



**2020  
PRESS KIT**

**JUNE 4, 2020**

# ABOUT POPSOCKETS

PopSockets was founded in 2010 by former philosophy professor, David Barnett, who launched the company out of his garage four years later in Boulder, CO. Today, the company has sold over 165 million grips and has offices around the world. Products include the original PopGrip® and an entire swappable ecosystem of products, such as the PopMirror and PopThirst, all designed to increase the functionality of devices we use daily. In 2018, PopSockets premiered their Poptivism program—a charitable give-back platform—and the brand has donated over 3 million dollars in money and product to various nonprofits since the launch. Learn more at [PopSockets.com](https://popsockets.com).

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## CONTACT US











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JOIN OUR EMAIL LIST: [www.popsockets.com](https://www.popsockets.com)

FOLLOW: [@PopSockets](https://www.instagram.com/PopSockets)



# OUR STORY—

In 2014, David Barnett —a philosophy professor in Boulder, Colorado —glued two huge, ugly buttons   on the back of his phone to solve the age-old problem of the tangled earbud cord.  Sixty prototypes  later, the PopSockets grip was born—an expandable, collapsible grip  and stand  for your phone that could still be used to tame the tangle. The business has grown from David's garage  to having offices in Boulder, San Francisco, Singapore, Hong Kong, and Helsinki. 

To date, we have sold over 165 million PopSockets grips globally.



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It took McDonald's 17 years to  
sell its first 100 million burgers.

PopSockets has sold more than  
165 million grips in its first 5 years.

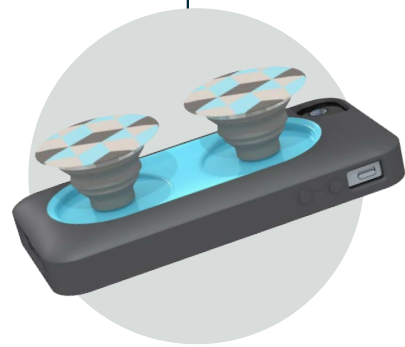




# THE EVOLUTION OF POP

2012

JAN



## KICKSTARTER CASE

Did you know it was originally intended as a way to keep earbud cords untangled?

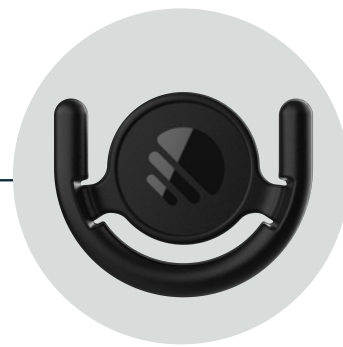
2014

JAN



## ORIGINAL POPGRIP

We used to just call 'em PopSockets, but this PopGrip started the craze.



## SURFACE MOUNT

Put one wherever you want so you can put your phone there, too.

2018

MAR



## VENT MOUNT

Made for the car so you can say, "Look, officer! No hands!"

SEPT



## SWAPPABLE POPGRIP

The phone evolves, so shouldn't the thing you use to hold the phone evolve, too?

OCT



## POPWALLET+

Here's the deal: when you free your pockets, you free your mind.



## POPMINIS

Like having a PopGrip for each of your fingers. As long as you're a three-toed sloth...

2019

AUG



## TIDEPOOL

We had this crazy idea to make a snowglobe for your phone. So we did.

JUN



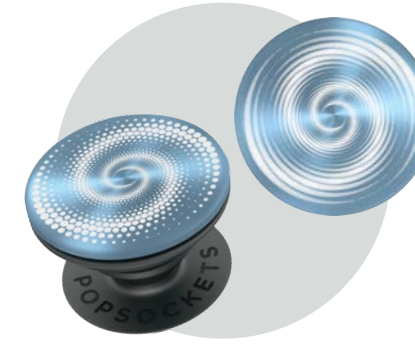
## POPGRIP SLIDE

Slide on, slide off. This snap on PopGrip keeps the die hard silicone case users smiling.



