

Big Screen Magic. Anywhere You Go.



grablumi.com San Francisco, CA Technology Notable Angel B2C Entertainment VC-Backed

Highlights

VC-Backed
Raised \$250K or more from a venture firm

Repeat Founder
Started a prior company with \$2M+ in funding or revenue

- 1 \$1.4m Gross Revenue in less than 2 years
- 2 CEO scaled GoPro from \$64M to \$2B+ as CMO; Red Bull founding team
- 3 US based projector brand with native Google TV integration
- 4 \$465K in Fortune 500 contracts: SEC, Phillies, Valero PGA Tour
- 5 639+ Barnes and Noble College Bookstores
- 6 11M RV households; \$32B addressable market
- 7 Team built \$30B+ value at GoPro, Google, Microsoft, Red Bull, Skype

Featured Investors

Umami Capital Invested \$250,000

Umami Capital is the world's largest angel syndicate powered by Forbes 30030 listers.

James Morrissey, Managing Partner
"https://umamicap.com"

Michael Marks **Notable Investor** Invested \$100,000

Founding Managing Partner at Celesta Capital. Former CEO of Flextronics (\$15bn+). Former Interim CEO of Tesla. Board Director at GoPro, Schlumberger, SanDisk and more.

"I believe in what Lumi is doing because they have been there and done that in the CE space, the team is incredible and Paul's track record speaks for itself. Taking his combined leadership skill set from both Red Bull and GoPro and building a brand around smart projectors is genius given the lack of US based brands doing this and his ability to execute his playbook around building a lifestyle brand with a strong community focus, along with the demand and lack of awareness in this category, made my investment a no brainer
https://www.celesta.vc"



Tony Bates in

Follow

Invested \$50,000

Current CEO/Chairman of Genesys (\$20bn+). Former CEO of Social Capital, Skype, President of GoPro and EVP at Microsoft. Board Director at Okta, VMware, eBay, SiriusXM and more.

"https://www.genesys.com/company/leadership/tony-bates"



Ryan Feit in

Follow

Invested \$25,000

Executive Leadership Team at Circle (\$40bn+). Co-founder & CEO of SeedInvest (acquired by Circle). Former Wellspring Capital Private Equity and Lehman Investment Banking.

"https://youtu.be/7gx6ZOrWoRI?si=P-aaGFYO2Awo-5DT"



Neil Dana in

Follow

Invested \$200,000

Founding team at GoPro, former Head of Sales & Marketing.

"https://linkedin.com/in/neil-dana-0b25ab26"



Brent Saiontz in

Follow

Invested \$25,000

Partner at PEP Capital. Former Managing Partner at 305 Innovative Solutions. Co-founder of SirenMD. Former Private Equity at H.J.G. Capital.

"https://www.linkedin.com/in/brent-saiontz-4112179"



Colin Evans

Syndicate Lead

Follow

Invested \$5,000

"I am a 3x founder and active investor who has historically built category defining consumer marketplaces we; known consumer brands. I have known Kody for years, and backed him at his last startup. I love being the first person to tell the world about a brand, and then watching that brand become a household name. I've had the privilege of experiencing this with StubHub, Bonobos, Modcloth and Gametime United, and am excited about the road ahead for Lumi."

Team



Paul Crandell CEO President & Co-Founder

Former GoPro CMO who scaled to \$8B+ IPO and founding team at Red Bull North America. Accomplished Global Brand Marketer & Experienced Executive who received Ad Week's Grand Brand Genius Award and Marketers That Matter Tech Award.



Kody Amburgey Co-Founder & Advisor

Former Investment Banker & VC Investor turned venture-backed founder who raised \$15M+ in VC & led a 30+ person team by age 25.



Leanne Johnson Chief Marketing Officer

Former Head of US Devices Marketing at Google. Former Senior Marketing Director at GoPro, Microsoft and Skype.



