

McDonalds Products



Twist Brite Partnership

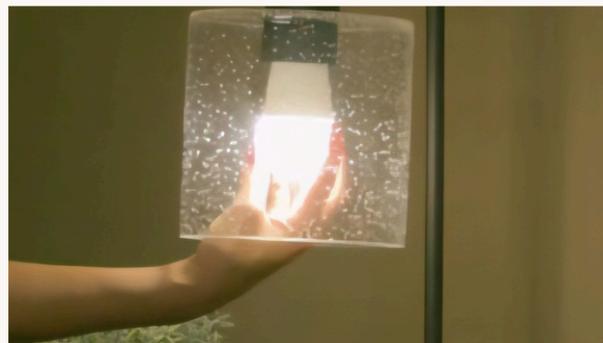


DIMMABLE LED LIGHT BULB



Presented By: **John McDonald**

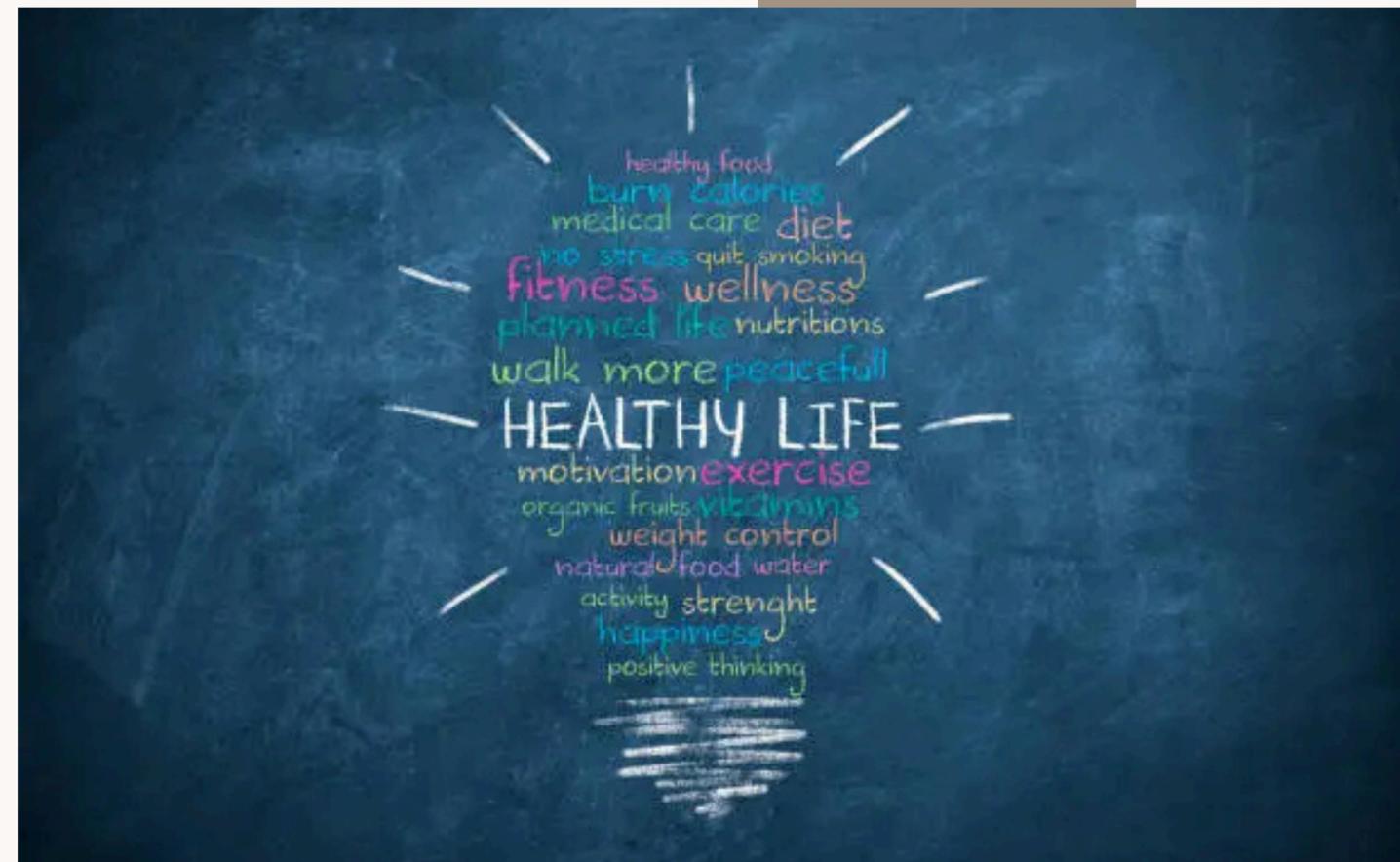
www.twistbrite.com





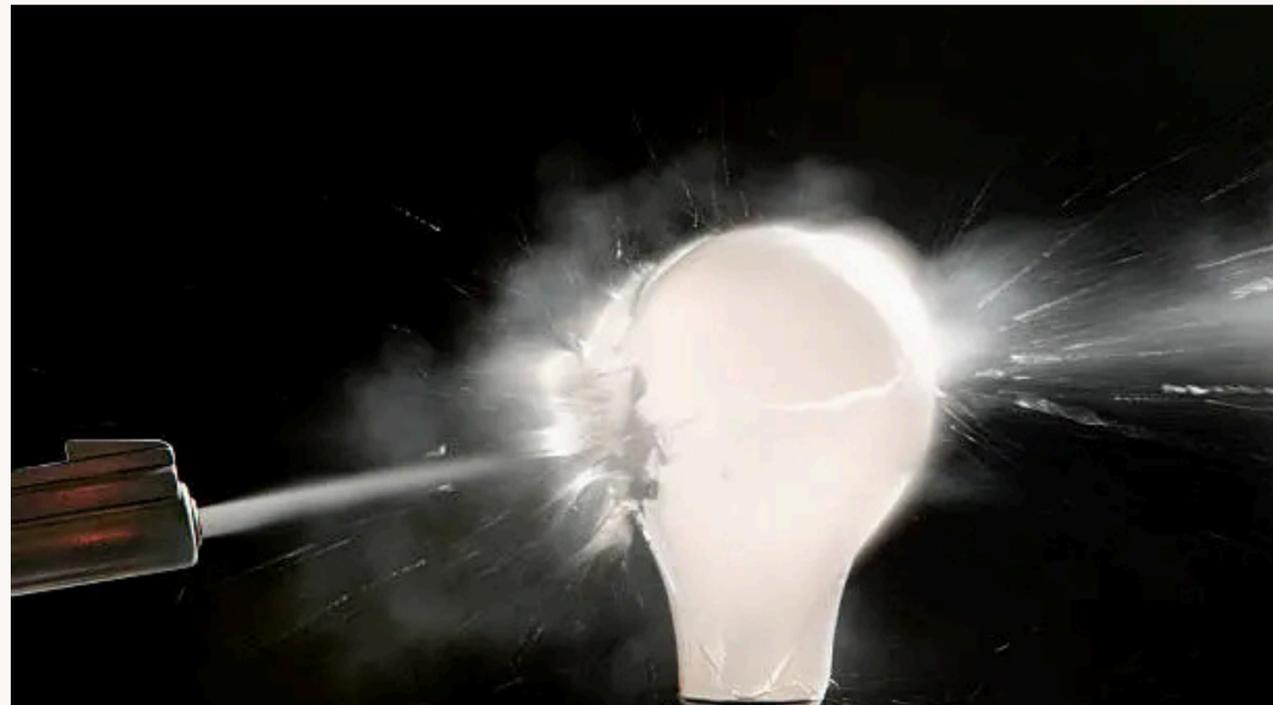
Introduction

McDonalds Products designs next-generation LED bulbs that combine advanced technology and modern design to enhance living, improve health, and inspire a reduced environmental footprint.





The Problem



Consumers struggle with unresponsive 3-way bulbs.



Poor quality leads to a short lifespan



Expensive electricians.



Common issues include flickering bulbs, audible humming, and incompatibility with dimmer switches.





