



CONSTRUCTION TOYS, IOT, LEGO, GAMING, EDUCATION, ROBOTICS, PROGRAMMING

TARGET TO RAISE: 300,000-500,000 € From crowd equity funding (max 12.5%) + 600,000 € from VCs.

www.sbrick.com Featured by Techcrunch, Engineering.com, Eurobricks.

CONTACT

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PROBLEM

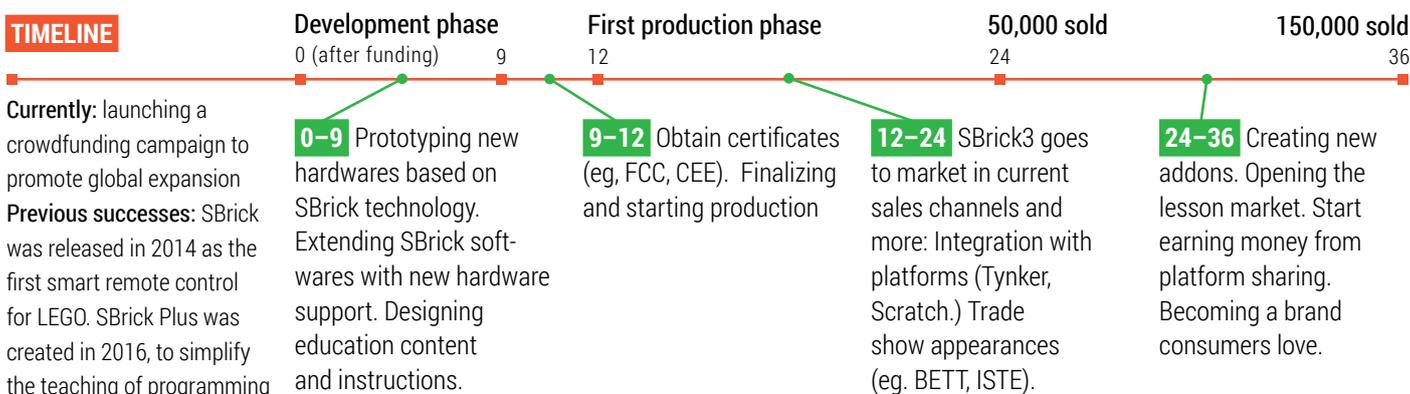
Current electronic products in the global construction toy market (LEGO and others) are too big and bulky and need cables to connect, that makes building difficult and awkward. None are compatible with other manufacturers' systems. Limited to indoor use and play, the lack of user-friendly features greatly limit enjoyment and do not satisfy market demand.

SOLUTION

SBrick3 is a family of motors, lights, sensors and peripherals. A gamechanger in the construction toy market, SBrick3 will be the first remote controller that is » totally compatible with Lego and all its competitors » cable-free » waterproof » wirelessly chargeable kit » to open a new era in edutech by teaching programming » by its open source and very hackable architecture » allowing users to earn money by playing!

SBrick3 = hardware + software + digital content + EdTech + in-app sales.

TIMELINE



FUNDING TILL NOW We successfully crowdfunded \$220k for SBrick and SBrick Plus on Kickstarter in 2014 and 2016.

TRACTION 35,000+ SBricks sold since 2014, for EUR 1.1 million 25,000+ active global community. Some of our better known clients include: Prezi.com, Ustream.tv.

AWARDS IOT Company of the Year, Central Europe, Startup company of the month awarded by Hungary Department of Industry

YOUTUBE More than 80,000+ videos for "SBrick." Examples: Robot Submarine, Fastest BAJA Truck, Extreme tracked Mod



FACEBOOK >32k likes, great activity

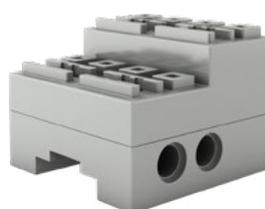
WHAT PEOPLE SAY Techcrunch: SBrick Expands Your Lego Universe. Engineering.com: SBrick is a fully realised project with a fully realised app Eurobricks: the Profile Designer is outstanding

MARKET OPPORTUNITY

The global construction toys market was valued at \$6.7 billion in 2017, and is expected to grow to \$9.1 billion by 2022. SBrick3 will develop an unbeatable competitive advantage against LEGO and the whole construction toy market.

REVENUE MODEL

B2B: int. resellers (offline stores) Education (schools, camps, makerspaces) B2C: own online store, in-app purchases. Revenue share with user content.



REVENUES

Year 1: EUR 0,06 million Year 2: EUR 0,57 million Year 3: EUR 5,50 million Year 4: EUR 12,21 million Year 5: EUR 19,48 million

USE OF NEW FUNDS

To disrupt the construction toy market with a complete ecosystem of products, and to create a wireless product line using state of the art technology. Manufacture first 5000 units, Strengthen B2C and B2B sales globally, R&D, PR/Marketing, Production, Dev tools, IP/licenses/, staff.

FOUNDER'S VISION

To revolutionize the gaming and education markets and to make the SBrick family the most versatile product group for construction toys. Our vision involves creating new hardware and software, and positioning SBrick as the clear market leader by a wide margin. Using crowd capital, SBrick will become a global community-backed love brand.

THE TEAM

We have earned a great reputation for our work and are proud that our technology and products have been so disruptive.



LENARD PASZTOR Founder, CEO [LinkedIn]



TAMAS FABIAN CTO [LinkedIn]



MARCOS WESLEY Board Advisor [LinkedIn]



MARK BOLLOBAS CMO [LinkedIn]



AKOS TOKOVICS Business Development [LinkedIn]

Founder, Zoom Education For Life (BR), Marcos has 20+ yrs deep experience in EdTech.