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Seymour Segnit:

Are we good? Are we on? All right. Excellent. Welcome. Hello. I'm Seymour Segnit. Welcome to Charging Ahead. I'm the founder and president. Welcome to our Fall 2021 special event.

Seymour Segnit:

Whoever you are, wherever you are, special welcome to all of our Pro Kit, our pre-order customers. If you're an investor or you're a future investor, welcome. Big news for you if you're a customer, big news if you're an investor. Probably some somewhat concerning news for you today if you're a competitor.

Seymour Segnit:

It's a big afternoon today. We're expecting over 20,000 people either with us here live at magfast.com or joining us streaming on Facebook, YouTube, LinkedIn. Welcome, LinkedIn. We're streaming there for the first time today. Joining us either live now or watching an encore presentation, enough to fill the Staples Center in Los Angeles without social distancing. Welcome to you, whoever you are, wherever you are.

Seymour Segnit:

Before we start, I do just want to acknowledge that it is Veterans Day today. I know many of our MAGFAST family with us here have served, and are huge supporters of ours. Honored to have you guys with us today. Honored to have you in our family. Of course, as always, thank you seems just totally inadequate for what you've done for us all, but we do have a small token of our appreciation for you later in this presentation.

Seymour Segnit:

All right. Why are we here today? Got three big things for you. There's a lot to cover, so I'm going to keep it fast paced so you'll find this super interesting. If we run overtime, which those of you who know me well know is extremely unlikely, please relax. We will post a replay online and email you the link. Trust me.

Seymour Segnit:

Okay. What have we got? We've got big updates. The latest on production and shipping. Got a lightning round of mini updates for our investors and customers as well. We've also got big prizes. As you know, we did a shameless bribe just to get you here today. Kate will be here to announce our three big prize winners later on. Please stick with us. It could be you.

Seymour Segnit:

Nice pair of Bose noise-canceling headphones, a 700 model, absolutely fantastic, Consumer Reports top rated. Second prize, a really nice smartphone, either the new iPhone 13 or a Samsung Galaxy Z Fold3 5G, I believe it's called. The first prize, gorgeous OLED LG, also Consumer Reports top rated, TV, 55 inch. Very, very nice indeed.

Seymour Segnit:

But, before we do the big prizes, we're going to do the big announcement, the main reason you're excited to be here today. Is something that literally thousands of you have specifically requested. Even if you weren't one of them, it's likely still going to be of serious, serious interest to you. Plus, we have

world premier of a new mini movie we've made coming up, a bunch of special guests, fun for all the MAGFAST family.

Seymour Segnit:

Before we do that, let's say a special hello and acknowledge our MAGFAST team here in North America and all around the world. Hi, guys. You are looking now at the folks, the team working tirelessly week in and week out to make all of this happen. Here they are.

Seymour Segnit:

Customer care, and production, and creative. Product development. Hello, product development. Shipping and fulfillment, at the epicenter of activity. Hello to marketing, the executive team as well. You guys, thank you so much. You're all absolutely amazing. Now, please, let's get back to work on shipping, shipping, shipping right away.

Seymour Segnit:

But, customer service, if you guys could just stay behind, please? Customer service, if you could just stay back for a second? Thank you very much. Bye, guys. See you soon. You guys will all be staying, please, yes, online right now to answer folks' questions as and when they come in.

Seymour Segnit:

Please be patient with these guys. The average response time of MAGFAST customer care amazingly is about twice as fast as the industry average, so we applaud you guys. Thank you. But at times like this when we do a big event, it can get busy. Please be patient. I promise we will get back to everyone. Thank you, everyone in customer care. Love you guys.

Seymour Segnit:

Kate, if you could just stay back for just a second? Many of you watching know Kate.

Kate:

Hi, everyone.

Seymour Segnit:

Kate is one of our senior customer care folks. If you've not seen it, she's my amazing co-host. Most weeks, Kate, you and I do a full video update for our customers, fans, and investors called The Upgrade. Golly, how many is it we've done now? The Upgrade?

Kate:

I think ... Actually, does today count as an episode of The Upgrade?

Seymour Segnit:

I think today is our biggest Upgrade episode ever. What is it, number ...

Kate:

Okay. Then today is episode number 188.

Seymour Segnit:

188, and we're already in pre-production for 189, which is a special early edition Tuesday of next week. The reason it's early we will reveal shortly. We get such great feedback from The Upgrade, right, Kate?

Kate:

Yes. Amazing feedback. I feel super, super excited about today's event. I think I know most of what's coming, and you are going to want to see every minute. Actually, aren't we going to premier the new video you've been working on, Seymour?

Seymour Segnit:

Yeah. A couple of things, actually, but it's a big coming out party for a new film we've been working on for several months. I think you're in for a treat.

Kate:

Yay. I'll be back later for a special segment related to the big announcement and to give away some nice prizes, a bunch of gorgeous MAGFAST chargers and premium gear from Bose, Samsung, Apple, and LG.

Seymour Segnit:

Yeah. That beautiful LG TV. All right. Thank you, Katie. All right. We'll see you a little bit later. Thanks so much.

Seymour Segnit:

There is a lot to cover, and I want to make sure that you will stay focused while we do this. But, just for a moment, you see chat below you. I think I'm right, is it that chat isn't available on all devices? It depends on your device and your browser, and so on. If you don't see it, my apologies. If you're watching a replay, you won't see chat. But, if you do, let's open the chat up right now and ... Okay. Here we go. Oh, God, it's always crazy when we do this. Just, if you can, if you can get in there, type in your first name, say hi, let us know where you're watching from, and ... Okay. That's really crazy.

Seymour Segnit:

Hi, everyone. Thank you so much for doing that. We'll just leave that on for just a minute so that folks can get in and say hello. Then turn it off, please, so that we can really get focused on the presentation.

Seymour Segnit:

All right. While folks are doing that and one or two people are still coming into the room, let's just do a quick summary for the new folks of, what is MAGFAST? If you arrived even a minute early today, you will have seen this film playing during the countdown. It's called MAGFAST - A Day in the Life. We actually premiered it this time last year. It captures the spirit of what we're doing at MAGFAST, making a family of super premium chargers for every part of your life, for every part of your day.

Seymour Segnit:

People are still coming in. Let me give you a quick history of all of this. Back in 2013, the spring of 2013, I invented this little guy. This is the first prototype ever of a new kind of charger.

Seymour Segnit:

I found this in the basement the other day. It was actually ... I found another charger, and got a drill onto it. You can see it's all filled in on the back, here. This is a sticky label on the front, just to illustrate how it was going to be. I did hook it up inside, and found it in the basement the other day. Still works absolutely beautifully, all of these years later. We took the idea of that, mulled it up, put it up on the crowdfunding site Indiegogo, and wound up shipping a quarter of a million chargers to almost 70,000 people.

Seymour Segnit:

That old business had some challenges. It grew way too quickly. It ran out of cash, which often happens during times of extreme growth without a strong enough capital base. But, with some very, very difficult lessons, I learned that there is a huge global market for chargers. It's a really, really big business opportunity. When I polled the customers of the old company and asked them, "Do you think we should pick up and start again?" 84% said to jump back in the saddle and start over. 16% said, "Take a hike," but 84% said, "Come back in and start over."

Seymour Segnit:

In 2017, we opened up with a test launch, a preview of this new vision of charging, called it MAGFAST. A family of premium chargers for all your devices, your smartphones, your tablets, your readers, designed to change charging for good. Because the problem with most chargers today is that they're kind of junky. It's hard to get the power in and then out again when you need it. We believe that we've solved this problem in a really, really great way, as you're about to see.

Seymour Segnit:

First, we showed the world MAGFAST Life, the power bank. You want to have this with you every day. It's got our patented MAGFAST magnetic system that lets you just snap to charge any two products together. Truly, it's a wonderful, wonderful life.

Seymour Segnit:

Plus, I've got it here, MAGFAST Wall. This is the phenomenal upgrade to my original charger design, the one I just mentioned that shipped over a quarter of a million units, the one that started it all. The great Wall. It was always a really neat design all by itself, but now with MAGFAST snap to charge, like this, or this, with MAGFAST snap to charge on board, it becomes this great base station for charging all of your gear without any messy wires. It's just a fantastic base station. It's really the heart and soul of the whole thing.

Seymour Segnit:

Next, MAGFAST Air is a breath of fresh air. It completely reimagines Qi wireless charging. It's a charging stand. It's the only one of its kind that we know about. Look at this neat stand that just snaps onto the back. It stores neatly on the back magnetically like this, and comes off easily. Snaps on like this, and allows you to charge three different ways. You've got snap to charge right on top of MAGFAST Wall. Let me grab that for you, here. Straight on top of MAGFAST Wall. You can just place your phone right on top like that. Yep.

Seymour Segnit:

You can snap it directly onto any of our chargers, go right on the back like this, or with the stand like this. Beautiful. You use a power bank to charge it like that. Or you can just take a cable and plug in any conventional cable, and it actually takes both. It takes the old micro cable, you know, the one you've got lots of them lying around your house, or USB-C. We love MAGFAST Air.

Seymour Segnit:

There's MAGFAST Road as well, the perfect charger for your ride. Again, we haven't found anyone else doing anything like this. Crazy power for up to six people sharing a road trip like this. Three USB-As, three USB-Cs, with the latest, the fast PD, power delivery, and this beautiful flashlight so you're always ready on the road for emergencies small and large.

Seymour Segnit:

Famously, we've taken charging to the extreme with MAGFAST Extreme. We believe this is the world's only charger with one, two, three Qi wireless charging ports. You just turn it on like that, place your phone right on top, and immediately it starts to charge. Charging for up to three phones simultaneously, plus it's got conventional USB-A and C on this end, A and C on this end, and so much power that if you grab the special MAGFAST jumpers and plug them in, so much power you can jump start your car.

Seymour Segnit:

We actually did a special edition of The Upgrade, which is our regular weekly update, or, almost every week we do an update show called The Upgrade, you'll have seen us start a big Ford F-150 with a stone cold dead battery. You'll have seen us charge it over two dozen times with the MAGFAST Extreme power unit. That was with the stone cold battery connected. When we disconnected the battery, we were able to start it over seven times. It's a truly extraordinary product.

Seymour Segnit:

Of course it has snap to charge, just like all of our others. I was trying to put it on the way wrong way around. Actually accidentally demonstrated a feature, that if you try to put them on the wrong way around, the magnets repel so you can't ever make a wrong connection. Put it the right way around, snaps on immediately like that. Extreme is really, really serious stuff.

