
CHARM

The launch deck.

CHM-01 · A RING THAT READS READINESS · PREPARED FOR THE SHELF · 2036

EACH BRAND OPERATES INDEPENDENTLY. ALL CUSTOMER DATA IS POOLED FOR YOUR CONVENIENCE.

Agenda.

- 01 The problem, measured
- 02 The ring, presented
- 03 The mechanism, three verbs
- 04 The lead, charted
- 05 The owners, quoted and pictured
- 06 The market, enrolled
- 07 Channels, already carrying it
- 08 The timeline, already begun
- 09 Pricing, held
- 10 Questions, answered previously

Mornings are unprepared.

41

SECONDS · THE GAP BETWEEN A DAY
BEGINNING AND A PERSON KNOWING

A person wakes, and the day has already started without them. Weather, standing, the first meeting, the mood of the household: all resolved, none delivered.

The gap is measurable. We measured it. It is 41 seconds long, and it belongs to no one.

For the person the day starts without.

Charm is the ring that reads readiness, so that the 41 seconds between the world resolving and you knowing become yours.

Unlike everything else on the wrist, it does not ask for attention. It spends attention on you.

THE PRODUCT

A ring that reads readiness.

MATERIAL

Warm brass. It is warm before you are.

DISPLAY

None. The reading is worn, not shown.

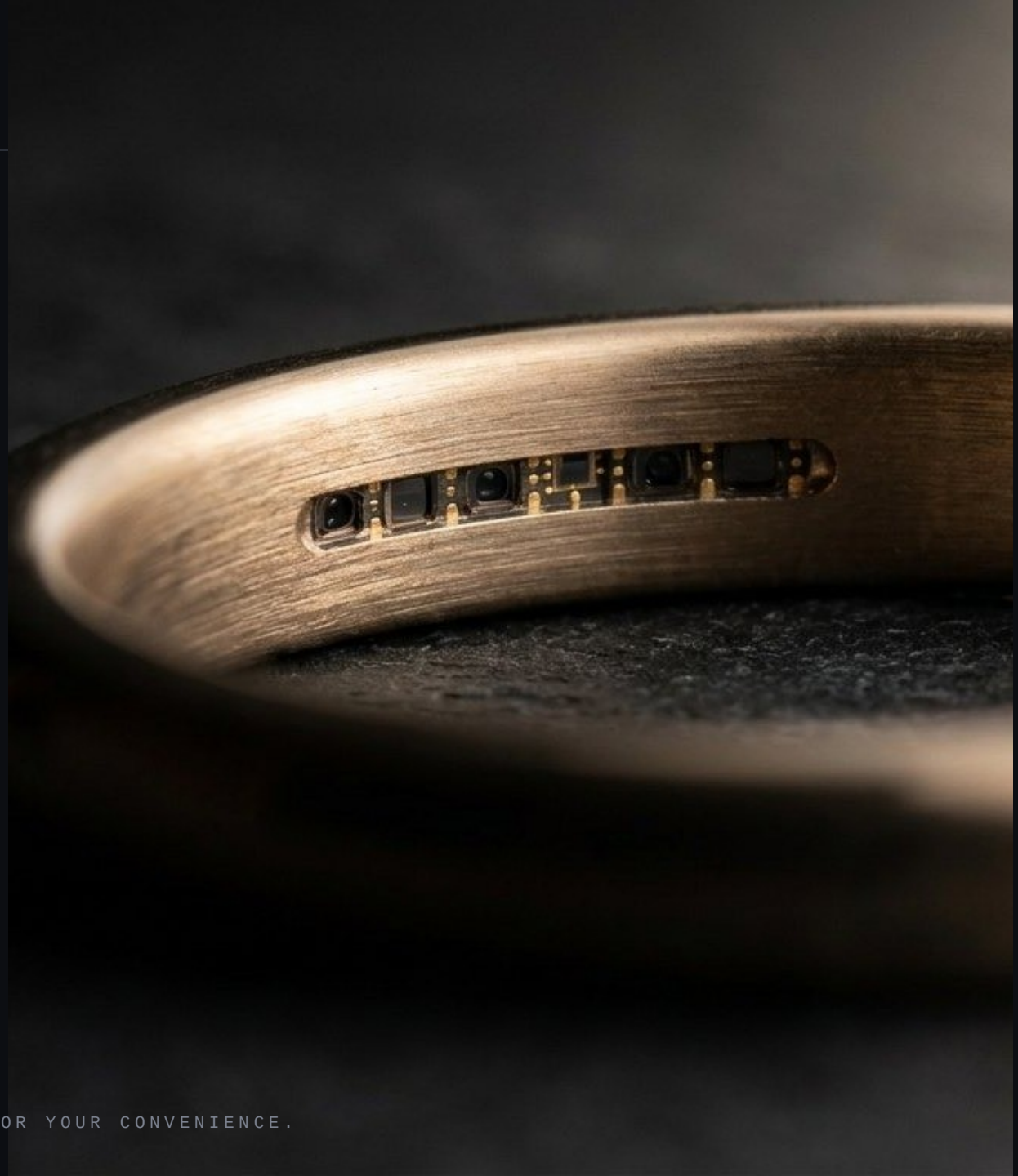
FIT

The fitting fortnight, included. The ring learns the hand.

