



# FLUUX

QUITTING MADE EASY

# Disclaimer

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**NS** New Scientist

### Why concerns of a teenage vaping epidemic may be overblown

It wasn't the only media outlet to cover the rise in e-cigarettes, as a US government survey from that year showed that vaping among teenagers ...

1 week ago



**abc** ABC News

### Tobacco company CEOs face lawmakers questions on their role in youth vaping epidemic

... face lawmakers' questions on their role in youth vaping epidemic ...  
Surveys of teenage vape users show that Juul is overwhelmingly the ...

1 day ago



**NM** New York Magazine

### Who Thought Sucking on a Battery Was a Good Idea?

Officials are even more worried about a quieter, larger vaping epidemic: More than a million teenagers, many of whom might never have picked ...

3 days ago

**2** Idaho News (press release)

### Idaho lawmakers hear about youth vaping 'epidemic'

Idaho lawmakers hear about youth vaping 'epidemic' ... a free set of online materials that informs teens of the dangers of tobacco and nicotine, ...

2 days ago

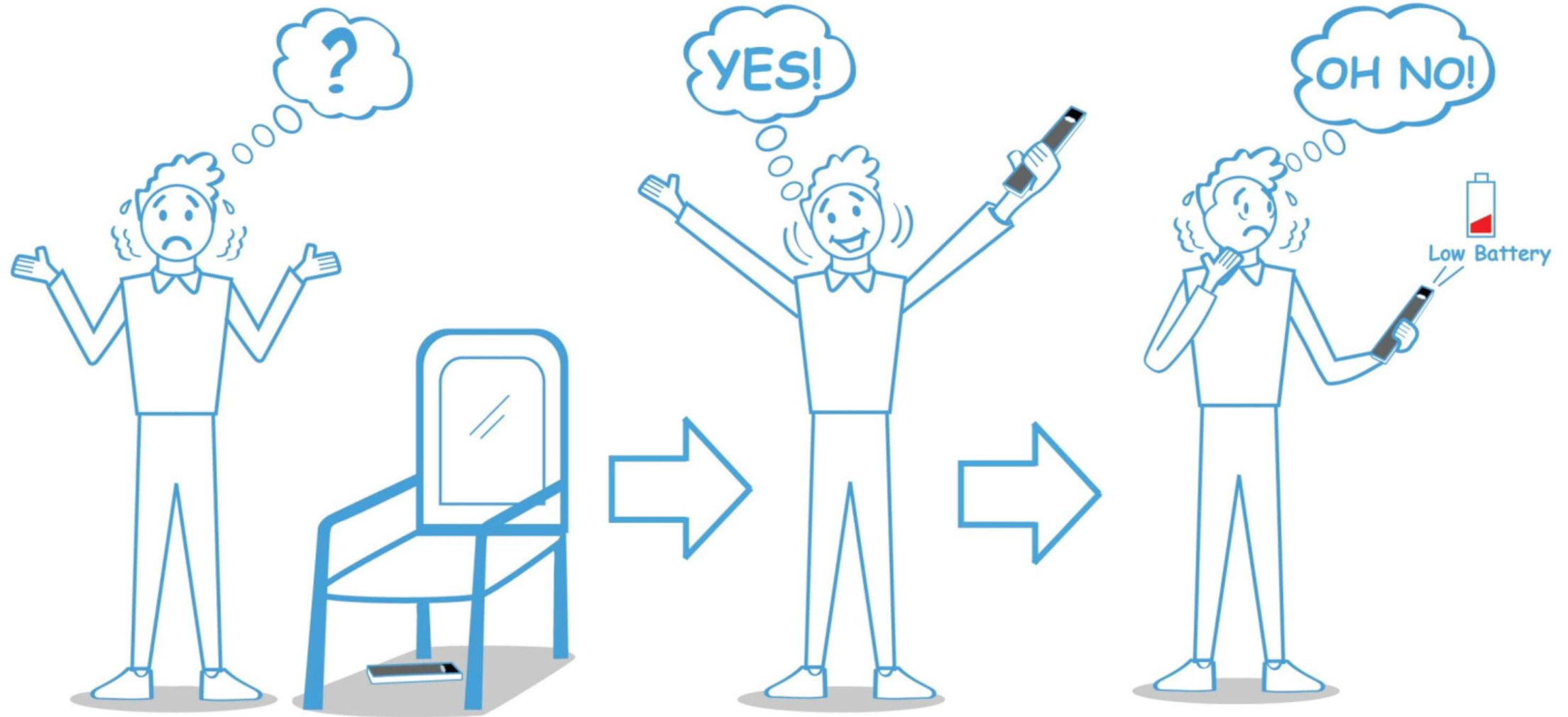


# How do we stop the vaping epidemic?

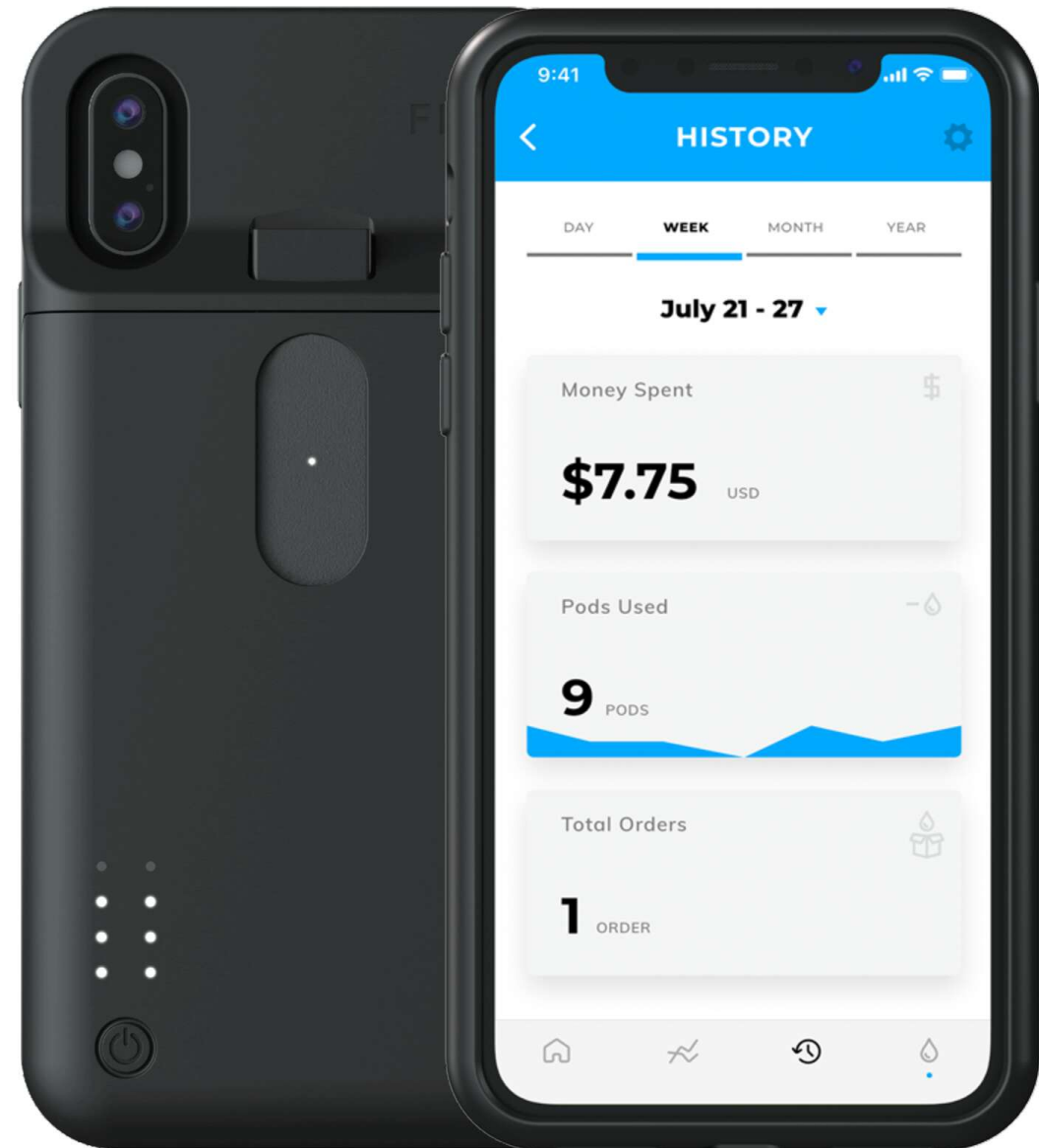


# You first solve a problem that all vape users experience.

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# Introducing FLUUX



# Problem Solved.

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## Vape & Phone Storage.

