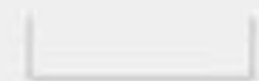




C U B E P L U S

Smart Urban Furniture



# CUBE PLUS

Smart Urban Furniture

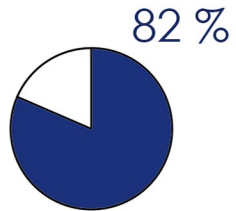
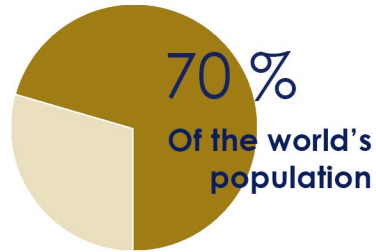


## Pitch Deck

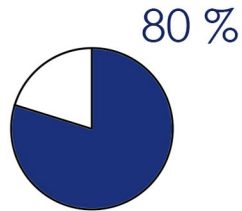
Cube Plus is a smart urban furniture with the ability to generate clean and free electrical energy for users with a High-Tech and Eco-Tech approach.



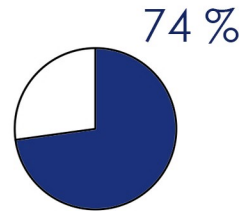
# Problem



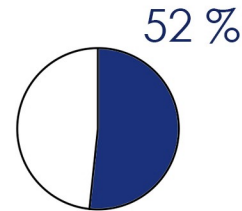
North America



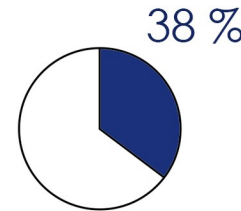
Latin America



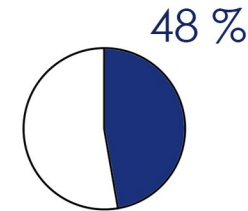
Europe



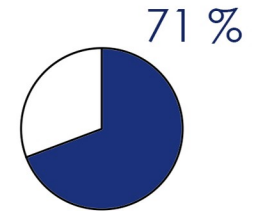
North Africa



Sub-Saharan Africa



Asia



Australia/Oceania

1

Low use of clean technology to improve urban services and make cities smarter.  
Example:  
The share of renewable energy is %17 in Germany  
Ref : OECD publications

2

Limited access to charging stations, and related facilities in cities.  
Example:  
In the city of Frankfurt, there are about 7,000 urban benches, of which less than one percent are smart benches.  
Ref : wikipedia

3

High cost for city management (tax payers) to create the infrastructure of a smart hub station. (Including worker, equipment, repair and maintenance).  
According to various cases, the start-up cost is between 10,000 and 25,000 euros.  
Ref: chargetech

# Solution

## WHY SHOULD YOU HAVE THE SMART BENCHES IN YOUR STREETS?



Use clean technology to improve crucial civic services.

Provide greater convenience, better quality of life and improved services to people.



Improving the pedestrian environment and making available clean electricity and additional facilities for users in the city (Charging devices, internet, lighting and etc.) and helping to make cities smarter



Reducing urban management costs (taxpayers) to provide smart urban services to users at the city level. Portable and quick and easy installation, creating long-term income for the city.

