

# INVESTOR PRESENTATION



# JACKLESS

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[jackless.com](http://jackless.com) | [sayjackless.com](http://sayjackless.com)

Deutsche Marke geschützt (DPMA)

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# JACKLESS®

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THE VIBE WITHOUT THE HEAT

SAY

# JackLess

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JACKLESS.COM

GERMAN TRADEMARK GESCHÜTZT (DPMA)

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## 01 JACKLESS: THE NAME

**Jackless – Say Jackless.**

### **The meaning of the name**

Jackless = Jack + Less. Jack stands for jacket. Less stands for less. Less jacket. More freedom.

### **More than a product**

Jackless is a new lifestyle and fashion brand. The sleeveless jacket is the heart of the brand, but the vision goes far beyond it.

### **Why the name works**

Short, memorable, internationally understandable, American-sounding and highly recognizable.

### **Existing brand assets**

DPMA trademark protection, jackless.com, the slogan Say Jackless, own Jackless marketing song, and the campaign domain sayjackless.com.



# JACKLESS

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## Waistcoat

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## 02 WHY JACKLESS IS NOT A VEST

**The presence of a jacket. The freedom of a sleeveless design.**

### **Independent main garment**

A classic vest usually complements an outfit. Jackless is designed to be the centerpiece of the look.

### **Wearing experience & presence**

A jacket conveys style, confidence, professionalism and value. The goal is to feel like a jacket — not like a vest.

### **A new product category**

Jackless keeps the visual impact of a jacket while removing the sleeves for freedom and comfort.

THE PROBLEM:

# TOO WARM.



TRADITIONAL JACKETS ARE DESIGNED  
FOR STYLE – **NOT** FOR **HIGH TEMPERATURES.**

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## 03 THE PROBLEM

**There is a market gap between jackets and vests.**

### **Classic jacket challenges**

Heat build-up, sweating, more fabric, additional weight and restricted freedom of movement.

### **Classic vest challenges**

Often only supplementary, less central to an outfit and a different wearing experience than a jacket.

### **Professional relevance**

Especially relevant for bankers, managers, entrepreneurs, consultants, real estate agents, sales representatives and executives.



# ONE GARMENT, MANY POSSIBILITIES.

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## 04 THE SOLUTION

**One garment. Many possibilities.**

### **Business**

Combined with a shirt or business outfit for people who want professional presence without giving up comfort.

### **Casual & summer**

Combined with a T-shirt, jeans or sneakers; in high summer, even without a shirt or T-shirt.

### **Autumn & winter**

Worn over sweaters or turtlenecks. Jackless adapts to the person — not the person to the garment.



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# TRADEMARK PROTECTION & INTERNATIONAL BRAND STRATEGY

**From idea to brand.**

## Already secured assets

Jackless is protected as a trademark at the German Patent and Trademark Office (DPMA); jackless.com is secured.

## SayJackless.com

sayjackless.com serves as the digital campaign and investor communication page for the "Say Jackless" movement.

## International strategy

U.S. trademark application planned, build-up of international trademark rights and preparation of global positioning.

## DPMA PROTECTION & JACKLESS.COM – VALUABLE RIGHTS.

Jackless already possesses core, legally protected brand assets.

### DPMA TRADEMARK PROTECTION

- The "Jackless" brand is registered with the German Patent and Trade Mark Office (DPMA) and is fully protected.

### DOMAIN RIGHT

- The domain jackless.com is secured and exclusively owned by Jackless.

### BRAND CLAIM

- Development of the brand claim "Say Jackless".
- Central communication message of the brand.

### BRAND COMMUNICATION

- Custom Jackless marketing song for emotional and consistent brand management.

### INTERNATIONAL STRATEGIE

- US trademark application in preparation.
- Building of international brand rights has started.

# SAY JACKLESS

AN INTERNATIONAL MOVEMENT.

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ONE LANGUAGE. ONE MESSAGE. ONE MOVEMENT — **WORLDWIDE.**



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ONE TERM. ONE BRAND.  
ONE **MOVEMENT** FOR THE WORLD.

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## 06 SAY JACKLESS

**More than a product: a movement.**

### **The idea**

People should not only wear Jackless. They should talk about it, spread the term and become part of the movement.

