

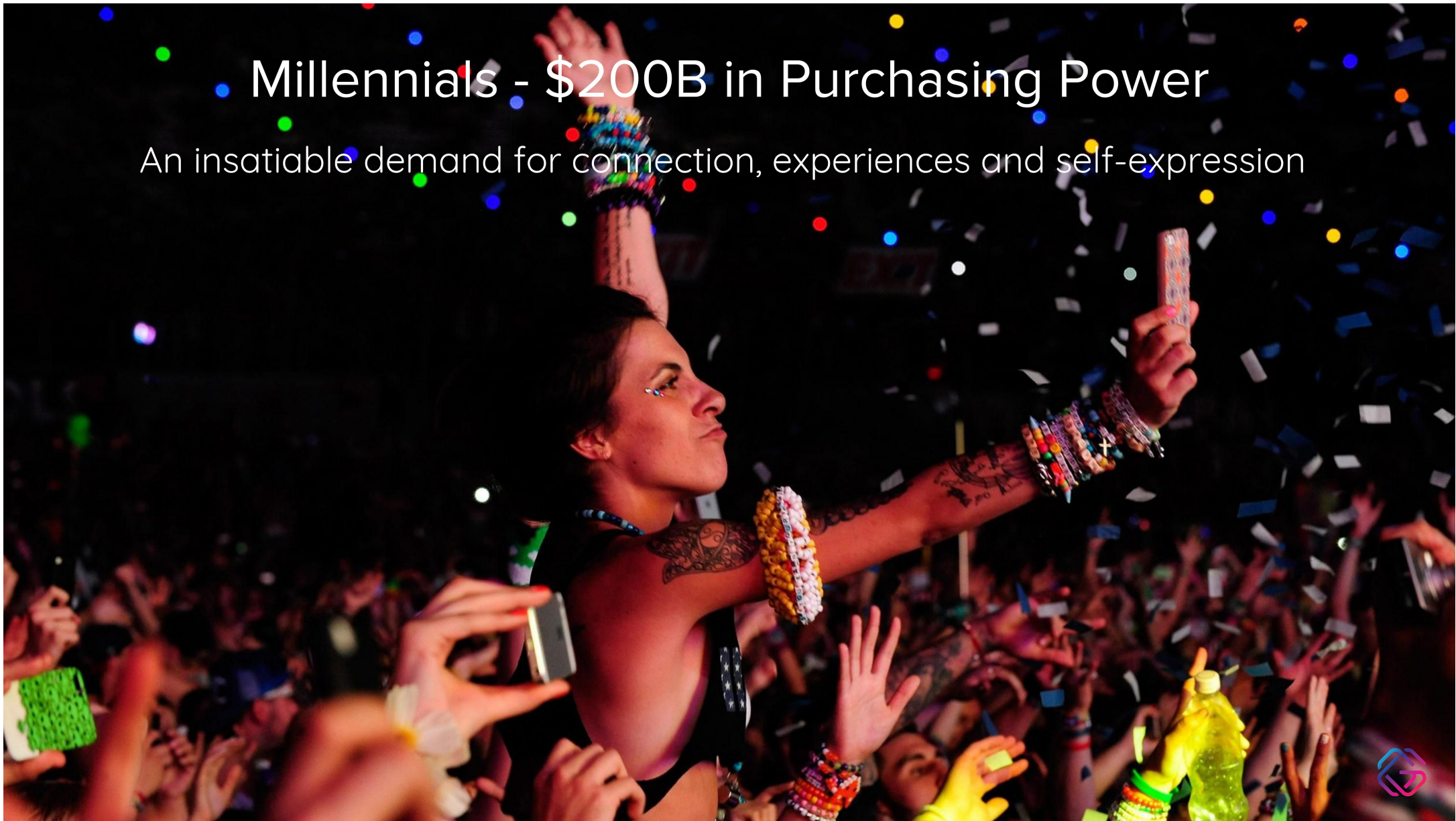
## A New Fan Engagement Platform

We connect people and their passions  
in a real-life personalized IoT network.