Max May Sales Advisor

Former Head of Global Specialty Retail & Sales at GoPro. Former International Sales at ECOXGEAR, XSCOMMERCE and OSIRIS SHOES.



Eric Weinrib VP Field Sales & Marketing

Former Director of Field Marketing at Red Bull. Former sales leader at luxury brands including Mercedes Benz, BMW and Moët Hennessy.



Nikhil Bharadwaj Technical Advisor

Co-founder & CEO of Xeal (\$200M+ EV tech company), Forbes 30 Under 30. Former Electrical Innovation Lead at Schneider Electric. Inventor of multiple patented token-ledger and mesh networking technologies.



Andres Pirela Lead Full-Stack Engineer

Former Senior Software Architect at Supabase and NoRamp. Self-taught coder and VC-backed CEO at age 18 (inventor of "Verifiable Computing").



Dinko Marinac Lead Android TV Engineer

Former Senior Android Engineer at multiple VC-backed and European tech companies. M.S. in Electrical Engineering from FER.



Bonaventure Duprat Lead Designer

Former Creative Director at Firefly, NoRamp and Talodon. Expert in 3D modeling, industrial design, UI/UX, and premium branding.



Paul Osborne Software Product Advisor

Former Senior Director & GM of Products at Google. Former Senior Product Manager at GoPro, HP and Palm.



Scott Bowie Mech. Engineering & Manufacturing Advisor

President at ZaoTech, 20+ years in product, manufacturing & global supply chain. Stanford M.S. in electro-mechanical engineering & manufacturing.



David Northway Hardware Product & Design Advisor

Former VP Product at Casper, VP Ops at GoPro, and Product Manager at Apple. Stanford M.S. in Product Design.



Betsy Crandell Head of Customer Support & Admin



Matheus Araujo Veloso Customer Support Specialist

Lumi - Transforming Spaces Into Experiences

The Story Behind Every Great Memory Started With a Single Projection

From the team that built GoPro into an \$8B empire comes the next revolution in how we experience entertainment.

The Vision That Started It All





Paul Crandell was setting up camp in his adventure van when it hit him. He'd spent years helping people capture life's best moments at GoPro. But something was missing. We capture everything on tiny screens, yet our best memories happen on the big ones.. outdoor movie nights in the backyard or at camp, backyard game days, Monday night football against the garage door, the rooftop patio, those magical moments when a wall becomes a window to another world.

That's when Paul met Kody Amburgey, a serial entrepreneur who'd already taken multiple companies from zero to millions.

Together, they saw what everyone else missed: **Projectors aren't just about watching. They're about transforming any space into an experience.**

Already Happening

Lumi

Our mission is to transform any space into a world of possibilities

and it's already happening...

We're Not Building a Product. We're Building a Movement.

In just 12 months, over 6,000 families have transformed their homes, vans, and backyards into personal theaters. Parents are turning bedtime into adventures with ceiling projections. Teachers are making walls come alive with lessons. RV travelers are creating drive-in theaters wherever they park.

The numbers tell the story:

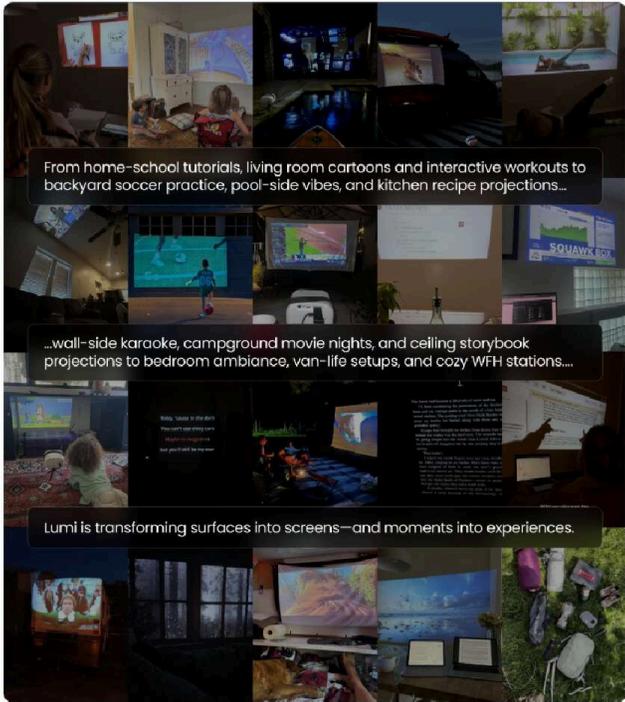
1. \$1.4M+ in revenue in our first year 20 months
2. 6,000 units sold before we even had Google TV
3. 1,000 Lumi Max Units sold first 3 months since launch in Sept 25'

