



sequi™

LEGO blocks of making children's furniture



MINI MATCHING AND COLLABORATIVE
GRANT SCHEME PROGRAMME

INNOVATION
FUND



About Sequi™ Concept

What are the **problems we are solving?**

- **Finances** – cost of individual quality, green solid wood furniture pieces and mattresses costs about 5000€, about twice as Sequi
- **Clutter** – kids outgrow furniture very fast and it takes about 4m² of storage space per child
- **Waste** – most kids' furniture is not made to last, be repaired or recycled, it ends up on landfills where it makes about 5m³ of additional waste per child



About Sequi™ Concept

Sequi - Latin word which in direct translation means **to follow**

Practical, beautiful, green solution that is going **to follow** parents and children **transforming** for many years to come, while taking care of Earth.



Our solution - Sequi™ Concept

Think of Sequi as LEGO blocks for building children furniture.

What can be made with Sequi parts packed in boxes A-M?

A-B-C-D-E-F-G-H-I-J-K-L-M



- Small crib
- Cradle
- Changing table
- Large crib
- Toddler bed
- Large bed one side open
- Large bed two side open
- School and/or work table
- Work and night light lamp
- Armchairs
- Two-seater



Our product - Sequi™ Concept

Use your Sequi blocks to build upon children's furniture from the very start.

0-6 months

6-18 months

1,5-3 years



A+I+H+G+L+B+M



+C+D+J+K



Non / most often second child in which case A+I

3 - 10 years

10+ years



+D+J+E



+C+K

Configurations of Sequi™

Or use your Sequi blocks to build any configuration you want at any time – there are more than 30 of them.



Small crib

A+I+H+H+H+G+L



Cradle

A+I+H+H+G+L+B+M



Changing table

B+K



Work table

B+G

Configurations of Sequi™

Or use your Sequi blocks to build any configuration you want at any time – there are more than 30 of them.



Large crib

A+I+C+D+J+H+H+H+G+L



Toddler bed

A+I+C+D+J+G+L



Kids bed

A+I+C+D+J+D+J+E+F+L

Configurations of Sequi™

Or use your Sequi blocks to build any configuration you want at any time – there are more than 30 of them.



Kids bed

A+I+C+D+J+H+H+H+G+L



Two-seater

A+I+C+D+J+G+L



Armchairs

A+I+C+D+J+D+J+E+F+L

ESG



Environmental impact

- FSC Wood
- Forestation projects
- Resource efficiency
- Less CO2 emissions
- No toxic materials
- Reuse, repair, reuse, recycle principal



Social impact

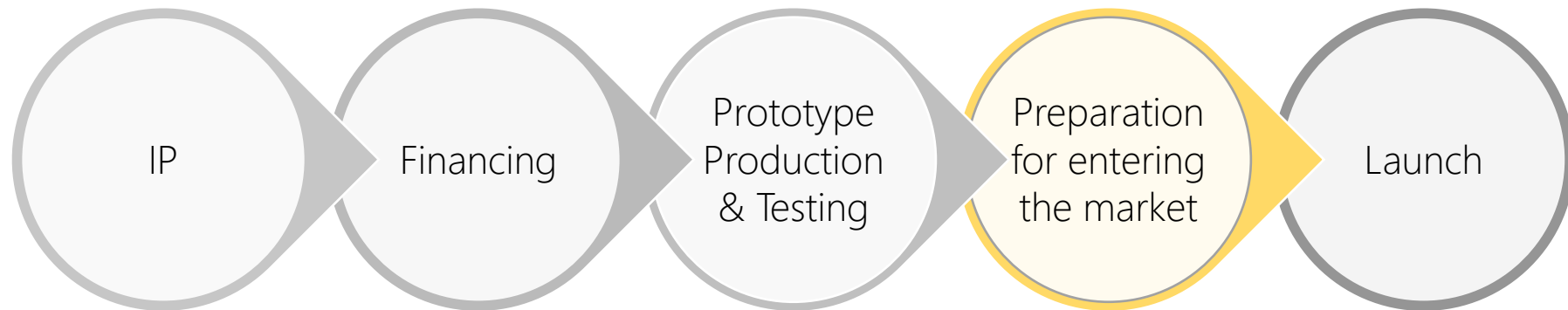
- Emotional connection
- Health and safety
- Profit sharing funds for children without parents



Governance

- Ethical and responsible supply chain

Timeline



- Industrial design protected
- National patent pending
- PCT patent pending
- Trademark protected
- Know-how
- Trade secret



REPUBLIC OF SERBIA
MINISTRY OF FINANCE
Department for Contracting
and Financing of EU Funded Programmes
MINISTRY OF SCIENCE, TECHNOLOGICAL
DEVELOPMENT AND INNOVATION

MINI, MATCHING AND COLLABORATIVE
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759
WORKSHOP



- Prototype developed at 759 Workshop
- Tested at the University of Belgrade



- Looking for partners for the EU market
- Conversations with retail chains
- Furniture fairs
- Design award competition