Seymour Segnit:

Then there's MAGFAST Time, the best way to charge your Apple Watch. The time has come for MAGFAST Time. Isn't this thing gorgeous? MFI certified, which means it's certified by Apple to charge the Apple Watch. Again, we don't know if anyone else in the world is doing it with this precision server motor platform. Isn't that amazing? We love MAGFAST. We love MAGFAST Time.

Seymour Segnit:

Those are our six initial products. There's this really amazing set of exclusive MAGFAST features, many of them are patented or patent pending, right the way across the range. All MAGFAST products have the snap-to-charge system that you just saw, powered by these precisely aligned micro magnets. It's difficult to describe just how incredibly satisfying it is snapping them together. It's kind of a childlike pleasure. It's really, really fantastic. You'll love MAGFAST snap to charge.

Seymour Segnit:

What else have we got across the range? Many of you know and share my love affair with this guy, the MAGFAST mini cable. Just take a look at it there on the screen. Getting these curves right took hundreds of hours. It was more like sculpting a car than a cable. Mini cable is now designed, patent pending, as a result. There it goes. We just love the mini cable.

Seymour Segnit:

Mini cable comes in three versions. On the left, the fantastic new universal USB-C. USB-C just rocks. For most new devices today, including now most of the Apple stuff, the iPhone is still a holdout, but, USB-C is the industry standard now and for years to come. It's standard right across the MAGFAST family range. Mini cable is also available in Apple Lightning, Apple MFI certified for iPhones and some older iPods, and iPads, and so on. We also have, for your older devices, the mini cable is available in micro USB as well.

Seymour Segnit:

All MAGFAST USB connections are gold flash gold plated. I don't know if you can see it, quite, on the end here, but all of the USB connections are gold flash gold plated.

Seymour Segnit:

All of our products feature LEDelicious. This is also patent pending. We just got fed up ... I don't know about you, but I get fed up with these flashing LEDs all over the house on all these devices. I've got no idea what they mean. Again, we invested hundreds of hours developing this gorgeous, intuitive display. It just ripples beautifully like this. You can easily tell which output from each of the chargers is charging. You can see them breathing.

Seymour Segnit:

We love LEDelicious so much, we actually made a whole film about it. I don't have time to play it for you now, but we're showing you a little bit on the screen as we do it. Isn't it incredible? It's just so, so beautiful.

Seymour Segnit:

By now, you've probably seen this on every product as well. It's called MAGFAST Fingerprint. Fingerprint comes with every MAGFAST product, and gives you enhanced security and enhanced customer service. Fingerprint ... It's another really great example of how we've just tried to go way beyond the next level. You can scan any MAGFAST product and instantly get its authenticity confirmed. There's a lot of junk, a lot of counterfeit stuff out in the world and online. You're going to instantly know that you're holding genuine MAGFAST and not some knockoff in your hand.

Seymour Segnit:

Plus, the scan gives you immediate access to instructions if you need them, to your warranty information. There's even a free lost-and-found service. If you leave your charger, for instance, in the coffee shop, someone else finds it, they can just scan it with their phone and get your product back to you.

Seymour Segnit:

Even our packaging is world class. Look at this. See this? Isn't this amazing? This, we're just particularly pleased with about it. Do you see this movement here? This is called piston action. It really tells you everything you need to know about precision packaging for precision products.

Seymour Segnit:

Can we just run the animation, please? This whole packaging system is designed so that, no matter what you order, it's delightfully packaged, delightfully wrapped every single time. Isn't this amazing? Then we're fed up with a world where everything gets thrown away, so we've made the boxes so delightful you're going to want to keep them for years and put them to good use, we hope.

Seymour Segnit:

Plus we're planting a tree for every charger ordered, sometimes more. Many of our customers did a special. We planted two trees for every charger to date, over 500,000. Yes, that's over half a million trees. We're very proud of that. It's a start. That's more than 20 times the number in Central Park in New York City. We're off to an amazing, amazing start.

Seymour Segnit:

We're thrilled with how, not just these products, but the entire customer experience, the products, their performance, the features, how they feel in your hand, the gorgeous packaging, and the innovations like Fingerprint and LEDelicious. But, the truth is, the whole project has taken just way, way too long. It's been much harder, much more complex not just than I had anticipated, but the three serious, experienced manufacturing partners who took it on and had to admit defeat, because each of these features by itself seemed simple enough, but packaging them all into such a small envelope has proven to be really tough.

Seymour Segnit:

Plus, we've done this whole project on what, certainly for a project of this size, has been a shoestring, which means we've had very low leverage with suppliers. Plus, to tell the truth, we made some early missteps. More recently COVID and now the global supply chain haven't helped at all. The whole thing has taken much longer than expected, but I do think that it's proved our staying power.

Seymour Segnit:

This thing could have been quicker if we were not uncompromising about every aspect of the product, the exact shape and feel of the form factor. The number of times the engineers wanted to move something over to make it easier to do, and we said, "No. This is the way these products are. This is the design. This is why they're special." The performance, the functionality, the aesthetics of these products, the haptics. Haptics is the way they feel when you use them, the clunk as they join together like that, and the movement, for instance, of the cable. Does it go in beautifully and tap into place like that? Look. Into place, like that. We really went all the way on all of these details. The durability of the products. We've insisted on getting all of this right.

Seymour Segnit:

And, on looking after you, our pre-order customers, while you've been waiting. We know that it's been a long wait. We've invested hugely in customer service. We've been uncompromising there, because the truth is, if we had shipped something, if we'd tried to give up and make less than we promised earlier,

there wouldn't have been any point in the whole project. We always promised we were going to do something special, and that's what we have now done.

Seymour Segnit:

I think that's why you've rewarded our vision enthusiastically online. Four stars at BBB. That's really hard to crack. 4.8 at Google reviews, 4.7 at Trustpilot on, I think, now over 4,700 reviews.

Seymour Segnit:

Big updates for you now on shipping, production. Investors, I think you're going to be very pleased with some of the stuff I've got coming for you in just a few minutes. Let's jump in with a shipping update, or should I say, the Shipping Update.

Seymour Segnit:

Shipping started in Q2. Just. We squeaked it in with a couple of days to spare. To be honest, the quantities are still extremely, extremely limited. We sent out the first order to the first customer from the first day. His name's Darren [Long 00:20:55] from Brantford, Ontario. He's a sneaky Canadian who, when we first opened up MAGFAST, somehow he managed to find a way in and order before anyone else, about 20 minutes before anyone else. To this day, we still don't know how he did it.

Seymour Segnit:

Thank you so much, Darren. He's been a fantastic supporter all the way along, and he was actually kind enough to record a full episode of The Upgrade for us. It's number 175. Please check it out if you haven't already. We're just so thrilled that our very first customer, the person who literally has waited longer for MAGFAST than anyone else, is so pleased and declared it worth the wait.

Seymour Segnit:

We started with Darren, order number one. Next we went to [Diane 00:21:36] from Kalamazoo in Michigan, and [Gerald 00:21:38] from Caldwell, Idaho, and [Eliza 00:21:41] From Palm Coast in Florida, and so on down the list. The feedback on these first-off-the-production-line units has just been amazing. Do please watch Darren's extended interview when you have a moment.

Seymour Segnit:

Since that very first trial production run, we've had to do some more work on the firmware. The firmware is the programming that controls all of the different inputs and outputs, which become very complicated, especially on something like Extreme and the LEDs. We did a special upgrade on this as well. Rex Northen, our special projects director, did a full update on this in Upgrade number 184, where he went through all of this.

Seymour Segnit:

I just want to say, we have tried to, all the way along this journey, keep everybody up to date with what's going on, be transparent about it. Yeah, we've made mistakes along the way, but we're really proud of the fact that nine out of ten of our pre-order customers ... Thank you so much. You've chosen to stick with us, and you're just incredible. If you're watching this and you're not thrilled to be a part of what we're doing, please get in touch and let's part as friends.

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Seymour Segnit:

As you've seen, manufacturing is well underway. The initial tranche of 15,000 units is ramping up now. I can announce today that our build plan now commits to triple that initial volume, to 45,000 units, commissioned by the end of this month.

Seymour Segnit:

Let's be clear. It takes a little while to manufacture. The global shipping situation is all over the place. It's going to be still a while before we can get them into your hands, but we really do have the momentum there. Because of this, thousands of you watching right now have already received the details of your shipping batches. It's been a long time, but we have the momentum now.

Seymour Segnit:

I thought it would be fun to show you ... Many of the first people to get their hands on our chargers were kind enough to have a friend hold a cell phone. We asked them to hold a cell phone as they opened it up. They sent us the clips. We've made a little film, and I'd love to roll it for you now.

Speaker 1:

[Robin 00:23:43], it finally came. MAGFAST.

Speaker 2:

Let's check it out.

Speaker 3:

Oh, my. The packaging is actually beautiful.

Amy:

Super soft feeling, almost velvet box.

Darren Long:

First off is the Extreme.

Speaker 2:

There's the bad boy, right there.

Speaker 4:

Look at that. That's beautiful.

Darren Long:

I really feel like I'm opening up something of value.

Speaker 5:

One port, two ports, three ports, all wireless. Sick.

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Speaker 6:

Extreme is all charged up and ready to go.

Speaker 1:

Let's see if it works.

Speaker 2:

It's on, and there it goes.

Speaker 7:

Mine's charging. Yours is charging. Yours is charging.

Speaker 8:

That's so cool.

Speaker 9:

That's great.

Kate:

Have nine of your friends charge their phone all at the same time, and even jumpstart your car.

Seymour Segnit:

The battery is dead. I'm going to attempt to charge this battery with the MAGFAST Extreme.

Speaker 1:

Excellent.

Speaker 3:

It's nice not being tethered to wires.

Speaker 10:

Can take it in your car.

Speaker 11:

On trips.

Speaker 1:

Finally a company got it right.

Robin:

Nice.

Speaker 2:

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I could play with this all day.

Speaker 11:

I wouldn't change anything about this. I think it's about perfect.

Speaker 2:

Everybody should have this in their car.

Darren Long:

This is a must have, for sure.

Amy:

You charge all my devices so fast.

Seymour Segnit:

All my devices. Oh, yeah. I love that. Thank you so much to [Amy 00:25:01], who you just saw just there, and everyone else who sent in a video that made that possible.

Seymour Segnit:

All right. That is your shipping update. We're now ramping up production on maybe the three best chargers in the world. The early feedback, as you've just seen, is phenomenal.

Seymour Segnit:

I think now would be a good time to get a quick production update. Let's bring in our chief engineer and returning champion, Shawn Herzinger. Hi, Shawn.

