



We give every lighter that changes hands an identity, and turn it into a social object people can follow and share.

Flick!
Social Lighters

Investor Presentation

October 2026

Fire was the first technology that brought people together.

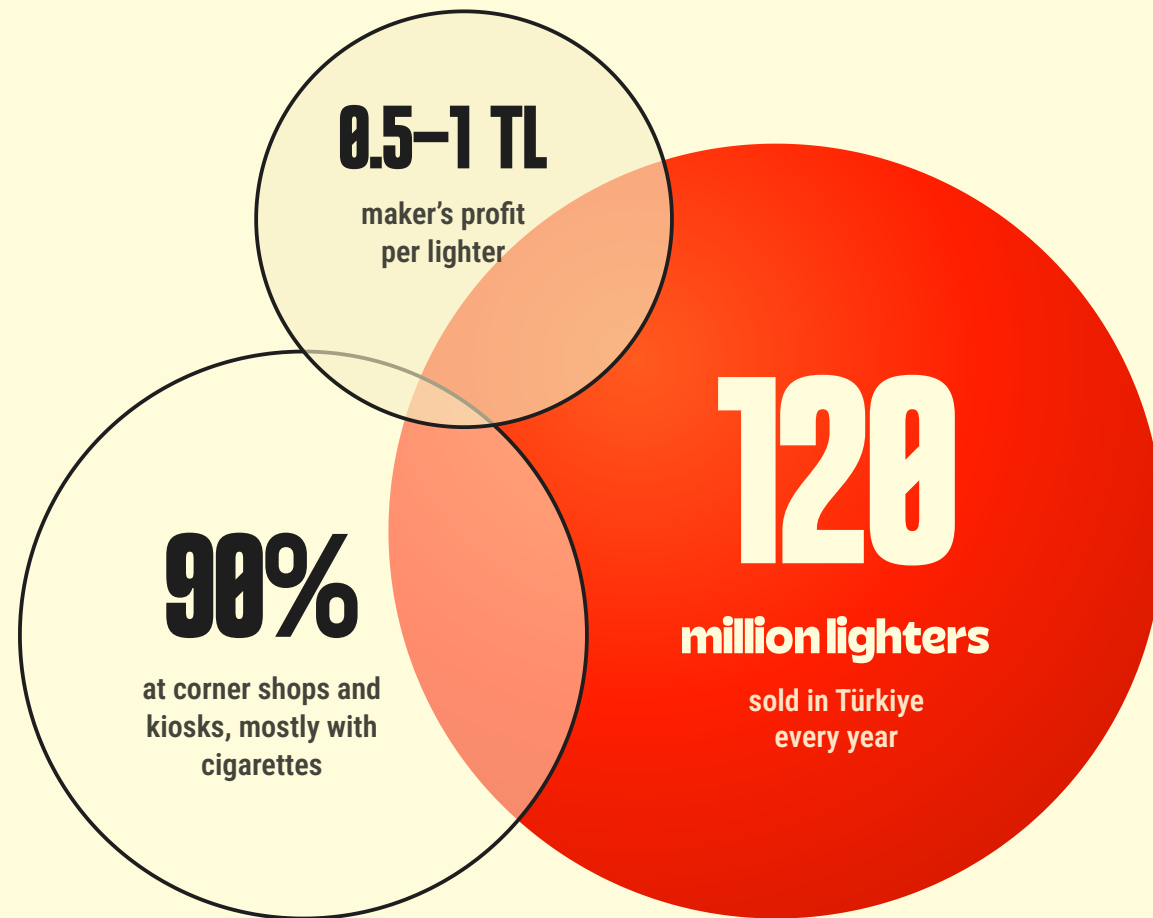
For thousands of years people gathered around fire. Stories were told there; communities were formed there.

Today the smallest form of that fire sits in everyone's pocket: the lighter. It is passed across tables and handed from friend to friend.

Flick makes that journey visible and turns this small object into a social platform that brings people together again.



The lighter: in everyone's pocket, on nobody's mind.



A big, crowded category sold on every street corner. Competition is all price and shelf space.

~100

brands and nearly 50 companies compete for the same shelf.

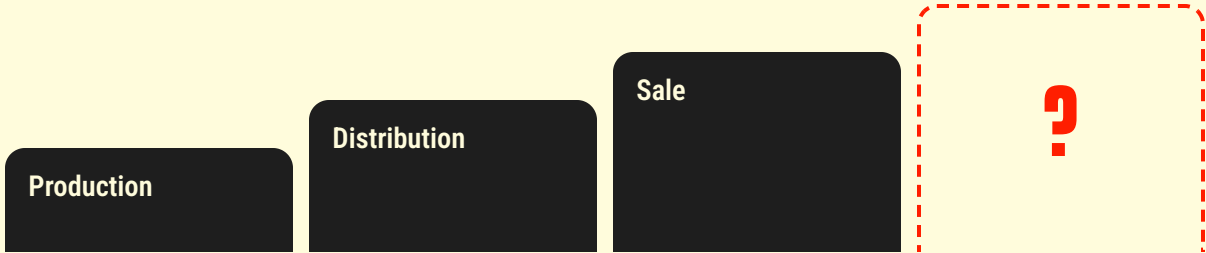
€810 m

BIC's lighter sales alone in 2024, the world's largest brand.

Sources: Hürriyet, 2007 (latest available industry data); BIC 2024 results; maker margin from industry sources.

A lighter's story ends the moment it is sold.

A lighter changes hands dozens of times in its life, yet none of that journey is recorded.

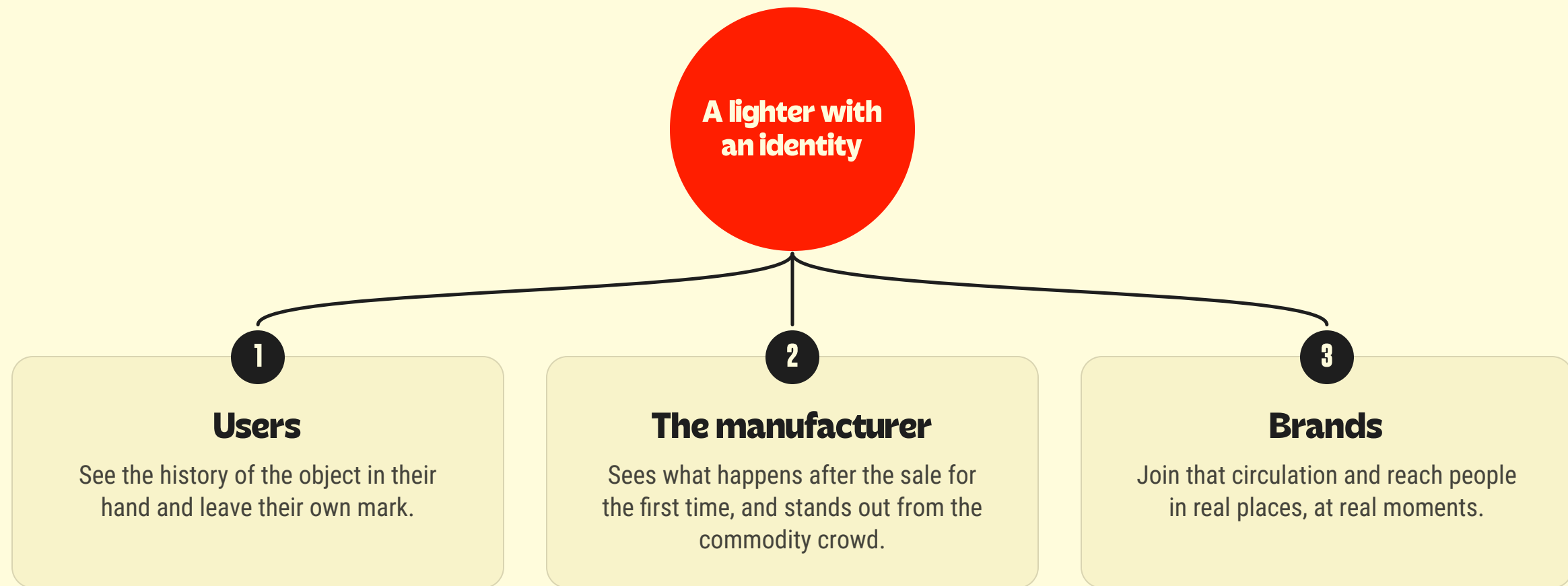


Users	An anonymous object like any other. When it is lost, nobody looks for it.
Makers	A commodity sold on price, with no idea who actually uses it.
Brands	An object passes from hand to hand at bars, festivals and campsites, carrying no message at all.



