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**Augmented Reality
Custom-Made
Save the World**



 **BARU**
Furniture



A New Business Paradigm

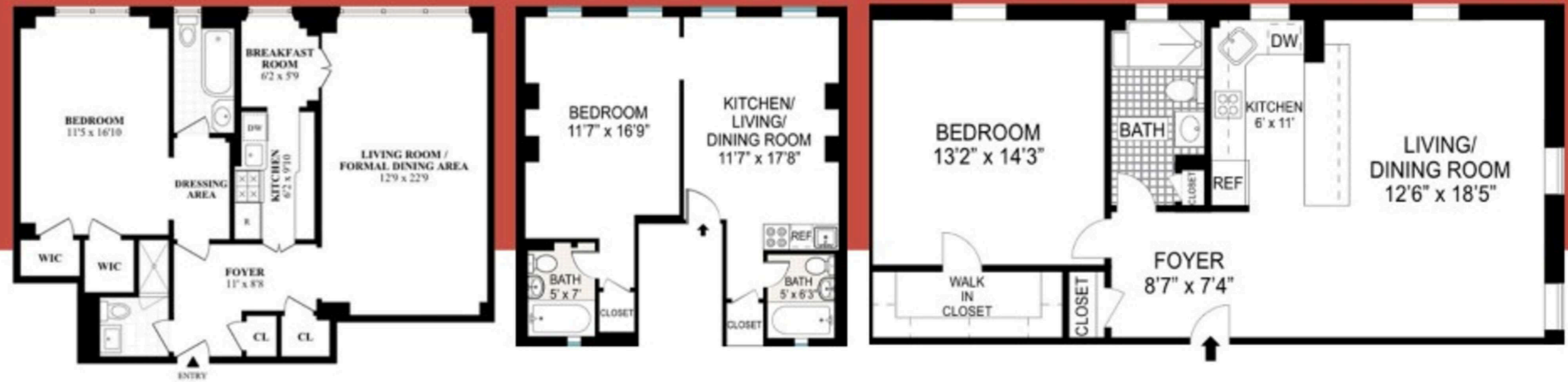
BARU Technology Customizes Furniture Hometown Suppliers

