

TrueLink. 

Connecting loved ones worlds away



"When I graduated from high school, I had already used up **93%** of my in-person time with my parents"




A dark room with a laptop on a desk, its Apple logo glowing. The background is a dark blue wall with a window showing a night view. The laptop is the central focus, with its lid open and the logo illuminated. The overall mood is quiet and contemplative.

The Problem

Our **parents feel disconnected** because we are too busy to **truly connect** with them



A person with long, straight, light-colored hair is seen from behind, sitting on a dark log. They are looking out over a vast, hazy valley at sunset. The sky is a mix of soft orange, yellow, and light blue. The foreground is filled with dry, golden-brown grasses and some green shrubs. The overall mood is contemplative and nostalgic.

“ I wish my mom knew how often I
actually did think about her ”



Existing Solutions



Messaging

- Impersonal
- Low response Rate



Calling

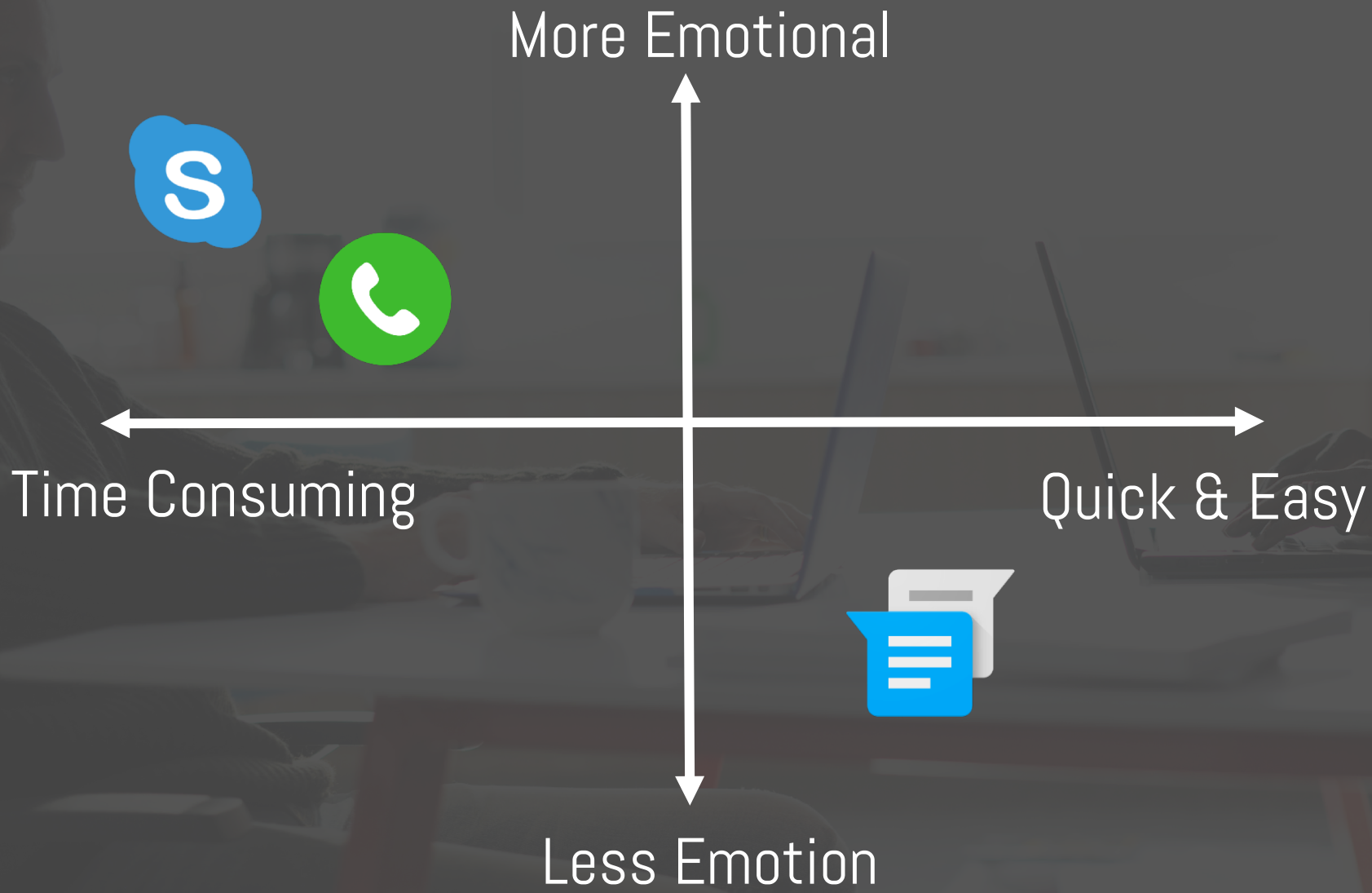
- Huge time sink
- Potentially Inconvenient timing

