
EXECUTIVE SUMMARY



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INTRODUCTION

Six years ago a Canadian solar engineering research company decided to design and manufacture a portable charging product. The PowerStick Classic was born.

CES awarded the PowerStick Classic with a coveted Best in Show award for Innovation and Engineering and resellers beat a path to our corporate door. A large national retailer picked up the product, and the CEO of an international airline saw it in their Los Angeles store.

He very quickly decided that it would be the perfect product for the airline's valued customer recognition program.

The ensuing order was for substantially more PowerSticks than had been sold to retailers and with none of the conditions that are typical of that channel.



The corporate market for PowerStick chargers rapidly expanded while its retail channel remained flat. As a result, it wasn't long before PowerStick decided to focus on branded corporate sales through promotional partners.

While the original PowerStick Classic was the first charger product, there have been many iterations developed since that have kept the brand technologically current.

PowerStick developed new charging technologies as the smart phone market evolved, with larger batteries, wireless capabilities and circuitry enhancements.



PowerStick.com has become a leading designer and manufacturer of high quality consumer technology products for corporate events and programs.

Every aspect of the company's technology product development is performed in-house by staff designers, engineers, assemblers, branders and packagers.

By having all of this varied talent under one roof, we are able to hold frequent and immediate product concept and development meetings.

The company has a 7,000 square foot warehouse that allows us to store considerable quantities of components that can be quickly converted to finished products.

This allows PowerStick to offer quick turnaround responses on orders and a "Made in Canada" label on most of its products. Having the Canada label provides NAFTA certification and seamless border crossings.



PRODUCT PORTFOLIO

PowerStick's growing portfolio includes portable chargers, Bluetooth speakers and media players, which have been recognized by nine CES Innovations and Engineering awards. In addition, PowerStick has developed and registered technology for several U.S. patents.

As PowerStick's relationship with larger promotional distributors grew, so did the demand for lower priced technology items. Since 70% of the promotional market belongs to items that sell for under \$10, PowerStick created a new division called PREMIO to address it.

PREMIO products, which are designed in Canada and assembled in China, have become a rapidly growing segment of the PowerStick business.

Tech items such as selfie remotes, Bluetooth trackers and various connector cables now carry the PREMIO by PowerStick.com label.

The company has recently moved into app development, and has created complex apps for the Beagle tracker and the new MOSAIC media streamer and wireless storage device.



CUSTOM DEVELOPMENT

Since the company has strong in-house industrial design and engineering capabilities, the development of tailor-made products was a natural next step.

Over the past few years, PowerStick's reputation for designing and developing custom products has grown.

Amongst the company's successes are bespoke chargers for Ford Mustang's 50th Anniversary, Ford Edge's 2016 launch, Lincoln Navigator's 2015 launch and Buick's lease renewal program.



Buick's Lease Renewal Program



Ford Mustang's 50th Anniversary



Ford Edge's 2016 Launch



Lincoln Navigator's 2015 Launch

As the patent holders of “chargers with memory”, PowerStick was awarded the opportunity to develop a special product for the US Army Special Forces. The resulting PowerStick+ Military Edition with 16GB of flash memory and custom cabling keeps soldiers charged and informed while in the field. This program is ongoing.

Choice of The U.S. Army Rangers



INDUSTRY RECOGNITION

The company was acknowledged in 2015 as one of Canada's National Capital Region's fastest growing companies. PowerStick was also recognized with 2015 Partner of the Year and 2016 Creative Supplier of the Year awards by leading promotional distributors.

Over the last 6 years, PowerStick has won 8 CES awards for a variety of mobile chargers including PowerJump, PowerStick+ and PowerTrip.



"We love the relationship that we have with your company and will continue to do whatever we can to help it grow."



"PowerStick is the best! We love working with you and many more orders will follow."

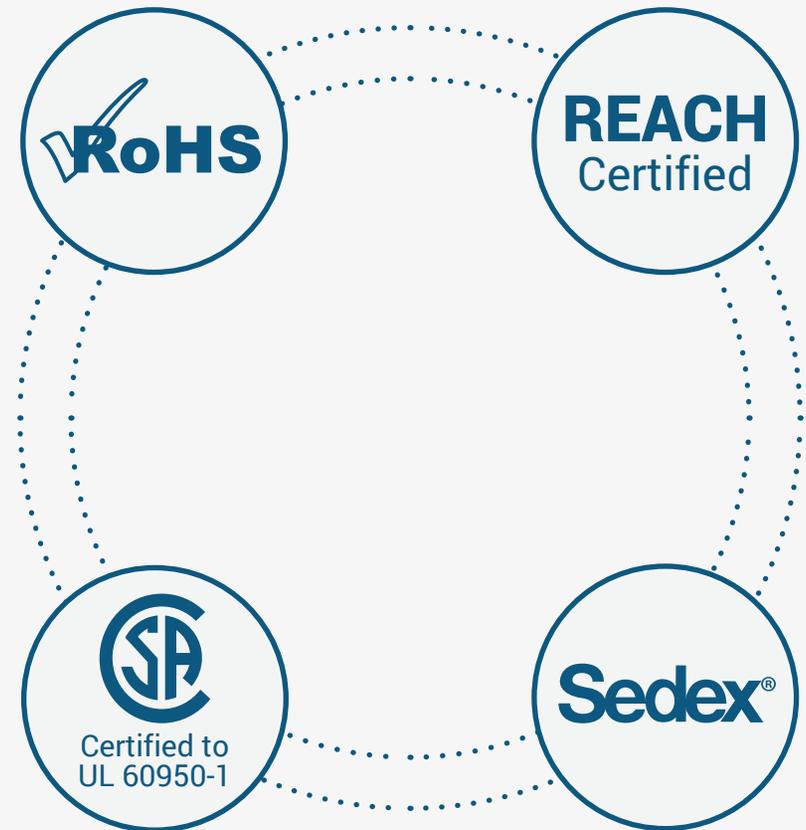
Quality and safety are very important to PowerStick as a company. Not only are PowerStick power products certified to the highest levels possible, they also come with lifetime warranties.

Every “Canadian-Made” PowerStick product is certified by the Canadian Standards Association to UL 60950-1 standards. This certification level covers not only the safety, integrity and components of each product, but also the manufacturing process and the facility itself.

Such commitment to safety and quality has contributed greatly to the PowerStick brand and the company is recognized by distributors as a safety pioneer.

In addition to the safety certifications that PowerStick has received for its products, the company has also been audited by, and accepted into the SEDEX program.

SEDEX is the international corporate standards program that many global organizations belong to.



WHAT SETS US APART

PowerStick has many competitors in the promotional products channel. Many of those competitors are much larger, with more products.

However, PowerStick stands out from the competition for the following reasons:

- Products designed, engineered and manufactured in North America
- Lifetime Warranties
- CSA/UL certification
- No minimum order quantities
- Full inventory company with quick turnaround



MADE IN
CANADA



LIFETIME
WARRANTY



CERTIFIED TO
UL 60950-1



NO
MINIMUMS



QUICK
TURNAROUNDS

In a few short years, PowerStick has carved out a unique corporate niche in the consumer electronics space. The future looks great for PowerStick as more and more distributors enjoy working with a domestic supplier who ranks quality, reliability and safety ahead of profits.