**Made in Your Hometown
Delivered in Under 2 Weeks**



The Problem

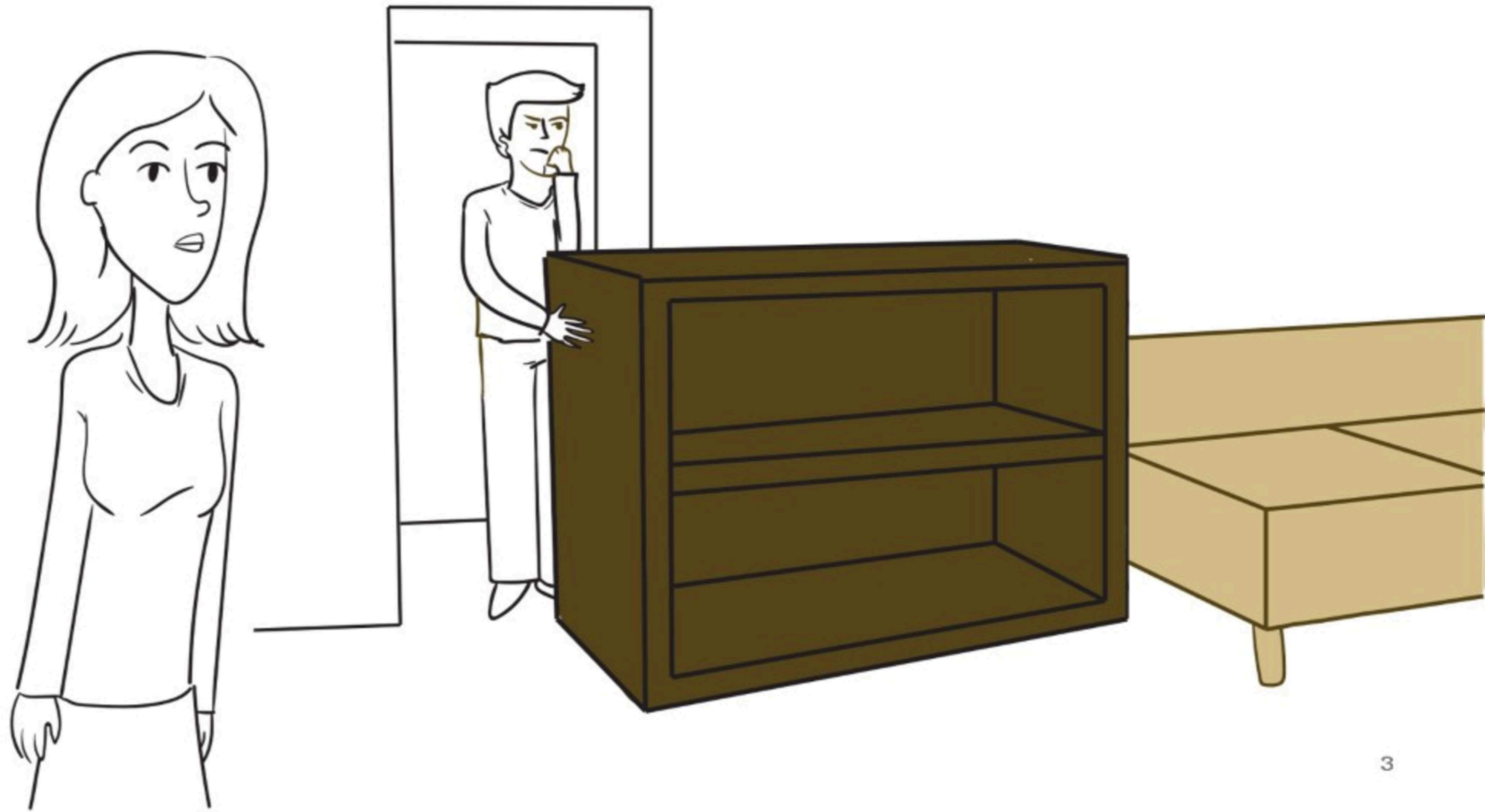
Frustrated Buyers



56%

Struggle With Sizing

Homes come in all shapes and sizes.
Finding furniture that fits is challenging.
It doesn't have to be hard.



BARU's Solution

Design Furniture in Augmented Reality

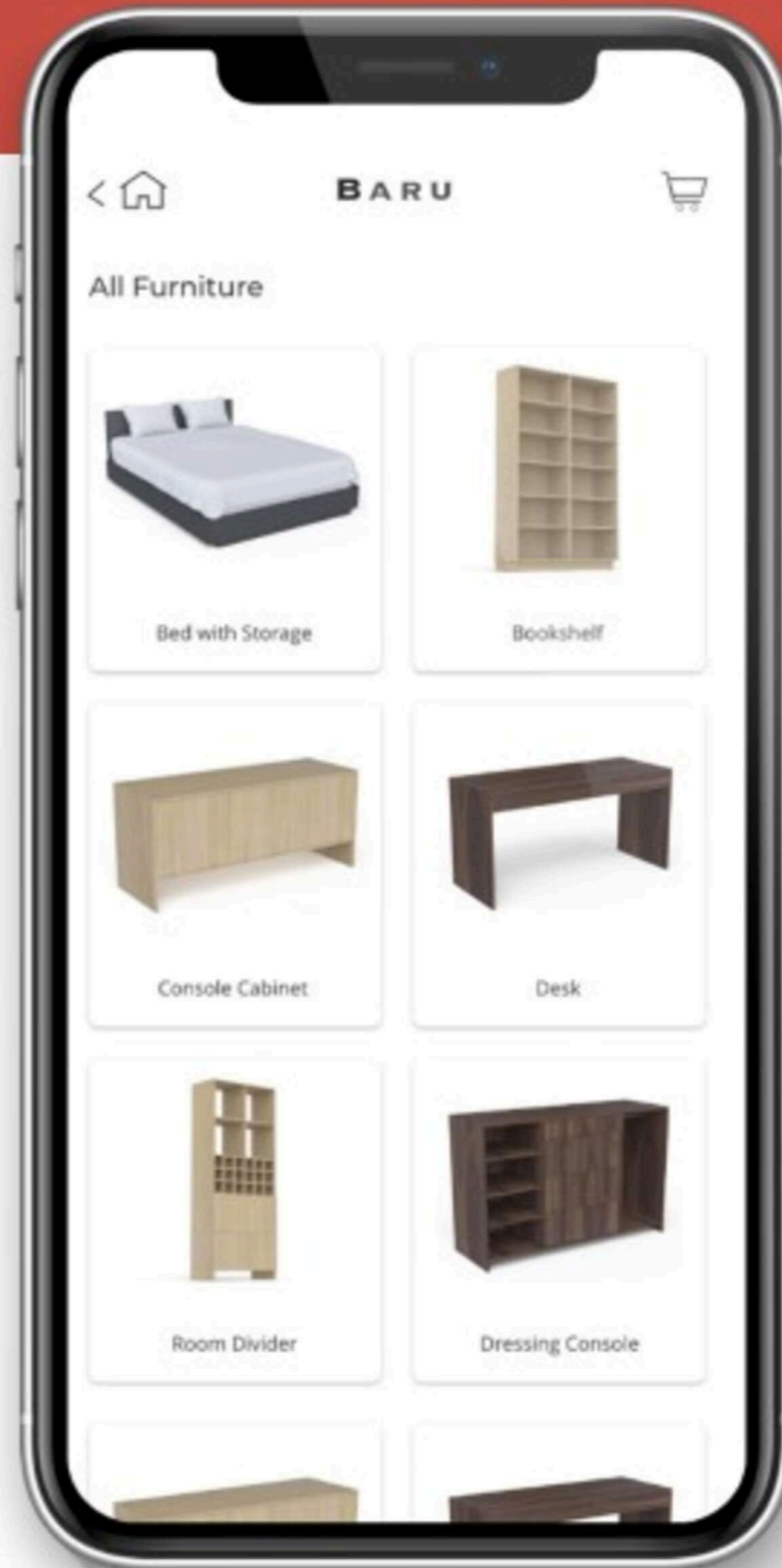
BARU's platform is easy!

