



ROVA PRESENTATION

Sales and marketing deck
Jan 2017

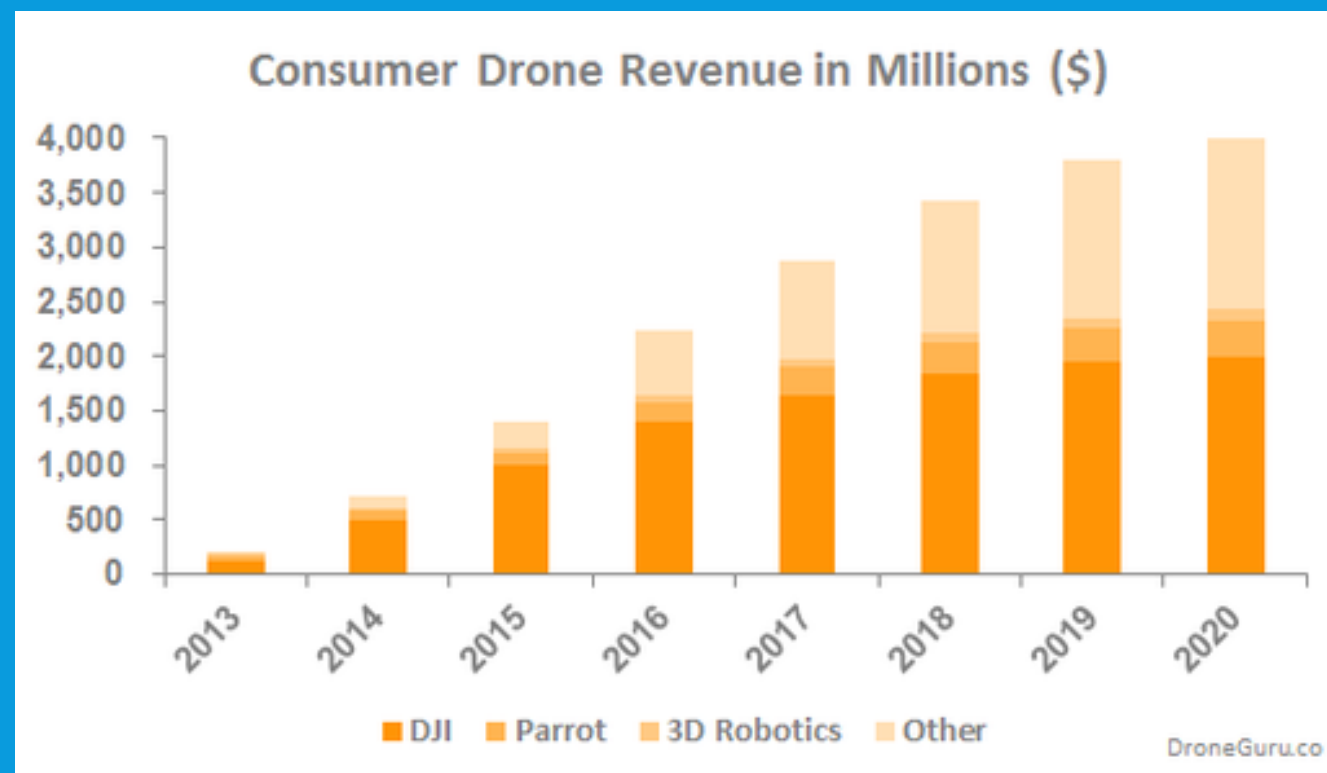
A PICTURE TELLS A THOUSAND WORDS...



THE CONSUMER DRONE MARKET IS EXPLODING

"... Expected to reach \$4.19 billion by 2024..."

Source: Grand View Research Inc, 2016



THREE SEGMENTS EXIST WITHIN THE CONSUMER MARKET

Selfie camera
drones



Racing drones



Toy drones



WHAT IS DRIVING THE GROWTH OF CAMERA DRONES?

Experiences are king

Social validation
through sharing

Ease to use

Affordable price

Portable?

Share
images with
friends?

Is it safe?

Can I afford
it?

Good
photography?

