



INVEST IN **SONIC POWER**

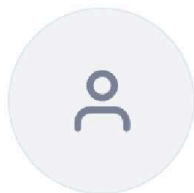
## The Trader Joe's of Electronics

[sonicpower.co](https://sonicpower.co)

Chapel Hill, NC



## Featured Investors



**Antonio Rodriguez**

Syndicate Lead

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In just a year, Sonic Power has achieved remarkable milestones that have solidified my confidence in their potential. One standout accomplishment is their ability to serve an impressive 10,000 customers, a feat made even more remarkable considering the relatively modest marketing budget they operated with. This demonstrates not only their product's appeal but also their strategic prowess in reaching and engaging their target audience.

What truly sets Sonic Power apart is their simultaneous launch of over a dozen incredibly useful and high-quality products. The diverse range of offerings speaks volumes about their commitment to innovation and meeting the needs of a broad consumer base. This multifaceted approach not only showcases their product development capabilities but also positions them as a versatile player in the market.

Equally noteworthy is Sonic Power's consistent ability to go viral through organic social posting. Their adeptness at capturing attention and generating buzz without relying heavily on traditional advertising channels is commendable. It underscores their understanding of contemporary consumer behavior

and their knack for creating content that resonates organically with a wide audience.

In light of these achievements, I have decided to double down on my investment in Sonic Power. Their track record of success in just one year is a testament to the company's potential for sustained growth and innovation. I am confident that Sonic Power is well-positioned for continued success, and I am excited to be part of their journey.

**Invested \$350,000 this round & \$400,000 previously**

## Highlights

- 1 11,000+ customers in all 50 US states
- 2 \$600,000+ in gross sales since Jan 2023 launch
- 3 40M+ unique social media interactions (views, comments, likes, & shares)
- 4 Target.com launching Q1 2024
- 5 Products sold on Good Morning America and CBS Mornings digital platforms
- 6 Launched 17 unique products in 2023 across various categories

7 First retail "Pop-Up" concepts generated \$20k in 2 months (Nov-Dec 2023)

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## Our Team



**Spencer Martin** Founder, CEO

Product Development and Marketing expert. 15 years industry experience. Serial entrepreneur who has experience working with Target, Walmart, Gamestop, Nordstrom, Amazon, CVS, & Walgreens.



**Hugh Martin** Chief Operating Officer

Sales and Operations expert with considerable experience in developing business relationships with leading global manufacturers of consumer electronics.



**Jamie Yuan** Head of Sourcing

Worked in consumer electronics over 15 years specializing in sourcing for Fortune 500 companies.

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## The Trader Joe's of Electronics

**SONIC**





# SONIC POWER



**Electronics  
for a new  
generation.**

**Consumer electronics is a massive but confusing \$1 trillion industry.**

Chances are if you've bought a consumer electronic product (other than your smartphone) you've gone through today's traditional channels – Amazon, Best Buy, Target, and Walmart.

Brands sold on these platforms (and the platforms themselves) offer you a bundle of confusion when it comes to selection, price, & service.

Obviously the current buying experience isn't what it should be and that's why Sonic Power was created.

Founded by a seasoned consumer electronics expert, Sonic Power is the "Trader Joe's" of electronics. We produce high quality yet affordable electronics that give you what you need at the price you deserve - all

under one brand name.

Our vision is for Sonic Power to be the only brand you want when shopping for anything consumer electronics - both online and in-stores.

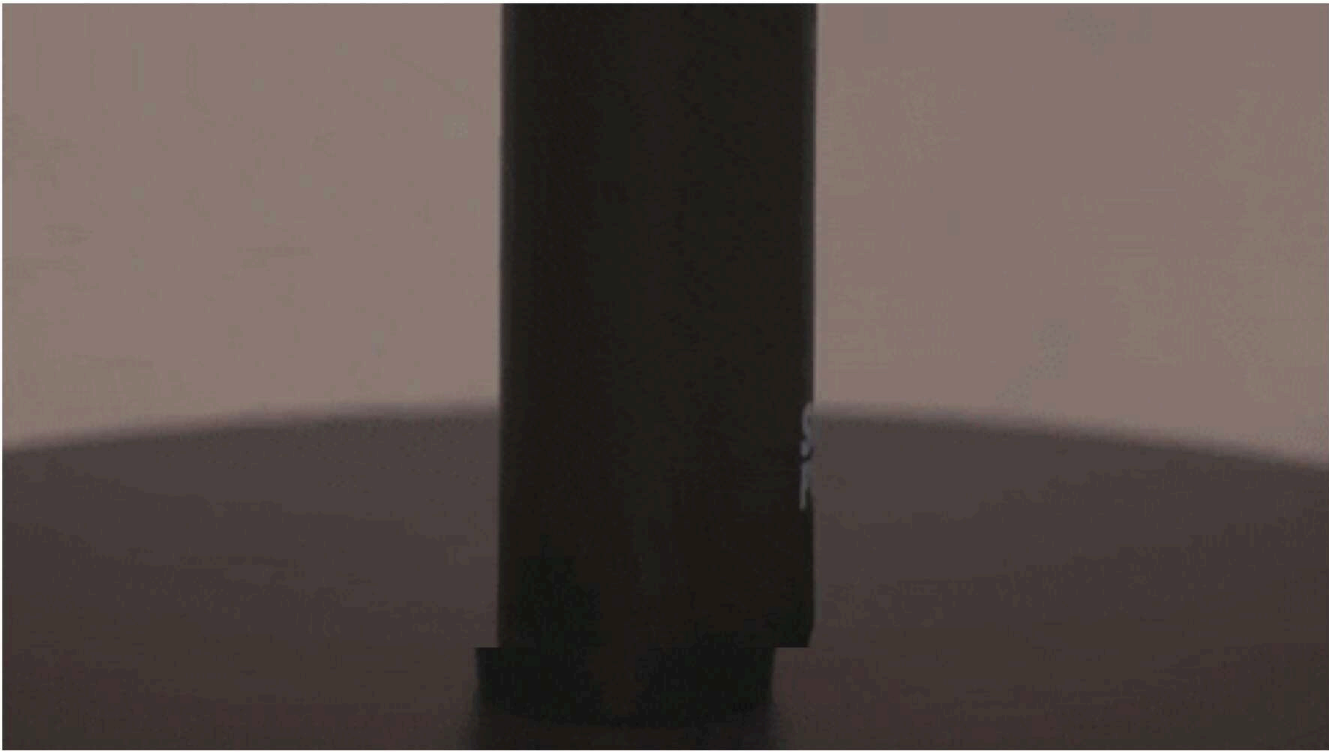
In 2023 we launched 17 products across various categories including Bath, Kitchen, Cleaning, & Audio. With this first batch of products we made significant progress in brand awareness and customer acquisition.



