Consumer

Services



Consumer Services

Today, our Instant Ink program has over 10 million loyal subscribers. In the nearterm, our goal is to deliver even more value to our customers by continuing to add additional services including paper, toner, a small business offering, and integrating hardware. However, we have ambitious plans to leverage our existing Instant Ink platform and our HP Smart App experience, to enable more streamlined Print and Personal Systems consumer subscriptions and services.



Lifestyle Services



Lifestyle Services



of people said they would be willing to pay each week to save time on household management tasks

Source: McKinsey & Coo

estimated size of the household management market as of 2021

h

Source: The Holding Co

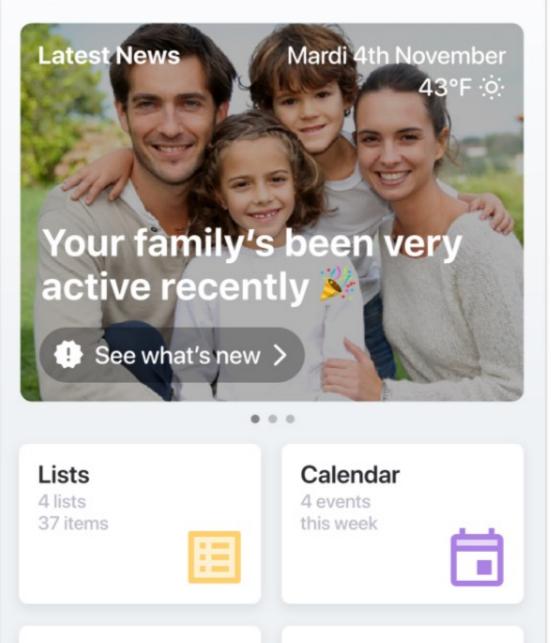
Household Management

FamilyWall helps manage everyday life by sharing everyone's schedules and activities, tracking grocery lists, planning for dinner, managing to-dos as well as locating kids when they are outside.



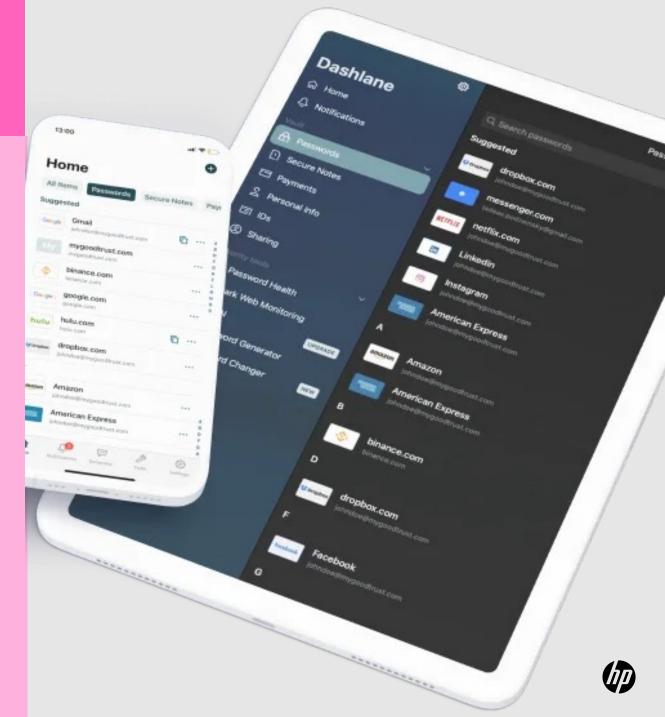
The Johnsons -

 \mathbf{n}



Life Management

GoodTrust offers complete estate-planning and digitalsecurity tools as well as ways to preserve and share the memories you've created online



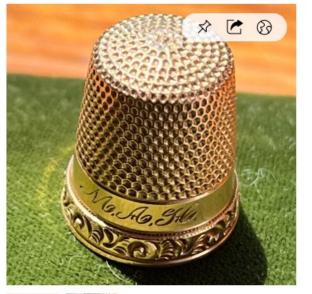
Personal Digital Vault

LifeSite is an ultra-secure, cloud-based digital vault for individuals, families, caregivers and advisors to organize, manage and share protected life information and documents.



Personal Digital Vault

Artifcts helps users capture, preserve, and share the meaning behind the objects in their lives.







@DeeDeeS & Follow

Thimble with initials MAH. With Nana's things. Don't know whose initials they are. She might have bought it at a church sale.