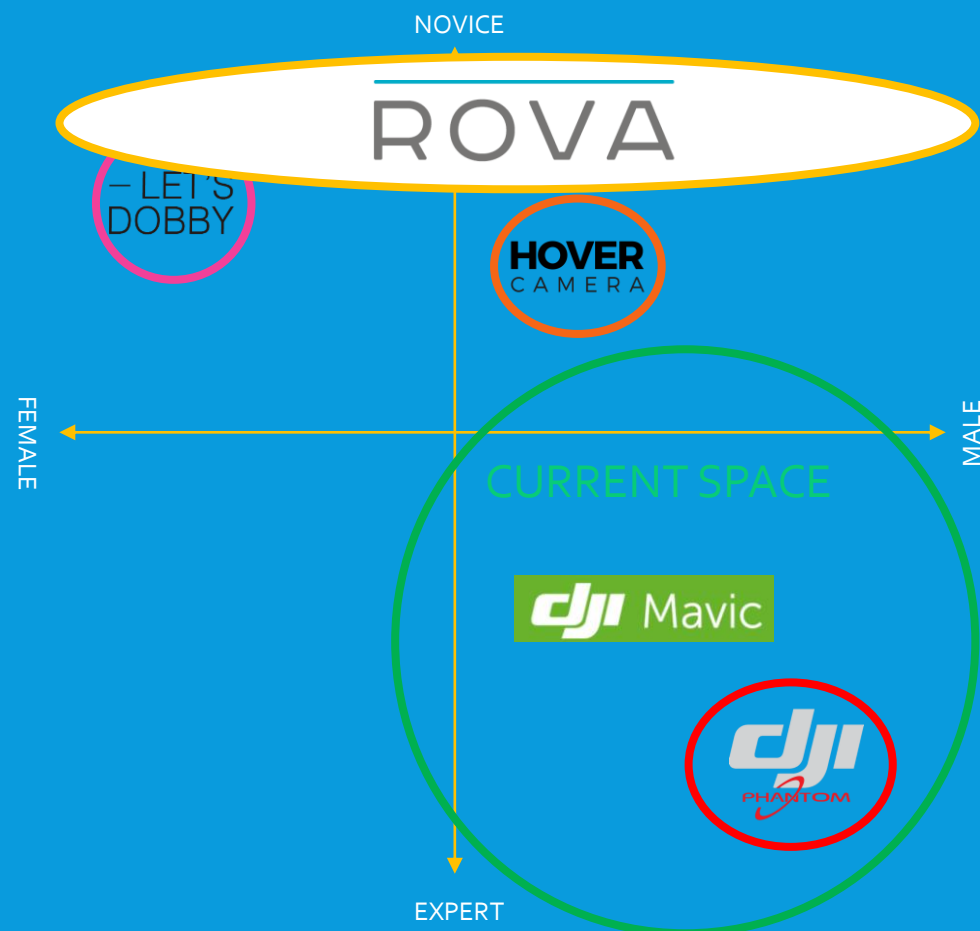
Fun?

Instant
sharing?

Do I need
tech
knowledge!



