

POPSICAL

KARAOKE UNLIMITED

PRESS KIT



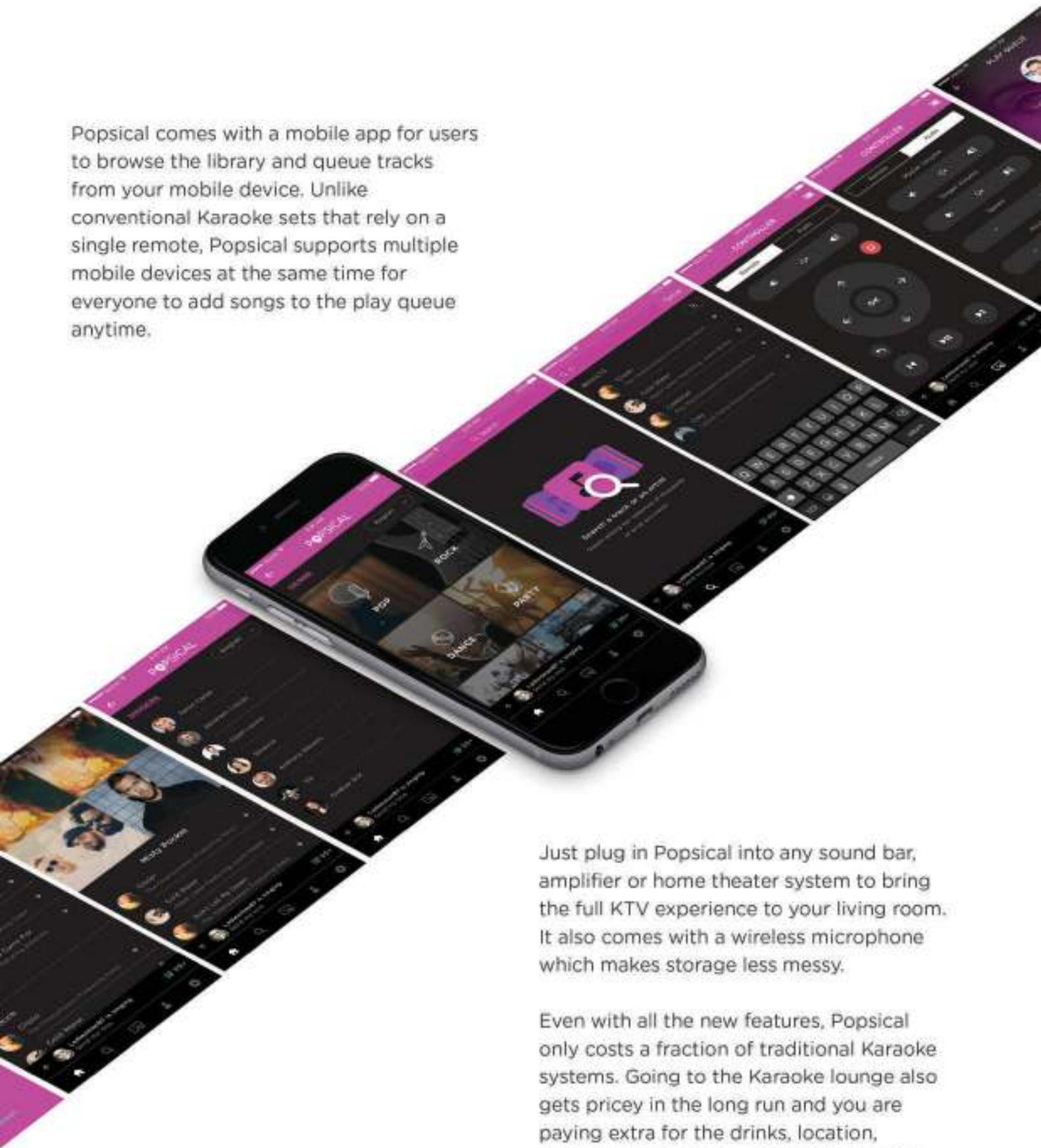
THE COMPANY

Popsical is introducing the next generation of Karaoke - a cloud-based system that has all the features of a traditional Karaoke set and much more.

Traditional Karaoke systems are bulky, expensive, and limit your song choices to the CDs available or songs stored locally. Popsical is no bigger than a palm, and all you need is an internet connection to browse through the massive and ever-growing Karaoke library consisting of songs from different languages.

The technology strips away the need of CDs or costly local storage solutions. From classics, chart toppers to the latest groovy beats, our cloud-based Popsical music library means your song selection is constantly updated all day, everyday.

Popsical comes with a mobile app for users to browse the library and queue tracks from your mobile device. Unlike conventional Karaoke sets that rely on a single remote, Popsical supports multiple mobile devices at the same time for everyone to add songs to the play queue anytime.



Just plug in Popsical into any sound bar, amplifier or home theater system to bring the full KTV experience to your living room. It also comes with a wireless microphone which makes storage less messy.

