

doorbot

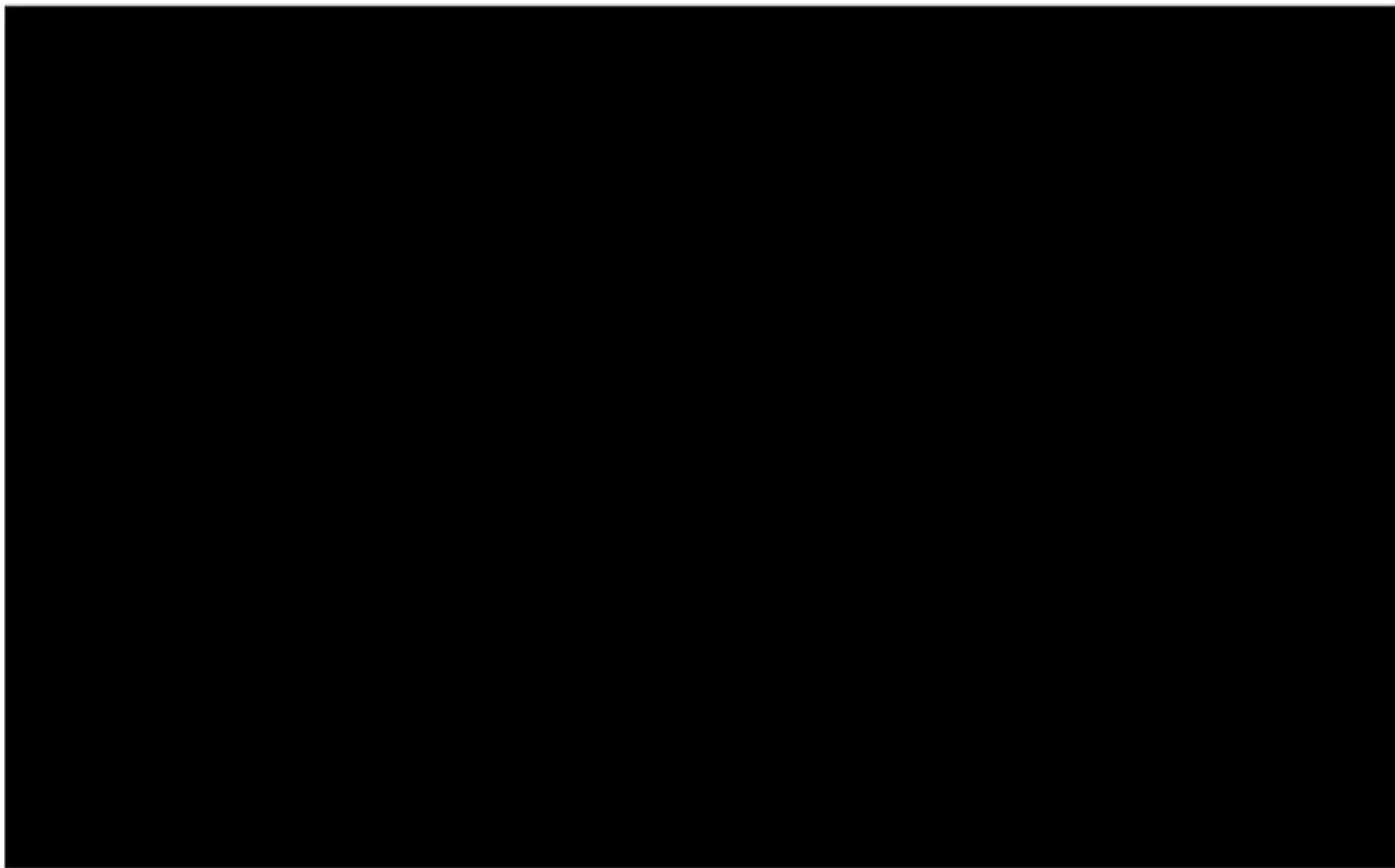
the doorbell for smartphones



In the last 18 months...



- Created, Sold and Shipped 20,000 units
- \$5 million sales run rate
- VC backed by First Round, Upfront, CRV and a few soon to be announced funds



What we have learned so far...

