



SLIGHTER



One line pitch:

SLIGHTER is a smart, connected, "learning" lighter that offers a tailored solution to reducing or quitting smoking based on its patented AI algorithm

Market Analysis:

One billion smokers, subject to a major health hazard, with 70% avidly searching for means to quit or reduce smoking, with 40% taking serious attempt every year, and less than 5% succeeding. It is medically accepted that smoking is a severe addiction and therefore smokers are willing to try any new product that may help them quitting. Nicotine substitutes and cold turkey are the overwhelmingly used solutions focusing on the physiological aspect of smoking, requiring to stop cigarettes abruptly or using chemical-based ingredients triggering side-effects. Available connected devices and apps are limited and only feature a mere cigarette meter as their main cessation tool.

Value proposition:

SLIGHTER is a non-invasive solution that analyzes a smoker's habits and assists in cessation taking into account physiological, psychological and social needs. SLIGHTER develops a personalized notifications program that gradually reduces the number of cigarettes per day. SLIGHTER competitive advantage lies in its artificial intelligence algorithm, personalization and community involvement. It creates a "positive conditioning" to a SLIGHTER buzz. Our testing highlighted a cross board 30% reduction with all smokers at least shaving their unnecessary cigarettes. SLIGHTER is connected to a mobile app that ensures motivation through personalized visual feedback and community engagement features

Business Model:

SLIGHTER is a premium smoking cessation product, it will be priced competitively to other smoking cessation solutions and connected devices in the healthcare space. SLIGHTER selling price is 149\$ (to be refined per country), based on gross margins of 50%. SLIGHTER will leverage both B2C and B2B channels, primarily focusing on targeting individual smokers online, and through selling to mega pharmacies and electronics retailers. SLIGHTER will also develop a specialized sales team targeting large corporations and insurance companies in order to launch company-wide smoking cessation programs. As we generate more information on smokers' behavior, we will expand into leveraging the big data.

IP and Regulatory situation:

USPTO patent No.: US 8,926,320 B2 issued Jan 6, 2015 "Lighter and methods for eliminating smoking that includes interactive self-learning software" covering SLIGHTER technology, software and algorithm; EUIPO Cert of Registration: No. 0155893126, Jan 18, 2017; classes 9,34,44 (computer software for mobile devices, tobacco, counselling services in the field of smoking cessation); USPTO Trademark registration: No. 87210309 as of October 20, 2016; class IC 034. US 002 008 009 017. G & S: Computerized cigarette lighters. SLIGHTER is incorporated in the USA as SLIGHTER, LLC as of May 8, 2012 and in England and Wales as SLIGHTER LTD as of May 24, 2016. A

COMPANY PROFILE

- **Website:**
www.slighter.com
- **Field:**
- **Contact:**
GHARIB Samer
info@slighter.com
- **Location:**
4 th floor, Balqa bldg, Khalil Roukoz st.
2421 Mazraat Yachoua
Lebanon
- **Founded in:** //10/2015
- **Employees:** 5
- **Financial information (€):**
 - **Company stage:**
Pilot Phase
 - **Capital raised to date:**
775,000
 - **Monthly burn rate:**
40,000
 - **Capital seeking and date:**
6,000,000 Q4 2017
- **Investors:**
Berytech Fund Two , Lebanon