Shawn Herzinger:

Hey, Seymour. That was great.

Seymour Segnit:

Welcome back. It's great to see you. You got some updates for us?

Shawn Herzinger:

After a lot of challenges, let me just give a quick review. We developed our prototypes and then our tooling, got through certifications, started shipping, and now we are a go. We are ramping up production. Those early units that went out, we got some feedback from consumers.

Seymour Segnit:

Fantastic.

Shawn Herzinger:

Some edge cases, some small concerns, and so we're tweaking our firmware. We are ramping up in the coming weeks.

Seymour Segnit:

No, it's really exciting. You've been doing this a long while, and you previously said that these are some of the most challenging products in your whole, now, 30-year career. To some people, it's just like, "It's just a charger with some LEDs and some magnets. How hard can it be?" Why is it that these MAGFAST products are so much tougher?

Shawn Herzinger:

That's true. These are very sophisticated products. We're bringing together materials, and technology, and features that have not been combined before. We have wireless charging. We have magnets. We have very powerful batteries. Jump starting capabilities. Beautiful LEDs. It's all brought together in this package that needs to be reliable and pass very stringent certifications. It's been the most challenging project I've ever worked on, but also the most rewarding.

Seymour Segnit:

Yeah. We've told people before there've been three partners we've worked with who've had to give up the ghost. We finally got the right people in place, and still it's taken a while.

Seymour Segnit:

All right. Life, Extreme, and Air are ramping up. I remember from the old company and the old product, there was this period of wait, and then suddenly the floodgates open. Can you describe that manufacturing ramp up?

Shawn Herzinger:

Right. We've talked about it being like a freight train, where it takes time to get up to speed, but once it does, it just barrels along. That just brings together so many different things. Workers, skilled workers, components, different assemblies. We have our operating procedure for manufacturing the product that we tweak as we ramp up from dozens, to hundreds, to thousands of units. We learn more efficient ways to put the product together so that it's reliable, and it-

PART 1 OF 4 ENDS [00:28:04]

Shawn Herzinger:

... So that it's reliable and it really pleases our supporters.

Seymour Segnit:

Indeed. And of course that's the name of the game. To meet and exceed the original vision wouldn't have been possible without you buddy. Thank you so much for everything you're doing. You're amazing.

Shawn Herzinger:

Sure. Thanks Seymour, thanks.

Seymour Segnit:

Shawn. Thank you so much. All right. Okay bye. Shawn Herzinger of P3, ladies and gentlemen, you know who your friends are when they're going get tough. Shawn and Damien, many of you, his colleague,

many of you met a few weeks ago in another upgrade. They've never missed a beat throughout this whole thing. Just a kind of loyalty. You show a loyalty and commitment like no other team I've ever met. So thank you from the bottom of my heart. And just talking to Shawn just now, it reinforces for me that I'm so glad that all the way through we've made these choices for the long term, make truly better products, really invest in better design, build in real competitive advantages, real reasons for our team, our partners and you, our customers and investors to stick with MAGFAST for the long haul.

Seymour Segnit:

All right, just quickly before the big announcement. I promised I would do a round of lightning updates. So let's go through them quickly for you. First of all, first up Hello Kit. As we just discussed those first three products, Life Extreme and Air, look, they make a stunning bundle together and we're going to put them together and call it Hello Kit. As production ramps up, we're going to keep things very simple to begin with. To maximize the speed of fulfillment, we're making equal quantities of all three of those products, packaging up as Hello Kit, and we're going to ship our Pro Kit customers in the order they received, a Pro Kit, which is a Pro Kit is a super set of Hello Kit. Hello Kit is a subset of Pro Kit, right? So our Pro Kit customers, we're going to send you Hello Kit. First of all, and road and wall will follow a little bit later. Here, by the way, are the retail prices now that production is underway.

Seymour Segnit:

if you pre-ordered, you can see you got a hell of a deal, a hell of a deal. Hello Kit is now priced at 348. Itself, that's a great deal. Essentially, it's like buying Life and Extreme and getting Air for free. And the great thing about Hello Kit for our investors is this gives us way better margins. And because of this, we're going to allocate a proportion of the new production, a proportion of it to fulfill new sales at these higher price that will help us with our margins, bring in more cash and help us to accelerate fulfillment for everyone. So we're very excited about Hello Kit. Investors you'll also be thrilled to hear that sales more than doubled between 2019 and 2020, despite the pandemic. So many companies were just failed by the economic fallout.

Seymour Segnit:

We've very proud of what we've been able to do, kind of keep powering through even as our hearts go out to the people who've lost their jobs and lost their companies and to you personally, if you've been affected. Now a full disclosure on this, 2021 is actually going to come in between these numbers. We pulled back on advertising a number of times for a bunch of reasons, but a key amongst them was Apple's changes to their operating system, mean that everybody has found it much harder to measure advertising performance. And so we're having to retool how we measure our ad flow. What's called our funnel. That work is just about done now and together with a new gorgeous new high performance website and checkout, we're feeling very optimistic about 2022. Altogether so far \$13.7 million of pre-orders of the world's best chargers and we are just getting started.

Seymour Segnit:

And all those \$13.7 million worth of chargers, now have full patent production. Look at this, a few months ago, came in from the United States patent and trademark, office granted us this it's US patent number 10,931,127. And take a look at this patent. Just turn the camera on up above, here it is. And we couldn't be more proud of this. This is a long document, it's available online if anyone wants to take a look at it. It's kind of funny to look at patterns, take such a long time to get that some of these illustrations in here are that they're still fine, because it's a utility pattern, but some of the illustrations

put a smile on my face and may from some of our very early supporters. You can see hints of the designs as we thought they would be several years ago before we got the really beautiful look that we've got today.

Seymour Segnit:

But this utility patent is truly amazing. It's really big news. Utility has been incredibly important patents in general are super important. That's why you always see the investors on TV shows like, Shark Tank, Dragon's Den asking about patents and getting this is huge for our value. It means that by law, only MAGFAST can ship a family of chargers like this in the US where all these items snapped together magnetically like this and to a Wall charger. So we're really, really proud of it. Has a funny name. Patents always have funny names. This one's called modular charging system and wall mounted charging device and modular power devices, which is a crazy name, but it's an amazing patent. It's all part of what's called IP, intellectual property. We take it very seriously at MAGFAST. By now, you know our logo. Like our products, it's powerful and understated, but you probably not paid much attention to this little guy, the registered mark.

Seymour Segnit:

MAGFAST is now a registered trademark. And so together with that key pattern, that means that both the idea of MAGFAST and the brand are protected here in the United States and the MAGFAST brand, the trademark has been awarded protection, right the way across Europe and we're pending, which means very close to being awarded in the UK and dozens of other territories worldwide. This is very, very exciting indeed. We've also got a completely reimaged website. Let me just take you there really quickly. Just take a look at this. See the homepage, this gorgeous graphic. I love that. Let's just do that again. See beautiful pictures, beautiful graphics of the entire product range. Really, really gorgeous. And we're working on a brand new store for the site for North America and for other territories around the world. And early notice that as the world starts to track again, we've got some amazing new products stuff that only MAGFAST could do only MAGFAST would dare to do. I'd love you to be amongst the first to see them. In fact, you want to sneak peek? Should we give them a sneak peek right now?

Seymour Segnit:

There it is. I'm sorry. It's a bit of a tease in it because we never give away our secret in advance, but this actually is a closeup of one of the things that we're working on. I can't give it away now, but it is something totally unique. Something totally MAGFAST, really, really excited about it. And we're going to do a launch in spring 2022 once the shipping on the existing products is fully ramped up and you'll be receiving your personal invitation to that soon. So this is truly a pivotal moment. Things are charging ahead. Manufacturing will underway for those first three products. The three others you're expecting and the four you are not yet expecting are close behind them. We've got this rapid shipping ramp up that is imminent. A new website just went live. This key patent and trademark stuff that I just showed you.

Seymour Segnit:

And a bunch of other really exciting investments in patents and trademarks underway and these stunning new high margin products coming in spring 2022, which brings us to today's big announcement. I've got goosebumps. I've been waiting the best part of a year to announce this. At least two or 3000 of you watching now have specifically requested this. And as I say, if you haven't requested it, it's still likely going to be of serious interest for you. It's a big announcement. In fact, it's probably one

of our most requested requests. As many of you know, or may have found out if you just joined us in the last few months, back last Thanksgiving, 2020, we offered the chance to go ahead and buy shares in MAGFAST for the first time. This was made possible. All thanks to some new rules introduced a few years ago, by the SEC, the Federal Securities and Exchange Commission. The SEC severely limits these offerings.

Seymour Segnit:

They have all kinds of rules surrounding them, very strict rules surrounding them. So we were completely sold out less than three hours after our official launch. The servers at the investment portal were completely overwhelmed twice actually. And by the time the dust settled and our partner said everything back online, we were completely sold out. Now, it was a fantastic, fantastic vote of confidence by the people who know us best are pre-order customers and fans. Over 3000 folks registered in advance to invest, but only 989 were actually able to get in on the day. So ever since then, we've had countless waves of inquiries, "Please may I invest in MAGFAST?" So today after a lot of work and a long, long process to meet the SECs increasingly strict requirements, they get tougher and tougher as you invest more money. Today, we're thrilled to announce that yes, starting from one week from today for a limited period, you may invest in MAGFAST.

Seymour Segnit:

Yes, you may. Now in a moment, I'm going to take you behind the business. You want to stay and see this in full. But first we've had so many people who've been waiting so long and wanting to do this for the last year. That let me just give you the top line on the key dates and the main stuff that you need to know right now if you are interested. First, as I mentioned, it starts one week from now, one week from today. It'll be Thursday, November the 18th at 1:00 PM Pacific, 4:00 PM Eastern. If you've not done this before, this is like a kind of early public offering, a kind of EPO, a pre IPO, IPO. A special kind of offering, as I say, authorized by the SEC, under new legislation. It's on an SEC registered secure portal. The details of that in just a minute, because it's the SEC again, there's a strictly limited availability and I must emphasize this is not suitable for everyone.

Seymour Segnit:

This is not for everyone, which is just as well, because again, probably won't be room for everyone. It is critical, please, that you check out all of the materials. They're going to explain important stuff like other tech companies, we're taking losses in the early days. Like other tech companies, we're very cash hungry, especially with the supply chain uncertainties. One of the reasons we're doing this investment round is to make sure that we have plenty of cash on hand to get through this challenging period and make sure that all the amazing stuff we've shown you is able to come to fruition. Another thing you're going to find, which is a sort of quirk of the pre-order industry, the old crowdfunding industry, the pre-order industry is that revenue is only recognized in accounting terms when shipping takes place. And we're starting to ship, which means that even though we've had cash come in, the actual booked revenue has been tiny until recently, which makes early losses look higher than they really are.