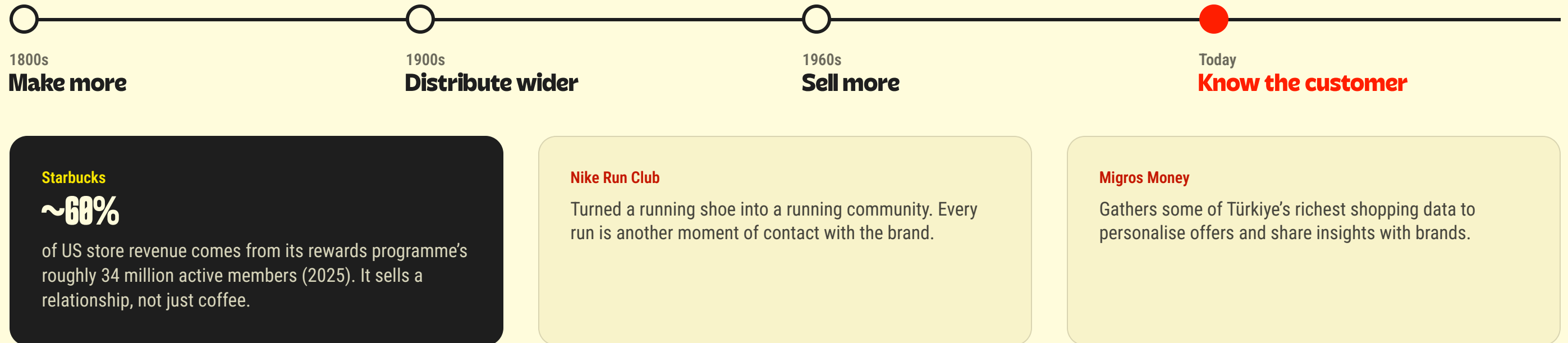
Lighters already travel. All they need is an identity.

No everyday product changes hands as often as a lighter. In effect, it is a distribution network that runs on its own, for free.



None of this needs a new factory, a new product or a new habit. Lighters are already made, sold and passed around.

Today the winner is not who sells the product, but who knows the customer.



The lighter industry has none of this. Flick is the first platform to create it.

Source: Starbucks FY2025 investor reports.



Flick gives every lighter an identity and a story.

Identity

A unique, uncopyable code on every label.

Story

Whoever scans it sees its places and owners, and adds a page.

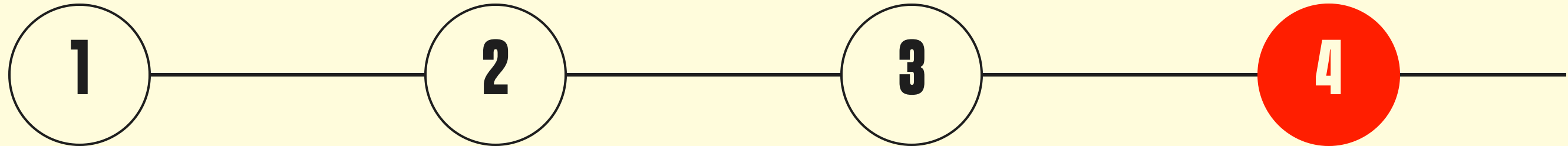
Production

Koko Çakmak makes them and sells them through its own network.

Every scan is a new connection; every handover, a new chapter.

Buy it or find it. Scan. Share. Pass it on.

Every lighter is an invitation that brings a new user into the app.



Buy or find

Bought at a shop or picked up from someone. The code confirms it is genuine.

Scan and claim

It is registered to whoever scans it. The previous owner is notified and has 24 hours to object.

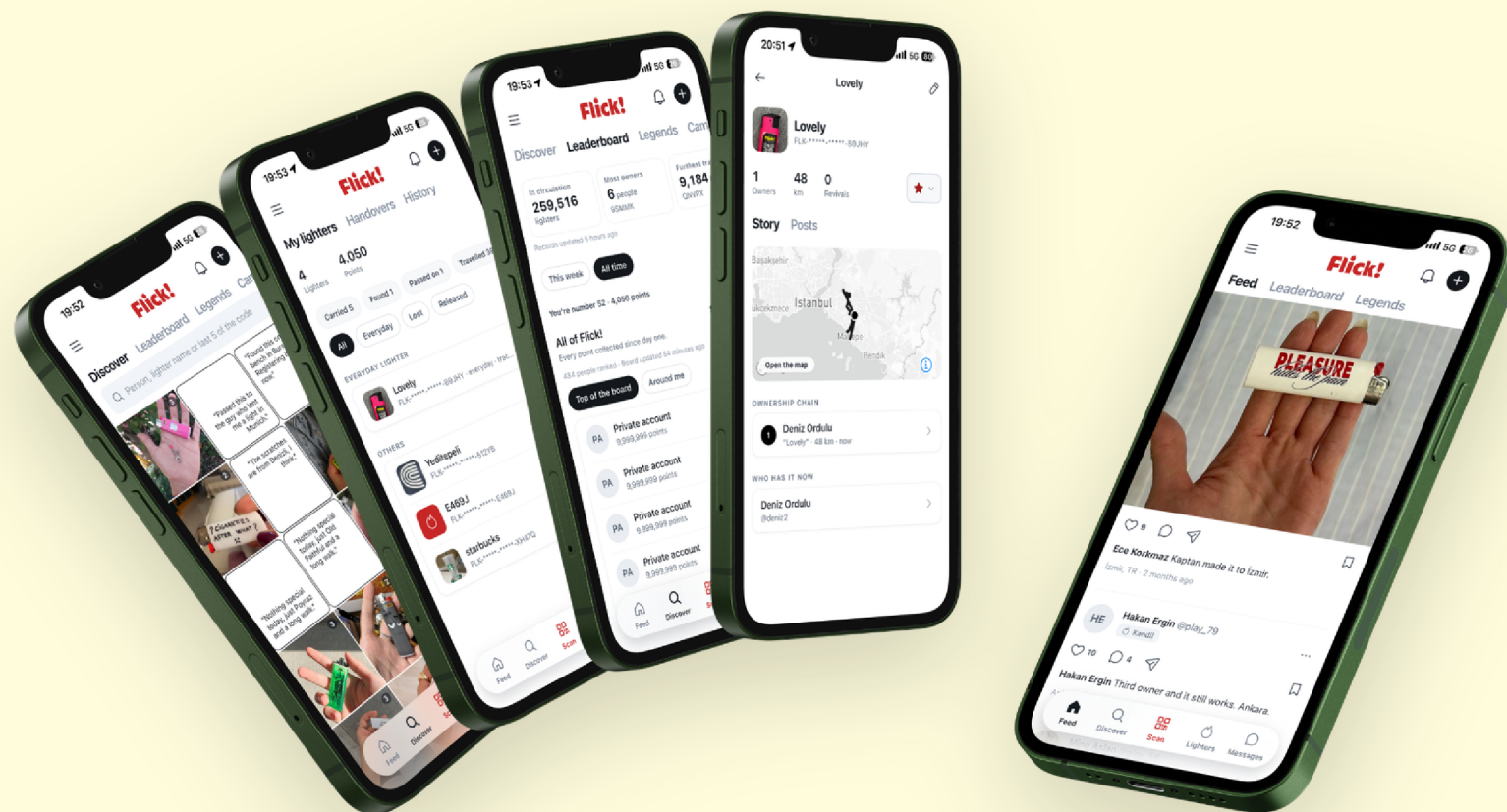
Share

Add a name and photos, watch its route on the map, earn points and badges.

Pass it on

The lighter moves on and the story continues with the next person.

Someone without the app sees the story in their browser, then downloads the app to claim the lighter.



The app is built and running.

In testing on iOS, live on the web, in Turkish and English.

Social

Feed, profiles, following and messaging.

A lighter's life

Chain of ownership, route map, handovers and disputes.

