



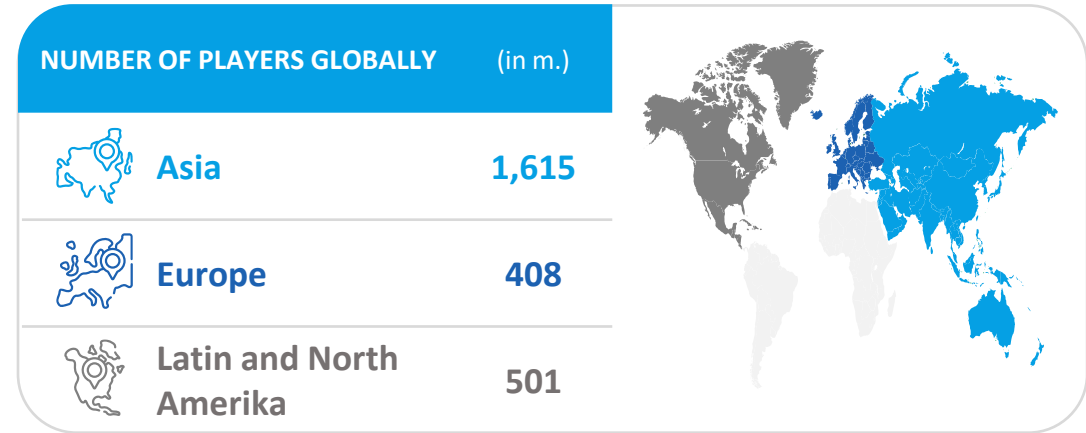
# HOVERSTICK® TECHNOLOGY

«Controlling things is in our nature.  
The question is HOW.»



# IN A NUTSHELL

Around forty percent of the world's population plays computer and video games on consoles, PCs, tablets and smartphones. As a first step, **Hoverstick® Technology** is targeting the PC and console market, which comprises around **1.5 billion potential consumers**.



Source: Newzoo 2021





## STATE OF TECHNOLOGY

«GAME CONTROLLER STICK»

### Twenty years without innovation:

The classic tilting mechanism is convenient to manufacture, but shows clear weaknesses in use: Tilting causes **painful pressure points** on the thumbs as well as **inaccuracy** when playing. **Hoverstick® Technology** creates a new, significantly improved user experience which can lead to strong demand potential in the gaming industry.

The innovation-hungry gamers are demanding noticeable improvements in the following areas:

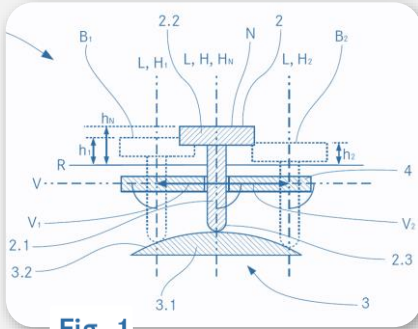
	Ease of Use		Accuracy
	Health		Customization Options

# PRODUCT INNOVATION

The patented **Hoverstick® Technology** game controller, which cannot be copied in a lawful manner, replaces the outdated tilting mechanism with an innovative "hovering mechanism".

This enables the implementation of the desired improvements in:

- Comfort
- Accuracy
- Customization
- Health




**Fig. 1**

\* An explanatory video is available for illustration.



# GLOBAL GAMING MARKET

Source: Statista.com



Total turnover 2020:  
USD 160 bn



Annual growth rate: 7%  
with an upward trend

HARDWARE SALES	Sales 2020 (in million pieces)	Sales Factor (* add. purchased game controllers)	Turnover (in m./ sales price: USD 100 p. pc.)
PC's	275	0.5	13,750
PS4	28.3	3	8,490
Microsoft Xbox	8.6	3	2,580
Nintendo Switch	5	3	1,500
Sony PS5	4.4	2	880
<b>TOTAL</b>	<b>321.3</b>	<b>11.5</b>	<b>27,200</b>

Breakdown of the global gaming market in 2020 was as follows:

Manufacturer	Turnover 2020 (in bn USD)
Sony	197
Microsoft	168
Nintendo	15
Asus	15
Other companies combined	5.6
Logitech	5.3
<b>TOTAL</b>	<b>405.9</b>

# MARKET OPPORTUNITIES

Hoverstick® Technology is aiming for a global market share of **at least one percent** in four to six years. This corresponds to an annual turnover of around **300 million USD**.

