



In Pic: Endurance trials of Chewie at Mankomb office

BUSINESS UPDATE, February 2024

Dear Friends,

February has been a month of breakthrough progress for Mankomb. From achieving near-silent operations on Chewie to securing our first fully assembled units, we are closer than ever to bringing our mission of effortless sustainable living to households. As we kick off our **pre-seed fundraiser**, momentum is building, and the excitement from early adopters is inspiring. Here's a snapshot of our latest updates:

COMPANY MILESTONES

Practically Noise-Free Operations on Chewie

One of our biggest breakthroughs this month—Chewie now operates at near-silent levels! A kitchen appliance should seamlessly integrate into daily life, and we've worked tirelessly to ensure that Chewie does exactly that. Our latest optimizations have made it so silent that you might need to see it to believe it.

"Will It Recycle?" Campaign – Massive Engagement!

We launched the "Will It Recycle?" campaign showcasing Chewie's ability to process various household wet wastes. Engagement levels have exceeded expectations, driving awareness around Chewie's capabilities and sparking conversations about kitchen experiences.

First Fully Assembled Unit from Contract Manufacturing Facility

A major milestone—we received our first fully assembled Chewie unit from our contract manufacturing partner. With a few refinements, this along with nine more units will make their way to the first set of households this month for real-world usage. The transition from lab to home is happening!

Onboarding New Talent

We welcomed four new foundlings to the Mankomb team, bringing fresh perspectives and expertise in:

- ◇ Marketing
- ◇ Electronics & Firmware
- ◇ Machine Design
- ◇ AI Development

Their contributions are already accelerating our progress.

OPERATIONAL UPDATES

Pre-Seed Fundraise

We officially kicked off our pre-seed fundraising round in February. This round will help us scale production, refine user experience, and drive market adoption.

HMI Sourcing Challenges & Solutions

One of our key supply chain hurdles has been sourcing the HMI for Chewie. We are actively working with vendors to resolve this issue and are exploring alternative designs to maintain our launch timelines.

Instrumentation for Deep User Insights

We are instrumenting the first batch of units for detailed data collection. Understanding user behaviour at a granular level will provide deep insights into usage patterns, pain points, and optimization opportunities, helping us refine both hardware and AI models.

Pre-Booking Page Almost Ready – Awaiting Compliance

Dinesh and the team are finalizing the pre-booking page, which is expected to go live soon. This will mark a crucial step in Chewie’s journey towards its market debut.

BRANDING & CUSTOMER ENGAGEMENT

Growing Excitement Among Pre-Booked Users

User anticipation is sky-high. From our interviews, we are discovering two clear categories of users:

Group 1: Those who will use Chewie because it makes life effortless.

Group 2: Those who **didn’t plan** to use it but will—simply because it’s so convenient.

This further validates our belief that sustainable living doesn’t have to be a chore—it should be a seamless experience.

MARCH 2025 GOALS

- Delivering **first units** to early adopters & collecting real-world data
- Scaling pre-bookings with compliance approvals in place
- Securing commitments towards pre-seed round
- Finalizing an **alternative HMI sourcing strategy**
- Expanding "**Will It Recycle?**" campaign with more content & engagement

A FINAL NOTE

As we continue building **India's first AI-native home appliance company**, your support fuels our momentum. Chewie is no longer a vision—it's becoming a **living, breathing** product, one that will transform kitchens, waste management, and sustainability as we know it. Let's keep pushing boundaries, keep innovating, and keep making sustainable living effortless.

Best regards,

Mrudul Mudtholy

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www.mankomb.com

IN ACTION!

