

# DESIGNING THE FUTURE OF LUGGAGE

### **EXECUTIVE SUMMARY**

MAY 2018

## WHAT IS SAMSARA?

TECHNOLOGY

Samsara Carry-On is the world's first smart aluminum suitcase. Samsara means continuous movement and is bound to change the world of travel.

Samsara has accomplished something that has never been done before in the luggage

industry combing all essential elements for optimal travel experience:

CONVENIENCE



RESOURCEFULNESS

PROTECTION

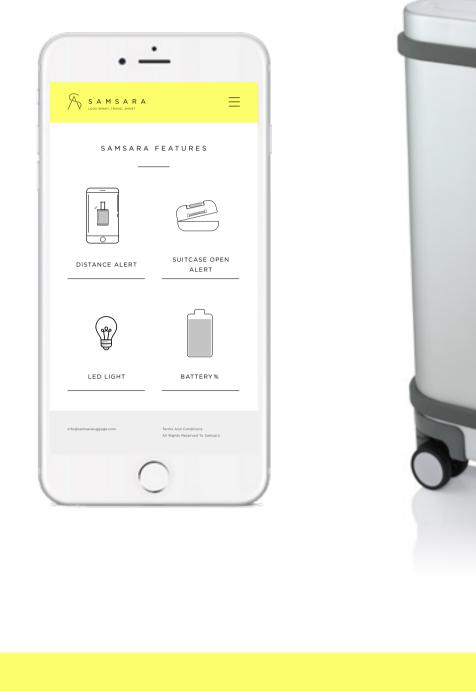
### Samsara Luggage is dedicated to combining Technology, Design and Material within the travel industry, integrating

WHEN TECH MEETS DESIGN

IOT and smart features in its products. By designing user friendly solutions, Samsara wishes to

DESIGN

create a world where travel isn't a hassle but rather an effortless experience.



LUXURY





TIMELINE



INVESTMENT OPPORTUNITY - RAISING CAPITAL



### YEAR 3 16,250,000 5,000,000

YEAR 2

9,750,000

3,000,000

6,750,000

**FINANCIALS** 

**P&L** | Samsara's financial projections for the first 5 years (USD)

YEAR 4

26,000,000

8,000,000

18,000,000

YEAR 5

39,000,000

12,000,000

27,000,000

69%

69% 69% 69%

11,250,000

Expenses					
Marketing	506,000	1,950,000	3,250,000	5,200,000	7,800,000
G&A	236,000	977,000	1,628,000	2,603,000	3,904,000
R&D	100,000	1,500,000	2,500,000	4,000,000	5,500,000
Total Expenses	842,000	4,427,000	7,378,000	11,803,000	17,204,000
Net Profit Before Tax	841,000	2,323,000	3,872,000	6,197,000	9,796,000
	33%	24%	24%	24%	25%
MARKETING	AND SALES	5			

### - B2C online marketing continuing crowd success. Our strategy is to receive the majority % of sales via online, where we expect the

highest revenue.

1000 units sold, raising \$386,000.

- Presence in major department stores. Such as Bloomingdales, Gallery Lafayette, Concept Stores Airport Stores and more.

- Pre-Sales via Kickstarter and Indiegogo to date:

