Upgrading Made Easy

Snapping Technology into Place

Snap Inc. Aug 5, 2014
At Snap, our mission is to improve daily life by providing accessible, adaptive technology in a rapidly changing world.
Meet the Stewart Family

Snap Inc. Aug 5, 2014
91%
of all high school and college students surveyed want SnapCase
70% of all high school students have smartphones.

-CNET
80% of all college students have smartphones.

-CNET
28.7 Million
potential SnapCase buyers

-nces.ed.gov
Timeline

- **Now**
  - R&D

- **August 2015**
  - Finalize Plan With Manufacturers

- **December 2015**
  - Preorder Period

- **July 2016**
  - Ship to Pre-Orders and Sell to the General Public

Snap Inc. Aug 5, 2014
## Finance: Materials Cost

<table>
<thead>
<tr>
<th>Base Snapcase Parts</th>
<th>Unit Price when buying 1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro USB (male)</td>
<td>$500</td>
</tr>
<tr>
<td>Micro USB (female)</td>
<td>$500</td>
</tr>
<tr>
<td>Bluetooth</td>
<td>$300</td>
</tr>
<tr>
<td>Plastic (ABS/PC) for 100 kilograms</td>
<td>$1500</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td>*<strong>$2,800 ($2.80 per case)</strong></td>
</tr>
</tbody>
</table>

*Excluding Production Costs*
Thank You!

Questions?