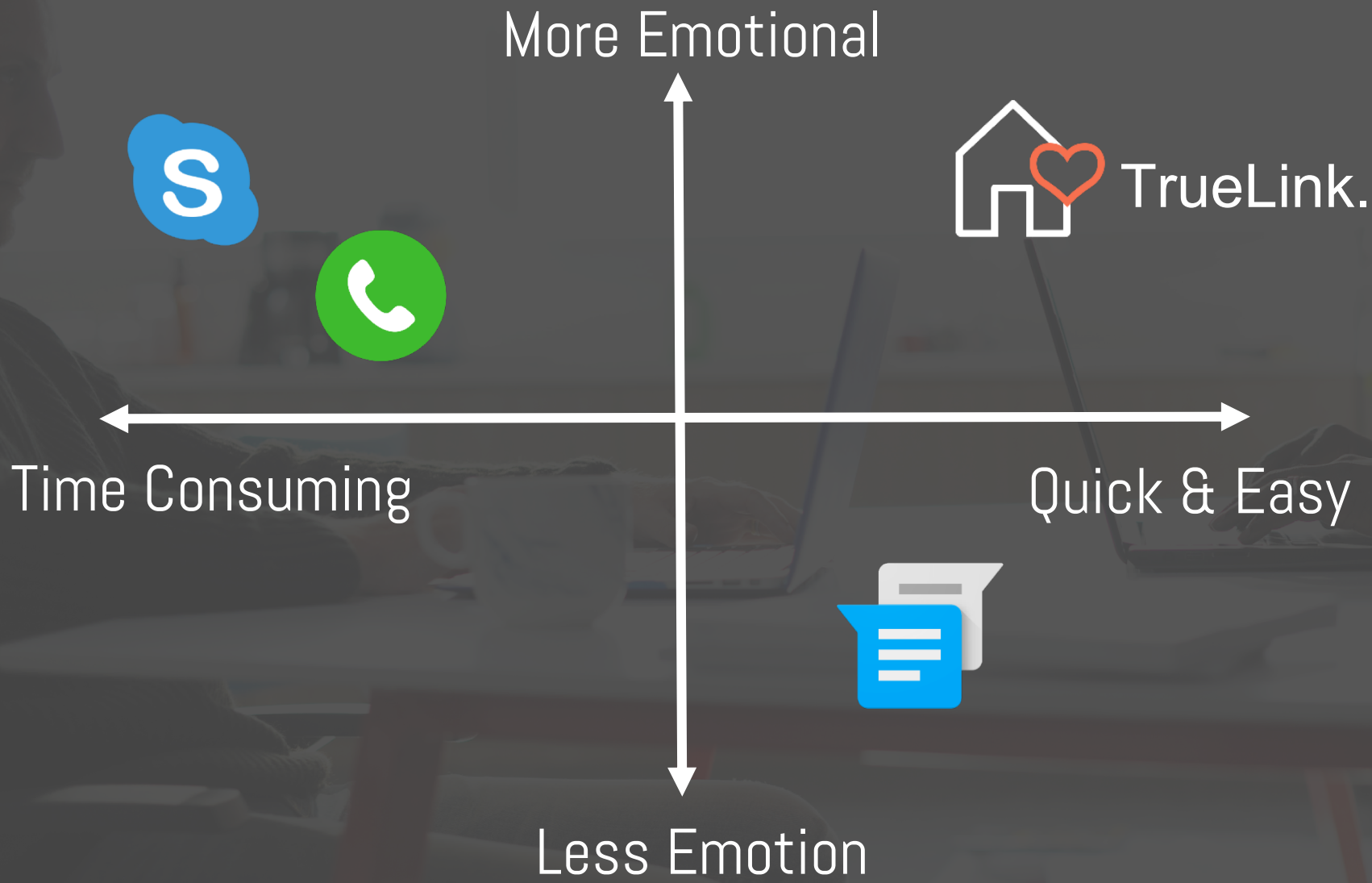


Skyping

- Requires synchronization
- Difficult on-the-go









Our Solution

