### **∶∶quatro**brush<sup>™</sup>

Investor Deck : 2021

Experience a new way to clean your teeth



Patent Protected Technology



## Introduction

2021 presents a timely opportunity to merge two decades of refined intellectual property, with a talented, strategic brand / R&D partner (RKS Design) and with a newly recruited, experienced and capable management team.

Further, market opportunities have expanded as several \$300-400 vibrating, smart, single-headed toothbrushes have been accepted and are expanding recent market share. These developments allow **Quatro** to pursue plans to realize the financial returns that our existing shareholders deserve due to their commitment to developing the world's most extraordinary brush. Management plans to lead a re-positioning of this important intellectual property and land **Quatro** at the top of the premium toothbrush marketplace. Launching new product in 2022, management expects to reach 500,000 annual units at a \$300 price point by 2025 through both subscription and point-of-sale direct-toconsumer business models. Management is pursuing new equity capital of \$5 Mil to make this vision a reality.

## About Quatro

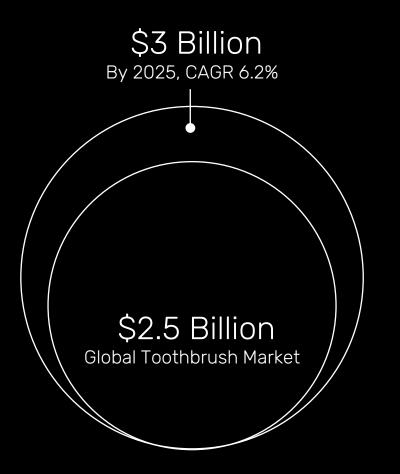
- 20 years of product development
- 500,000 units sold garnering ample "field experience" and evolutionary learnings
- Design evolution based on over a decade of performance analysis
- Robust patent protections and extension opportunities
- Rooted in Hydrabrush (quatro's TopCo) and 30 Second Smile legacy

The culmination of our rich history, new strategic brand/R&D partnership, new seasoned management team and brush market pricing have created an epic opportunity.

## Our Mission

Empowering everyone to improve their overall health through a revolutionary dental experience

## The Market Opportunity



The relationship between poor oral health and systemic diseases can no longer be ignored in a world suffering from COVID-19

The prevalence of oral diseases and growing oral hygiene awareness are major factors propelling the electric toothbrush market growth

Single head, sonic, smart brushes made by Proctor & Gamble Oral B and Philips Sonicare are <u>priced and sell above \$300 each</u>

Consumers continue to experience intrusive dental visits as their brushing technique does not serve their overall health

> Sources: Electric Toothbrush Market Size, Share & Trends Analysis Report By End Use (Adults, Children), By Technology (Rotational, Vibrational), By Region, Competitive Landscape, And Segment Forecasts, 2019 – 2026, Grand View Research

## The Market Opportunity

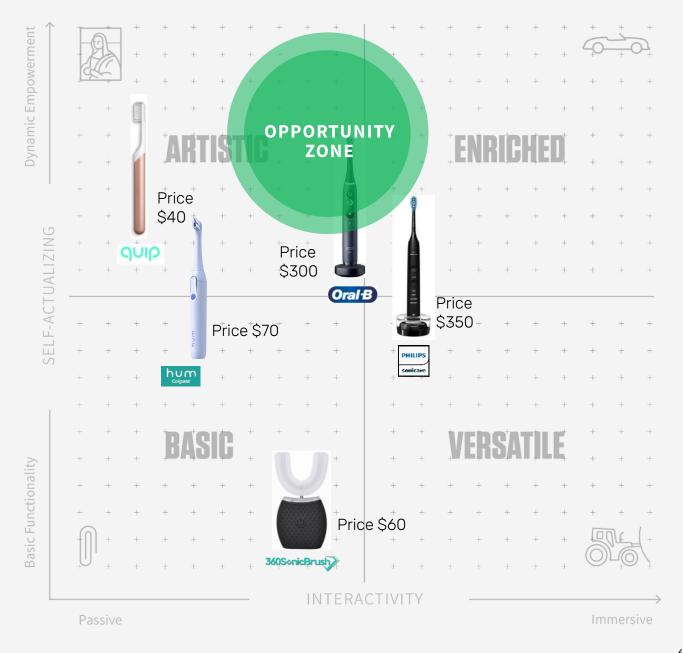
Competitive landscape

Once we observed the user journey and solution criteria, we used our Psycho-Aesthetics process to evaluate the market and identify an opportunity area to guide the design going forward.

