

TIMEFLIX WATCH

CONNECTED CLASSIC

LOOKS LIKE A NORMAL TIMEKEEPER, CONNECTED UTILITY DEVICE WITHIN



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Executive Summary

- 01 Timeless Hybrid Design** – A watch that merges the elegance of analog hands with a modern smart display, offering a elegant distraction-free experience for those who reject gadget overload and dont want a showoff wrist watch
- 02 Essential Smart Features, Simplified** – Notifications, health insights, and quick interactions are delivered with intentional **minimalism**—clear, intuitive, and focused on what truly matters.
- 03 Niche Appeal with Global Potential** – Positioned for design-conscious users worldwide who value simplicity, aesthetics, and utility over tech gimmicks, opening new ground in the wearable market.

TimeFlix Watch

The Problem

Most smartwatches are mini smartphones

01

Watches without a soul

Despite the flood of options on the market, **most smartwatches look and feel the same**. A digital rectangle here, a generic round screen there—designs that prioritize tech showcase over timeless style.

For the wearer, this means **less individuality**, less emotional connection, and a device that feels more like a gadget than a part of their lifestyle.

02

Touchscreens aren't optimal for tiny devices.

On smartphones, touch is natural. On tiny watch screens, it's awkward. That's why many sports watches have relied on physical buttons—they're faster, more reliable, and more precise during real-world use.

Wearables need a **UI that's truly adapted for the wrist**, not just a miniaturized version of a phone

03

Walking with a black display on your wrist

A watch should be something you trust, not another gadget that you micromanage and not one that nags you to plug it in every night. Short battery life breaks the promise of reliability that a watch is supposed to deliver

Timeflix watch has 2 **peripheral hands rotating around a AMOLED Display**

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Our Solution

The Classic Timekeeping Companion



01

Timeless looks with modern intelligence

TimeFlix combines the emotional appeal of classic hands and analog timekeeping with the smart capabilities people expect today—delivering both identity and individuality in one device.

03

Wrist-first user interface

Instead of shrinking a phone UI onto a tiny screen, TimeFlix uses physical controls and a watch-native interface. This creates a smoother, more intuitive experience than touchscreen smartwatches or button-heavy sports watches

02

Week-long battery life you can trust

By prioritizing efficiency and a low-power system design, TimeFlix lasts days, not hours. No constant charging, no compromises—just dependable performance like a true watch should provide.

04

Designed for reliability and personality.

Built to be worn every day, TimeFlix emphasizes durability, simplicity, and a personality that adapts to the user's lifestyle—more companion, less gadget