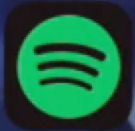
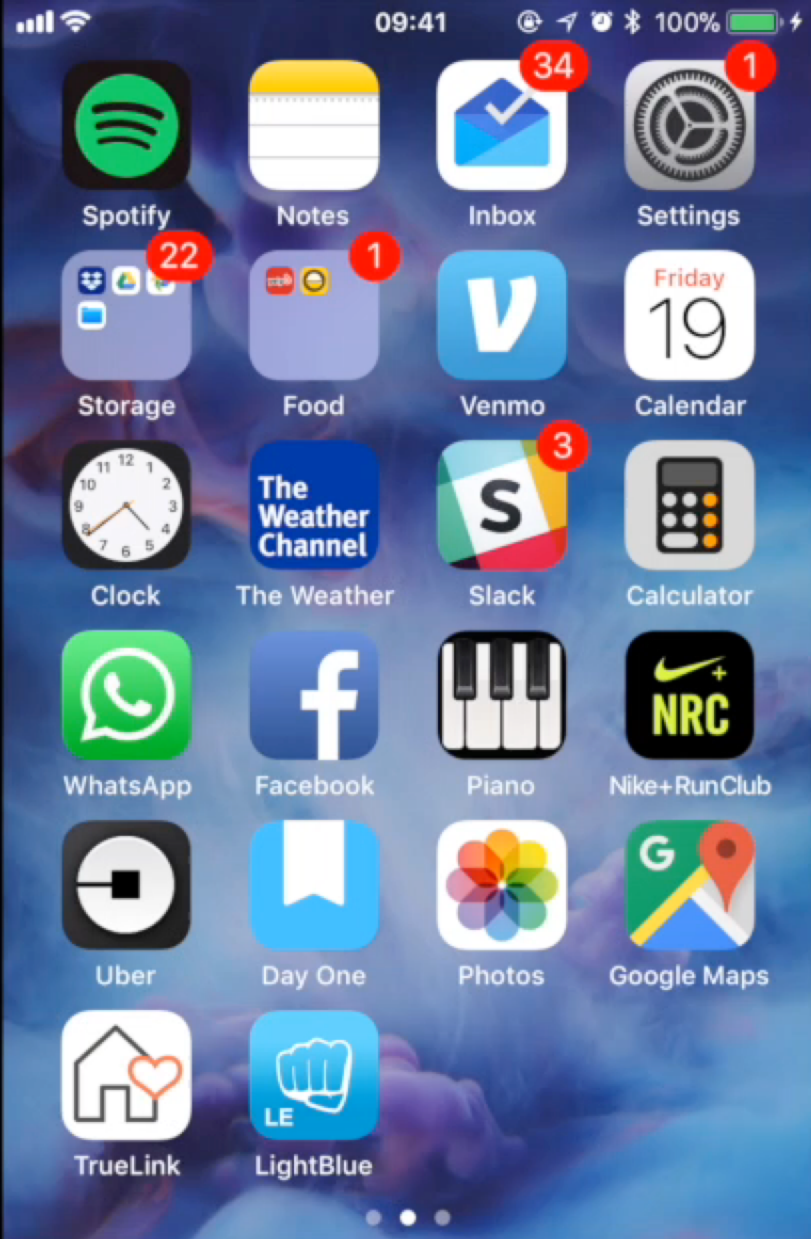
- 1 Easy-to-Use
- 2 Tangible Link
- 3 Exclusive Connection



