



# SKUGGA

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**THE EYEWEAR INDUSTRY IS ON THE VERGE OF IT'S  
APPLE WATCH MOMENT.**

**SKUGGA IS THE ANSWER AND WE ARE READY!**

# SKUGGA TECHNOLOGY - INTRO

Global Eyewear Market: >**1 billion** regular eyewear sold/year, with a market value of 142 billion USD.

SKUGGA Mission: Put smart functionality in **ALL** eyewear.

Market barrier/problem:

- Not looking **exactly** like everyday fashion eyewear
- No **Killer** application

**Solution:** SKUGGA miniaturized **Smart Module** with **AI Powered** insights.

The SKUGGA smart module is currently the best solution for fashionable smart eyewear, confirmed by the eyewear community by awarding us the world's most prestigious eyewear prize, the **SILMO D'OR PARIS 2022**.



# SKUGGA - EXECUTIVE SUMMARY

**HUGE MARKET!** The eyewear market, valued at 142 billion USD and selling over **1 billion units** annually, is a significant industry. With a projected growth at CAGR 5% per year, it is one of the last industries to go digital. In fact, it is **5 times larger than the global Music Industry** and has the potential to become even 4 times larger when digitalized, according to benchmarked industries.

**BENCHMARK:** The Watch Market grows at CAGR 6%, while the Smart Watch Market booming at CAGR 20%. Data collection is the key advantage for smart watches. Displaying processed personalized data and provide discrete notifications is their killer application. **Apple became the biggest global watch manufacturer in 2017 with a 35% of the smart market share today and has killed lots of traditional watch brands.**

**MARKET VALIDATION:** The eyewear industry realize they can be the next to be wiped out. Tech giants have spent hundreds of billions of dollars on developing smart eyewear but failed so far. Tech companies realize that data is the new fuel for their AI engines and that smart eyewear is the next smartphone. **And Apple just entered the smart eyewear market, sure nobody missed.**

**SKUGGA SOLUTION AND MARKET FIT:** SKUGGA is a smart turnkey platform for fashion eyewear! SKUGGA worked with the eyewear industry to create a stylish smart eyewear solution and now offers a **unique** smart module that fits most eyewear models. Users can choose their favourite eyewear brand, and our module makes them smart. The smart module is packed with sensors and features, including a patented smart conductive hinge, and are ready for mass production.

The module also supports an open ecosystem for apps and AI and gathers real-time personal and environmental data to improve users' daily lives. As a company, SKUGGA blend unique hardware and software aspects. In the first few years, our revenue will mainly come from hardware sales. However, as we grow, we expect more income from data and software. SKUGGA will start generating revenue from this year, 2024, and plan to expand rapidly in the upcoming three years.



# TEAM

Founding team has been working +15 years together, 10 people in team



**MIKAEL ERIKSSON**  
Founder & CEO  
Top Notch Design  
Ex-Ericsson Mobile



**DANIEL ERIKSSON**  
Founder & COO  
Ex-Getinge/  
Scania/ InMotion



**JONAS ERIKSSON**  
Founder & CTO  
Ex-Northvolt/  
Scania/



**FREDRIK HANSSON**  
Founder & CFO  
Ex-IKEA Foundation/  
Zound Industries

The core team at SKUGGA, who initially met at KTH (Royal Institute of Technology) around 20 years ago, has collectively operated Top Notch Design AB, a consultancy specializing in advanced product development, product design, mechanical engineering, mechatronics, IoT, and production optimization, for 15 years. Individually, the team members boast distinguished careers in the Swedish industry, having worked at companies such as Ericsson, Scania, IKEA Foundation, Zound Industries, Northvolt, Inmotion, Getinge, Luxottica, Netcom Consulting, Swatch Group, and LEGO.

## INVESTORS AND PARTNERS

**THAM INVEST**  
Lead investor

**BERNARD GALAN**  
Board Member/ Ex-EssilorLuxottica

**EMIL SVÄRD**  
Investor

**GABRIEL ALBEMARK**  
Legal advisor/  
Managing Partner Eversheds

**ANDREAS BERGSTEN**  
Investor/ Advisor

**RICHARD MONTGOMERY**  
Investor/ Advisor

**MARCUS VON EULER**  
Investor/ Advisor





# THANK YOU

**SKUGGA TECHNOLOGY AB**  
**Ringvägen 100 | S-118 60 Stockholm**  
**SWEDEN | [info@skugga.com](mailto:info@skugga.com)**