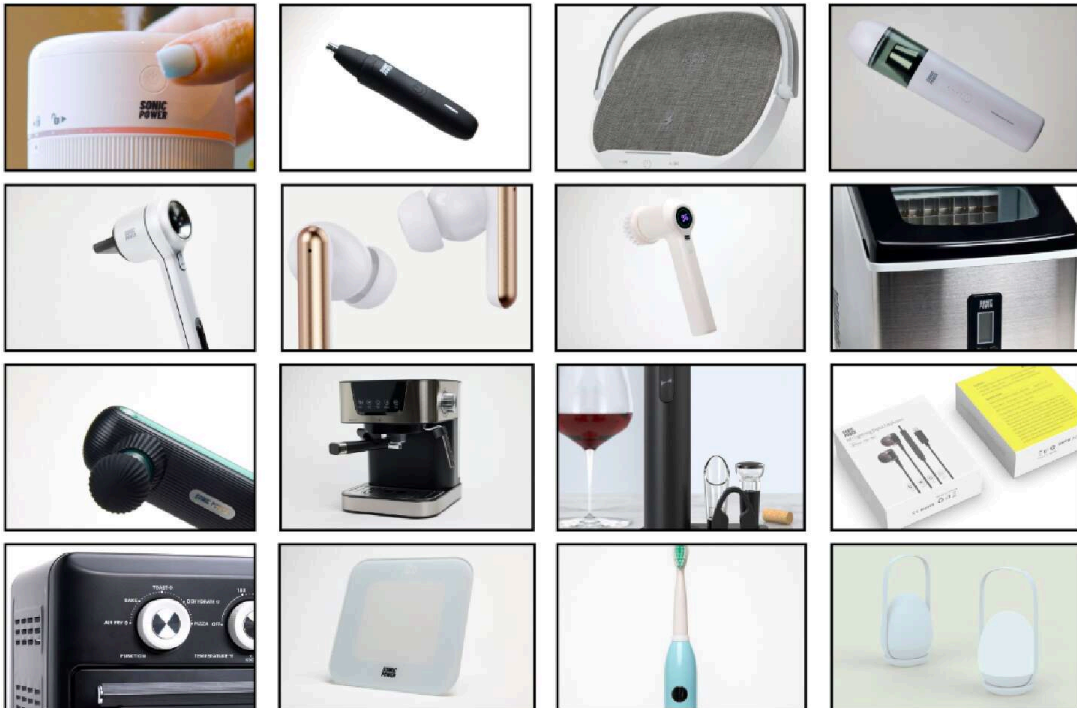
**11,000<sup>+</sup>**  
HAPPY CUSTOMERS

**40M<sup>+</sup>**  
SOCIAL MEDIA VIEWS

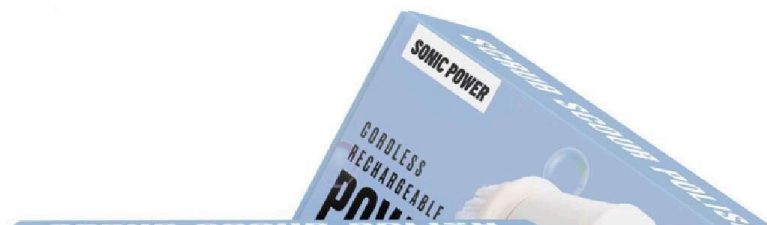
**500k<sup>+</sup>**  
SOCIAL MEDIA LIKES & SHARES



# 2023 Catalog



Featured By



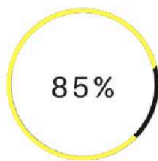




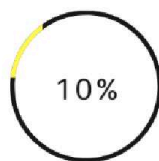
## 2023 REVENUE

JAN 2023 - DEC 2023

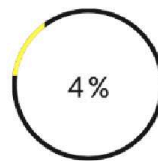
# \$538,069



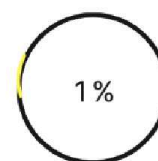
AMAZON



FLASH SALES



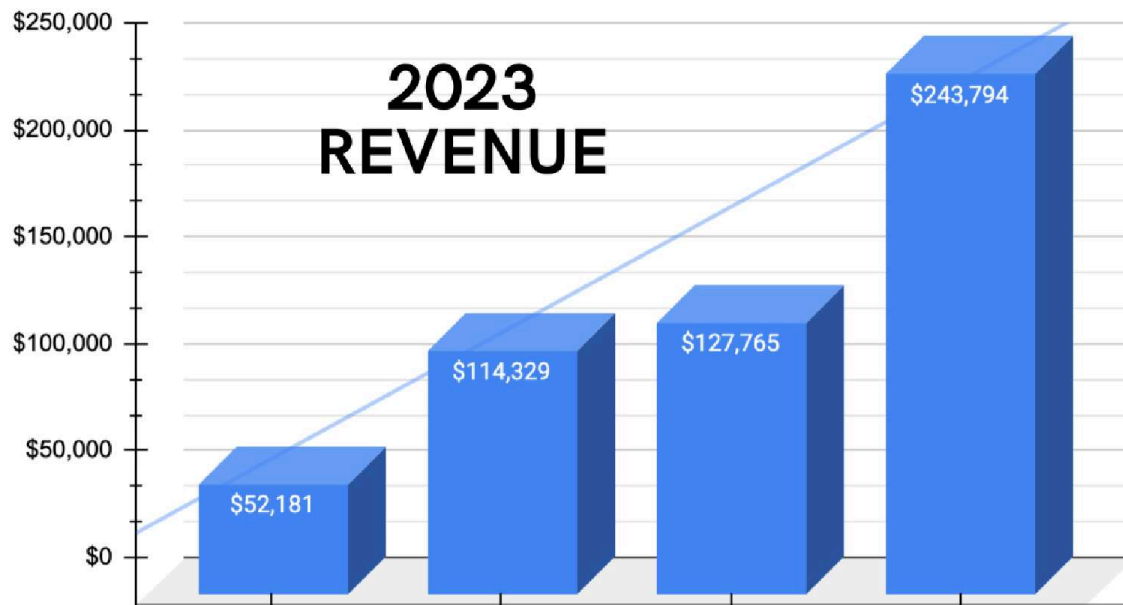
POP UPS



SONICPOWER.CO



We are raising money to get this % way up in 2024





Q1

Q2

Quarter

Q3

Q4

In 2023, we finished the year strong with over \$243,794 in 4th Quarter gross sales across 6 channels both online and offline. Final year gross revenue totaled to \$538,069.

## The Electric Scrubber

Each year our goal is to identify 1-2 products that have massive growth potential. These growth products will serve as our revenue “bread and butter” while driving significant brand awareness and loyalty.

By far our most exciting product we’ve identified is our Electric Scrubber - an internet sensation in its first year on the market.

We expect Electric Scrubbers to be a household cleaning staple by 2028, much like the Swiffer Wet Jet or Scrub Daddy - representing a \$1B+ opportunity. Furthermore, this product is exciting because it offers a profitable refill model similar to Swiffer, Razors, & Toothbrush Heads.

Last year Target noticed the type of attention we were getting and invited us to submit a proposal for their April 2024 Transition within the Cleaning Department. A few months later they invited us to start selling the Scrubber via Target.com, then potentially transition to stores by April 2025.

