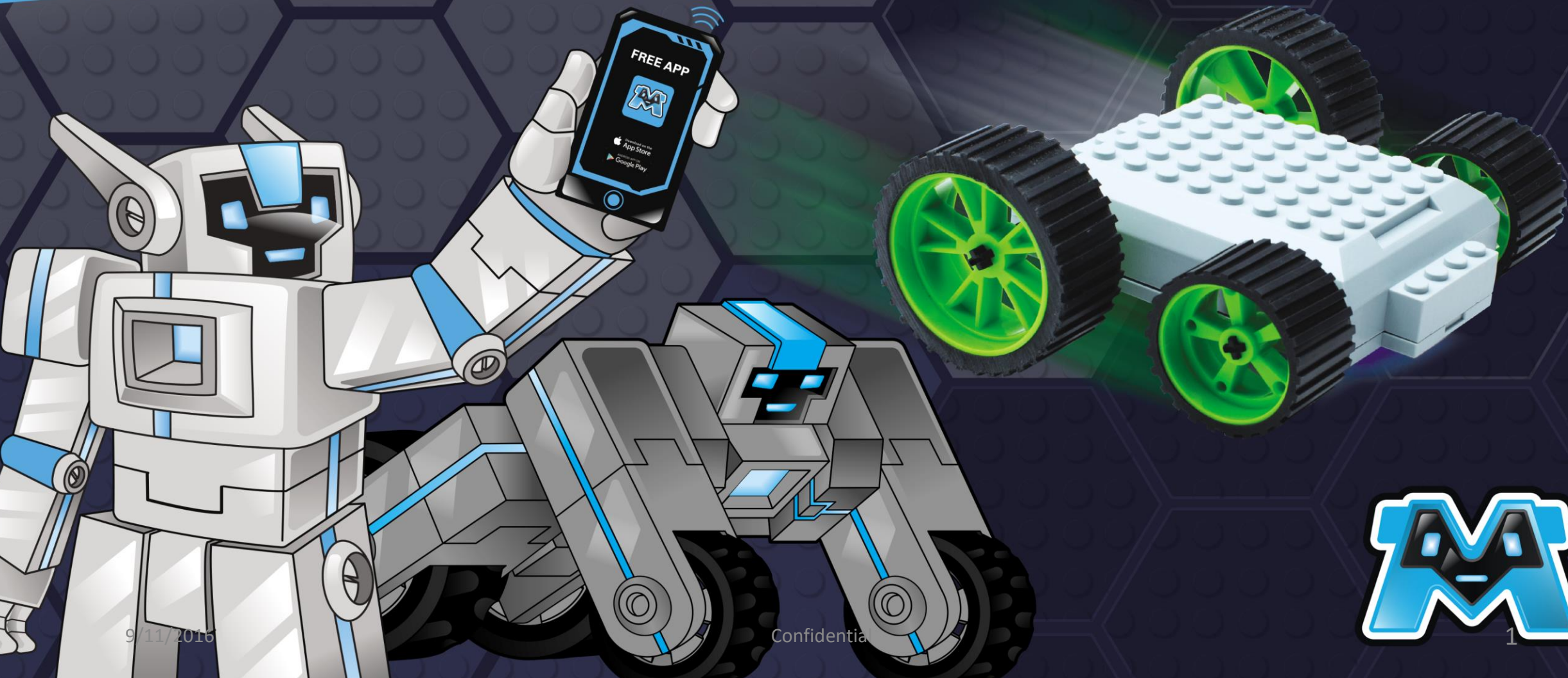


MeepBot 2.0

DOWNLOAD & DRIVE



Meeper BOTS



Most Versatile Remote-Controlled Consumer Toy on the Planet!

- Post-Revenue
- In-Market
- Hot, Proven Product Kids LOVE!!
- Retail/Distribution Channels in Operation
- Scalable Manufacturing in Operation
- Experienced Team
- Obvious High Value Exits
- Patent-Pending



See Video Submitted by a Customer/Fan!

<https://www.youtube.com/watch?v=8l0CokSSE94>

Strategy: Internet of Toys Software Platform Enabled with Hardware



- Digital Experience – Downloadable Content, Social/Community, In-App Purchasing, Direct Consumer Connection and rich Characters/Stories/Comics
- Hardware Platform – Brings Experience to Life in Multiple Brick-Block Compatible Form Factors
- Increase Margin through Digital Downloads, New Form Factors, and Brick Kits Increasing Average Purchase (Pull Through)
- Prove Strategy with Two Additional Product Cycles
- Build to Buy (e.g. Mattel, Disney, etc)



Rich Digital Experience w/Downloadable Content



Open Brick-Block Hardware Platform

Most Versatile Remote-Controlled Consumer Toy on the Planet!