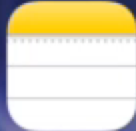


TrueLink Beacon

Debuting Jan 20, 2018



Spotify



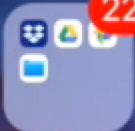
Notes



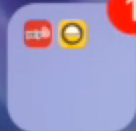
Inbox



Settings



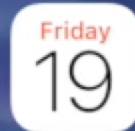
Storage



Food



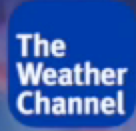
Venmo



Calendar



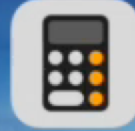
Clock



The Weather



Slack



Calculator



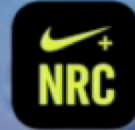
WhatsApp



Facebook



Piano



Nike+RunClub



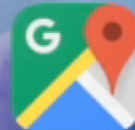
Uber



Day One



Photos



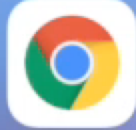
Google Maps



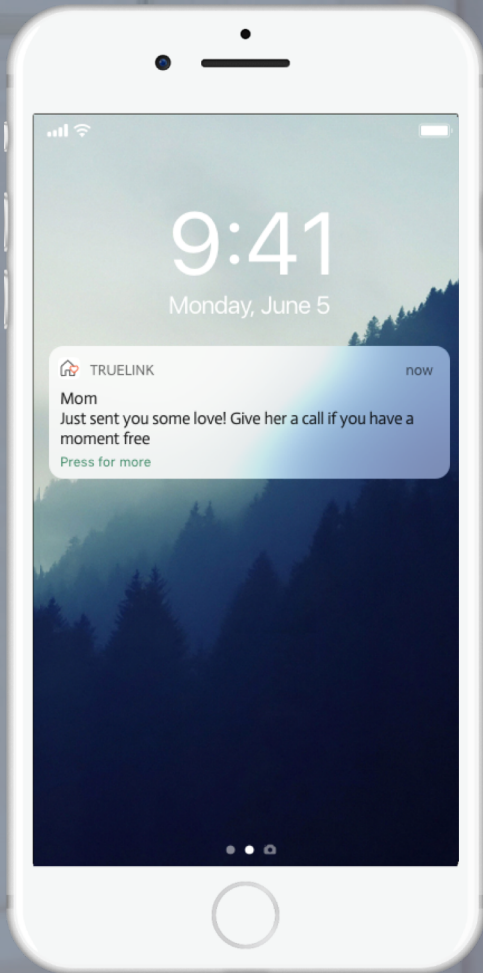
TrueLink



LightBlue



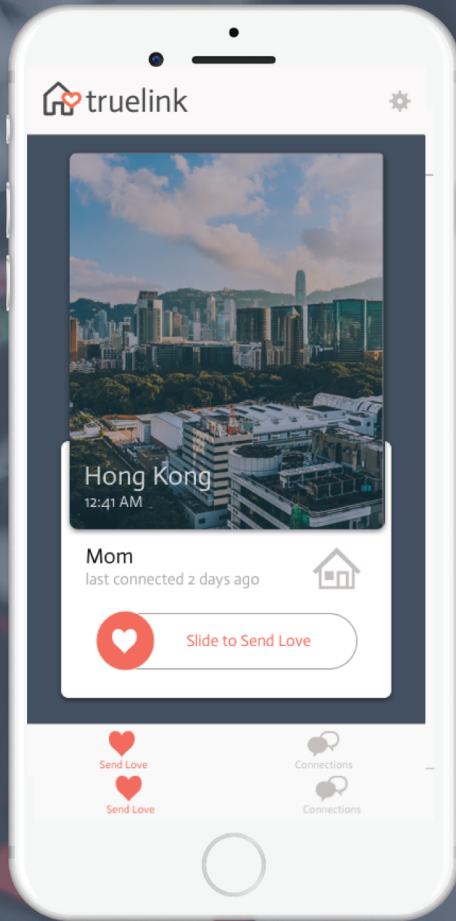
Intelligent Notifications



- 1 Redeeming Missed Opportunities
- 2 Non-Intrusive
- 3 Organic and Personalized



Premium Subscription



1 Intelligent Notifications

2 Voice Messaging

3 Personalized Lighting

4 Multiple Paired Devices



Marketing

YEAR 1

YEAR 2

YEAR 3

Location

Q1 Boston
Q2 Denver
Q3 San Francisco

Continental U.S.

