

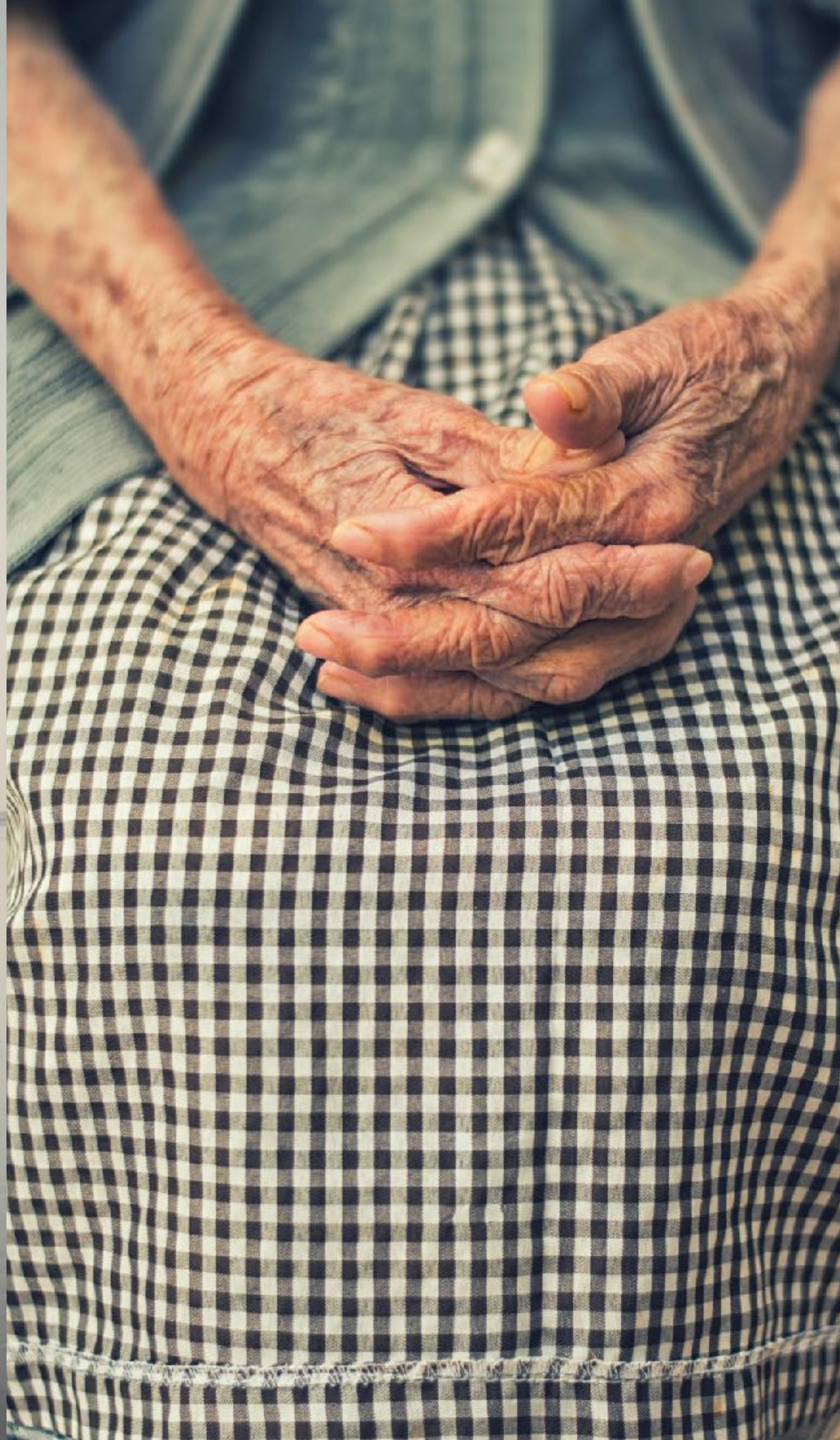


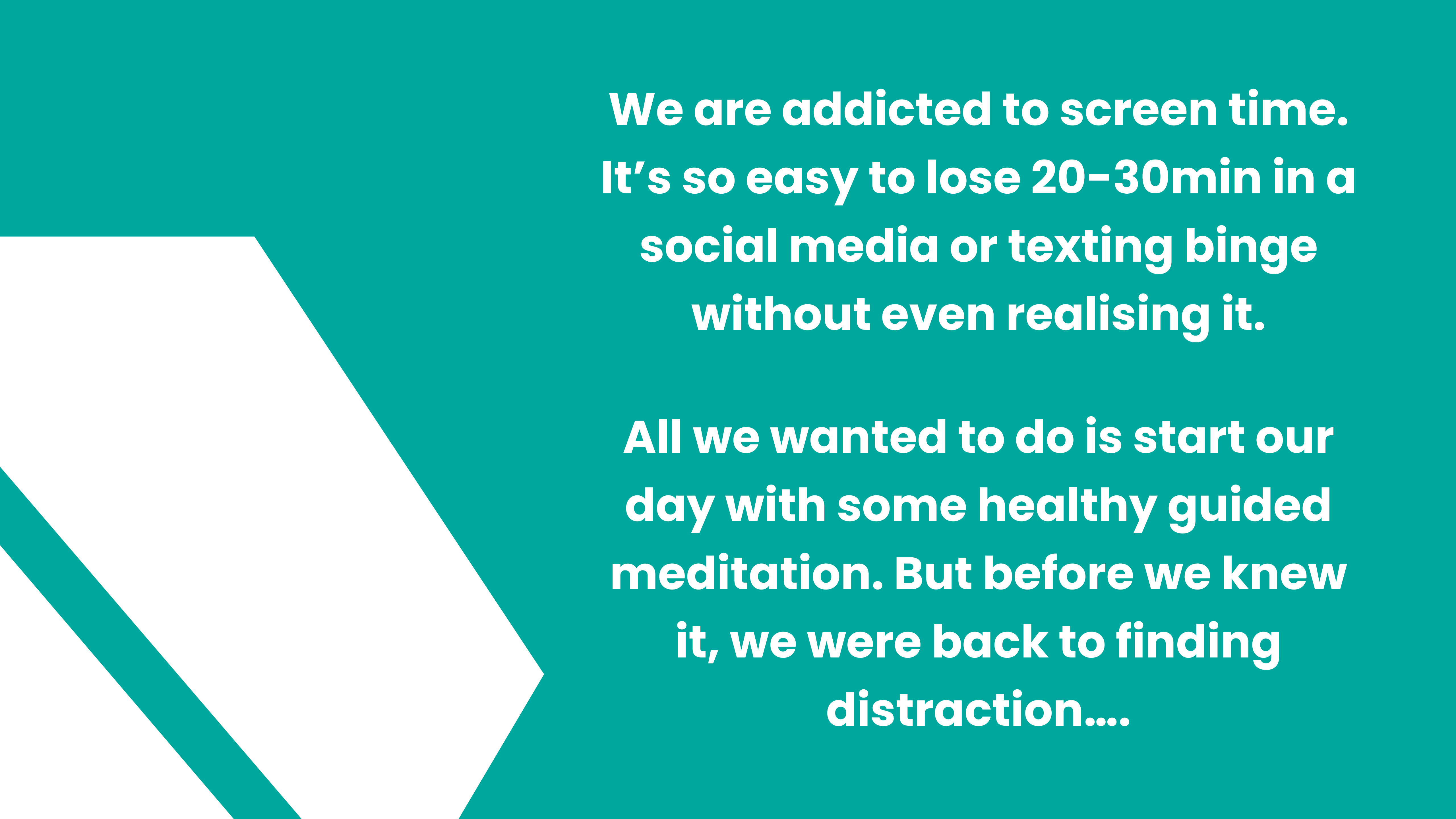


Only through the persistent, continuous effort of small groups of ambitious and visionary individuals, do great break-throughs happen.

Today's enabling technologies allow for incredible product concepts to be developed at breakneck speed. Truly disruptive products, when done right, can help us find ourselves.

Helping to create these break-through products is what gets us out of bed.





**We are addicted to screen time.
It's so easy to lose 20–30min in a
social media or texting binge
without even realising it.**

**All we wanted to do is start our
day with some healthy guided
meditation. But before we knew
it, we were back to finding
distraction...**