View Artifct →

COUNTRY OF ORIGIN

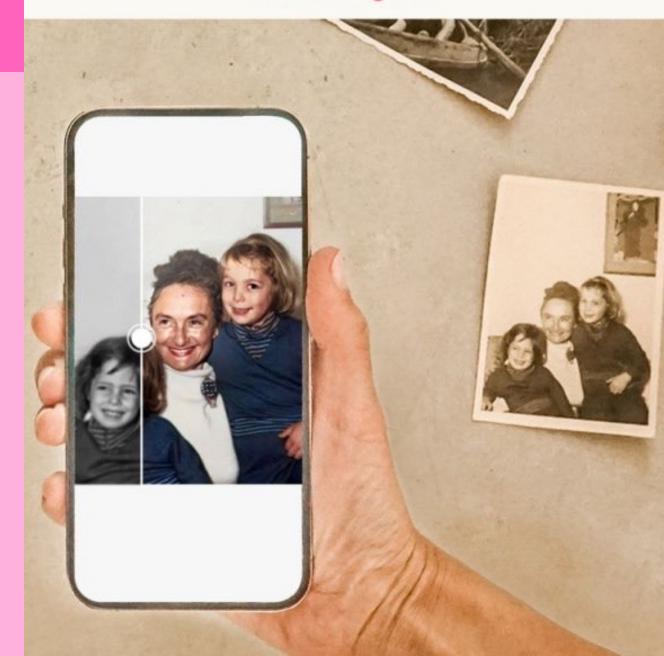
Unknown / Not Applicable

Lifestyle Services

Photo Organizer

Photomyne

Photomyne offers apps to scan, manage, and store old photographs in bulk.



Lifestyle Services

Photo Storage Platform

Yogile allows access to photos from any device with unlimited secure storage, and supports sharing anywhere on the web in one easy step.

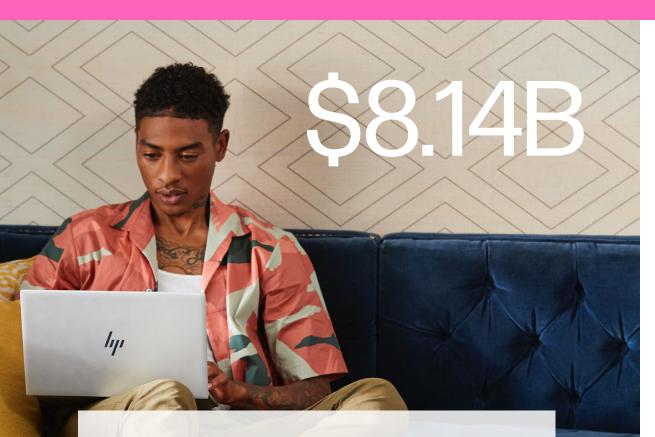




Personal & SMB Productivity



Personal & SMB Productivity



global productivity app market size in 2020

Source: MillionInsights



predicted CAGR of the productivity apps market from 2021 to 2028

Source: MillionInsights



Workflow Management

PSOHub is an all-in-one project management platform that integrates with your favorite CRM.

Personal & SMB Productivity

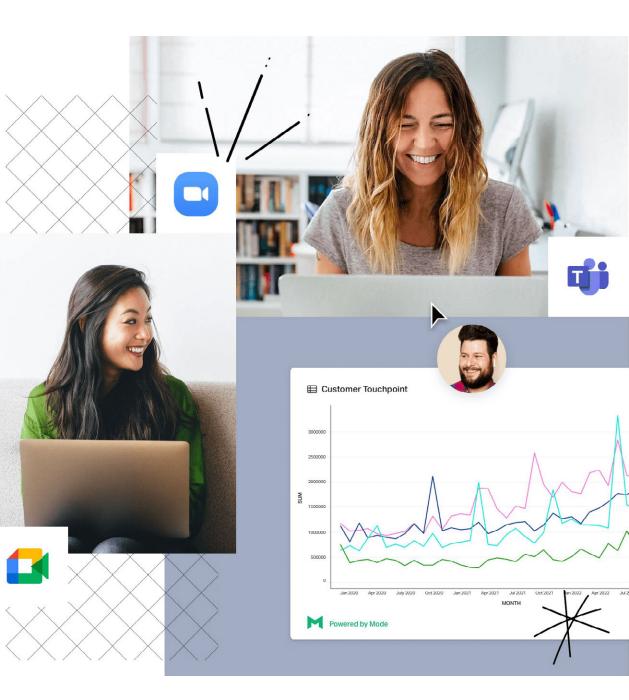
PSOHUB. Contacts - Projects - Time & Expenses -