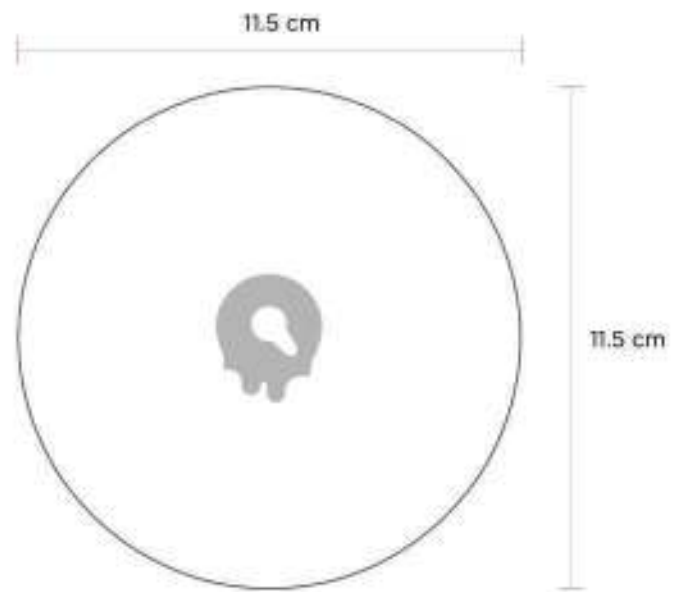
Even with all the new features, Popsical only costs a fraction of traditional Karaoke systems. Going to the Karaoke lounge also gets pricey in the long run and you are paying extra for the drinks, location, transport and service. Why not bring the KTV experience home with Popsical and invite your friends and family over whenever you like?

THE POPSICAL

Don't be fooled by its size - The Popsical packs a punch while designed to look great on your TV console.



10/100M Ethernet
USB Type-C
USB 2.0 OTG Supported
HDMI 2.0a
802.11n/b/g/ac(Pro) Wifi
3.5mm Aux out
MicroSD Slot



Height : 3 cm **Width** : 11.5 cm
Depth : 11.5 cm **Weight** : 150g

Just Pink

Day Green



Investor • QUEST VENTURES

Popsical has attracted financial backing from Quest Ventures, a leading Singapore-based venture capital firm that funds tech companies with a large potential for scalability and replicability in internet communities. Quest Ventures also currently backs other large potential startups such as Burpple, Carousell, Oddie, SGAG and 99.co.



Mediapreneur

Investor • MEDIACORP

It is also part of the Mediapreneur incubation programme by Mediacorp, the largest media broadcaster and provider in Singapore. Under this programme, selected start-ups spend one year in incubation to become competitive high growth companies.

It has successfully secured the seed funding as well as other resources such as mentorship from a network of established entrepreneurs, investors and technologists and an office space at the new Mediapolis@One-North, located at the heart of Singapore's innovation district along with Block 71 and the Launchpad.

Investor • SPRING

Besides the two, Popsical has also attracted support from ACE Spring Singapore, an agency under the Ministry of Trade and Industry responsible for helping Singapore enterprises grow.



Investor • TEO HENG

Teo Heng Trading Pte Ltd, one of Popsical's latest investors, was established in 1989, when karaoke first became a hit in Singapore and many parts of Asia. Widely recognized as one of the best karaoke studios in Singapore, it is famous for good quality karaoke at extremely affordable prices.



BUNDLES

Popsical is providing 3 different bundle sets to suit everyone's preferences.



PUT YOUR RECORDS ON

S\$249

For the hardcore karaoke fan who already has a sound system and microphones.

Includes:
1 x Popsical



CAN'T STOP THE FEELING

S\$499

For the karaoke lovers who wants a full package system to start with.