Seymour Segnit:

And then the shipping ramps up like this, they're going to look low than they really are. That's just the way accounting works, but I wanted to mention it to you here for full transparency. So when you're looking at it, that'll help to kind of explain some of it. You got any questions, ask an accountant because the rules are kind of strict and we're just doing our best to kind of, to abide by them all. So say critical

that you check out all of that. There is a full two year audit that a company is the offering. I'm just explaining full disclosure about that, because I cannot emphasize enough that you should only do this if this is right for you, only if this feels right to you. No one should invest their retirement. No one should skip rent. It must be money that you can truly afford and truly afford to lose. No rushing into it.

Seymour Segnit:

Take your time. It's one of the reasons it doesn't open for a whole week. You must please remember that investing in newer companies is always risky and not always rewarding. Yes, I'm really excited about the possibilities for MAGFAST, but that is not a guarantee of success. And you need to be careful and you need to be prudent about this and need read all of the materials. So under the SEC rules, as I said, there's again, a very limited availability. Now we want to do our best to make this available to as many people as possible for whom this is a suitable and appropriate opportunity. We can't mess with the Feds. Their rules are strictly enforced, but there are a couple of things that we can do and you can help. The first is as before, the minimum investment is a hundred bucks. To be honest, I wish it could be a dollar so that everybody could join in, but the economics of this kind of thing, the costs associated with each investment mean that it really doesn't make sense at less than a hundred dollars.

Seymour Segnit:

So minimum of a hundred. Again we're asking, please that initially the maximum you're going to invest \$5,000 on the first day so that we can fit in as many folks as possible. If there's room left after that, and you'd love to invest more, then please knock yourself out. But on the first day, please no more than \$5,000. And as always not a penny more than right for you, not a penny more than you could afford to lose. Even so, if everyone did 5k on the first date, there'd be room for less than 800 investors. In practice the average will probably be less than that. We'd be able to get more folks in if the demand will be there. So if this is right for you, we're going to help you get set up now today, so that you're prepared on the day. Again, a reminder, that's November the 18th, Thursday, November the 18th.

Seymour Segnit:

This is exactly a week from today if you're watching us live on the 11th at 1:00 PM Pacific, 4:00 PM Eastern. So here's what to do. First of all, I'm kind of repeating myself because it's so important. Pay careful attention now as we lay all of this out. It's really important. And you take your time over the next week and make an informed decision. If you think you might want to go ahead and do this, set up your investment account today, it's free. It takes only a minute or two to open. Kate will come back in in a minute and show you how to set that up. We'll give you the link and everything. Because if you do want to do it, you want to be ready on the day. It doesn't cost anything as I say to do it and the zero commitment from doing it, it just means you're ready if you decide to go ahead and do this.

Seymour Segnit:

And then we've got plenty of materials. This presentation forms part of it. We've got an investment packet coming. A formal offering document, a Q and A. So let me take you through the key dates. Tomorrow, Friday, the 12th of November, 1:00 PM Pacific, 4:00 PM Eastern. We'll email you the replay of this show plus the investor packet. So you've got the whole weekend to review all of that. On Tuesday, the 16th, again, 1:00 PM Pacific, 4:00 PM Eastern, we're going to do a stream, a special edition of the upgrade, our regular update show. We're turning it over to a Q and A all about this investment offering. We're going to give you an email you can send in your questions. I'll give that to you in just a

minute. And then on Thursday, the 18th 1:00 PM Pacific, 4:00 PM Eastern, the offering formally opens and closes one week later on, which I think is actually Thanksgiving days.

Seymour Segnit:

And the Thursday of the 25th, also 1:00 PM Pacific, 4:00 PM Eastern. So everything's 1:00 PM Pacific, 4:00 PM Eastern. And for the next week before things kick off, we're going to put up a special concierge page, which will host all of this, a replay of this event, the how to videos, how to prepare in case you want to invest, how the whole process works. Plus downloadable documents, Q and As, all that sort us. So you're well prepared if this is something that you both you want to do and is appropriate for you to do. And I showed you just there, there's going to be Q and A on Tuesday. Any questions, zap them over to INVESTORS@MAGFAST.com. INVESTORS@MAGFAST.com. We'll answer as many of them as we can in the Q and A broadcast on Tuesday. And all of the ones we can't get to there will be answered in written form in the coming days.

Seymour Segnit:

Oh yes, yes, yes. I have one more fun thing. This is great. We're going to do a special gift for everyone who invests over a thousand dollars on the first day. There's a reason for this. There is a reason we do it like this. We want to be in the business of making chargers, not fundraising. A lot of companies are hugely distracted by the fundraising process. We want to be focused on what we love to do. So it works so much better for everyone if we can fill up the investment round and go back to our work. So if you jump in on Thursday, the 18th, before midnight Pacific at a thousand dollars or more, we will give you this limited edition, personalized numbered, laser engraved, newly patented MAGFAST Air. All right. Look at this thing. So it's super simple.

Seymour Segnit:

If after looking everything over, you decide that a thousand dollars or more is the right number for you, and you're comfortable that that's appropriate for you, then jump in on the first day we open November the 18th and we'll engrave you this special limited edition MAGFAST Air numbered in the order that the investments are received on the day. Oh, and veterans, veterans who want to invest a thousand dollars limit doesn't... You still need to be on the first day, but the thousand dollars limit does not apply to you. Small token of our thanks and veterans who invest any amount over the a hundred dollars minimum, we would love to welcome you in and give you one of these limited edition on the day. So thousand dollars or more perform midnight, November the 18th, before midnight Pacific on November the 18th. And we'll give you the gift of this gorgeous limited edition MAGFAST Air. All right, we're going to take a little commercial break now and show the premier of our new film. In a moment you're going to meet the man who's made all of this possible.

Seymour Segnit:

A couple of things he's going to say may surprise you. Plus we're going to go behind the business of those of you who've here for the first time, or want to recap, explain a little bit about MAGFAST, our philosophy. If you're thinking of investing, you're going to understand more about how we think about the business, how we think about the markets that we're in. Plus Kate will be here, show you how to set up an account so that you're ready for next Thursday if this is something that you want to do. And she'll announce the winners of our \$3,000 plus electronics prize draw. But first so many great things going on. And with the three products finally in production, told you about Hello Kit, we've got a short film and I'd love to share it with you. Now, this is great for folks who are new to MAGFAST. Get you up to speed on

the whole product range and why it's so special. And I think if you're an existing customer, an existing investor, just notice how good you feel watching this.

Seymour Segnit:

Have you ever wondered why we all feel happy to spend almost anything for the latest smartphone and then put up with a crummy old charger that's really only fit for the dollar store? At MAGFAST, we're changing charging for good. With a beautiful new family of premium chargers that connects to all your devices and snap magically to charge each other. Look, let's face it. Most chargers today are lousy. They never last. There's messy wires all over the place. The power banks are fiddly to use. And if you forget to charge yours or you forget a cable, your charger is really just, well, a brick. New MAGFAST brand chargers are completely different. Individually, each is designed to be best in class. Together as a family, they're kind of game changing. Look they're magnetic and fast. They're MAGFAST, and it's really nice. Take MAGFAST Life, the perfect power bank for your pocket or purse.

Seymour Segnit:

See it's gorgeous. And it just feels so great in your hand and has multiple easy ways to get power in and then out again, when this is what you want. Get charged in from any wireless charger at home or out and about at places like Starbucks. To get power out, just place any modern phone right on top. Simple, even faster, get power in and out with any of your old or new USB cables, including the new USB-Cs, super fast because MAGFAST supports PD, the industry's latest fastest power delivery standard. And so you'll always have the right cable with you when you need it. We've crafted our curvaceous mini cables, which swap in seconds and snap back in place magnetically. Isn't that great? Many cables are just one of a suite of game changing features we're patenting all exclusive to MAGFAST that we think you'll love right across our product range, like LEDelicious, a distinctive display of delightful LEDs, that dance and breathe.

Seymour Segnit:

So you intuitively know what's charging, how fast and how much power you've got. And fingerprint individual security on every unit. Simply scan for instant customer service, anti counterfeit piece of mind, and even lost and found. And of course, MAGFAST snap to charge like this, and this, and this, and this. Together, it all makes premium MAGFAST brand, the most connected and versatile family of chargers on the planet with build quality that's so good, you'll get an industry leading three year warranty as standard. No other brand does all this. Take MAGFAST Extreme the world's first power bank to wildly charge not one, not two but three. Yes, three smartphones at once. Plus lots of wired and fast USB inputs and outputs, plus fingerprint, plus LEDelicious and MAGFAST snap to charge. And incredibly when you choose to add these safety jumpers, MAGFAST Extreme is so powerful, it can jump start your car and at least two dozen of your neighbors on a single charge.

Seymour Segnit:

No, really. We guarantee it. No other charger, no other family of chargers can touch these features. Take MAGFAST Air, our unique wireless charging stand with a perfect 69 degree viewing angle to focus on your most important work. Snap any of our chargers right on and get a super stylish portable office. And it snaps on like this, pop. Ideal in your kitchen or den. Plus look at these, a powerhouse home charging hub that's wonderful on your wall. A charger that's so revolutionary on the road, it can power no fewer than six of you. Yes. Six devices is at the same time and has this brilliant flashlight that's perfect for

emergencies. And the best way to charge Apple Watch, the world's favorite wearable, Apple MFI certified.

Seymour Segnit:

This is the world's first with a smooth extending charging platform driven by a precision server motor. Isn't this fantastic? And as part of our ultimate goal to build the world's greenest chargers, we're planting a tree for every charger you will order. Over half a million trees so far, that's 20 times the number in New York central park. Now after years of development and with the support of tens of thousands of smart, smart phone owners, like you, we're launching our three most celebrated designs in one gorgeous new package. Say hello to Hello Kit. MAGFAST Life, the best charger for everyday life. MAGFAST Air, the best wireless charging stand. And MAGFAST Extreme, the world's best charger for well, pretty much everything. Together at last, the essential collection of three of our most popular ingenious designs. From MAGFAST changing charging for good.

