

The Tri-Di Team Presents:







The Future of Audio - Custom Fit to Everyone



Scott McGregor, Founder

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We are Tridimensional Innovations, an experienced team committed to transforming the future of consumer audio, by bringing custom fit to everyone.

Eyes

Prescription Eyeglasses In About an Hour



228x GROWTH 80% SHARE

Feet

Custom Fit Orthotics Kiosks for In-Store Relief for Sore Feet



357x GROWTH **99%** SHARE

Ears!

Your Favorite Audio Products
Custom Fit In About an Hour



250x GROWTH 80% SHARE

Beyond the Medical Market for Custom Products is a vast Consumer market.

- · Lenscrafters pioneered it for Eyes,
- . Dr. Scholl's for Feet.
- . Tri-Di will do the same for Ears.

Why Custom Fit Matters



- ▶ All Day Comfort
- Does Not Fall Out
- ▶ Eliminates Noise
- Higher Fidelity
- ▶ Increases Battery Life
- Protects Hearing



Making Custom Fit Audio Products Commonplace

Frankly, until I tried custom fit ear tips, I had no real appreciation of their benefits. Once I tried them, I was amazed! Not merely by the comfort, but surprises like longer battery life and even protection against Tinnitus and hearing loss.

Simply replacing the round tip with a custom tip was so phenomenally better, I immediately asked, "Why don't we ALL have these?"

Why don't we all have custom ear tips?



Most of us don't have Custom Fit now, because getting them is a slow, inconvenient, and expensive process, based on two way shipping.

Most consumers don't even know that custom fit ear tips exist, nor how or where to get them.

Solution: Supply Chain Innovation

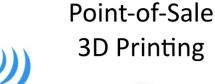
Deliver Custom Ear Tips at Point-of-Sales



Point-of-Sale Capture











Making Custom Fit Audio Products Commonplace

Our Services replace that complicated supply chain, with an in-store manufacturing solution that takes about an hour.

Our 3D scanners upload to the Cloud.

We create ready-to-print models.

We send them to our 3D printer, located in or near the store.

You can get custom fit ear gear while you wait.

First Service: Robotic Point-of-Sale 3D Scanner

Eliminates Shipping and Factory Scanning



- Small, Easy to Use
- ▶ High Precision
- Low Cost for Low Volume

Patents issued and pending

Our first service is a Point-Of-Sale 3D Scanner designed for ear impressions.

We developed patented technologies to achieve the necessary **high precision** at **low cost**.

Future Services

Metro Area Service Bureaus





Self Serve In-Store Kiosks.



Making Custom Fit Audio Products Commonplace

We will continue to optimize the supply chain with:

- Metro Area 3D printing services enabling many stores to offer same day or next day service.
- In-Store 3D printing services enabling stores to offer while-you-wait service.
- Self-serve scanning kiosks to scan ears quickly without waiting for impressions.

Revenue Model: Hardware as a Service

\$100/month + \$3/scan



Benefits for our Customers

No Major Capital Outlay Low Monthly Fees

No Tech Obsolescence

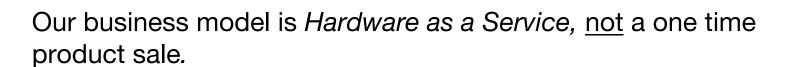
Easy to Upgrade

Saves Money, Time

No Maintenance

Benefits for Tri-Di

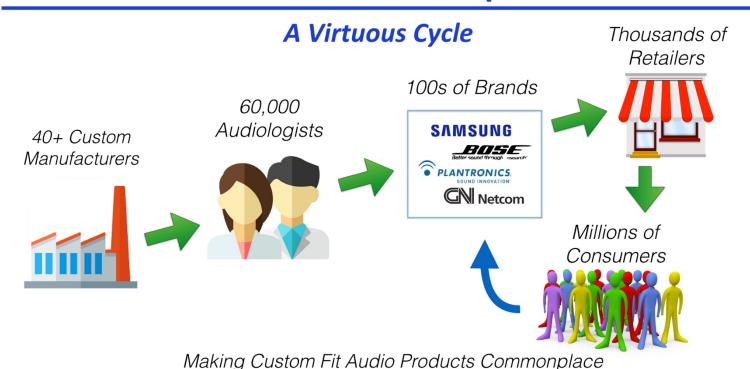
Predictable Recurring Revenue Reduced Purchase Hesitancy



This creates predictable recurring income for us, and frees our customers from purchase concerns about maintenance and technology obsolescence.