Social Media Unique Views



Instagram

20,000,000<sup>+</sup>

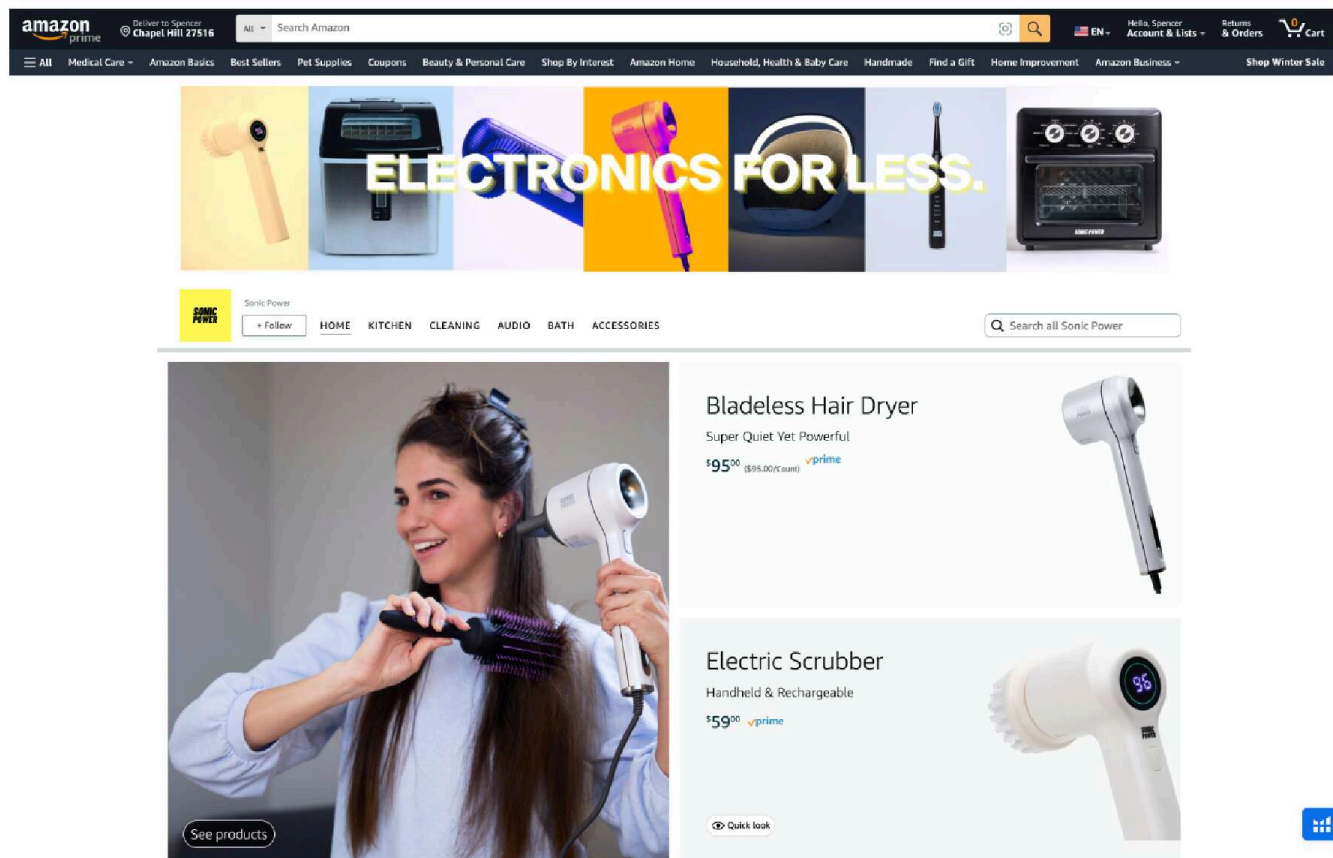


 TikTok  
5,000,000<sup>+</sup>



## Amazon

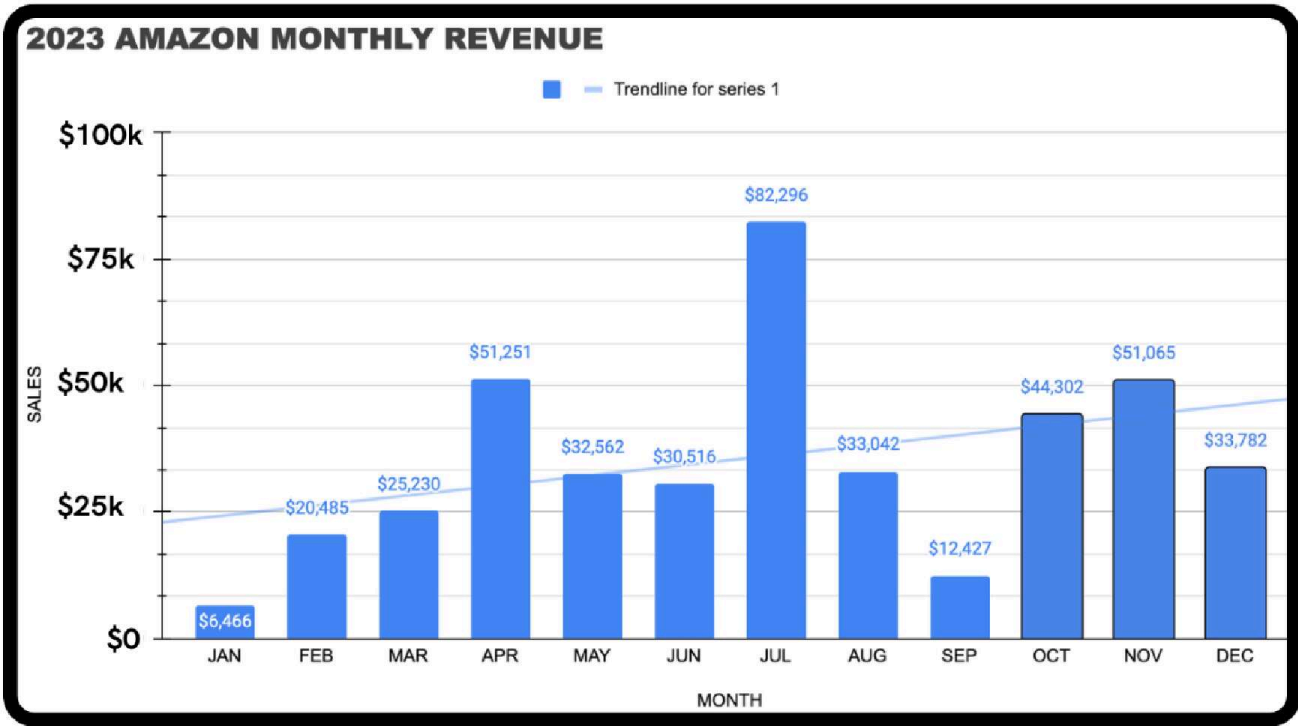
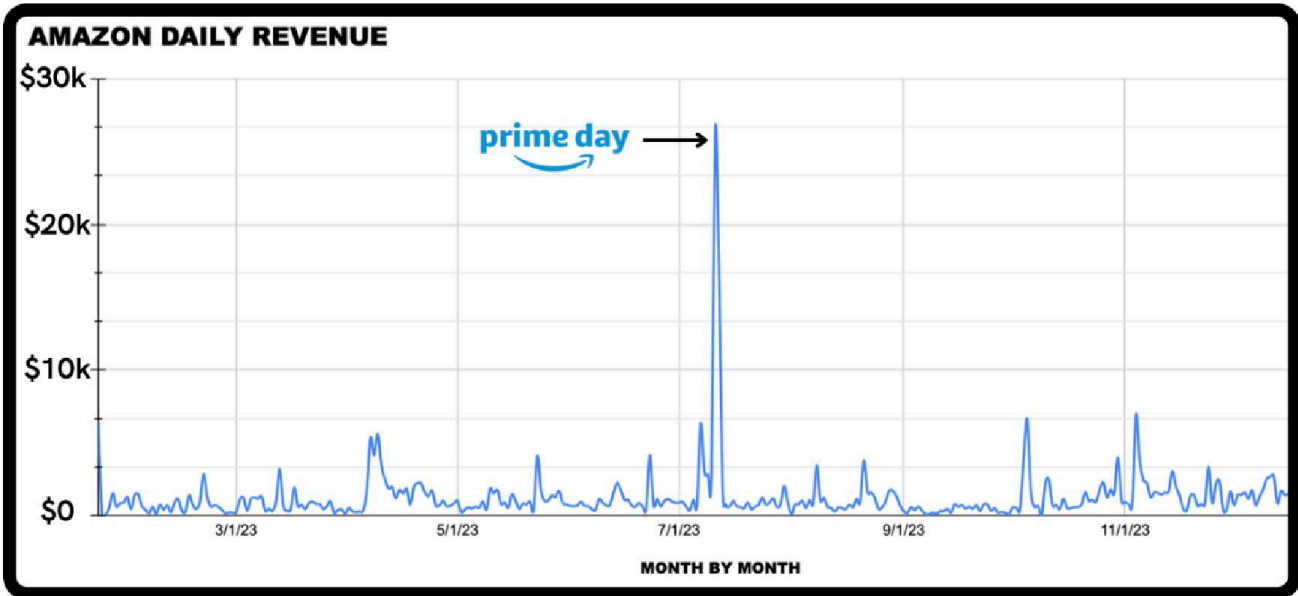
Sine launching on Amazon late February 2023, the platform has been the dominate driver of our revenue.



