



# sequi™

Innovative modular transformative crib that changes and follows the growth of the children



REPUBLIC OF SERBIA  
MINISTRY OF FINANCE  
Department for Contracting  
and Financing of EU Funded Programmes  
MINISTRY OF SCIENCE, TECHNOLOGICAL  
DEVELOPMENT AND INNOVATION

MINI, MATCHING AND COLLABORATIVE  
GRANT SCHEME PROGRAMME

INNOVATION  
FUND



# About Sequi™ Concept

Sequi - Latin word which in direct translation means **to follow**

What is the goal we are working towards?

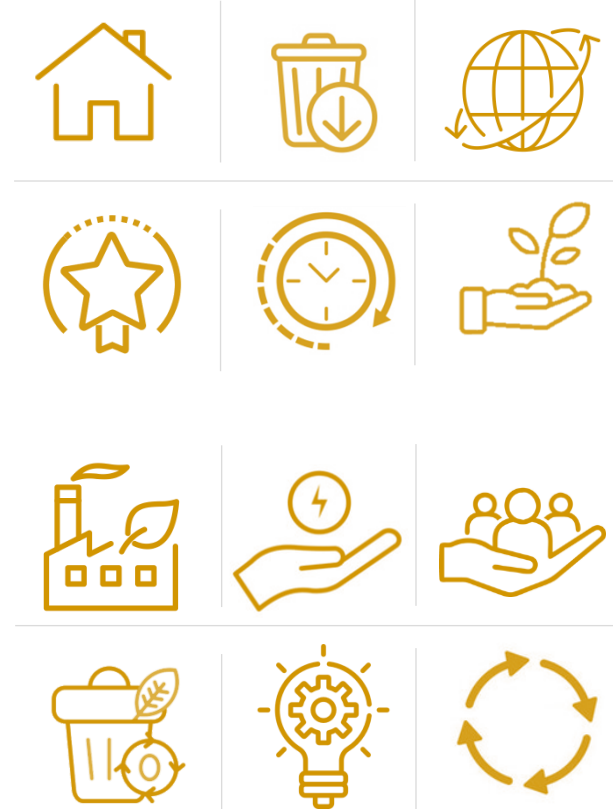
Practical, beautiful, green solution that is going **to follow** parents and children for **many years** to come, while **taking** care of Earth.



# About Sequi™ Concept

What are the **problems** we are solving?

- Practical product for small households
- Affordable premium quality and design
- Waste reduction
- Prolonged use
- Climate positive product
- Easy production & global impact potential



What are going **to achieve** in the long run?

- Completely green production
- Zero waste production
- Energy positive production facility
- Innovative production methods
- Large social impact
- Circular life cycle

# Advantages of Sequi™ Concept

- **grows with the child**
- **no unused parts** – no need to storage large components
- **modular** – modular simple parts
- **start using at any stage** | linear & non-linear sale – no need to start using at birth, you can buy what you need today
- **stage purchasing** – buyer budget friendly as one product transforms and smaller purchases stretch through years
- **suitable for families with multiple children** – modular parts offer option to buy few new things and make what you need
- **larger solution** - larger than standard crib/cradle/bad, but can still fit through doors
- **easy to assemble and use**
- **includes integral work lamp and night light**
- **mobile with rocking mechanism**
- **modular mattresses** – no need to change, store, throw away or buy new mattresses as they are modular
- **developing compatible multi-axis rocking mechanism for cradle**
- **wider market reach** – solution offers for parents that already have children to buy other configurations



# Advantages of Sequi™ Concept

## What can be done with Sequi?

- Small crib
- Cradle
- Changing table
- Large crib
- Small bed
- Large bed one side open
- Large bed two side open
- School and/or work table
- Work and night light lamp
- Armchairs
- Two-seater
- Bedside sleeper
- Play pan

A-B-C-D-E-F-G-H-I-J-K-L-M-N



# Advantages of Sequi™ Concept

How does modular non-linear sale and packaging work with Sequi?

- Small crib [A+I+H+G+L]
- Cradle [A+I+H+G+L+B+M]
- Changing table [B+K]
- Large crib [A+I+C+D+J+H+G+L]
- Small bed [A+I+C+D+J+G+L]
- Large bed one side open [A+I+C+D+J+D+J+E+G+L]
- Large bed two side open [A+I+C+D+J+D+J+E+E+G+L]
- School and/or work table [B+G]
- Work and night light lamp [G]
- Armchairs [A+I+N]
- Two-seater [C+C+D+D+E+J+J]
- 20 more configuration variations

How does modular linear sale and packaging work with Sequi?