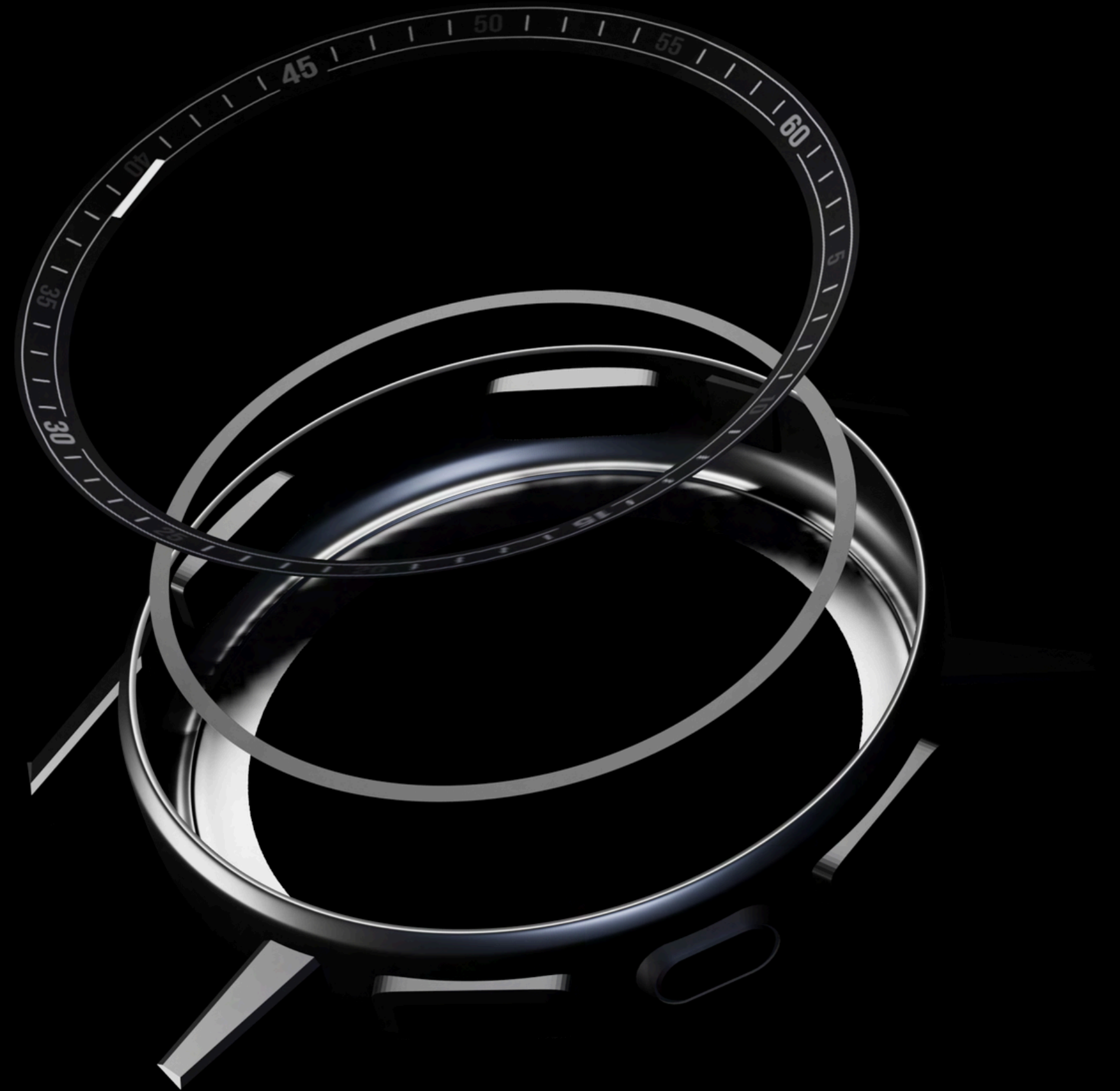
TimeFlix Watch

Custom Internal Mechanism

With a peripheral drive mechanism, we are reducing power consumption of the system to let timeflix work like a normal wrist watch, retaining the smart features for when they are needed

This mechanism along with the makes for a modular inetrnla

**hands do not interrupt
the display
EVER**



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CLASSIC TIMEKEEPING SMART ESSENTIALS

Positioned as a lifestyle enhancement, minimalist device

- 01** **Analog hands** over
AMOLED display

Keeping time even when
battery is almost dead,
reliably

- 02** **Button-based** navigation
(not touchscreen)

Calm experience



- 03** **Everyday utilities-**
Notifications, health basics,
simple and clean UI,
on-device voice commands

Possibility to **expand** the
ecosystem with open app
development and providing
the necessary tools

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Platform Beyond the Watch

Alongside the hardware, we're building an **open ecosystem** where developers and everyday users alike can **create, share, and customize watchfaces**.

With our **APIs**, app toolkit, and global watchface store, the watch becomes more than a product: it becomes a canvas for creativity and expression



- 01 Developer-Friendly API**
for developers to build apps, widgets, and new functionalities that plug seamlessly into the TimeFlix Watch
- 02 Watchface Maker for Everyone** – Simple tools and companion apps allow anyone, even non-coders, to **design and upload their own watchfaces**
- 03 Global Watchface Store** – A **community-driven marketplace** where users can share, discover, and monetize watchfaces worldwide.

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PRIVACY FIRST

Offline Backups –

Keep your data saved on your own devices, without cloud dependence.

On-Device Processing –

Voice input and health data handled directly on the watch and companion app



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Business Models

- Hardware sales (core revenue)
- Variations of device with the same internal display + analogue mechanism module
- Watchface/app store (revenue share)
- Accessories (straps, custom editions)



Market opportunity

A Growing Market, Waiting
for Change

Smartwatch Market

- Global smartwatch market: 35B USD, growing at 15% CAGR
- North America dominates at 38% market share, lead by apple, samsung and garmin
- Apple leads at 20%, with declining share (from 31% in 2023) because of new brands like Huawei (leading in China but limited regionally, Xiaomi, Samsung, Amazfit (Zepp)
- Asia pacific has seen increase in wearable tech in middle and lower class, with xiaomi and samsung on the rise
- Europe has growth because of low youth unemployment , high physical activity and growing fitness goals of youth and wellness goals in adults
- In the price segment of Timeflix watch, the main competitors are Amazfit (5% globally) and Samsung (10% globally)

