

# POPSICAL

THE FUTURE OF KARAOKE IS HERE



MEDIA & PRESSKIT 2019

## ABOUT COMPANY

### THE SMARTEST AND SMALLEST CLOUD-STREAMING KARAOKE SYSTEM

Popsical was founded in 2016 by three karaoke enthusiasts who were determined to revolutionise the karaoke experience. While karaoke systems have been around for a long time, they are often large and bulky. Aside from the microphones and remote control, these systems require users to also have a mixer, as well as the karaoke device itself.

Since its first sale in 2017, Popsical quickly went to becoming the best-selling Karaoke system in Singapore. The Popsical Remix promises to push the boundaries of an exceptional singing experience.

Its unique self-updating library of over 200,000 songs in 14 languages ensures that everyone can sing the song they love. The Popsical Remix is equipped with a suite of vocal effects that can be controlled directly from Popsical Karaoke mobile app.





## POPSICAL REMIX

### TAKING KARAOKE EXPERIENCE TO ANOTHER LEVEL

Popsical has combined the mixer, wireless receiver for the microphones and streaming device into a single equipment - a palm-sized device that weighs less than one kilogram and can easily be carried around in a small bag.

**Popsical Remix** is so compact, it fits into your palm. Dubbed Popsical Remix, the device grants the user access to a self-updating library of over 200,000 songs in 14 different languages, which are licensed from Public Performance Malaysia Sdn Bhd, providing a fun time for users of all races and ages.

While the previous version of Popsical had to have a sound bar to connect its microphones, this version comes with an in-built microphone receiver and two professional grade wireless microphones, which are compatible with sound systems or sound bars of your choice.



**Popsical Remix** also takes the thrill factor of their karaoke experience up a notch with its wide range of special voice modulation effects like the 'chipmunk', 'alien' and 'robotic' effects as well as the in-built pitch optimization.

The self-updating library of songs is stored in cloud storage and boasts other features including a track request feature, track list queue and accommodating connectivity with multiple devices. Users can even suggest songs that are not already in the cloud via the Popsical Karaoke app, and Popsical will add them in later. Content is available on their platforms with a 24-hour subscription package at RM5.99, or a monthly fee of RM14.99 \*inclusive of GST.

### Free 30-Day Trial

RM14.99/month after trial

Cancel Anytime

Unlimited Access

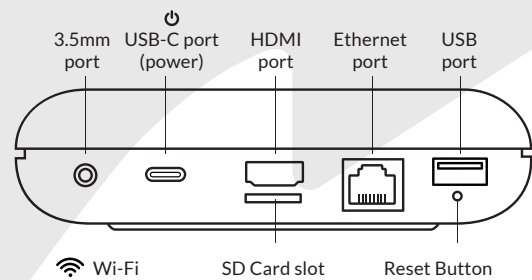
### 24 Hour Pass

RM5.99 for 24 hours only

24 hour access starts immediately after payment. User aren't able to reset or refund the subscription plan.

With the new **Popsical Remix** model, both mixer and device are combined into one palm-sized unit and it also comes with two professional grade wireless microphones, making the Popsical karaoke experience both enjoyable and convenient.

This serves to elevate the traditional karaoke experience, transcending users into the future of karaoke. The company made its first entrance into the Singapore market in 2017 and subsequently into the Malaysian market in 2018. Expansion plans into other countries will take place within the 2nd quarter of 2019.



Height:	3 cm	Depth:	11.5 cm
Width:	11.5 cm	Weight:	150 g



**Popsical Remix** will be retailing at **RM\$1499** and it is available via [popsical.com](https://popsical.com) or at the Popsical store in Mid Valley Megamall T013E, Level 3.

## ABOUT INVESTOR

### QUEST VENTURES

Popsical has attracted financial backing from Quest Ventures, a leading Singapore-based venture capital firm that funds tech companies with a large potential for scalability and replicability in internet communities. Quest Ventures also currently backs other large potential startups such as Burpple, Carousell, Oddle, SGAG and 99.co.



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### MEDIACORP

It is also part of the Mediapreneur incubation programme by MediaCorp, the largest media broadcaster and provider in Singapore. Under this programme, selected start-ups spend one year in incubation to become competitive high growth companies.