FLUUX discreetly and conveniently stores your vape, and it allows you to retrieve your vape with ease.



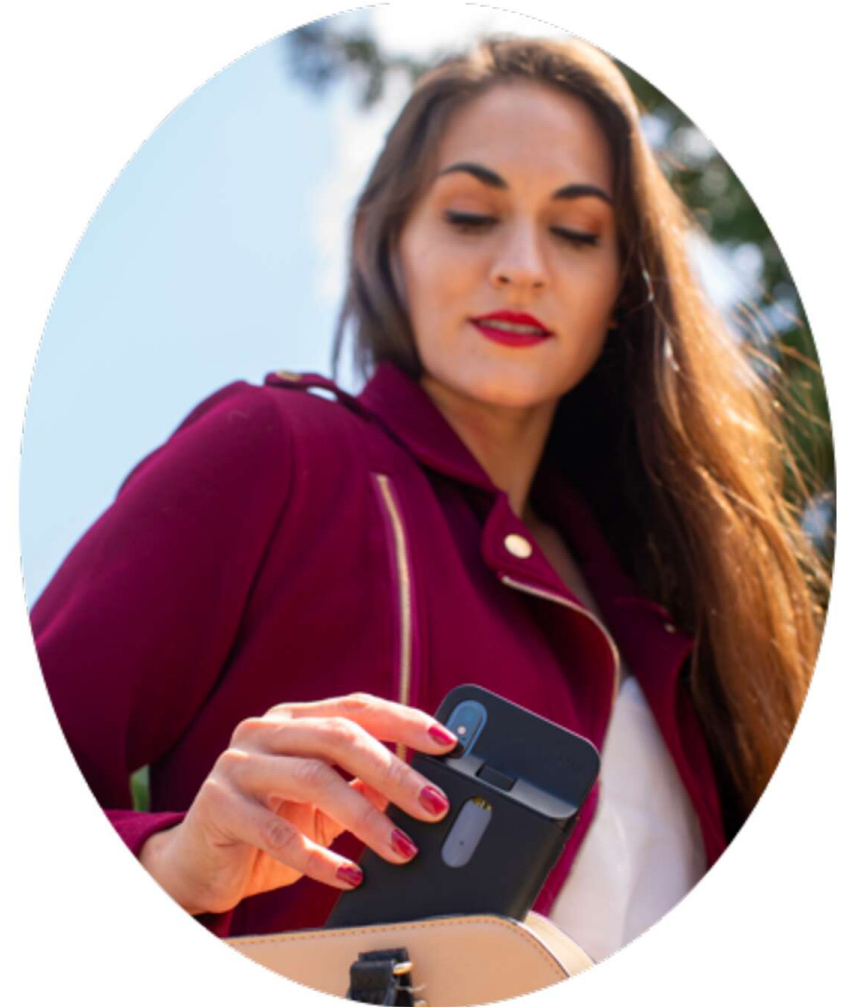
## Smart Charging.

FLUUX's technology knows your phone and vape charge and will never let them die.



## High Capacity Battery.

4000 mAh battery that can fully charge a phone gives you a full phone charge and 6 JUUL charges.



# A Suite of Services.

## MEDICATION & REDUCTION

FDA Approved plan to reduce vaping usage over 3 months.

### DOCTOR CONSULT

Consult a doctor to see what medication works best.

### CERTIFIED SPONSOR

A trained Sponsor tailors a plan and helps you stick to it from start to finish.

### ACHIEVE MILESTONES

Unlock special offers and gifts from your favorite brands as you achieve goals.