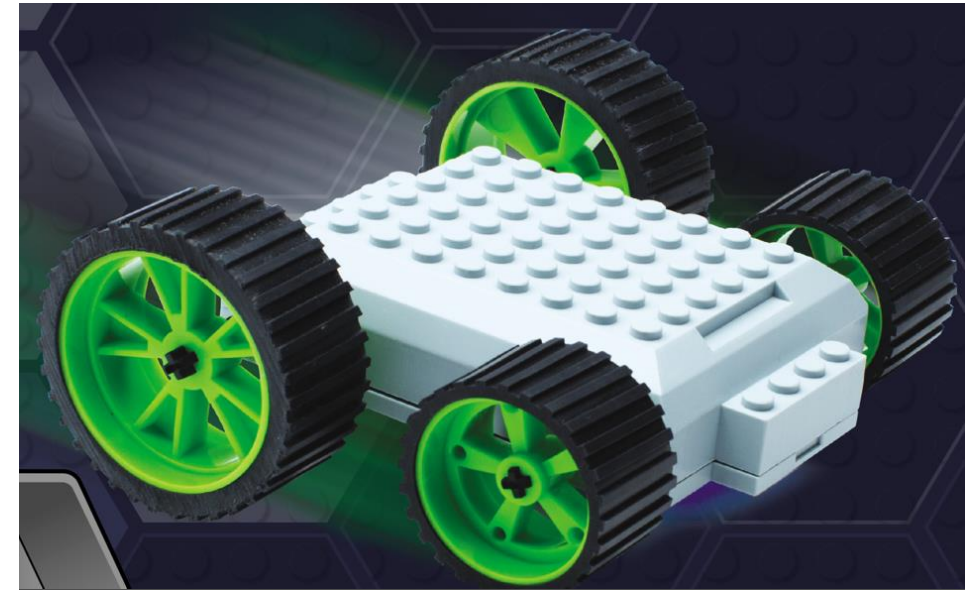


- BOT 2.0: Brick-Block Power Platform

- Durable ABS Plastic Chassis & Components
- Fully Brick-Block compatible
- Front hitch, back hitch
- Removable Top and Bottom
- Dual, Rear-Wheel 300 RPM Motors
- BLE Sensor-Driven
- Requires 9V Battery
- CPSC ASTM F963-08 Safety Certified
- Four Colors



