



Squirrel™ at Target





25% of adult Americans own an iPhone.

70.7 million people*


The average user spends 2 hours & 48 minutes
on their smartphone and dedicated users spend

3 hours & 45 minutes per day! **

63% of adult smartphone owners use their phone to go online. ***

46% “could not live without” their smartphone

Many iOS 8.1/iPhone 6 users are reporting a severe battery drain problem.



The demand for extended iPhone battery life has propelled Portable Power to become one of the fastest growing product categories in consumer electronics.

The category has quickly become crowded & commoditized with average sale prices plummeting.

The exception to this “race to the bottom” has been a subcategory of products with additional battery power integrated into the iPhone case.


This innovative and increasingly popular solution was piloted by Mophie, the current category leader. However, as of 2014, mobile power only had 10% consumer awareness.*

This will change quickly also as many “me too” products and brands enter the space.

Unfortunately all of these brands have a common flaw...

...they all have a cord!





What's wrong with a cord?

Forgotten.

In wall sockets. At the office. On the kitchen counter. Etc.

Lost.

In the hotel room. On the airplane. At the airport.

Tangled.

Cord management is a messy headache.

Broken.

Pinched in the suitcase. Dropped in the sink. Slammed in the car door.

Spendy.

A new Apple power adapter and Lightning cord = \$60



Introducing the ultimate mobile power solution!



Ingenious and patented
integrated charging technology
slide out only when needed



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