



• INVESTOR BROCHURE • PRE-SEED • OCTOBER 2026

Thin enough to forget. *Smart enough to remember.*

The AI voice-recorder card — and the private
memory layer for real-world conversations.

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The most important things at work are said out loud — *and then forgotten.*

Calls, client meetings and hallway decisions carry the context that moves work forward. Most of it is never written down, and existing tools each break in a different way.

01 • PHONES

Calls are a blind spot

Mobile operating systems restrict call recording, and recording apps mean unlocking, opening and tapping — at exactly the moment you need to listen.

02 • WEARABLES

Pins ask too much

Clip-on pins and pendants work, but they're one more visible gadget to wear, charge and remember — and they can make everyone in the room uneasy.

03 • TRUST

Privacy is the barrier

People want AI notes, but not an always-listening device or a vendor that trains on their conversations. Trust is now a product feature.



Sottile captures the conversation without asking anyone to wear anything — or to trust a black box.

Sottile Card. *One button, no screen.*

A 3 mm aluminium card that snaps to the back of a phone. Press once to record the room or a call; the Sottile app turns it into transcripts, summaries and action items.

<3mm

Thinner than the camera bump

~30g

Aluminium unibody

2mics

Room mic + bone-conduction
for calls

20+h

Recording per charge (target)

- MagSafe / Qi2 magnet compatible, with pass-through magnets; ring adapter for other phones
- Qi wireless charging · records offline · amber recording light
- Hardware built on a proven reference design from an established ODM partner (under NDA); our app and cloud are proprietary

Specifications are targets pending certification. Images are concept renders.



Hardware is the entry point. *Software is the business.*

We own the experience end to end — the app, the AI pipeline and the data layer — so every card becomes a long-term software relationship.

Press → Capture → Know

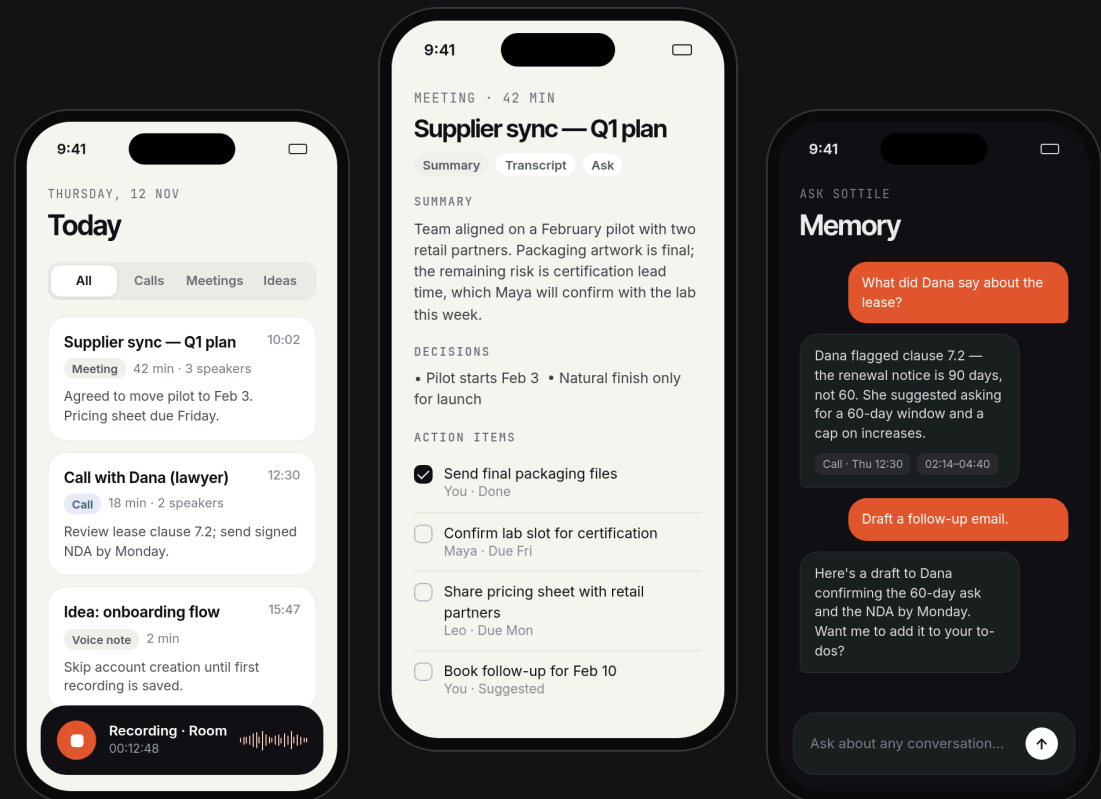
One press records. Bluetooth sync to the app. Transcripts with speaker labels, summaries in chosen templates, action items with owners.