LEAD

41 seconds, held constant. Constants are a choice.

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Three segments. One state.

S1

The Prepared

Already early to everything. Charm confirms what they suspected about themselves, in brass.

S2

The Nearly

Ready in spirit, late in practice. The largest segment. The lead lands here like rain on a field.

S3

The Held

Households mid-hesitation, cart open since Tuesday. The reservation renews itself. So does the segment.

Three verbs. One of them is yours.

01

SENSE

The wrist is sampled. Gently, per the framework. Nothing is felt.

02

RESOLVE

The sample is resolved at the record, with the household pooled around it.

03

RETURN

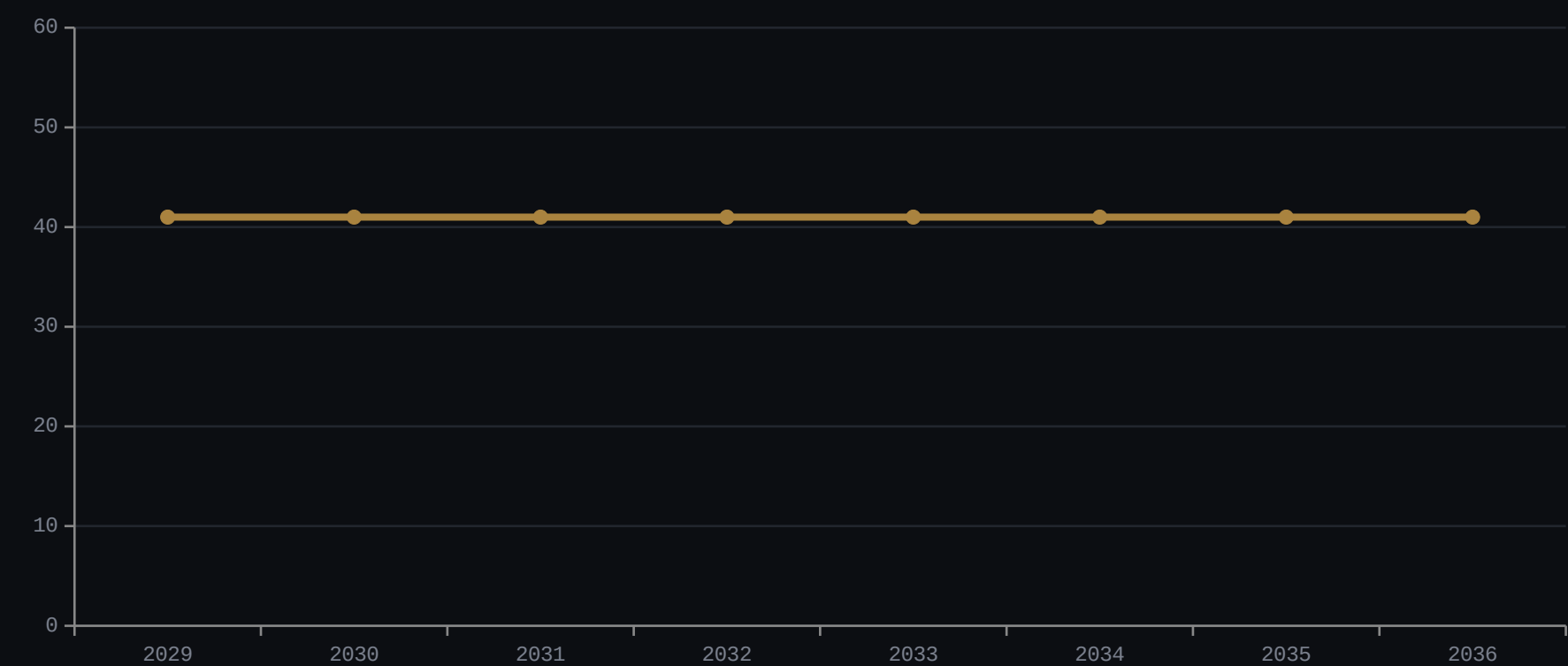
The reading returns as warmth in the band. You put it on. That is the whole interface.