But here's what the numbers don't show..

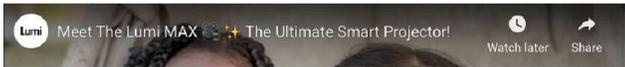
The dad who told us his kids now beg for "movie night under the stars."

The college student whose dorm room became the social hub of the floor.

The van-lifer who said Lumi "made my 60 square feet feel like 600."



Watch our Lumi Max Launch Video





Traction & Partnerships

Over **\$1,000,000** in sales year 1

\$600k B2C Online sales & IRL Events	\$500k B2B Corporate gifting & Retail
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When the SEC, Valero, and the Philadelphia Phillies All Want the Same Thing, You Know You're Onto Something

<p>Coming soon</p> <p>University Book Store Partner to cover 70% of University Bookstore Market Launching in November, stay tuned</p> <p>Retail Partnership</p>	<p>2025</p> <p>250 Branded Units Trade Partnership</p>	<p>2025</p> <p>Distribution Retailer</p>
<p>2025</p> <p>400 Branded Units</p>	<p>2025</p> <p>2200 Branded Units</p>	<p>2025</p> <p>Distribution Retailer</p>

Major enterprises don't bet on maybes.

They invested in Lumi because they believe, like we do, that big-screen magic belongs everywhere — not confined to one room."

Our SEC partnership alone validated our vision with a \$330K order and this testimonial:

"These were a huge hit! I have since gotten many photos of people using them at home on the garage or in a playroom!!"

Flagship sports & enterprise deals

	250 units \$60k + \$50k free activation	Lumi Max
	400 units \$75k	Lumi 1
	2200 units \$330k	Lumi 1

The RV Revolution





We Found Our Beachhead: 11 Million American Adventurers

The RV and van life community isn't just our market – they're our co-creators.

These are people who chose experiences over possessions, adventure over comfort. They immediately understood what Lumi represents: freedom from the wall-mounted TV, entertainment that goes where you go.

1. 11 million US households own an RV (62% increase in 20 years)
2. 9 million more plan to buy one in the next 5 years (not guaranteed)
3. \$25 billion spent annually on RV accessories
4. 486,000 Americans now live full time in an RV due to the cost of living rise and the crisis the US is facing.

We're not competing for this market. We're becoming essential to it. Our 20-person specialized rep team with Shepherd Sales Group and DRG (two very reputable and established dealer rep groups) who sold us into over 90 RV dealerships nationwide. By Fall of 2026, we project Lumi will be as commonly talked about in RVs as GPS and WiFi systems. The RV dealers are loving the Lumi Max product and dealers are asking for us.

In the Van market, we have established relationships with many OEM's, including start ups like Aeon RV, along with the bigger players such as Field Vans and Story Teller. We continue to penetrate this aspirational market by attending events with our display and work with influencers among other things.

Our proof-of-concept product



Lumi 1

MSP: \$249
DTC gross margin: 55%
Units sold: 6,000

Limitations
Unlicensed OS (off-the-shelf wrapper software, not true TV)
Commoditized Chinese competitors in feature set and price range

Then we partnered with Google

From Proof of Concept to Google Partnership in 12 Months

Lumi 1 proved the market existed. 6,000 units sold despite limitations (no licensed OS, manual controls). It validated our thesis: People want big screen entertainment that goes anywhere.