Ask Sottile

Natural-language questions across every conversation, answered with the exact moment it was said.

Privacy as a feature

Never always-on · encrypted in transit and at rest · never used for model training · Canadian/EU data residency and on-device transcription on the roadmap.



A proven category, *still early*.

The leading AI recorder brand has shown the hardware-plus-subscription model works at scale, and Big Tech is buying in. All figures cited; Sottile has no revenue or users yet.

2M+

Plaud devices shipped in under 3 years; US\$500M+ cumulative bookings¹

\$100M

Plaud ARR, announced June 2026 — from \$1M in two years²

\$3.48B

AI note-taking market by 2035, up from US\$623.5M in 2025³

18.75%

Forecast CAGR for AI note-taking, 2026–2035³

Big Tech is buying

Amazon acquired AI wristband maker Bee (Jul 2025)⁵; Meta acquired AI pendant maker Limitless (Dec 2025)⁶ and stopped selling it — leaving room for independents.

Magnets beyond iPhone

Qi2 brings MagSafe-style magnets to Android; Google's Pixel 10 family ships with them built in⁷. Our addressable phone base keeps growing.

AI costs collapsing

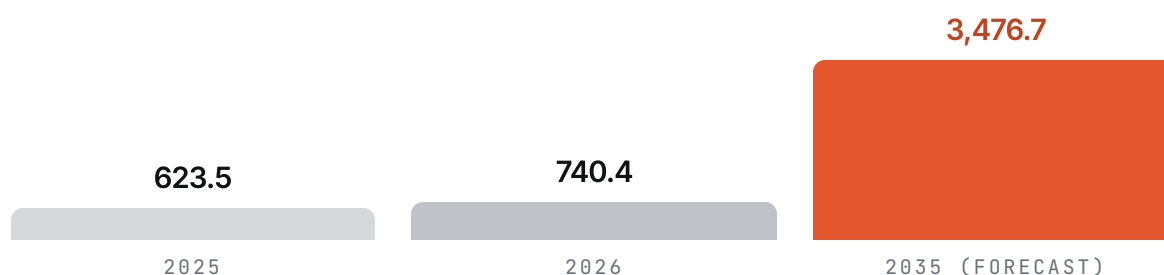
Cloud transcription now costs about US\$0.003 per minute⁸, making generous free tiers and healthy subscription margins possible.

Adjacent segment: AI meeting note-takers estimated at US\$2.33B in 2025, forecast US\$3.94B by 2032 (QY Research)¹⁴. Market reports vary widely in scope; we use them as directional context, not as our revenue forecast.

AI NOTE-TAKING MARKET, US\$M³

5.6× growth forecast, 2025 → 2035

Precedence Research estimate. Directional context only — not a Sottile forecast.



Where we *fit*.

Public list prices, October 2026. Sottile competes on the thinnest phone-mounted form factor, call capture, and a privacy-first, Canadian-built software experience.