# • Millennials - \$200B in Purchasing Power

An insatiable demand for connection, experiences and self-expression



# The Elements of our IoT System

## Smart Bands

Respond to people, events, sound.  
Provide Event Access & Payment.

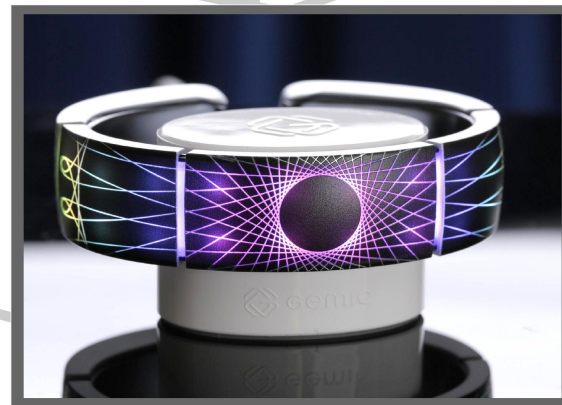
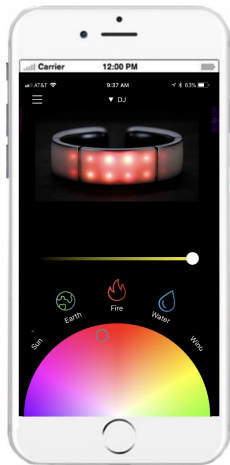


## Customizable Designs

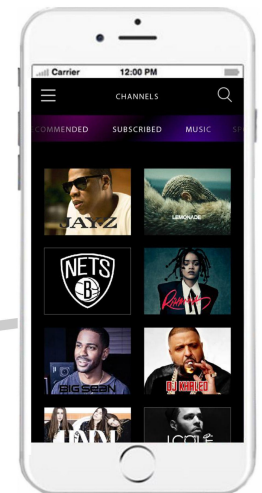
Personalized and changeable  
Printed-on-Demand



Crowd Sync  
Effects  
& DJ Control



SaaS Channels  
Sync Bands to Live  
Events/Streams

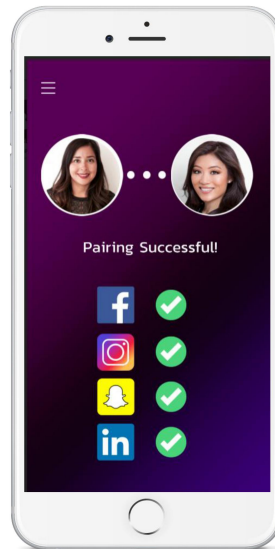


Data Model

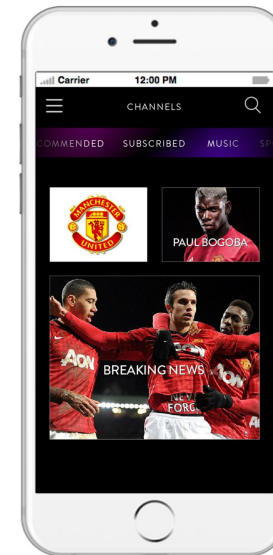


# Gemio Connects People and Communities

## Social Exchange



## Global Community



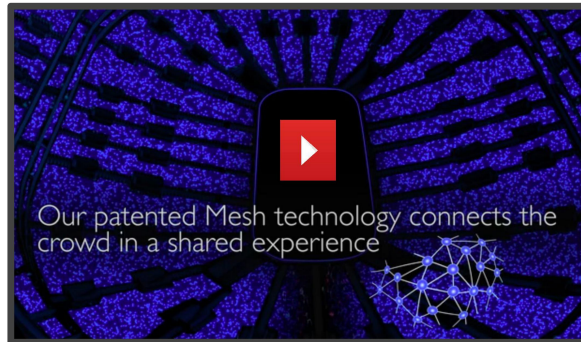
Tap bands to exchange social profiles & interests  
Bands detect/respond when friends are near  
Data creates social graph (a 'real-life LinkedIn')