Our service beats their current alternative - shipping by FedEx. So, it saves our customers money every month.

Market: Low Customer Acquisition Cost



We have a low cost way to build a big customer base:

- We start with the 40 or so Custom Manufacturers in North America and Europe today.
- They place our scanners at the thousands of Audiologists they serve.
- Those of point-of sale-locations become a new channel for consumer brands to add custom fit and expand their lines.
- The brands then bring us into retail locations that already sell their products.
- The retail locations make us visible to new consumers.
- As each segment grows, it stimulates interest and growth in all the segments.
- More consumers, more brands, more retailers, more consumers, and the virtuous cycle continues.

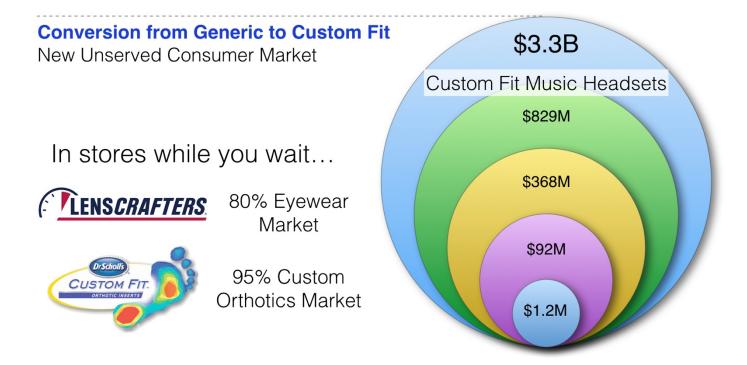
Market Size: Existing Custom Fit

Existing Custom Fit Market



The <u>existing</u> custom fit manufacturing market for scanning and printing services is more than \$800M.

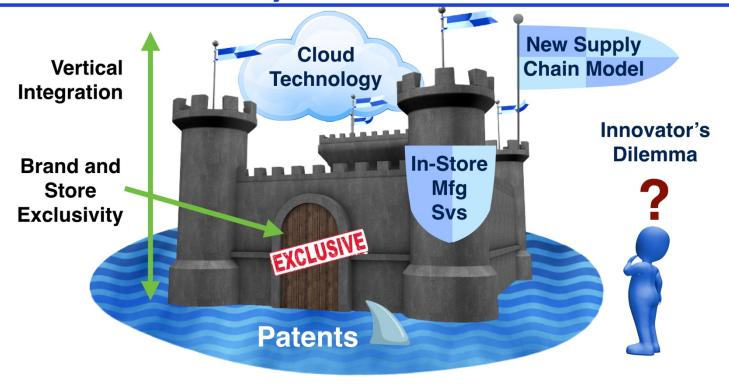
Market Size: \$3.3B New Consumer Market



But when we get into your local retailer, the market swells to \$3.3B+

Like Lenscrafters and Dr. Scholl's, being the first mover can lead to exclusive licenses with brands and stores, and dominance of the new market.

Barriers to Entry: Our Unassailable Castle

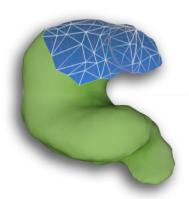


Once we build our business with its new supply chain, we have significant barriers to entry to defend it

Traction: Ready for Manufacturing



Beta Tested with Retail Professionals



200 Ears Fitted



Our beta tests generated Letters of Intent for

- . 150 hospitals,
- · 300 retail locations, and
- 10,000 mobile phone stores.

We will begin **production manufacturing**, and convert LOIs to sales, as soon as we secure funds for our first manufacturing run.

Traction: Partnerships

- ◆ Escopo Ear Gear Sales begin in June
- ◆ Minerva co-designing Custom Alternative to Air Pods
- ◆ Molecule co-developing custom 3D printing resins
- ◆ Authorized Reseller for 3 Custom Manufacturers
- Authorized Reseller for Form Labs 3D printers



Although we don't have sales yet, we are on the cusp.