# Product



# Product

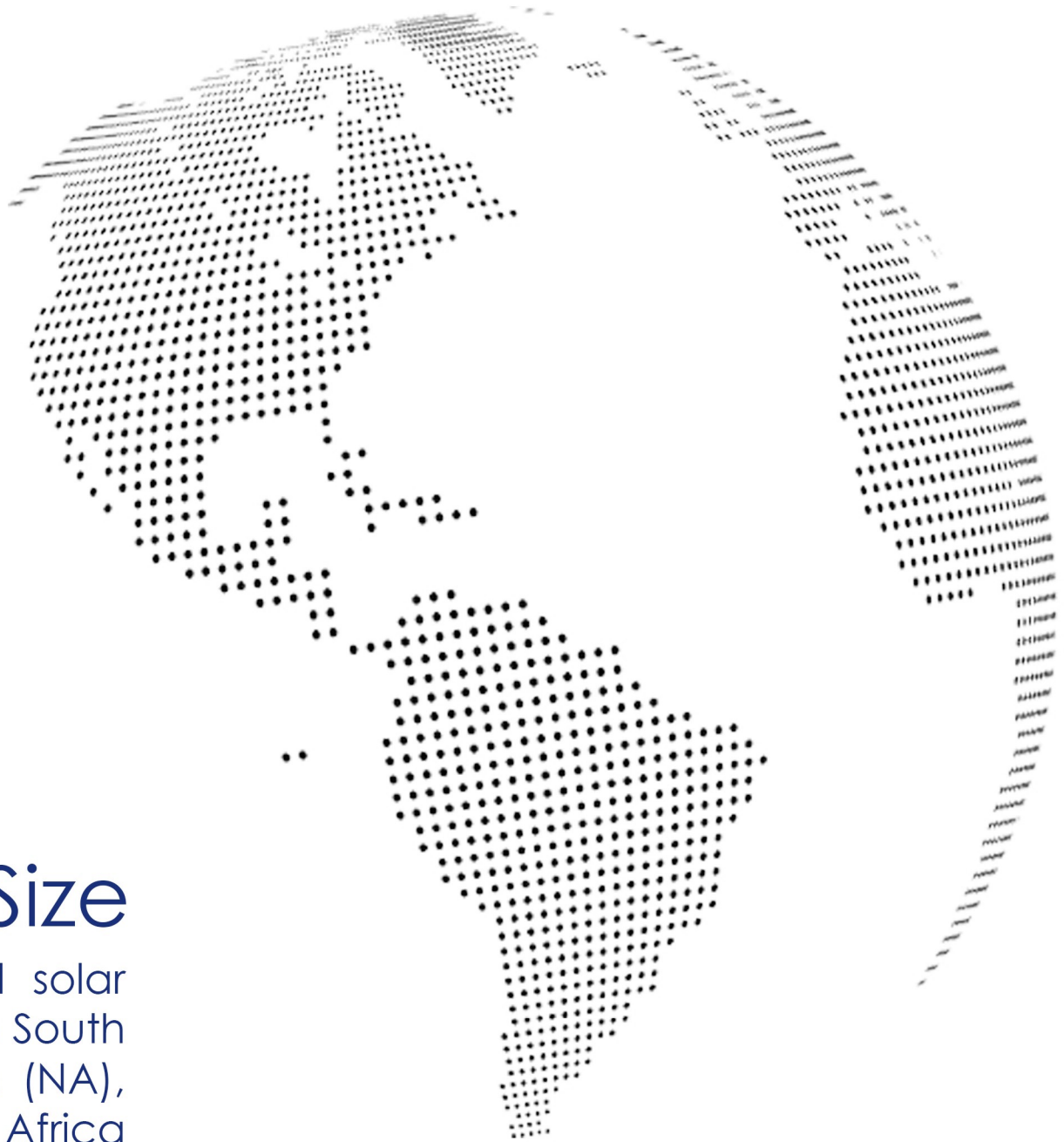


Environmental friendly  
Innovative and  
Functional

Smart Urban Bench with  
approach modern and  
Clean - Tech of  
parametric  
architecture and  
powered by solar  
energy and microwave -  
magnetic system

# Global Market Size

Based on region, the global solar bench market is classified into South America (SA), North America (NA), Europe (EU), Middle East & Africa (MEA), and Asia Pacific (APAC).