Sync Band with Live Feeds (i.e. teams, players, music events).  
D2C content delivery, interaction & engagement  
Data creates a map of profiles, connections, interests

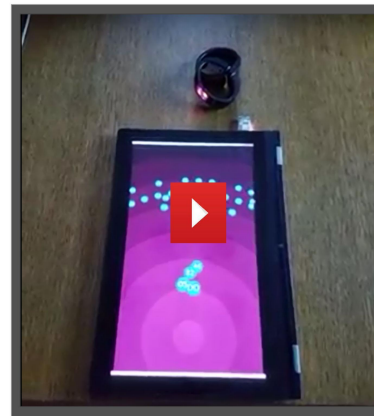


# Demos

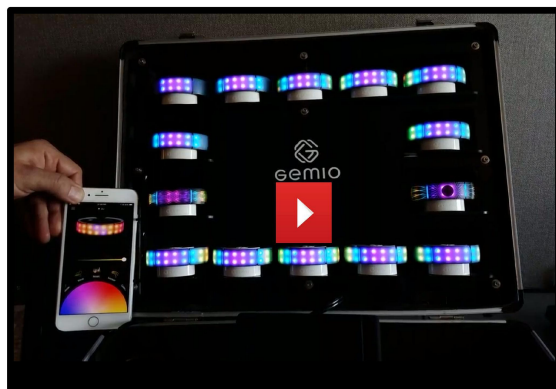
BLE Mesh for Crowd Orchestration  
at Concert/Stadium



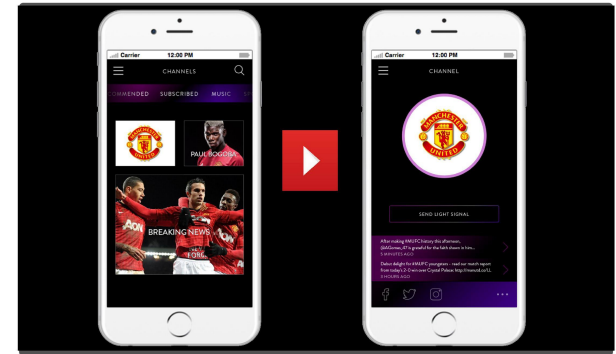
Relative Proximity  
Detect, visualize, and take  
action on devices in mesh  
E.g. In-App Purchases for social  
games, group control



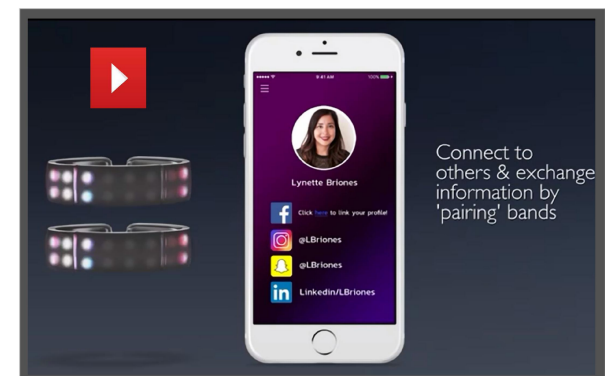
Music Mesh Response with  
DJ Control from App



SaaS Channels For Live Stream  
Sync with Global Events



Tap Bands to Exchange  
Social Profiles



# Customers Are Engaged and Excited



"I wear it everyday"

"I'm just so sad without it. I love my band so much."

"I attend shows and festivals regularly. I would love to be a voice with Gemio and advertising your product."