- Our European distributor, Escopo, will begin selling our custom fit products in June.
- Our partner, Minerva, intends to buy our Custom Alternatives to Apple Air Pods.
- We are co-developing new 3D printing materials with our Materials Science partner, *Molecule*.
- We are already an authorized reseller for 3 Custom Manufacturers and expect to add more in the coming months.
- Form Labs has authorized us to bundle or re-sell their 3D printers.

Team: World-class insight & proven success



- Scott McGregor, CEO SoundFit, HP, Sybase, Intuit, PlaceWare (sold to Microsoft), Teknowledge. Co-inventor Web Conferencing & Prescient Agents. Serial Entrepreneur
- Dr. Robert "Bob" Glass, COO Dir. UX: Xerox PARC, Apple, Sun Microsystems, CTO Genesis Nanotech

- Akien Maclain, Dir. HW & SW Eng SoundFit, Home Depot, Delta Dental, General Magic
- Grace "Tig" Sylvan, Dir. Marketing Top 10 website, Top 10 social games, Disney







Our management team is packed with veteran executives with decades of experience from small, technology start-ups to dominant market leaders.

We've invented disruptive technologies that changed the lives of a billion people, and grown companies from small teams to large exits. And we are eager to do it again.

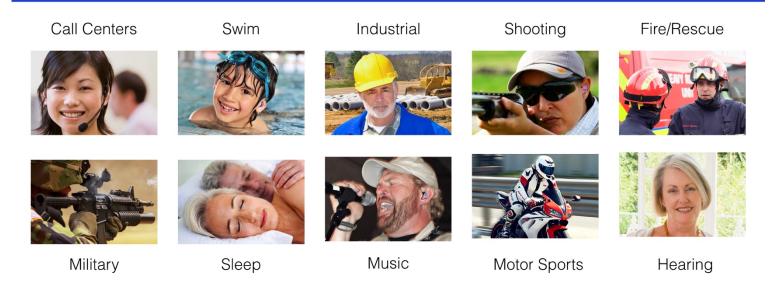
Summary

- → Big Opportunity: Custom Fit Earpieces, \$3.3B+ Virgin Market
- ◆ Veteran Team: start-ups, dominance, exits
- Sustainable Advantages: Patents, Cloud and In-Store Technology, Vertical Integration, Virtuous Cycle
- ◆ Traction: LOIs for 10,450 Scanners
- Seeking Funding to manufacture first 500 scanners and break even



- We have a big opportunity with a 3.3B+ dollar untapped market, a veteran team, and sustainable advantages.
- We have letters of intent for over 10,000 scanners, and are seeking funding for our first manufacturing run of 500 scanners, which would get us to break even and beyond.

Ears Waiting for Us



Earphones, Hearables, Headsets, Communication, Ear Plugs

Our service works for ALL these products

Our services will **bring relief** to many ears as Dr. Scholl's did for feet.

We see a huge opportunity to **pioneer and dominate a new market**, as Dr. Scholl's and Lenscrafters have.

Thank you for your time. You can learn more at

www.tri-di.com/investor or by contacting scott@tri-di.com



Diving Deeper

Scott McGregor, Founder

Scott@Tri-Di.com

END OF MAIN PITCH

- . This concludes the Tri-Di overview.
- For more information, there is further material in this deck, and you can visit our website at www.tri-di.com/investor

Mission

Making Custom Fit Audio Products Commonplace

Supplier of choice for point-of-sale ear geometry capture, 3D printing technology, and services.

Making custom fit ear tips for brands consumers love at convenient retail locations.









Making Custom Fit Audio Products Commonplace

Tri-Di will become the supplier of choice for point of sale geometry capture, manufacturing technologies and services, that will make custom fit ear tips, for the brands you love, at convenient retail locations near you.

By doing so, we will make custom fit ear tips commonplace.

Supply Chain Stakeholders

Consumer

Person who will wear the custom earpiece

Fitter

Audiologist or other trained person who can take ear impressions.