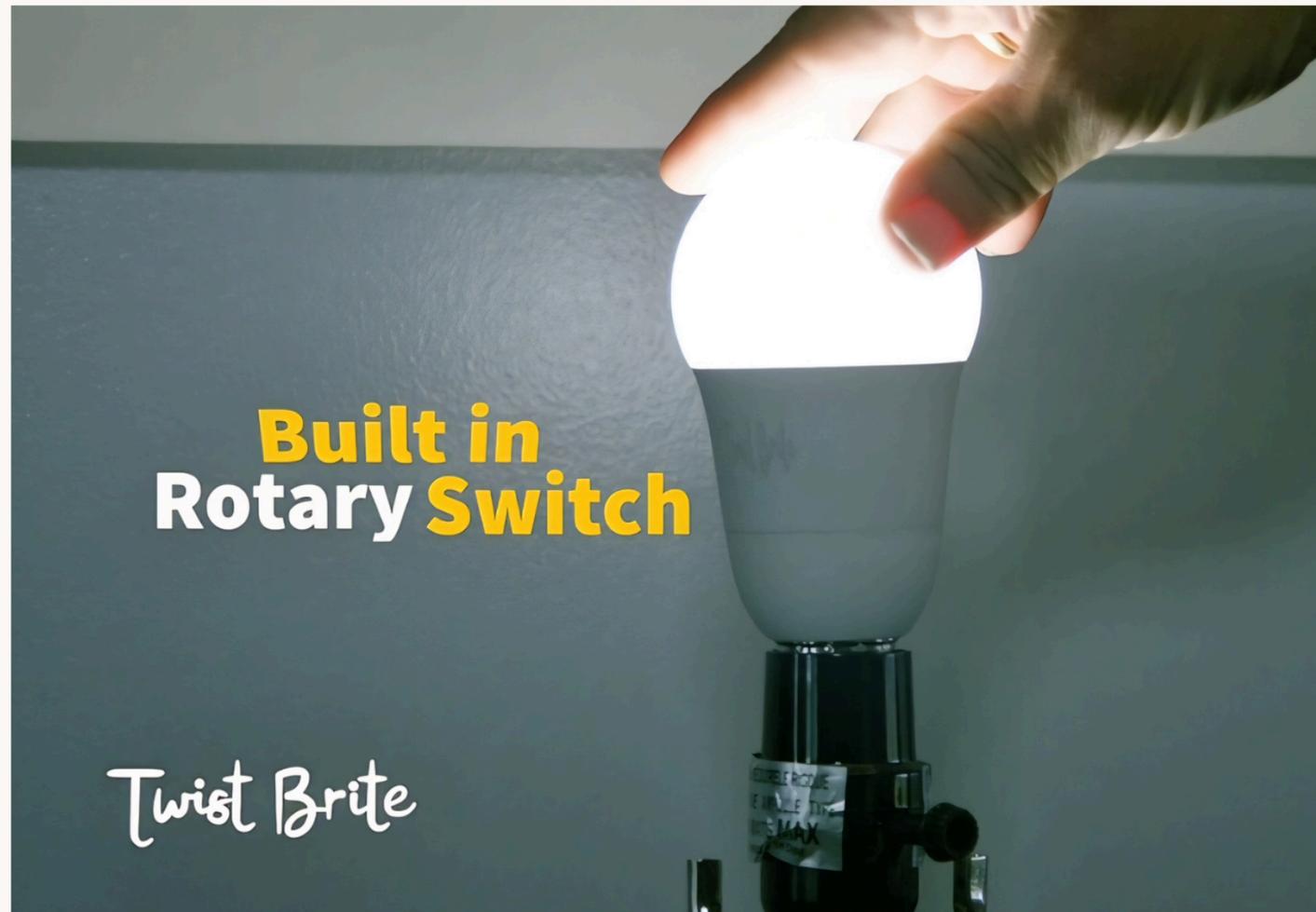
The Solution



Twist Brite has engineered the world's best dimmable bulb. While competitors struggle to control power input, our 10-year LEDs use advanced driver technology to precisely regulate current, ensuring flawless performance



Manual Advantage



Hotel guest can hand-operate our (manual) dimmable bulbs that are more reliable, cheaper, and easier to use for immediate, simple adjustments without relying on Wi-Fi or apps.