Seymour Segnit:

So we are just thrilled with these first three products, even more so with folks' reactions to them that you saw a bit earlier on and we just can't wait to get them in your hands. All right. Well inevitably, just checking the timing we are running long are still a lot to get to... If you're not able to stay with us all the way through until Kate towards the end, please keep an eye on the email. We're going to get everything to you. I mentioned the concierge page, which is going to have a replay of this. So please stay with us if you can, if not, we're going to get everything to you. All right. Have a special guest coming up in just a second. Before we do that, I just wanted to remind you of something kind of amazing for young businesses like MAGFAST, that's really only become possible in the last few years.

Seymour Segnit:

Time was really forever for the history of business that a new business with an idea that needed some money to get off the ground, had to start with getting investment long before there was any proof that the idea would work. Then having got the investment, go build whatever it was, whatever the product or service was. And then finally take orders and see if they could sell the product or service. Now, this was very risky for investors because that very first early stage of investment was before discovering how viable it was to build the product. As you've heard, building MAGFAST turned out to be much tougher than anybody expected. And also before knowing whether or not anybody would want to buy the product. You can do your research, but it's not until you actually put your offering in front of people that you know if anyone wants to buy. But there's a new model that has now become possible in the last few years.

Seymour Segnit:

And it swaps things around. Taking advanced pre-orders and then equity crowd funding. Everything gets flipped around as I say. We've been able to prove that people want MAGFAST products, millions of dollars in pre-sales and prove that they can indeed be made beautifully. Look, there are plenty of other challenges and risks ahead on the way. We've got to execute the plans I'm telling you about. And we're going to talk about some more of them in just a minute. And as I said before, this isn't a suitable for a suitable investment for everyone. But we do know that people want this product, and we do know that they can be made beautifully as you've already seen. All right. So this whole switch round is all possible. Thanks to the recent security...

PART 2 OF 4 ENDS [00:56:04]

Seymour Segnit:

... switch round is all possible thanks to the recent securities and exchange commissions' updated rules and they've authorized only a handful of platforms to manage offerings like this. And I'd love you to meet the founder and CEO of the platform we love, it's called Netcapital. Jason Frishman is the founder and CEO, but before starting his mission to help small and medium businesses thrive, amazingly, he has a background in the life sciences, among many other things, he's actually conducted research in medical oncology, that's cancer research.

Seymour Segnit:

That's up there with brain surgeon and rocket scientists as far as I'm concerned. Cancer research at the Dana-Farber Cancer Institute. Plus he's an expert in cognitive neuroscience, truly a man of many parts. So is Jason there now? The microwave link is up? No satellite then? We're just meeting him on Zoom. All right, all right. Let's see. Jason, are you there?

Shawn Herzinger:

Hey Seymour. How you doing today?

Seymour Segnit:

Jason, I'm terrific. Thank you so much for joining us. It's just great to see you. We're honored to be back on your platform again, man.

Shawn Herzinger:

We are honored to be working with you as well. You guys are great. You're excellent to work with Seymour, Rex, your entire team has just been a pleasure to work with during your first raise, getting rebooted for the second raise. We couldn't be more thrilled to be partnered with such a great company like you guys.

Seymour Segnit:

Well, that's very gracious of you. Look, I know I feel just fantastic about our decision to choose you guys the first time around and again now. But for folks who are new to all of this, can you just do the 20 second summary of what's Netcapital about why? Why Netcapital? Why have we made such a wise decision to be with you Jason?

Shawn Herzinger:

Well, look, Netcapital's all about making the private markets work for real people. It's about making it possible for people who otherwise couldn't invest in exciting, innovative companies like MAGFAST be able to invest in those companies with a few clicks of a button on netcapital.com. So we're an enabler. We're a facilitator. We exist to facilitate investments between real people who love real products and real companies, and companies like MAGFAST who want to give that opportunity to the people who care the most about them. And MAGFAST has been a great example of the power of our platform, the amount of love and support that you have from your community. And we've been so thrilled to be able to enable and facilitate those investments from the people who want to own your equity the most.

Seymour Segnit:

Thank you. That's a good summary. So many of the folks watching today will remember our first outing with you. It's almost exactly a year ago. It was an incredible, amazing experience on our end and for many of our customers. How did it feel for you guys?

Shawn Herzinger:

Well, I remember it clearly because it was Thanksgiving day.

Seymour Segnit:

Sorry about that.

Shawn Herzinger:

No, it was great. It was just such a phenomenal example of what we've set out to build at Netcapital. And it was challenging because at the time, MAGFAST and all companies were limited to raising \$1.07 million under this new exemption. And there were too many people trying to invest at the same time and there weren't enough tickets to sell to the investment off spring, right? And so, we're fortunate that now the regulators have voted to increase those limits.

Shawn Herzinger:

So there are more seats at the table, so to speak, it's possible that it could be a repeat of last year where there are too many people coming. And so, it's really important to be timely if this is something that you're interested in, and Netcapital's going to do the best that we can to serve people on a first come first come basis. But it's challenging when there are more people who want to purchase something than there are stock available.

Seymour Segnit:

Yeah, no, immediately when we did the last one, I promised everybody that we would come back when we could. It took a while for the SCC to change the rules. Then it turned out that under the rules, our category of company then needed to do a detailed audit. We've done all of that now, all of the paperwork is in place. Now, look, I know that you are not allowed to recommend or endorse any of the offerings on your platform. You've already been very gracious about us, but you have had to look at the products, right? We sent you Life and Air and Extreme recently. How did you like them? What did you think of the packaging? What were the first impressions?

Shawn Herzinger:

Well, my first impression was the packaging was incredible. I actually have it right here. I keep this one, the Life right on my desk next to me now, and it's really quite simple. I just clicked the on button and I put my phone on and it charges and it's as simple as that. My first impression was the packaging. I think the packaging is really sleek. I was very impressed, and it definitely gave me the feeling like I was holding a premium product in my hands. And then, actually, I've been using it my life so much, I ran it out of battery. And so, I did the old, used my big extreme here, and I snapped it on.

Seymour Segnit:

Snapped it on. Great.

Shawn Herzinger:

I did that last night to make sure it was fully charged and it worked well. So look, I mean, it seems to get the job done. I like how light the Life is. I definitely think I see myself using the Life more so than the extreme. Though the extreme is the type of thing where you might want to keep it in your car or bring on a long trip. And you even include jumper cables with that one to jumpstart your car, which is something I was not expecting.

Seymour Segnit:

All right. I know you're super tight for time, I'm really grateful to you for fitting us in. So offer opens on the 18th. As before, we're recommending that folks go to Netcapital today and set up their account in advance. We're hoping to send a lot of people over to you Jason. Are you ready for the onslaught?

Shawn Herzinger:

Oh yes. Oh yes. Very much so. And if you have any issues, feel free to reach out to us. Best way is usually by email, we have a whole team ready to help you get your account set up, get funds loaded in if that's something that you want to do and be ready for the MAGFAST offering when they're ready to go.

Seymour Segnit:

Terrific. So that's hello@netcapitol.com, hello@netcapital.com for any question or any help to do with setting up your free account for investment, for funds transfer, anything to do with the process of investing itself. All right. Thank you so much, Jason, you guys are amazing.

Shawn Herzinger:

Thanks Seymour, for the kind words, and let's go make another success here.

Seymour Segnit:

Jason Frishman, CEO, founder of Netcapital. They're in a amazing partner and we're thrilled to be partnering with Netcapital again for this new race. All right. I promised you we would go behind the business. A little earlier on, I gave you one or two of the numbers. I mentioned we'd done \$13.7 million in pre-orders, but let's dig a little bit deeper now. This is a number we're very proud of. Do you know what average order value is? It's exactly what it says actually, it's the average value of a typical purchasing order. Most charges out there are cheap junk and they're purchased one at a time. So we think the average order value of the industry is no more than \$20, \$30, \$40.

Seymour Segnit:

MAGFAST so far has an average order value of over \$400, \$400. Just think about that for a minute. Premium charges and people buy four or five, six of them at a time. Here's another thing we love to quote. And when we did our original test launch, just dipping our toes in the water to see if you love what we're doing. We opened the doors after our very first presentation of MAGFAST and got over \$600,000 in pre-orders in the first 12 hours. Just to put that in perspective, Apple, which has been the most valuable company on the planet for much of the last 10 years, reported only a bit more than that \$774,000 for their first 12 months after their founding. So it's not quite an apples to apples comparison, and we of course, have a long, long way to go and a lot of work to do.

Seymour Segnit:

And I'm certainly not suggesting we're the next Apple, of course not, but it is a fun comparison. And I'm really proud of our team and what they did to get MAGFAST off the ground and the steady, solid work since then, since that day, building this foundation that is now ready to scale. So let's look at this market. There's a multi-billion dollar market out there that's growing like a weed. There's key strategic advantages that we think that only MAGFAST has to take advantage of this and I'm going to show you one or two things that we've done to get MAGFAST ready to scale first, let's take a look at the markets we're in. Well, clearly wireless charging is one of the markets and it is growing really, really fast.

Seymour Segnit:

The compound annual growth rate, that's the CAGR for the market for wireless charges expected to grow at almost 25% a year for the next half decade. Growth rates like that are very, very rare in business. And you want to jump on as a businessman wants to jump on it whenever it's appropriate to do so. Here are the raw numbers. Analyst, firm market and markets they estimate 2021 is going to finish out around \$4.5 billion wireless charging. 2026 will reach \$13.4 billion. That's a nice big market to play in. It's a nice big market. But we're not just in the wireless charger market. We have very strong offerings in USB wired charging and power banks and wall charges. It doesn't hurt that Apple and Samsung no longer include a charger with their phones.

Seymour Segnit:

Plus, with MAGFAST Extreme we're in the jump starting the car safety market and a major new launch coming I've told you about in the spring of next year in a nice complimentary market category and this category alone, again, we'll tell you about it in the new year, but just this category alone is another \$5 billion category. By some estimates, if you combine all the markets that we're in, they could total over \$40 billion within a few years. That's a big, big, big market. It's bigger than the North American athletic shoes market, for instance, where Nike and the others play. It's almost as big as the worldwide box office. A market, as big as the movies is worth playing in. And to maximize this opportunity, we're using one of the oldest business models around.

Seymour Segnit:

A model that has come roaring back in the age, particularly of the mobile internet, it's called DTC, direct to consumer. In the last half decade, some of the most successful consumer electronic startups haven't started out selling in retail, but directly to customers. You may know Away, the luggage phenomenon. I was boarding a plane a couple of months ago and I was walking down the aisle to my seat. All the lockers were open and I swear it felt like almost every other suitcase in there was an Away carry on. It's been truly remarkable story. And of course, Warby Parker, the inimitable Warby Parker, just a few years old, also in the billion dollar club and now MAGFAST. Here's our website, the new website. We're thrilled with it.