The opportunity zone was determined by:

Competitive landscape Untapped User Needs Target Use Case Emotional Engagement Consumer Triggers Persona solution Criteria

RKS utilizes Psycho-Aesthetics<sup>®</sup>, a proprietary design strategy framework based on Abraham Maslow's "Hierarchy of Needs", to strategically frame meaningful consumer experiences and game changing business opportunities. This simple to use framework enables the translation of peoples' desires into visual context while providing direction for innovation teams throughout the process of a project. We use it to map consumer segments, position products, services and brands, analyze industry landscapes and to frame new business opportunities.



## The Quatro Advantage

#### **Elevated Health Experience**

- Clinically proven to be more efficient than single headed power toothbrushes
- Promotes gum health. There is a link between poor oral health and a range of medical conditions including cardiovascular disease, type 2 diabetes and Rheumatoid arthritis.
- Feel better about yourself
- Dental care becomes self care
- Eliminates human error

#### Save Precious Time

- 30 seconds for a clinically superior clean by brushing 6 tooth surfaces at one time
- Take time back for yourself

#### Increased Self-Confidence

- Promotes self confidence knowing you are taking steps to a more beautiful and healthier you.
- Whiter teeth, fresher breath

### A Premium Experience

- Improve the start and end of your busy day
- Sleek, Modern and Minimal



## Premium Brand Build Out

Evokes an emotional response Promoting self care and dental health Highest quality design and material selection

- Extruded aluminum
- RKS Design

Precision fit and finish Designed and "Made in USA" Premium look and feel

Direct, high engagement marketing and customer journey

- Direct to Consumer
- High Impact Packaging, App, Website, Subscription Service
- Best in Class Lifetime Warranty / Guarantees

## Enhanced Product Features

4 brush heads; 6 tooth surfaces brushed at once Linear brush head movement 45 degree brushing angle Gum line penetration Multi speed functionality Ergonomic design Enhanced cleanability Charging station On the go carrying case

## Go to Market Strategy

**Brand Promise** 

Provide a self care experience that eclipses the worlds best

Values

Minimal, Functional, Precise, Honest

#### Channel Strategy

- 1. Direct to Consumer Subscription (Recurring Revenue Model)
- 2. Direct to Consumer Point of Sale
- 3. Premium Distributorship for Select Foreign Markets