Our key marketing strategy is to work closely with "Amazon Influencers" who focus exclusively on helping their social media audience find great products at affordable prices. We will double down on this strategy moving forward by working even closer with our 20+ favorite influencers as well as adding hundreds of new partners.

[side by side gif of the most famous reels]

In 2024, we also plan to increase up our inventory commitment to Amazon and kick off our first robust PPC (Pay -Per -Click) campaign.




# Sonicpower.co

Our v1 website was launched July 2023.

Powered by Shopify, it's a robust direct to consumer experience featuring our entire product line.

# BEST SELLERS




\$59

ELECTRIC SCRUBBER

25% off market price

ADD TO CART




ELECTRIC TOOTHBRUSH


42% off market price

ADD TO CART


\$35



\$60



\$120



\$25

Get \$20 off

Shop Collections



Bath



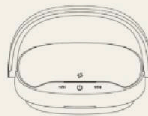
Kitchen



Cleaning



Wellness



Audio



Accessories



★★★★☆ (58)

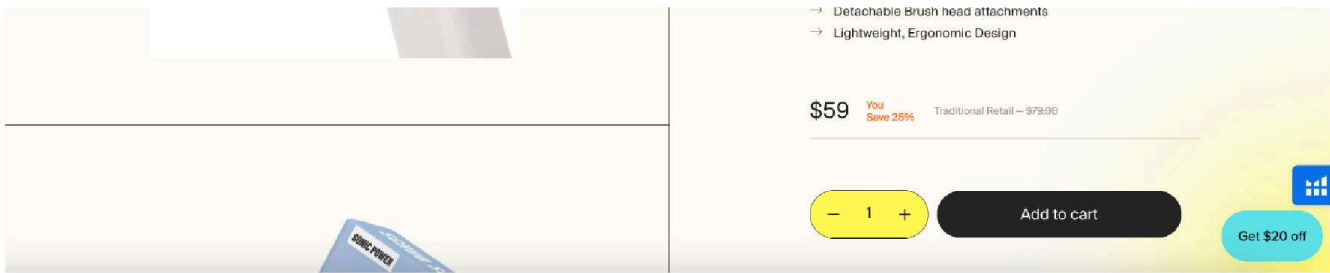
Best Sellers • Cleaning • Home

## ELECTRIC SCRUBBER

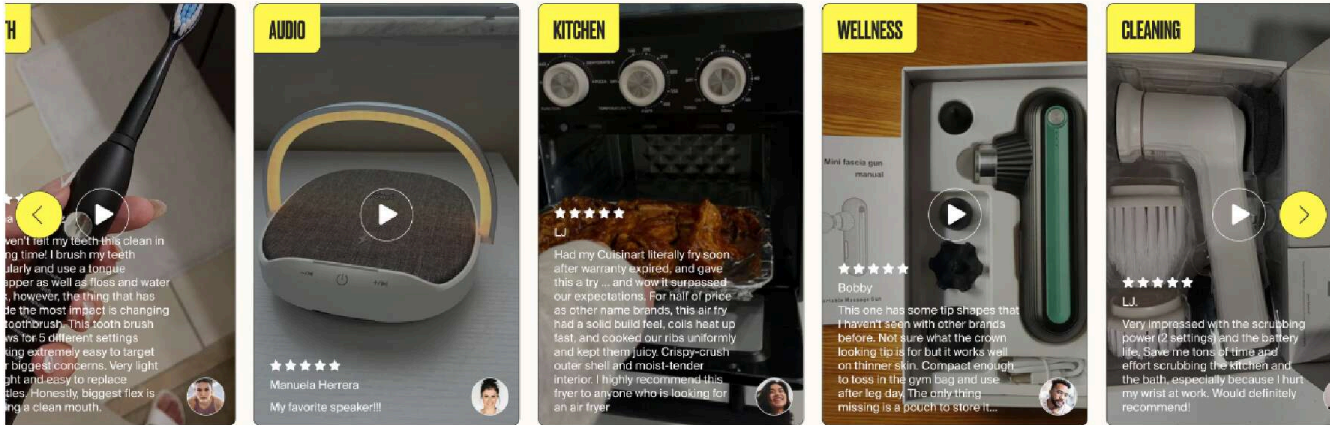
A cleaning hero. Introducing our multi-function hand held electric scrubbing powerhouse.

→ Waterproof with 2 speed settings

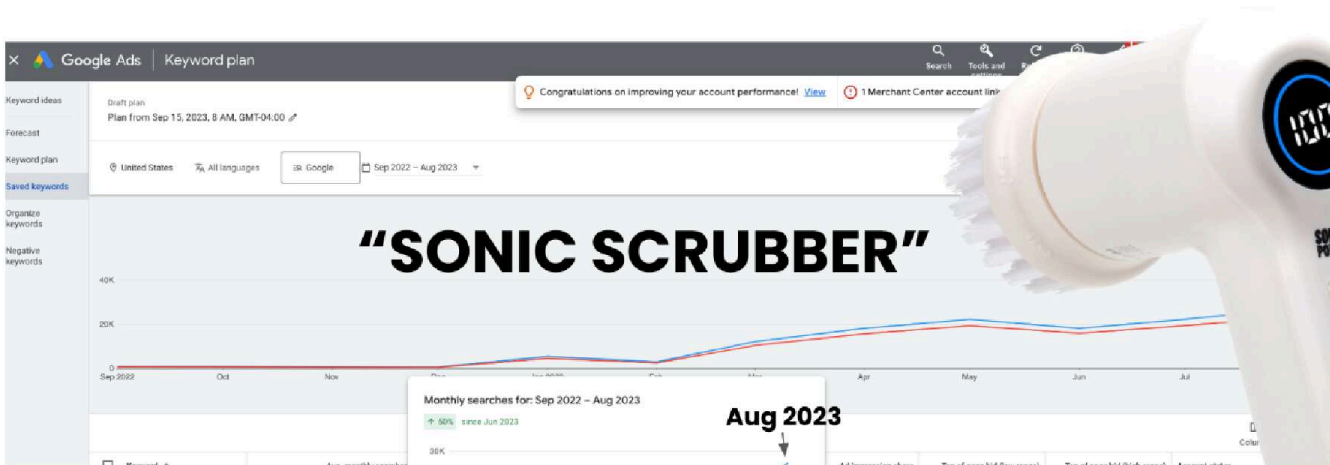




# REVIEWS



Starting 2024, we will ramp up our digital media strategy using a combination of Instagram Ads, Google Search Ads, Paid Influencer Content, Audio and Video Podcasts, Traditional PR, & Performance PR. Most of the traffic will be sent to our Electric Scrubber and Car Vacuum product pages due to its proven demand and conversion. Since launching the Scrubber March 2023, Google search traffic for the keyword “Sonic Scrubber” went from 0 to 30,000 per month – a 9,000% increase.