# Market Size

+ 449.34

Million

Smart Urban Furniture  
(Total Available Market)  
2023

+ 1.2

Billion

Smart Urban Furniture  
(Total Available Market)  
2028  
CAGR of %21.8

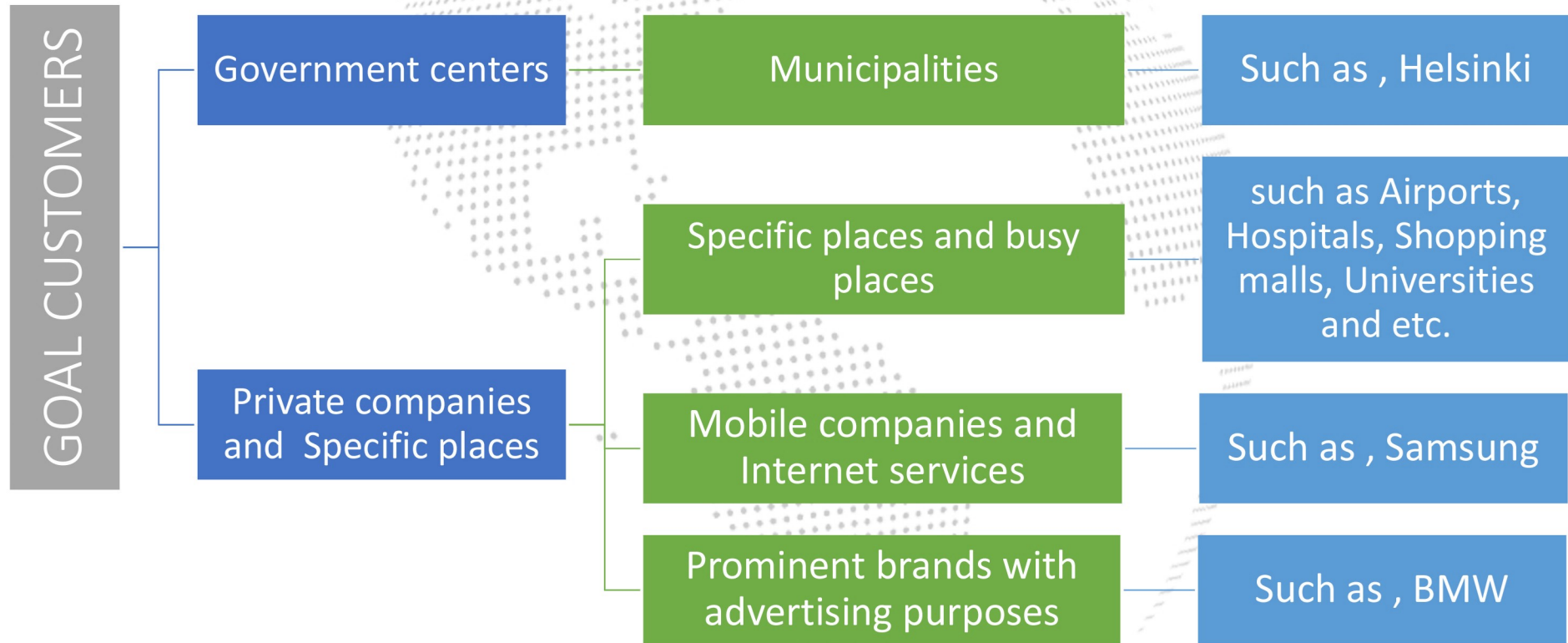
+ 12

Million

Cube Plus  
Share of Market  
1% Available Market  
2028



# Goal Customers



# Go-to-market strategy



1

Compelling value proposition

2

Pricing Strategy

Product sale - Product rent - Product Sale plus

3

Sales channels

Direct sales - Co-marketing partner - Strategic partner

4

Marketing and advertising

Marketing team - Social media - Industry events

5

Customer interaction

# THE SMART BENCH IS ESPECIALLY USEFUL FOR PEOPLE WHO SPEND A LOT OF TIME OUTSIDE DOORS



PEOPLE WHO SOCIALISE



WALKERS OR RUNNERS



CYCLISTS



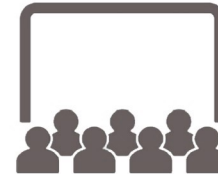
DELIVERY WORKERS AND POSTMEN



TOURISTS



SHOPPERS



PEOPLE VISITING THEATRES, CINEMAS, MUSEUMS AND RESTAURANTS



CHILDREN WALKING BACK HOME FROM SCHOOL



PUBLIC SERVICE WORKERS (MAINTENANCE, HIGHWAYS ETC.)



CARE WORKERS



PARENTS WITH KIDS



OUTDOOR MARKET STALLHOLDERS AND VISITORS



REPORTERS, JOURNALISTS AND PHOTOGRAPHERS



POLICE OFFICERS



ACTIVISTS



DOG WALKERS

# Business Model

## Value Proposition

The urban bench is not just a simple bench, it is an intelligent object to increase the comfort of millions of urban users.

## Revenue Streams



One Set Sales  
7950 €



One Set Rent  
795 € / One Month



One Set Sales Plus  
30 % = 2385 €  
5 Years adv. = 24000 €

# Traction and Awards



## Support by



# Competitors

Main company's competitive is , such as Include / Steore / Strawberry

## Cube Plus

### Competitive Advantages

- 1 The first parametric smart urban bench with the ability to produce clean electricity in the world
- 2 The first smart urban bench with the ability to generate clean electricity by the user
- 3 The first smart urban bench with a sports and health approach in the world
- 4 Special attention to the environment with the ability to recycle more than %90 of the materials used in the bench.
- 5 The first smart urban furniture with the ability to display time, date and temperature on the seat

# Financing Plan

Reaching the first million euros is very exciting for us, we are looking for financing to increase our sales to 100 bench within 24 months.

€ 140 K

Angel Round  
Funds and private investors

65 K

Personal investment

795 K

Sales 100 bench  
over 24 months

1 M

Revenue  
over 24 months

Not yet achieved

Been achieved

Not yet achieved

Not yet achieved

# Team

Maryam Aliyari  
Founder / Architect

Majid Karami  
Founder / Architect







CUBE PLUS

Smart Urban Furniture



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