Hybrid Smartwatch Market

The main appeal is “the Classic look but still smart” thing

Globally it is a 3.5-5B USD Market with 11-15% CAGR through 2033

Garmin, Fossil (now exited from the entire smartwatch market), Misfit, and withings are the major players
Youth, and working professionals are drawn towards the feel of “this watch looks like a classic watch and still is smart”

North america sees hybrid watches as a fashion accessory
Europe appreciates the designing and build quality, privacy and the minimalist nature of such machines
Asia - Pacific will welcome this because of their want to try new tech devices and their own economic growth

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TARGET AUDIENCE

2 MAIN AUDIENCE

Youth (22-35 Yrs)

People who prefer the looks of a classic watch but still need a few smart connected experiences

- Tech lovers, early adopters
- Design forward students
- Calm professionals who want a simplistic lifestyle, dont want to charge another device
- Tinkerers, engineers, embedded developers and designers
- Aspiring minimalists

Adults (40s and up)

Those who have classic watches and crave for some smart twist to their wrists or are wanting to get into fitness, but dont want a watch that needs charging everyday

- Minimal life lovers
- Simplistic people with calm lifestyle
- value reliability and clean esthetics
- Not trying to showoff and are content with their life

Competition

Where we stand out

- Apple Watch / Galaxy Watch → Powerful but intrusive, gadget-like, poor battery life, too much like a mini smartphone
- Garmin / Coros → Button UI, sports-focused, bulky design, limited watchface/ app support
- Withings / Fossil Hybrids / Garmin vivomove → Classic look, but poor UX and limited smart features.

Timeflix works up on the concept that fossil and withings brought up that smartwatches done need to look too “gadget like”

Building on this core concept of a timeless design paired with always available analogue time and an open app ecosystem for your wrist is what will make Timeflix stand out

Early traction and GTM

- We acquired more than 800 sign ups on our interest form via social media apps like reddit and instagram within a week of promoting. We made sure that these are **intentional signups** by requiring everyone to answer **two questions** “what is your experience with your current smartwatch, and if you dont use one, why?” & “what do you like about timeflix watch”
- We promoted using Reddit posts, building a sub community for this movement. Made promotional videos about why we are building this and for whom and posted on youtube and instagram
- Our go to market strategy will include a **content campaign** with instagram, youtube and reddit as the main showcase platforms.
- Over the course of the campaign we will make engaging **reels** asks for feedback (and **stories of progress** for instagram and youtube. We will do **dev logs** and show the build process on reddit and share the **“why” narrative, personal journey of the brand and share the learnings** while building one on platforms like linkedin and more
- **Email list** will always act as the **fastest source** of updates and our subscribers will receive the first preorder opportunities
- Offline we will do meetups and showcases in regional and multitudal tech fests
- We will have a prelaunch waitlist stemming from both organic and inorganic reach, early adopters will get discounts and accessories. Sales will be online only for the majority of early sales

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Projections

- Year 1: 5,000–10,000 units (controlled, limited release, strong early margins).
 - Year 2: 25,000+ units (scale up production, expand channels).
 - Year 3: 100,000+ units (mainstream adoption + new SKUs).
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- High-margin hybrid approach: premium smartwatch pricing + watchface/app ecosystem revenue.
 - Low burn, efficient scale: lean hardware production, outsource manufacturing, software-driven value



Ask and Planned Use of Funds

(₹70 lakh – ₹1 crore INR)

We are seeking ₹70 lakh – ₹1 crore (\$85k – \$120k) Seed funding to bring the first generation of the TimeFlix Watch from prototype to market-ready product, while building the supporting app ecosystem

- Hardware Development – PCB design, custom casing, mold making, early prototypes.
- Software Development – Watch OS, BLE connectivity, APIs for 3rd-party apps, custom watchface designer, Android/iOS apps.
- Initial Production – First batch of units & testing for quality/reliability.
- Marketing & Distribution – Awareness campaigns, targeted promotions in global minimalism + lifestyle communities.

I am a long term member of the other side of this community

Being using smartwatches, reading countless experiences of others and sharing my views over 8 years makes me understand what the users need. And thats what timeflix will be built upon, being user centric and actually listening to the customers and their wants

Other things about me-

- **Background:** Tech content creator with over 200,000 YouTube subscribers, known for simplifying complex technology and building trust with a global audience.
- **Maker & Designer:** Experience in electronics prototyping, LVGL UI development, and product design, with hands-on work in building hybrid smartwatch mechanisms.
- **Vision:** To create a company that blends timeless design with intentional technology, starting with the TimeFlix Watch.
- **Commitment:** Already leading the project's mechanical, hardware, and software prototyping, and building a strong early adopter community via content platforms and sign-up campaigns.



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Thank You