Design furniture, adjust size, change colors, choose materials. All in the palm of your hand.

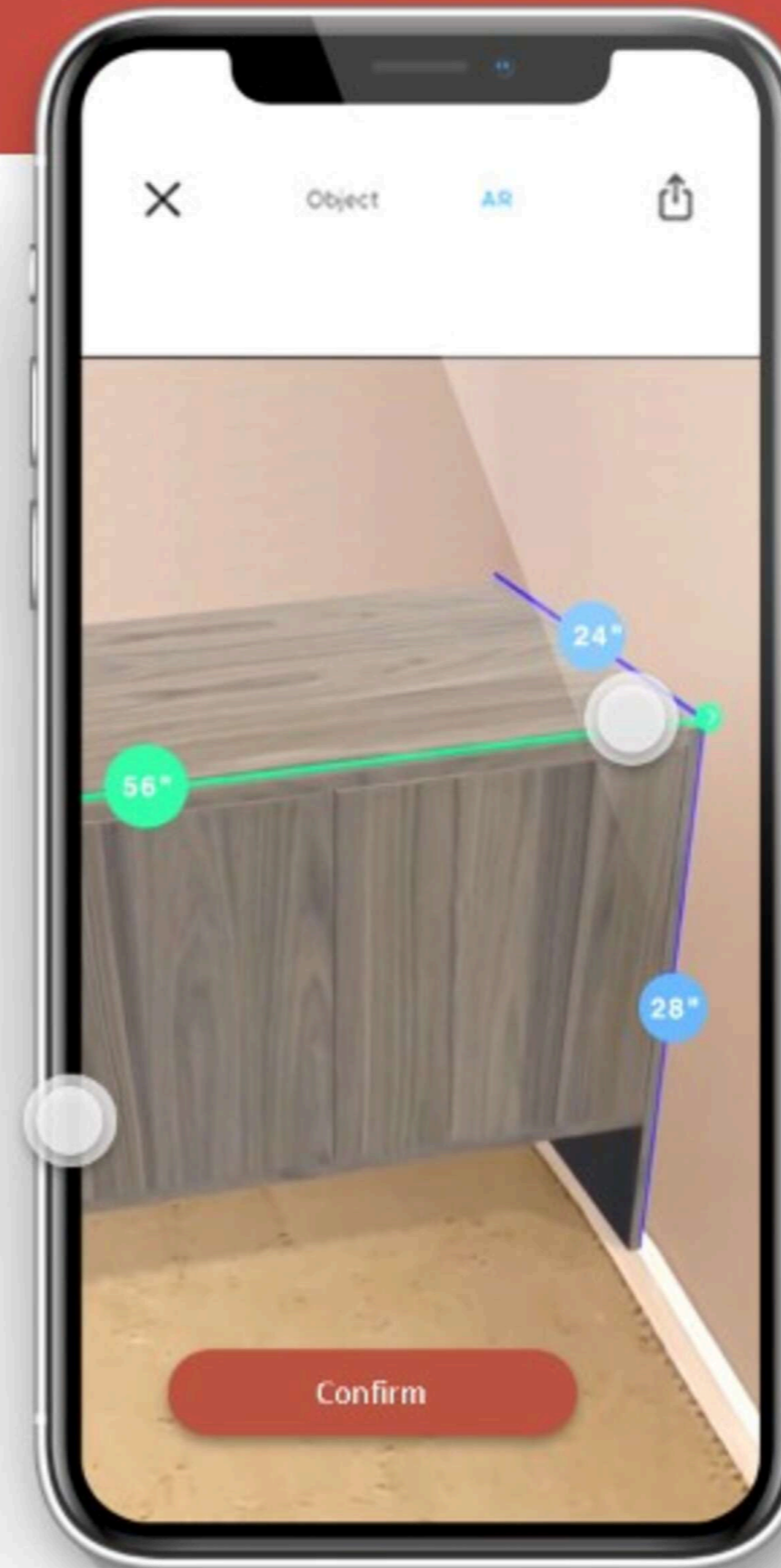
Your custom product design automatically appears at BARU's hometown manufacturing partner.