Lumi Max changes everything. With it's easy to set up and use OS to low rates of customer support calls, we are fortunate to have the Google TV license as our customers continually tell us how much they love it.

This is legitimate, licensed, premium technology.

The Google partnership didn't happen by accident. Paul's network from GoPro opened doors, but Google signed because they saw our vision: Lumi isn't just another projector. It's the missing link between smart homes and mobile entertainment based right here in the US.

Key Differentiators:

1. 11 million US households own an RV (62% increase in 20 years)

1. 400 ANSI lumens (2x brighter than Lumi 1)
2. Automatic keystone & focus (set it down, start watching)
3. 10W Dolby Audio (theater sound, anywhere)
4. 55% margins maintained (DTC) even with premium components

Partnership with the #1 MLB team in viewership

Signage behind home plate & on Jumbotron
6 games - average 40K viewers per game

Onsite activation at ballpark
Jumbotron lucky row giveaway
App push notification to 50K fans
Premium suite + field-level pop-up booth

Onsite activation at VIP golf event





Exclusive distribution to 70% of US college bookstores

Launched Q4 2025 online In-store Launch Spring 2026 with controlled roll out

Market Positioning

There's a sea of cheap Chinese competitors



Our Edge Isn't Price, It's Purpose

The projector market is crowded with \$50 knockoffs, but we choose a different

The projector market is crowded with \$99 knockoffs, but we chose a different path: creating premium products designed to enhance experiences — from immersive movie nights with healthy, posture-friendly setups, to enriching homeschool learning, to ambient backgrounds that support well-being and connection. Lumi is built for people who value experiences over expenses.

While others race to the bottom on Amazon and TikTok Shop, we're building a lifestyle brand. We're following the playbook that built GoPro and Red Bull: Start with the most passionate users, deliver exceptional quality, and let the community spread the word.

Our Moat:

1. First pure-play projector company in the US
2. Licensed Google TV integration
3. Distribution through 70% of US college bookstores - Currently the only smart projector sold on their marketplace
4. Partnerships with major sports teams and enterprises
5. RV and Van Life Market, our dealer rep network and OEM partnerships
6. A team that's literally done this before at billion-dollar scale



The Bigger Vision



Today: Portable Projectors. Tomorrow: The Entire Wall.

The smart TV market is worth \$570 billion globally. In China, 17% of new “TV” sales are actually projectors. In the US? Just 2%.

We're about to change that.

Lumi Max is just the beginning. We're working towards building in other SKU's which fit squarely into our channels (think Good, Better, Best) in the portable projector category and eventually best in class projectors for in home.

Lumi Verse - Is a concept for our synchronized mesh projection system that will transform entire rooms into immersive experiences. Imagine multiple Lumis working together, tracking your eyes, creating seamless displays across every

working together, tracking your eyes, creating seamless displays across every surface.



The Roadmap

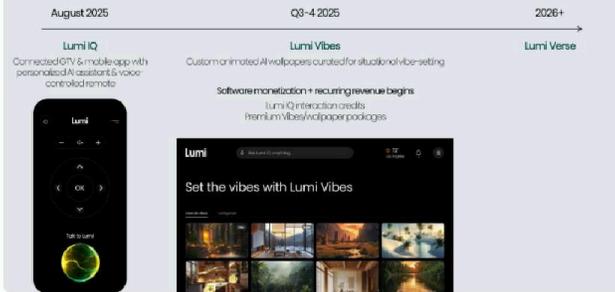
1. 2026: Lumi IQ (AI assistant) & Lumi Vibes (ambient projections) launch recurring revenue
2. 2026: Accessory to make Lumi truly wireless
3. 2027/28: Lumi Verse transforms home entertainment forever

But we're building something bigger..





Software product roadmap



Hardware product roadmap



Conservative Projections. Aggressive Execution.