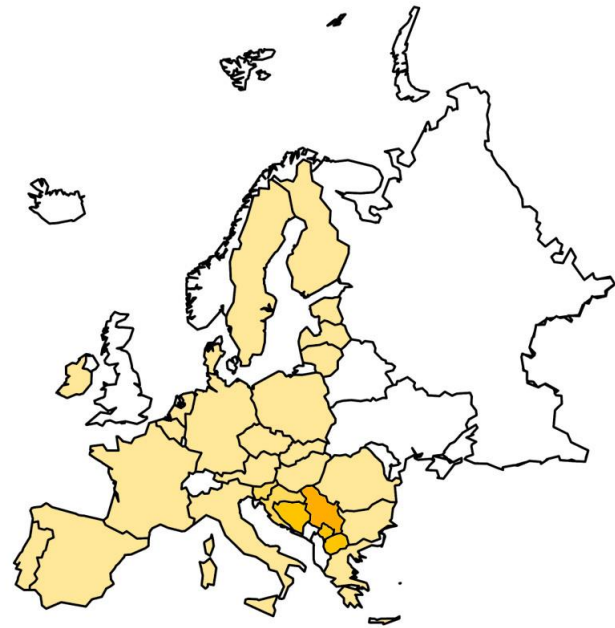
- Launch planned for December 1st
- Ordering
- Online Sales

Market expansion plan

2026 – Projection sale 620 units

Revenue 1.0M € | Gross Profit 600K €

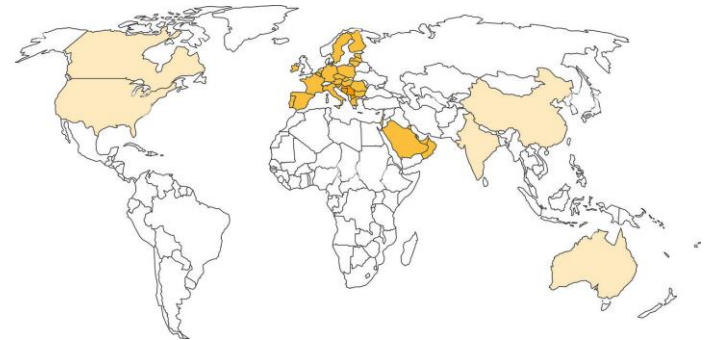
- Serbia – projection 240 units
- Open Balkan expansion – Montenegro, North Macedonia, Bosnia – projection 240 units
- EU entering – Croatia and Slovenia – projection 140 units



2027 – Projection sale 4300 units

Revenue 6.9M € | Gross Profit 4.4M €

- European Union – projection 3000 units
- Middle East – projection 700 units



2028 – projection 4800 units + signing partnerships

Revenue 27M € | Gross Profit 13.2M €

- USA & Canada
- India
- China
- Australia

Market

The market is rapidly shifting toward sustainable, modular, and long-lasting products, exactly what Sequi is.



Total Addressable Market
US \$60 B+



Serviceable Available Market
US \$54 B
Europe, USA, China, India, Australia,
Middle East



Serviceable Obtainable Market
In next 3 years
1 in every 2000 sold is to be Sequi
~ =27.000.000 US\$



Market niche:
Emerging niche - premium, green, transformative
furniture.



Ideal customer:

- Young first time parents
- Upper middle class
- Environmentally and socially consciences



Getting to customers:

- Online marketing, affiliated marketing and trusted retail chains.
- Mid pregnancy

Business model, Traction & Unit economy

Asset-light: We design, own IP, and build brand and manufacturing is outsourced.

Revenue streams:

- D2C global e-commerce
- Retail partnerships (showroom + commission model)
- Licensing & manufacturing partnerships

Cost structure: Design, IP, marketing, digital, logistics (no factory, no stock).

Scalable & sustainable: Fast market entry, global reach, low capital risk.



Final Negotiations:

AKSA - Biggest retailer in Serbia.

Mid Negotiations:

Four other retails in Serbia



Gross margin:

Gross profit / Net revenue =
64% overall on average per box

Main competitors in the market

0-6 months



6-18 months



1,5-3 years



3 - 5 years



Stokke — Strongest premium brand in the global market, holding largest premium market share.

Our advantages over competitors

D2C for Customers

- Materials – Solid wood
- Size - bigger
- No unused parts – no storage
- Longer use
- Quality mattresses



B2B for Retailers

- Wider market
- Higher LTV
- More per m² of show space
- Dynamic stock
- Referral to closest store



For Investors

- Intellectual Property
- Wider market
- No competitors IP
- Brand building
- New products



Our Team



Đorđe Đurica



Founding Partner
Operation oversight
Financial oversight



Tatjana Majstorović Đurica



Head of project
Standard & regulation
compliance



Predrag Milčić



Head of Sales
25+ years of experience
Supply chain oversight



Aleksandar Majstorović



Founding Partner
IP protection
Technical development

Call to action



We are preparing for launch and are positioned to **scale organically**, due to the **global potential** of our product, we are eager to connect with the right **strategic partners** to support our **international expansion**.



Investment – €0,5M

- Hire BD, sales & marketing team
- Global manufacturing partnerships
- Build worldwide e-commerce platform
- Marketing & brand campaigns
- International certification
- 100.000€ for IP



Involvement

- Strategic management guidance
- Industry know-how & network access

Contact

Email: office@759studio.rs

Address: Dr. Dragiše Mišovića 169, II floor, office 304. Čačak

Website: www.759studio.com
www.pomalobaby.com

Phone: +381 61 3138 237 or +381 61 6445 373

LinkedIn



Web



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