	SOTTILE CARD	PLAUD NOTE / NOTEPIN	RUUNE	OMI	BEE · LIMITLESS
Hardware	US\$149 retail · \$89 / \$109 preorder	US\$159 each; Note Pro US\$189 ⁹	US\$160 list, \$99 launch sale ¹⁰	US\$129 sale, \$179 list ¹¹	Bee \$49.99 ⁵ · Limitless \$99 ⁶
Form factor	MagSafe card, <3 mm	Card with magnetic case, or wearable pin	MagSafe card, <3 mm ¹⁰	Pendant	Wristband · pendant
Call capture	Bone-conduction sensor	Yes on Note (vibration sensor)	Contact mic ¹⁰	—	—
Software	Free 300 min/mo · Pro \$9.99/mo (\$89/yr) · Unlimited \$19.99/mo	Free 300 min/mo · Pro \$17.99/mo or ~\$100/yr · Unlimited \$29.99/mo ¹²	Free core · Pro \$10.99/mo · Max \$20.99/mo ¹³	Free plan · Pro \$29.99/mo ¹¹	Bee \$19/mo at acquisition ⁵
Status	Preorders; ship target Q2 2027	Category leader, 2M+ devices ¹	Shipping (launch)	Shipping	Acquired by Amazon / Meta



Our differentiation

Invisible form factor + call capture + a privacy promise people can verify (visible light, no training, deletion, data residency).

Honest risk

The same hardware design is available to other brands. We plan to win on software, brand, trust and channel, and to move to our own hardware in v2.

Pricing stance

Below Plaud on hardware and subscription; premium vs. launch-sale pricing elsewhere, justified by build, app and privacy.

Positive on hardware. *Recurring on software.* ESTIMATES

PER UNIT (ESTIMATE, US\$)	FOUNDING \$89	BACKER \$109	RETAIL \$149
Landed hardware cost	35	35	35 (25–45)
Packaging & accessories	4	4	4
Fulfilment & shipping	9	9	9
Payment fees (~3%)	3	3	4
Warranty & returns (4%)	4	4	6
Contribution / margin	34 · 38%	54 · 50%	91 · 61% (54–67%)

Supplier quotes pending. Landed cost assumed US\$25–45 at low volume, based on comparable listings at US\$27–50. Hardware contribution excludes AI cost of Pro months bundled with preorders (est. US\$2–4 per user per month).

Subscriptions

Essentials	Free · 300 min/mo, summaries, action items, search
Pro	US\$9.99/mo or US\$89/yr · 1,800 min/mo, Ask, templates, integrations
Unlimited	US\$19.99/mo or US\$179/yr · fair-use unlimited, priority, team sharing

Software margin ESTIMATE

Pro at US\$89/yr: est. 50–70% gross margin after AI and cloud costs (≈600 min/month average at US\$0.003–0.006 per transcribed minute, plus summarisation) and payment or app-store fees.

Illustrative customer value MODEL ASSUMPTION

US\$91 hardware contribution at retail + 25% paid attach × ~US\$50/yr software gross profit × 2 years ≈ **US\$115 per customer**. To be validated with real cohorts.

Preorders first. *Then scale.*

Preorders de-risk inventory: we commit to a production run once deposits prove demand.

OFFER	PRICE	INCLUDES
Founding 500	US\$89	Numbered Founding Edition · 12 months Pro · first batch · limited to 500
Early Backer	US\$109	6 months Pro · first production run
Reservation	US\$19	Fully refundable deposit; locks \$109; balance at ship
Retail	US\$149	From launch · free Essentials plan

All preorders refundable until shipped. Estimated ship: Q2 2027 (target May), after FCC / ISED / CE certification and the first production run.

01 · VALIDATE

Direct preorders

Own site with Stripe checkout; deposits as the demand signal before the production commitment.

02 · FOCUS

Vertical beachheads

Sales, real estate, consultants and founders in Canada and the US — people who live on calls.

03 · AMPLIFY

Creators & community

Seed units to productivity creators; founder-led content on X and LinkedIn; Product Hunt; referral credit.

