JORDILIGHT
The ONLY flashlight you'll ever NEED
Robert Haddad

PROBLEM

When you need a light source for an outdoor adventure, you're stuck with multiple devices.

Handheld

Headlamps

Lanterns

- LIMITING AVAILABLE SPACE
- ADDING UNNEEDED WEIGHT
- LIMITED FUNCTIONS
- LIMITED CONTROL

SOLUTION

Compact and versatile device. It’s a flashlight you can fold, hold, hang, and wear.

FEATURES

FLEXIBLE

TOUCH-CAPABLE INTENSITY CONTROL

BUILT-IN-E COMPASS

FALL SENSOR

CONNECT TO YOUR SMARTPHONE

WATERPROOF

COLOR CHANGING

PRE-PROGRAMMED MODES

CUSTOM MODES CREATION

SYNCHRONIZATION

MODULAR

DURABLE

MOBILE APPLICATION

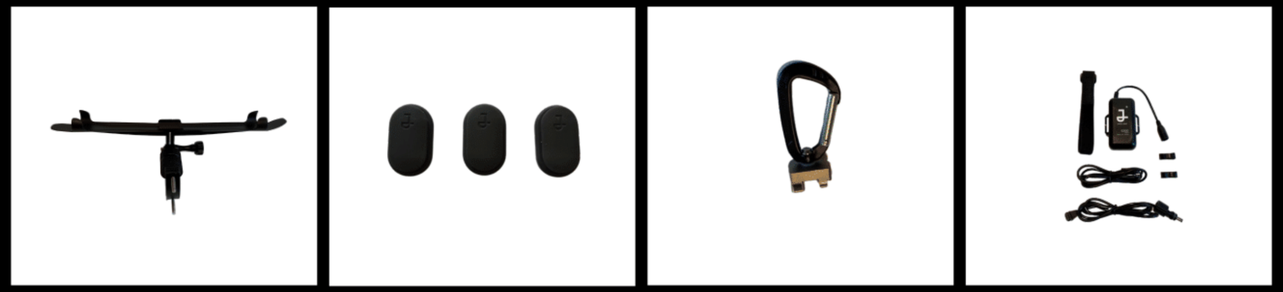
BUSINESS MODEL

B2C
$139

B2B
$85

ACCESSORIES & BUNDLES
$50 – $220

Average Margin
72%

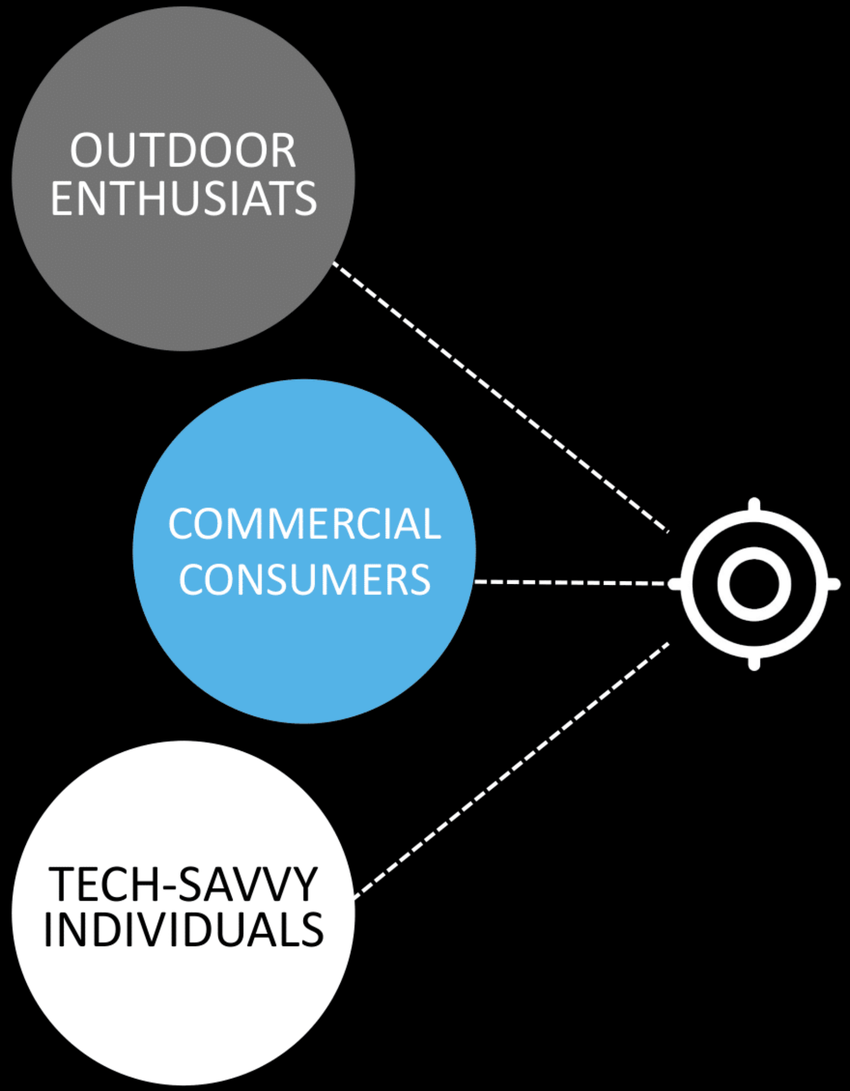


ACCESSORIES

BUNDLE KITS

SIZE OF MARKET

TARGET USERS



CAGR
6.96%

$6.7B
Global Flashlight Market

$200M
Initial Goal

TRACTION

$100K

Kickstarter Sales

900+

Units Sold

2 x Utility Patents
US, China

1 x Pending EU

6 x Industrial Design patents
EU, UK, China

2 x Pending US

Trademark registered
US, EU, UK, China, Japan, and Jordan.