YEAR 1

2,530,000

846,000

1,684,000

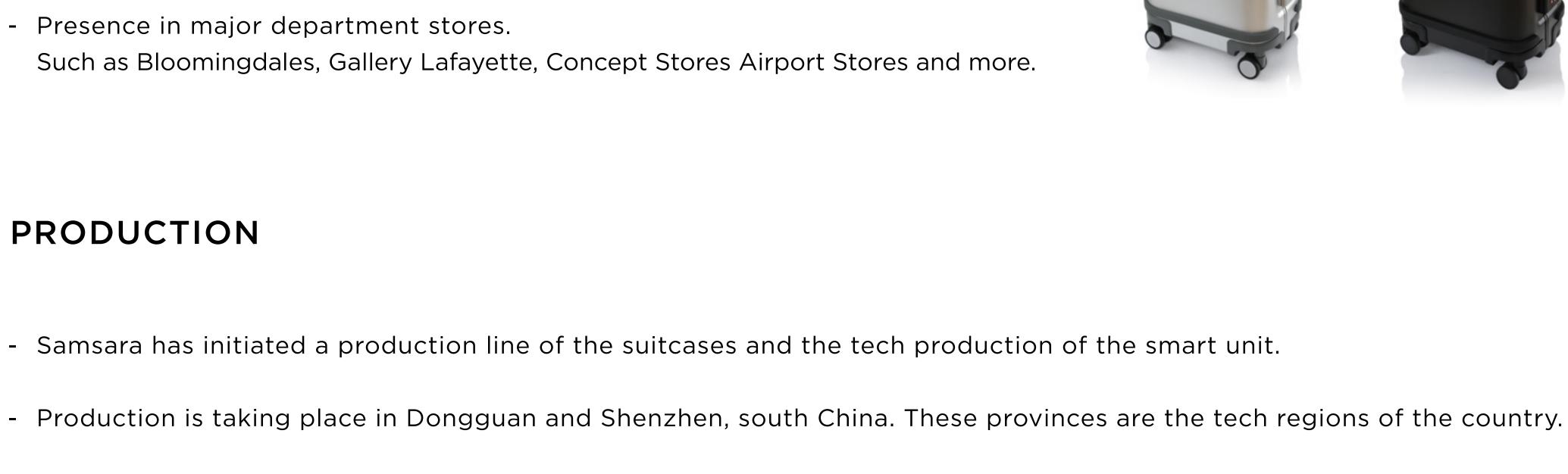
67%

Revenue

**Gross Profit** 

Cogs

**PRODUCTION** 





LONG-LASTING

In Stash

E-Teknix

**Al Circle** 

whoopzz

**Gadgetsin** 

**Backerkit** 

**REDDIT gadgets** 

**The Gadget Flow** 

**CB** Insights

RECYCLABLE

### STRONG LIGHT WEIGHT NATURAL

WHY ALUMINUM:

sales grew by 33.3% in 2016, and group profit increases by 26.2% (sales of around 167.1 million euros). FEATURED IN **Geeky Gadgets** The Silicon Review **Frobes TheVerge** Yahoo Finance **Wonderful Engineering Trend Hunter** Newsweek

Aluminum is strong, light and natural. It is a long-lasting and recyclable material. Aluminum is an

untapped segment within the premium luggage market, with only a few manufacturers. The aluminum

suitcase market has not yet reached its potential. Rimowa (main aluminum suitcase manufacturer)

**TheManual** 

**CB** Insights

**Travel and Leisure** 

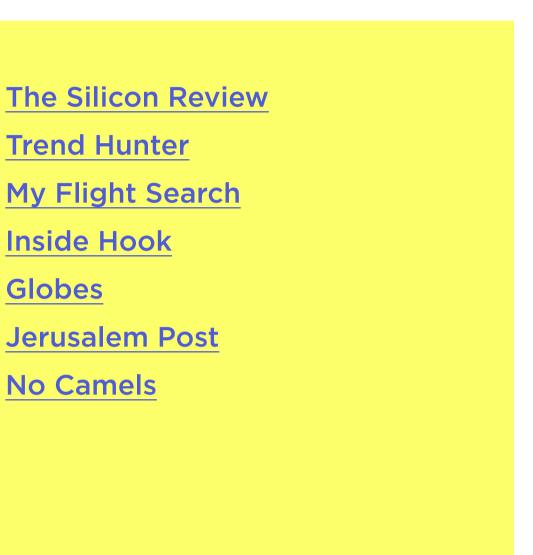
**The Irish Times** 

Wired

Mashable

Yahoo Style

Mobile Mag



### **Forbes** "The Best Travel Tech" Newsweek

Wired

Yahoo Finance

**Robb Report** 

Oyster.com

Mashable

**Tech Republic** 

The Manual.com

The Manual.com

DesignBoom

**Condé Nast Traveller** 

"Smarter than the rest." The Irish Times "Samsara luggage teams style with substance" The Verge "Fashion meets function: The design is where samsara really shines... The app is nifty, but it's the ergonomics of Samsara's suitcase that really appeal".