Patent Pending

Patent Application
Number 16/439,831



01
Pick Product



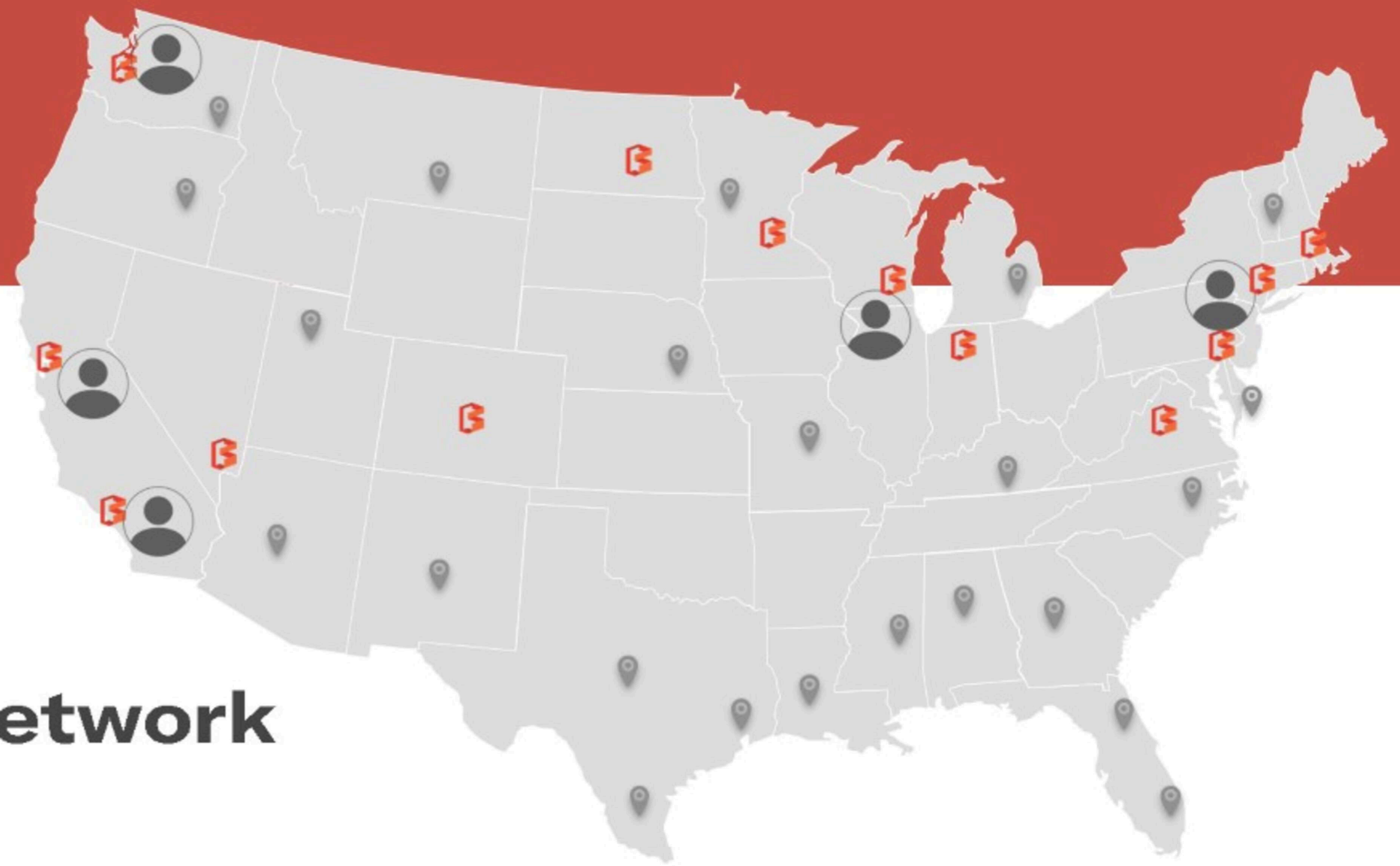
02
Customize



03
Order

The Opportunity

Idle Manufacturers Are Everywhere



Capital-Efficient
Zero-Footprint

BARU Manufacturing Network



BARU created a UI that removes the frictions to deploy idle CNC assets in a marketplace platform.

