

**FINDIT .ID**

**INVESTOR PRESENTATION 2015**



**Where is  
my phone?**

**1**

## **Elevator Pitch**

**FINDIT.ID IS A FREE, EASY SYSTEM FOR  
RETURNING LOST OBJECTS FROM FINDERS  
BACK TO OWNERS.**



A black and white photograph of a man with a shocked or angry expression, his mouth wide open in a scream or shout, with his eyes wide and eyebrows furrowed. He has short, dark hair and a light beard. The background is a plain, light-colored wall.

**2**

## **The Problem**

**BILLIONS OF DOLLARS  
WORTH OF PERSONAL  
ITEMS ARE REPORTED  
LOST EVERY YEAR BY  
CONSUMERS.**

**3**

## **The Solution**

**A NEW METHOD AND SYSTEM FOR  
RETURNING LOST OBJECTS FROM  
FINDERS BACK TO OWNERS.**



# HOW DOES IT WORK?

## Basketball example

The details to be displayed on the equipment are as follows:

1. Owners personalised name
2. Instructions, web address and Unique ID
3. Logo





**4**

## Market Size

The average person loses 1.24 items  
per year

Less than 50% of those items are ever  
recovered

Average cost of lost item is \$220.15

Source: [mozy.com/about/news/reports/lost-and-found/](https://mozy.com/about/news/reports/lost-and-found/)

## GLOBAL MARKET

Sporting Goods, Phones,  
Tablets, Laptops, Luggage,  
Luxury Goods, Footwear,  
Clothing, Jewellery, Watches,  
Uniforms

**5**

## **Business Model**

**EMBEDDED TAGS**

**ID STICKERS**

**DATA & ANALYTICS**



**6**

## **Proprietary Technology**

**MARKET LEAD**

**EXPERIENCED TEAM**

**PATENT FILED IN US & AU**

7

# Competitors

DIRECT



FINDIT .ID



FEES

Hotels  
Airports  
Airlines  
Train Stations

NO FEES

Lost Notices  
Word Of Mouth  
Facebook Posts  
Lost & Found Websites

INDIRECT

**8**

## **Marketing Plan**

**SPORTING GOODS MANUFACTURERS**

**HIGH-SCHOOL UNIFORMS**

**SUPERMARKETS & CONVENIENCE STORES**



# 9

## Our Team

<b>JOHN ANDERTON</b>	<b>Chairman of Butterfly Creative</b>
<b>THOMAS CLARK</b>	<b>Experienced Supply Chain Professional</b>
<b>PETER VAN</b>	<b>Investment Banker &amp; Advisor</b>
<b>NICK MAXWELL</b>	<b>AFL Premiership Captain &amp; Leadership Consultant</b>
<b>DEBORAH UPTON</b>	<b>Consultant &amp; Business Executive</b>

**10**

## **Money**

**\$100,000 INVESTMENT.  
5% EQUITY.  
\$2M POST-MONEY  
VALUATION.**

**USE OF FUNDS:  
WEBSITE/DATABASE,  
OPERATIONS MANAGER,  
BUSINESS DEVELOPMENT  
MANAGER.**

**HIGH LEVEL TALKS WITH  
LOCAL SPORTING  
MANUFACTURERS  
ALREADY.**

**FINDIT .ID**

**THANK YOU**