Twist Brite Manual dimmable bulbs are more energy-efficient than smart (app controlled) LEDs because smart bulbs consume “standby” power to stay connected to Wi-Fi



Weak or unstable Wi-Fi is a common cause for smart bulbs to flicker, shutter, or act erratically. Because these bulbs require a constant connection to receive signals, a weak signal causes them to repeatedly disconnect and reconnect, resulting in flickering or failure to follow commands. Shuttering or flickering light bulbs



No need to manage and limit the number of devices on the Wi-Fi to maintain speed, reliability, and no health and security risk.



“Go green-odds in your favor”



- Rapid cross-sector adoption of energy-efficient lighting.
- Significant advancements in dimmable bulb technology.
- Expanded retail distribution increasing product accessibility.
- Government regulations and incentives promoting energy efficiency.

Market Opportunity



The dimmable LED market is projected to grow at a CAGR of 8.7% (2024–2033), nearly doubling in value. This surge is driven by the widespread shift to LED technology and rising consumer demand for energy-efficient, controllable lighting.



Product Overview

Designed by McDonalds Products for superior quality and safety, the Twist Brite shatterproof LED transforms any standard lamp into a dimmable, energy-efficient fixture. It offers exceptional value, costing just \$0.30 per month to operate, even with 24/7 usage.



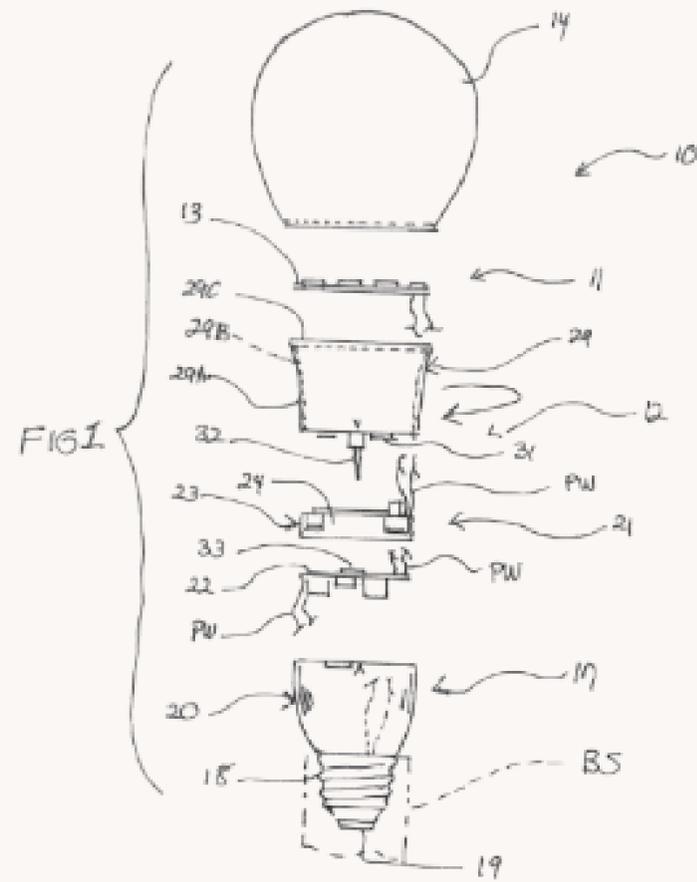


Business Model

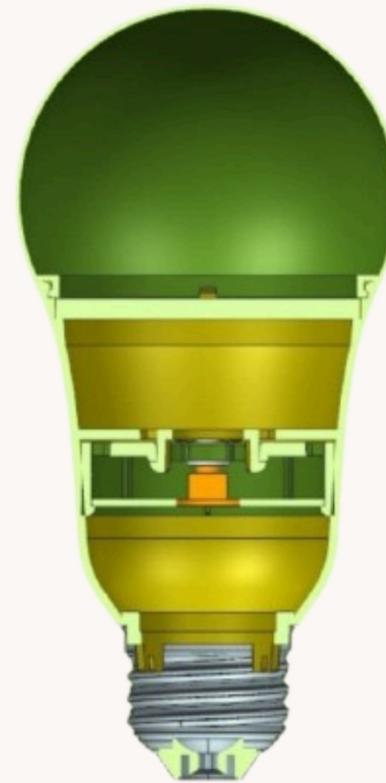
McDonalds Products

- ✓ Specializing in smart lighting, we are capitalizing on the market shift toward LED-to-LED upgrades. As first-generation units fail, they are being replaced by newer technology that is 50% more efficient
- ✓ We target niche, high-end commercial spaces that prioritize occupant comfort, health benefits, and sustainability.
- ✓ Our business model focuses on selling eco-friendly LED bulbs manufactured with non-toxic materials and biodegradable packaging, offering a high-quality product with a 10-year lifespan.