The Baru Difference

Save the World



Decrease Global Shipping

Avoiding 12 tons CO² per Container-load
Equalling 27,000 Passenger Car Miles or
1-year Energy Needs of a Large Home



Local Community

Supporting Local Businesses
Creating Local Jobs
Reducing Waste



Plant 3 Trees

Improving Air, Water, & Biodiversity
Replenishing Lumber Resources
Clean Pollutants & Make Oxygen

The 80/20 Rule Among Shoppers

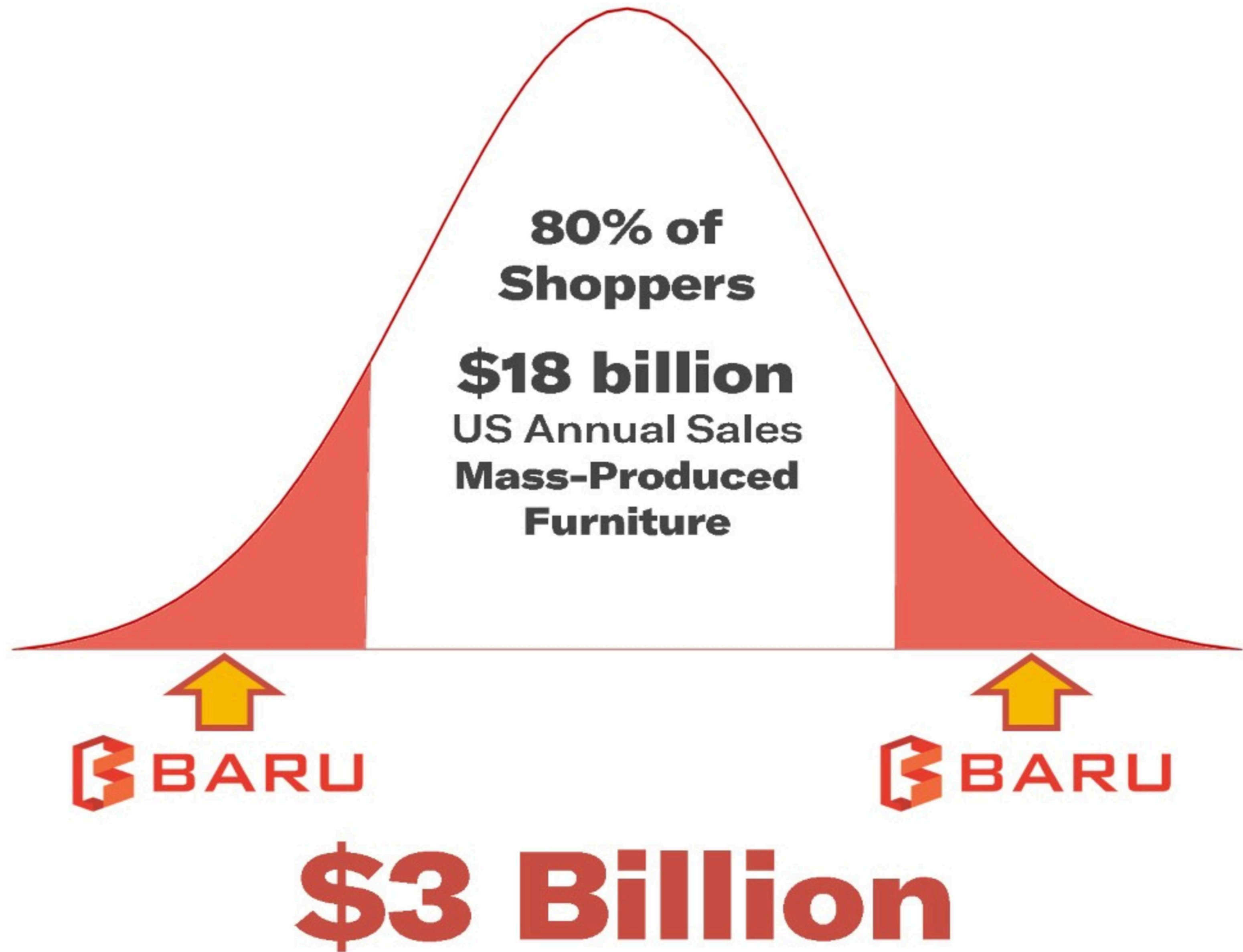
BARU's Core Customers

Millennials are

37%

of households

- Want convenience
- Want personalization
- Want it online and fast



Design and buy the perfect size

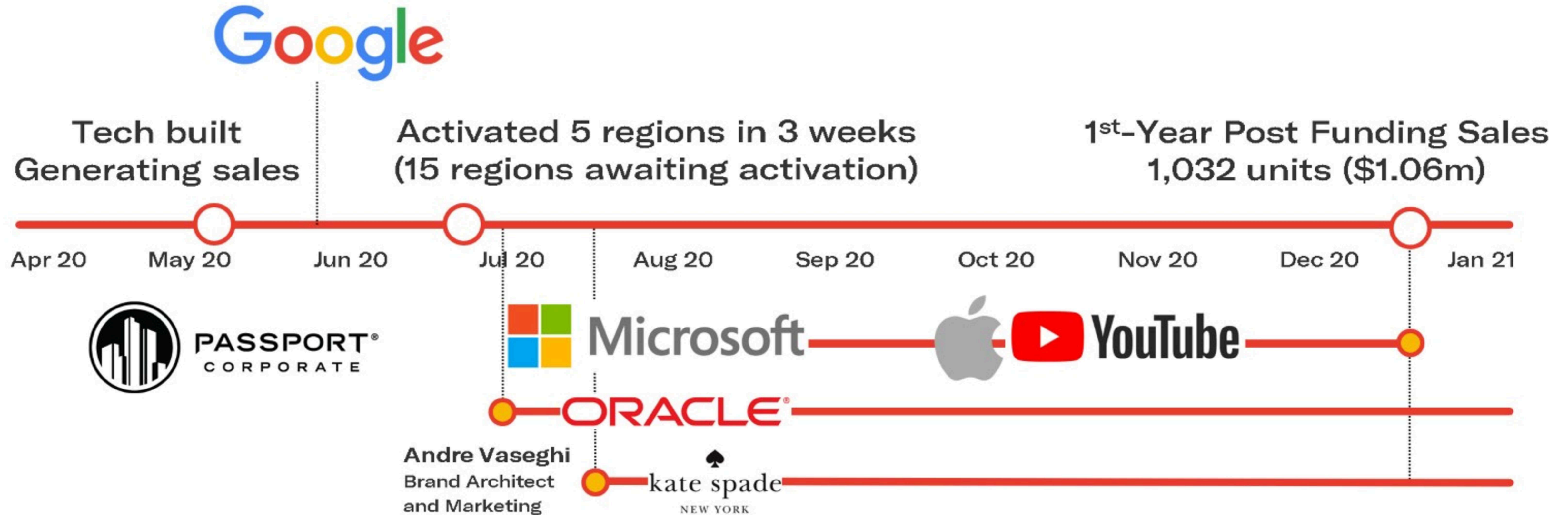
BARU Expands Total Market

- \$18 billion industry
- \$3 billion SAM
- \$1 billion SOM



Concurrent with Fundraising

2020 Launch Plan