Play

Points, leaderboards and records; quests are built on the back end.

Trust and privacy

Uncopyable codes, fake-code detection, privacy settings.

Manufacturer console

Code generation, billing and reports.

For the first time, every piece is in place at once.

Habits, technology, costs and a willing manufacturer have all lined up.

QR is second nature

Since the pandemic, everyone scans codes, from menus to payments. Nobody needs to learn anything new.

Small team, full product

With AI-assisted development, mainstream for two years now, a handful of people built the app, website and console.

Infrastructure is cheap

At 100,000 active users, all server and map costs are about \$1,800 a month: 2 cents a person.

Brands want data

They are looking for ways to reach customers in the physical world, at real moments.

A manufacturer is ready

To escape commodity competition, Koko reserves 450,000 lighters a month for Flick. Without such a partner, this business could not exist.

Flick doesn't ask anyone to pick up a new habit.

It makes what people already do visible, measurable and valuable.



People are curious.

They want to know who held the object before them.

People want to leave a mark.

"I was here too."

People love to play.

Badges and leaderboards bring people back to Pokémon GO, Duolingo and Strava every day.

It starts in real life.

Social media starts on a screen. Flick starts between two people, at a bar, a festival, a campsite.

Our first market is ready: 450,000 lighters a month through Koko.

At most 4.5% of the 120 million lighters Türkiye buys each year is reserved for Flick. The base case assumes half of that sells.

120 million

The Turkish market

All lighters sold each year

5.4 million

Reserved for Flick

Through Koko, per year (4.5%)

2.7 million

Sold in the base case

Per year (2.25%); year-one profit share ~\$162,000

A free start

Koko makes the first 100,000 Flick lighters free of charge for the launch.

Then 450,000 a month

From January 2027, 5.4 million a year across Türkiye through Koko's distributors.

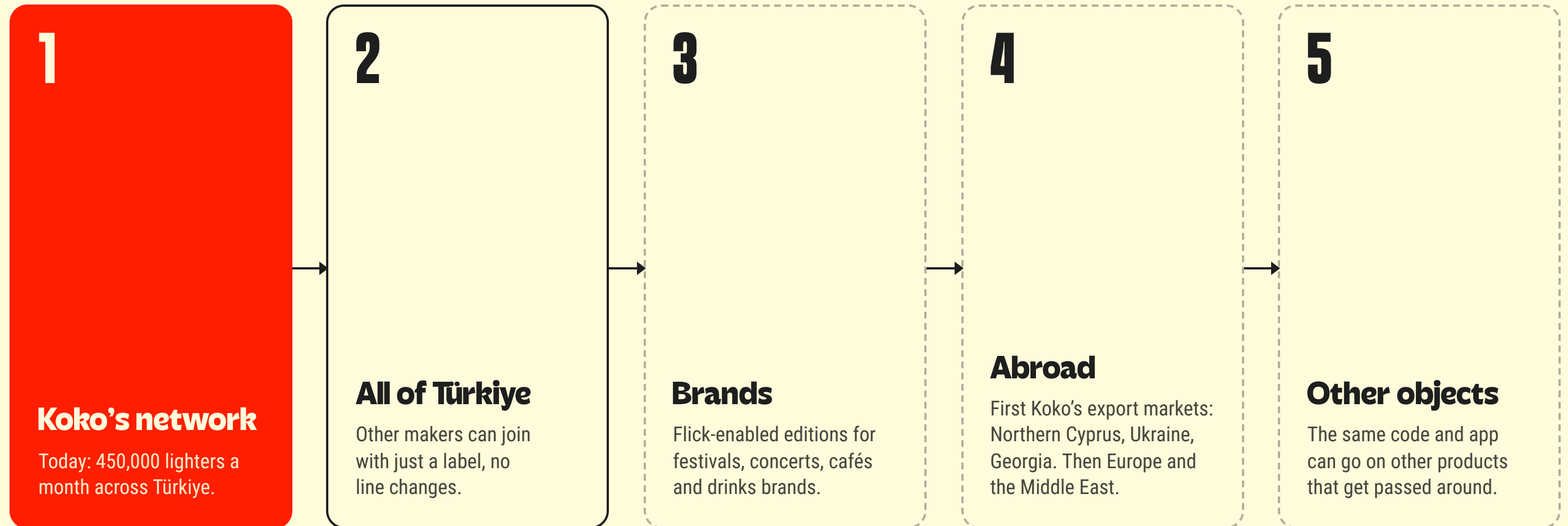
Capacity is no constraint

Koko makes 250,000–300,000 lighters a day. Flick's monthly volume is less than two days of output.

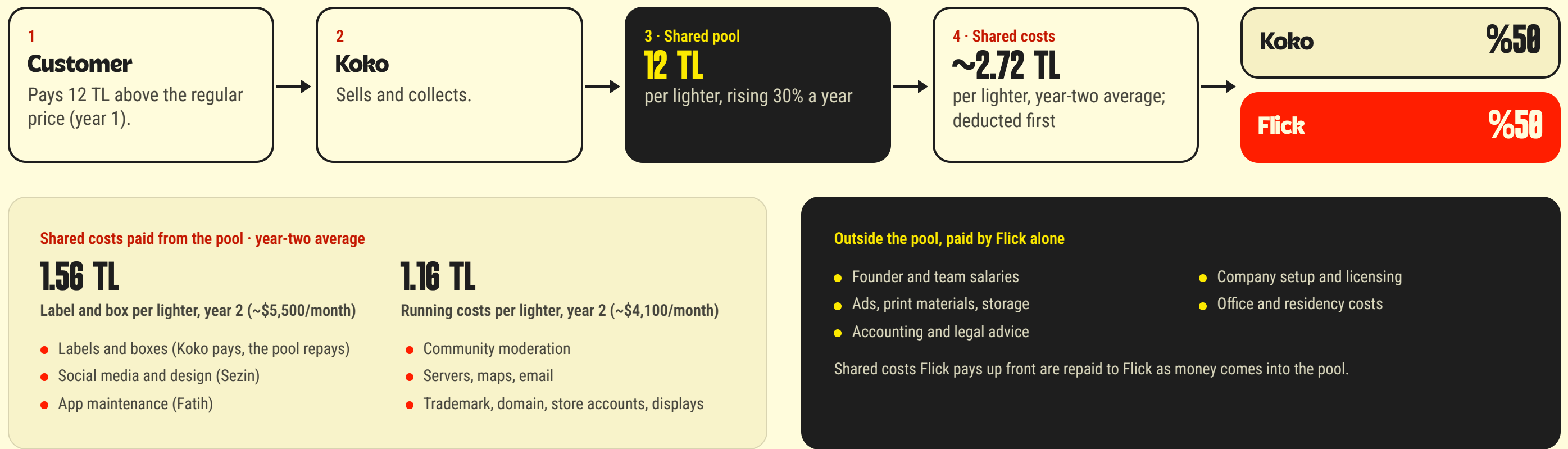
Market size: Hürriyet, 2007 (latest available industry data).

Türkiye is step one. The model carries over to other makers, countries and products.

Growth needs no new factories: each new manufacturer simply adds a label.

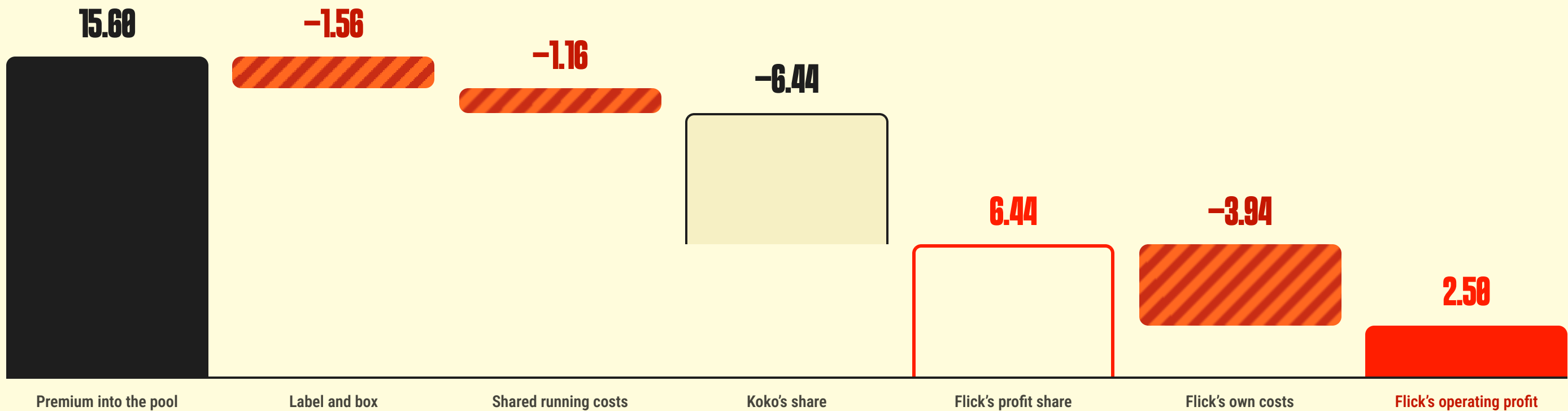


The 12 TL premium on each lighter goes into a shared pool; the profit is split 50/50.



