



ICONIQ

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Problems with the Speaker market

Homogenization and Lack of Personalization



01

Every speaker looks and sounds the same – homologized

Lack of diversity in speaker design and sound

02

Consumers settle because options seem similar

Consumer purchasing decisions are based on price rather than features or quality

03

The consumer has never had an option to purchase a basketball and or soccer shaped speaker

Absence of personalized speaker options based on personal preferences/athlete branded



IconiQ Speaker Solution

A revolutionary new way to experience sound



The first ever soccer speaker designed for on and off the field

Unmatched Sound Quality



Its LED design is visually appealing, emotive and the auditory is powerful

Sleek Design, Intersection of Sports & Technology



Best in class technology acoustically, aesthetically, effortlessly

Easy Connectivity



Product Overview

Introducing the ICONIQ Bluetooth Speaker



First ever basketball and soccer shaped Bluetooth speaker

Unique design and huge sound anywhere – in the home or outdoors



Revolutionary sound quality

Delivers immersive patented 360-degree sound dispersion, everyone can tune into the music



Customizable team logos and colors

The portable powerhouse is primed to bring it all together. Personalize your speaker





Target Audience

14-40 male, female, fashion forward culture and soccer moms



Sports enthusiasts

Basketball and soccer fans



Tech-savvy individuals

Early adopters of innovative gadgets



Gift shoppers

People looking for unique and personalized presents

Market Opportunity



Market data of Nike and Adidas

Nike and Adidas dominate the athletic footwear market with a combined market share of 40%



Growth rate of Bluetooth speaker market

The Bluetooth speaker market is expected to grow at a CAGR of 10% between 2020-2025



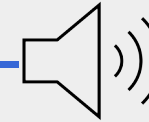
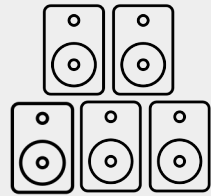
Consumer demand for premium speakers

Increasing consumer interest in high-end speakers is driving demand for premium products



IconiQ Bluetooth Speaker

Features and Benefits



Bluetooth sync 5 speakers

Sync 5 speakers to play the same song simultaneously with over 650 Watts of portable power

Long-lasting battery

Enjoy music for up to 10 hours without recharging

IconiQ app

Tune up to 7 decibels of equalization. Imports your whole music library to the app

Range up to 100 feet

Stream music from up to 100 feet away

Hands free calling

Each speaker can make or take phone calls with its built-in microphone



Launch Goals and Objectives

Driving Success for ICONIQ

DTC: Generate \$8 million in revenue

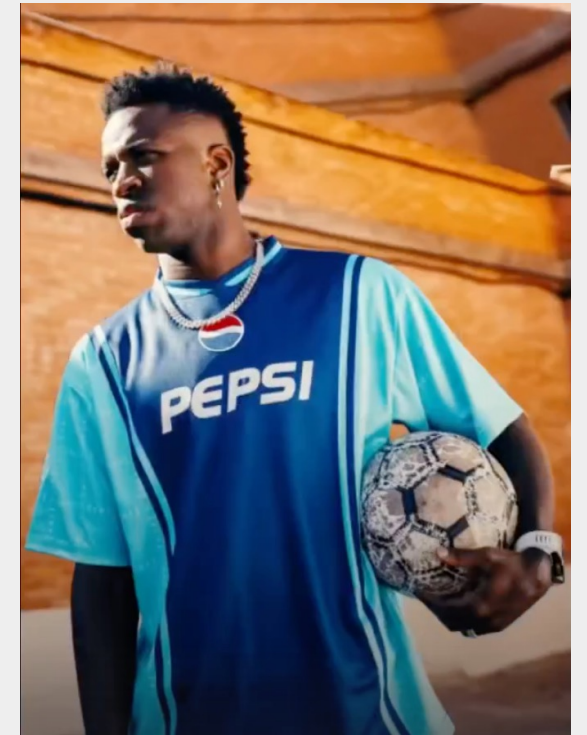
Achieve sales target within the first year

Capture market share

Become a leading player in the sports and portable speaker market

Build brand awareness and loyalty

Establish ICONIQ as a trusted and innovative brand



Management Team

Nima Saati



- **Founder & CEO of Nima Sports**
- Founded two multi-million dollar startups & scaled both to 8-figure revenues in less than 24 months
- Holds over 100 exclusive licenses with MLB, NFL and NCAA
- BDO valued Nima Sports \$39M within 12 months
- Developed an electrical engineering solution for the first Ferarri Enzo, which is sold for \$2.4MM
- Holds over 150 patented designs

Nic Vu



- **Board member**
- Former General Manager & SVP of Adidas
- Managed a P&L of \$5B+
- Track record of raising \$100MM+
- 20+ years' multi-channel distribution experience in consumer goods space
- Extensive Corporate development (M&A) experience in D2C sector
- Executive Chairman at AX3 Holdings, a family office that makes strategic investments

Dr. Yasser Nafei



- **Board member**
- Former SVP Strategy, Sales, Marketing & Product Management at LG Electronics
- Reported to the CEO of LG Electronics
- Head of Sales, responsible for over \$6B in revenue per year
- Ph.D., Management (Organization Development)
- 20+ years' consumer electronics experience
- Technology innovation maven & published author



Launch Timeline

Key Milestones and Activities

Product Development

Design and engineer the ICONIQ speaker

August 2023

Manufacturing and Production

Produce and package the ICONIQ speaker

October 2023

Marketing and Promotion

Create compelling campaigns and engage influencers

November 2023



Soccer Speaker



IconiQ App for easy control and customization

The Iconic App allows for easy control and customization of the LED colors and the speaker's 7 decibal equalizer settings



Long lasting battery life for extended use

With a long lasting battery life, the speaker can be used for extended periods of time without needing to be charged



Range of up to 100 feet for wireless connection

The speaker has a range of up to 100 feet for wireless connection, up to five IconiQ speaker allowing for greater flexibility in placement and use



Connect up to 5 soccer or basketball Bluetooth devices for versatile use

The ability to connect to up to 5 Bluetooth devices makes the speaker versatile and convenient for a variety of situations. Consumers get to enjoy over 650 Watts of portable power

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**Innovation distinguishes between a leader
and a follower.**

- Steve Jobs



Speaker Brand Analysis

Market Size: Annual Revenue and CAGR

Brand	Annual Revenue (in billions)	CAGR (%)
SONOS	1.75	2.07
	1.5	17
SONY	2.05	4.28
<i>BOSE</i>	3.0	2.86



Q&A

Addressing Key Concerns



Why is the ICONIQ speaker unique?

It combines sports fandom with superior sound quality



Can the team logos be customized?

Yes, customers can select their preferred athlete, team logos and colors



What is the price range of the ICONIQ speaker?

The speaker will be competitively priced in the market

We invite you to view our financial:

<https://drive.google.com/file/d/1H5fuhcS6oZY9SsOPAudZrx81KWSqb3HP/view?usp=sharing>



I AM

ICONIQ