## POPGRIP MIRROR

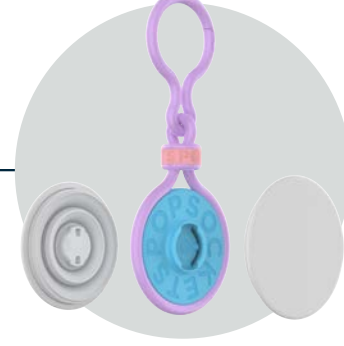
Save your selfie cam for selfies. Use a real mirror to make sure your lipstick looks on point.



## BACKSPIN

Fun fact: it took 144 years from the invention of the phone to figure out how to spin it.

MAY



## POPCHAIN

Because no one should ever have to carry just one swappable PopTop, duh.

JAN



## OTTER + POP CASE

People get cases and stick PopGrips to 'em. We figured we'd just skip a step

SEPT



## POPTHIRST

Who needs drinking buddies when you can keep this guy around?

NOV



## POPGRIP LIPS

Pretty pouty lips is the goal with this beauty essential. Flavored too, 'cause why not?



## POPGRIP AIRPODS HOLDER

Hold your phone. Hold your pods. 'Nuff said.

2020

JAN



## POPPower HOME

We're serving up some good energy. Plus, it's phone agnostic 'cause we love 'em all.

FEB



## POPMOUNT 2

Let your hands do the talking and this mount do the holding. Fits every PopGrip 'cause that's the point.

MORE TO COME

# AWARDS & ACCOLADES

## 2018



#2 on Inc. 5000's fastest growing companies in the U.S.