Optional application areas that can provide additional sales growth can be found in the **automation, medical, defence, space technology, transport industries, etc.**

Planned turnover through direct sales:

Business Year (2023-2025)	Controllers Sold (pieces)	Turnover (in CHF)	EBIT (in CHF)
2023	28,300	2,858,300.-	273,650.-
2024	109,500	11,059,500.-	4,320,750.-
2025	246,000	24,846,000.-	10,873,000.-

Source: Business plan



# BUSINESS IDEA

## Turnover results from the following segments:

Direct Sales «Controllers»	
Initial production costs per controller:	CHF 30.-
As sales volumes increase, these fall to:	CHF 20.-
Sales price POS:	CHF 100.-

**Direct Sales of «Modules»**

**Multi-Channel Distribution**

**Commissioning and Licensing Business**

There is an expected profit potential of approx. 45% of total turnover from direct sales alone:

Segments	Additionally achievable margins
Retail	Approx. 7%
Licensing Business «Gaming-Market»	According to sales volume & duration
Sales of «Modules»	Approx. 80%
Licensing Business in other Industries	According to sales volume & duration

## Market entry strategy:

A smooth market entry is achieved through an internationally organised branding campaign based on influencers and their followers.

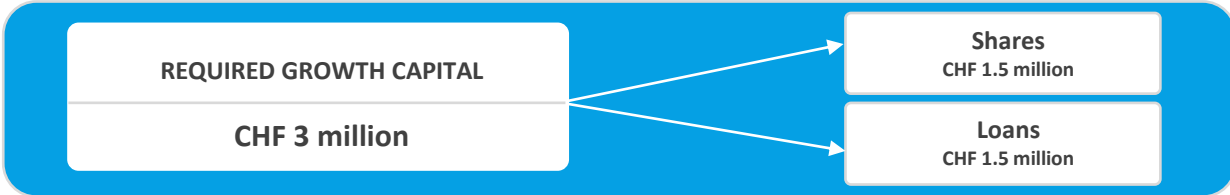
The aim is not only to launch the product with a broad "backer audience" of around thirty million participants, but also to secure future sales with pre-orders.

Each "backer" (supporter) thus ensures at least one or more pre-orders in exchange for a corresponding "incentive offer".





# INVESTMENT OFFER



Structure	Shares <small>* Convertible loan on request</small>	Loans
<b>Total volume</b>	CHF 1,500,000.-	CHF 1,500,000.-
<b>Minimum volume</b>	CHF 250,000.-	CHF 250,000.-
<b>Participation/Bonus</b>	10% * in case of CHF 1 million investment	30% equity kicker (bonus payment) * at the end of term on current company value
<b>Business valuation 2022</b>	CHF 15 million	-
<b>Currency</b>	CHF / EUR / USD / BTC	CHF / EUR / USD / BTC
<b>Start of term</b>	Investment	Investment
<b>Investment duration</b>	-	7 years (100% repayment)
<b>Return</b>	According to share performance	11% p.a.
<b>Dividends</b>	7% p.a. (as of profitability)	-
<b>Monetisation</b>	According to current business value	-
<b>Securities</b>	Shares, patent, trademark	Shares, patent, trademark
<b>Purpose</b>	Product development & Operations	

# POTENTIAL RETURNS

## A) Return on loans

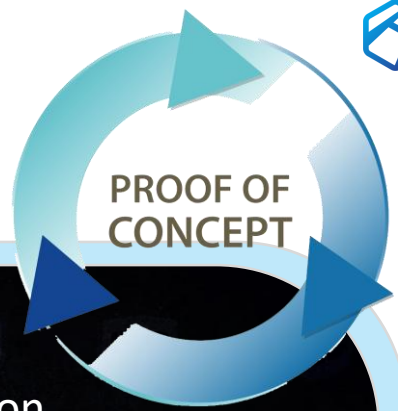
Year (2022-2027)	EBIT (in m. CHF)	Valuation (in m. CHF)	Repayment (in CHF)	Interests (p=11%)	Interest Yield (in CHF)
<b>2023</b>	0	15	0	0	0
<b>2024</b> <small>Proof of Concept</small>	0.273	20	0	0	0
<b>2025</b>	4.32	30	0	110,000.-	110,000.-
<b>2026</b>	10.87	40	0	110,000.-	220,000.-
<b>2027</b>	25	100	0	110,000.-	330,000.-
<b>2028</b>	50	250	0	110,000.-	440,000.-
<b>2029</b>	125	500	1,000,000.-	110,000.-	550,000.-

## B) ROI in case of equity investment

\* In the case of a company sale or IPO

EXIT	2025	2026	2027	2028
<b>Dividend</b> <small>* as of profitability</small>	7%	7%	7%	7%
<b>ROI</b>	400%	1000%	2500%	5000%

# Confirmation of PoC – Cologne (Germany) 03/24/2023



Daniel Luther, CEO of KiNG Esports and former Call of Duty World Champion

„ZEPTR is a ground-breaking technology. Our top tier Esports athletes have tested the controller, it is on an another level. We are happy to be part of the development and revolutionize the controller play in gaming & Esports.“



KiNG Esports is the leading FIFA-Esports Agency. Serial champion and trusted partner of FC Bayern Munich, RB Leipzig, EA Sports, Red Bull and more.

# CONTACT DETAILS

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