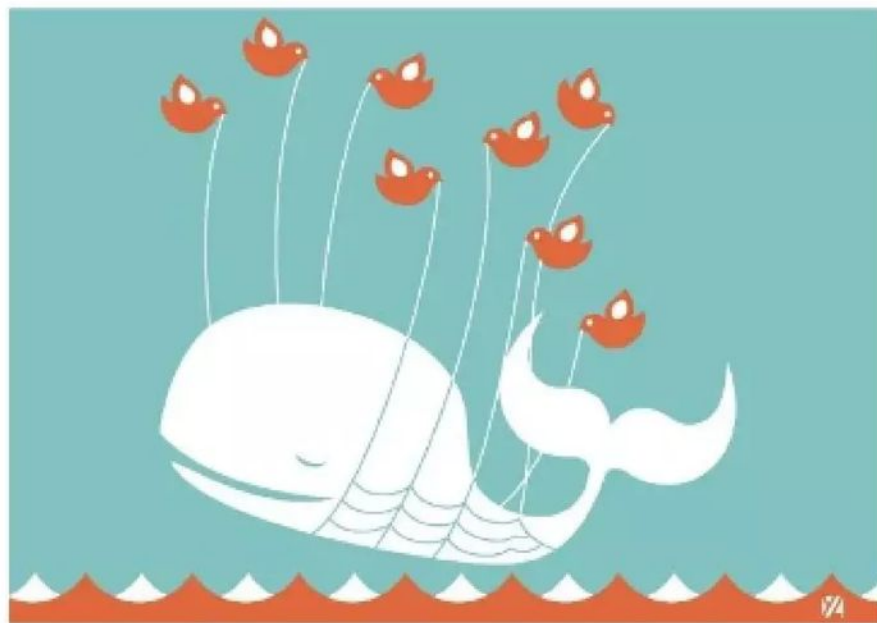


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hardware is a mature
industry

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there are no fail whales in
hardware





Apple iPhone 5s, Gold 16GB (Unlocked) by Apple (Sep 20, 2013)

~~\$4,199.00~~ **\$713.90** ✓Prime
Order in the next 22 hours and get it by
Tuesday, Jun 17.

More Buying Choices
\$549.00 new (102 offers)
\$529.99 used (15 offers)

★★★★☆ (274)

Trade-in eligible for an Amazon gift card

Product Description

Apple New iPhone 16GB (Black) - Unlocked

Electronics: See all 797,483 items

★★★★☆ **Good phone but could be better**, April 25, 2014

By **Ethan** - [See all my reviews](#)

This review is from: Apple iPhone 5s, Gold 16GB (Unlocked) (Wireless Phone Accessory)

Is the iPhone 5s just another iPhone? Yes it is another iPhone but with the iPhone 5s is to serve people that require a higher standard of technology and the iPhone 5s was to create a better version of the previous version to improve. My evaluation of the product is that it is a great device. The new improved hardware scheme. The biggest improvement is the new touch id sensor, the phone. The next biggest improvement is the camera. Its improvement model.

Some of the negatives of the product include the screen, which has remained



6 Team Members



75,000+ Employees

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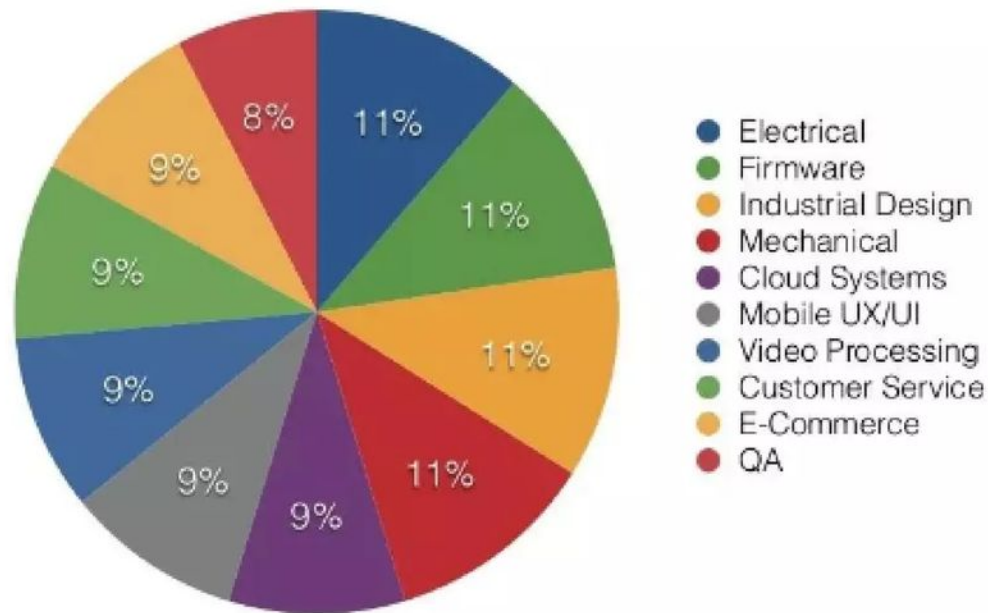
In January we regrouped



Delivering a complete solution, a full customer experience is our business. And it has to be at Apple's level, quality, etc.



Critical expertise areas for success



and there are 2 “soft” things:

- Mission

- Brand

What we are doing (not teachings)

1. Hyper focus on a clear long term vision/with a meaningful mission.
2. Faster iteration by leveraging active field units
3. Long term approach 7-10 years (cycles are 1/2-1 year)
4. Apple/Samsung/Etc is our only competition until we are BIG
5. Grew the team over 6x (we are now 40 team members, 28 engineers)





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Jamie Siminoff

j@GetDoorBot.com

917-412-4747

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