Europe

Channel

Facebook / Instagram Ads

Meet-ups
Friends & Family



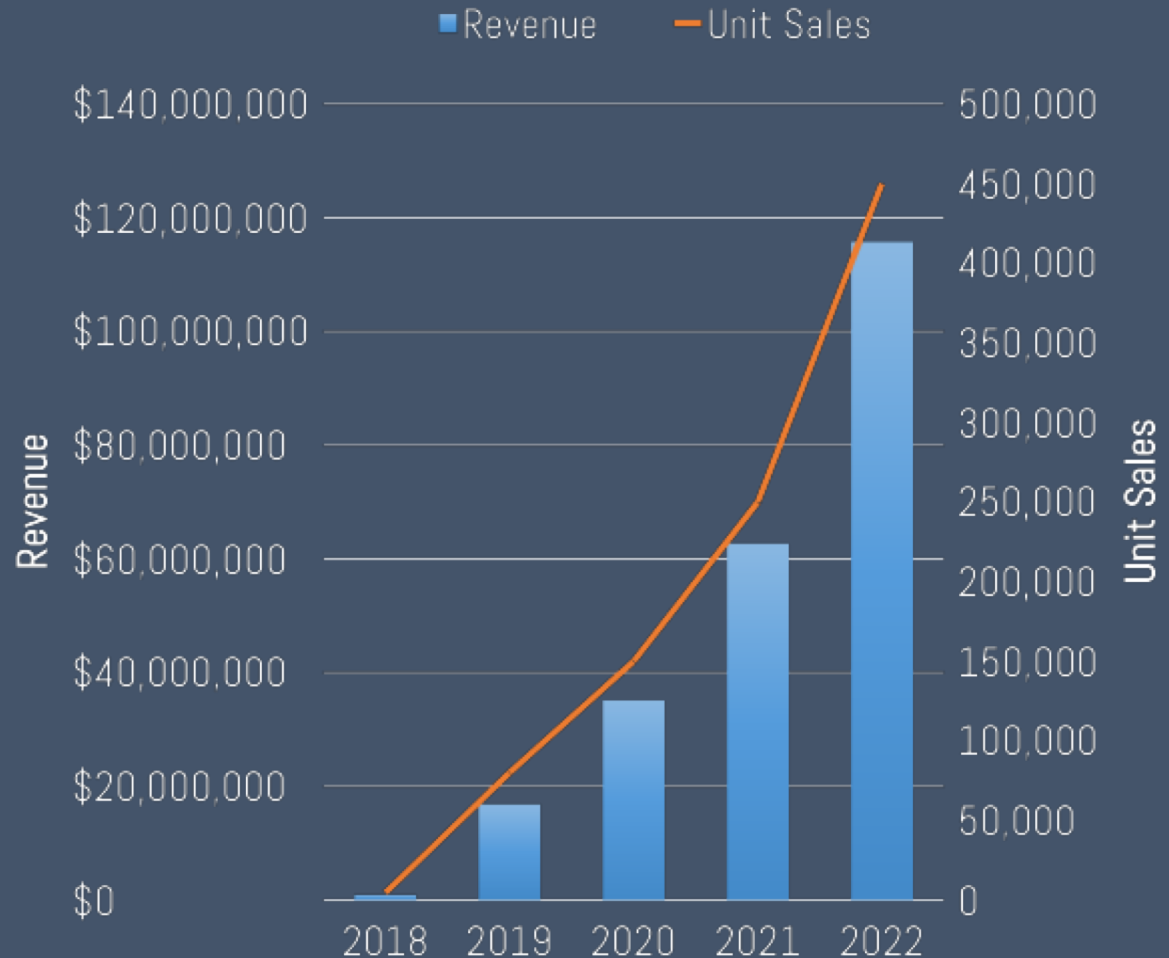
Financials – Projected Revenue

Comparable Market:
High-end BT Speakers

Bose

2017 Sales:
~500k Units

Unit Price:
\$99-\$199



Product Iteration

Initial Market

Secondary Market

Final Phase

Parent / Children
Family connections

Long Distance Relationship
Business Travelers

Smart Home
Integration

Year 1

Year 2

Year 3

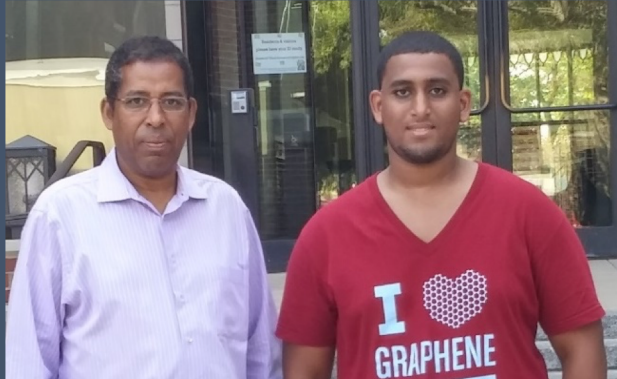


Stay Connected



Our Family

Aaron



Electrical Engineering &
Hardware Integration

Phillip



App Development & Design

Matt



Mechanical Engineering &
Business

Hanna



System Integration &
Development

Sid



Electrical Engineering & Finance

Jasmine



Business, Logistics, &
Marketing