

World's #1 Best-Selling Hollywood Pop-up Studio w/DropKey--the Be Anywhere App!



Highlights

- 1 Successful Kickstarter with 800+ orders, SaaS software company with 20+ vertical market segments
- 2 DropKey is HD "location shooting" at home--the future of television made on smart devices using cloud
- 3 From just \$599 DropKey enables creators with no production exp. enter pro market & generate income
- 4 U.S. Utility Patent granted, filed overseas with huge TAM, low CAC pioneered by Oscar/Emmy income
- 4 U.S. Utility Patent granted, filed overseas with huge TAM, low CAC pioneered by Oscar/Emmy winners
- 5 YouTubers & influencers can earn money w/interactive CGI characters & editable scripts/teleprompter
- 6 Founder is former Disney, NBC, Viacom Exec and Edison Award winner--Best Digital Product Innovation
- 7 Partnered w/Studionow.com, adding 12k more production companies to DropKey Creator Network at 17k
- 8 DropKey is Pro-Diversity and offers freedom to all to create professional green-screen videos

Our Team



Rockwell Scharer

Founder and CEO, DropKey, Inc. *Thomas A. Edison Award Recipient* for Best Digital Product



Founder and CEO, DropKey, Inc. Thomas A. Edison Award recipient for Best Digital Product Innovation in Digital Media, former Disney, NBC, Viacom, Live Nation, Paramount Executive, top 40 recording artist, helped build the Space Shuttle

As a recording artist I knew that smart devices were going to be powerful supercomputing television cameras. This inspired me to think about fellow content creators who were going to need tools to collaborate--I wanted to remove tedious tasks like lighting and post-production Chroma key--so amateurs can enter the professional market unhindered.



Richard Mall

Academy Award-winner and Key Grip for James Cameron with 30 years experience in film and product design, his products are used daily in the film industry. His films include Avatar, Iron Man II, III.



Jennifer Stowell

Best-selling author and sales expert with extensive experience in online eCommerce marketing on social media, affiliate marketing and trend analysis, MPA



David Mason

Founder and CEO of Studionow, David is a successful three-time entrepreneur (Buy.com, Studionow, Octerra) and Board Member of DropKey.



Dr. Steven Colby

Chief Patent Attorney for DropKey, Dr. Colby has been granted 40+ patents, published numerous white papers and responsible for DropKey Utility Patent strategy.

Introducing DropKey®, a SaaS Company, the World's #1 Best-Selling Portable Content Creation Ecosystem with MediaBook®

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Utility Patent granted U.S./Overseas
* Thomas A. Edison Award-Winner

PROJECT WE LOVE KICKSTARTER

The World's Best-Selling Inflatable Pop-up Studio: DropKey® Pop-up Studio in a Bag®

- Successfully funded on Kickstarter with 800+ orders-"Project We Love" Staff Pick – obtaining sales with no ad spend, low CAC
- Due to the pandemic demand for high-quality well-lit self-presentation has skyrocketed
- The Edison Award-winning DropKey camera app uses AI/SaaS to make pro-quality videos
- Hundreds of millions of TikTok and Snapchat users want to "Level Up" for \$599

DROPKEY® IN THE PRESS

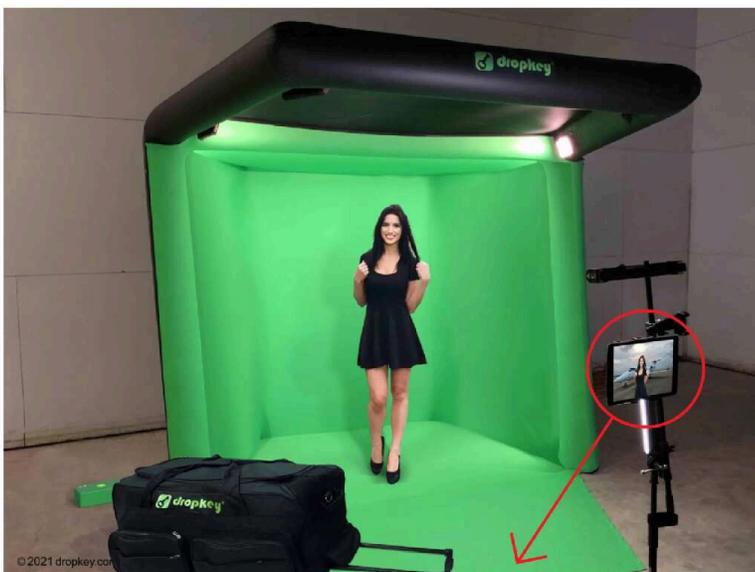


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The Problem/Opportunity

- ↙ Demand for tools to “Level Up” has skyrocketed
- ↙ Due to the pandemic great lighting and professional-quality background replacement is now required by the new Creator Economy
- ↙ Blows up in a minute, you’re shooting in ten
- ↙ Be anywhere, from anywhere!