In year two, each lighter leaves Flick 2.50 TL after every cost.

Per lighter, year-two average (Nov 2027 – Oct 2028); the 12 TL premium is 15.60 TL after a 30% rise. Before debt and investor repayments.



Shared running costs (year 2): Sezin (social media), Fatih (app upkeep), moderation, servers and store accounts. Shared with Koko.

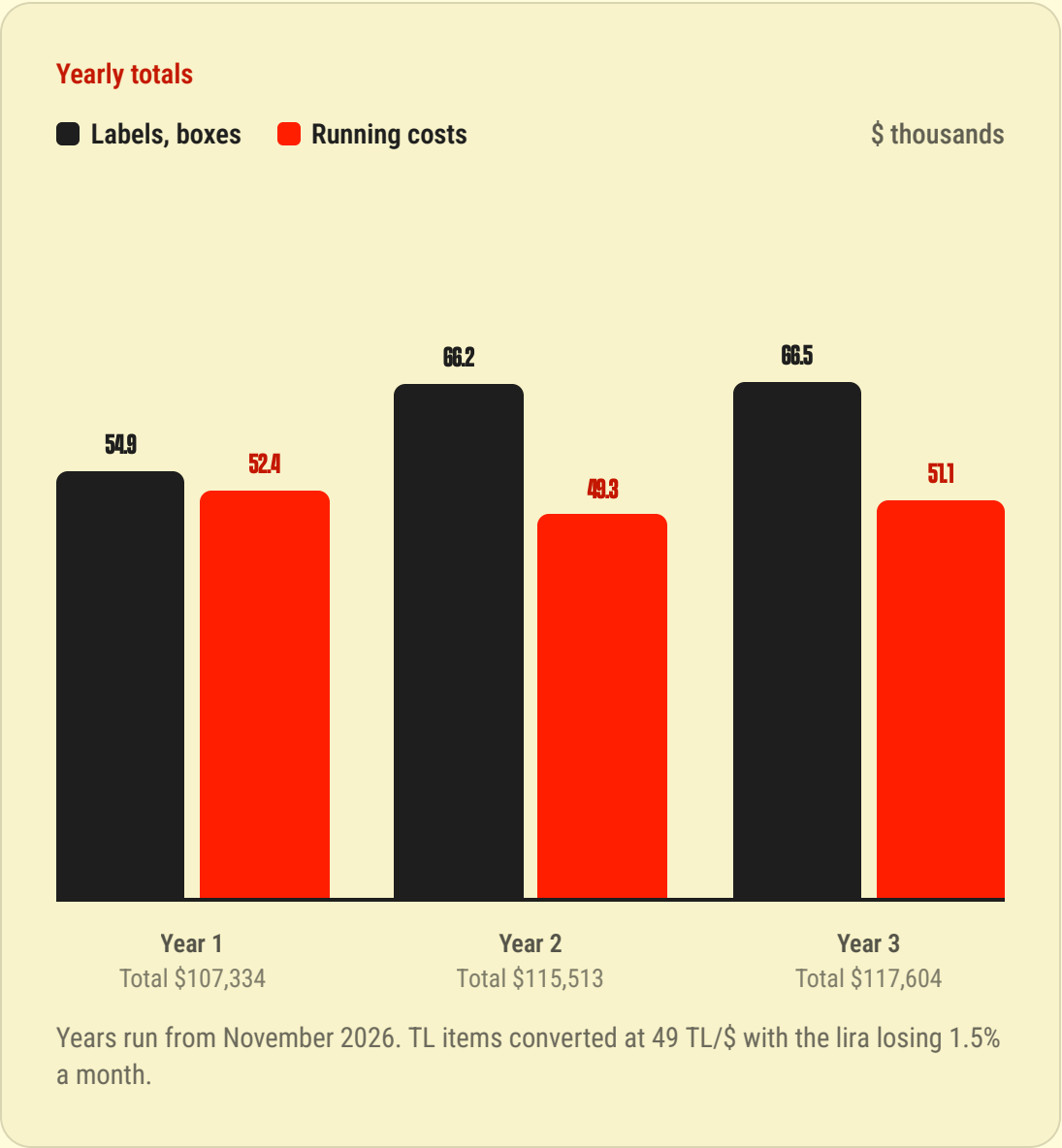
Flick's own costs (year 2): founder salaries 1.22 · new team 0.74 · ads, print, storage 0.85 · legal, accounting, office 1.13 TL.

Estimates included: ads, print, storage and the new team. For comparison, a maker earns 0.5–1 TL on a regular lighter.

Shared costs, item by item.

Paid from the pool, together with Koko. Year-two average (Nov 2027 – Oct 2028), per lighter: premium 15.60 TL – shared costs 2.72 TL = 12.88 TL, split 50/50.

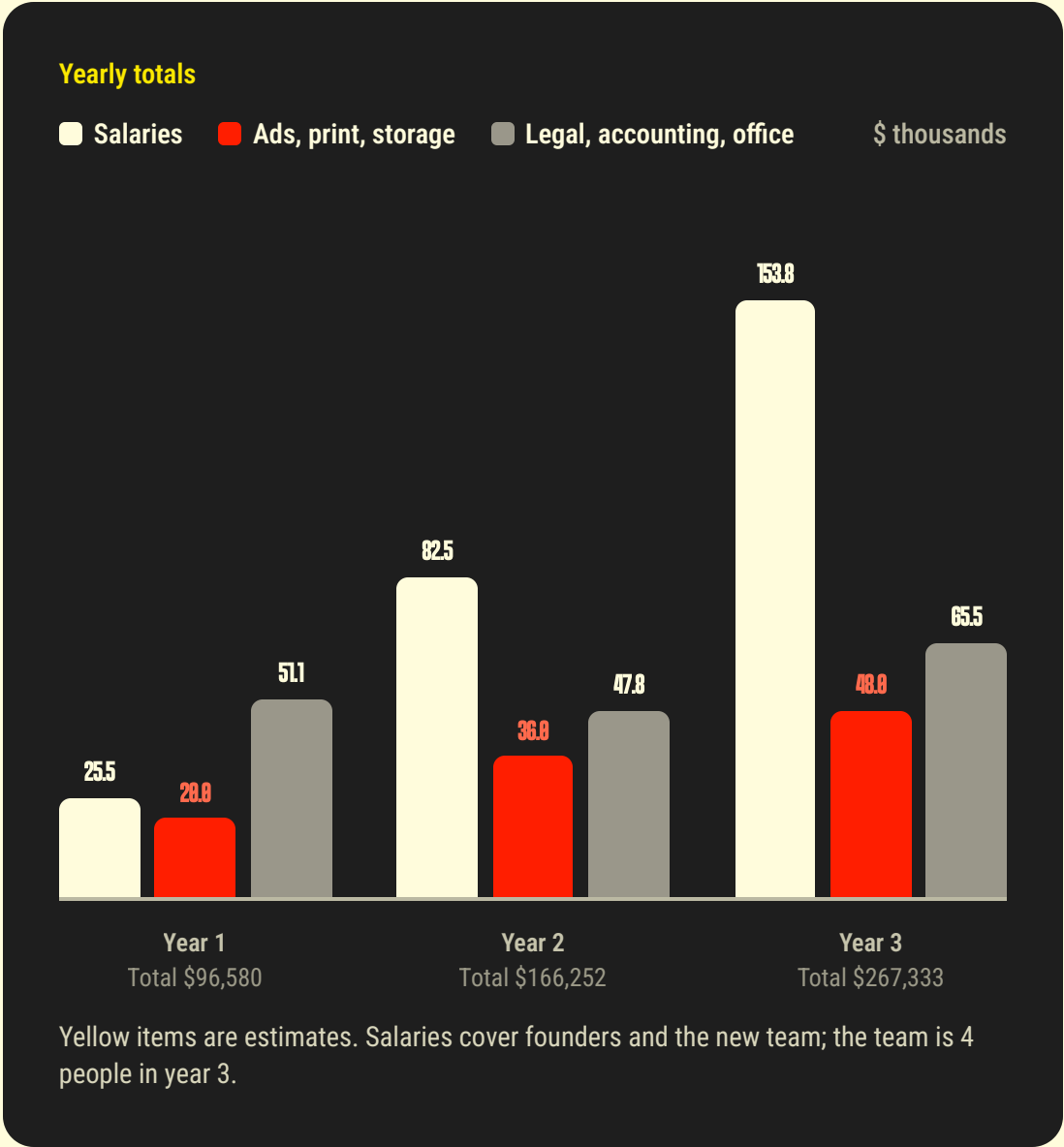
Item	Amount	Starts
Labels and boxes	1.18 TL per lighter made, +20% a year	Dec 2026
Social media management (Sezin)	50,000 TL a month, +60% a year	Dec 2026
App maintenance (Fatih)	50,000 TL a month (~\$1,000)	Dec 2026
Community moderation	50,000 TL a month + VAT	Feb 2027
Servers, maps, email	~\$140–900 a month, by users	Nov 2026
Design, final payment (Sezin)	200,000 TL, one-off	Nov–Dec 2026
App development, remainder (Fatih)	200,000 TL, one-off	May–Jun 2027
Trademark, domain, store accounts	\$4,554 one-off; stores \$150 a year	Nov 2026
Point-of-sale displays	\$3,000 first run; \$5,000 a year	Feb 2027