Meeper BOTS



AGES 5 +

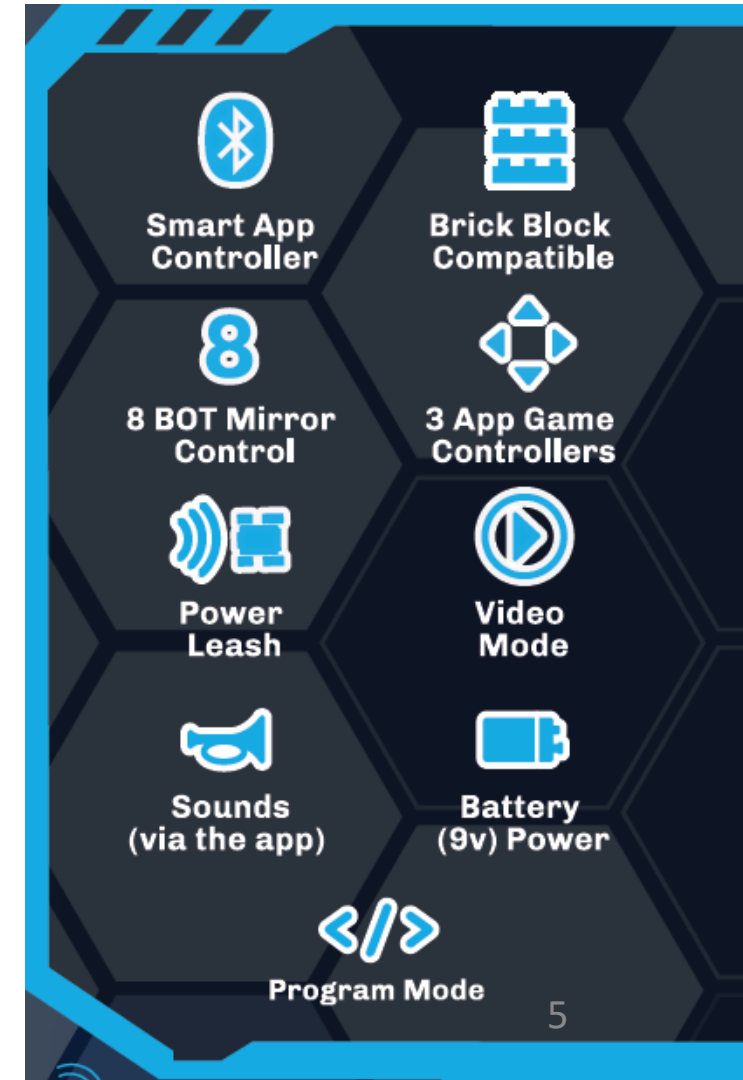
NO ASSEMBLY
REQUIRED

\$50.00



Software-Enabled Digital Controller App Drives Rich, Unique User Experience

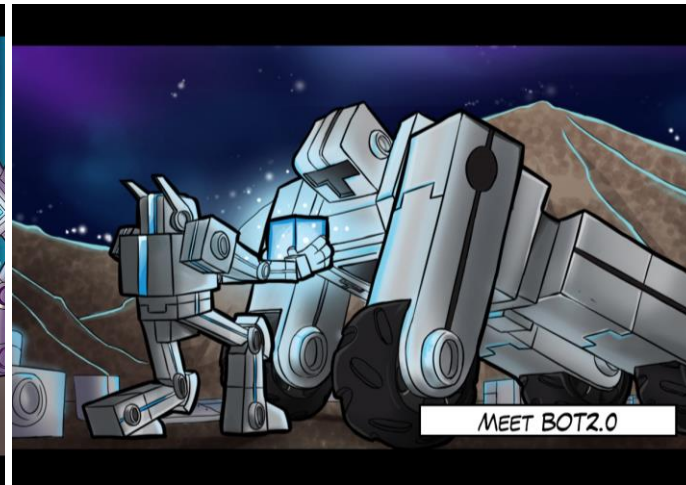
- Make Your Creations Move!
- Apple or Android
- Free App
- BOT Code
- Comics
- Lessons/Activities
- BOT Personalization





Meepers's STEM Capabilities Enables a Broad Array of Downloadable Content

- BOT Code & Programs
- Characters & Story Expansion
- Comics
- Activities
 - Demco Library & Educational Lessons
 - Building & Coding Activities





Meepers Wins in the Market with Open Brick-Block Platform, Rich Digital Experience and Lower Price

- Lego \$5.2B 2015 Revenue
 - Mattel Mega Blocks
 - COBI, BricTek, etc.
- Smart Toy – IOT
- Meepers
 - Rich Digital Experience
 - Lowest Cost Robotics Toy
 - STEM
 - Grows with Child
 - 5+ No Assembly
 - 7-10 Controllers, Basic Building & Coding
 - 10+ Advanced Coding & Building



LEGO Power Functions Motor Set 8293 \$40.00



[LEGO Mindstorms EV3 31313](#) \$350.00



Sbrick \$54.00



Makeblock DIY mBot Educational Robot Kit for Kids, Robot Toy For robotics learning and designed for STEM education \$80.00

Meeper has Established Specialty Toy and Library/Education Distribution Channels



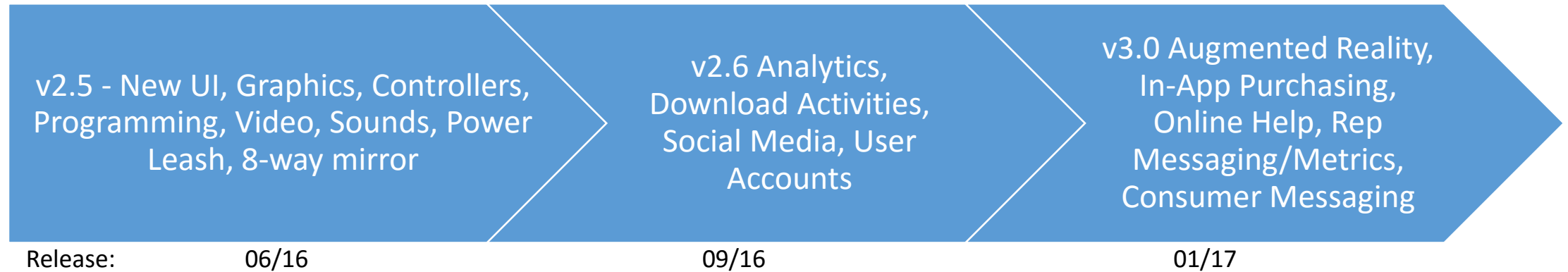
- Specialty Toy Stores (52 Stores Today)
 - 50 Independent Sales Reps
 - 150 Accounts Each
- Demco Library Services
 - 70,000 Libraries
 - Developing Educational Content
- Online
 - Direct & Distribution (BlueStem, Target, etc)
- Events & Shows
- TV Shows