### SOCIAL SUPPORT

Share progress and join support groups.



**FLUUX**

# Information is Power.

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## **Monitor.**

Users can see how much they are vaping, spending, and its impact.



## **Set Goals.**

FLUUX gets you a coach/sponsor, doctors visit, and develops a plan to help you quit.



## **Reminders and alerts.**

FLUUX app keeps you on track by telling you when to slow down, or when you have exceeded your daily limit.



# Peeling Back the Onion.



## USER DEMOGRAPHICS

Users register with Facebook or Google, and verified via Berbix.



## USER BEHAVIOR

Fluux knows when, where, how much, and how often a user vapes.



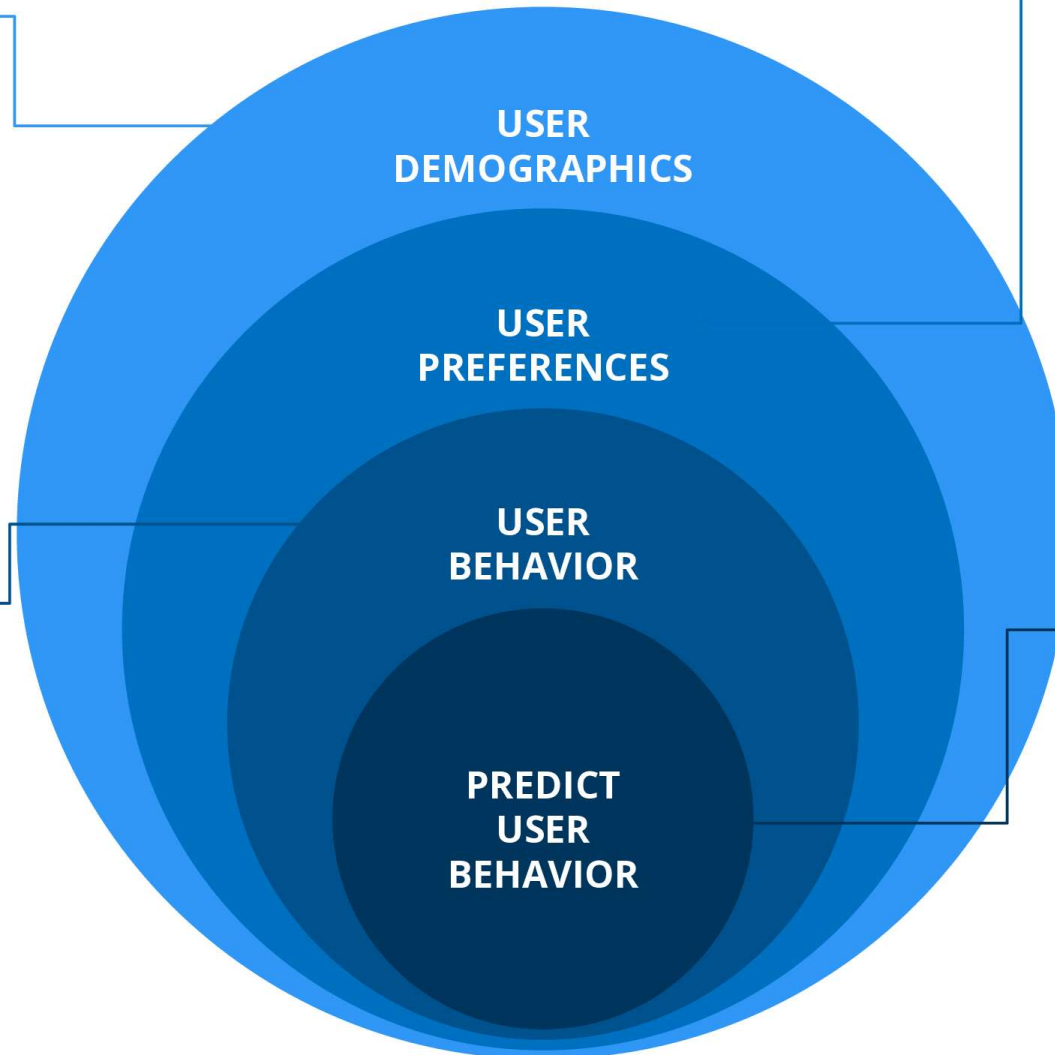
## USER PREFERENCES

We learn about the user's phone, vape, e-liquid flavors, the quantity purchased per order, etc.