# Customizable Designs & On-Demand Tech

Zero-inventory recurring revenue model,  
enables brand-sponsored and crowdsourced designs



US & Foreign Patents Pending





# Powerful Data Capture Position

Variety &  
richness of user  
demographics



RFID Payment  
Bands



fitbit

hurd

PIXMOB



YouTube



Platform for  
action &  
engagement



Range of Communities

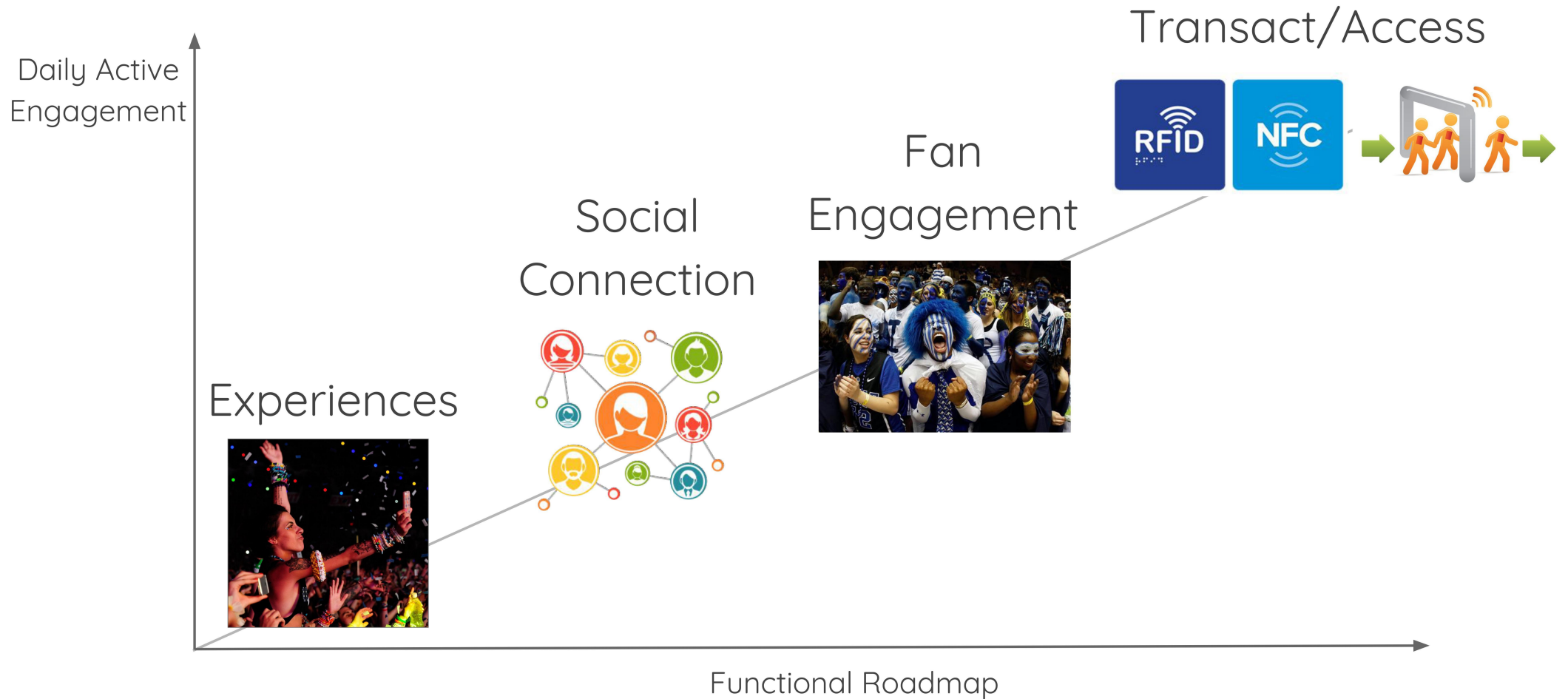


# Go To Market

Initial Focus on  
Music and Sports Fans



# Go To Market







# 2017-18 Sales and Marketing Strategy

## B2B Deals

---

To rapidly seed market in target concentrated communities.  
Music/sports/entertainment.



## B2C Virality

---

Cultivate passionate connected community into viral purchases in target market segments.