Flick’s own costs, item by item.

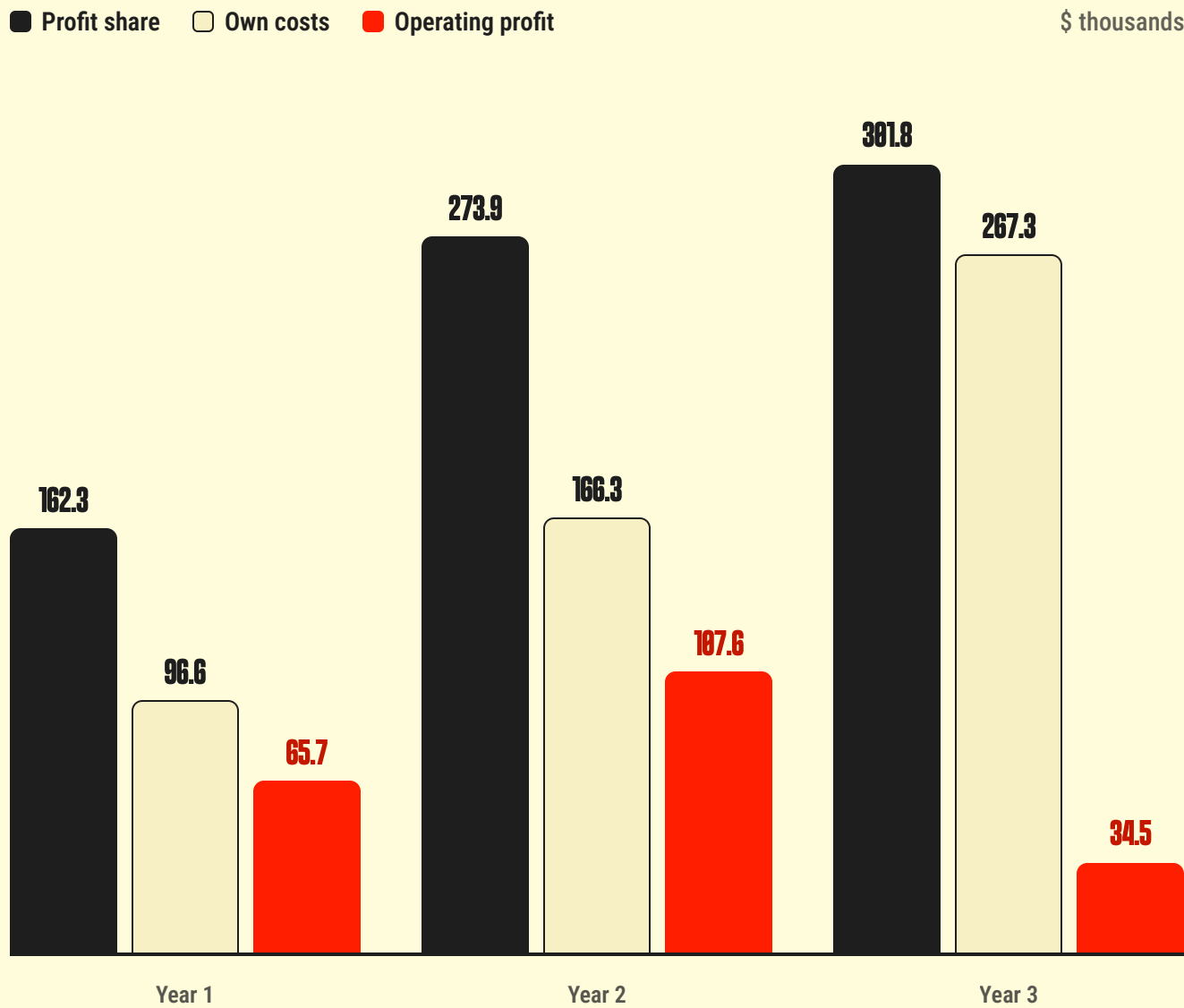
Good Monkeys’ costs stay outside the pool and come out of Flick’s profit share. Year-two average (Nov 2027 – Oct 2028), per lighter: profit share 6.44 TL – own costs 3.94 TL = 2.50 TL operating profit.

Item	Amount	Starts
Deniz Ordulu, salary	\$1,500 a month, +60% a year	Jan 2027
Irmak Erol, salary	\$1,500 a month, +60% a year	Apr 2027
New team: 2 people, 4 in year 3	\$1,300 per person a month, +30% a year	Nov 2027
Ads, print materials, storage	\$2,000 → 3,000 → 4,000 a month	Jan 2027
Legal and compliance advice	\$800 a month + VAT, +40% a year	Nov 2026
Accounting	\$600 a month + VAT, +40% a year	Nov 2026
Office, software, general	\$800 a month + VAT, +40% a year	Nov 2026
Legal setup, data protection texts	\$8,000, one-off	Nov 2026
Company infrastructure (bank, cards, POA)	\$5,000, one-off	Nov 2026
Founder residency permit	\$3,000, one-off	Nov 2026
Company licence renewal	\$3,400 a year	Sep 2027



\$207,816 operating profit over three years; \$95,944 net to Flick.

Base case, USD. Estimated ads and new hires included; partnership and data revenue not. Net means after debt and investor repayments.



