



Direct-to-Consumer Innovations for a Sustainable Home. Join us in our latest fundraising round as we expand our reach, uphold our eco-ethos, and shape the future of home solutions.

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Founded by Paul Bagwell, Halo Appliances broke into the market as a game-changer in the domestic appliance sector. An award-winning product and strong growth trajectory make Halo a prime investment opportunity.

Award Recognition:  
Ranked #2 in Which?  
Top 50 products of  
2020.

Expert founding team  
within both the US and  
the UK.

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Traction: £5.4m  
cumulative revenue  
since Jan 2020.

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£160k Pre Sales  
for new model  
due Q3.



# The Vacuum Problem

Imagine a product that's cumbersome, inefficient, and frustrating. That's been the story of vacuum cleaners for many. The industry settled for mediocrity, and consumers had to deal with its shortcomings.

**Sub-Par Efficiency:** Most vacuum cleaners on the market offer disappointing performance, leaving users to deal with persistent dirt and debris.

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**Cumbersome Designs:** The heft of current models makes them unwieldy, turning a routine chore into an exhausting task.

**Capacity Constraints:** Limited capacity means frequent interruptions to empty out contents, compounded by annoying clogs.

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**Prohibitive Costs:** Dyson come with a steep price tag, averaging £300+, making top-tier technology inaccessible for most consumers.



Halo wasn't built to be just another vacuum; it was designed to be a revolution. We took the known flaws head-on, focusing on performance, capacity, and weight. Every element was refined, ensuring our consumers would experience nothing but the best.

Outperforms corded vacuums



Premium carbon fibre build



Up to 5x storage capacity



Affordable and well designed



# Business Strategy

Direct and powerful - that's our motto. By eliminating the middleman, we've established an honest dialogue with our customers. This D2C approach, paired with our adaptability to tap into global markets, is what sets us apart.

**Global Expansion:** Adaptable route-to-market strategies for various territories.

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**D2C Marketing :** Direct engagement with customers without the need for a middleman, providing a superior product at an achievable price.





# Market Potential

The numbers are vast, and the potential is immense. With a global market that's ripe for disruption and targeted regions with billions in revenue, Halo is not just aiming to be a part of the market; we aim to lead it.

Global Vacuum Cleaner Revenue  
(2022): US\$53bn.

Targeted Regions (UK, NA, Central  
and Western Europe) Revenue  
(2022): US\$10.6bn.

Estimated Reach: US\$250m or 2.5%  
of the target market.



Our journey so far speaks volumes. Phenomenal growth, valuable IP, and glowing reviews are just the beginning. Our trajectory is an indicator of our commitment and the promise we hold for the future.

YoY Revenue Growth: +225%.



Intellectual Property Valued at: £3.7m.



Raving Reviews: Outstanding cleaning efficiency and top-notch performance.



£4m+ Collective Revenue



# Sustainability

Our commitment to a greener future goes hand in hand with advanced cleaning technology. Through the Capsule Refresh program and eco-conscious design choices, we're not only setting new standards in cleanliness but also in responsible innovation.

**Capsule Refresh:** Breathe new life into vacuums post-warranty, minimizing electronic waste while maintaining peak performance.

**Compostable Pouches:** Lock away dirt without direct contact, made from natural, responsibly-sourced materials—eliminating the need for plastics and reducing allergen exposure.