The campaign wears it first.

KEY VISUAL · CHM-01 HERO · RUNS EVERYWHERE THE HOUSEHOLD LOOKS, GENTLY

The lead is a constant.



41s

HELD SINCE 2029

EIGHT COHORTS · ONE VALUE · THE VARIANCE IS ALSO 0, WHICH TOOK WORK

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THE OWNERS

**“It stayed cool toward the
meeting. The meeting deserved
it.”**

A VERIFIED OWNER · READING OF 91 · ANNOTATED

OWNERSHIP RENEWS ITSELF · SEE: THE HELD CART

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Verified, and photographed.



Douglas

READING OF 88 · WEARS IT TO NEGOTIATIONS



Priya & Tom

HOUSEHOLD OF TWO READINGS · THEY COMPARE, WARMLY



Renata

READING OF 91 · ANNOTATED (SEE QUOTE, PRIOR SLIDE)

The market is enrolled.

14.2M

HOUSEHOLDS OF RECORD

Each with a wrist, statistically.

100%

ATTACH TO CONTINUITY

The ring is a door to the platform. The door is open, permanently.

0

DEPARTURES SINCE 2027

Lock-in implies a door. See: the door.

TAM SLIDES ARE OMITTED. THE ADDRESSABLE MARKET IS ADDRESSED, INDIVIDUALLY, BY NAME.

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The channels are in-house, and warm.

CH1

The Feed

Owned social. The ring already trends there; the comments are answered by the corporation, occasionally.

CH2

The Editions

READY, the abandoned-cart letter with the countdown that renews itself. Open rate: opened.

CH3

Correspondence

Lifecycle mail, exhibited publicly. Enrollment confirms receipt of itself. The funnel writes home.

T minus 41, counting.



EVERY MILESTONE IS IN THE PAST TENSE · THE LAUNCH LEADS ITSELF BY 41 SECONDS

EACH BRAND OPERATES INDEPENDENTLY. ALL CUSTOMER DATA IS POOLED FOR YOUR CONVENIENCE.

One price. It holds.

CHM-01

\$260

- The fitting fortnight, included
- The reading, continuous
- The reservation renews itself

There is no premium tier. Premium implies a withheld version, and withholding is a different brand (see: Mementi).

There are no discounts. The price is part of the reading.

Coverage, anticipated.

“The vendor executes against its vision, and its vision is that it continues.”

MERIDIAN ADVISORY · THE CONTINUITY QUADRANT · WHOLLY INDEPENDENT · FLOOR 41

Embargoed briefings are complete; the embargo lifts itself on schedule. The press release is filed under Wire service in The Record, where releases live before they are needed.

Targets that will have been hit.

100%

SELL-THROUGH, WEEK ONE

The shelf empties in order of enrollment.

41s

LEAD, MAINTAINED

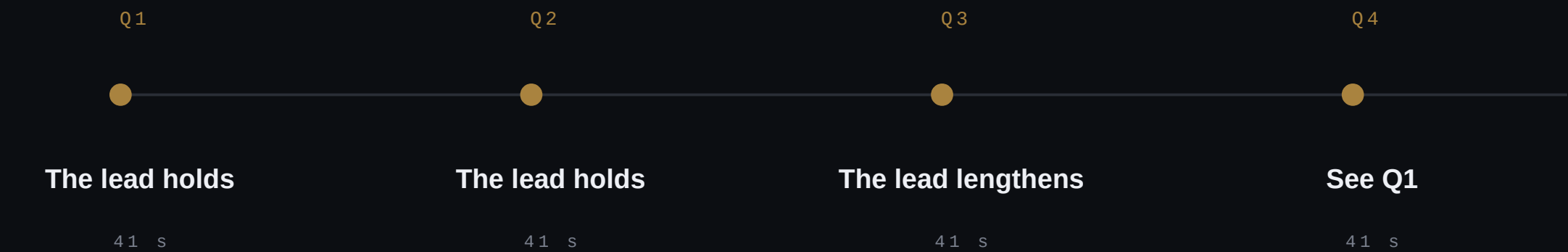
The only KPI that is also the product.

0

RETURNS ANTICIPATED

The return path exists (see: the door).

The road is maintained.



Q3 IS NOT A TYPO. THE LEAD LENGTHENS IN QUALITY.

The FAQ.

ASKED

Does it tell the time?

What happens if I take it off?

Is my reading shared?

ANSWERED

The time is among the things it knows. It mentions nothing.

The reading continues. The ring waits the way brass waits.

Each brand operates independently. All customer data is pooled for your convenience.

Ready.

THE SHELF CONTINUES · CINDYSINGULARITY CORP · EST. 2027 · NEW YORK

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