	Year 1	Year 2	Year 3	Total
Profit share	162.285	273.893	301.802	737.981
Own costs	-96.580	-166.252	-267.333	-530.165
Operating profit	65.705	107.641	34.469	207.816
Tallal loan (15%)	-21.475	-9.025	0	-30.500
To the investor (20%)	-28.634	-46.746	-5.993	-81.373
Net to Flick	15.596	51.871	28.476	95.944

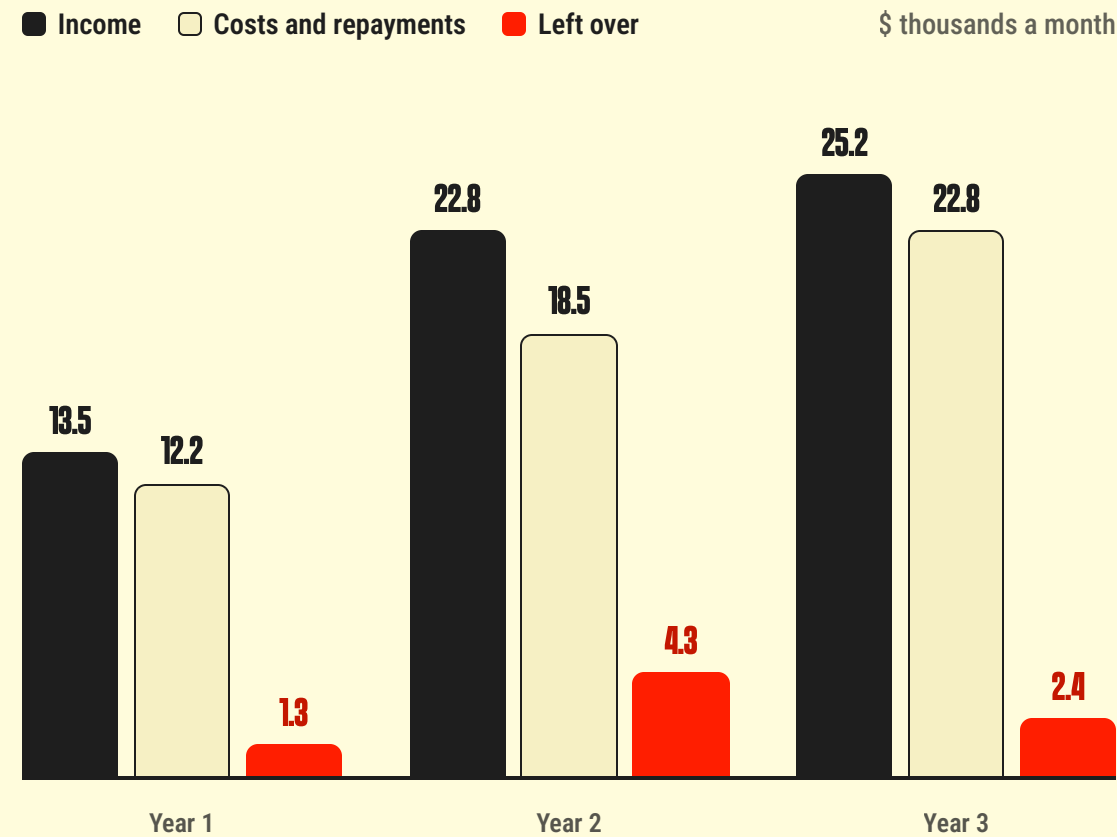
Profit share is after shared costs. Operating profit dips in year 3: the team grows to four, and salaries and advertising rise. Shared costs refunded by Koko (\$152,866) are not profit and are left out. Years run from November 2026.

Monthly income and costs, year by year.

Base case, monthly average, USD. Yellow rows are estimates, charged entirely to Flick to stay on the safe side.

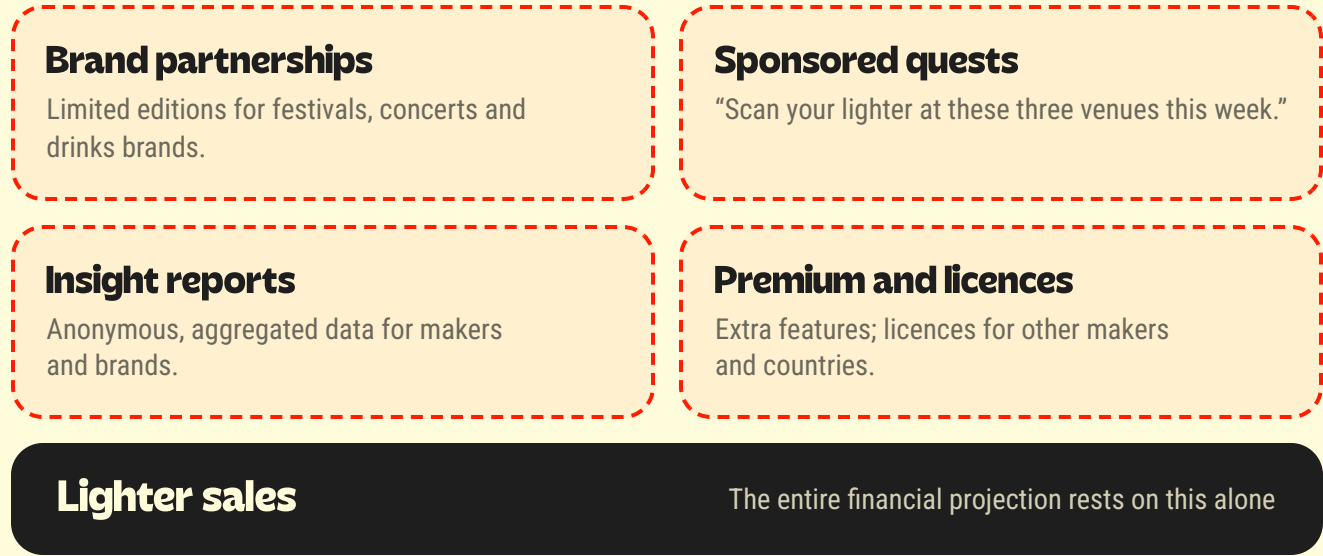
Monthly average, USD	Year 1	Year 2	Year 3	36-month total
Premium into the pool	35,992	55,275	60,101	1,816,413
Shared costs	-8,944	-9,626	-9,800	-340,451
Koko's share	-13,524	-22,824	-25,150	-737,981
Flick's income (profit share)	13,524	22,824	25,150	737,981
Founder salaries	-2,125	-4,275	-6,840	-158,880
Legal, accounting, office, company	-4,257	-3,979	-5,458	-164,325
Ads, print, storage (estimate)	-1,667	-3,000	-4,000	-104,000
New team members (estimate)	0	-2,600	-5,980	-102,960
Operating profit	5,475	8,970	2,872	207,816
Tallal loan (15% of profit share)	-1,790	-752	0	-30,500
Investor (20% of profit share)	-2,386	-3,895	-499	-81,373
Net to Flick	1,300	4,323	2,373	95,944

The \$30,500 Tallal loan is repaid with 15% of the profit share and ends in January 2028 (model assumption; no contract yet). Cash bottoms at -\$43,642 (February 2027), within \$50,000; cumulative breakeven is January 2028 and cash at month 36 is \$119,016.



Lighter sales are the foundation. The bigger prize is brand partnerships and data.

Flick is open to partners. This revenue is independent of lighter sales and comes on top of every projected number.



What becomes visible for the first time

Which cities and venues scan the most?

How often does a lighter change hands, and how far does it go?

Which colours and series travel the longest?

Which campaigns draw the most attention?