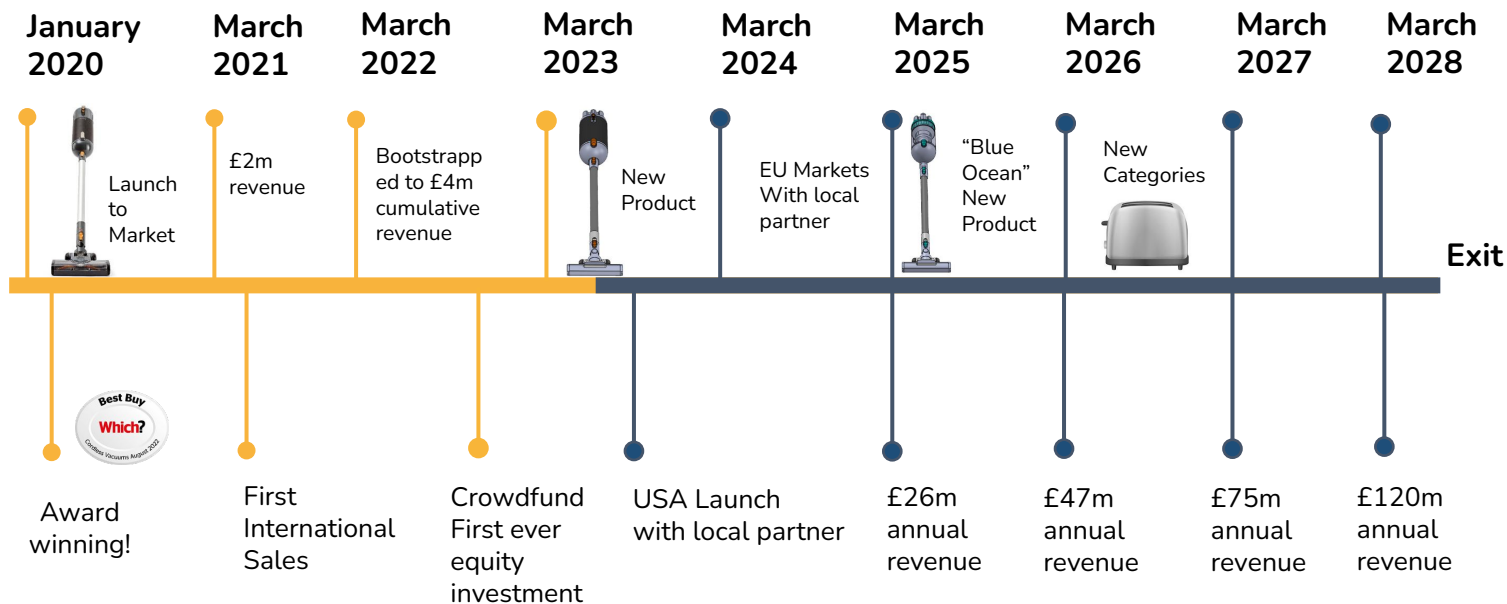
**No Clogs, No Hassles:** Our pouch system simplifies maintenance. No more filter cleaning or de-clogging—just replace and go.





# Growth Strategy

To grow is to evolve. Our strategy doesn't just focus on today but looks ahead at tomorrow. With plans to diversify and expand, our footprint is set to increase, and our impact is bound to be deeper.



# Our Winning Team

Behind Halo's success is a dream team. A blend of experience, innovation, and drive, our leadership is the backbone that ensures we move forward, stronger and smarter.



Paul Bagwell  
**Founder,  
 Managing Director**

Engineering,  
 Marketing and  
 Leadership team  
 experience in  
 consumer brands



Tom Dennehy  
**Finance**

Experienced  
 eComm FD  
 Fenton & Co.  
 Richard Jackson  
 Garden



Phil Marston  
**International Sales**

30 years  
 International Sales



Rachel Bagwell  
**Marketing**

15+ years  
 experience  
 driving  
 advertising ROI



Jon Collings  
**Demand Creation  
 Consultant**

Led Gtech from  
 £4m to £100m  
 revenue in 5  
 years



# Why Invest In Halo™

It's not just about a product or a brand. Investing in Halo is about believing in a vision, being part of an innovative journey, and standing by a team that's proven its mettle. With milestones ahead and a roadmap to success, now is the time to be part of the Halo revolution.

Clear roadmap targeting over £100M revenue.

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Award-winning, with the second-generation product now in the pipeline.

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Strong international interests from USA and EU.

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IP value of £3.7m with the second generation pending.

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Experienced leadership team with a combined experience of over 70 years in the industry.