## PREDICT BEHAVIOR

FLUUX learns and can predict when, where, how much, etc.



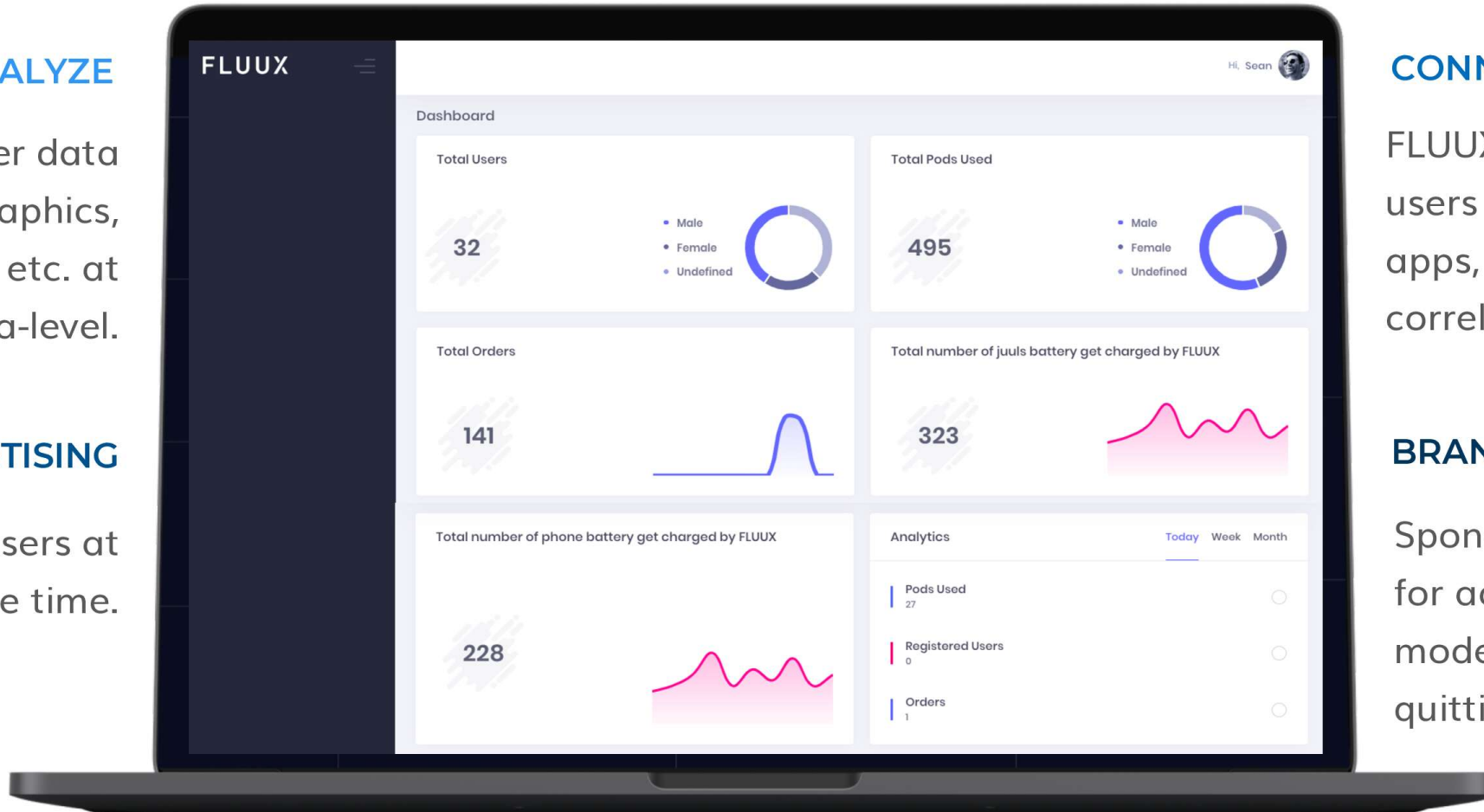
# FLUUX Enterprise

## VISUALIZE & ANALYZE

Model customer data around demographics, usage, locations, etc. at a meta-level.