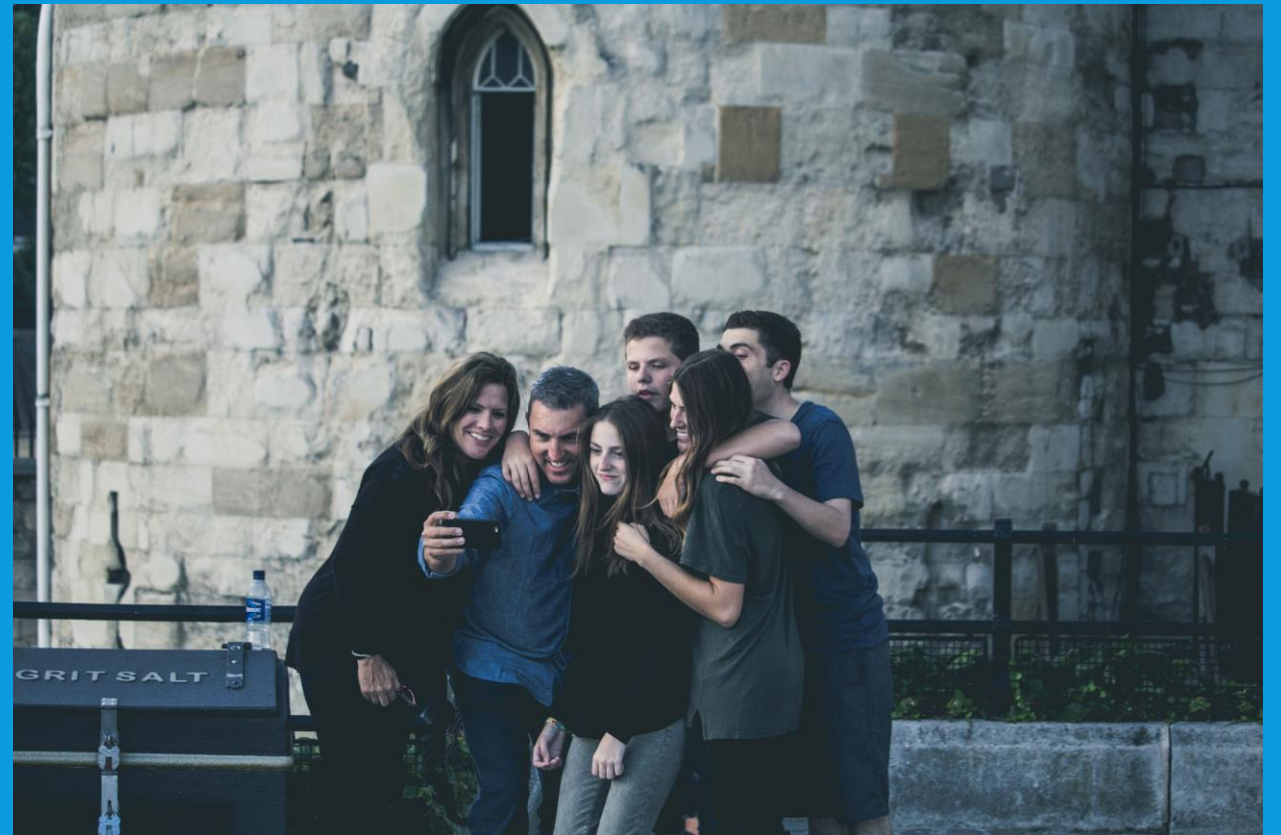
THE OPPORTUNITY FOR ROVA



- Young men and women who have never flown before
- Heavily influenced by price
- This area of the market is young, rapidly growing and loves a selfie

THE SELFIE MARKET - THE OPPORTUNITY

- Over 1 million selfies are taken globally every day
- 52% of women and 50% of men have taken a selfie
- 48% of selfies are shared on Facebook
- Selfies make up 30% of photos taken by people between the age of 18-24



REMEMBER THIS?



BECAME THIS.....