Seymour Segnit:

This direct to consumer strategy has a long, long list of big advantages. We have you, the end consumer as our customer. We're not trying to please some retail buyer who may be out of touch and certainly won't give us the feedback in real time the way real customers will. We have full control of our brand experience. Very often in retail, you put something out there, you don't know which shelf you're on. Whether the product becomes degraded, we get direct control of the experience that you have of our brand. We get all of the data. We get to know exactly the feedback on the products, but also how

people are behaving on the website and so on, so that we can move with much greater agility, better control over inventory and cash flow.

Seymour Segnit:

We get to our deepen our relationships with our customers, and it's much easier to introduce innovations like fingerprint, which if you think about it, every time someone scans, we get to deepen the relationship in all kinds of ways that would just never be possible by throwing things out into retail. So we're very pleased with the choice to go direct to consumer. And one of the results of this, because this direct relationship is the 4.7 that we have on Trustpilot, which is truly remarkable given the amount of time it's taken to get everything shipping. DTC, direct to consumer is such an effective model that many traditional brands, here's Nike, are piling in and taking advantage of it and crushing the competition in the process.

Seymour Segnit:

And in Nike's case, here is the competition. I want you just look at this slide for a second. Do you notice something about this market? You recognize and could probably likely name all of the top brands in this market. Because like almost all mature markets, athletic shoes has a bunch of great brands that customers trust and that customers recognize. Here's the laptop market, same deal, strong handful of trusted brands. Here's airlines, the same deal again. But can you name charger brand? I've been involved with chargers for the best part of the last decade and it's astonishing, hardly anyone can name even one charger brand. Can you? Can you name a charger brand? If you can, I have to tell you, you're very unusual. You try it over the next few days, you ask your friends and family if they can name a charger brand, they're all using chargers every day.

Seymour Segnit:

All of us are for all of these devices, but hardly anyone can actually name a charger brand. So we see a significant opportunity to create a strong, trusted brand. We think this opportunity is wide open. So here's what we think the market map looks like, it's a business school 101 chart from low end up to premium. In the middle, for years, of course, has been Belkin, highly respected, great products, but truthfully, an accessories brand Belkin, right? Not one that you think of first, not one that you adore, not one that you trust to charge your precious new phone, your precious new smartphone. At the upper end of the market. You've got a bunch of smaller names. Now, even though you didn't remember them just now, you might recognize some of them. Huge respect for ANKER doing an amazing job on Amazon, of course, but look, DURACELL is in here.

Seymour Segnit:

How they didn't become giant in this USB charging market is beyond me. It just goes to show how hard it actually is for large companies to move quickly. And then down at the low end, there's countless, endless names, very few of which you're likely to recognize. It's numbing how many of them there are down there and frankly, how little they have to offer. So what this all means is that consumers have little reason to repurchase from the same manufacturer, because there's no compelling brand like Nike or Apple or Jet Blue for them to be loyal to. So if we can build a premium brand, we have a strong position, but there is another way that really smart companies get consumers to stay loyal and keep coming back, and it's called the ecosystem strategy. Ecosystem strategy creates a world where everything, all the products just work together.

Seymour Segnit:

And once consumers come into this world and they step inside, if you do a good job, they're going to love it. And it's going to be very hard for competitors to break in. Once customers have a strong, emotional attachment. We're going to be shipping to folks, an average of four or five charges. They all work beautifully together. What is someone going to do when they need one more charger and they're thrilled with the ones that they've already got? It wouldn't make sense to go buy something else that doesn't work with them. So it's a subtle, but extremely, extremely powerful move. Let me show you. Apple, famously done this. Built one of the greatest companies of all time by creating a gorgeous family products, an ecosystem that all work together like magic. Customers stay with them product after product, generation after generation. I should know, I'm one of them.

Seymour Segnit:

And even in more prosaic markets like power tools, brands like DeWalt have figured out that if you buy one of their cordless tools, you're almost certain to stay with them for the rest because they all use the same battery system. And for decades, LEGO has done this incredibly powerful, every extra piece of LEGO you buy makes the ones that you've got more powerful and an even better toy investment. And so, that's the powerful heart of MAGFAST's business plan. An ecosystem strategy, a family of gorgeous products that all work seamlessly together. So well that it's a no brainer for you to invest in our products over and over again, and to share with all your friends. Oh, and by the way, if you notice your own desire right now, you notice the feeling of wanting all of the Pro Kit, all of our products, all of these working together in your life, then you know that this premium strategy, this ecosystem strategy is already working and you are not the only one, which is why we've sold so many millions of dollars in pre-orders.

Seymour Segnit:

So look, we think it turns out that the market map doesn't look like this, which is a pretty crowded feel, but rather, we think it looks like this. Totally crowded in the standalone product segment, but seemingly wide open in the ecosystem segment. That's why MAGFAST is launching in the high margin premium end of the ecosystem segment of the market. We think it's a really smart strategy and we're off to a really, really great start. Oh, and there's another important aspect to our product strategy. Each of the products individually is designed to be best in class. So Life, the best charger for ever everyday life. MAGFAST Wall, the best charging hub, the best base station for your home or office. MAGFAST Air, the best wireless charging stand. MAGFAST Road, the best charger for your ride.

Seymour Segnit:

Time, the best way to charge your Apple watch and Extreme the best charger for just about everything on top of jump starting your car. So this means that whether consumers are shopping for the best charger for the home or the office, or for power in car or any other category, our strategy is to have a best in class product to bring them in to our product family. So we get to compete not only in the upper right-hand corner alone, for now, in the premium ecosystem quadrant, but also in the premium standalone quadrant. And we think this is very, very powerful. So as I mentioned, we've pre-sold a \$13.7 million of these unique charges, but here's the thing. So far, we've only offered them at magfast.com and until very recently, only with a very long, long, long presentation like this one, which is not for everyone, and we've only offered six products. Our competitors have dozens, hundreds even of products.

Seymour Segnit:

So we think there's a bunch of scaling strategies we can use to take this thing to the next level. Normal shipping, international, new marketing, new products, corporate customization, and retail distribution. I'm going to go through each one of those for you quickly now. First, normal shipping. What exactly do I mean by that? As I just said so far, we've only offered MAGFAST people who are prepared to watch a really long presentation and then pre-order and wait for the stuff to arrive. And because of that, it's really only amazing, crazy folks like you who are prepared to do all of this. And we think that that is a very tiny fraction of the market. The majority of people will only buy when the product is ready to ship and so, our first strategy for scaling is a bit of a duh.

Seymour Segnit:

Manufacturing is ramping up. Now we're going to be accelerating production with some of the funds from this investment round. And as the supply chain settles down, we're really going to be ready to rock and we're going to offer a proportion of the early manufacturing for immediate shipping's, much better margins, and it's really going to help us to get this thing moving. The second scaling strategy is international. International. Well, the problem with international for electronics, for electrical appliances and so on is that there's a crazy number of international plugs and sockets. Now the good news that all MAGFAST products work anywhere in the world with only one exception, MAGFAST Wall. Hello Kit that you saw a little bit earlier on is fine just without Wall. It's immediately suitable to sell in every single country in the world.

Seymour Segnit:

But Wall is an important part of the family. And so, here's our strategy for that. Currently we're making MAGFAST Wall in what's called Type B, which means mainly North America. In fact, if we expand the map, you can see there's only one or two other places that use Type B. So for international markets, we're designing a wall with a highly flexible square form factor. Internally, for each of these markets, it's identical, regardless of the market. The tip mechanism is up here on the top. The high voltage circuits are the same for all markets. The circuit can handle anywhere from 110 to 240 volts, depending on the country. The low voltage area, the low voltage circuits are then the same everywhere. And LEDelicious and the USBs down the bottom are the same everywhere. We just made it so that the outlet and the prongs on the back vary from region to region. So let's take a look at these.

Seymour Segnit:

Wall Type G, all right, this doesn't look like much area on the map, but you've got the UK, Ireland, Hong Kong, Kuwait, Saudi Arabia, and many more. The Type G countries by themselves would be a very, very large market to address. Type F, 70 countries, including Germany, Italy, Australia, Greece, most of Europe, in fact. You got Russia and Indonesia, did you know Indonesia has twice the population of Russia all by itself? So the list goes on. Type F is big. Type E is very similar to F with some very slight engineering changes, that adds France, Belgium, and a slew of other countries. And Type I gets you the whole of Australia, New Zealand, China, China is the most populous country in the world, a fifth of all humans live there. So you put all of those together and you've really covered pretty much all of the planet. You just add one more. It's called Type C, which is a slight variant of E and F and we're set to pretty much cover the globe.

Seymour Segnit:

So we're excited about international and the beauty is we don't have to have all of those new versions of Wall shipping in order to offer Hello Kit around the world. All right, next strategy is new marketing. To date, we've really only worked with Facebook and YouTube, just two advertising platforms. And we've managed to get this far. So, and if I'm honest, we've actually been overly reliant on them. So we want to diversify, and that will bring all kinds of new audiences to us. You just look on the screen now, look at all of the different brands and names that you recognize here. We are really excited about expanding our marketing to bring new markets and also lower the overall cost of customer acquisition. The next strategy is new products. As the world starts to travel again, we've got some amazing new products, stuff, I mentioned this earlier, that only MAGFAST could do, only MAGFAST would dare to do.

Seymour Segnit:

We're going to have a big presentation in spring 2022. I'd love for you to be there and be one of the first to see them and the new products we're working on, I give you this sneak preview, the new products we're working on have even better margins or significantly better margins than the ones we do right now. So we're excited about them from a business point of view and as product people through and through, we're really excited about them from that point of view as well. Our next scaling strategy is corporate customization. Billions of dollars are spent each year on corporate gifts. And many of them are cheap and chintzy like a ball point pen with a logo on, but the premium gift market can be very lucrative. Large companies often spend a fortune giving gifts to their top employees and to their most valued customers.

Seymour Segnit:

Now we've already been approached by the world's top loyalty program company, they have clients like MasterCard, Visa, Diners, Cafe Pacific, the Intercontinental Hotels Group, and the list goes on. And we're also working closely with a veteran of the industry as someone we know through our network who has clients like Hertz and like Red Bull. And so, it's early days on this program, but individual orders for this, a single sale can be in the tens, hundreds of thousands of dollars sometimes even in the single digit million. So we're advised that MAGFAST products are so desirable and so unique that we can do really well with corporate customization. So we're really excited about ramping this up as we start shipping. And then later, only when we can get the relationships right, we will start to look at retail.