It has successfully secured the seed funding as well as other resources such as mentorship from a network of established entrepreneurs, investors and technologists and an office space at the new Mediapolis@One-North, located at the heart of Singapore's innovation district along with Block 71 and the Launchpad.



Mediapreneur

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### SPRING

Besides the two, Popsical has also attracted support from ACE Spring Singapore, an agency under the Ministry of Trade and Industry responsible for helping Singapore enterprises grow.



## ABOUT INVESTOR

### APRICOT CAPITAL

Apricot: a fruit that is small, yet packs a powerful punch. Apricot Capital Invests in entrepreneurs who are passionate and create positive impact. This is reflective of how we are like as a team – compact, nimble, and highly efficacious. Apart from these qualities, we also pride ourselves on being forward-looking thinkers. Daring change-makers and innovation that inspires communities captivate us.

With decades of experience in managing consumer brands to multi-billion-dollar success, we are looking to invest in sectors and entrepreneurs that we see potential and value in. Partnering with tomorrow's leaders, we will redefine business landscapes and industries.



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### TEOHENG

Established in 1989, Teo Heng Ktv Studio opened its first outlet at Katong Shopping Centre. With 11 outlets across the island, Teo Heng is one of Singapore's largest family karaoke chain with the most updated song lists, easy to use system and affordable rates.



## POPSICAL TV

### THE PERFECT KARAOKE COMPANION FOR EXISTING KARAOKE SYSTEM OWNERS.

Another device in the suite of Popsical family of products is the Popsical TV. The Popsical TV is suited for karaoke enthusiasts who already own their own karaoke system. Just plug it into any karaoke system with an AUX cable to bring the full KTV experience to your living room. With its cloud based Popsical library, your song selection will remain updated with the latest groovy beats and chart toppers. Popsical also comes with a mobile app for users to browse the library, request new tracks, and adjust your vocal effects such as pitch and speed. You can also inject a whole lot of fun into your singing session with a variety of sound effects such as applause or crickets. Unlike conventional karaoke sets that rely on a single remote, Popsical supports multiple devices at the same time for everyone to add songs to the play queue anytime.