Custom Fit Manufacturer

Makes the custom earpiece, often scans, does CAD, and 3D prints

CAD Team

Modifies the impression model to have sound canal, holes for electronics







Retailer

Shop that sells the finished goods to the consumer

Brand Partner

Promotes and labels the product with their name, such as Skull Candy, Plantronics, 3M, or Ultimate Ears

Distributer

Channel that takes our products and sells to a retailer, etc (gets commission on the sales)

Suppliers

Anyone who sells us materials or services.

Scanner Supplier

Our Manufacturer for our Scanner

Printer Supplier

Our Manufacturer or Source for Printers

Electronics Supplier

Our Manufacturer or Source for Electronics

Consumables Supplier

Manufacturers of material for impressions and 3D printer resins

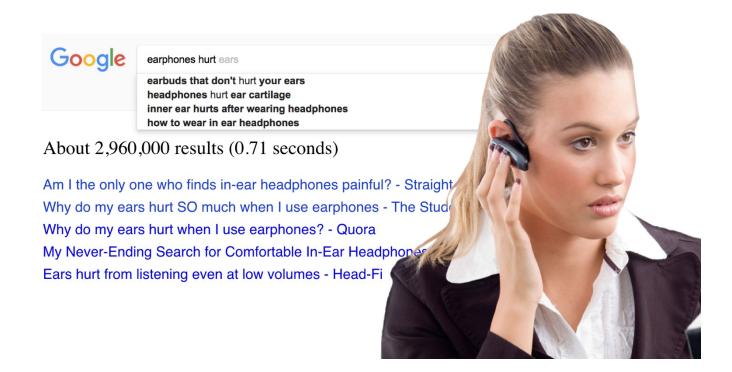
These are the supply chain stakeholders, and the terms we use to refer to them.

Consumer's Problem



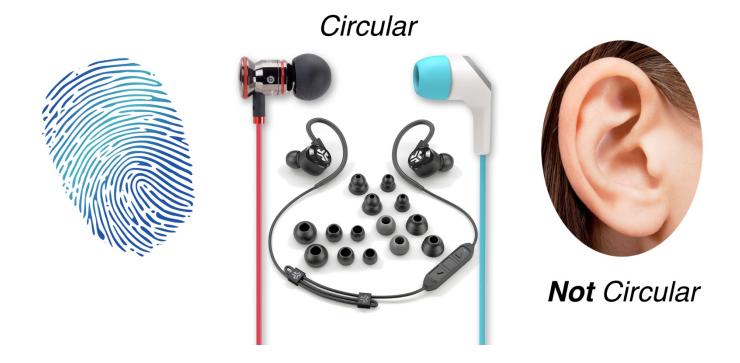
We are all wearing ear gear hours a day, and with hearables it will soon be all day long.

Consumer's Problem



And there are millions of complaints about earphones that hurt, fall out, and let noise in.

Consumer's Problem



It is no surprise that they fit so poorly, ears vary more than fingerprints - but no ear is the shape of a standard ear bud.

An Even Bigger Problem!

Our Hearing is Being Damaged!

- Progressive hearing loss is increasing at younger ages
- Urban noise assaults ears
- High volumes destroy our hearing
- Custom Fit protects from noise and reduces progressive hearing loss



Custom fit ear tips not only are comfortable, don't fall out, and increase battery life - they help protect our hearing.

Most people turn up the volume in response to the noise around them, so instead of hearing a jackhammer for a few minutes, they hear loud music for hours.

Loud sounds permanently damage our hearing, a little at a time. In fact, Audiologists are reporting progressive hearing loss is increasing at ever younger ages.

Custom fit ear tips naturally seal the ear, keeping most of the noise out, and people will automatically listen at lower volumes - saving their hearing. What a win-win!

Why Custom Fit Really Matters

People will want custom fit to solve immediate needs: comfort, security, battery life

 Saving their hearing is not an immediate issue for most of them (yet)

But long term - this is the most important benefit for our entire society, so we can all hear each other in years to come.

▶ That's why I want Custom Fit Commonplace.



It's a rare thing to have a product that has wonderful short-term benefits, and gives the consumer long term benefits that are sometimes far more important.

