Noma

The issue

1. ~ 17 hours lost
2. Over 1 in 3 have been late

The issue

- Forgetting an accessory can ruin an entire day's worth of work

Some moments
can be recreated.

Forgetting

Imagine packing for a trip:

How do you take notes?

Mentally?







One forgotten item.

Entire day disrupted.

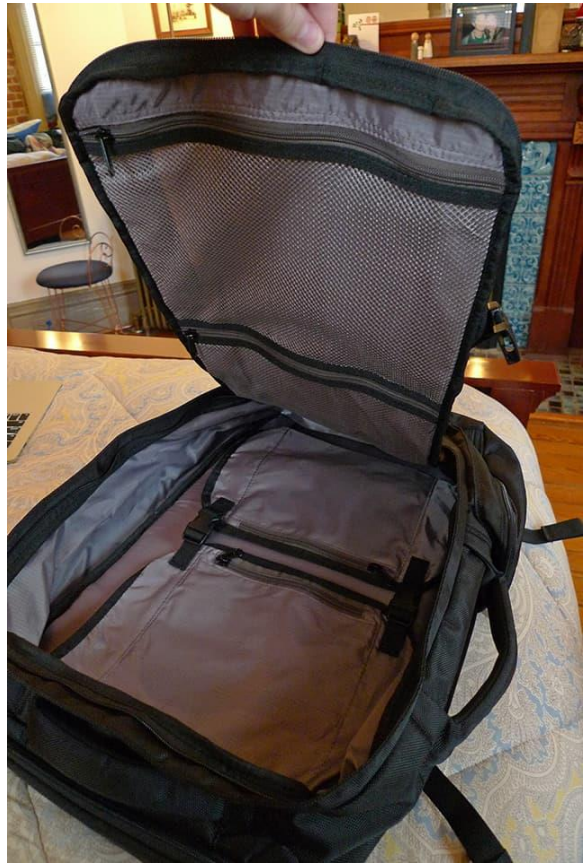
17 Hours

Spent searching

35%

Late to work or school after losing an item

Why do traditional bags fail?







A place for everything

But no way to know whats inside

Noma

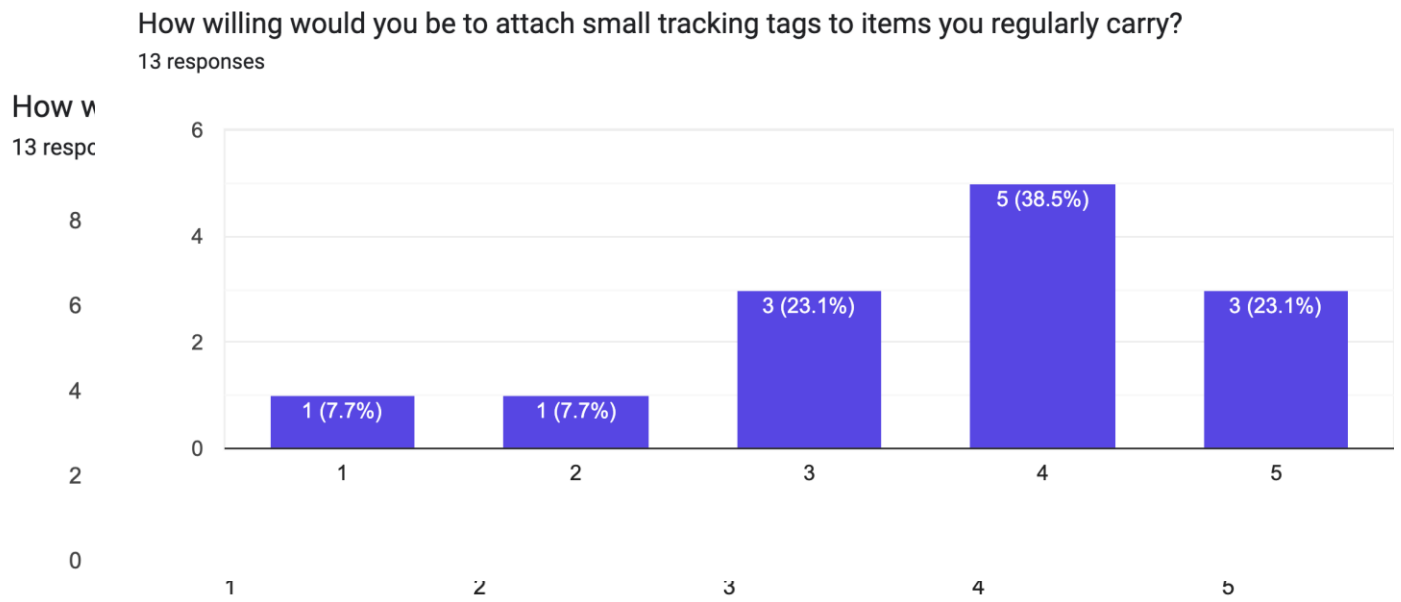
One bag. Every pursuit.

What separates us?

1. Modular

2. Smart

3. Adaptable



How does it work?

1. Open
2. Remove
3. Adapt

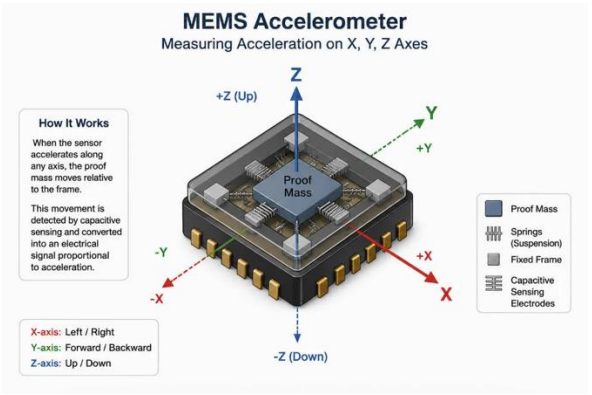
How does it work?

1. Tag



Generic RFID sticker (can be clear)

2. Detect



3. Alert



Who’s our target?

Built for people who can't forget.

145,000

U.S. Photographer Jobs

32,600

U.S. film and video operator jobs

Our ideal customer is freelance photographers or videographers who carry equipment and travel between locations and projects.

BLS.gov - photographers

BLS.gov - videographers

How do we market?

3 Things:

1. Awareness

- TikTok, Instagram, YouTube
- Photography creator partnerships

2. Demand

- Real product demonstrations
- Early interest list

3. Launch

- Kickstarter crowdfunding
- Target: 500 initial units

Competition

Peak Designs – $279.95





Wandrd - $234 (bag only)





Revenue Model

1. Backpack Product

2. Module Inserts

Target Margin

30%

Carry what matters