



QC

Welcome To The Quiet Company

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Our purpose

The Quiet Company helps people to embrace their quiet side. For some folk that means being more focussed and productive in their work day. For others it's the time to meditate and be still. And for many people, we are a spatial oasis where you can find some calm amongst the chaos.

10 benefits of some quiet time

1



Peace of mind

We will improve the peace of mind and productivity of our quiet community.

2



Help for those who need it

We'll always reserve 10% of our Q Pods for those who can't afford to pay.

3



Celebrating neurodiversity

We'll support and encourage people with autism ADHD and other neuro differences who might benefit from some quiet time.

4



Hope and growth for retail

By making a virtue out of social distancing, we will bring hope and growth to Australia's ailing retail sector.

5



Locally sourced

We will manufacture and source our goods and materials, locally and sustainably.

6



Locally owned

We'll look for other quiet entrepreneurs as we grow our footprint.

7



New beginnings

We will hire and train those in need of a new beginning.

8



Funding social change

We will donate 10% of our profits to charities that share similar ambitions as our staff and customers.

9



Carbon positive

We'll be carbon positive by 2025.

10



Promoting quiet values

We'll promote our quiet values of kindness, joy and equanimity, at home and abroad.

Problem

How much do you crave
some quiet time?



Mental health megatrends

- Increasing stress, anxiety, workload, financial worries and screen time
- Decreasing focus, sleep, and social connection
- The need to be both more productive and mindful has been exacerbated by Covid19.





Mental health megatrends

Being quiet, still or mindful has been proven to:

- improve learning
- encourage reflection
- reduce stress
- enhance creativity
- heal your mind and body.

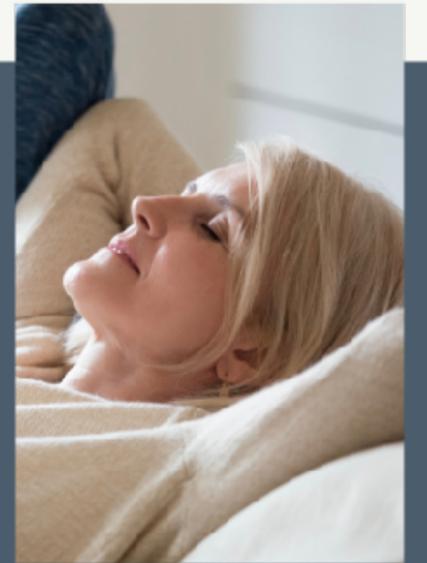
'Help me find some calm amongst the chaos'

Use cases



Work

"I need more focus"



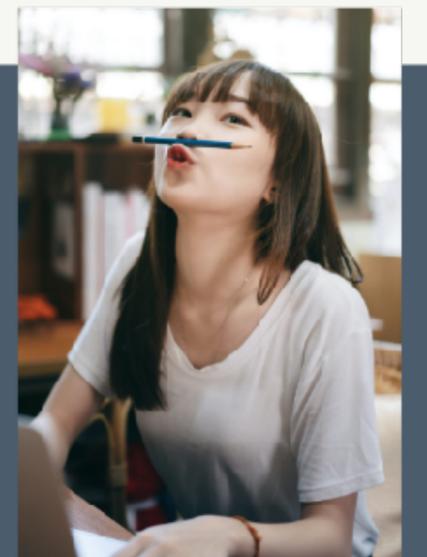
Rest

"I need some time out."



Meditate

"I need to be more mindful."



Escape

"I want to be free."