DropKey® is a SaaS company monetizing the Edison Award-winning DropKey Pop-up Studio™ in a Bag®. We will market the technology ecosystem as DropKey, the Be Anywhere® app, and enable amateurs to create professional background replacement at home or at the office, and promote their businesses for a fraction of the cost of hiring a crew.



The DropKey Pop-up Studio is just a start. Some of our most exciting innovations are not visible, like our embedded SaaS AI software

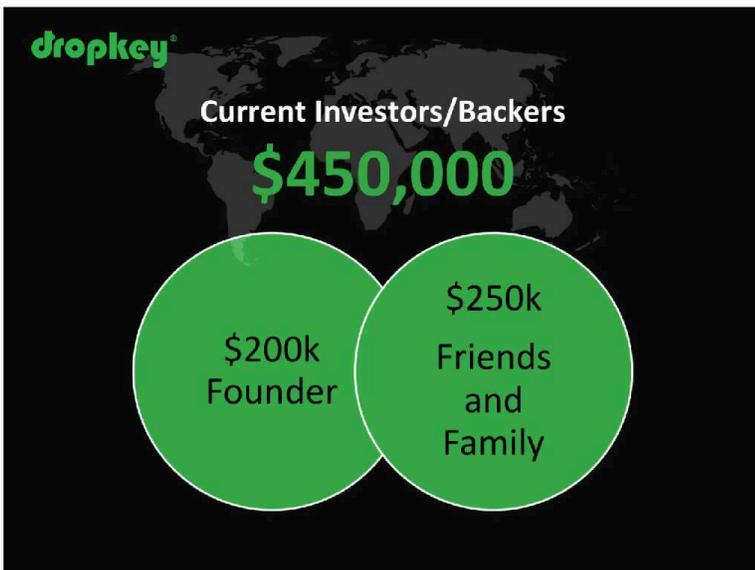
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The DropKey SaaS Value

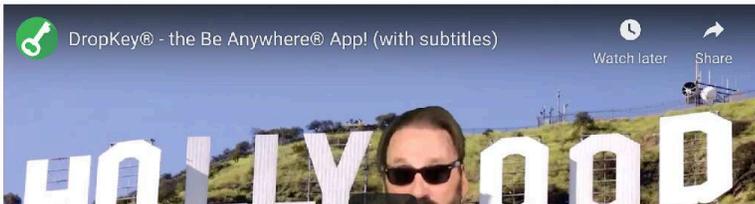
Proposition

- ✦ We discovered a huge new global market for digital video clips used as green-screen backgrounds so we built MediaBook.tv, the place to go for millions of video assets
- ✦ The world is moving to a more advanced video generation, TikTok vloggers need professional tools to "level up" & obtain followers to generate income
- ✦ The ability to manipulate foregrounds and backgrounds like the pros do is the very next step in amateur video
- ✦ DropKey is focused on the development and distribution of these video assets (foregrounds and backgrounds)

DropKey technology enables anyone to shoot interviews where people in different cities appear to be in the same room. President Obama and Oprah Winfrey shows how it's done!



The DropKey® Pop-up Studio™ in a Bag® is so easy to use, it blows up in one minute and you're shooting in ten!