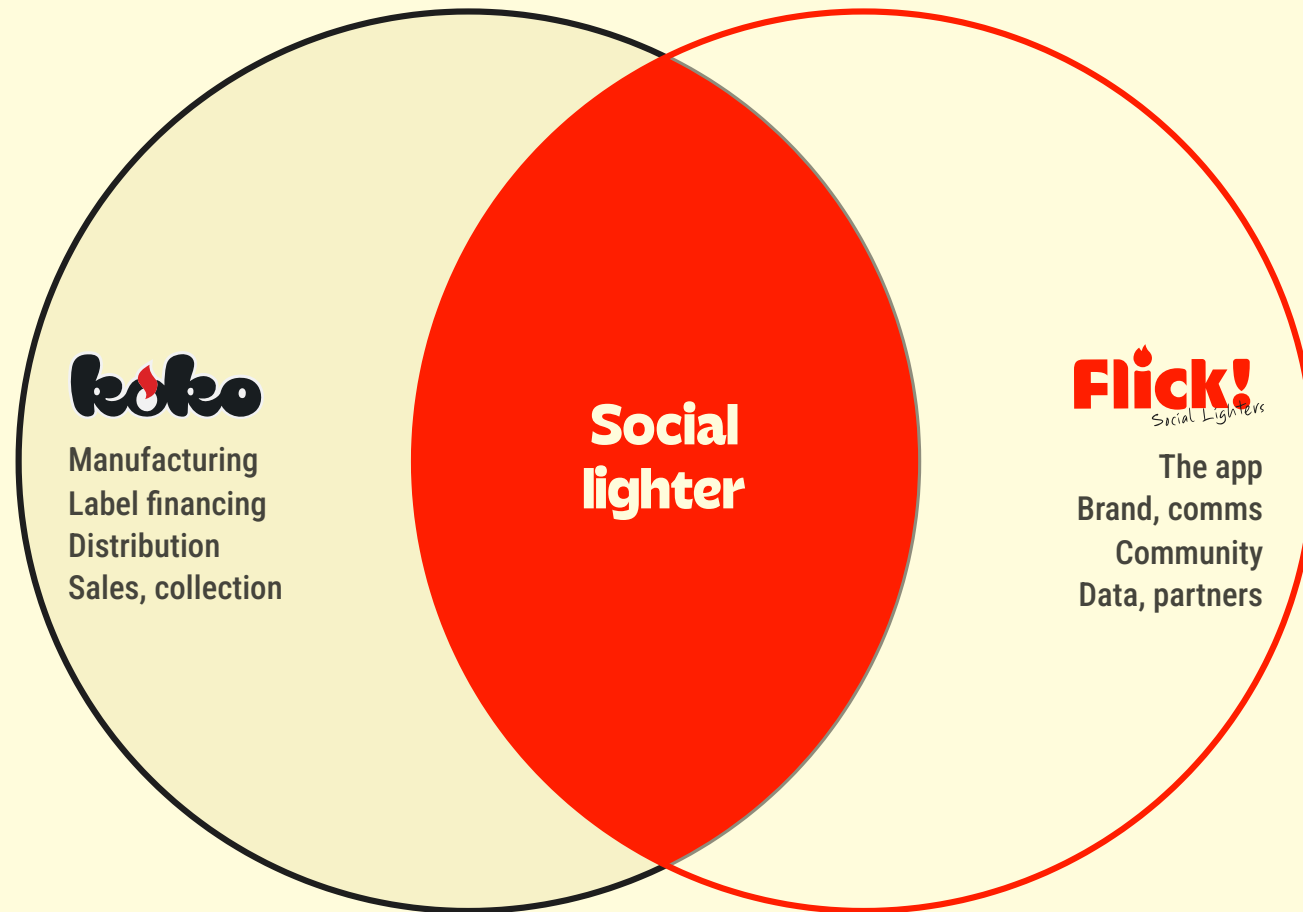
How a Flick lighter reaches the customer, in five steps.

Everyone does what they know best; no new operation has to be built.



Production follows sales: if stock builds up, Koko slows down and Flick steps up marketing. Koko finances lighters, labels and boxes; Flick ties up no cash in stock.

Koko makes and distributes. Flick connects.



Why Koko is in

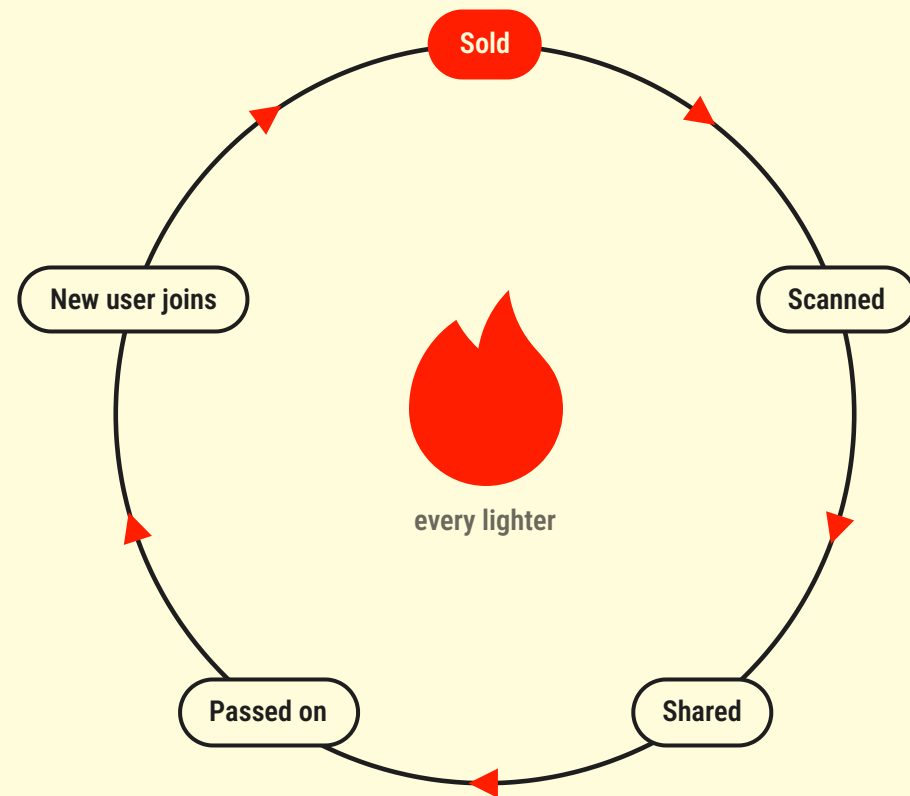
The line stays the same; only a label is added. Where a regular lighter earns it 0.5–1 TL, a Flick lighter earns another 6.44 TL in year two, and for the first time it sees who uses its lighters.

The factory

Doğubayazıt, eastern Türkiye; about 110 staff, over 20 models, 250,000–300,000 lighters a day.

Status

Verbal agreement in place; the written contract is being drafted.



Every lighter brings in a new user.

Growth runs on the lighter's own circulation; community and brands speed up the loop.

Seeding

The first 100,000 free lighters, where lighters change hands most.

Organic growth

Finders scan, see the story and download the app. No ad spend.

Community

Weekly quests, badges, leaderboards and social media.

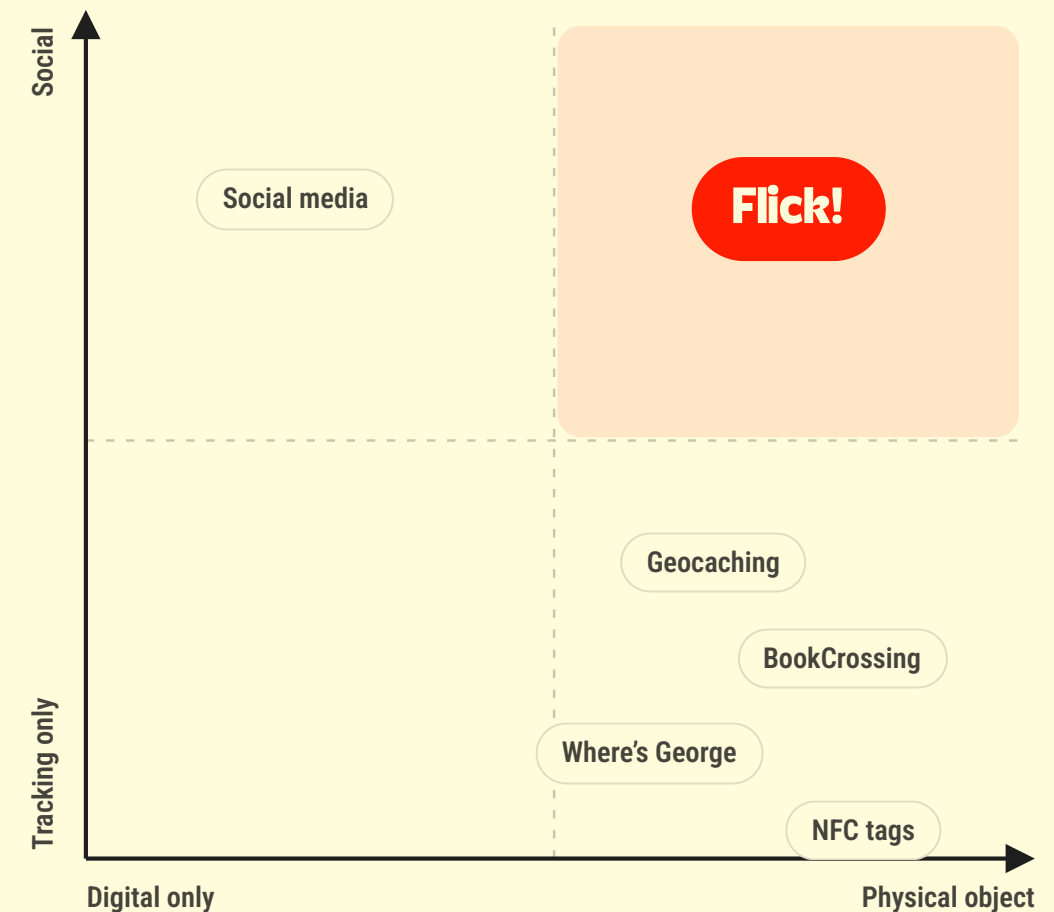
Brands

Co-branded editions with festivals, cafés, drinks, universities, fuel and travel brands.