COLORS

Just Pink    Day Green





## FOUNDERS

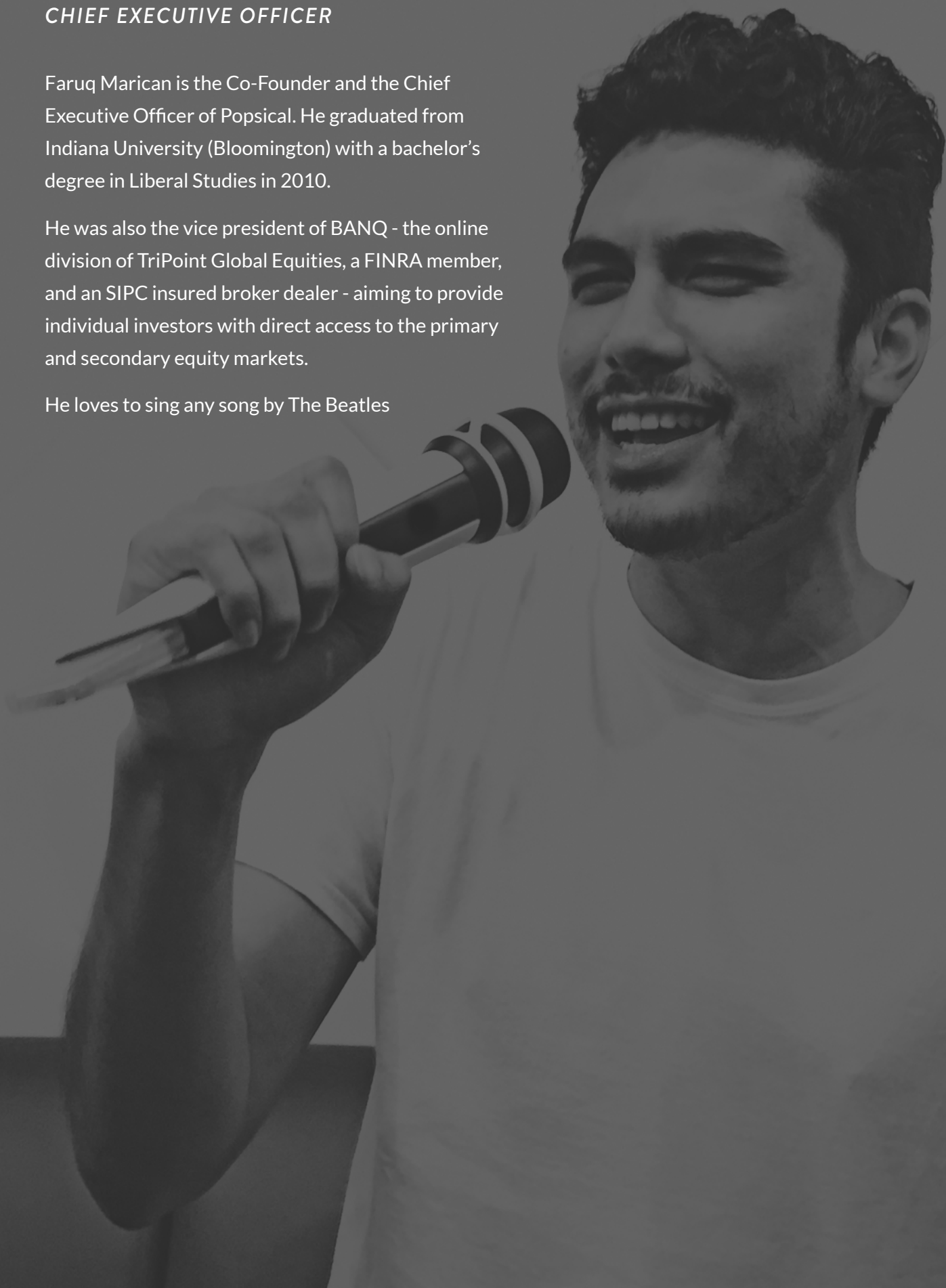
### **FARUQ MARICAN**

#### *CHIEF EXECUTIVE OFFICER*

Faruq Marican is the Co-Founder and the Chief Executive Officer of Popsical. He graduated from Indiana University (Bloomington) with a bachelor's degree in Liberal Studies in 2010.

He was also the vice president of BANQ - the online division of TriPoint Global Equities, a FINRA member, and an SIPC insured broker dealer - aiming to provide individual investors with direct access to the primary and secondary equity markets.