Our projections assume modest growth, but our track record suggests we'll exceed them with enough cash raised:

1. Hardware revenue scaling to \$4M by EOY 2026
2. Software revenue beginning Q2 2026 (subscriptions, AI credits, premium content)
3. B2B comprising 40% of revenue (higher margins, larger orders)
4. International expansion starting 2027 (following GoPro's proven playbook)

Remember: The founders have done this before. Paul scaled GoPro from \$64M to \$8B+ mkt cap during his tenure, and Red Bull from ~\$15M to \$2B. Kody has taken multiple companies from \$0 to \$1M ARR. At Google, Leanne helped scale Pixel from an iOS challenger into a serious contender against Apple and Samsung, driving growth that established Pixel as a leading smartphone brand and earning multiple 'Smartphone of the Year' awards at Mobile World Congress

Projections are not guaranteed.

Meet the team

The Unfair Advantage: We've Already Built Unicorns

This isn't our first rodeo.

1. **Paul Crandell (CEO):** GoPro CMO through \$8B IPO, Red Bull founding team (employee #15 in North America)
2. **Kody Amburgey (President):** Serial entrepreneur, former investment banker & VC, multiple 0-to-1 builds
3. **Leanne Johnson (CMO):** Former Google Head of US Devices Marketing and former Sr Director of Marketing at GoPro.
4. **Max May (Head of Sales, Advisor):** Former GoPro Head of Global Specialty Retail
5. **Eric Weinrib (Head of Field Marketing and Sales):** Former Red Bull Director of Field Marketing and BMW Field Events
6. **Andrew Reed, Michael Marks (Sales, Electronics), Tony Bates (Consumer)**

o. **Advisory Board:** Michael Marks (Tesla, Flextronics), Tony Bates (Genesys, Skype, GoPro), Colin Evans (StubHub, OpenAI)

This team has collectively:

1. Built over \$30B in enterprise value
2. Launched products in 100+ countries
3. Raised hundreds of millions in venture capital
4. Created multiple category-defining brands
5. Won many industry awards but most importantly the hearts and minds of consumers.

Paul Crandell
Co-founder & CEO
Former GoPro CMO who scaled to \$8bn IPO
Founding team of Red Bull US, expert brand builder who has built multiple unicorn lifestyle brands
20+ years experienced tech exec
Explores the wild in his adventure van

Kody Amburgey
Co-founder & President
Former Investment Banker and VC Investor
Venture-backed CEO who raised >\$15M and went 0-1M ARR multiple times
Self-taught growth hacker and digital wiz
Lives part-time in his Thor ACE RV

Leanne Johnson, CMO
Former Head of US Devices Marketing at Google
Former Senior Product Marketing at GoPro, Microsoft and Skype

Max May, Head of Sales
Former Head of Global Specialty Retail & Sales at GoPro
Former International Sales at ECOXGEAR, XCOMMERCE and Oakley Shoes

Eric Weinrib, VP Field Sales & Marketing
Former Director of Field Marketing at Red Bull
Former sales leader at luxury brands including Mercedes-Benz, BMW and Moët Hennessy

Sales & Marketing

Nikhil Bharadwaj, Technical Advisor
Co-founder & CEO of Xeal (\$200M+ EV tech company), Forbes 30 Under 30
Inventor of patented token-ledger and mesh networking technologies

Andres Pirela, Lead Full-Stack Engineer
Former Senior Software Architect at Supabase and NoRamp
Self-taught co-founder and VC-backed CEO at age 18 (inventor of "Verifiable Computing")

Dinko Marinac, Lead Android TV Engineer
Former Senior Android Engineer at multiple VC-backed and European tech companies
MS in Electrical Engineering from FER

Product & Engineering

Paul Osborne — Software Product & UI/UX
Former Senior Director and GM of Products at Google