I co-invented web conferencing about 20 years ago. Business people adopted it because they hated the cost, expense, and inconvenience of travel. But society benefited too, because now people could collaborate regularly from distant locations, combining forces to create new and better ideas, and reduce the environmental impact of travel.

After enabling a billion people around the world to communicate using Web Conferencing, I don't want us to lose our hearing to earphone use. This is a particular concern for me, because I lost my hearing in one ear as a child, so I know what good hearing is like with one ear, and what hearing loss is like in the other. My daughter wasn't so lucky. She was born with partial hearing loss in both ears, and this has limited her career opportunities. In our cases, there wasn't a way to prevent these losses. But nearly everyone in the industrialized world will suffer progressive hearing loss if they don't take steps to protect themselves from loud sounds.

Listening at high volumes slowly damages our hearing, and it's permanent, so when we turn up the volume to hear over the noise, it's a price no one really wants to pay, but we won't realize the cost until the damage is done.

With Custom Fit, we can turn down the volume. That's why I'm committed to making Custom Fit Ear Gear Commonplace.

The Existing Slow Expensive Supply Chain



This is how it's currently done, with shipping and factory scanning.

Simplifying the Supply Chain

Scanster Service - No Shipping and Factory Scanning



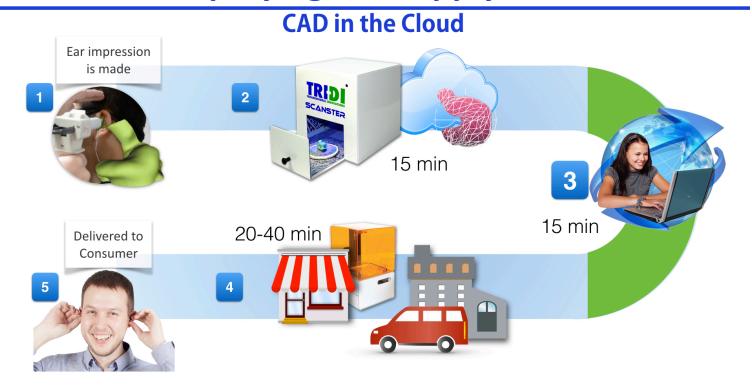
The Scanster replaces packing, shipping, unpacking, and factory scanning of the ear impression, completing it all in minutes.

Simplifying the Supply Chain



Our print services replace 3D printing, assembly, packing and shipping, enabling while-you-wait or next day service.

Simplifying the Supply Chain



Our CAD-in-the-Cloud service allows for fast processing around the globe, and enables new brands who do not manufacture custom fit to offer custom fit earpieces for their products.

Benefits for All!

Retailers

- Customers are Impatient
- Lower cost than Shipping
- New High Margin Product Lines
- Brings Customers into Physical Stores





Consumers

- Comfortable
- Secure
- Reduced Noise
- Lower Volumes
- Preserves their Hearing
- 2x-4x Battery Life

Manufacturers

- Reduced Shipping
- No Package Receiving
- No Factory Scanning
- Faster "Rush" Jobs
- Remote Printing extends their reach



This is not a chicken or the egg dilemma: Our *Point-of-Sales Custom Manufacturing Services* simultaneously solves problems for every stakeholder.

For Retailers, in store scanning creates reasons for consumers to visit the retailer's local brick and mortar store to get fit, and saves on shipping and inventory since everything is made on demand.

For the Manufacturers of existing custom fit audio products, point of sales scanning also solves one of their biggest headaches, the cost of 2-way shipping. It also eliminates all the unpacking and scanning labor, and streamlines their manufacturing process, enabling faster turnaround on all jobs. And with Tri-Di's 3D local printing services the 3D printing can be done at or near point of sale, allowing regional manufacturers to now sell to customers across the Atlantic or Pacific without delays.

Consumers may not care about the benefits to the retailers or manufacturers, but they want the benefits that are inherent in audio gear that fits. And by turning down the volume, it will extend their battery life 2x-4x. They will find custom ear tips in stores they already frequent, for brands they already trust.

Go-to-Market Strategy

Use the needs of current custom ear gear manufacturers as the doorway into the market

Challenges Facing Manufacturers

- ▶ 40+ Custom Ear Gear Manufacturers service 60,000 Audiologists in NA and EU
- Burdened with cost of shipping, handling, and factory scanning of impressions.