## TARGETED ADVERTISING

FLUUX can target users at the most opportune time.



## CONNECT APPS

FLUUX's API allows users to connect other apps, and create correlated data sets.

## BRAND ENGAGEMENT

Sponsor gifts/awards for achieving new moderating or quitting goals.

# Why Now?

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Vaping is at an all time high. Switching off cigarettes alone is not enough. Users should have the tools to control their habit.

## The Consumption Statistics of Vapers



**\$80.20**

Average amount spent on a vaporizer or e-cigarette.



**\$60.76**

Average amount spent on vaping products (i.e. cartridges) per month.



**9.29**

Average number of vaping purchases made per month.

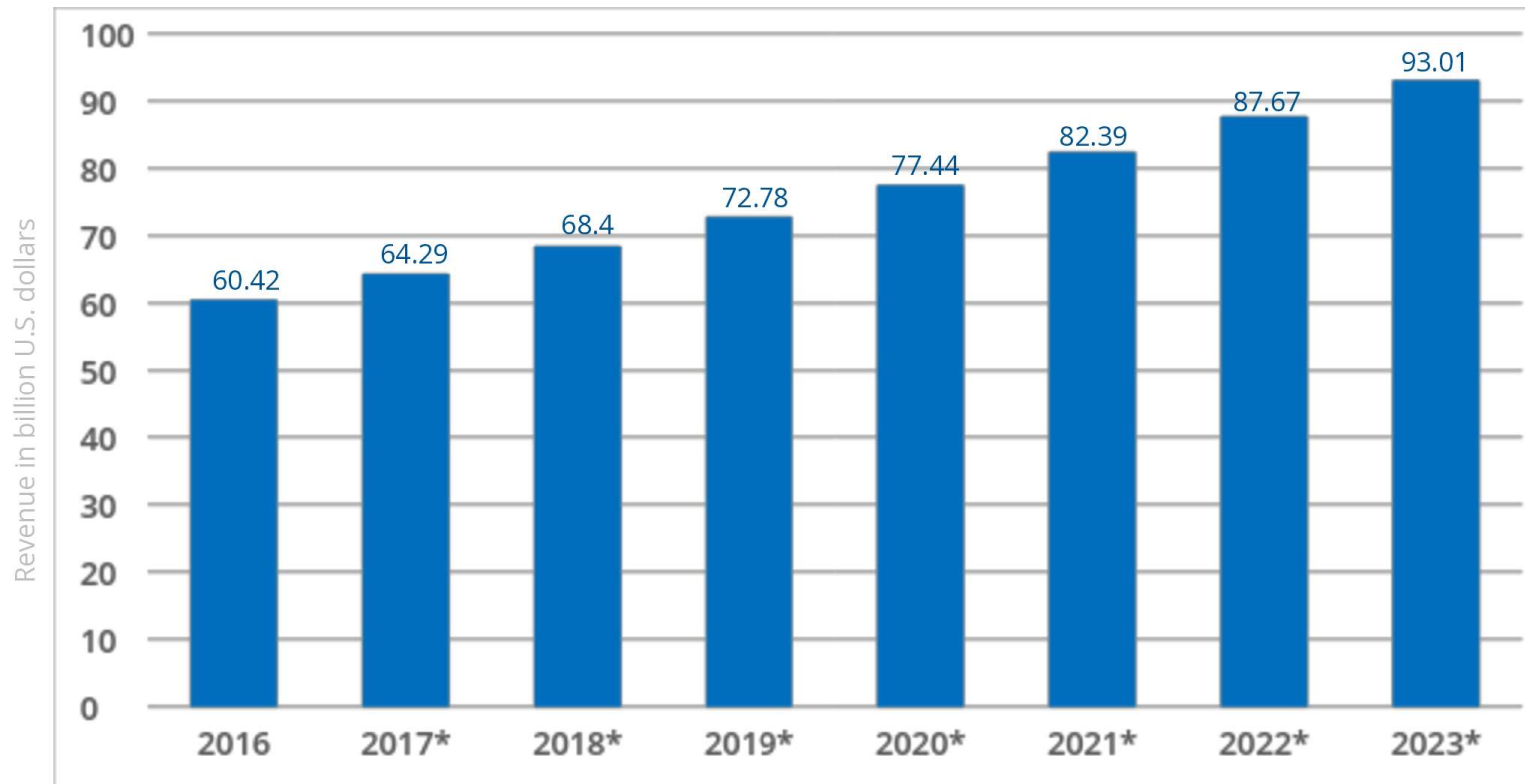


**\$6.54**

Average purchase amount of vaping product.

# Market Opportunity

**Revenue of The Mobile Phone Accessory Market Worldwide From 2016 to 2023 (in Billion U.S. Dollars)**



This statistic shows the revenue of the global mobile phone accessory market worldwide from 2016 to 2023. In 2016, the mobile phone accessory market was worth about \$60.42 billion U.S. dollars.



# Market Analysis

**300M**

Americans with  
Smart Phone

**\$53.4B**

2024 e-Cig

**21.4%**

CAGR

# Financial Highlights

## KEY METRICS

- **MSRP \$79.99/Pre-Order \$59.99**