Financial dashboard -

Number of projects		Projects total value		Total amount invoiced			Outstanding i
26	j	\$ 1,1	.11K		\$ 55I	<	ç
Projects		Amount	Budget	Used			General cas
4-Step Exit Program Facebook Martijn van der Hoeden		\$ 3,500	\$ 3,500	\$ 11,000	Critical	Details	30 25
Consultancy Van der l Microsoft Martijn van der Hoeden	Hoeden Advocatuı	ur \$ 39,200	\$ 24,000	\$ 52,449	Critical	Details	20 (X) 15 WWW
Advisory M&A No Monkey Business Martijn van der Hoeden		\$ 9,882	\$ 6,000	\$ 9,882	Critical	Details	₹ 10 - 5 -
Microsoft - Advisory Windows Phone 5.0 Microsoft Martijn van der Hoeden) \$ 55,538	\$ 30,000	\$ 11,419	Healthy	Details	0 - Jar
Heineken - Advies Tra Heineken Martijn van der Hoeden	ject Thiijs	\$ 21,500	\$ 12,500	\$ 4,314	Healthy	Details	
Top 5 most valuable cust	omers	Top 5 customers valu	e vs rest	Bottom 5	least valuable cust	omers	Bottom 5 c
* Heineken	\$ 450K				Georges Inc	\$ 0K	
Microsoft	\$ 189K			Ηυხδρόι	t HubSpot, Inc.	\$ 15K	
Facebook	\$ 143K			S ²	Salted Stone Inc	\$ 36K	
Nike	\$ 113K	Top 5	Rest	(3)	Software Inc	\$ 39K	
No Monkey B	usiness \$ 77K				PSOhub Ventures (example)	\$ 50K	

Collaboration and Brainstrorming

InVision is an online, visual collaboration platform for small teams to collaborate better, align faster, and optimize operations.



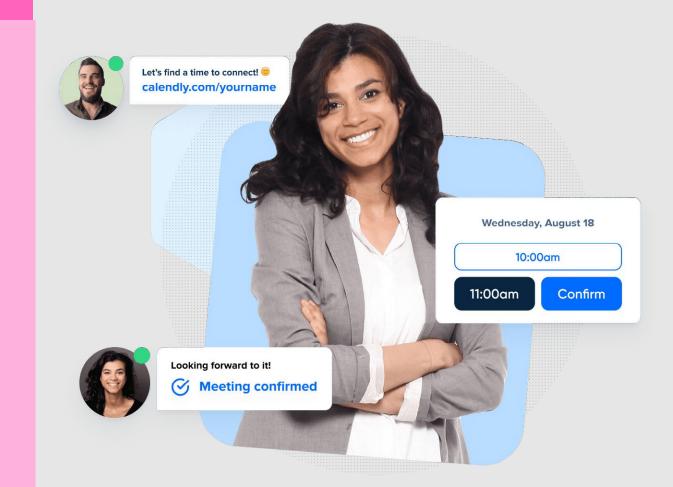
Task Scheduling System

SkedPal is an intelligent and automatic task scheduling system for better productivity

Website Design Design a landi Agreed on next	Tomorrow 08:00 AM Med 7 hrs 30 min to be completed by May 11			
Office Admin	Very little slack to defer Go to task Done			
Personal				

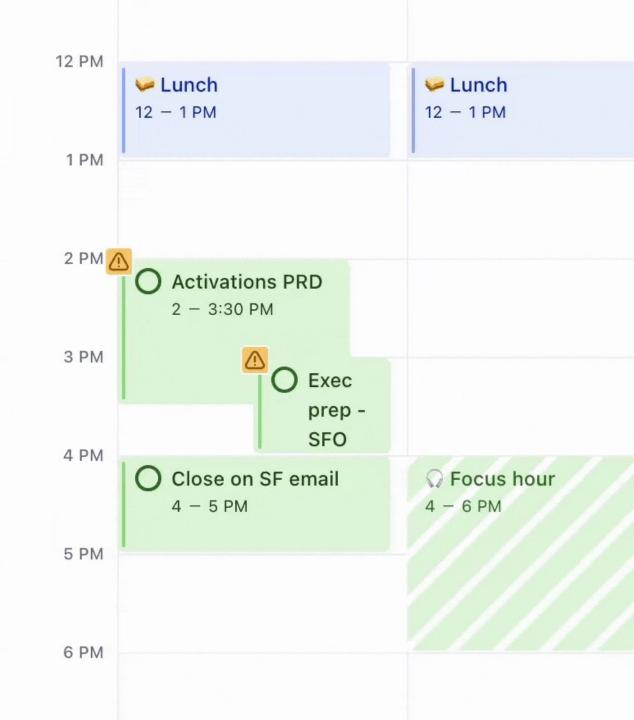
Scheduling Tool

Calendly is your scheduling automation platform for eliminating the hassle of back-and-forth emails for finding the perfect time.