04 · EXPAND

Teams, Android, retail

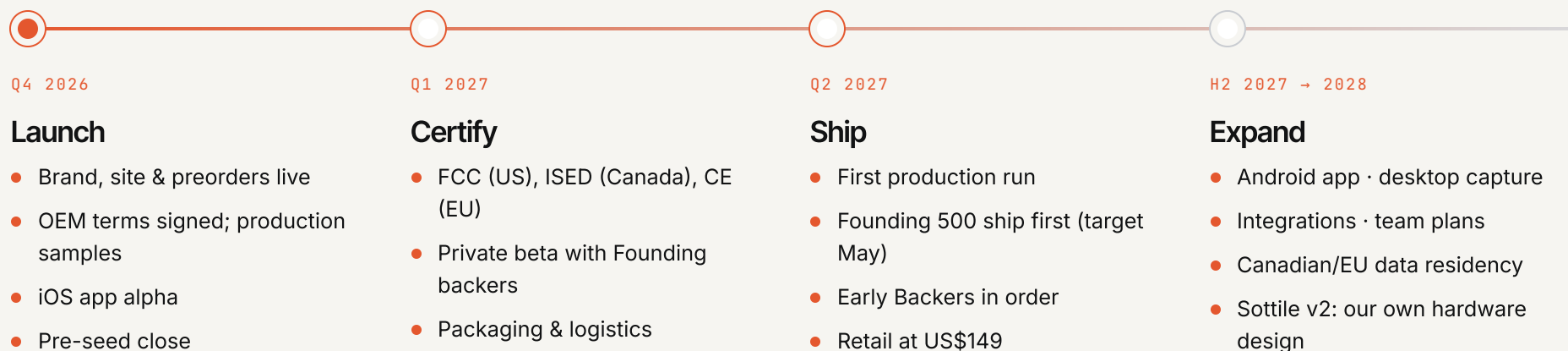
Team plans and desktop capture; Android app; selected retail and B2B channels after launch.

TARGETS — NOT RESULTS

1,000 reservations before production commitment · 3,000 units shipped in the first 12 months after launch · 25% paid-plan attach.

From preorder *to platform.*

A realistic hardware timeline: about six months from preorder launch to first shipments, gated by certification and the first production run.



MILESTONE GATE

Demand

1,000 reservations (target) before committing to inventory.

MILESTONE GATE

Compliance

FCC, ISED and CE certificates in hand before shipping.

MILESTONE GATE

Retention

Weekly active use and paid attach measured on backer cohorts before seed.

Founder-led. *Hiring the core team.*



Ying Yang

FOUNDER & CEO • CANADA

Leads product, brand, supply partnerships and fundraising. Ying is building Sottile to bring trustworthy AI memory to people whose work happens out loud.

[Placeholder — add background, prior roles and relevant wins.]

OPEN ROLE • FUNDED BY ROUND

Head of Hardware & Supply Chain

Certification, manufacturing quality, logistics and v2 hardware.

OPEN ROLE • FUNDED BY ROUND

Founding Mobile Engineer

iOS first, then Android; BLE sync and on-device features.

OPEN ROLE • FUNDED BY ROUND

Founding AI / Backend Engineer

Transcription, summarisation, Ask, and a privacy-first cloud.

OPEN ROLE • FUNDED BY ROUND

Growth & Community Lead

Preorder campaign, creators, lifecycle and customer support.

ADVISORS • OPEN

Seeking advisors in consumer hardware manufacturing, privacy law (PIPEDA / GDPR) and subscription growth.

Raising US\$750K *pre-seed.*

PROPOSED AMOUNT & TERMS

Proposed: a post-money SAFE, giving roughly 18 months of runway to certify, ship the first production run and build a seed-ready subscriber base.

What this round should achieve **TARGETS**

- FCC, ISED and CE certification complete
- First production run shipped to backers
- 3,000 units shipped in the first 12 months after launch
- Paid-plan attach and retention data for a seed round

Proposed use of funds

First production run & inventory	35% · \$262K
App, AI & cloud engineering	32% · \$240K
Go-to-market & preorder campaign	15% · \$113K
Legal, IP & operations	10% · \$75K
Certification & compliance	8% · \$60K

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THIS BROCHURE IS FOR DISCUSSION ONLY AND IS NOT AN OFFER TO SELL OR A SOLICITATION TO BUY SECURITIES. AMOUNTS, TERMS, PROJECTIONS AND TARGETS ARE PROPOSALS OR ESTIMATES AND MAY CHANGE.

Sources

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How to read the numbers in this brochure

Cited: market sizes, competitor prices, competitor traction and acquisitions (sources above). **Estimates:** landed hardware cost, unit economics, software margins and customer value. **Targets / proposals:** specifications, ship dates, reservation and unit goals, the raise amount and use of funds. Sottile has no revenue, users or press coverage to date, and no customer quotes are used.