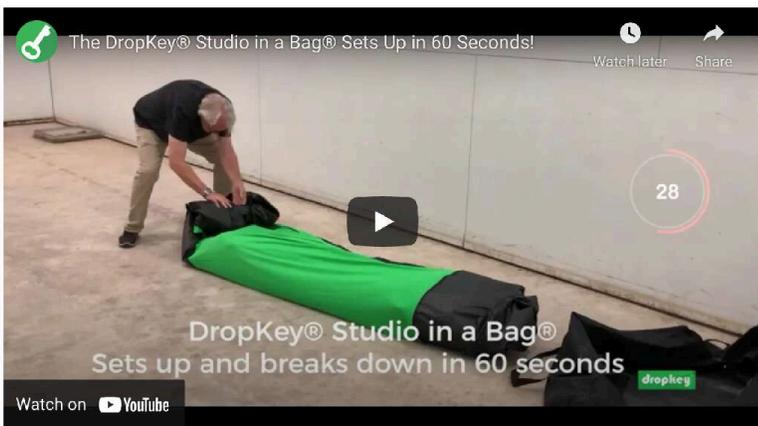




Introducing MediaBook® -- we discovered a brand new game-changing market for foreground and background video clips called "digital video assets", or green-screen backgrounds. The total addressable market was so huge we built a global network of libraries on MediaBook.tv, our aggregated video clip store for all your digital video asset needs.



The DropKey® Pop-up™ Studio in a Bag® is so easy to use, it blows up in one minute and you're shooting in ten!



With a successful Kickstarter and extremely low Customer Acquisition Cost (CAC) we are prepped for a global launch with an Academy, Emmy and Edison

Award-winning team of experts.



DropKey was named Best SAAS Startup in Hollywood and featured in "This Week In Consumer Electronics". We believe we effectively Consumerized Chroma key background replacement on smart devices so amateurs can enter the content creation marketplace with zero production experience!

DropKey Go-To-Market Plan

- ✓ Prep for Mass Production
- ✓ Make units to fill orders & give units to big influencers
- ✓ Software development - 4 major projects to build
- ✓ Execute API partnerships with TikTok/Getty Images
- ✓ Complete Prototype DeskBot, DeskTop and Cambot
- ✓ Aggregate Stock Photo Companies w API's (Getty, etc)
- ✓ Launch DropKey Hardware Product Line
- ✓ Produce enough inflatables to fill huge demand including single-user robotic DropKey DeskBot/CamBot Bundle
- ✓ Prep launch for hyper-growth-full stack scalability
- ✓ Aggregate Stock Photo Companies w API's (Getty, etc)
- ✓ Complete new 'DropKey Ads Creator' subscription workflow

\$1m
Wefunder
Q4-2021

dropkey®

No more messy wires or complicated lighting decisions to make!



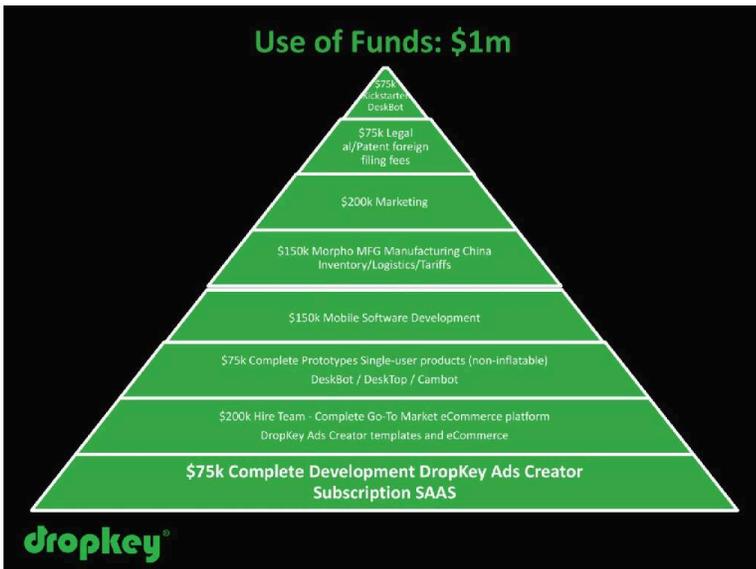
What is the big problem we're solving?

When it comes to shooting professional video with great lighting and crisp green-screen background replacement, only the professionals with big budgets do it well. Post-Production can be extremely expensive, time-consuming and

messy. DropKey Pop-up Studios are safe for the whole family--no more tripping over wires or setting up breakable glass lights the dog can knock over.



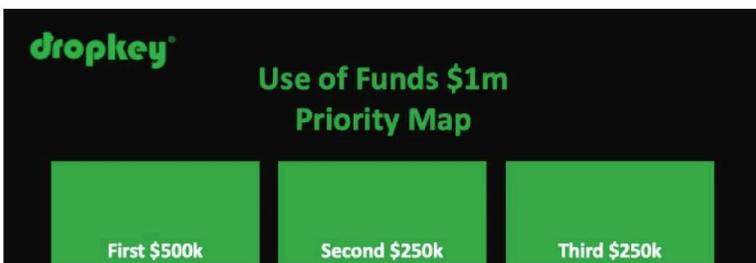
DropKey® Pop-up Studios automatically pair with the DropKey app to give you your own Hollywood Movie Studio, anywhere, anytime.



