



MIRAXESS

One line pitch:

Miraxess is reasoned by the will of concrete innovation and wishes to mark its time by designing products engaged in the Mobile Convergence motion

Market Analysis:

As people increasingly rely on their smartphones to organize their personal and professional lives, it is becoming evident that the traditional computer has been replaced by the smartphone as the main servant of our digital needs. The sales estimation of mobile markets is estimated around \$428G and \$96 for Laptop. But the trend of the first one is increasing while the second one decreasing. Genuinely devoted to technology improvement and mobile usages revolution, Miraxess is leading the "Mobile First Revolution".

Value proposition:

Miraxess is developing Mobile Convergence. We introduce the Mirabook, a laptop extension for Smartphones. Plug in your Phone and unleash the real power of the computer held in your hand to increase your productivity and comfort for work or entertainment. The price of the Mirabook is very competitif and thanks to the power of the Smartphone, we can compare our experience with traditionnal Laptop Core i5/7.

Business Model:

The focus of miraxess business is the final consumer: smartphone users, professional, Student, Backers, community Geek. To achieve our target, our customers are the main actors of the following differents distribution channels: Retailer, Mobile and Telecom, Large retailer, e-commerce, B2B and Wholesaler. About Miraxess Supply Chain: R&D and Marketing are working in France and form part of Miraxess Team. In a first step, We expect to sale in Europe, USA, Japan and Latam. Manufacturing is outsourcing in China throught our french contact who live and work in China since 7 years ago.

IP and Regulatory situation:

Miraxess is a SAS based in Lyon. Our first product Mirabook and Miraxess are Patent in France and internationally.



COMPANY PROFILE

- **Website:**
www.miraxess.com
- **Field:**
- **Contact:**
Planas Christian
christian@miraxess.com
- **Location:**
17 rue de la cachette 17 rue de la cachette
69250 Fleurieu
France
- **Founded in:** //2015
- **Employees:** 7
- **Financial information (€):**
 - **Company stage:**
Pilot Phase
 - **Capital raised to date:**
165K
 - **Monthly burn rate:**
10K
 - **Capital seeking and date:**
2M
- **Investors:**
Particular Shareholder, Bank Debt