



ILOOXS

..an experience that holds life.

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Who and What

- **Who is Fabrizio Chiara?**

- Male, 35 years old, living in Turin. Creative and crazy man.
- Blogger, writer of fashion and tech for Blaggando and L'Innovatore.
- Consultant for ideas and unconventional solutions for creative agencies and media companies.
- Father of "Real Touch", the unconventional print adv product, developed in partnership with "RCS Mediagroup".
- Inventor of the "Recyclable flower". A special edition for "Italia 150" was gifted to Giorgio Napolitano (the Ex President of Italian Republic).

- **What about "ILOOXs"?**

It's fashionable.

You can dress it.

So, what is ILOOXs?

It's the new solar charger that helps you when your smartphone, tablet, ipod, google glass or other electronic gadgets are dead.

ILOOXs..the fashionable solar charger

- When I need to charge iLooxs, the sun cell is always exposed to the light.
- You can split the main device from the cell to bring iLooxs with you anytime and anywhere.
- The sun cell can be hanged with special accesories (working in progress for various solutions).
- It's wearable and you can use it as a fashion accessory.

What means being visionary

- It's not a concept, It's a state of mind. Being visionary means to see beyond the barriers of today's life.
- The best idea borns into you like a sudden dream, in the bed in middle of the night, or everywhere you are.
- The role of the dreamer is to be projected in the next future. Everyone can be a dreamer.

A person wearing a light blue shirt and a watch is holding a white solar bag with a brown solar panel. The background is a blurred outdoor setting.

The idea

- The ILOOXs idea was born when i saw my first solar bag and i thought: "This is SHIT!" Why not make a new "cool" gadget to solve the problem of portable energy?

The Timeline

- No timeline, No goal.
 - Concept idea
 - MVP developing
- (Go to) market strategy
 - Fundraising phase
 - Production run
 - Shipping

MVP developing & Go to mkt strategy

- In this stage, the ILOOXs technical team is focused on creating the first model that includes the main features.
- With the support of School of management of Politecnico di Milano, Mba students and Innovits no profit association, I worked to create the business plan and *the best mkt strategy ever seen.*



Fundraising

- When you have the prototype and the go to mkt strategy, your're ready for fundraising.

I give you 2 solutions:

- convince rich people to bet on you (VC/
Business Angel);
- convince your market to support you
(crowdfunding campaign).

- Actually I've invested my savings to develop the first ILOOXs prototype and I will launch the crowdfunding campaign soon.

Production run & Shipping

- With the money raising, you can transform your MVP in a product ready to be shipped to the customers. It's the best moment because you can touch and see the final result of your idea. It's very important to have good partners and good productive structure.



1% idea..99% execution

- When you start, the idea counts 99% but if it remains an idea, the value will be just 1%.
 - The idea is the first step to start a new entrepreneurial project. The challenge is to transform the intangible in reality. This is “Execution” and this is the unique Mission for the team.

COMFORT

The money

- For the first step, my PoV is that “few is better”. Large budgets are useful only to grow fast and to reduce the time to reach the market.

“Fab.com” story taught us that is not important to raise \$ 300 Mil, if you burn \$ 200 Mil in 2 years and transform the company valuation from \$ 900 Mil to \$ 15 Mil.

The Team

- Looking for the people that believe in your idea, it's the most important aspect in a new business. Competences and work dedication are fundamentals.
 - It's very difficult to make people work together, but if you can create the "Dream Team" it's rock'n roll.

SUCCESS ISN'T
ABOUT HOW

The success

MUCH *money*
YOU MAKE

IT'S ABOUT

THE *difference*

YOU MAKE IN

PEOPLE'S LIVES.

- The goal is not about making money, is about making history. The real success is to transform the simple idea, in a product to redesign the story of your life and those of your customers. If just one of them remembers you, the goal it's been reached.

- MICHELLE OBAMA

STARTUPQUOTE

Innovation

- Curiosity is Innovation, and Innovation is Change. A company that has not innovators, can not survive.
- If everyone could use this living philosophy everyday, this vision of change could be in our work and our life.

ILOOXS manifesto

The sun is life, energy and vitality. Because of it we can see everything that is beautiful in this world. Its light and heat, kiss us from sunrise to dawn. Ilooxs has soft and fresh lines as the spring. It's powerful and dynamic like the summer. It gives you the soft and comfortable feeling of the autumn's colours. It's purely easy and minimal just like a cold winter.

ILOOXS is generous because, just like nature, it gives us all the energy that we want freely, gifting us the most beautiful world everytime we use it.

ILOOXS, kissed by the sun.

Keep in touch



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Thank you.

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