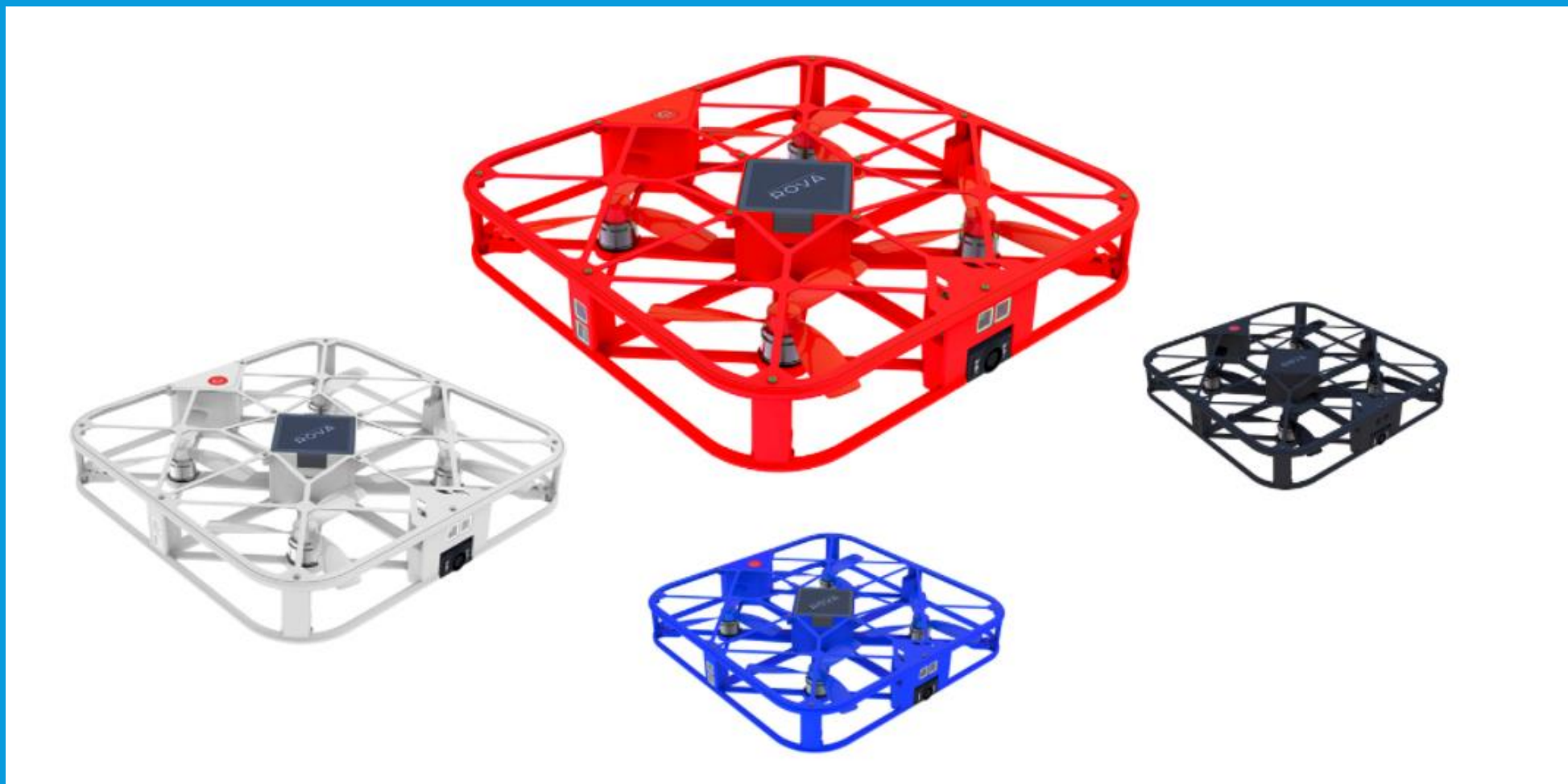


Yum.



Think different.

SAY HELLO TO ROVA



AN AEE/IOT PARTNERSHIP

- AEE - One of the world's biggest camera/drone manufactures
- Exclusive distribution for ROVA in USA/Canada/Mexico/Aus/NZ/Japan
- Manufactured by AEE in China
- Product refined, Brand developed - to appeal to the selfie drone market
 - Range of colours
 - Consumer friendly APP
 - Technology refinements
 - Addition of bumpers
 - Additional IOT Quality control
 - Created brand positioning
 - Packaging design
 - Marketing support in market



ROVA IS SET TO MAKE AN IMPACT






MSRP: USD
\$299

APPEALING TO OUR SELFIE MARKET

- Find your perfect match with ROVA's range of colours
- Light and compact with obstacle avoidance and enclosed propellers for safe and confident flying
- Switch between photos and 360 degree video
- 2 easy to swap batteries, each providing 8 minutes of flying time
- One touch sharing to social media
- Capture on a 16GB MicroSD card



COMPETITOR ANALYSIS

FEATURES	ROVA 	HOVER CAMERA PASSPORT 	DOBBY 
PRICE	USD \$299	USD \$599	USD \$399
FLIGHT TIME	8 minutes flight time per battery with two batteries inc.	9 minutes flight time per battery with two batteries inc.	10 minutes flight time with one battery inc.
PHOTOGRAPHY	12MP with flashlight	13MP still photos with flashlight	13MP still photos with no flashlight
VIDEO	1080P@60fps video recording	4K @30fps, 1080P@ 30fps,	4K@30fps , 1080p@30fps
STREAMING FROM APP	One touch sharing to all your social media 720p@30fps streaming	One touch sharing to all your social media 720P@30fps streaming	One touch sharing to all our social media 720P@30fps streaming
STORAGE	Comes with 16GB MicroSD card	32GB internal memory	16GB internal memory
SAFETY	Enclosed propellers Optional – 4 bumpers to use whilst learning to fly	Enclosed propellers	Option to purchase propeller guards
OBSTACLE AVOIDANCE	Yes	No	No
OPTICAL FLOW	Included for stable flight	Included for stable flight	Included for stable flight

MARKETING STRATEGY AT A GLANCE

- Strategy: Position as a lifestyle brand versus a tech product
- Focus:
 1. **Create awareness:** Partnering with celebrities - generate conversations and encourage mass sharing
 2. **Generate credibility and appeal:** PR campaign with the tech and mainstream media
 3. **Convert awareness to demand:**
 - Premium influencer marketing program featuring high-end inspirational and aspirational content
 - Paid media across the digital space

MAJOR US PR AGENCY 5WPR TO TARGET...

