ciari Guitars Artist Showcase is 04/28 at 5pm with big names like Kelly Slater, the Revelries, and more. Click [here](#) to RSVP.



## Our growth strategy

We're taking a hybrid sales approach designed to help us scale rapidly, and we're primed for success in retail via our deep industry relationships with some of the world's top music retailers. Our strategy includes:

### SALES

HYBRID SALES VIA DIRECT TO CONSUMER, EXCLUSIVE RETAIL, AND AFFILIATE SALES

LEVERAGES TREND TOWARDS ONLINE GUITAR SALES, WHICH NOW ACCOUNTS FOR 50% OF ALL GUITAR SALES.

### KEY RETAIL TARGETS

LEVERAGING DEEP INDUSTRY RELATIONSHIPS

**th·mann** **Sweetwater®**  
MUSIC IS OUR PASSION

### MARKETING

MULTI-CHANNEL STRATEGY

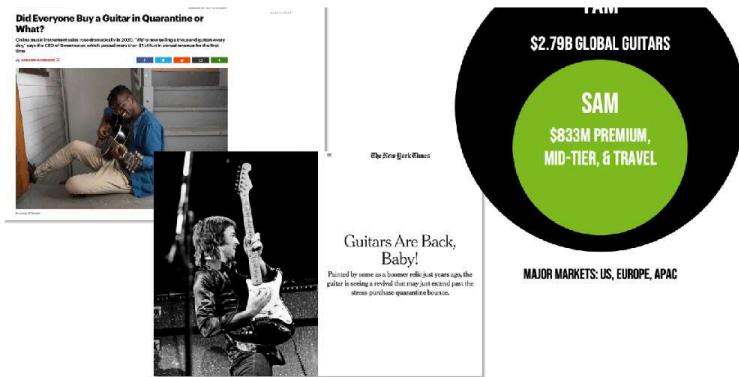
- DIGITAL MARKETING
- VIRTUAL DEMOS & LESSONS
- CO-BRANDING & PARTNERSHIPS
- IN-AIRPORT MARKETING

The World's Top 30 Music Products Retailers		
1	Guitar Center, Inc.	USA \$2,300,000,000
2	Musikhaus Thomann	Germany \$1,024,800,000
3	Steinhardt	USA \$725,000,000
4	Long & McQuade, Ltd.	Canada \$397,562,000
5	Sam Ash Music Corp.	USA \$380,000,000
6	Shimamura Music Co., Ltd.	Japan \$354,365,134
7	American Musical Supply	USA \$336,000,000
8	Parsons Music Limited (Retail)	China \$303,000,000
9	Yamaha Music Retailing Co., Ltd.	Japan \$265,720,000
10	Sound House	Japan \$170,000,000

## The market is ready, and guitar sales are surging

During the pandemic, guitar sales surged as people found comfort in learning or honing a skill and expressing themselves through music. Guitar Center's online sales more than doubled. Sweetwater's sales increased 40% (and surpassed \$1B for the first time ever). Searches for acoustic guitars and acoustic guitar amps increased by 50%. With this surge, and the eventual return to mobility due to vaccines, Ciari Guitars is positioned to be the solution of choice for guitarists on the move in a global market of \$2.79B.





While travel guitars are not new, none have combined the quality and convenience of the Ascender. As such, Ciari Guitars stands alone in the guitar industry with market-making innovation, ready to be THE leader in guitar mobility. Here's how we compare:

**COMPETITION**

FEATURE	PARLOR	ALTERNATE SHAPE	REDUCED FOOTPRINT	CIARI ASCENDER
"UNDER SEAT" CONVENIENCE	✗	✗	✗	✓
STAGE-WORTHY QUALITY	✓	✗	✗	✓
TRADITIONAL LOOK/FEEL/PLAY	✓	✗	✓	✓
EASY STRING MANAGEMENT	✓	✓	✗	✓

### We're not stopping at the Ascender!

Innovating is how we got here, so we're not stopping with our first iteration. Here's a look at our upcoming pipeline:



The Music Industry has a long history of acquisition, including majors like Fender, Yamaha, Gibson and newcomer music-tech powerhouse Bandlab. Between our strong IP and robust sales strategy, we project being well-positioned to exit within 3-5 years.

### Exit Strategy: Expand product line, ramp sales, and explore acquisition in 3-5 years

Strong IP and adoption will help achieve attractive multiple on exit!





Bigsby (2020), Play  
(2016), Gretsch (2002),  
Jackson (2002), Guild  
(1995)

Ampeg (2018), Line6  
(2013), Steinberg  
(2003)



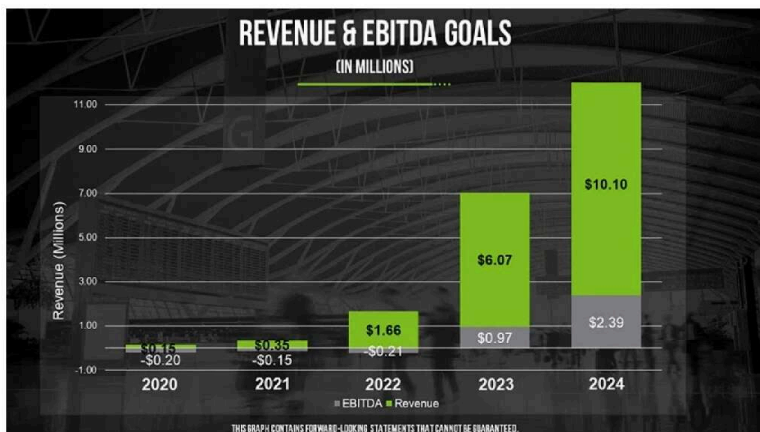
Uncut (2019), NME  
(2019), Chew (2017),  
Mono (2016),  
Composr (2016)



Woox (2014), Cerwin-  
Vega (2011),  
Steinberger (1998),  
Kramer (1997)

## This is the right time to invest.

Music has never been more important and the guitar industry is hotter than it's been in years. The number of guitarists surged during the pandemic, as did mobility in RVs, motorcycles, private jets, yachts/boats. Commercial air travel is returning, and will accelerate with the availability of Covid vaccines. People are ready to move again, and Ciari Guitars will be THE solution for guitar mobility - the right product at the right time - to capitalize on this unique opportunity.



Join us in bringing the beauty of the guitar everywhere.



**BIKES**



**BOATS**



**SHOWS**



JETS



GIGS



PLANES



RVS



SETS



RIGS



TOUR

COLLECTIONS

FLIGHTS

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## Downloads

[Ciari Guitars Investor Deck Wefunder.pdf](#)