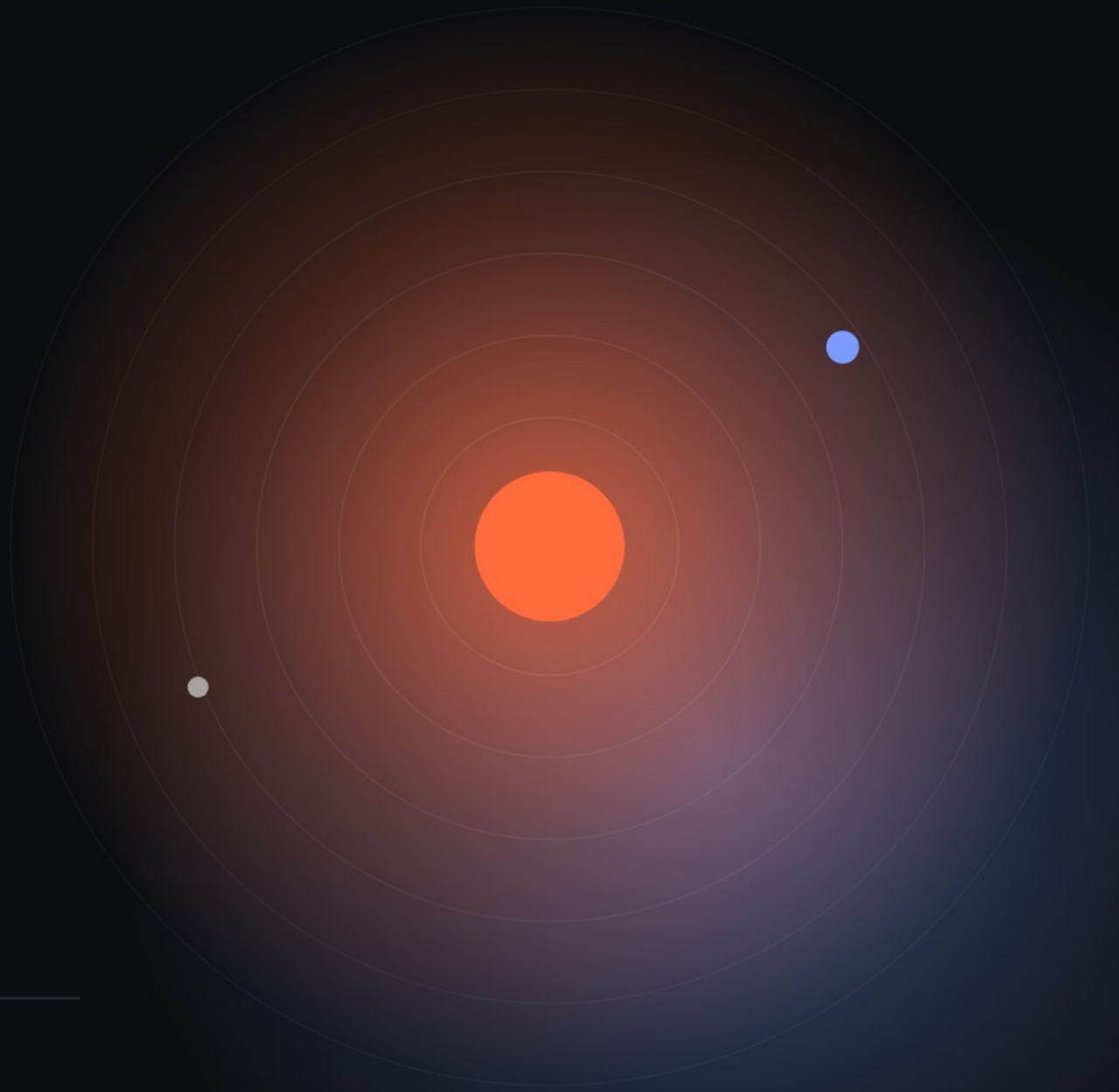
INTRODUCING

Brightnook Mini

A pocket-sized smart reading light, launching 3 March 2027

November 2026



AGENDA

What We'll Cover Today

01 Brightnook Mini overview

02 Key features

03 Mini vs Classic

04 Pricing

05 Launch timeline

06 Pre-order goal

THE PRODUCT

A Pocket-Sized Smart Reading Light

Brightnook Mini is a pocket-sized smart reading light launching 3 March 2027 at $49.

