

Modbook Inc 2017 Crowdfunding Campaign

In-depth: Apple



August 2017

wefunder.com/modbook

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Apple's Business Strategy Creates Our Niche

Today's business model, by design, excludes pen-enabled Mac computers

- Apple success based on distinctive, sharply delineated operating system & hardware focus
- Apple's solution for creative professionals looking for Pen, Power & Portability ("*buy all*"):



Hard-coded into Apple by Steve Jobs

- Returned to Apple in 1996
- Transformed a floundering Apple into one of the most valuable companies on the planet
- Bringing laser-like focus to every fibre of Apple's corporate being (= antithetical to serving niches)

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1996 – Apple In Jeopardy

ColorSync 20
ColorSync 17
850 AV
850
750 AV
750
Display

7550
9550
8550
Workgroup Server

500
700
Network Server

1400
5x00
3x00
PowerBook

2x00
PowerBook Duo

Select
Pro
Color
LaserWriter



Portable
1500
2500
4500
6500
StyleWriter

6500
7300
8600
9600
Power Macintosh

1200/30
OneScanner

4400
5300
5400
6400
Performa

150
200
QuickTake

Newton
eMate 300
MessagePad

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Steve Jobs Return, Re-writes Apple's DNA

Operating Systems

~~3x~~
1x

User Interface Audiences

~~3x~~
1x

*"Focusing is about
saying No"*

Steve Jobs, 1996

®

5x

~~12x~~

Hardware Families

5x

~~36x~~

Hardware Base Models

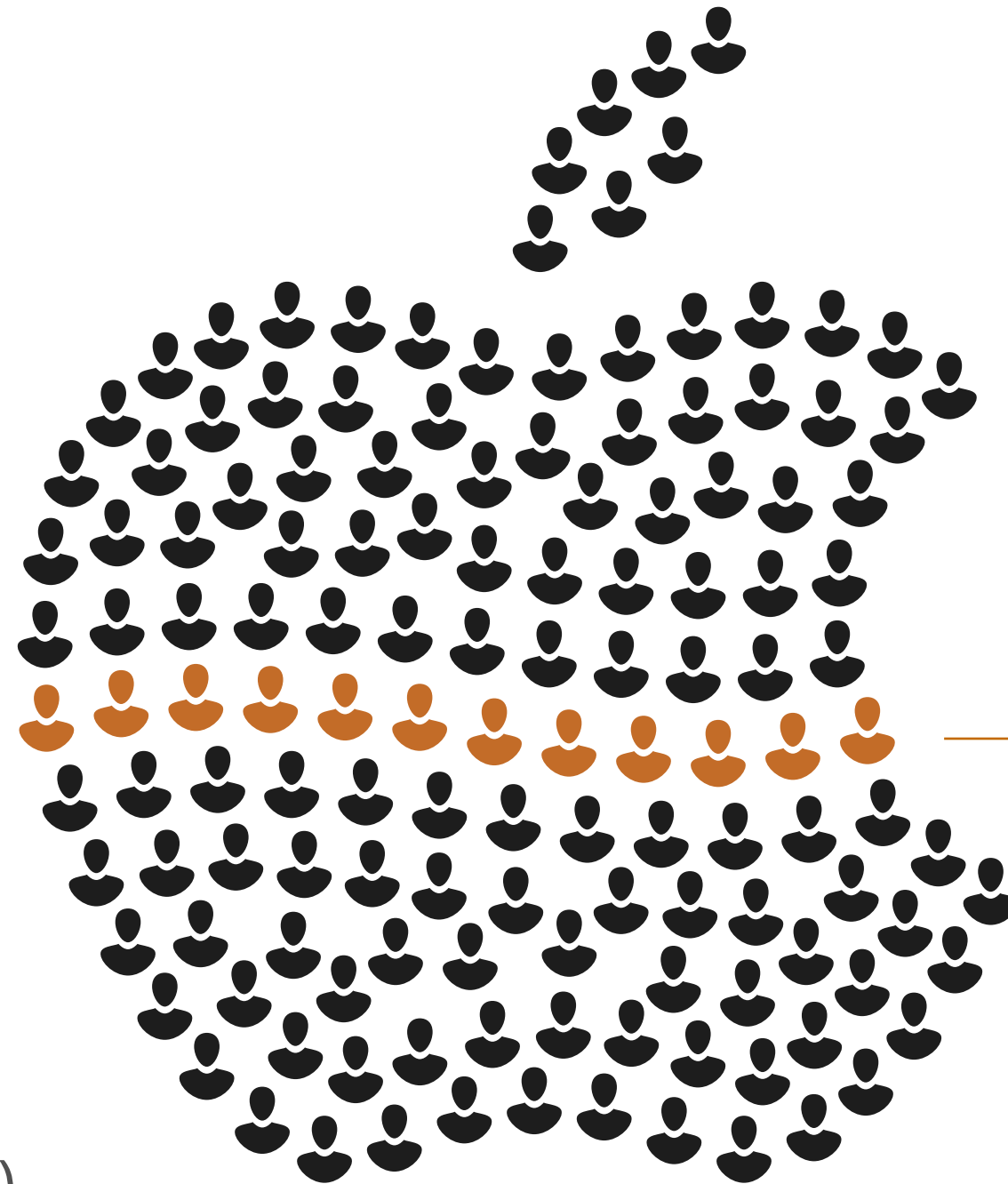
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Dual-Platform Strategy Creates **Modbook's Niche**

iOS tablets (iPads)



macOS computers (Macs)