Leverage their Customer Relationships

- Rent Scanners to manufacturer
- Manufacturer places them with their customers, cutting their costs and labor.
- We already have a LOI for 450 scanners from a manufacturer

Low Customer Acquisition Cost due to limited number of manufacturers, Tri-Di will contact directly via phone and email

The Scanster 3D scanner eliminates the shipping, unpacking, and factory scanning of ear impressions. The 3D model is delivered to a manufacturer in less than an hour, saving cost, labor, and time.

That effort and expense is all currently covered by the manufacturer, and multiplied by thousands of scans per month, so manufacturers are very interested in a lower cost solution that will also save time. Additionally, we support and service the scanners, making the choice hassle free for them.

We can rent the scanners to the manufacturers, who will place them with their existing customers. We already have a LOI from a manufacturer for 450 scanners to be placed in hospitals and retail locations, and are in discussions with others.

What is Hardware as Service?

Customers want the SERVICE that requires hardware to work



The **Service** is what the customer wants. The hardware is a way to access and use the service, and can be changed while still maintaining the same service. The service usually has a monthly fee, and often the companies will repair/replace faulty hardware at no charge.

Hardware as Service: Technology Flexibility

The Hardware can change while maintaining service

Tri-Di has the ability to:

- ▶ Upgrade Scanner or Printers to new models
- Replace Scanner with a Kiosk when it becomes available
- Switch 3D Print Services from Local Bureaus to In-Store
- Expand Metro Printing Services as needed
- Remote Monitoring and Diagnostics



This business model gives us (Tri-Di) the ability to upgrade technology (like a new scanner model) to offer new technology (ie. replace scanner with a kiosk) to the customer with no interruption to their service.

The same applies to the 3D Print Services, the customer might switch from using a local metro service to our in-store 3D printer service, and we will make sure the transition is easy and without delays, and retain them as our customer.

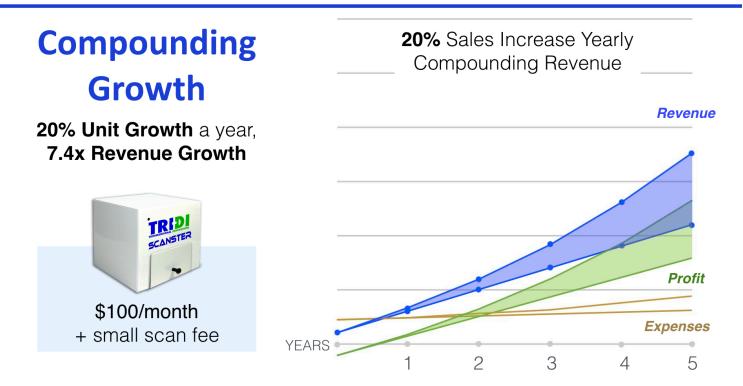
This is a ZERO switching cost for our customers, they don't need to worry about hardware obsolescence or failure (we will switch out scanners if required).

Hardware as a Service: Revenue



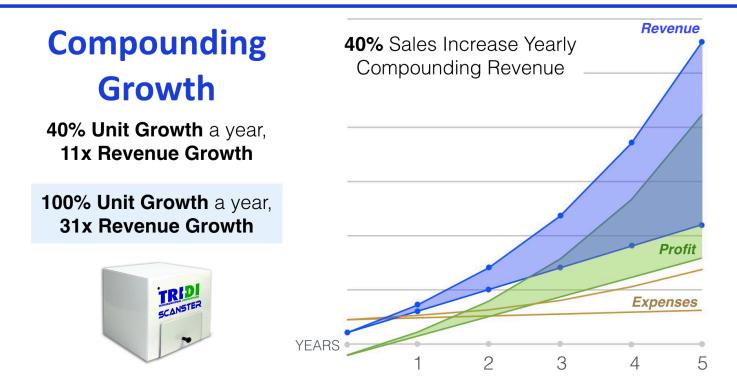
Our hardware-as-a-service model creates recurring monthly revenue from every scanner and printer in operation, resulting in rapidly increasing profits even the number of new scanners or printers we install remains the same each year.