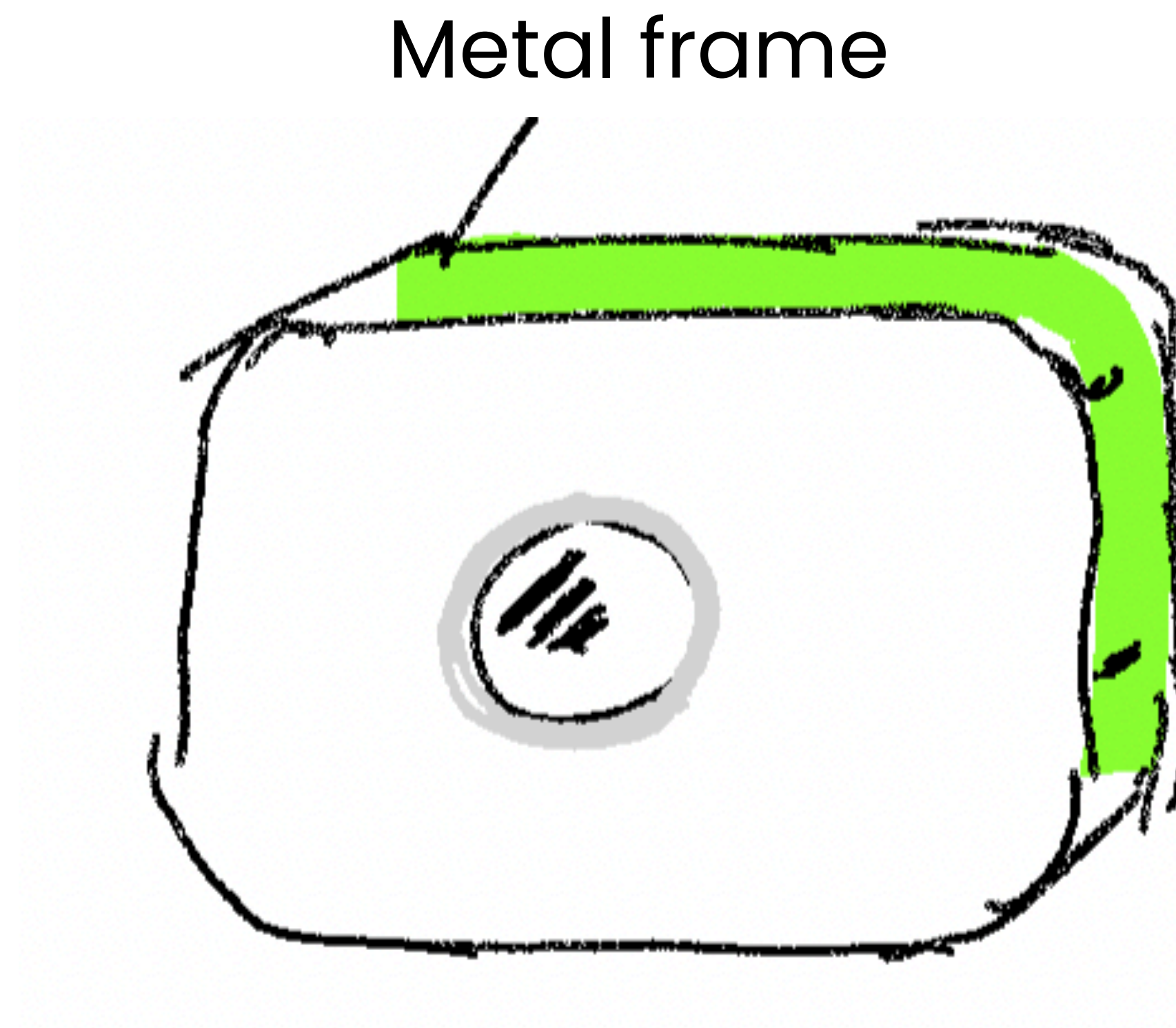
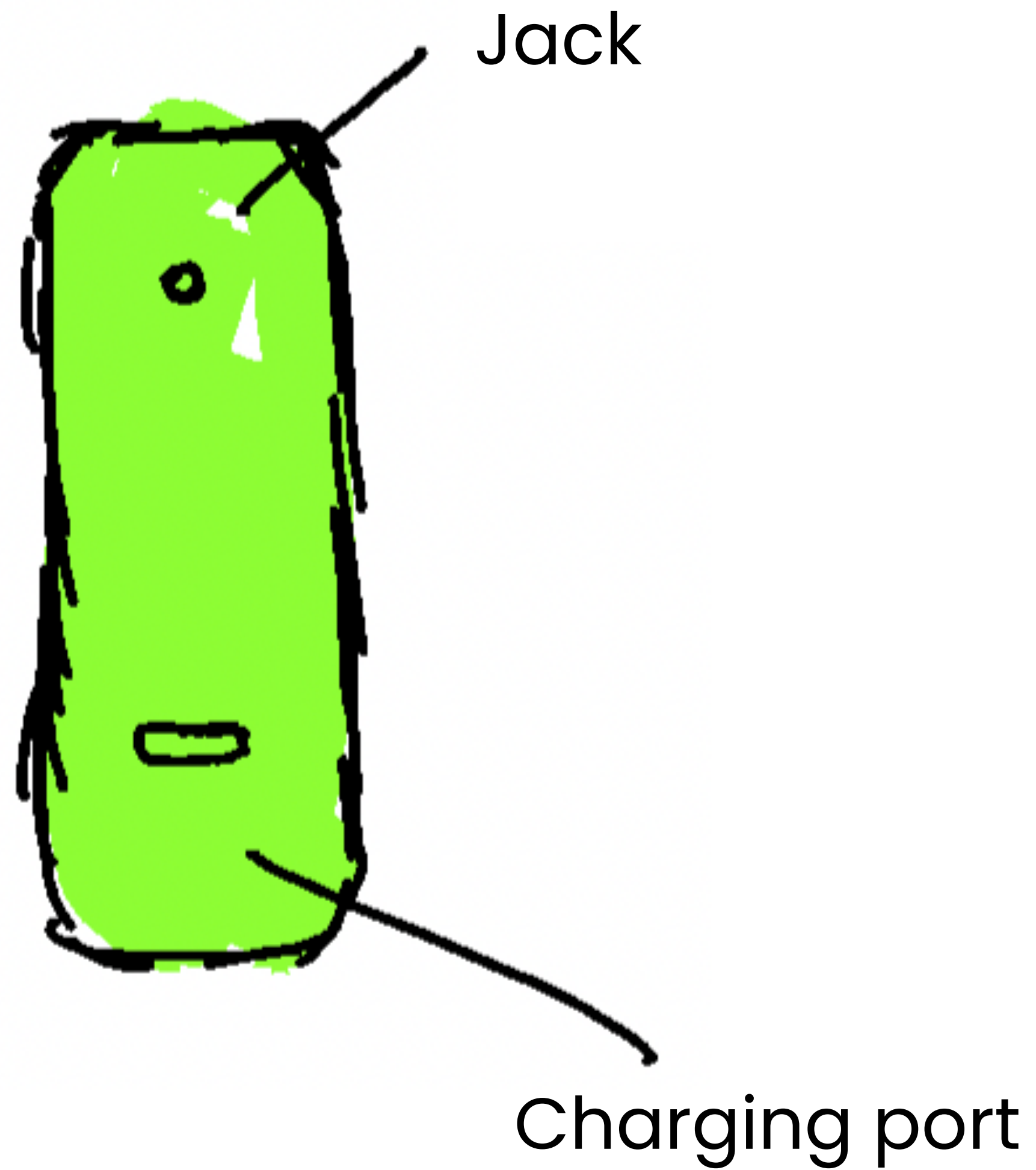
There is space in the market to reintroduce old-school walkmans. But with a 21st century, connected edge. There is also a need for streaming platforms to broaden their revenue base.