Mercedes-Benz



5K+ Bands sold B2C

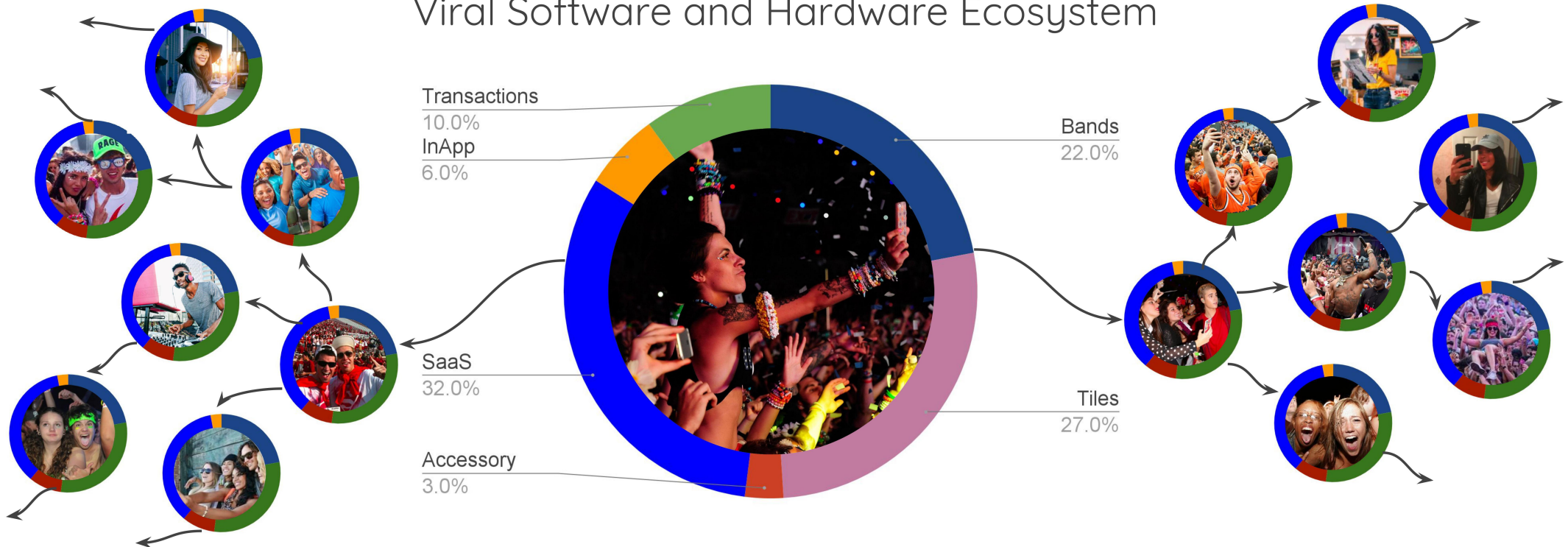
10K Tiles sold

Engaged customers

Repeat purchases

