The Connected Doormat

Seize Your Door

Kendra Godwin, Alexis Mendoza
Agenda

● Imagine with Us
● Uses of a Traditional Doormat
● CarpetDiem: A Comparison
● Why CarpetDiem?
● How CarpetDiem Works
● Function & Form
● CarpetDiem in Use
● Pricing
Imagine...
What Is a Doormat to You?
How Does CarpetDiem Compare?
Why CarpetDiem?

MOBILE APP USAGE BY AGE

Q4 2013, ANDROID AND iPhone

<table>
<thead>
<tr>
<th>AGE</th>
<th>APPS USED PER MONTH</th>
<th>TIME PER MONTH (HH:MM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>28.0</td>
<td>37:06</td>
</tr>
<tr>
<td>25-34</td>
<td>29.5</td>
<td>35:40</td>
</tr>
<tr>
<td>35-44</td>
<td>29.3</td>
<td>33:57</td>
</tr>
<tr>
<td>45-54</td>
<td>25.8</td>
<td>25:26</td>
</tr>
<tr>
<td>55+</td>
<td>22.0</td>
<td>21:21</td>
</tr>
</tbody>
</table>

Read: During Q4 2013, mobile users aged 18-24 used 28 apps per month, on average, and spent 37 hours across them.

Source: Nielsen

(AN UNCOMMON SENSE OF THE CONSUMER)
How does it work?
Function and Form

- You read my doormat.
  - That's enough social interaction for one day.

- A cat sleeping on a doormat.
CarpetDiem in Use
Pricing

CarpetDiem: $150

- 1 connected doormat with built-ins
- 5 key ring sensors with replaceable batteries
- 1 rechargeable doormat battery
- 1 wireless recharging tablet
Seize Your Door
Questions?