A+I+H+G+L+B+M

6-18 months

Non / most often second  
child in which case A+I

3-10+ years

+C

0-6 months

+C+D+J+K

1,5-3 years

+D+J+E

10+ years



# Configurations of Sequi™ Concept



POMALO sequi

Crib & Changing table  
with night light





# Configurations of Sequi™ Concept



POMALO sequi

Cradle  
with night light





# Configurations of Sequi™ Concept



POMALO sequi

Crib & Changing table  
with night light



# Configurations of Sequi™ Concept



## POMALO sequi

Toddler bed  
with night light



# Configurations of Sequi™ Concept



## POMALO sequi

Kids bed  
with night light



# Configurations of Sequi™ Concept



## POMALO sequi

Kids bed  
with night light



# Configurations of Sequi™ Concept



## POMALO sequi

Kids bed & school desk  
with work lamp



# Configurations of Sequi™ Concept



## POMALO sequi

Seating set & work desk  
with work lamp





# Configurations of Sequi™ Concept

scan or  
click the  
for the  
video



POMALO sequi  
Bedside sleeper



\*Parents bed is still in development to be compatible with bedside sleeper and lamps



# Other configurations of Sequi™ Concept



## POMALO sequi



Playpan



Simpler standard size crib, small bed and armchairs

# Sequi™ Concept - IP, Financing & Status

## Intellectual Property

- Industrial design protected
- National patent pending
- PCT International patent pending
- Trademark pending
- Know-how
- Trade secret



Завод за  
интелектуалну својину  
Републике Србије



**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

## Financing

- Mini Grant  
The project is financed by the Innovation Fund from the European Union Pre-Accession Assistance and from the budget of the Republic of Serbia, the line of Ministry of Science, Technological Development and Innovation.



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## Status

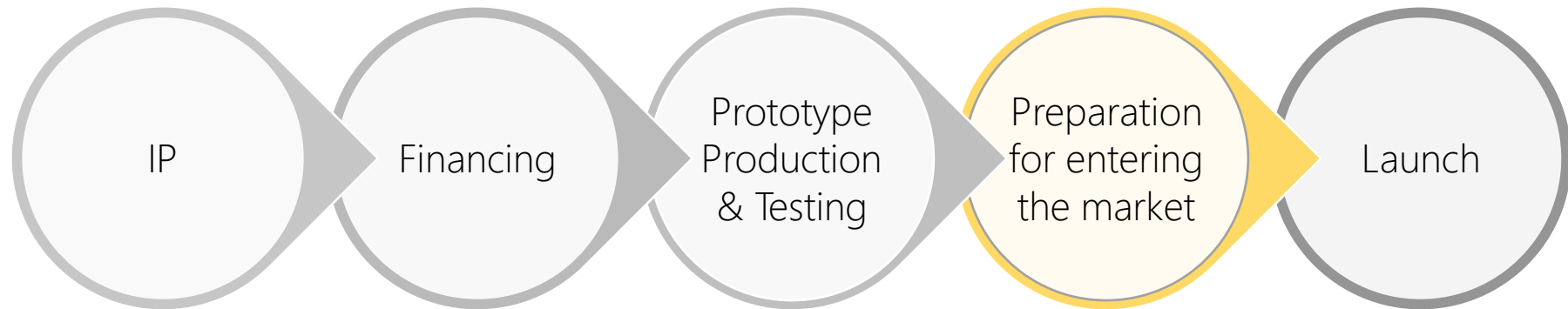
- Research and development at 759 Workshops
- Located in the Science and Technology Park in Čačak
- Prototype developed and tested at the Furniture Quality Control Laboratory at the University of Belgrade



NAUČNO  
TEHNOLOŠKI  
PARK  
ČAČAK



# Timeline



- Industrial design protected
- National patent pending
- PCT patent pending
- Trademark pending
- Know-how
- Trade secret



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759  
FESTIVAL

WORKSHOP



- Prototype developed at 759 Workshop
- Tested at the University of Belgrade



- Looking for partners for the EU market
- Conversations with retail chains
- Furniture fairs
- Design award competition



- Launch planned for November 1<sup>st</sup>
- Ordering
- Online Sales
- B2B Sales
- Custom D2C
- Licensing

# Our Team



Đorđe Đurica



Tatjana Majstorović Đurica



Aleksandar Majstorović



# Call to action

We are preparing for launch and are positioned to **scale organically**, due to the **global potential** of our product, we are eager to connect with the right **strategic partners** to support our **rapid international expansion**.



# Contact

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