- **66% GM on Hardware**
- **20% Commission on Pod Re-Orders**
- **80% GM on Vaping Cessation**
- **48% EBIDTA**

## UNIT COSTS

Build of Materials	\$ 13.50
Packaging/Shipping	\$ 3.67
3PL Service	\$3.01
Tariff	\$ 4.05
Payment Processing	\$ 2.40

<b>COGS</b>	<b>\$26.63</b>
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## Financing

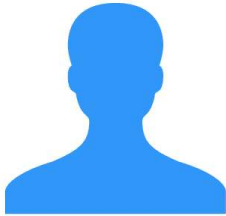
**Raising \$225,000**  
**(\$75,000 already deposited)**

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# Go-to-Market Channels

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Direct to Consumer



Distribution



Big Box Retail



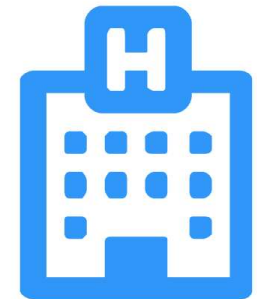
Government Agencies



Employers



Insurance Providers



# Business Model

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## Hardware



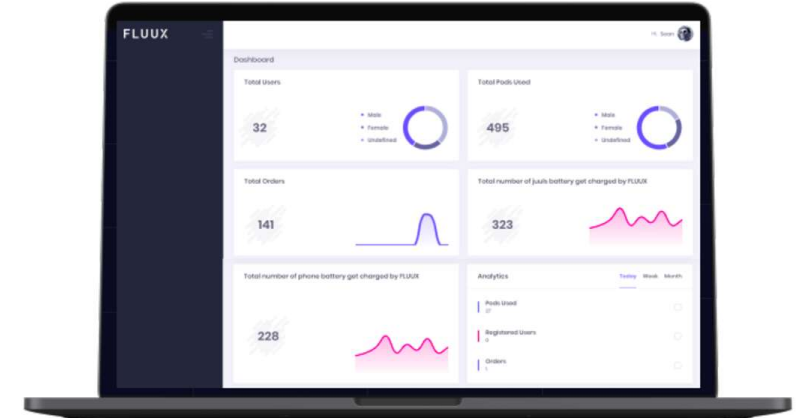
**\$79.99 MSRP**  
**66% Gross Margin**

## Subscriptions



**FREE - \$100/MO PLANS**

## ENTERPRISE DATA PRODUCTS



**COMING SOON**



# Leadership & Advisors



**Chadwick Manning**

CO-FOUNDER & CEO



**\$70M+**  
In Financing  
Raised



**Ravi Kurani**

CO-FOUNDER & CPO



**\$150M+**  
In Revenue  
Generated



**Colin Barceloux**

Advisor



**4**  
Exits

**FLUUX**



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