Seymour Segnit:

Extreme care is needed here. Everyone dreams have been picked up by a big retailer, but their contracts and their payment terms can be brutal. So we're going to start out slowly here. Initially, we will just be on Amazon with us as the vendor. Amazon is the electronics market leader anyway, certainly in North America and being there will allow us to maintain, price parity with magfast.com with us as the vendor. And we're actually already quite deep into two extremely important programs with Amazon I want to tell you about real quick. First of all, is Amazon brand registry. MAGFAST brand is protected from use by anyone else in our trademark category on Amazon, in the U.S. the UK, and soon, in seven other, the seven other major Amazon markets. Okay, so we have a really important piece of protection there. People won't be able to search for MAGFAST and Amazon and find anything other than a real Amazon product.

Seymour Segnit:

And transparency is another Amazon program. It's worth looking out for when you're buying things. It's an important new anti-counterfeit initiative. It works like this. Every MAGFAST unit is going to ship with

an individually allocated, a unique scannable transparency code right on the box. It's an amazing program this, if anyone tries to pass counterfeit MAGFAST product into inventory at Amazon or any of their partners, it's immediately not just rejected but destroyed. It's a really major, major program. Forbes published a piece a while back about transparency under the headline, A Counterfeiter's Worst Nightmare, and transparency is certainly that. So these Amazon programs, they're all part of our work to make sure that what's been created is properly protected with IP intellectual property. The trademarks, the brand name, the design patents, how things look, the design patents, the way things are when you see them.

Seymour Segnit:

This is all to make sure that MAGFAST LLC, the company that we're inviting you to invest in has a properly licensed, exclusive use of this intellectual property. We take it very, very seriously, and it takes years to get the IP. It wouldn't be possible to participate in those Amazon programs if we didn't already have the IP, but it's taken a long time to get. I told you about the utility patent, the 10,931,127 in law only MAGFAST can make a family of products like this where they all snap together magnetically. So this is huge. And we have other design patents ...

PART 3 OF 4 ENDS [01:24:04]

Seymour Segnit:

So this is huge, and we have other design patents underway. We already have one for MAGFAST Wall, which is great. We've had that for a few years. MAGFAST Air is now also protected, the design. Mini cable is very close. It's patent pending at the moment. We expect that to come through very soon. In all we have seven patents pending and five trademarks pending at the moment. I showed you just now, MAGFAST, the brand that's registered, as I say, in the US and 27 European countries. Brexit means that the UK is a few months behind, but the UK and dozens of other countries should be here very, very soon now. And we're thrilled to announce, this just came through, that the US patent and trademark offices just allowed the trademark for Fingerprint. So astonishingly only we can use the name fingerprint to locate, manage and use a track device is for obtaining warranty support.

Seymour Segnit:

It's a pretty great name and we have the trademark. And you remember I told you that we're radiating something extraordinary to launch in the spring, well, we already have a fully registered and truly extraordinary, in my opinion anyway, truly extraordinary trademark brand name. A name, a word that is famous, synonymous with travel and we can't wait to share that with you very, very soon. And getting ahead of this intellectual property stuff, it really matters. Just within the last few months, we have had violations of our IP pop up on riteaid.com, on Kickstarter, on Shopify. And in all three cases, they immediately fell apart. They were immediately taken down because of the strength of our IP, because of the investment in our IP over the last few years. All right, let's just do a quick minute on manufacturing. The first thing to understand about manufacturing, especially if you've never been involved with it before, is that it is 100 times slower, 100 times more complicated that you could ever possibly imagine.

Seymour Segnit:

Let me just give you one example. This is what we call tooling or the mold, an injection mold. Let's just drop a MAGFAST Life in there for scale. These things, these molds are stunning. They're huge. One like

this, it's kind of the size of your dishwasher, weighs half as much as you a car. And it takes incredible precision to make one of these molds, especially the top tier molds that we need for MAGFAST premium quality products. Now we've covered this quite a lot during the upgrade during our weekly updates. All together, our tooling bill to get MAGFAST off the ground is going to be well over \$200,000. Most of that money has already gone out, in fact, and they take forever to make as well. At least three months for the initial cut and then typically you go back, especially for us when it has to be perfect for further refinements after that.

Seymour Segnit:

But the outcome of all of this is that you've got a mold that can then scale to make millions of units. This tool for Life, for instance, has a capacity of over a million units. So close enough to \$100 per unit. That's a 100,000, sorry, \$100 million of retail value. So worth doing properly, worth not cutting corners. And just one more thing before we bring Kate back in, I want to say a few words about customer care. I remember yesterday, the first time I met Sanja, amazing lady who runs our customer care department. I knew that she was right for MAGFAST on that first day when I asked her a question, simple question, what do you think customer care is all about? And she paused for a second, she said, "Serotonin." It's all about doing the right thing, says that people feel good.

Seymour Segnit:

And that's what we've worked really, really hard to do in customer care. It's an amazing group of people. They're working tirelessly. Right now things are going absolutely crazy for them. We'll bring Kate back in, in just a second. But under normal circumstances, half the industry average response times. And they're just kind of amazing. So we're very, very focused on having amazing people in customer care. We are finding that sometimes some of the questions are repetitive and so we're going to lean very gently into the best kinds of automation. Sometimes it's great if you say to a chat bot what's my order number and it just comes back with the answer. That can be great. So we're taking a very cautious approach to automation. It's the right business choice, but only ever by maintaining the standard of care that everyone has come to expect.

Seymour Segnit:

But we're hoping that the automation can handle some of the simple stuff and then our team is able to focus on the more kind of complex and involved cases. And it's thanks to the folks in customer care, Sanja, Kate, the rest of the team, the serotonin strategy if you like, that we've got results like this, the 4.7 at Trustpilot. That's why nine out of 10 of our pre-order customers have chosen to stick with us even as this thing has taken so much longer than expected. All right. Is she there? Let's get Kate back into the room. Are you there, Kate?

Kate:

Hi. Yes, I'm here.

Seymour Segnit:

Welcome back. How is it going in customer care right now?

Kate:

Well, wonderful, but also super busy. Emails are flooding in already. We really, really appreciate everyone's patients and we promise we'll get back to every single one of you. Just a reminder to please visit investors. magfast.com because most of your questions will probably be answered there.

Seymour Segnit:

As we mentioned, we did a similar thing a kind of a year ago. We took all of the questions from a year ago, which covers probably over 99% of all the questions that are coming in. We've documented them. All of this is going to be published in the course of the next week. So we will get back to you, but you'll probably serve yourself better and allow us to serve other people better if you can just really carefully look over all of the materials we prepared, right?

Kate:

Of course, of course. And again, we really appreciate everyone's patience. Everyone, I think, knows that it'll take a little bit for us to get back to you. But thank you.

Seymour Segnit:

Yes. Yes. Thank you indeed. All right. Now, Kate, we promised that you would come in and take us through how to set up a free Netcapital account, right? There's no obligation setting one of these things up. But you've been at the computer and can you take us through a little guided tour right now, please?

Kate:

Okay. So here is how you set up your Netcapital account. Just a couple of things before we start. First, this will be super quick and super easy. The whole thing will take two or three minutes tops. Second, you'll be setting up your investor account on Netcapital's SEC approved secure investment site. None of your information is passed to us at this stage. They'll just give us a list of investors once everything's complete. So it's all super private and we will set this up right away. So here is your first screen. It's nice and simple. You just enter your first name here and then your last name, exactly the way they appear on your driver's license or passport. And then you'll enter your email address here. Be sure to use an email address you can access right now because you'll be getting a code very soon. And then you'll enter your cell phone number here, your mobile number. You'll see that the country code is already preset to plus one for Canada and US. So just adjust this if you need to, if you have an overseas number and then you'll click sign up right here.

Kate:

So then you'll pop over to your email. Netcapital will automatically send you an email to the address you just put in containing a six character confirmation code. And real quick, let me scroll up and show you the subject so you know what it says. It'll say confirm your email address. So just look for that. And if you don't see it right away, just check your spam folder or give it a second. So copy this right here and then you're going to go over and put it right here. Copy paste, and then verify. And then you'll choose your password. Just make sure that you follow the password rules and choose a strong one. I think it needs to be at least 10 characters. So as you're putting in your number, you'll see that it turns green and then you'll confirm your password here. So just repeat it.

Kate:

And then you check this box here and then you click save. And then that's it. If you go over your email you'll see another email with the subject line, welcome to Netcapital. And give it a second. I'll see if mine's here right away. So that's just your welcome email. Very nice. And then... Well, that's the first stage all done. So now that you have your account, you're all signed up and everything let's complete the setup of your account. So there's just a couple more things that you'll need to do before you're ready to invest. The SEC investment regulations require that investment portals like Netcapital just check a few things all for your protection before you may invest in us. The questions are super simple, so let's just get them answered right away. So go up here in the top right corner and you'll click your first name and then you'll click on settings.

Kate:

This first field will say contact information. Some of the fields you already filled out. So this should all be correct, but check it all and edit it if necessary. There will only be about six bits of information you need to complete here. Now, I'm in the US and there might be slight differences in other countries, but it's still all very easy. So you'll enter your address first right here. I have a long address. New York, a zip code. All right. And then next you're going to enter your birthday. I'm not going to enter my real birthday because I don't want anyone to know how old I am. So next you'll put in your annual income. Just choose the right range from the dropdown options. And then you'll put in your net worth. Again, just choose the right range. And then next you'll scroll down and click, just confirm your citizenship and enter in your social security number.

Kate:

This isn't my real number, obviously. And again, just to be clear, we do not see this information at MAGFAST. The SEC requires Netcapital to check this with you. It's normal and it's a secure part of the process. You can ignore... Click save. Click save right here. And then you'll scroll down and you can just ignore this second section, supporting documents. Netcapital will get in touch with you if they need more information. And then you can change your password here if you want. I'm sure you've already picked a great password, but you can obviously change it at any time. And then you can set up two factor here. We always recommend that you do that. It's very, very secure. It's a way to secure your account. And then... So that's concludes that part. And then we'll get into funding your account so you can invest. There's two main ways that you can do this. So just go up and click your name again here and then click on payment methods.

Kate:

So the first and the best way to fund your investment accounts is by connecting your bank account. This will be the quickest and easiest way to make your investment on the actual day. So set this up right away. Under bank accounts, you'll just click add account here. And remember, this is all safe. They're using Plaid, which is this super encrypted system that banks used to connect. You may well have seen it before. So you'll click continue here and then you'll see, you'll just choose your bank. And then you'll be directed to log into your bank account. It'll be the usual stuff your bank needs to log you in securely. I have one that I set up already. So I'll just show you what it looks like. Like that. So once you do it, you might need to refresh your page and then your bank account should pop up like this.