CAPABILITIES

Key Features

40-hour battery, colour dial, magnetic clip, USB-C, auto-off after 20 minutes

40-Hour Battery

Runs up to 40 hours per charge

Colour Dial

Warm-to-cool light dial for reading

Magnetic Clip

Clips magnetically to books and surfaces

USB-C Charging

Recharges via USB-C

Auto-Off

Turns itself off after 20 minutes

COMPARISON

Brightnook Mini vs Brightnook Classic

Brightnook Mini

2027 model

- Weight: 52 g
- Battery: 40 hours
- Price: $49

Brightnook Classic

2024 model

- Weight: 84 g
- Battery: 25 hours
- Price: $59

THE NUMBERS

Mini vs Classic at a Glance

Weight, battery and price compared with the 2024 Brightnook Classic

	BRIGHTNOOK MINI	BRIGHTNOOK CLASSIC
Weight	52 g	84 g
Battery	40 hours	25 hours
Price	$49	$59

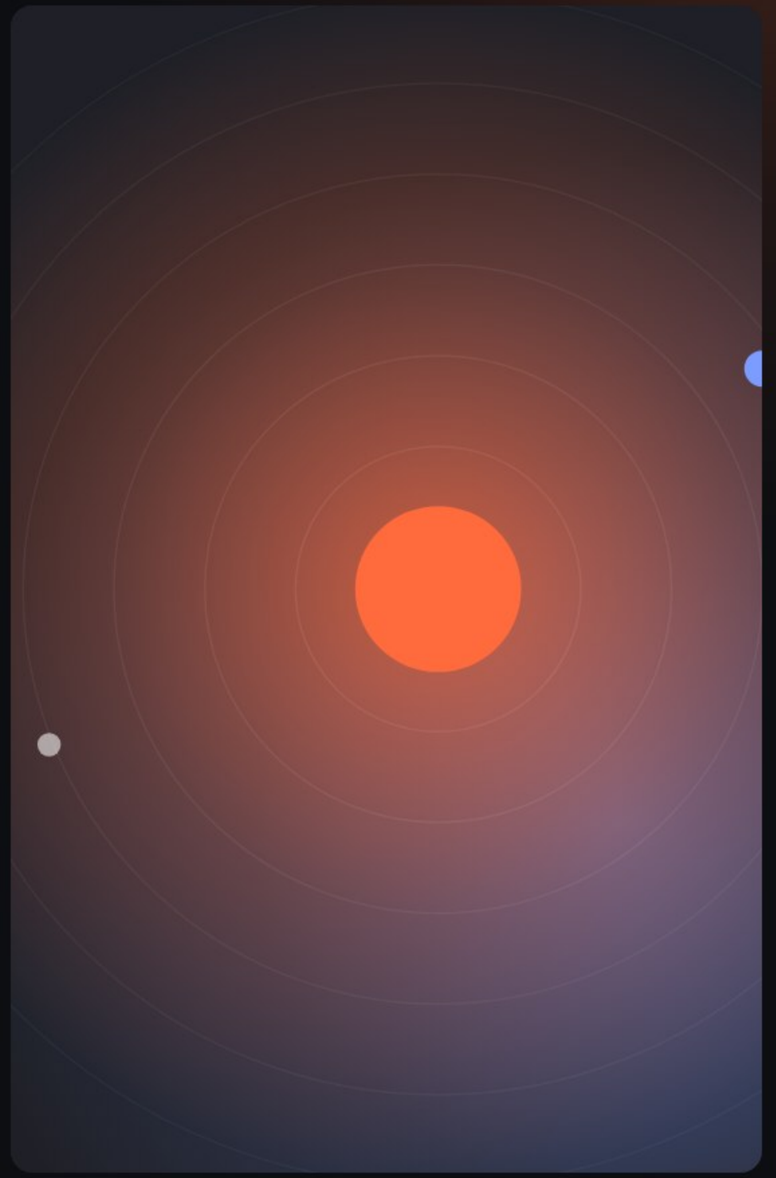
PRICING

Priced at $49

01 **Launch price of Brightnook Mini**
$49

02 Compared with $59 for the Brightnook Classic (2024)

03 Launch price of Brightnook Mini