Hardware as a Service: Revenue



The upper line shows what happens when the number of new scanners placed grows 20% year over year. The growth compounds, resulting in a 7.4x revenue growth by year 5.

Hardware as a Service: Revenue



The upper line shows what happens when the number of new scanners placed grows 40% year over year, the revenue compounds, resulting in a 11x revenue growth by year 5.

And if we double sales each year, the resulting revenue growth by year 5 is 31x.

Similar revenue will come from the planned 3D printers and kiosk services.

Exploring Financial Scenarios

First 12 months scanner revenue - 3 levels of sales Includes 6 month initial startup costs

Breakeven

LOI from Minerva only

450 Scanners \$1,200,000 revenue

Breakeven

Moderate

Minerva & Costco USA

958 Scanners

\$4,000,000 revenue

\$2,000,000 profit

Venture

LOIs Minerva & Mobile

10,000 Kiosks

\$13,000,000 revenue

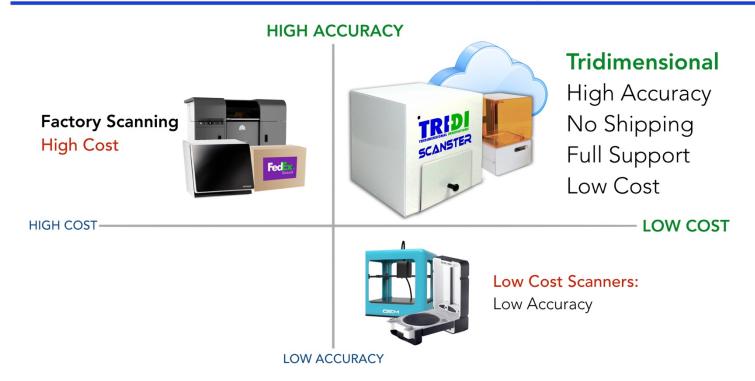
\$6,500,000+ profit

A more detailed financial model is available.

If we achieve the success of Lenscrafters or Dr. Scholl's, our business will have hundreds of millions in sales. But let's just look at what is possible in the first 12 months of scanner sales:

- If we fill just our first customer's letter of intent we will break even.
- If we add just one retail chain, such as Costco, we'll generate \$4 Million in revenue.
- And when we bring our kiosks to market, we can tap a second LOI for 10,000 kiosks which will generate \$13+ million in revenue.

Point-of-Sales Scanner Competition



Our existing competition today is mostly FedEx, UPS and international shipping companies, who transport physical impressions to factories for scanning. And we beat them on price, turnaround time, and convenience.

A potential competitor would be other scanner manufacturers, except that we are not simply providing a scanner - we provide support and service specifically for custom fit ear gear.

Additionally, competing high precision scanners designed for factory use are too expensive for point-of-sale use. They will not drop their prices; it would destroy their high margins with their existing customer base.

Other **inexpensive** *general purpose* scanners are not **accurate** enough for ear geometry requirements.

Barriers to Entry

Technology Barriers:

- · Low cost hi-res scanning is difficult
- Full end-to-end service is complex
- New Efficient Supply Chain
- 1 Patent Issued, more pending





Market Barriers:

- 'Innovator's Dilemma' for competitors
- First Mover Advantage
- Momentum/Switching Costs

These barriers to entry will enable us to maintain a leadership position in our markets:

Technology barriers include:

- Low cost scanning of ear impressions and ears is **technologically difficult** it requires special expertise we spent 5 years developing.
- We are not selling a scanner it's a **service** that pulls together the many steps into one seamless service, requiring technology and audiology knowledge.
- The new efficient supply chain is difficult to match.
- We have 1 Patent issued, other patents pending.

Market barriers include:

- The Innovator's Dilemma Competitors with high priced scanners for factory scanning cannot drastically lower their prices on existing hardware or create a low cost product line without killing their average margins.
- The **First Mover Advantage** creates a virtuous cycle. The First company to have a large lead in ear geometries on file will become the most attractive partner for brands and retailers, and the company with the most brands and retailers will be the most desirable solution for consumers.
- Lastly, there is the Momentum / Switching cost if our service works for a brand, a retailer, or a consumer, they know it works, while any change might break something. So, they aren't likely to switch.