He loves to sing any song by The Beatles



## FOUNDERS

### FADHLI RAHIM

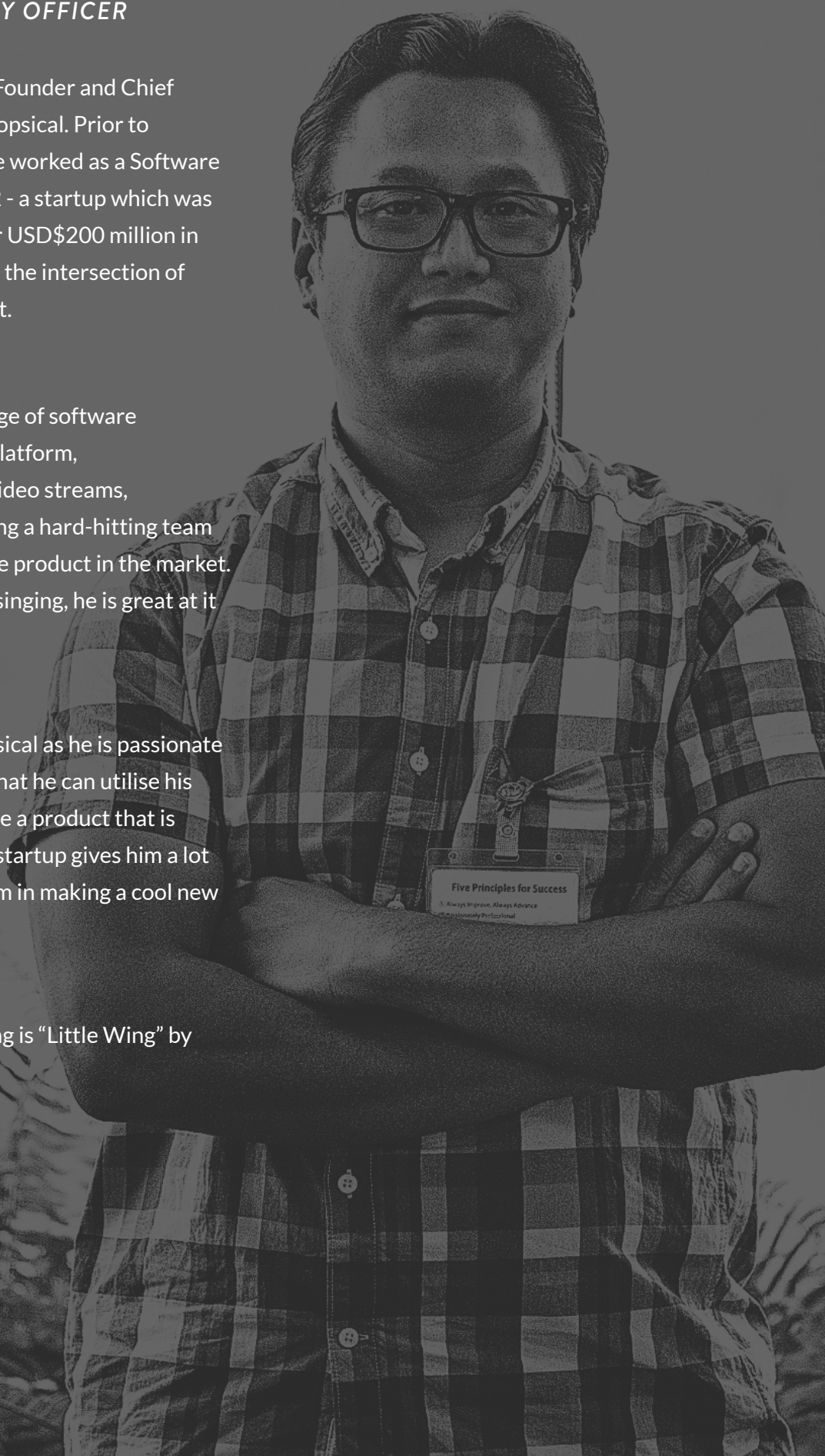
#### CHIEF TECHNOLOGY OFFICER

Fadhli Rahim is the Co-Founder and Chief Technology Officer of Popsical. Prior to co-founding Popsical, he worked as a Software Engineer at Viki in 2012 - a startup which was acquired by Rakuten for USD\$200 million in 2013. His passion lies in the intersection of engineering and product.

In Popsical, he is in charge of software architecture & design, platform, encoding/transcoding video streams, deployments and building a hard-hitting team to build the best karaoke product in the market. Not only does he enjoy singing, he is great at it too.

He likes the idea of Popsical as he is passionate about music, and feels that he can utilise his technical talent to create a product that is based on it. Founding a startup gives him a lot of flexibility and freedom in making a cool new karaoke product

His favourite song to sing is "Little Wing" by Jimi Hendrix





## FOUNDERS

### **UMAR ABDUL HAMID**

#### **CHIEF OPERATING OFFICER**

Umar Abdul Hamid is the Co-Founder and Chief Operating Officer of Popsical. Umar is a serial entrepreneur and an angel investor actively investing in startups in fintech (financial technology) and media technology in the United States and Singapore. He has been involved in startups for the last four years - investing and working with young and smart entrepreneurs of various nationalities in New York and was also a Startup student Advisor at the Harvard Innovation Lab.

Umar earned his Master of Business Administration from the University of Chicago Booth School of Business, Master of Education focused on Administration, Planning and Social Policy from Harvard Graduate School of Education, and Bachelor of Science in Electrical Engineering from the University of Arizona. He was a participant of the Owner-President Management Program at the Harvard Business School.

His go-to karaoke song is My Way by Frank Sinatra.



[WWW.POPSICAL.COM](http://WWW.POPSICAL.COM)

 [POPSICALKARAOKEMY](#)

 [POPSICAL KARAOKE MALAYSIA](#)

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