### **The function**

Say Jackless. Wear Jackless. Recommend Jackless. Spread Jackless.

### **The vision**

A product becomes a brand. A brand becomes a movement. A movement becomes a community.

# SOCIAL MEDIA MELODIE

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THE **JACKLESS** ANTHEM.



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## 07 THE MELODY OF THE MOVEMENT

**The Jackless song makes the brand emotionally tangible.**

### **The function of the song**

Emotional charging of the brand, support for brand communication, anchoring Say Jackless and building an independent identity.

### **Song Text**

(Ooh, ahh)  
(Say... Jack-less...)  
Luxury  
Flow-freedom  
Climate-optimized  
Say Jackless  
Floating on a digital wave  
A universe that you can save

### **Social Media Channels**

TikTok  
YouTube  
Instagram



# SUSTAINABILITY

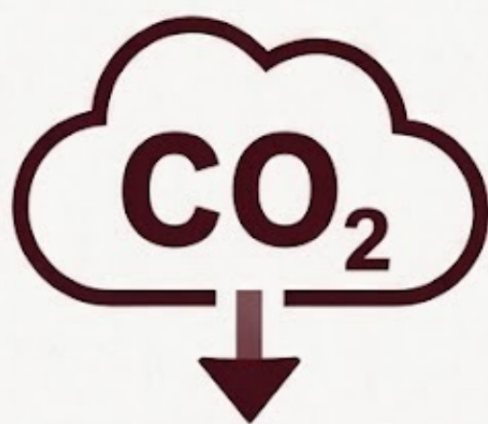
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**25% ↓**

**LESS FABRIC**

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**POTENTIALLY  
LESS CO<sub>2</sub>**

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## 08 SUSTAINABILITY

**Around 25% less fabric.**

### **This means**

Less material consumption, fewer raw materials, less weight and less transport effort.

### **Potentially less CO<sub>2</sub>**

Every saved meter of fabric can reduce production, processing, transport and packaging.

### **Intelligent design**

Not more material, but more intelligently used material. The goal is efficiency.

# FIRST USA

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**USA-Name. USA-Markt.**



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## 09 FIRST USA

**The USA is the first focus of international brand development.**

### Why the USA?

One of the world's largest fashion markets, high purchasing power, openness to new brands and strong lifestyle culture.

### Relevant regions

Florida, Texas, California, Arizona and Nevada.

### Strategy

Developed in Germany. Designed for the international market. First USA. Then Europe.

### WHY USA?

- Warm climate
- High acceptance of new brands
- Strong purchasing power
- World's largest fashion market

### KEY ECONOMIC STATES

- Florida
- Texas
- California
- Arizona



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## 10 TARGET GROUPS

Two target groups. One brand.



### Business & Professional

Men who want to appear professional, serious and stylish: bankers, managers, entrepreneurs, consultants and executives.

### Fitness & Lifestyle

Men who value charisma, physical fitness, active lifestyles and body-conscious clothing.

### Benefit

Jacket-like presence with higher comfort, more freedom of movement and stronger emphasis on shoulders and arms.



# BUSINESS MODEL

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License instead of mass production.

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Maximum Reach.  
Minimal Risk.

# LICENSE

SAY  
JACKLESS®



Click the map to request a JACKLESS license for your country or region.



**SUSTAINABILITY**

**25% LESS  
FABRIC!**



**CLIMATE-OPTIMIZED**

**AGAINST HEAT**



**LICENSE FOR A BETTER CLIMA FEELING.**



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## 12 THE FOUNDER

**Mario Schlotfeldt**

### Profile

- Born 15 June 1980
- Certified banking specialist
- Former civil servant
- Entrepreneur
- Investor
- Brand developer
- Founder of Jackless.

# JACKLESS FOUNDER

—  
Mario Schlotfeldt



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## 13 CAPITAL REQUIREMENT

**The next step.**

### **Planned use of capital**

- Sales Channel Development
- Social Media Strategy
- Influencer Marketing
- U.S. Market Entry
- Brand Growth & Positioning
- Expansion of the "Say Jackless" Campaign