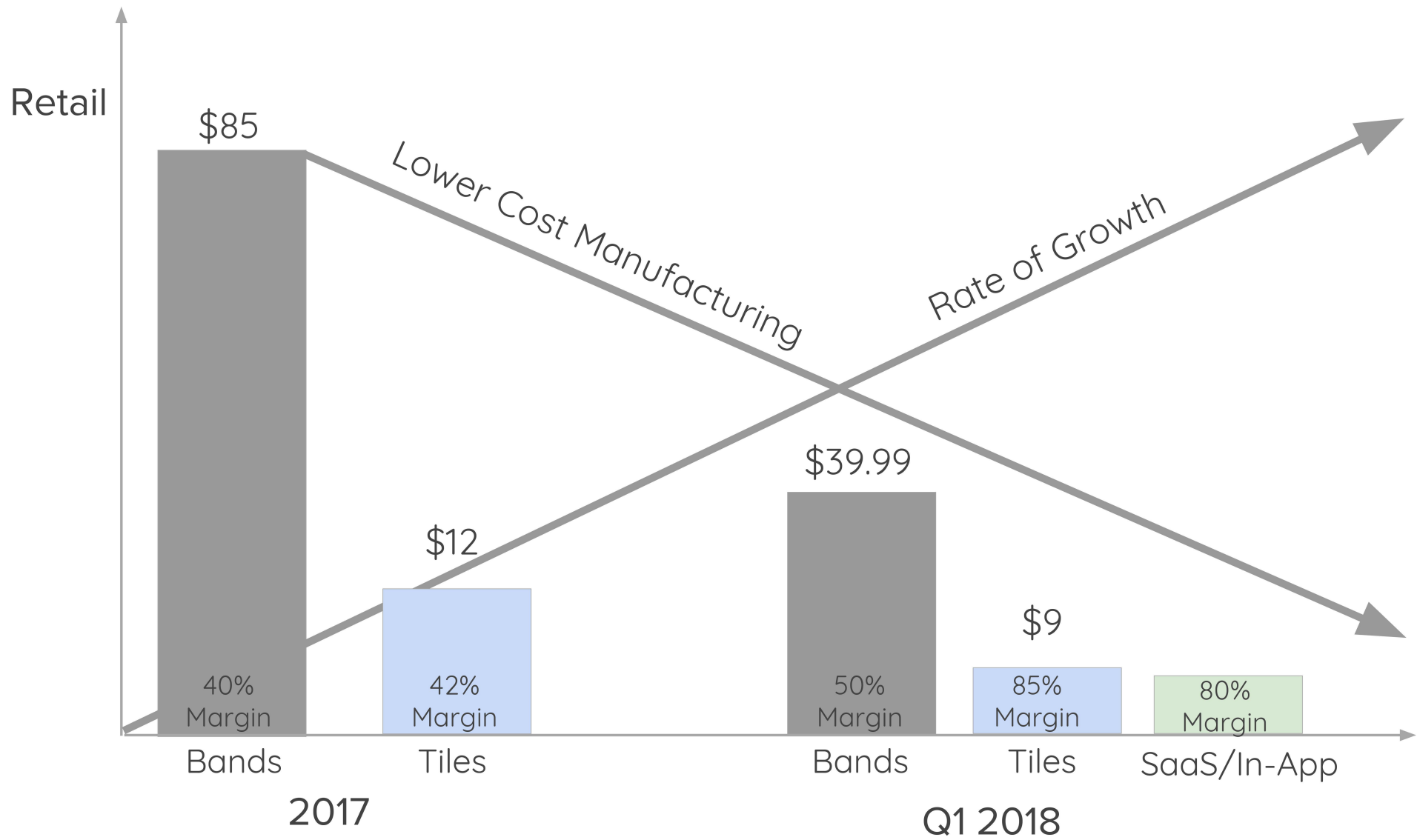
# Powerful Network Effects

## Viral Software and Hardware Ecosystem



\* Percentages are of total revenue.