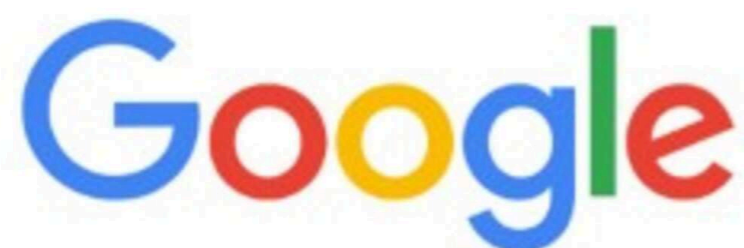
These are forward-looking figures that cannot be guaranteed.

Concurrent with Fundraising

Profitable Partnerships

Apple, Google and Microsoft employees asked for BARU to be on their employee benefits plan (Passport Corporate) - BARU will enroll as a retailer in Passport.

www.microsoftprime.com



Launch by leveraging corporate endorsements for home-office desks and Passport Corporate.



BARU is working to develop a brand position and statement with brand architect, André Vaseghi, André was the original branding and creative director at Kate Spade NY.

www.andrebean.com



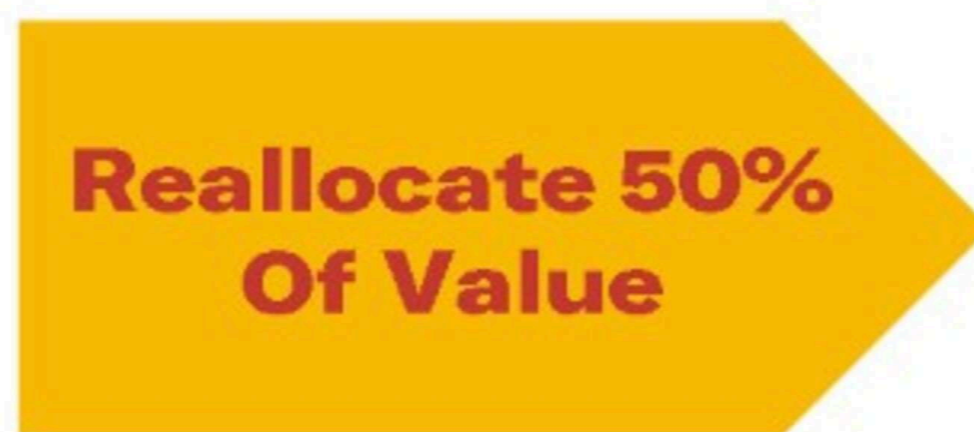
Value Comparison

■ Material Content
 ■ Manufacture/Distribution
 ■ Gross Margin
 ■ SG&A Overhead
 ■ Net Profit