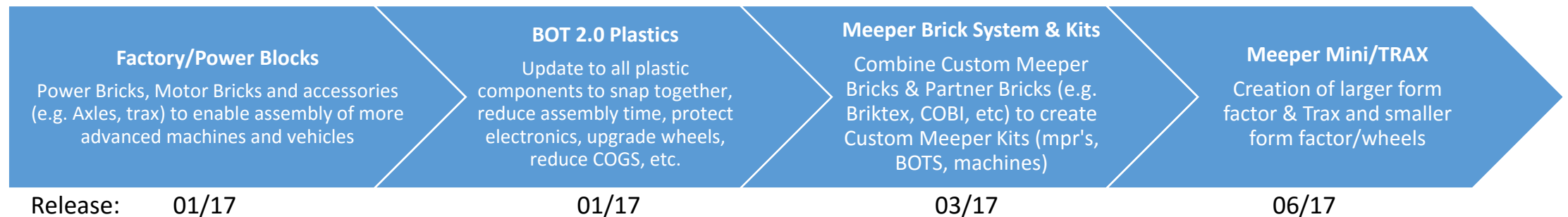


Rich Product Roadmap Increases Margin and Customer Loyalty

Digital Experience: Drives scale & higher margin thru in-app purchasing, social media and downloadable content.



BOTS & Kits: Drive additional spend thru product & platform expansion.



Plan Ensures Milestone Execution and Aspirational Growth



| 4Q14 | 2015 | 2016 | 2017-2019 |
|---|---|---|---|
| <ul style="list-style-type: none">• meeperBOT 1.0 Product Release• Product & Market Validation | <ul style="list-style-type: none">• meeperBOT 2.0 Product Release• Product & Market Validation | <ul style="list-style-type: none">• Brand Definition and Creation• Supply Chain• Contract Manufacturer• Digital Controller 2.0 | <ul style="list-style-type: none">• Digital Experience & Downloads• meeperBOT 2.5 Release• Meeper Kits & Bricks• Meeper PowerBOT |
| <ul style="list-style-type: none">• Successful IndieGoGO Campaign \$10k<ul style="list-style-type: none">• 300 Units• \$235K Initial Funding | <ul style="list-style-type: none">• \$24k Revenue• Successful Kickstarter Campaign, \$30k<ul style="list-style-type: none">• 350 Units | <ul style="list-style-type: none">• \$1M Revenue• \$110k Funding• Additional \$750k Funding | <ul style="list-style-type: none">• \$3M to \$50M Revenue• International• Incremental Funding |
| | <ul style="list-style-type: none">• 6 Stores• 600 Units | <ul style="list-style-type: none">• 200 Stores• Demco Library & Education Distribution• 35K Units | <ul style="list-style-type: none">• 400 to 4000 Stores• 1 to 6 Distributors• International• 100k to 1.5M Units |

Seeking \$2.4M in Funding to Scale to Next Level



Convertible Note

- \$2.4M Raise
 - \$500,000 First Close
- \$25K Minimum
- 8% Interest
- Class B Units
- 20% Discount
- \$9M Cap

Use of Funds (2016)

- | | |
|---------------------|-----------|
| • Sales & Marketing | \$100,000 |
| • Inventory | \$250,000 |
| • Operations | \$150,000 |

35,000 Units \$1M Revenue

- \$500,000 Product Development



Manufacturing is 100% Outsourced to Contract Manufacturer in the US

- COGS \$21.00
- Wholesale \$30.00
- Retail \$50.00

- Electronics, Assembly, Packaging: Fruition (IN),
- Plastics: IcoMold (OH), Protolabs (MN), S&H Rubber (CA), Duratech (China)