291,000,000 media impressions

TIME BEST INVENTIONS 2022

NEW YORK POST

NEWSWATCH

MENAFN

HEAD TOPICS

GEAR BRIGADE
GEAR, GADGETS, AND COOL STUFF

OAKLAND NEWS NOW

into tomorrow with Dave Graveline

Eyeballs & Clicks

Good Morning San Diego

Gadget.com

BUSINESS MOGUL

GO-TO-MARKET STRATEGY

Launch Campaign ★

Crowdfunding Campaign ★

Launching our online store

Listing on Amazon

Online and Offline Retailers

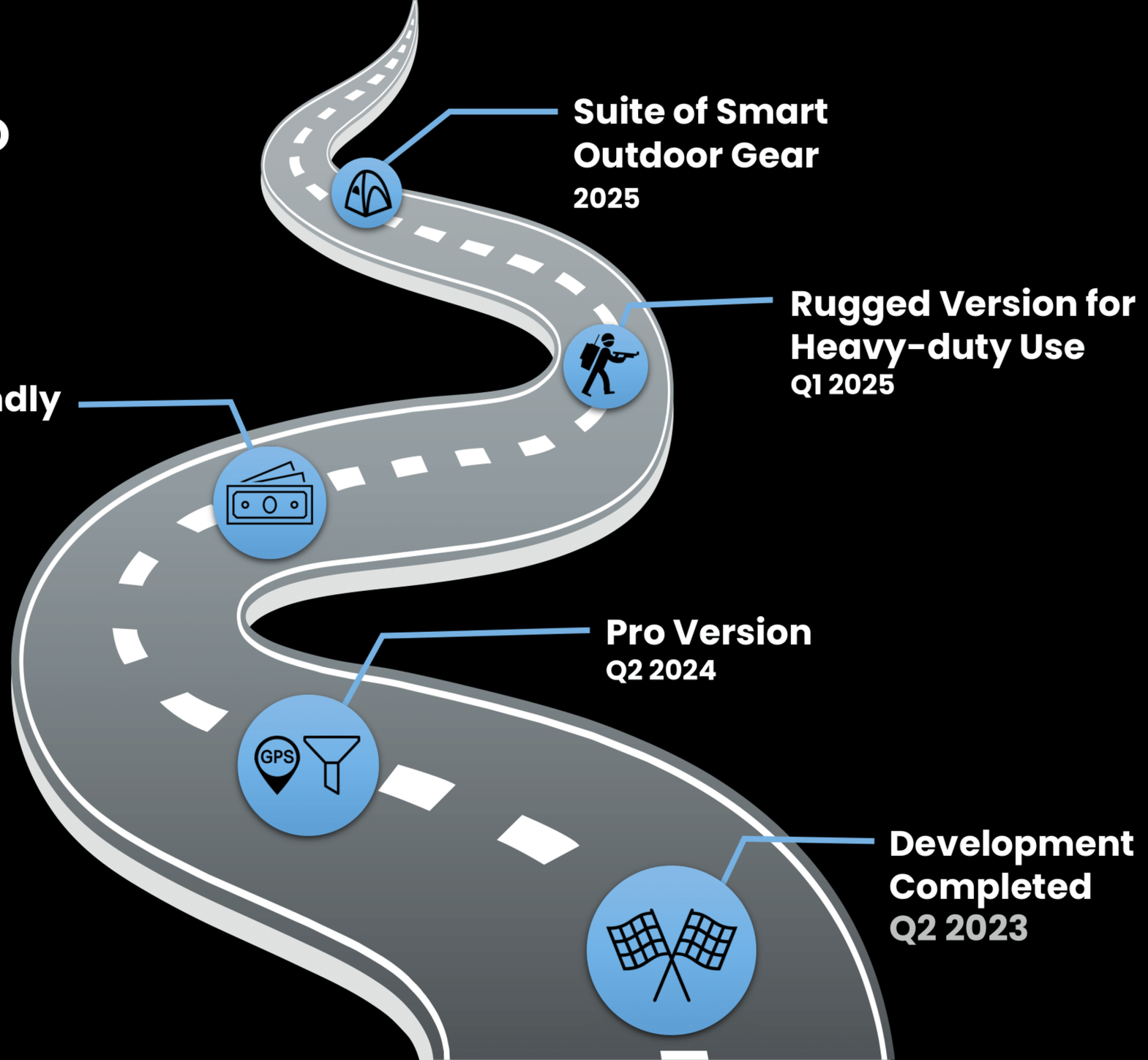
Start B2B Distribution

★ Successfully Completed

COMPETITIVE ANALYSIS

Available
NA

ROADMAP