Ernst & Young Entrepreneur of the Year, David Barnett



Best of CES, NPD Award, PopSockets

## 2019



Time Magazine, Best Inventions of 2019, special mention,



PRWeek Purpose Awards, Honorable Mention, Poptivism



Built in Colorado: Best Companies to Work For, Winner



Colorado Biz: Colorado's Best Companies to Work For, Winner

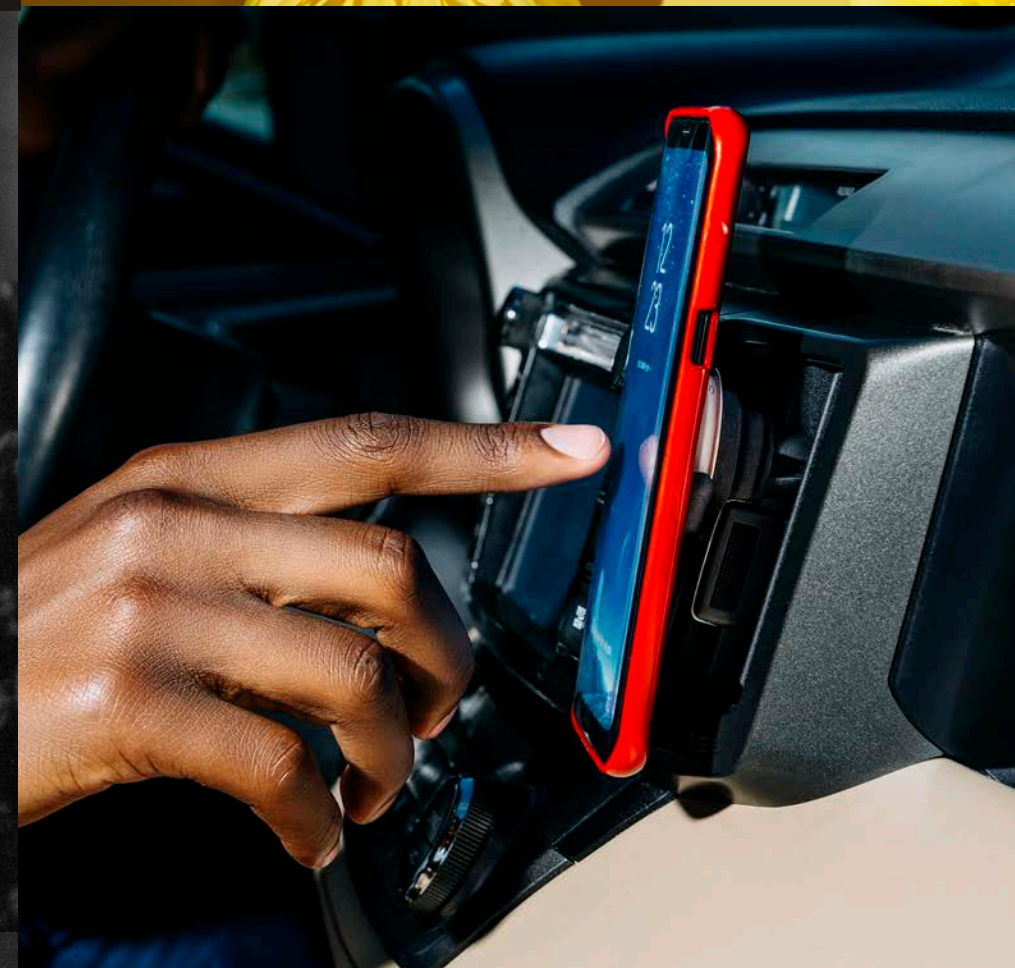
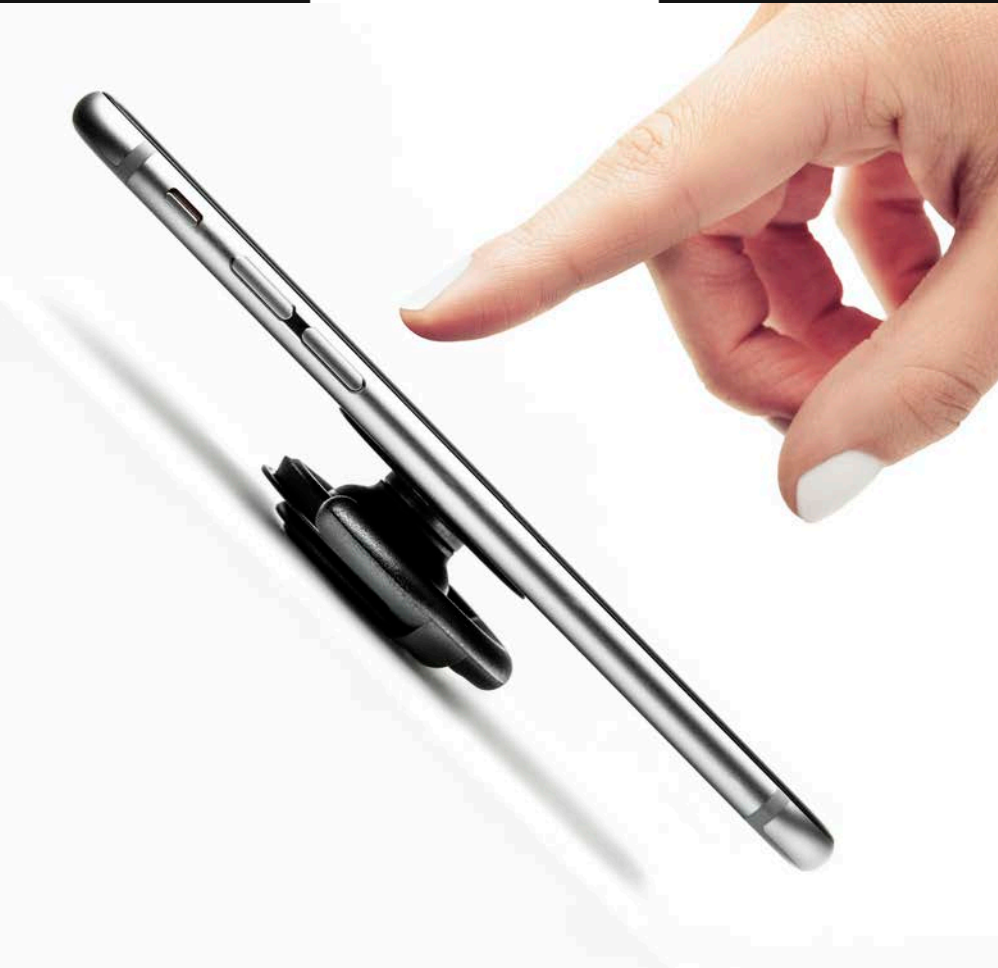
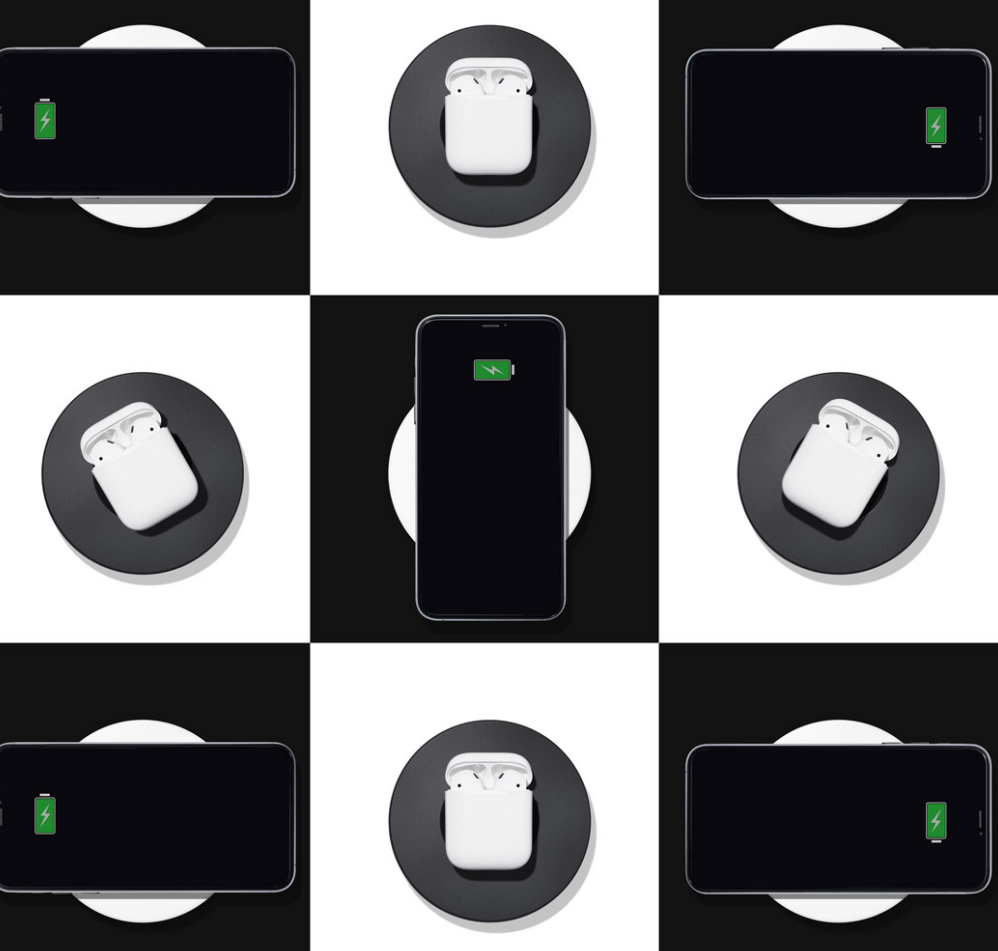