Our solution



Business model

The Quiet Company Pty Ltd

Q Pods

The Quiet Community

Q Pod rentals

Q Pod sales

QC Members

QC sales

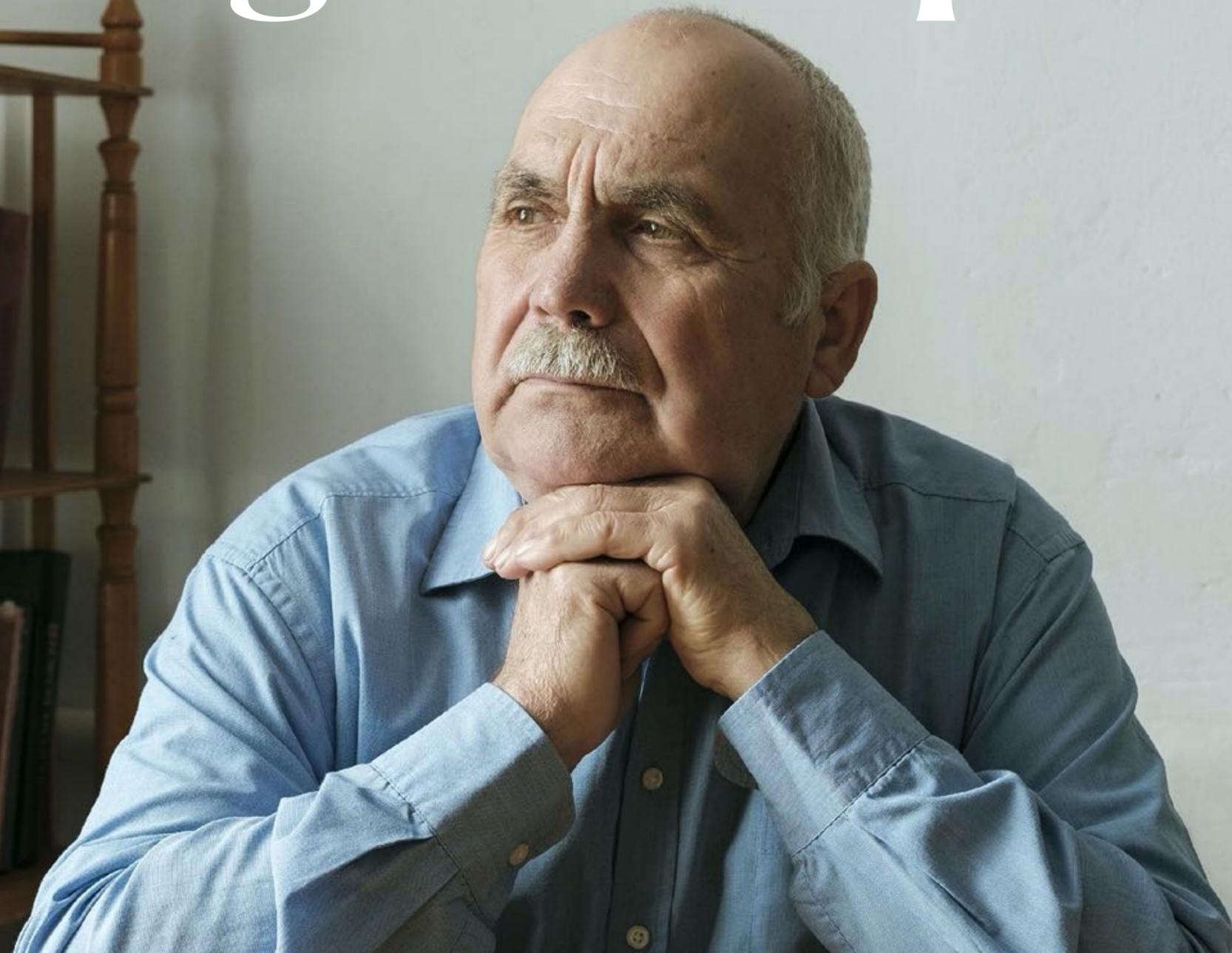
- \$100-a-week
- B2B marketing
- Easily scalable
- Productivity and wellbeing benefits

- \$10k price point
- B2B or B2C sales
- Third-party vendor opportunities
- Large export potential

- Weekly membership starting at \$80
- Local area marketing
- Suitable for franchise expansion

- Casual rate \$15/hour
- Cross-sell food, classes, merch and third-party services
- Digital sales growth

Measuring our impact



Measuring our impact

3 GOOD HEALTH AND WELL-BEING



The Quiet Company aims to improve the wellbeing and productivity of our customers. We provide a welcoming, inclusive and non-judgemental space for anyone who needs some quiet time.

Mental wellbeing

Reduce the impact of mental health problems, such as stress and anxiety:

- Improve the biometric wellness scores of our regular customers by 20% each year
- Improve customer contentment scores by 20% each year.

Social inclusion

Reduce the impact of mental health problems, such as loneliness, disability and social exclusion:

- Provide free access for 10% of our customers who can't afford to pay
- Improve the customer contentment scores from marginalised or disadvantage groups by 20% each year.

Social connection

Reduce the impact of mental health problems, such as loneliness and social exclusion:

- Increase take-up of community activities by 20% each year
- Increase our reach each year and analyse customer contentment scores.

8 DECENT WORK AND ECONOMIC GROWTH



Increase productivity scores of our regular customers by 20%.

Prove increase in footfall for retail zones where our stores trade.

Ensure at least 10% of our new hires were previously on Job Seeker.

Ensure pay scales exceed Fair Work guidelines.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure supplies are sustainable and locally sourced where possible.

Measure our carbon footprint each year, aiming to be carbon positive by 2025.

Donate 10% of our profits to charities that share similar ambitions as our staff and customers.

Measuring our impact - user testing

The goal of our Q Pod user testing is to increase the focus and calm of users by 20%



1. We ask the user some wellbeing questions, e.g. 'how focussed or distracted do you currently feel?'



2. We ask them to put on a Heart Rate Variability monitor to track and drive the sensory experience



3. User completes a cognitive test to check their clarity of thought



4. User sits in Q Pod



5. User enjoys our Quiet Mind sensory experience



6. User retakes cognitive test to see if their accuracy and clarity improves.



7. We repeat the wellbeing survey

+20%?

8. We compare biometric, cognitive and qualitative data to establish the efficacy of our quiet experience.

In summary



Our goal

Build an international business that helps people to embrace their quiet side



Our customer promise

Give people the time and space to feel calm, focussed and productive



Investor highlights

- Purpose-driven, customer focussed proposition
- Undervalued but extremely loyal customer base
- High value, high margin sales



You deserve some quiet time