\$1,400 Proforma Comparison



Non-Custom Cabinet



\$1,400



Customized Product

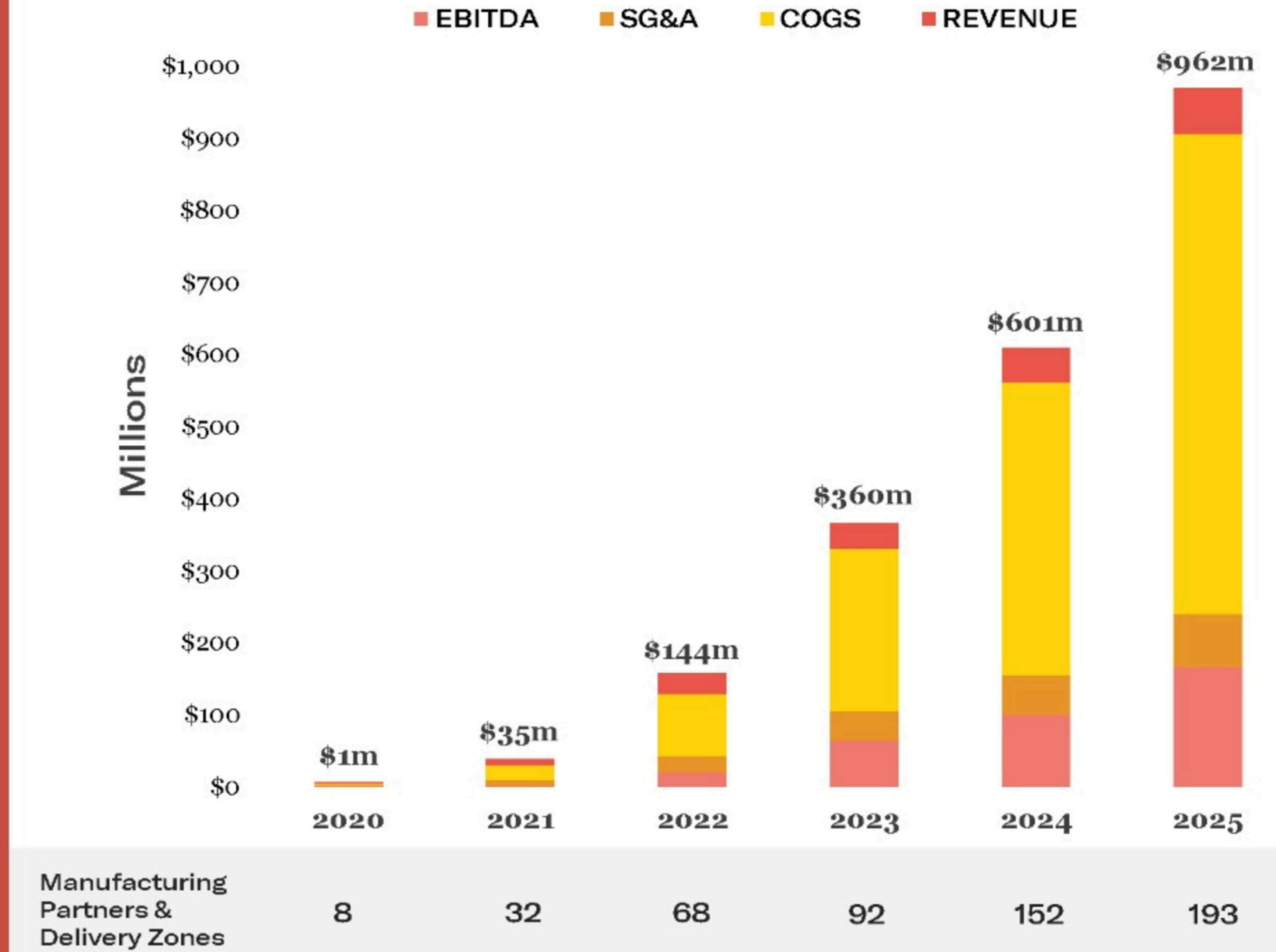


These are forward-looking figures that cannot be guaranteed.

Post Series A Funding

Sales Forecast

- **\$1 billion production capacity** for zero investment
- 60 metro areas totaling 225m population



These are forward-looking figures that cannot be guaranteed.