Calendar Optimizer

Aerotime is a gorgeous calendar that continuously optimizes for minimizing context switches and better prioritization.

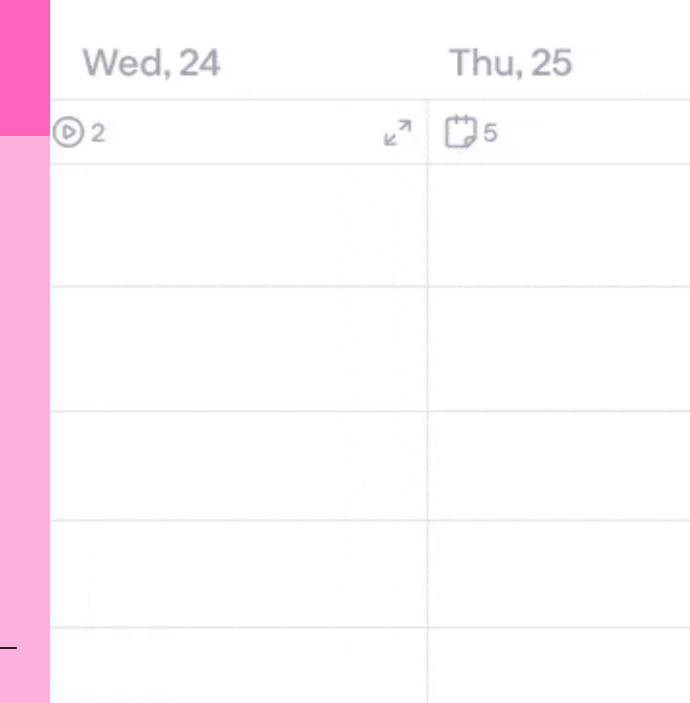


Smart Calendar

& focused work.

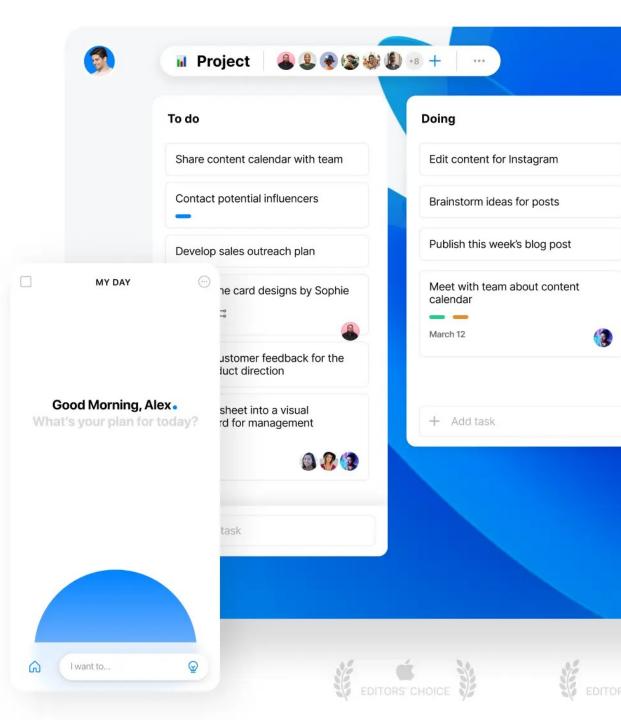
KosmoTime is a smart

calendar for time blocking



Personal Task Manager

Organize your life and manage your team's work with Any.do



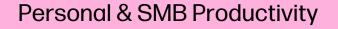
App Automation

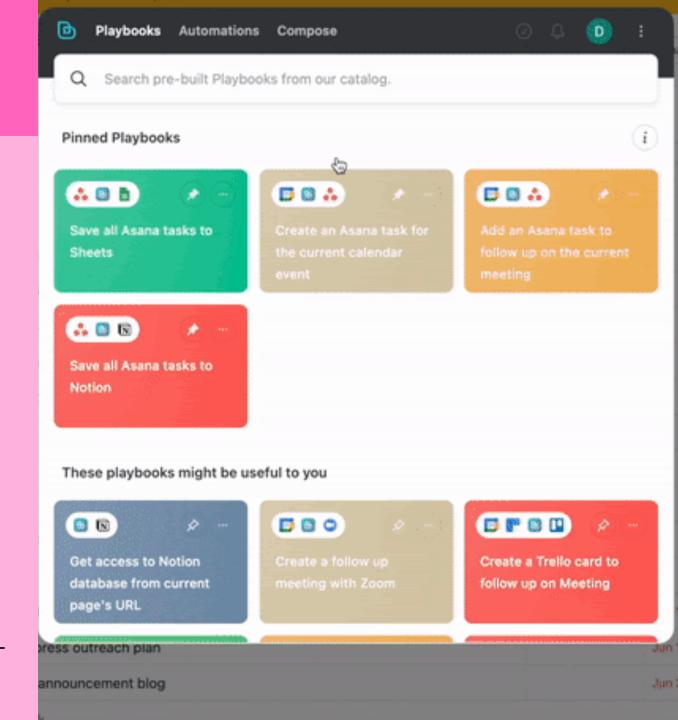
Zapier empowers you to automate your work across 5,000+ apps—so you can move forward, faster.