ROADMAP

Launch Timeline

Pre-orders open 3 February; retail partners from 3 March 2027

3 February 2027

Pre-orders open

Pre-order window begins for customers

3 March 2027

Launch day

Retail partners start selling from launch date

Launch week

Creator reviews

Creator reviews published during launch week

April 2027

Spring gift guides

Feature placement in spring gift guides

THE GOAL

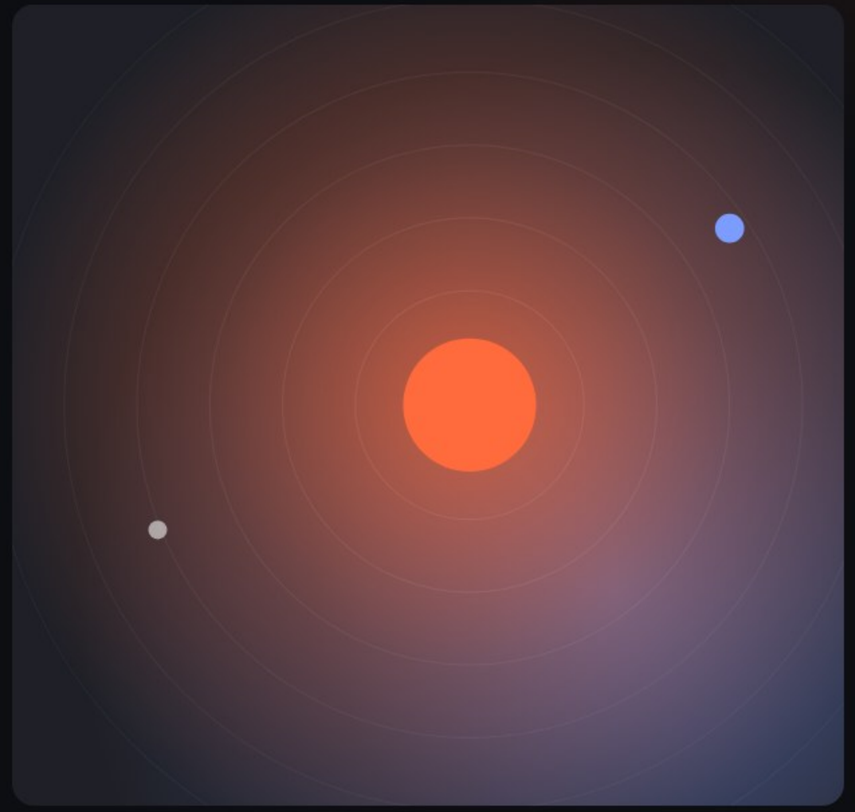
Pre-Order Goal: 15,000 Units

Pre-order goal of 15,000 units

15,000 units

Pre-order goal

Pre-orders open 3 February 2027, ahead of the 3 March launch.



NEXT STEPS

Partner With Us for Launch

Retail partners stock from 3 March; creator reviews land in launch week.

01 **Stock from 3 March**
Retail partners carry Brightnook Mini from launch day.

02 **Feature in launch-week reviews**
Creator reviews are scheduled during launch week.

03 **Join spring gift guides in April**
Gift guide placements follow in April.