**Introducing
Spotify Walkman...**



Spotify
Walkman

Spotify Walkman



Specs

The Spotify Walkman has no screen. It is solely voice operated

- Small touch screen or 'dial' interface would be old-fashioned and again, offer distraction.
- An AI assistant navigates the user. Voice recognition software is good today.

Constantly connected. A SIM is built-in which activates when the device is turned on

- A monthly subscription fee will be offered for the device
- Spotify Walkman has continuous access to the entire Spotify library - users can play any song they desire
- Spotify is uniquely positioned to offer this functionality





Specs

Basic haptic feedback if desired artist/album/song is found, or not. Positive 'ding' if found, 'error' noise (which is pleasant) if not.

Device has a single button (sporting the Spotify logo and back-lighting) which has broad functionality:

- Press and hold to activate mic and request music
- Tap to pause
- Double tap to skip etc

Walkman has storage capacity if can't connect to internet for whatever reason. The user can ask to download particular albums/playlists.

Specs

AI is smart enough to interact with user eg. the user may say:

- 'What playlists do I have stored?'
- 'How much storage do I have left?'
- 'Delete so-and-so playlist'

..all with confirmation responses (mainly haptic, otherwise it will just be too slow)

A lot of storage space will be offered (as in reality, it's cheap). As much as 500GB

Everything played is auto-downloaded until 300GB capacity is reached to give use offline access to their favourite playlists (eg. when travelling)

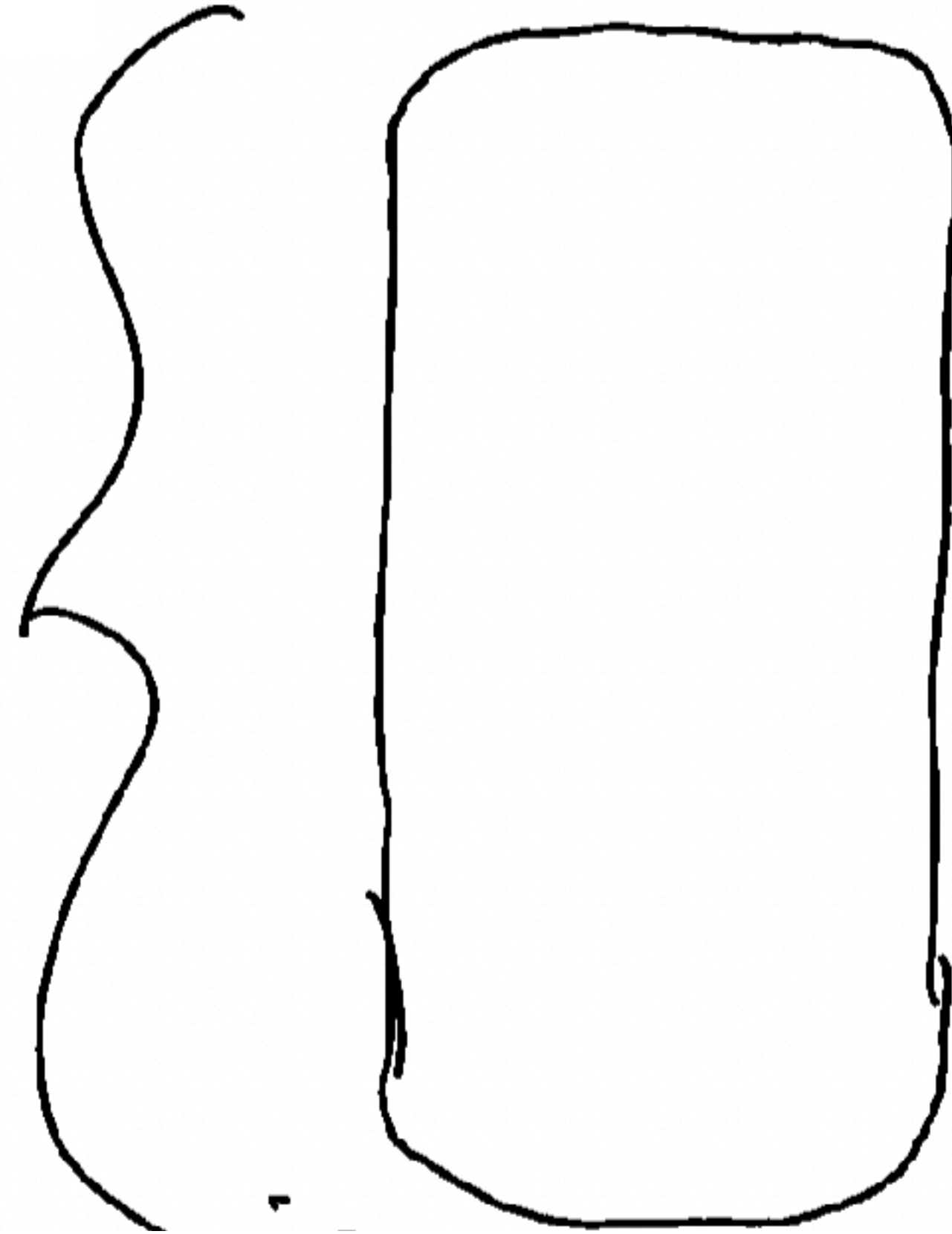




Spotify Walkman



Metal button with
haptic backlighting



iPhone 13 (size for reference)

- Compact
- Functional
- Robust



Features

- Solid feel
- White reinforced plastic (up-cycled) combined with metallic casing along sides
- Metal Spotify button flush with surface
- Bluetooth enabled
- Compact (easy to carry around in pocket or in a small purse)