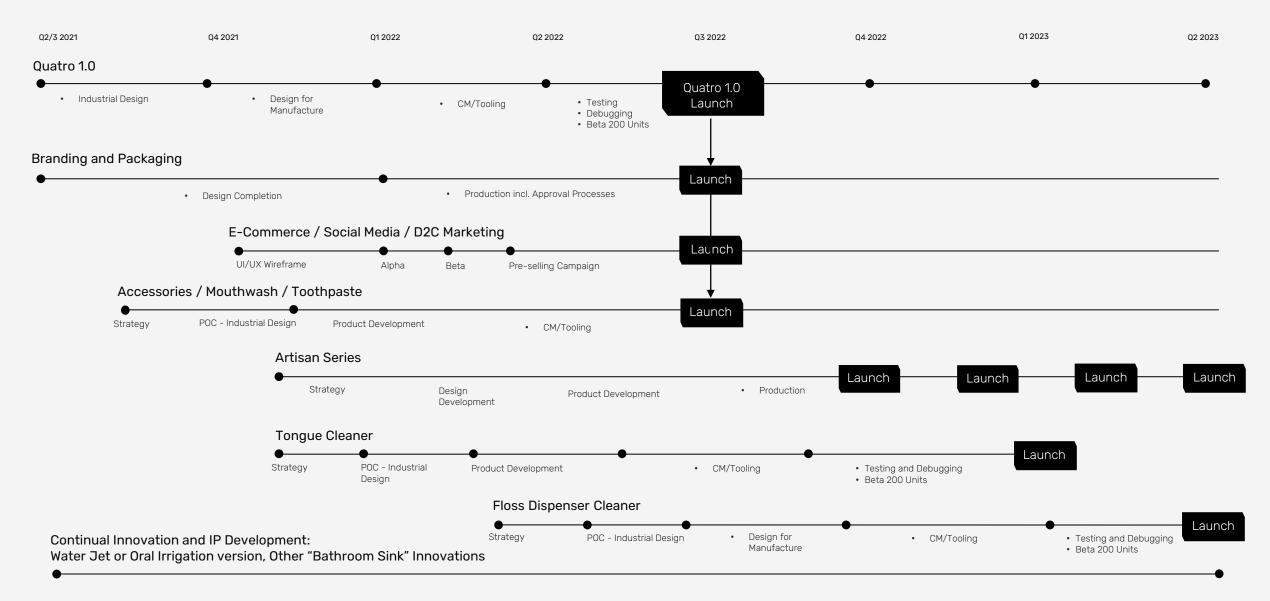
#### Pricing

- 1. \$25 per month incl brush, lifetime guarantee, quarterly, recurring brush heads
- 2. \$300 per brush and two sets of brush heads
- 3. Further ancillary products and income streams to be continuously developed

Marketing Avenues

Social Media Influencer Gameplan Media Platforms – Facebook, Instagram, TikTok Direct Website exposure Paid Advertisements Google Ads

## Quatro Development Roadmap



## Technology

15 patents issued on present product, 3 pending. Remaining life is average 8 years.

Our Founder is developing a new slim-line, more aesthetically pleasing and acceptable version of the product. He has applied for four completely new patents to protect this future version of the product.

The huge value of these new patents is that they will take the product into the next generation. Functionally, it will operate and perform the same or better than the present 30 Second Smile and change the game regarding look and feel in the premium toothbrush space. It will be smaller and quieter.

Most exciting is the fact that it will give a new 20-year life to the Hydrabrush patent portfolio.

Our multi-year strategic product and design partnership with RKS Design will guide us through product marketing and design decisions.



## Manufacturing and Supply Plan

## (01)

#### Current Manufacturing

Currently all internal components are manufactured in China. All previously used molds have been properly stored and with a proven track record of dependable functionality, we are confident we can continue using the previous internals for Gen 2.



#### Made in the USA

With supply chain disfunction and unknown global conflict possible, we will be <u>migrating our manufacturing</u> <u>back to the USA late 2022.</u>



#### Partners

While our initial production run will be manufactured in China the team will continue developing our contract manufacturing partners in the USA.



#### Experienced Teams

RKS Design is exceptionally well versed at DFM engineering. With their 40+ year track record of success, we are highly confident there will be a seamless handoff from concept to design for manufacturing to the final approval of our contract manufacturing partners.

### Financials

	<b>022</b> Mils)	2023 (Mils)		<b>2024</b> (Mils)	<b>2025</b> (Mils)	CAGR	
<b>Revenue</b> Cost of Goods Sold	\$ <b>7.5</b> (1.5)	\$ <b>59.6</b> (11.9)	\$	<b>100.7</b> (20.1)	\$ <b>158.5</b> (31.7)	114%	
<b>Gross Margin</b> Percentage of Sales	\$ <b>6.0</b> 80%	\$ <b>47.7</b> 80%	\$	<b>80.6</b> 80%	\$ <b>126.8</b> 80%	114%	Raise \$5 Mil equity capital by 1H2022
Sales and Marketing	 (3.4)	(13.9)		(23.5)	 (37.0)	82%	<ul> <li>Full manufacturing launch by 2H2022</li> <li>\$1.5 Mil tooling and capital expenditures required</li> </ul>
Gross Margin less Selling	\$ 2.6	\$ 33.8	\$	57.1	\$ 89.8		<ul> <li>\$1.7 Mil one- time social media and website marketing launch</li> </ul>
General and Administration	(0.5)	 (4.0)	1	(6.7)	 (10.6)	114%	
EBITDA	\$ 2.10	\$ 29.81	\$	50.36	\$ 79.24	148%	
Percentage of Sales	28%	50%		50%	50%		
Operating Cashflow	\$ (2.9)	\$ 14.2	\$	51.4	\$ 104.8	280%	