The SaaS DropKey Ads Creator (A Game-Changer in the Ad Production Business)

No experience necessary!

We plan to launch our Software-as-a-Service subscription model to create professional ads for a fraction of the cost of hiring a production team. Our production workflow and virtual assistant software helps you shoot professional ads in five easy steps, helping you shoot professional commercials to promote your brand, products or business, without hiring an ad agency for tens of thousands of dollars.



\$100k - Marketing	\$50k - S/W Dev	\$50k - S/W Dev
\$100k - S/W Dev	\$50k - Hire Talent	\$50k - Marketing
\$100k - Hire Talent	\$50k - Marketing	\$50k - Office/Admin
\$50k/Admin	\$100k - Inventory	\$100k - Inventory
\$150k - Inventory		

The DropKey Tutorial shows how easy it is to setup and use DropKey Technology.



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Competitive Analysis

There are no turnkey solutions like DropKey and MediaBook

- DropKey is safe for children, energy efficient and promotes diversity
- There are several Chroma key apps and cheap screens on the market (Elgado, Veescape, Liv) but they don't have three-dimensional lighting structures, no access to millions of assets as backgrounds, not broadcast-quality
- MediaBook.tv is our eCommerce store for aggregated video clips: Compare with Getty Images (\$800M Annual Sales) and Shutterstock (\$633M Annual Sales)
- Most stock footage companies have agreed to include their libraries into our aggregated MediaBook library as a one-off subscription model they don't currently have (70/30 rev-share)

Introducing the new portable and compact DropKey Pop-up DeskBot and CamBot bundle, the first elegant green-screen personal studio solution.



The DropKey Team!



Current Status

- ✔ The DropKey Creator Network is 16,800 strong and growing
- ✔ Dropkey received Platinum Edison Award for Best Digital Innovation
- ✔ Academy, Emmy and Edison Award-winning team primed to launch 5 consumer products
- ✔ Partnered with Studionow.com with 12,000 production companies in 60 countries



Management Team

Rockwell Scharer III, Founder & CEO

20 years in tech – 3-time Entrepreneur, Founder, Software Engineer, helped build the Space Shuttle, Media Producer, Top 40 recording artist, Inventor, recipient of the Platinum Edison Award for Best Digital Product Innovation in Media (2019)



Richard Mall, Chief Engineer - Oscar-winning key grip and inventor with several products on the market, expert in Chroma key background replacement (Avatar, Iron Man, etc.)

Jennifer Stowell, Chief Operating Officer - Best-selling author and sales expert with extensive experience in online eCommerce marketing on social media, affiliate marketing and trend analysis, MPA

Steven Colby, Chief Patent/Intellectual Property - As Chief Patent Strategist at Rimon Law in Menlo Park, Steven is an accomplished patent strategist and business owner with over 40 published papers and 40+ patents



Reasons To Invest

- ✔ We believe DropKey with MediaBook is the only turnkey solution with a foothold in the new Creator Economy, years ahead of any competition

- Amateurs can now enter a huge global professional marketplace for the first time (TikTok Vloggers)
- DropKey promotes diversity so everyone can make great content – a true job creator

CHROMAKEY FOR THE MASSES

dropkey®

dropkey the revolution begins

New product in development:
DeskBot/CamBot Bundle

Investor Relations:
investor@dropkey.com

Rockwell Scharer III
Founder, CEO, MediaBook, DropKey

The DropKey YouTube Channel shows a ton of content made with DropKey, the be anywhere® app! <https://www.youtube.com/c/DropKey-StudioinaBag>

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DropKey Pop-up Studio in a Bag

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

The DropKey® and MediaBook® Ecosystem

205 views · 3 months ago

The DropKey® and MediaBook® Ecosystem will thrill your DropKey technology is the next generation of creator tools for the new "creator economy", revolutionizing content creation for both amateurs and professionals.

The DropKey® Pop-up Studio in a Bag® Classic version is a three-dimensional portable lighting structure, an inflatable...
READ MORE

Downloads

[DropKey Vertical Market Segments-Bullets.pdf](#)

[DropKey Pop-up Studio with Heavy Duty Travel Bag.jpg](#)