Development Completed
Q2 2023

Pro Version
Q2 2024

Budget-friendly Model
Q3 2024

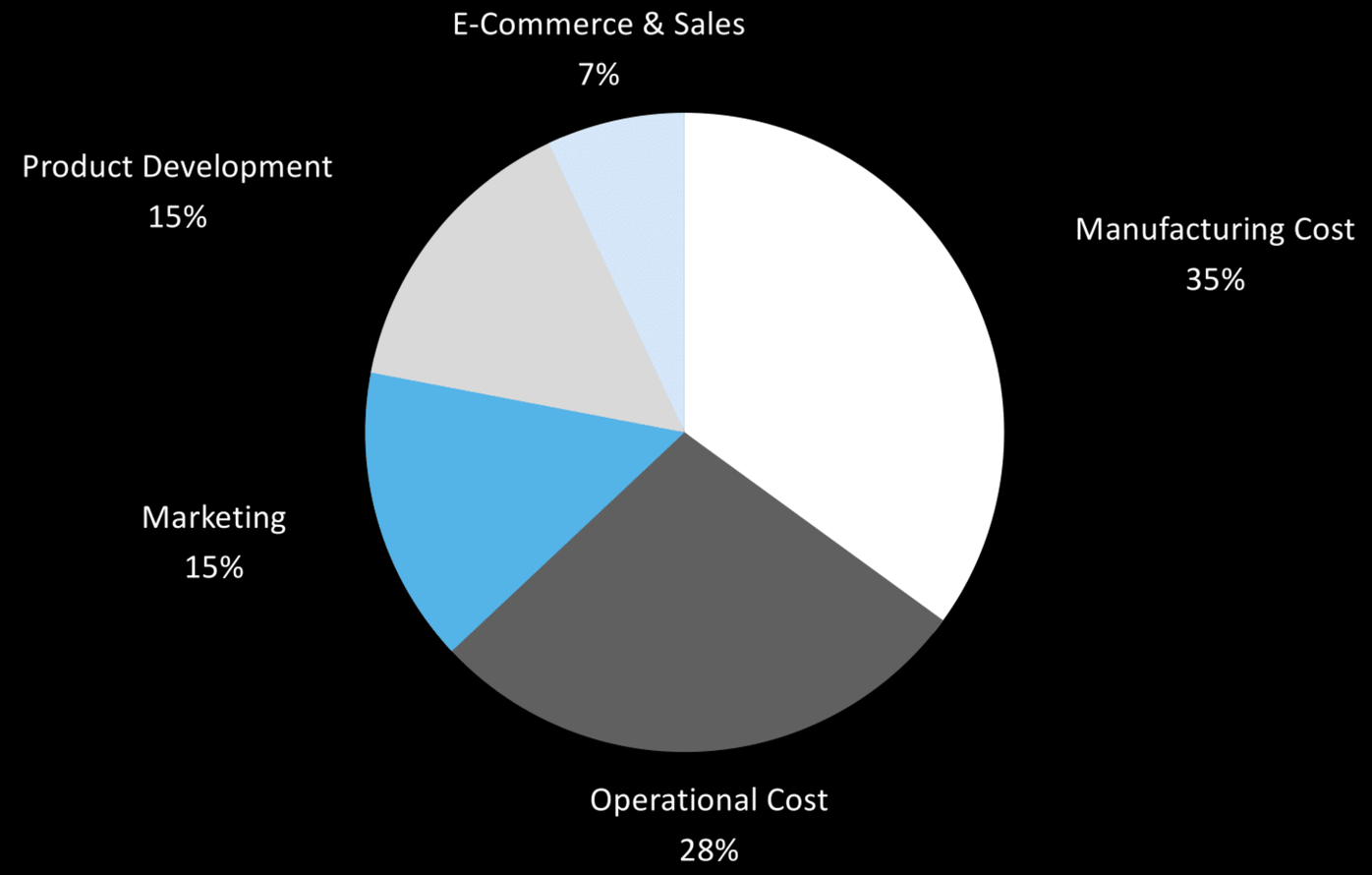
Rugged Version for Heavy-duty Use
Q1 2025

Suite of Smart Outdoor Gear
2025

CAPITAL & USE OF FUNDS

$750,000

Will allow JordiLight to reach $2.5 million in sales over the next 18 months



MEET THE TEAM

FOUNDER & CEO
LEAD DEVELOPER

ROBERT Y HADDAD

- 17 years Computer Science
- 14 years Marketing
- Degree in Computer Science

LEAD PRODUCT
DESIGNER

SAHAR MADANAT

- 20 years Industrial & Product Design
- One of the most awarded designers in the MENA
- Degree in Industrial Design

HEAD FIRMWARE
DEVELOPER

ZHENGANG LI

- 12 years Firmware & Embedded Systems
- Quality code in multiple languages
- Degree in Computer Science

HEAD MOBILE
DEVELOPER

MUHAMMAD ALI

- 12 years Mobile Development
- Expert in Mobile App development cycle
- Degree in Computer Science

ENGINEERING TEAM
QA/QC

DETEKT

- 15 years Manufacturing & Design
- Mechanical Engineering
- QA / QC

Let's light up the world together!

Robert Haddad
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