Women's Interest:

Allure
Cosmo
BuzzFeed
Essence
Every Day With Rachel Ray
Glamour
Marie Claire
O, The Oprah Magazine
PopSugar
PureWow
Refinery 29

Men's Interest:

Esquire
GQ
Highsnobiety
How To Be a Dad
Life and Times
Manmade
Men's Health
Men's Journal
The Good Men Project
Thrillist
Supercompressor
Uncrate

Business:

The Huffington Post
CNBC
Bloomberg BusinessWeek
Business Insider
Forbes
Entrepreneur
Fast Company
Inc.
Fortune
Money

Technology:

TechCrunch
Mashable
Wired
VentureBeat
The Verge
Tech Insider
TheNextWeb
PandoDaily,
CNET
The Hub
Gizmodo
Digital Trends
Engadget

Major Daily Newspapers:

The Wall Street Journal
New York Times
New York Post
Los Angeles Times
Chicago Tribune
Philadelphia Inquirer
USA Today
Boston Globe
Washington Post

WORKING WITH THE US SOCIAL MEDIA AGENCY OF THE YEAR 2016

Identifying key social influencers



[The Verge](#), [Tech Savvy Mama](#), [DetroitBORG](#)



[Noel Russell](#), [Tiny Van Travels](#), [The Blonde Gypsy](#)



[Stroller in the City](#), [Mommy Shorts](#), [NYC Pretty](#)