So what's  
the secret  
sauce?





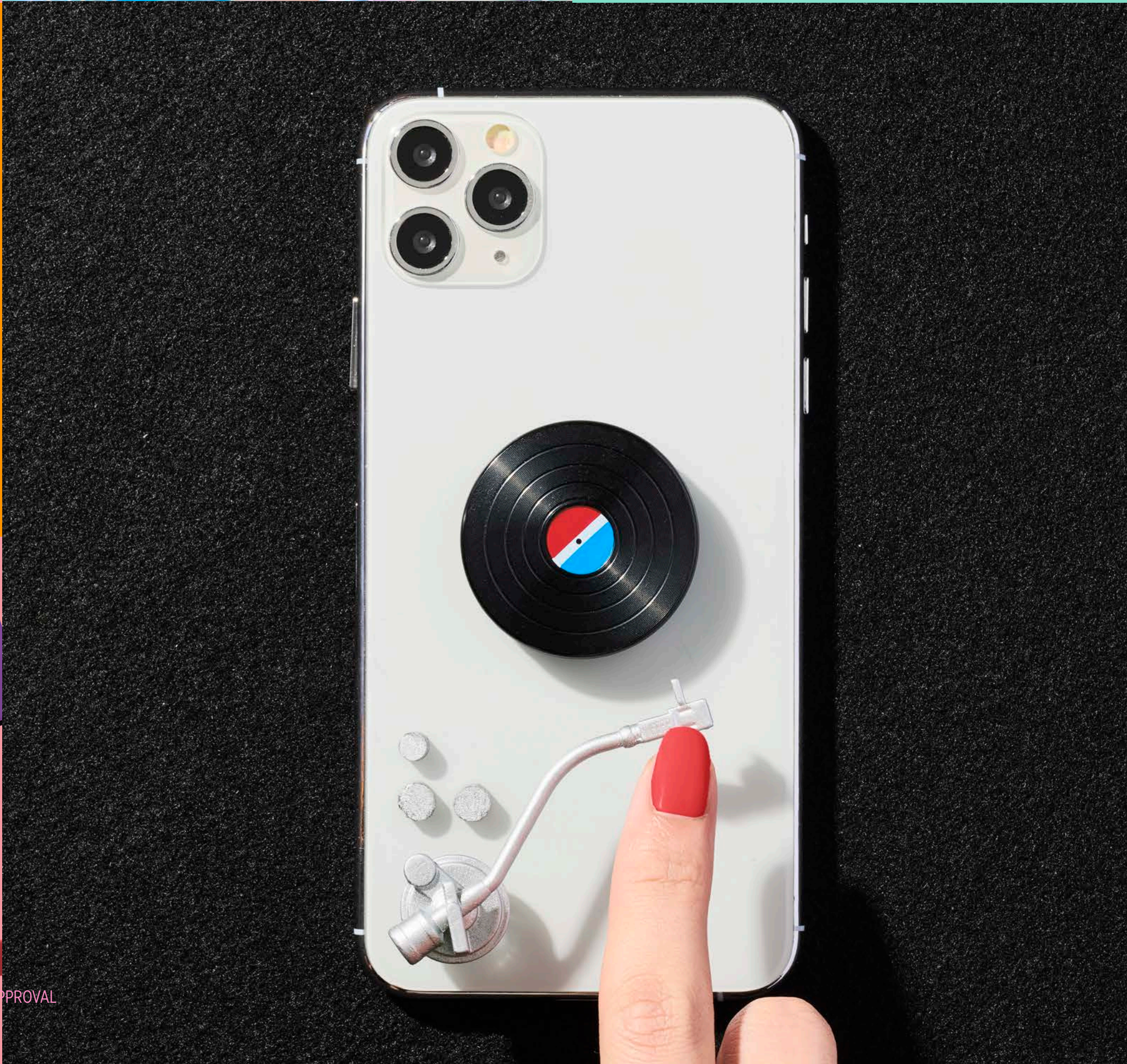
We make products that are

# EMPOWERING









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And we've built a brand that's a

**FORCE FOR GOOD**





## ABOUT POPTIVISM

PopSockets is committed to doing good. As a young company, we are proud to have donated more than \$3 million in money and products, and 700 hours of volunteer service over the past three years. In 2018, PopSockets launched our signature giving program: **Poptivism**.

Poptivism is designed with a single purpose: to make the world better. The program is completely customer-empowered. By simply purchasing a Poptivism PopGrip, fans of PopSockets can become activists for their favorite cause. In the U.S., anyone can submit a graphic and choose the cause they wish to support. We sell your Poptivism grip online and your chosen nonprofit receives 50% of every sale. Poptivism products support more than 350 charities around the world. This program is available in the US and Europe.


The program is completely customer-empowered. Poptivists, like yourself, have designed more than 5,000 PopGrips. In the U.S., anyone can submit a graphic and choose the cause they wish to support. We sell your Poptivism grip online and your chosen nonprofit receives 50% of every sale.

With more than \$1 million Poptivism dollars donated in 2019, the impact is growing.

For more information contact  
[poptivism@popsockets.com](mailto:poptivism@popsockets.com)

## POPTIVISM FACTS

- 50% of every Poptivism product sale is donated to charity
- Customer empowered program—Poptivists submit designs and/or purchase products
- 350 charity partners around the world
- Poptivism products available in the US and Europe
- \$3 million in cumulative cash and product donated over 3 years



# POPTIVISM



# THANK YOU!