



**Founded:** August 2015  
**Website:** [www.FliteBrite.com](http://www.FliteBrite.com)

#### Product Infrastructure

Electronic Beer Flight Paddles  
Mobile App & POS Integration  
Injection Molded Manufacturing  
Brand Assets & Legal IP

#### Product Stage

Market-Ready

#### Leadership

Ben McDougal - Sales & Marketing  
Ben Sinclair - Technology  
Ethan Davidson - Manufacturing

#### The Ask

Raising \$400K  
18-Month Runway

#### Interested?

Ben McDougal  
Des Moines, Iowa  
(515) 554-9732  
BEN@FliteBrite.com

## Product Summary

FliteBrite is the world's first electronic serving system.

Our premium smart product is an electronic beer flight paddle that features a color touchscreen built into a durable paddle.

Along with this market-validated product, we are building a mobile app solution for a paddle-free smart flight experience.

## Problem & Solution

Think back to your last craft beer flight. No matter how the sampler was served, think how quickly you forget which beer was which! Craft beer is not hard to find and in a crowded market, how can restaurants, breweries and bars generate loyalty if consumers are unable to remember what they enjoy?

We offer a fun experience that solves the consumer's problem by showcasing each beer and tracking their favorites, while unlocking an opportunity for establishments to generate data and positive brand awareness with more engaged consumers.

## Product Details

With patent pending technology, our electronic paddles highlight each beer on a color touchscreen built into the flight paddle's handle. The touchscreen provides accurate details on each beer, while allowing consumers to rate and share their experience on social media. Each Wi-Fi enabled paddle is connected to our online dashboard, which allows restaurants and breweries to manage their menus, create social media campaigns and track every flight served with valuable analytics.

Along with premium electronic paddles, we are expanding our product line with a customer-focused mobile app that unlocks the smart flight experience at a lower price for establishments.

## Target Market

We've focused on the US craft beer industry and can generate recurring revenue within this \$23.5B market, but our company, technology and legal IP is built to transcend into new markets. The long-term goal is to groom this platform for other markets such as spirits (\$78B), cheese (\$70B) and wine (\$59.5B).

## B2B2C Business Model

Priced at \$10/paddle/month, our premium electronic paddles are market-ready and generate recurring revenue. For example, a brewpub with 20 paddles generates \$200 per month. The mobile app also generates recurring revenue at \$35 per month.

## Use of Funds

FliteBrite has been funded through founder investments, state grant awards, pitch contest winnings and sales. Our company is now raising \$400K to accelerate growth in these key areas:

Team - Product Development - Sales - Marketing

## Financial Snapshot

Below are key metrics pulled from our full financial report.

	2017	2018	2019
Revenue	\$50,133	\$624,349	\$1,774,842
Expenses	\$85,215	\$589,190	\$1,099,694
Gross Margin	-69.98%	5.63%	38.04%

## Traction

FliteBrite is fully implemented at two Iowa breweries and we have our first national customer, Flix Entertainment Group. Along with paying customers, we have over 50 smart flight trial requests and over 160 other companies in our active CRM.

## Marketing Strategy

We have professional marketing expertise and our aligned brand has organic recognition nationwide. Search engine optimized website, media engagement, active social media channels and industry events drive sales, but virality occurs when our customers and their patrons share the smart flight experience by word-of-mouth and throughout social media.

## Competitors

Standard beer flights use paper, chalk or simply have no information, but cost very little. The competitor to our premium product is low cost paddles, boards and trays.

## Competitive Advantage

- ✓ Experienced Leadership Team
- ✓ Data-Driven Customer Engagement
- ✓ Loyalty-Boosting Brand Exposure
- ✓ Entertaining Education
- ✓ Differentiating Cool Factor

## Legal Disclaimer

The information presented is strictly confidential and has been prepared and furnished solely for discussion purposes by the directed recipient. The Company intends to conduct an offering of its securities to qualified investors in the near future pursuant to a registration under federal and state securities laws or applicable exemptions from registration under federal and applicable state securities laws.