Another exciting development has been our organic SEO success. We are now the first company to show up when typing in the keyword "Sonic Power" into Google - ahead of "Sonic the Hedgehog" and a famous battery supplier named "Power Sonic".

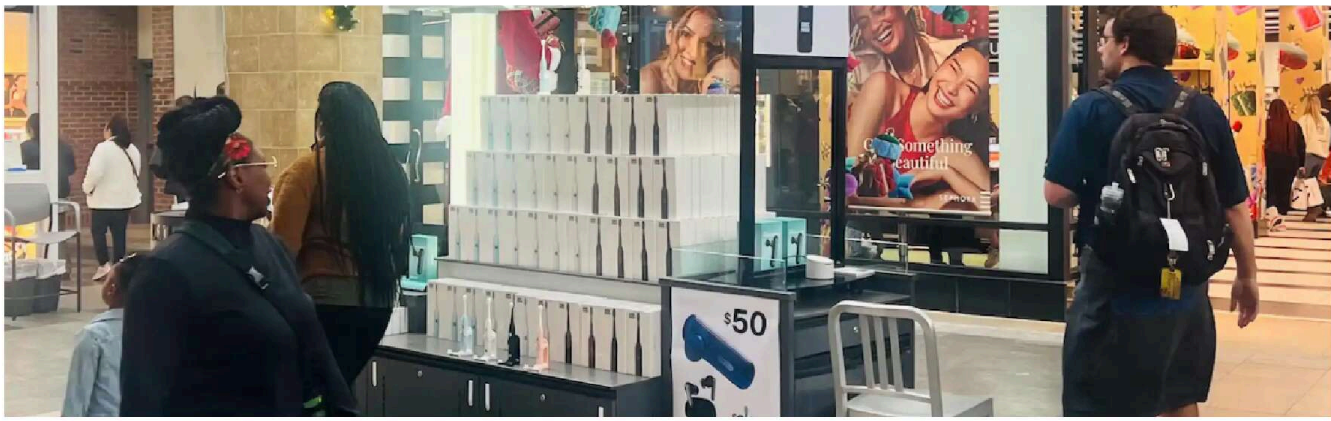
## Pop-Ups



In November 2023, we opened 2x Pop-Ups. Both locations were at a "Tier 1" mall in partnership with Brookfield Properties – one of the largest mall owners in the United States.







Inspired by Spirit Halloween and what they’ve done with Halloween shopping - our vision for Sonic Power Pop Ups is to become a household name in electronics gifting. Spirit has proven the opportunities to scale holiday based pop-ups are almost endless. In 2023 they successfully launched over 1,500 Halloween pop-ups across the US generating over \$1B in revenue. Other national holiday pop-up models that inspire us are Hickory Farms (Holiday gift baskets) and See’s Candy (Berkshire Hathaway portfolio company).



# Morning Shows







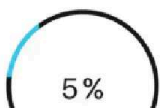
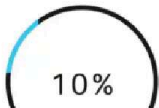
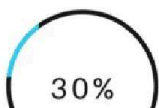
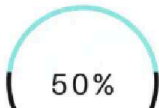
Good Morning America and CBS Mornings have been an effective way to acquire new customers, increase top-line revenue, and offload slow moving inventory. We will continue this strategy moving forward and put extra attention on products that are profitable on these platforms (i.e. Electric Toothbrush, Nose Hair Trimmer, & Electric Wine Opener).

# Omni-channel momentum headed into 2024 and beyond!

Our goal is to build a healthy mix of revenue sources across Amazon.com, Target.com, DTC, & Wholesale. We have built a solid foundation in each of these channels and will continue to push in all directions to grow each quickly and effectively.

2024 REVENUE  
FORECASTED

\$1,800,000







Forward-looking projections cannot be guaranteed.

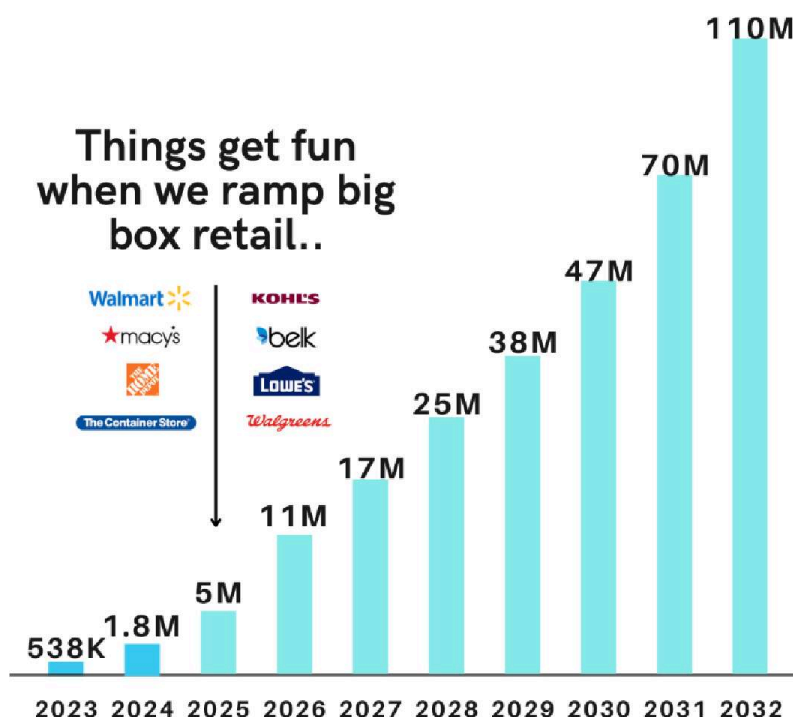
**Projected Growth**

SONICPOWER.CO

amazon

fabfitfun

Note: Future growth projections are not guaranteed. Figures refer to gross revenue



## Use of Funds (\$1.2M)

### Funding

we're raising \$1.2M to buy more best seller inventory, reach \$1.8M in 2024 revenue and identify new

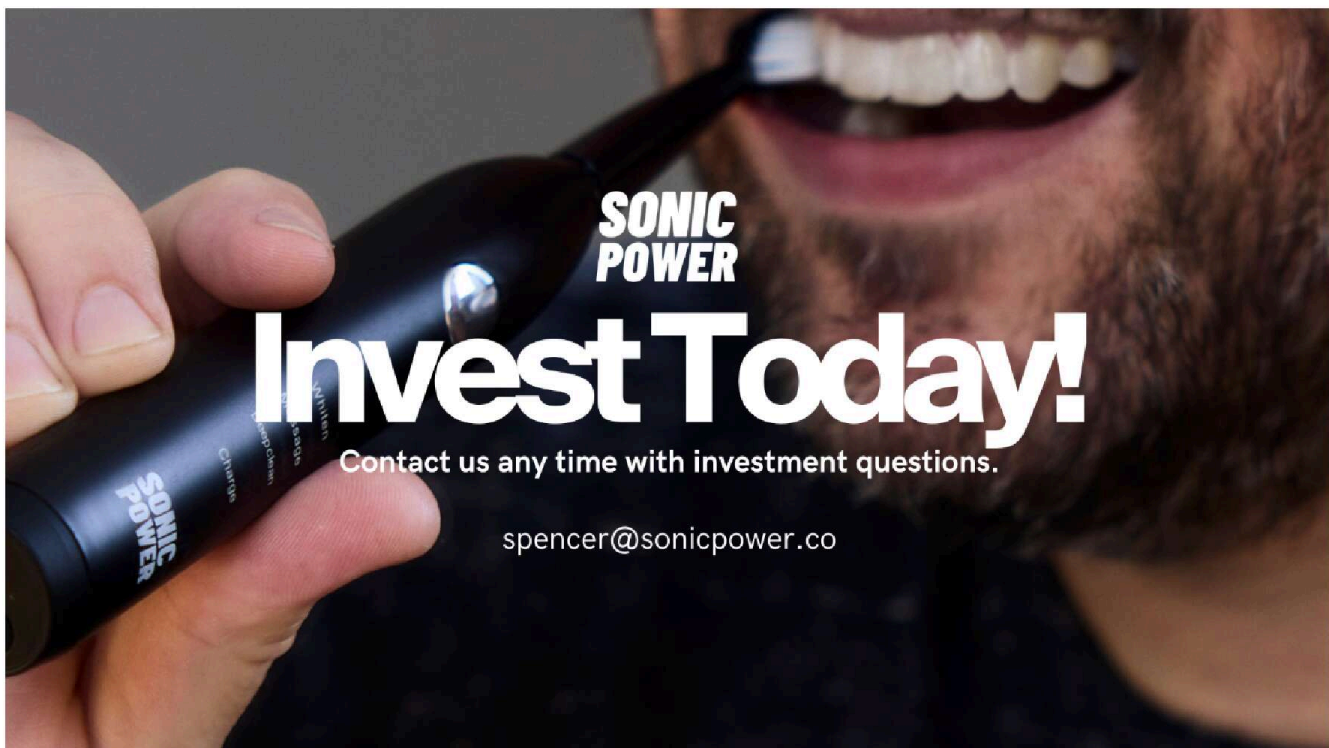
**revenue, and identify new  
high growth products.**