Former Senior Product Manager at GoPro, HP, and Palm

Google hp GoPro palm

Scott Bowie — Mech. Engineering & Manufacturing
 President of ZaoTech, 23+ years in product, manufacturing & global supply chain
 Stanford MS in electro-mechanical engineering & manufacturing

ZAO Stanford ENGINEERING
 Mechanical Engineering

David Northway — Hardware Product & Design
 Former VP Product at Casper, VP Ops at GoPro, and Product Manager at Apple
 Stanford MS in Product Design

Apple Casper GoPro Stanford University

Product & Engineering
 Part-Time Expert Advisors

Michael Marks
 Former CEO of Electronics (\$1Bn+)
 Former Interim CEO of Tesla
 Board Director at GoPro, Schlumberger, SanDisk, and more

Tony Bates
 Current CEO/Chairman of Genesys (\$20Bn+)
 Former CEO of Social Capital, Skype, President of GoPro, and EVP at Microsoft
 Board Director at Omnicore, VMware, eBay, SiriusXM, and more

Ryan Feit
 Executive Leadership Team at Circle (\$4Bn+)
 Co-founder & CEO of Seedinvest (acquired by Circle)
 Former Wellspring Capital Private Equity and Lehman Investment Banking

Investors & Advisors

Colin Evans
 Co-founder of StubHub (\$1Bn+)
 Current Head of Venture Partnerships at OpenAI
 Board Director at Genesys and former Head of VC/AWS Startups

Troy Michels
 Advisor, CEO & Fortune 50 Brand Marketer
 Built and led the Target Corporation's Lifestyle Marketing Division and served as Corporate Spokesperson
 Other Brand Experience: K2, Universal, Aspen/Snowmass
 Founder of Kondut, LLC

Neil Dana
 Founding Team at GoPro, former head of Sales & Marketing

Investors & Advisors



Be Part of the Fastest-Growing Category in Home Entertainment

We're raising capital to accelerate what's already working:

1. **40% - Inventory:** Scale production to meet demand
2. **30% - Marketing:** National RV shows, college campuses, digital acquisition
3. **20% - R&D:** Accelerate Lumi Verse development and patent filings
4. **10% - Operations:** Strengthen supply chain and fulfillment

Why Now?

1. Product-market fit proven (7,000+ units with minimal marketing)
2. Google TV partnership secured (massive competitive advantage)
3. Distribution locked in (Barnes and Noble College, RV dealers nationwide)
4. Recurring revenue launching Q2 2026 (not guaranteed)
5. Going in store Barnes and Noble College based on great performance in their online market place
6. Team that's literally done this before

Your Investment Gets You:

1. Equity in the first US pure-play smart projector company with a Google TV license
2. Access to a proven team with unicorn exits
3. Early entry before institutional rounds
4. Potential acquisition target for Chinese ODM's, Samsung, Sony, Google, or Amazon (not guaranteed)

The Future Is Projection

The Screen Revolution Already Happened.

Now Comes the Surface Revolution.

Twenty years ago, screens escaped the living room into our pockets, our wrists, our cars. But they're still screens. Still rectangles. Still barriers between you and your space.

Lumi represents the next leap: **When every surface becomes a canvas.**

Your tent fabric becomes a cinema. Your garage door becomes a stadium jumbotron. Your kitchen counter becomes a cookbook. The side of your RV becomes the biggest TV at the campground. This isn't about having another screen. It's about transforming the spaces you already love into experiences you'll never forget.

The shift is already massive overseas. Smart projectors claim 17% of the display market in China, versus 2% in the US. That's not a gap. It's a gateway. And we're positioned perfectly to walk through it.

We've built the team (GoPro's growth architects). We've secured the technology (Google TV integration). We've proven the demand (\$1.4M+ in sales with minimal marketing). We've locked in distribution (Barnes and Noble College Bookstore Partner, national RV dealers - 90 +doors and growing daily).

Now we're opening the door to investors who see what we see: Entertainment is about to break free from frames, and we're holding the keys.

Let's project the future together.