## Key Numbers from Y1 Sales

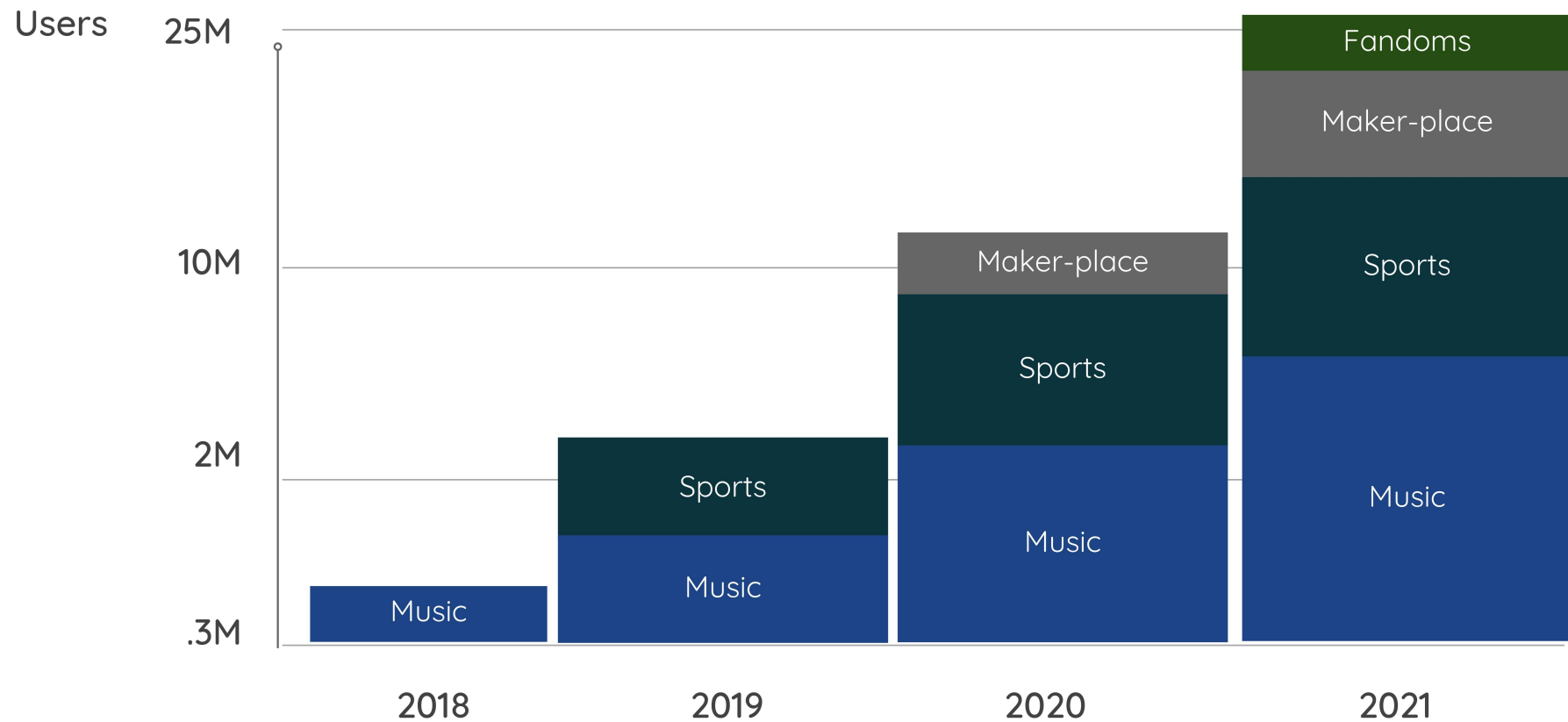
Y1 Revenue  
\$291,000

Customers  
5,000+

Tile Purchases  
4x Avg

60/40  
Men/Women

# Scale the Business Through Key Market Fanatics



# Gemio Team



**Michael Bettua, CEO**

3 Startups  
2 IPOs/\$B Exits



**Tim Chinowsky, CTO**

MIT EE, PhD Rocket Scientist  
Verathon \$300M exit



**Ed Meskill, B2B Biz Dev**

Founder of wireless interactive co's  
Advisor to several IoT start ups



**Katie Hunt, B2C Sales**

#3 Warby Parker  
CBO Hinge

## INVESTORS/BOARD



**Silknet CEO**  
\$4B Exit



**Facebook VP**  
#3 Emp



**Crocs ex-CPO**  
\$1B



**Chairman**  
IGC International

## EXPERTISE

IOT

GAMING

MAPPING

DATA

RETAIL/E-COMM

LACOSTE 

amazon.com



+ a b l e a u  
SOFTWARE

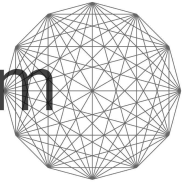


here





# Investment Thesis - New Fan Engagement Platform



1. IoT technology networks the world's devices in a powerful ecosystem.
2. Connecting people in networks has already proven to create massive businesses.
3. Our system connects people & their passions in a real-life personalized fan network.
4. Great businesses can be built on this platform...starting with wearable tech 2.0.
5. Our razor-blade recurring revenue model is working in early sales to 5K+ people.
6. Our solution has 3 inherent network effects that drive virality and defensibility.

Michael Bettua  
CEO & Co-founder

[michael@gogemio.com](mailto:michael@gogemio.com)