**Inventory (intense focus on 2023 best sellers) - \$500,000**

**Marketing (PR firm, Digital Marketing, Influencer Partnerships) -  
\$300,000**

**Payroll (3 Full-Time employees) - \$350,000**

**Misc (New Product Samples, Office, Legal, Accounting, Etc) - \$50,000**



**"This is my life's work and true passion  
so we will be in this business for the long  
run. I would be honored for you to join  
us!"**

us:

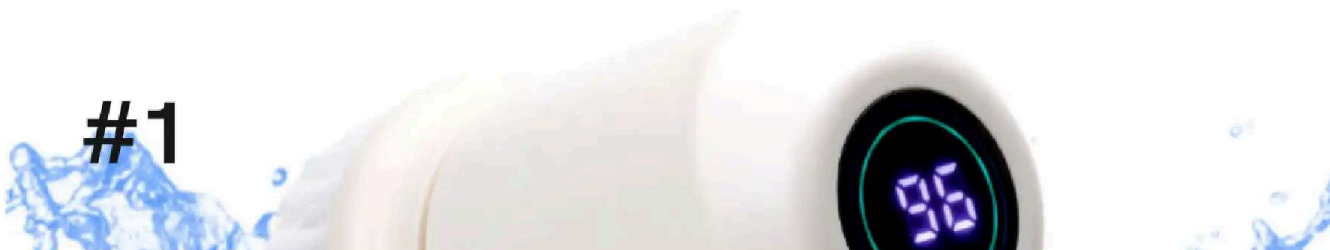
**Spencer Martin - Founder, CEO**

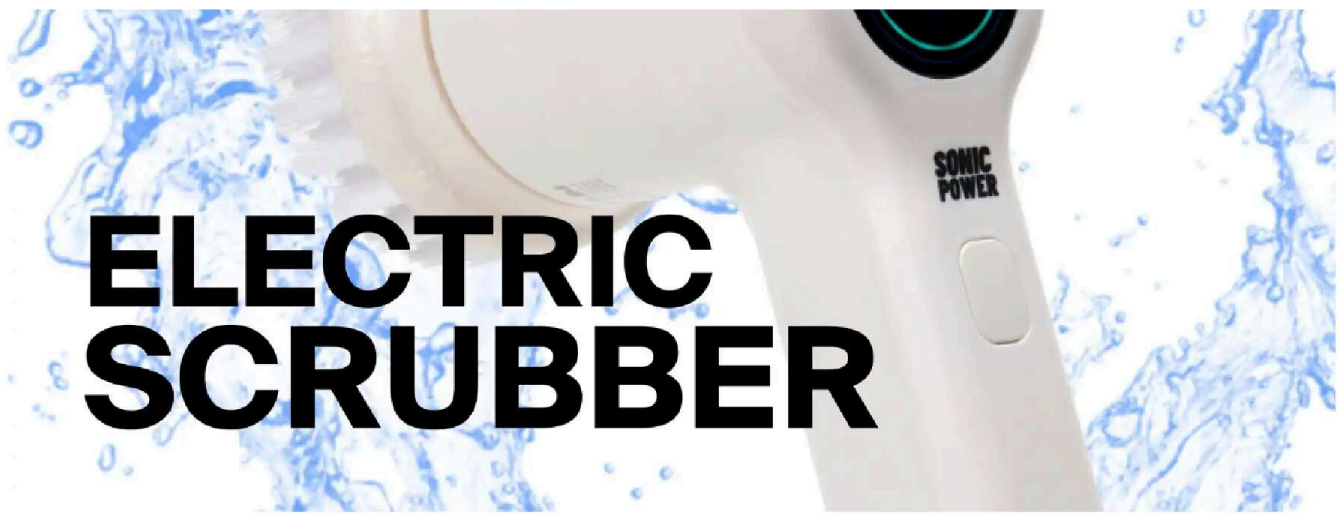
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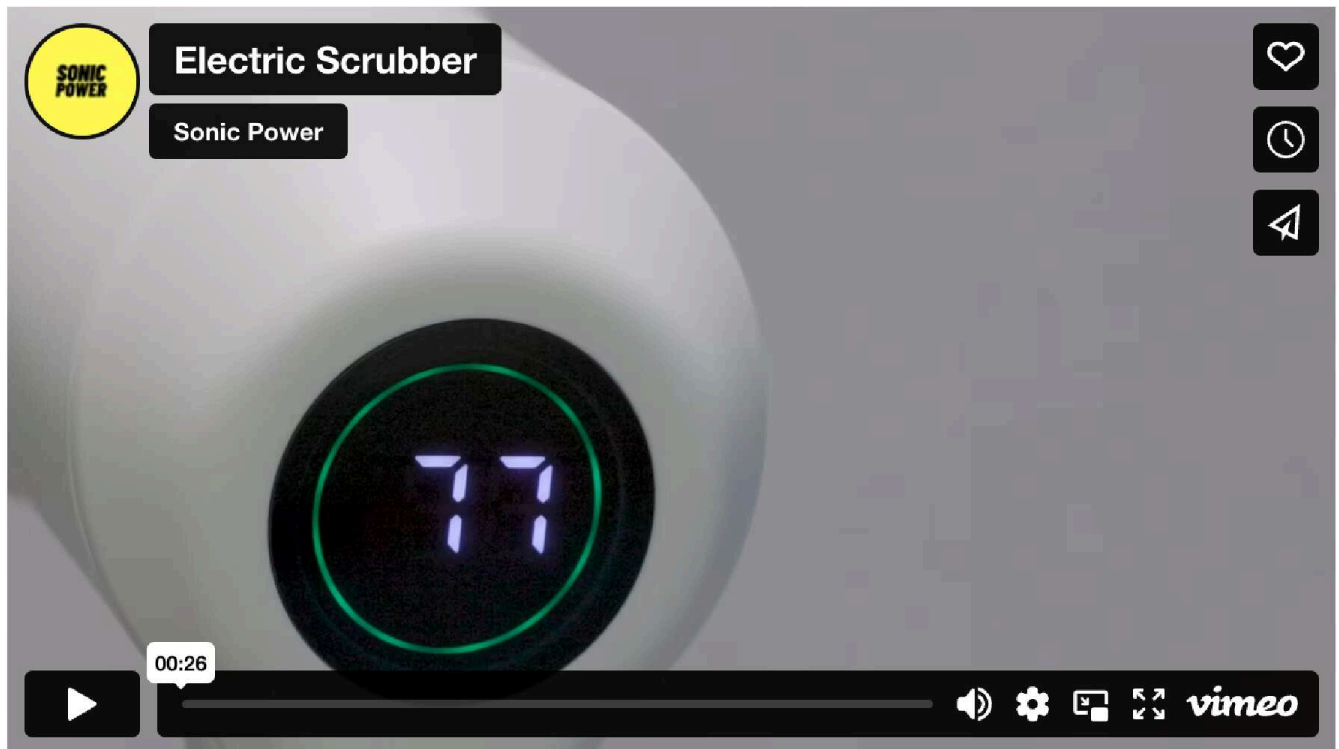
**This section is for those interested in going deeper into our product catalog, manufacturing operations, and everything else in between!**