Plan demonstrates dividend payment capability of \$100-125 Mil with surplus 2024/25 cashflows Plan suggests 2025 \$2 Bil enterprise value on TTM earnings at 25x (less than P&G and Philips)

## The Investment

# Seeking USD 5 Million

Tooling For Gen 1 & 2	Digital Marketing Launch	Working Capital	Design & Product Roadmap
<b>\$1.5 Mil</b>	<b>\$1.7 Mil</b>	<b>\$1 Mil</b>	<b>\$0.5 Mil</b>

Overhead and general corporate purposes: Funded through operating cashflow

### Management



#### Pat McCullough CEO / Board Director

Pat McCullough has 25+ years of progressive leadership experience. Pat's CEO experience includes a \$4 Bil global, publicly traded retail energy company and a private, early-stage utility scale solar startup backed by Kleiner Perkins, Goldman Sachs, HSBC and others. He graduated from University of Notre Dame with a BS, Mechanical Engineering and an MBA, International Business. His career began at Ford Motor Company and Johns Manville, a Berkshire Hathaway Company in corporate finance and operating roles.



#### James Pickren President / Board Director Nominee

James Pickren is a corporate executive, investor and entrepreneur. Most recently he was the Chief Operating Officer for Just Energy Group, Inc. As such, Mr. Pickren had full responsibility for JE's global gas, power, and renewables businesses with principal locations in Houston, Toronto, and London. Prior to this, Mr. Pickren was a principle and served as the Chief Executive Officer at Sherex Fastening Solutions, a manufacturer of specialty fastener hardware. Previously, Mr. Pickren was the President and Chief Executive Officer at Ryan Herco Flow Solutions, a NY based, private equity firm. Mr. Pickren has a mechanical engineering degree from Clemson University and an MBA from Duke University.



#### Don Zimmer

Chief Operating Officer / Board Director

Don Zimmer is a 40-year veteran of the highly competitive new car Automotive industry. Don has been a Director of Fixed Operations for some of the most prestigious brands such as Rolls-Royce, Bentley, Ferrari, Lamborghini, and Maserati. Don shared his hard-won knowledge with Managers and Directors across the US and Canada as a Fixed Operations trainer and now, he brings his talents, organizational skills, and attention to detail to the Eclipse Quatro project.



#### Scott Storey

Chief Financial Officer

Scott Storey has spent his entire career in the financial services industry in capital raising, M&A, and consulting capacities. Scott's recent experience includes heading up acquisitions for a family office and prior to that as a Managing Director with BB&T Capital Markets advising companies on mergers and acquisitions. Scott graduated with a B.S. in Commerce from the University of Virginia and received an M.B.A from the University of North Carolina at Chapel Hill. Scott began his career with PriceWaterhouseCoopers.



#### Ravi Sawhney

Chief Design Officer / Board Director Ravi Sawhney has spent more than forty years at

the forefront of product and technology innovation. He is a serial entrepreneur, business leader, author, lecturer, and thought leader on design and innovation. He is also frequently asked to be an expert witness on matters of design, innovation, and competition. He is founder and CEO of RKS Design.



#### Frank Caughman, DMD Chairman of the Board

Dr. Frank Caughman is an accomplished Dental educator, researcher and clinician. In his 40+ year dental career, he has received numerous prestigious honors, authored more than 60 research and clinical publications, served as President of the Academy of Operative Dentistry, and retired from academia as the Associate Dean of Patient Services at the Dental College of Georgia.

#### Coming 2021

Dental Advisory Board made of existing shareholders that are leaders in the Dentistry Space

# Thank you



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