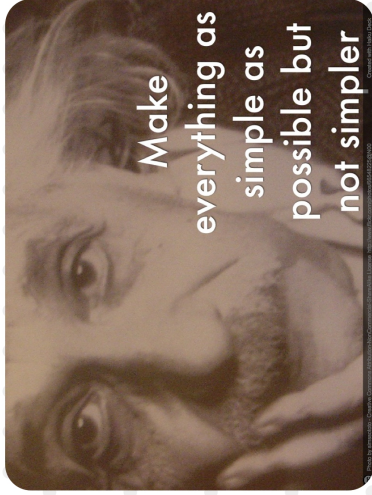



SELLING THE IDEA
FAST PITCH



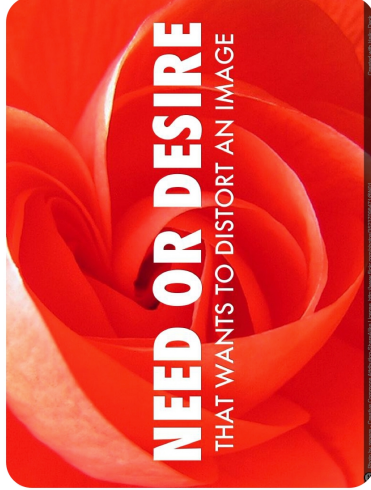
Make everything as simple as possible but not simpler



A visual artist selling photography gear
WHO ARE YOU?



CUSTOMER
FOR THE PROFESSIONAL PHOTOGRAPHER



NEED OR DESIRE
THAT WANTS TO DISTORT AN IMAGE



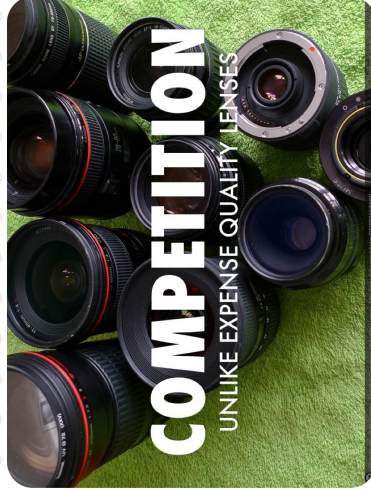
PRODUCT
LENSBABY (BRAND)



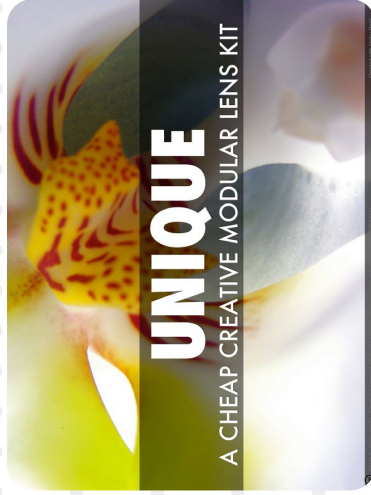
MARKET CATEGORY
IS A CREATIVE LENS



BENEFIT
THAT BLURS THE PICTURE



COMPETITION
UNLIKE EXPENSE QUALITY LENSES



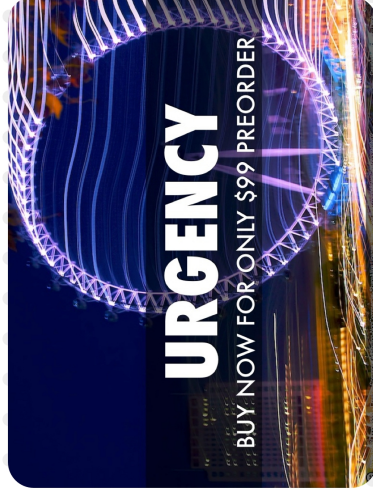
UNIQUE
A CHEAP CREATIVE MODULAR LENS KIT



HOW
THAT CAN TILT, FSTOP & FILTER



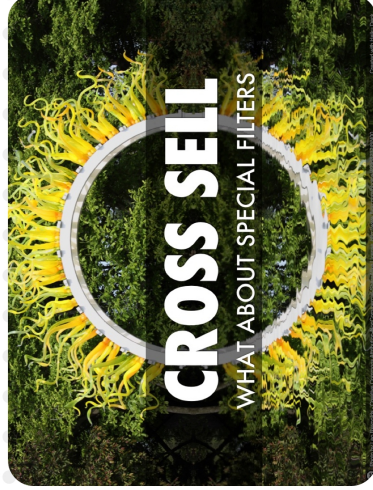
NOW ONLINE & FINE PHOTOSHOPS
WHEN & WHERE



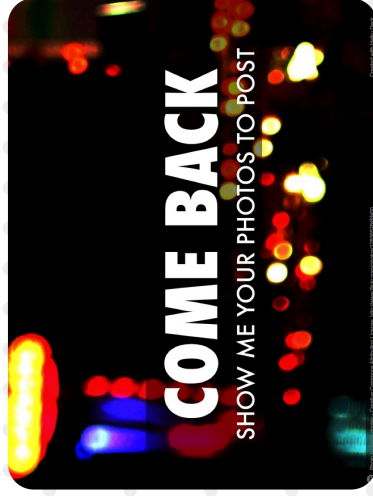
URGENCY
BUY NOW FOR ONLY \$99 PREORDER



TAKE AWAY
TELL ALL YOUR FRIENDS



CROSS SELL
WHAT ABOUT SPECIAL FILTERS



COME BACK
SHOW ME YOUR PHOTOS TO POST