Virtual Assistants

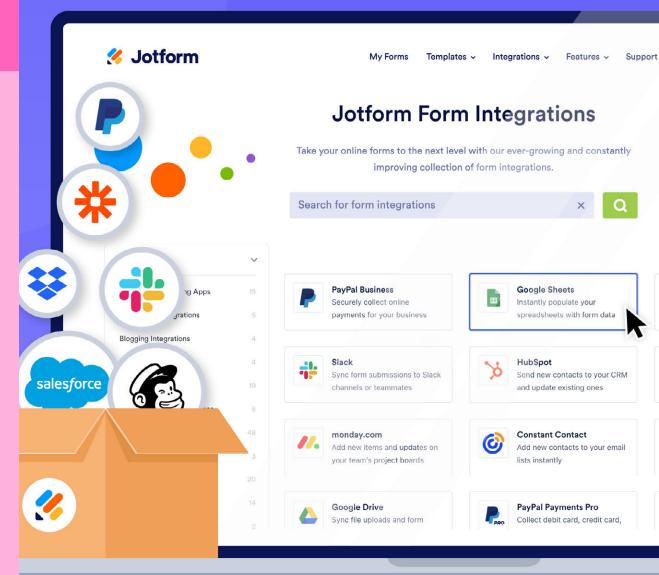
Bardeen saves you time by automating repetitive tasks with a shortcut.





Form Automation

Jotform supports powerful forms that use conditional logic, accept payments, generate reports, and automate workflows.



Smart Printing System

HP+ makes your printer even smarter with advanced features, automatic updates, enhanced security, and much more.







Co-Creation



expected size of the collaboration applications market by 2026

Source: Apps Run The World



On an average day, individuals spend

34 min

socializing and communicating with others for non-work purposes in the US

Source: Bureau of Labor Statistics

Podcast Collaboration

Nomono is a selfcontained, completely wireless recording kit for capturing interviews in the field.



Audio Collaboration

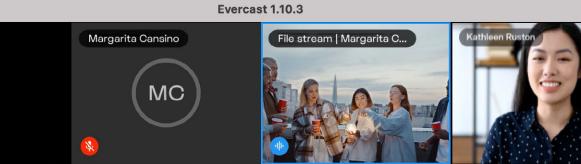
Sessionwire is the all-inone music creator's tool to collaborate live from anywhere in the world.

Remote Recording Is the New Normal

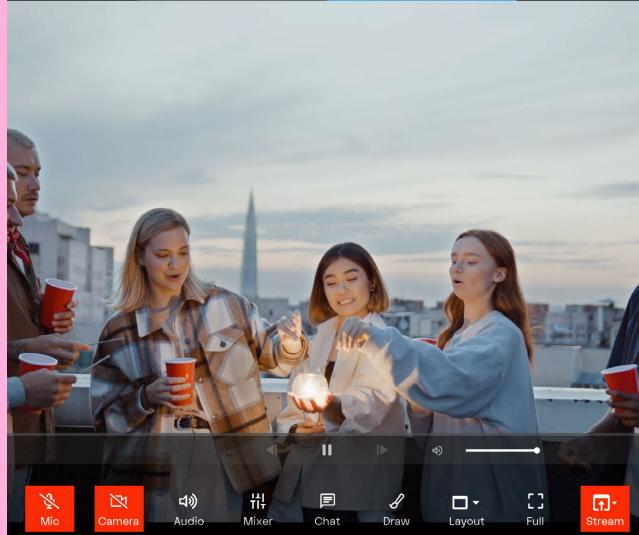
Record, Mix, And Collaborate with Anyone, Anywhere, On Any Platform



Video Collaboration



Evercast allows creators to securely stream work sessions in HD, video chat, and collaborate live—all in one place.



Design Collaboration

Figma is a design platform for teams who build products together.