Subscription model

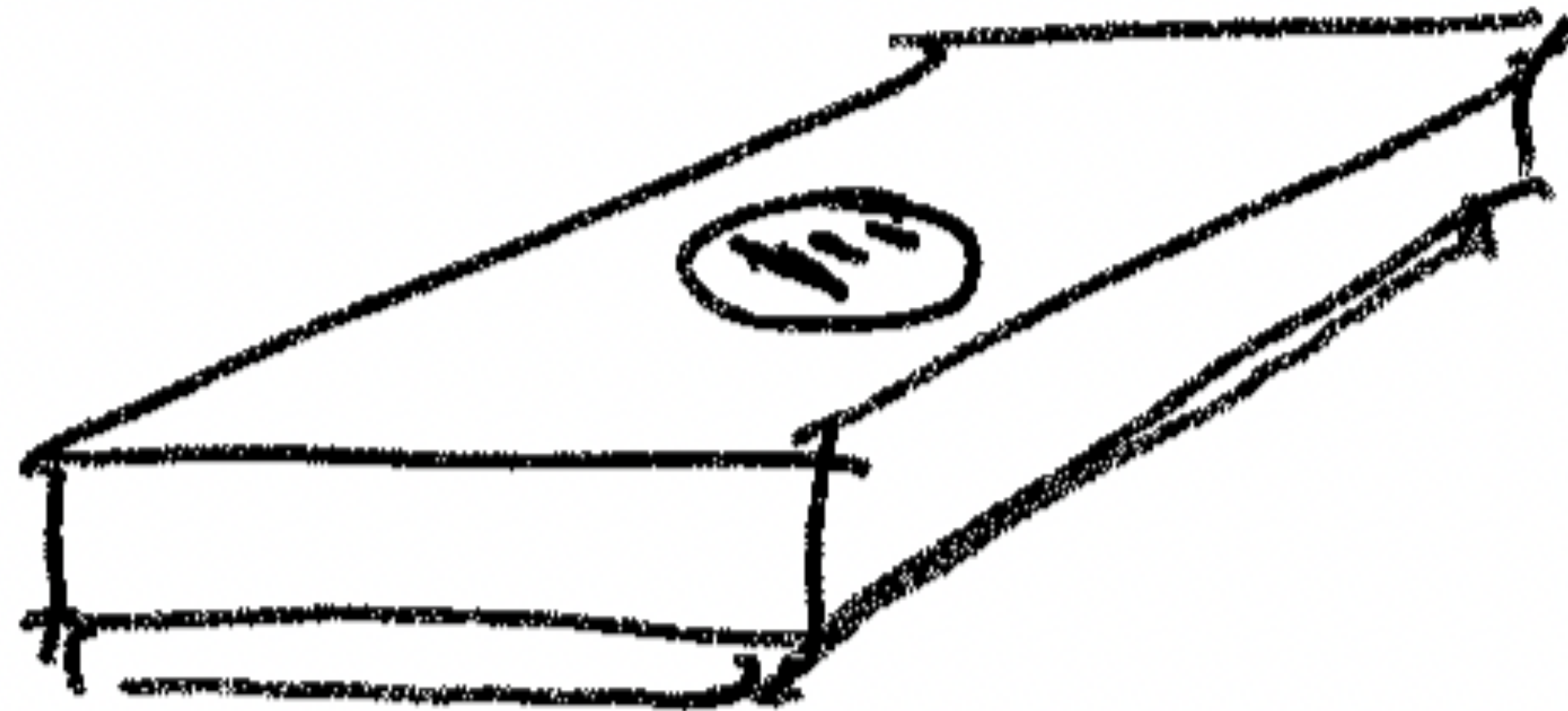
High unit cost to cover storage capacity, processor speed, high quality casing and cost of development.

To reduce barriers to sale, and cover costs of SIM connectivity, the device will be offered as a monthly subscription eg. €20/month with a small down payment to cover shipping and show commitment.

At that rate, Spotify Walkman should pay for itself with margin in about 15–18 months (ie. €300 – 360) while continuing to produce profit thereafter as well as cover costs of connectivity.

Spotify Walkman: Packaging

- The device uses upcycled plastic and metal
- Case is simple recycled cardboard
- Returning product at end-of-life is encouraged. It is incentivised by a *free* one year Spotify subscription



Battery power

Spotify Walkman is packed with battery life – especially if the user plugs in their headphones. This is because it uses a big battery and there is no screen to power. The thing just keeps on providing you with all the music you could ever need. For days and days.

The backlight around Spotify button turns gradually more orange as battery runs out.



Spotify Walkman: Pure music





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