**2023 Best Sellers:**





# ELECTRIC SCRUBBER



## #2 MINI CAR VACUUM







# Portable Car Vacuum

Sonic Power





00:21




# #3



DOUBLE SINGLE POWER MANUAL STEAM



# ESPRESSO MACHINE

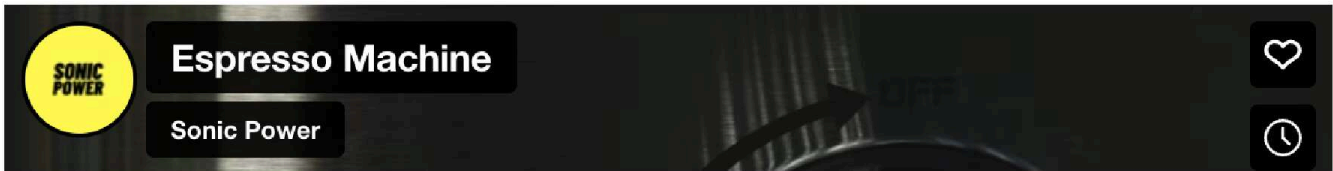


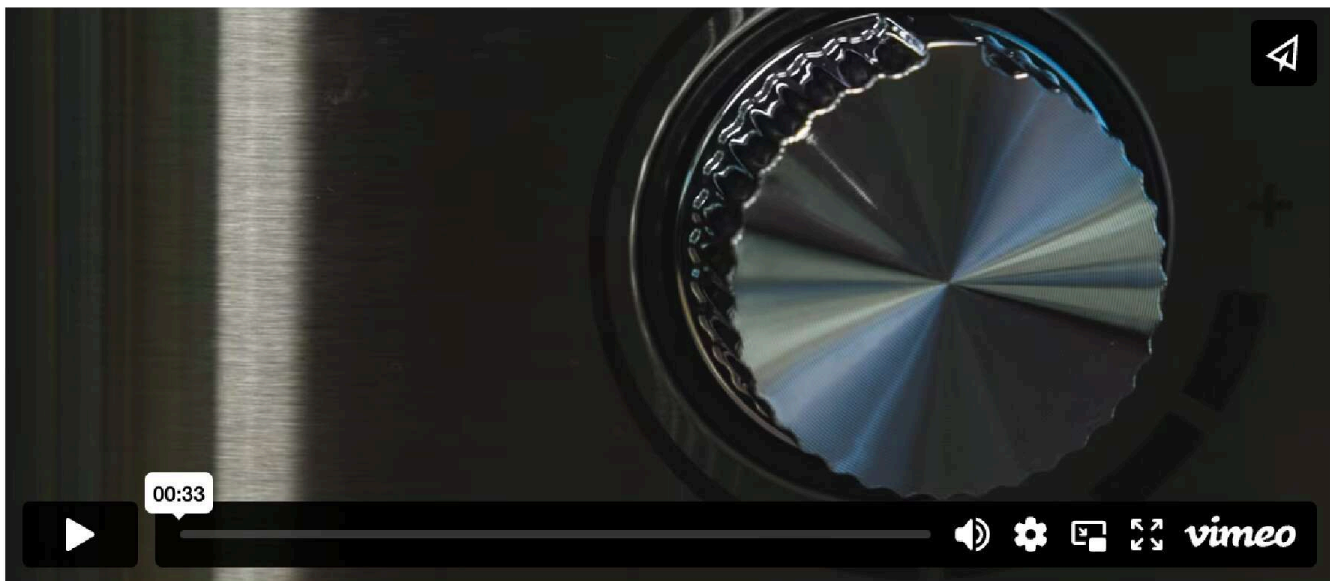


# Espresso Machine

Sonic Power

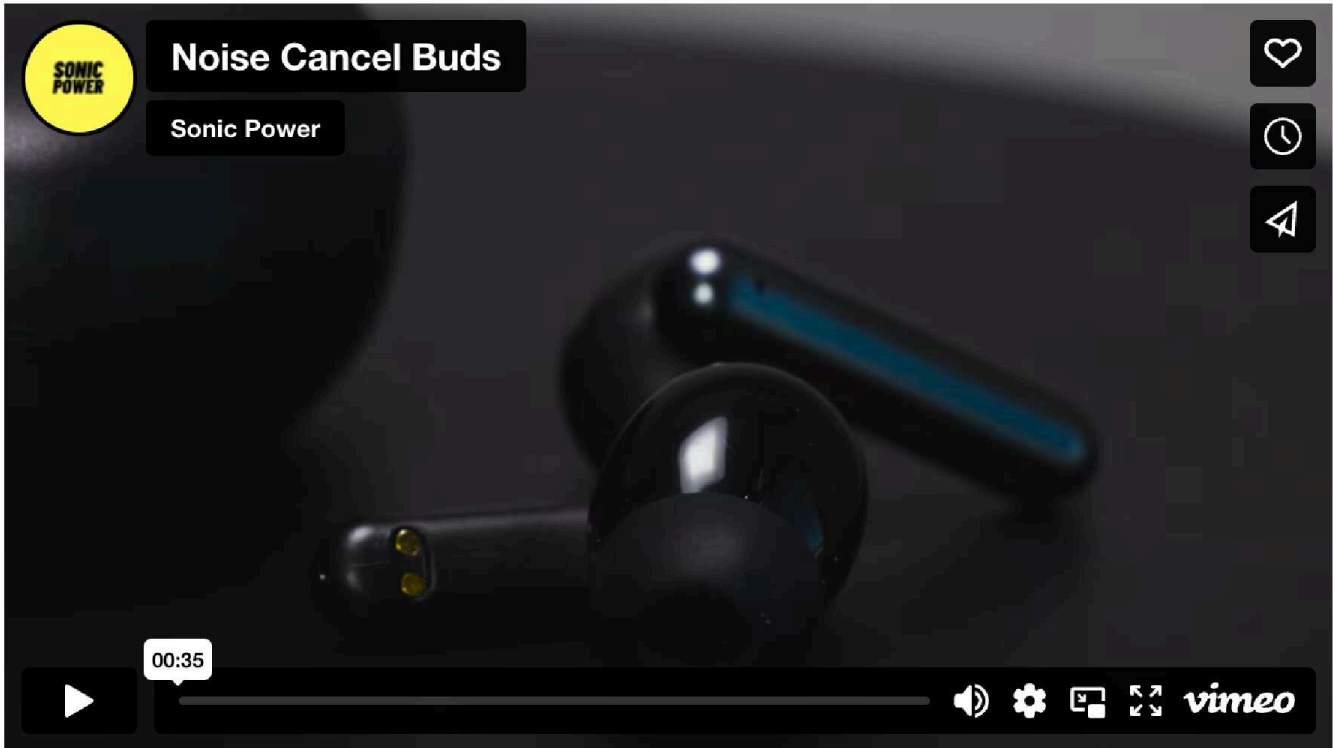
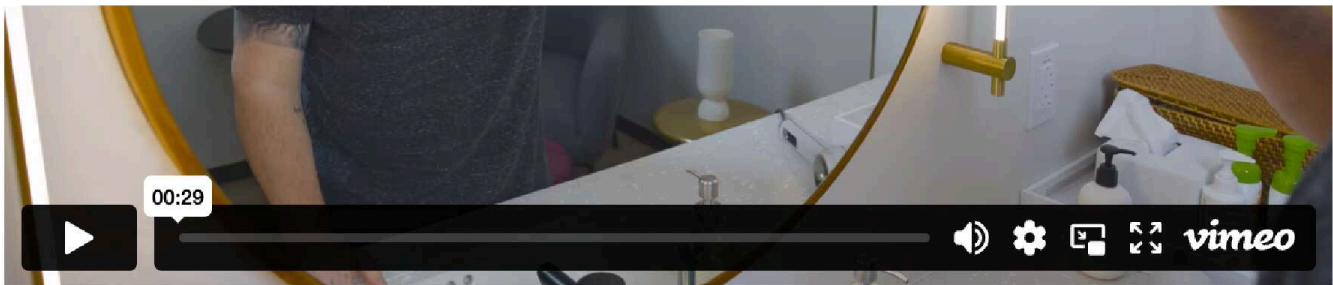