Why Wasn't This Done Before?

Need:

Hours wearing headsets, increasing with new hearables



Difficulty:Ear Impression scanning has demanding requirements

Technology:

3D Printing just coming online



Industry:
Smaller regional players
made growth challenging

Cloud Computing:

Intensive calculations now affordable



Adoption Plan:
Rental Service allows
for customer conversion

Why wasn't this done before?

- The Hearables revolution is just beginning. Wearing ear gear all day long is becoming common now.
- Ear and ear impression scanning requirements are demanding, only a few companies can do it.
- 3D printing for regional manufacturing, with the right materials for ear gear is just coming on line.
- The custom fit manufacturing segment of the audio industry is small and fragmented today. Brands and stores don't want to negotiate contracts with many regional manufacturers to get national coverage. We provide a single vendor, and take care of everything behind the scenes.
- 3D scanning ear geometries is computationally expensive. Only recently has low cost cloud computing and internet made this affordable. This allows us to keep costs low without sacrificing the accuracy required.
- Lastly, traditional manufacturers are hesitant to adopt new methods. Gaining today's customers requires traditional ear impressions, which they trust. Our rental service make it easy to transition to new technologies without disrupting customer processes - so they remain our customer.

TRI-DI Timeline



Although we don't have sales yet, we are on the cusp. We have a beta tested scanner ready to go to manufacturing, and letters of intent that will become orders when units are available. We just need to raise the funds necessary for manufacturing to begin.

And, independent of our scanner manufacturing, we have been developing reseller and distribution relationships with additional manufacturers that are enabling us to sell our partner's custom fit products to new consumers they have never reached beginning later this month. And the retailer relationships we create will be eagerly waiting for those scanners.

A Proven Path

How custom solutions become commonplace...

Beyond the medical market is a vast consumer market





Parallel Case Studies

When in-store manufacturing for prescription eyewear and foot scanning for custom orthotics were introduced, new consumer markets opened up.

Custom to Consumers

Point-of-Sale Manufacturing



Vertically Integrated Manufacturing to Retail 1 hour Eyeglass Technology

Grew to many Brands and Retailers

Now 80% of US Eyewear Market



Parallel Case Studies

Luxottica's in store manufacturing technology pioneered an entirely new consumer market: one hour prescription eyeglasses. Luxottica's brand partners have thrived and according to Forbes, Luxottica and its retail and brand partners now make and sell 80% of the prescription eyewear market.

Custom to Consumers

Point-of-Sale Scanning



\$30M Medical Custom Orthotics Market

Partnered with Mechtronics creating easy to use kiosk scanners

Market grew to \$200M plus, with Dr. Scholl's dominating it

Parallel Case Studies

Only 11 years ago, Dr. Scholl's partnered with Mechtronics (a scanning technology producer) to create the Dr. Scholl's Custom Fit Orthotics kiosks that are now found in every pharmacy in the country. The market exploded, and the Dr. Scholl's brand now accounts for nearly all of it.

Custom to Consumers

Point-of-Sale Scanning, Then 3D Print





Ear Impression Scanner that manufactures need today, eliminating shipping.

Then local 3D printing to eliminate the return shipping.

Then retail kiosk, bringing custom fit everywhere.

Our first product is a Point-of-Sales ear impression scanner that existing custom audio manufacturers need today. This has immediate benefit and does not require them to change their existing manufacturing processes.

Next we will provide local 3D printing services to eliminate the return shipping to manufacturers who want to expand outside their regional markets. For those retailers who desire it, we can put the 3D printers into stores, like the Luxottica/Lenscrafter's model.

Ultimately we will follow in the footsteps of Dr. Scholls by introducing an in-store self-serve ear scanner kiosk, bringing custom-fit everywhere, an enabling us to owning the consumer custom-fit ear gear market.





www.tri-di.com

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Some graphics by Freepik from www.flaticon.com

Thank you for your extended attention, and consideration. This is the last slide:)

You can find us on the web at www.tri-di.com/investor, Check.us.out! (END)