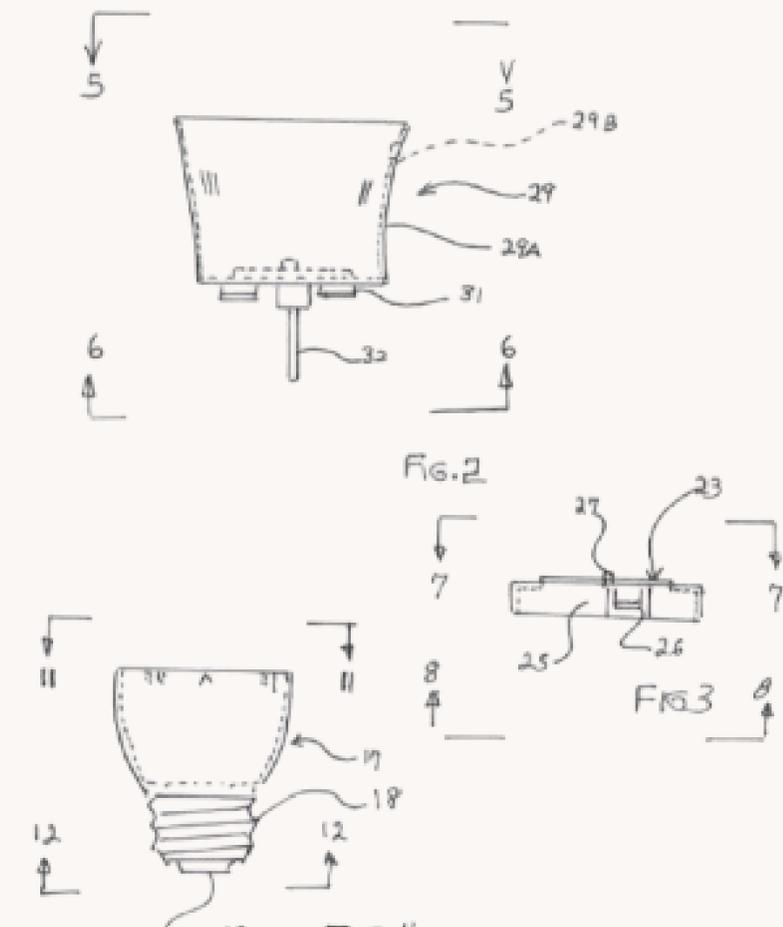
Competitive Advantage



McDonalds Products



Unlike standard bulbs, our patented LED features an integrated rotary switch for easy control. It is rigorously tested, UL listed, and certified by both the DOE and the California Energy Commission.



Watt A Win



Specialized packaging:

reflects a winning standard in every hand, delivering a high-end unboxing experience designed to leave a lasting impression

Durability & Quality: We ensure high-quality standards for both packaging and product. Twist Brite bulbs are shatterproof and engineered for longevity, delivering over 25,000 hours of use..

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Marketing Strategy



Customized High-End Gifts:

Create custom-branded LED bulbs for casinos and eco-friendly events—a unique, lasting gift that guests will use for years.



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Retail Strategy: Drive profit by featuring bulbs in the casino gift shop.



Casino Partnerships: Drive massive cost savings by cutting energy use by 95% while enhancing ambiance and reducing maintenance.