Executive Team



Tino Go, Founder & CEO

- Finance & Operations, US & Europe
- Restructuring Consultant for Ford Motor
- Oversaw growth \$12M to \$25M and acquisitions for \$60M sales increase
- CFO for \$1.2B N. Am. business unit



Kevin Rainbolt, CTO

- Experienced leader of global team of 20 engineers with a \$5M operating budget
- Developed massive PC-based high-fidelity flight simulation test harness for aerospace systems validation and verification



Leland Thomasset, VP Product

- 30-yrs Owner of Taghkanic Woodworking
- Nationally recognized thought leader for manufacturing automation
- Cabinet Makers Association, Long-term Board Member & 2019 CMA President



Use of Funds

Growth Funding

- SAFE 20% discount, pro-rata rights, valuation cap
- Angels invested \$255k*
- Founders invested \$170k

Exits and Strategics

Nasdaq



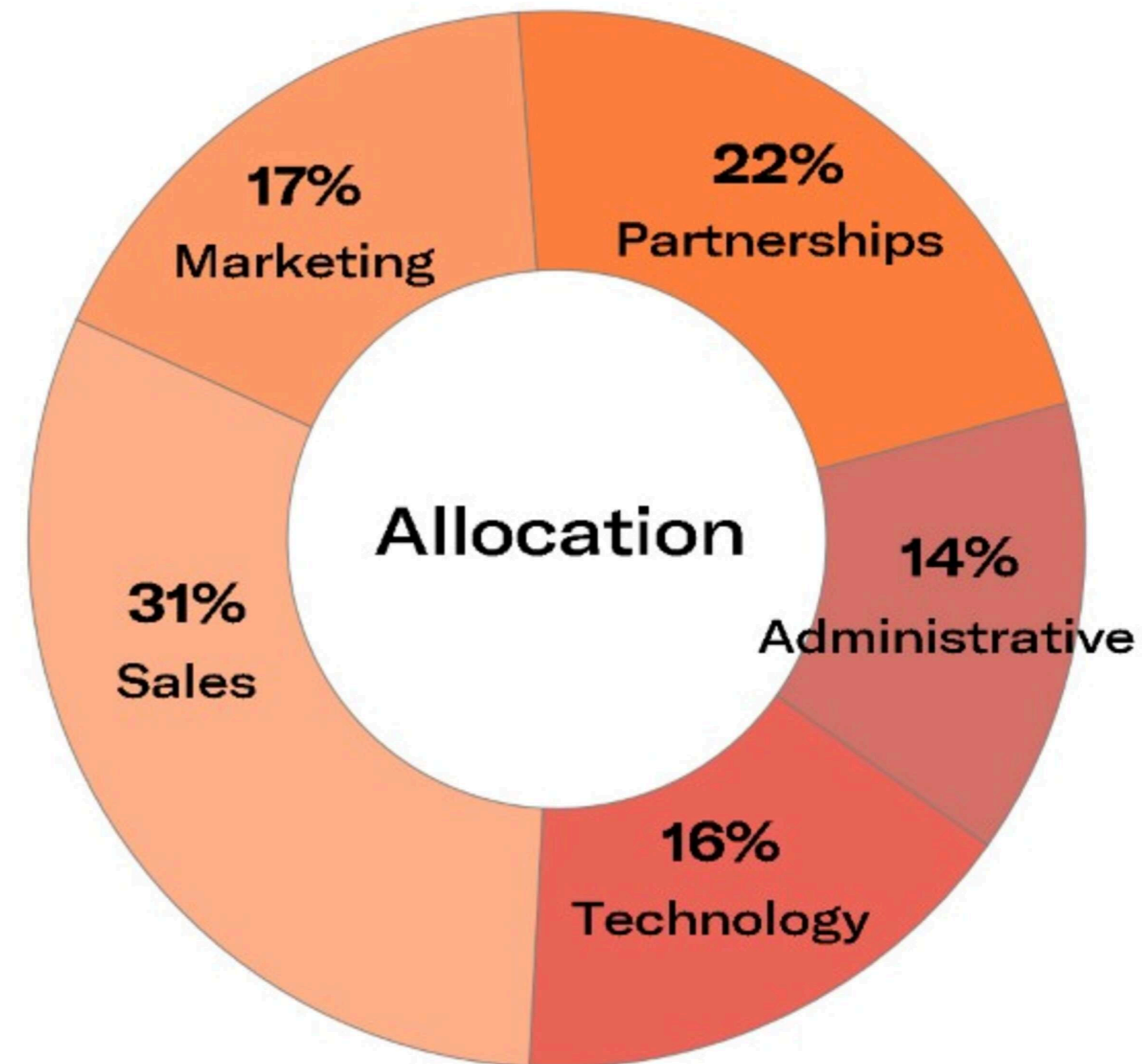
amazon

Etsy

Rakuten

wayfair

2020 Use of Funds \$1 Million Growth Round



* John Dean (CEO Silicon Valley Bank, retired), John Davidson (Startup Capital Ventures, retired), Lyric Turner (Furniture Industry Professional), John Stinson (Entrepreneur), Sitrova Innovations, Wefunder



A New Business Paradigm

Support BARU
Grow Local Manufacturing
Save The World