Includes:
1 x Popsical
1 x Speaker
2 x Wireless Microphones

Founders

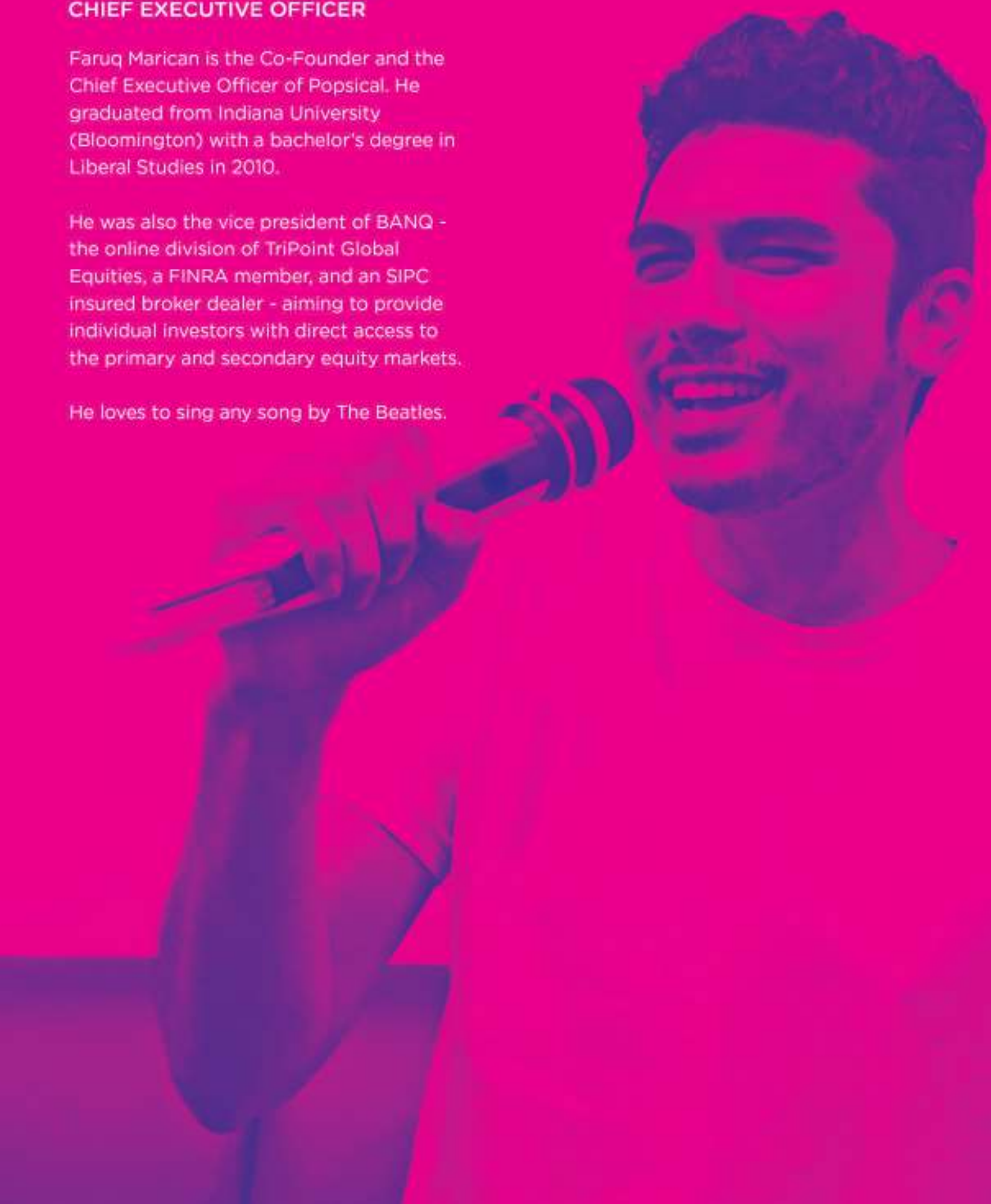
FARUQ MARICAN

CHIEF EXECUTIVE OFFICER

Faruq Marican is the Co-Founder and the Chief Executive Officer of Popsical. He graduated from Indiana University (Bloomington) with a bachelor's degree in Liberal Studies in 2010.

He was also the vice president of BANQ - the online division of TriPoint Global Equities, a FINRA member, and an SIPC insured broker dealer - aiming to provide individual investors with direct access to the primary and secondary equity markets.

He loves to sing any song by The Beatles.



Founders

FADHLI RAHIM

CHIEF TECHNOLOGY OFFICER

Fadhli Rahim is the Co-Founder and Chief Technology Officer of Popsical. Prior to co-founding Popsical, he worked as a Software Engineer at Viki in 2012 - a startup which was acquired by Rakuten for USD\$200 million in 2013. His passion lies in the intersection of engineering and product.

In Popsical, he is in charge of software architecture & design, platform, encoding/transcoding video streams, deployments and building a hard-hitting team to build the best karaoke product in the market. Not only does he enjoy singing, he is great at it too.

He likes the idea of Popsical as he is passionate about music, and feels that he can utilise his technical talent to create a product that is based on it. Founding a startup gives him a lot of flexibility and freedom in making a cool new karaoke product

His favourite song to sing is "Little Wing" by Jimi Hendrix



A portrait of Umar Abdul Hamid, a man with short dark hair, wearing glasses and a dark suit jacket over a light-colored shirt. He is smiling slightly and looking towards the camera. The background is a solid light blue color.

Founders

UMAR ABDUL HAMID

CHIEF OPERATING OFFICER

Umar Abdul Hamid is the Co-Founder and Chief Operating Officer of Popsical. Umar is a serial entrepreneur and an angel investor actively investing in startups in fintech (financial technology) and media technology in the United States and Singapore. He has been involved in startups for the last four years - investing and working with young and smart entrepreneurs of various nationalities in New York and was also a Startup student Advisor at the Harvard Innovation Lab.

Umar earned his Master of Business Administration from the University of Chicago Booth School of Business, Master of Education focused on Administration, Planning and Social Policy from Harvard Graduate School of Education, and Bachelor of Science in Electrical Engineering from the University of Arizona. He was a participant of the Owner-President Management Program at the Harvard Business School.

His go-to karaoke song is My Way by Frank Sinatra.

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