Millennial Techies

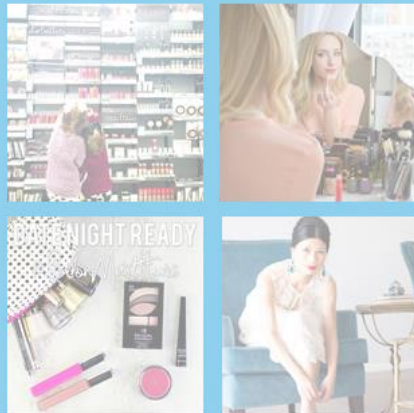
Digital Nomads

Early Adopters

DEVELOPING AND SHARING CONTENT

CREATED

*Dozens of pieces
of branded content*



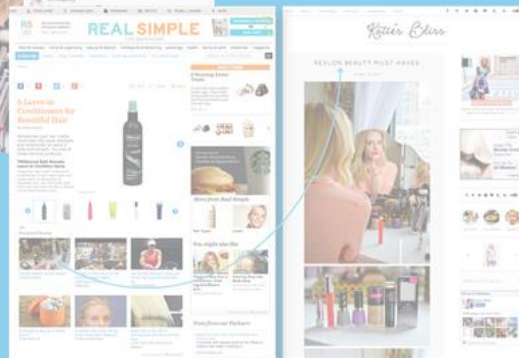
TESTED

*Validated
by performance*



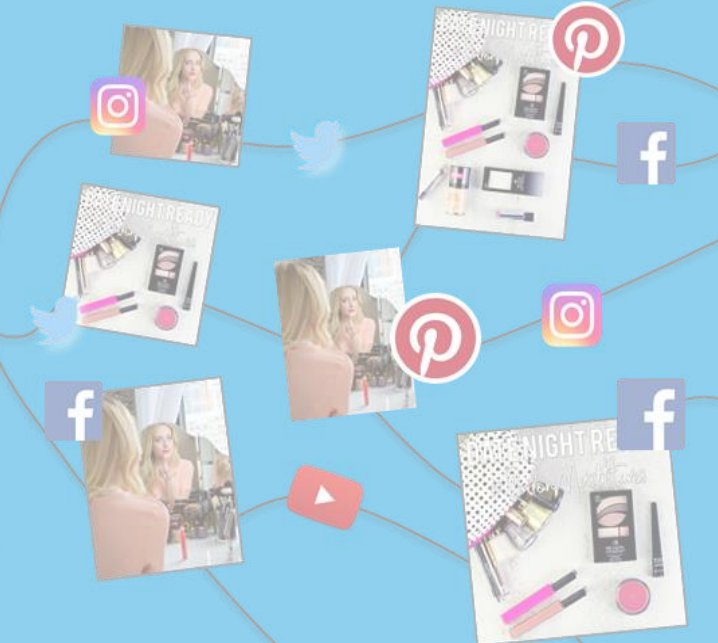
SYNDICATED

*To reach your
audience*



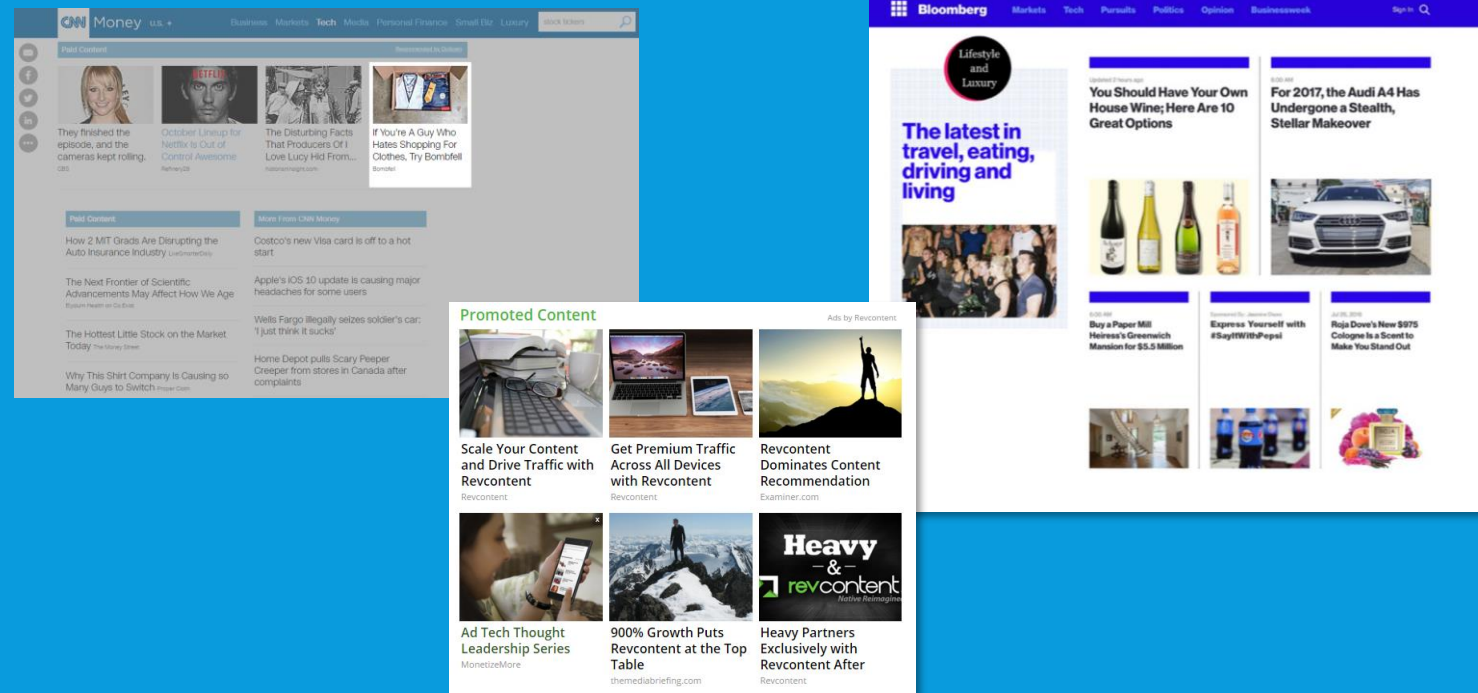
EVERLASTING

*Delivering results
years after the
campaign ends*



SUPPORTED WITH PAID MEDIA ON LINE

In addition to the influencer syndication, we will also incorporate a **strategic paid media plan** to *take influencer-created content* and promote it to a targeted audience across the digital space.



MARKETING ACTIVITY CALENDAR

	February	March	April	May	June
ROVA available for sale					
Celebrity endorsement events and PR push for coverage					
Social user generated content – syndicated and shared					
Paid media – digital					



www.theiotgroup.com