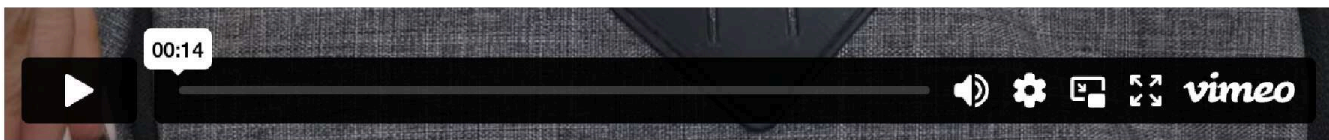
Other products launched in 2023:









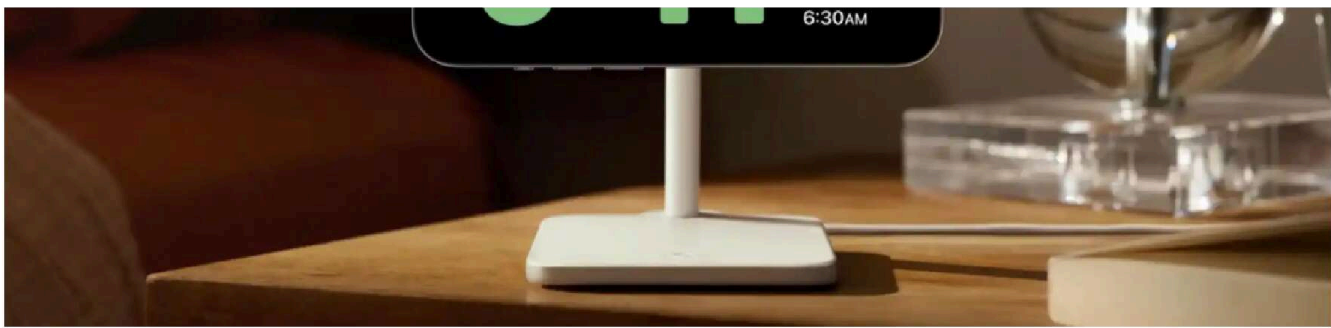


# Help us find our next best seller!

One of the primary reasons we decided to raise our Seed round via the Crowd vs. Traditional VC is the opportunity to unlock a loyal team of user testers. If you invest with us, at any level, you will be invited to be an early tester of each new product we are thinking of bringing to market. This is a fun and useful way to stay engaged with Sonic Power after making an initial investment.

Here are a few products we will be testing early 2024:





Powerbank w/ Cables



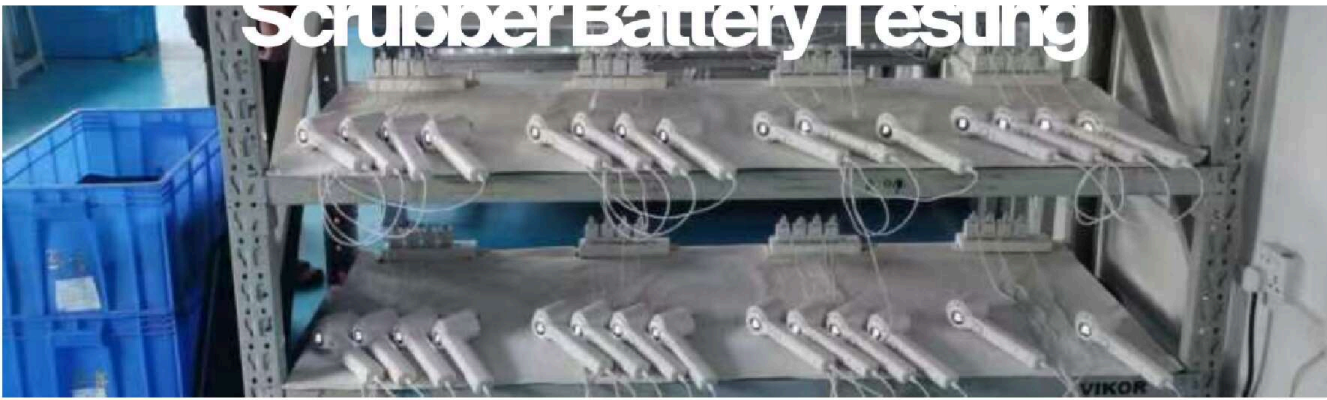
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**Take a peak at a few of our  
manufacturing facilities & North Carolina  
HQ & Warehouse...**





## Scrubber Battery Testing



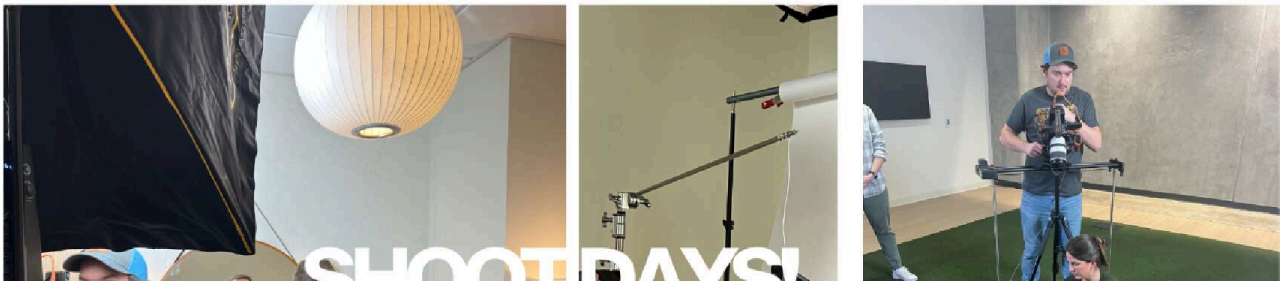
## Noise Cancel Buds Assembly Line



## Air Fry Oven Lifecycle Testing









**POP-UP MERCH**

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## Downloads



[Narrative Discussion of Series Seed Preferred Stock Designation \(1\).pdf](#)