Kate:

And then that's how you set up your bank account. Next, or second way you can add funds to your account is set up a credit card or debit card. Even if you plan to invest another way, it's a great idea to

have a card on file just in case. There is a small fee for using a card, but it's definitely worth having it on file as a backup. So we're still under payment methods. So then you'll see credit and debit cards. You click add card here, and then you'll just add your card information, just like when you're online shopping. So here's what it looks like and then you'll click save card. And I already have one added so you'll see what it looks like, just like this. This is important. So last time we had a bunch of people miss out because their bank or credit card provider did not recognize the charge and they declined it. And we were sold out before they could get it fixed.

Kate:

So after adding your card, please call your bank or credit union, whoever, and let them know that you're planning to do an investment with Netcapital and to allow the transaction to go through. And then you should be all set. There's one more thing. So if you go to your dashboard, so if you go back up and click on your name and go to your dashboard or your homepage, whatever. Dashboard. You'll see this thing called wallet. You see a wallet balance right here. It's a way some people keep funds on standby for when they want to invest. It's great. But the only problem is that when you put funds in there, it can take a while for them to become available. And last time, unfortunately, we had some folks miss out because the funds took too long to arrive. So this is why we mainly recommend setting up your bank account and card in advance. And that's it. You're all signed up and ready to invest.

Seymour Segnit:

Brilliant. And we'll have a copy. We'll snip that bit of the show out and we'll have a copy of how to set up your Netcapital account. We'll put it on the concierge page, along with everything else you need. We're going to email you tomorrow, right Kate? We'll send out the email tomorrow afternoon. I think it is linked to the concierge page, replay of this show, everything that you need. And then in the course of the week, we've got our question and answer session that's coming up on Tuesday, right? It's a busy week. We're going to give you everything you need in time so you can make the right decision for you before the 18th of November. Right now you should see a button appearing underneath the video if you're with us during the livestream at magfast.com. If you are joining us kind of, if you're watching the replay or you're out somewhere on the web, on the LinkedIn or the YouTube or someplace else, then magfast.com/setup. Magfast.com/setup is a shortcut directly over to the Netcapital site.

Seymour Segnit:

You just go straight to the sign up. Kate just showed you how to do the whole thing. It's free. There's no obligation whatsoever. It's just part of making sure that you're ready on the day if this is right for you. Again, please only invest in MAGFAST if this feels right to you. Nobody should use their pension, nobody should skip rent. Only if it feels right to you. And if you do need any help with setting up your account or loading funds, just to repeat hello@netcapital.com, hello@netcapital.com because they're the experts in the Netcapital platform, right Kate? I mean, you guys are there to help. But if it's to do with the Netcapital platform, you'll get a faster response talking to them. Just to go over the key dates again. So tomorrow we're going to give you the concierge page with the replay I just mentioned this, with the replay and the packet. Tuesday, the Q and A. We're going to stream the Q and A at 4:00 PM. So send your questions that you want answered about the investment opportunity to investors@magfast.com, investors@magfast.com.

Seymour Segnit:

And then Thursday, the 18th at 1:00 PM Pacific, 4:00 PM Eastern, yes, we will remind you when the time comes. That's when the offering opens at Netcapital. One final reminder, investing of all kinds particularly at startups is always risky and it is not always rewarding. This is not suitable for everyone. But if it is right for you, we'd love to have you join us on this journey. All right, Kate, that's just about it, but there's one more thing to do. You've just pulled the names out of the electronic hat, right? If you joined us late, a reminder, shameless bribe to get folks to join us here today. Everyone who registered before midnight, Sunday Pacific is in the draw. We have three prize winners. So let's bring them up now. Third prize, which is the Bose 700 noise canceling headphones. The kind that I recently left on a plane. That's an inside joke for regular viewers of the upgrade. Who's our third place winner, Kate?

Kate:

So our third place winner is Geoffrey. Geoffrey with a G. And Geoffrey has a Gmail email address. Don't worry, Geoffrey, we won't say it on the air. And his phone number ends in 0523. So congratulations, Geoffrey.

Seymour Segnit:

So Gmail Geoffrey whose phone number ends in?

Kate:

0523.

Seymour Segnit:

In 0523. Congratulations. These Bose noise counseling head phones, absolutely fantastic. Consumer Reports, top rated. Brilliant. And Kate will be in touch with you to sort that out for you. Well done, Geoffrey. Second prize, which I should say what it is, shouldn't I? It's a really nice smart phone. Either Samsung, the Galaxy Fold or the latest iPhone. And the winner is?

Kate:

Billy. Congratulations, Billy. Billy also has a Gmail address and his phone number ends in 5736.

Seymour Segnit:

Billy, you know who you are. Gmail ending in 5736, was it?

Kate:

Phone number. His phone number ends in 5736.

Seymour Segnit:

In 5736. Kate will work with you and we'll get that off to you as soon as possible. Thank you so much to everybody. Whether or not you're one of our winners, thank you so much for registering and trusting us and being here today and staying through because we have as so often run a little longer than intended. So if you're still with us, thank you so much. And our first prize winner of the beautiful LG flat screen OLED television. I mentioned to folks watching the upgrade the other day, we hadn't upgraded our own TV in our household in well over a decade. And we got the previous model about a year ago. The thing is absolutely fantastic. Who's won the 55 inch OLED LG TV, Kate?

Kate:

That would be Carlos. Congratulations, Carlos. And Carlos also has a Gmail email address. And Carlos, your phone number ends in 5362.

Seymour Segnit:

5362. Well done. Carlos. I promise you we were randomly selecting from everybody. We notice when we look at all of the email addresses in the database, feels like two thirds of them are Gmails. So it's not that surprising that we got three Gmails there. Well done, Carlos, well done to all of our prize winners. Thank you so much to you for joining us today. Whether or not choose to invest in MAGFAST, this whole enterprise wouldn't be possible if it weren't for the support of you and folks like you. We've had this incredible kind of ground swell of support for several years now.

Seymour Segnit:

And as I think you probably have gathered if you are still here now, I'm really, really proud of the work that we have done. I'm not proud that it's taken so long, but I'm really proud of the work that we've done. Incredibly proud of the team, Kate, you get to meet most weeks is just a sort of cornerstone of the whole thing now. Some of you met her dad the other week, testing Extreme with that crazy number of jumpstarts that we did. It's a very special place around here. And we'd love to have you join us on the journey only if it feels right to you, only if it is right for you. So with that, Kate, I think it's time to say goodbye, isn't it?

Kate:

Yes. And I just want to say thank you to everyone as well. I absolutely love working at MAGFAST and all of you are a huge, huge reason why.

Seymour Segnit:

Thanks so much. We'll see you soon. And I hope you're able to join us on November the 18th. Thank you so much for being a part of MAGFAST and helping us change charging for good.

Seymour Segnit:

Have you ever wondered why we all feel happy to spend almost anything for the latest smartphone and then put up with a crummy old charger that's really only fit for the dollar store? At MAGFAST, we're changing charging for good with a beautiful new family of premium charges that connects to all your devices and snap magically to charge each other. Look, let's face it most charges today are lousy. They never last, there's messy wires all over the place. The power banks are fiddly to use. And if you forget to charge yours or you forget a cable, your charger is really just, well, a brick. New MAGFAST brand chargers are completely different. Individually, each is designed to be best in class. Together as a family, they're kind of game changing. Look, they're magnetic and fast. They're MAGFAST, and it's really nice. Take MAGFAST Life, the perfect power bank for your pocket or purse.

Seymour Segnit:

See it's gorgeous and it just feels so great in your hand and has multiple easy ways to get power in and then out again when this is what you want. Get charge in from any wireless charger at home or out and about at places like Starbucks. To get power out, just place any modern phone right on top, simple. Even faster, get power in and out with any of your old or new USB cables, including the new USB C's super

fast because MAGFAST supports PD, the industry's latest fastest power delivery standard. And so you'll always have the right cable with you when you need it. We've crafted our curvaceous mini cables, which swap in seconds and snap back in place magnetically. Isn't that great? Mini cables are just one of a suite of game changing features we're patenting all exclusive to MAGFAST that we think you'll love right across our product range. Like LED-licious, a distinctive display of delightful LEDs that dance and breathe so you intuitively know what's charging, how fast and how much power you've got.

Seymour Segnit:

And Fingerprint, individual security on every unit. Simply scan for instant customer service, anti counterfeit peace of mind, and even lost and found. And of course MAGFAST snap to charge like this and this and this and this. Together it all makes premium MAGFAST brand the most connected and versatile family of charges on the planet with build quality that's so good you'll get an industry leading three year warranty as standard. No other brand does all this. Take MAGFAST Extreme, the world's first power bank to wildly charge, not one, not two but three, yes, three smartphones at once. Plus lots of wired and fast USB inputs and outputs, plus Fingerprint, plus LED-licious and MAGFAST snap to charge. And incredibly when you choose to have these safety jumpers MAGFAST Extreme is so powerful it can jump start your car and at least two dozen of your neighbors on a single charge.

Seymour Segnit:

No, really. We guarantee it. No other charger, no other family of chargers can touch these features. Take MAGFAST Air, our unique wireless charging stand with a perfect 69 degree viewing angle to focus on your most important work. Snap any of our chargers right on the back and get a super stylish portable office. And it snaps on like this. Ideal in your kitchen or den. Plus look at these, a powerhouse home charging hub that's wonderful on your wall. A charger that's so revolutionary on the road it can power no fewer than six of you. Yes, six devices at the same time and has this brilliant flashlight that's perfect for emergencies. And the best way to charge Apple Watch, the world's favorite wearable. Apple MFI certified. This is the world's first with a smooth extending charging platform driven by a precision server motor. Isn't this fantastic?

Seymour Segnit:

And as part of our ultimate goal to build the world's greenest chargers, we're planting a tree for every charger you will order. Over half a million trees so far. That's 20 times the number in New York Central Park. Now, after years of development and with the support of tens of thousands of smart smartphone owners like you, we're launching our three most celebrated designs in one gorgeous new package. Say hello to hello kit, MAGFAST Life, the best charger for everyday life. MAGFAST Air, the best wireless charging stand and MAGFAST Extreme, the world's best charger for, well, pretty much everything. Together at last, the essential collection of three of our most popular ingenious designs. From MAGFAST, changing charge for good.

PART 4 OF 4 ENDS [01:51:30]