- 10,000 Units Shipping
- 25,000 Units Scheduled for Lot Releases thru 2016



Meeper has Taken Steps to Protect our Invention and Intellectual Property

- U.S. Non-Provisional Patent Application for Smart Phone Controllable Construction Brick Vehicle
 - Application No: 14/933,348; Filed: November 5, 2015
 - Claiming Priority to U.S. Application No: 62/076,925; Filed: November 7, 2014



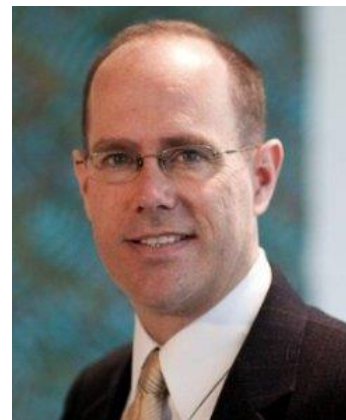
Experienced Meeper Team will Execute and Drive Success



**Liz Eversoll, CEO,
Founder**



**Jim Brandon, Product
Inventor, Founder**



**Chris Thorsen, VP
Sourcing**



**Drew Jones, VP
Sales & Channel**



SOLOMO, Promega, QBE,

Paragon



UW- Whitewater Interns, Gifny Studios, Chapa Design
Legal: Neider & Boucher; IP: Boyle & Fredrickson
Accounting: Fine Point Consulting



Meepertek

The Most Versatile Remote Control
Consumer Toy on the Planet!

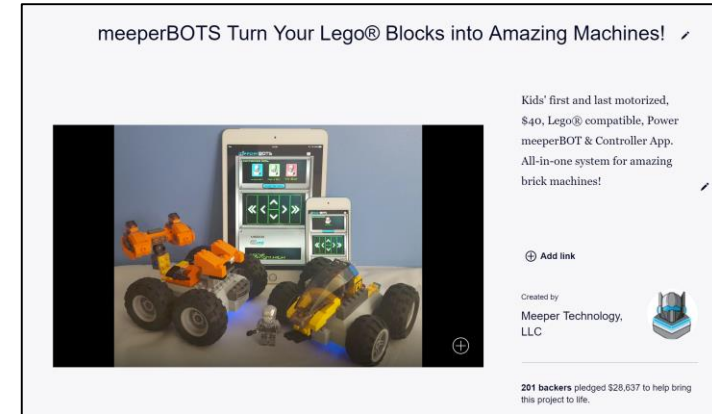
Liz Eversoll

liz@Meepertek.com

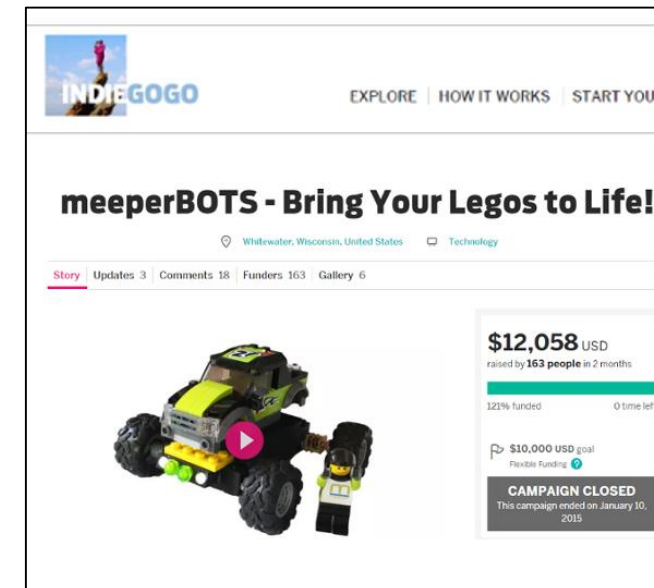
Prior Funding

- \$210K Loans & Grants
 - Whitewater Community Development Authority
- \$60k Convertible Note & Investment
- \$12K IndieGoGo 2014 Campaign meeperBOT 1.0 (300 Units)
- \$28K Kickstarter 2015 Campaign meeperBOT 2.0 (600 Units)
- 2016 Revenue \$38K YTD (KS + 400 Units)

KICKSTARTER



https://www.kickstarter.com/projects/meeper/meeperbots-turn-your-lego-blocks-into-amazing-mach?ref=nav_search



Meeper