"Samsara Luggage Creators Shatters Equity Crowdfunding Goals in One Day"

"Early Stage Travel Tech Startups to Watch" designboom "A smart suitcase that fictional British superspy James Bond—known for his "Made from aluminum, the samsara suitcase is ultra lightweight, yet robust love of quirky gadgets and high tech hardware—would surely snap up". enough to resist any knocks it might take along the journey, protecting its contents" Yahoo Style **Travel ans Leisure** 

"This Suitcase Can Double As a Desk While You Travel" "Samsara is for travelers who want to stay productive while they're on the road" **TheManual** This aluminum smart suitcase from samsara luggage is downright sexy

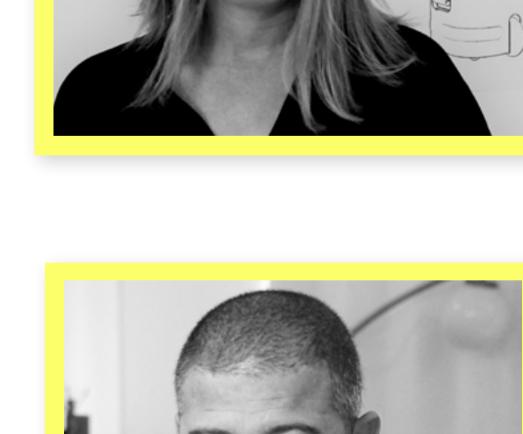
Globes

### **FOUNDERS:** Co-founders Atara Dzikowski and David Dahan combined a love of design, technological innovation, and the need to solve real-life travel challenges to create Samsara.

Atara has extensive senior managerial experience in development and public affairs, specializing in the fields of art and design. Samsara Luggage was developed within Atara's design house, Design Boxes, which promotes fresh and innovative design while fostering exceptional new talent. Atara has been Chairperson and CEO of Design Boxes (2013-to date). Prior

ATARA DZIKOWSKI | Co-Founder and CEO

of the company in 2017.



**DAVID DAHAN** | Co-Founder David is an entrepreneur specializing in tech R&D and software management with an extensive business background, focusing on business development and strategic planning. Over seven years ago (2009-to date) David Co-Founded Serve Africa Ltd. as the main investor of the firm. Serve Africa is a holding company, mainly providing Satellite IP connectivity communication

services throughout the continent of Africa. Prior to that David Founded Viramedics Ltd., a Bio-Tech firm dealing with Skin

Cancer detection, working with leading medical institutes worldwide towards clinical studies and implementation. David

also serves as a consultant to companies, mainly in software algorithm field - among the companies are Intel corporation,

TelMap, Fiberzone networks and more. Over the past two years (2015-to date) David joined Nova-Sight Ltd., a medical device

company developing products for diagnostics and therapy in the ophthalmology fields. He holds a B.sc degree in Physics and

Computer Science. David has been serving as Director and CTO of Samsara since the inception of the company in 2017.

to opening her firm, Atara was Director of Development and Public Affairs of Shenkar College of Engineering, Design and

Art; and spent years working for news stations of leading television networks. In addition, Atara serves as the director

of the friends of TAMA Museum. Atara holds a Master's in Public Administration from Clark University in addition to a BA

degree in Communication and Management. Atara has been serving as Director and CEO of Samsara since the inception

# NEW ADDITION TO SAMSARA TEAM



joined Samsara as presenter of the brand

NBA Star and member of the USA National Basketball Team

**DEMARCUS COUSINS** 

THANK YOU



info@samsaraluggage.com | www.samsaraluggage.com