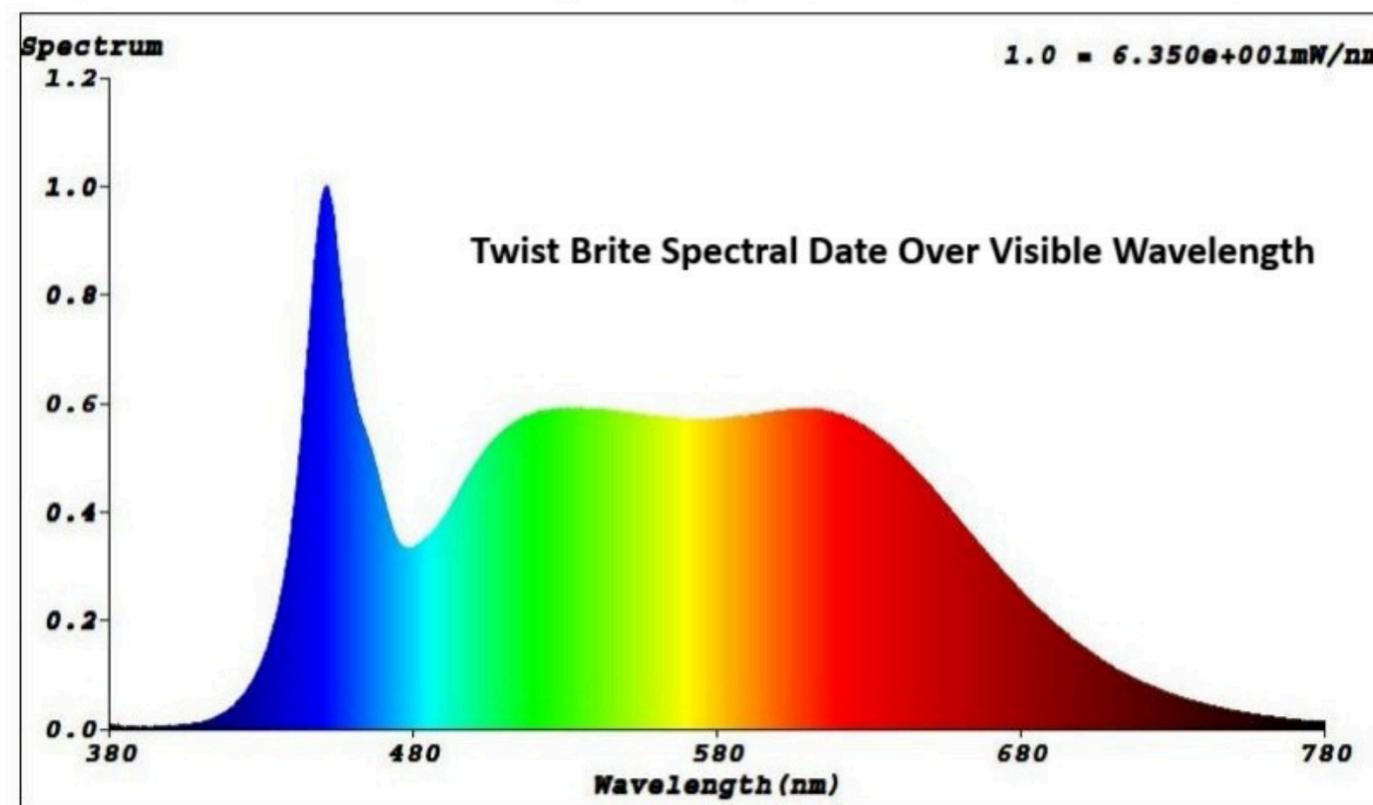


Event Marketing: Drive traffic by offering bulbs as exclusive rewards for major casino events like slot tournaments or holidays.





The Team



Twist Brite

Our Team: A multidisciplinary group of designers, engineers, and entrepreneurs dedicated to building products you love, combining creativity, precision, and strategy.

Our Product: Designed to harmonize with your body's natural rhythms, our bulbs support your well-being day and night:

- **Day:** Invigorating full-spectrum light (1200K) to boost energy.
- **Night:** A dim, warm glow (200K) to ease you into sleep.
- **Efficiency:** Seamless dimmability and ultra-low power consumption (200 lumens).

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Call to Action



Partner with **McDonalds Products** to bring reliable, health-focused, and energy-efficient LED innovation to the global market.



twistbrite.com/partnership