Creative Professionals
in need of
Pen, Power, and Portability

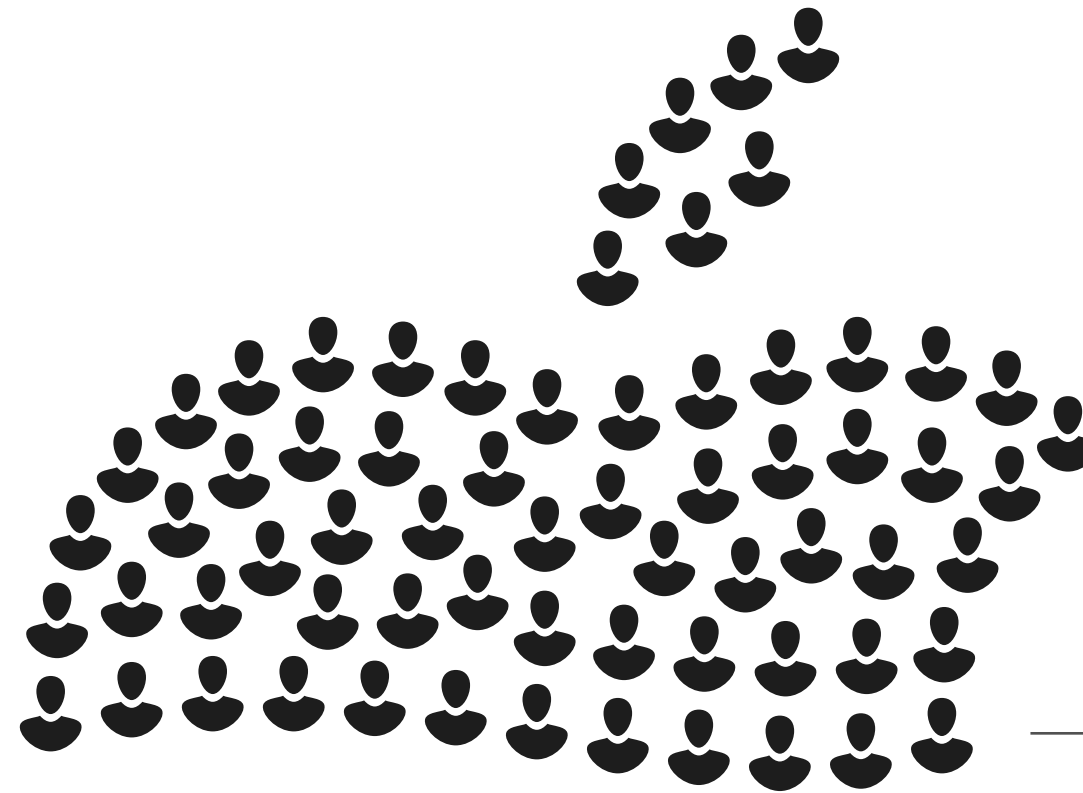
*"We feel strongly that
customers are not really
looking for a converged Mac
and iPad"*

Tim Cook
CEO Apple Inc.

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Apple's **Dual-Platform** Strategy Wildly Successful

iOS tablets (iPads)

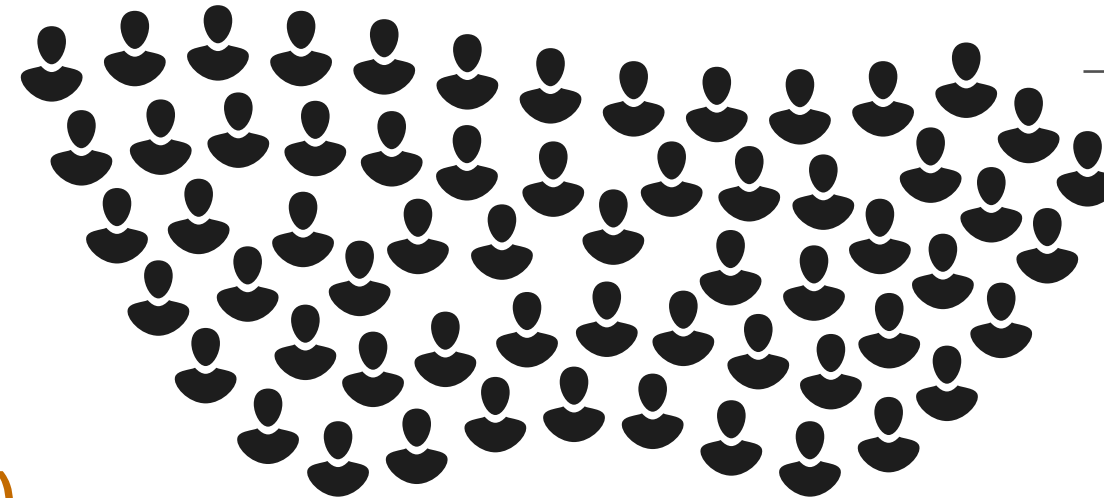


45 million users

\$21 billion revenues
(not including 130m iPhones)



macOS computers (Macs)



18 million users

\$23 billion revenues

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Apple's Success Maintains Modbook Niche Market

Modbook market niche too small for Apple

- 2016, all Apple business segments: \$275 Billion revenues
- 2016, Modbook target market: \$1.8 Billion revenues *(= 2/3 of 1% of Apple)*
- 2016, Apple exits \$11.3 Billion global computer monitor market *(= 6x Modbook market)*
- Apple rumored to prepare entry into \$900 Billion global car market *(= 486x Modbook market)*

Apple hard-wired to stay out of Modbook's niche

- Creating a macOS-based pen tablet requires abandoning current two platform strategy
- Entering niche markets like Modbook's = return to 1996

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Apple Protects Its Business, And Our Niche

Apple

...doesn't license macOS (or any other)



PC Manufacturers



Desktops, Laptops and Tablets



Windows

Android

Other

...but can't create macOS computers

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