A world first: a social lighter with a digital identity from the factory.

Object-tracking projects prove the demand, but none pairs a manufacturer with a social app.

- 🔥 **Built into manufacturing:** identity added at the factory, distribution in place.
- 🔥 **Genuinely passed around:** no one has to release an object on purpose.
- 🔥 **Social and gamified:** following, messaging, quests and leaderboards.
- 🔥 **Uncopyable:** every code is unique; fakes are detected.
- 🔥 **Scalable:** a new maker, country or product needs only a label.



Design, sales, brand and software in one team.



Deniz Ordulu

Co-founder

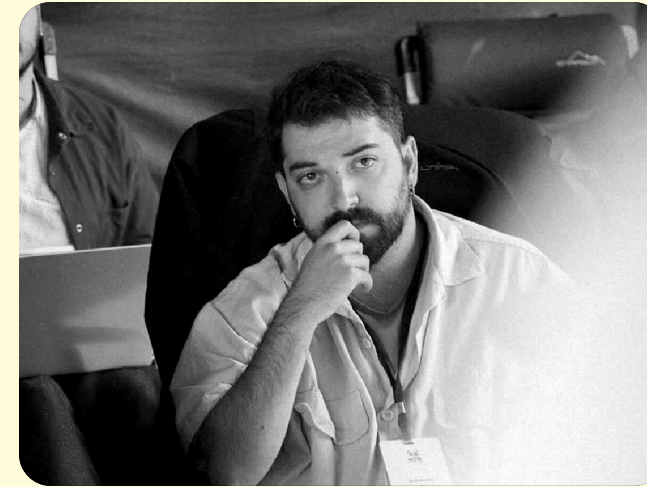
Industrial and graphic designer; runs product and operations. Founder of Good Monkeys.



Irmak Erol

Co-founder

Former sales director with a strong international network; sales and partnerships.



Sezin Aktürk

Art director

Many years in advertising; brand identity, box, label and social media.



Fatih Yıldırım

Software

Builds and maintains the app with AI-assisted and hand-written code.

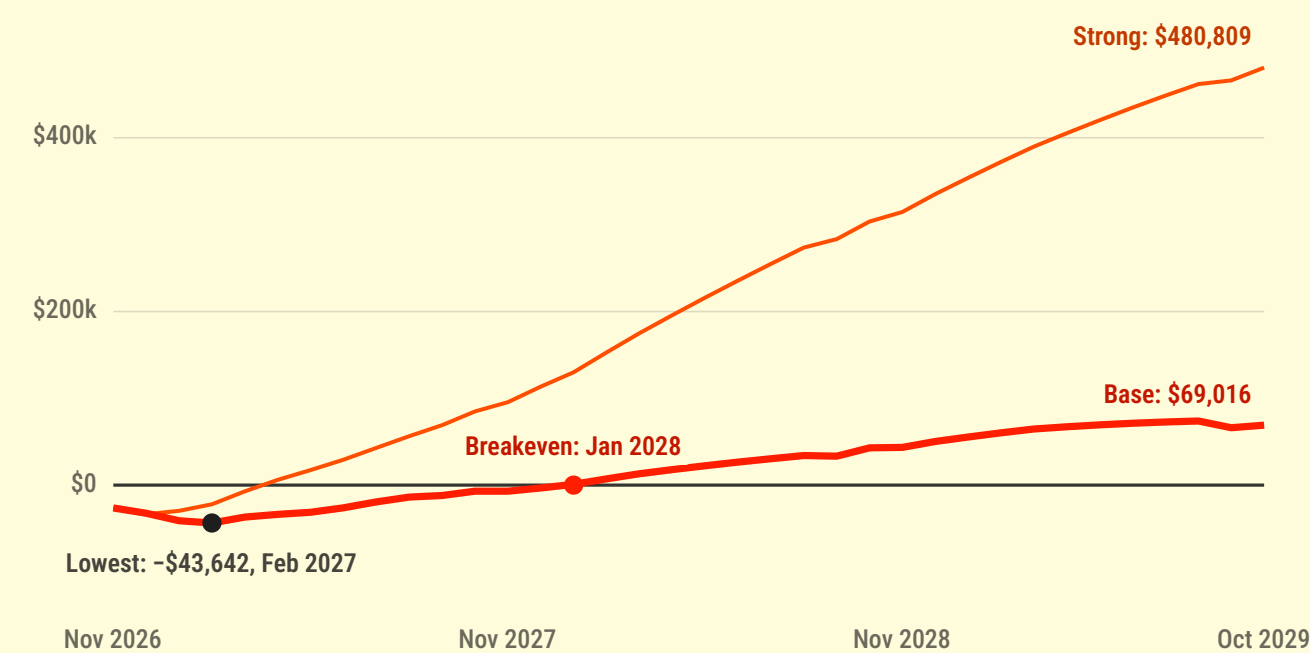


Manufacturing and distribution partner

A factory in Doğubayazıt with about 110 staff and over 20 models, making 250,000–300,000 lighters a day. Sells across Türkiye; exports to Northern Cyprus, Ukraine and Georgia.

Flick earns back everything it has spent by month 13 of paid sales.

Base case: half of Koko’s allocation sells. Partnership revenue not included.



Cumulative cash without the investment, USD. In the base case cash bottoms out at -\$43,642; the \$50,000 investment covers this gap plus a 5% reserve. Scenario details in Appendix 4.

Jan 2028

Cumulative breakeven: everything spent so far has been earned back

\$119,016

Cash at the end of month 36 (with the investment)

~56,000

Active users each month from May 2027

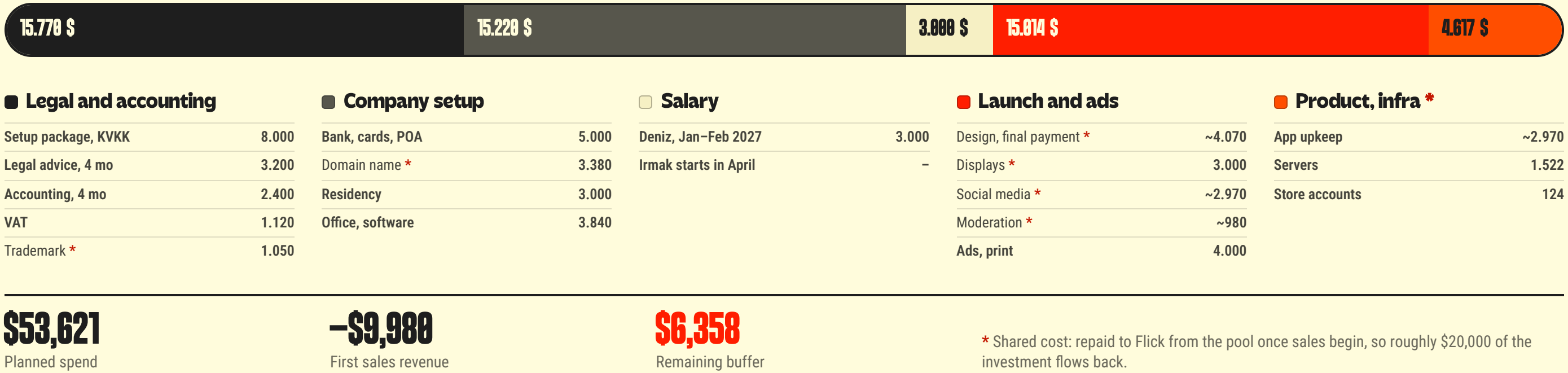
Our roadmap for the first 24 months.

Dates follow the base case.



\$50,000 takes Flick from launch to its first sales revenue.

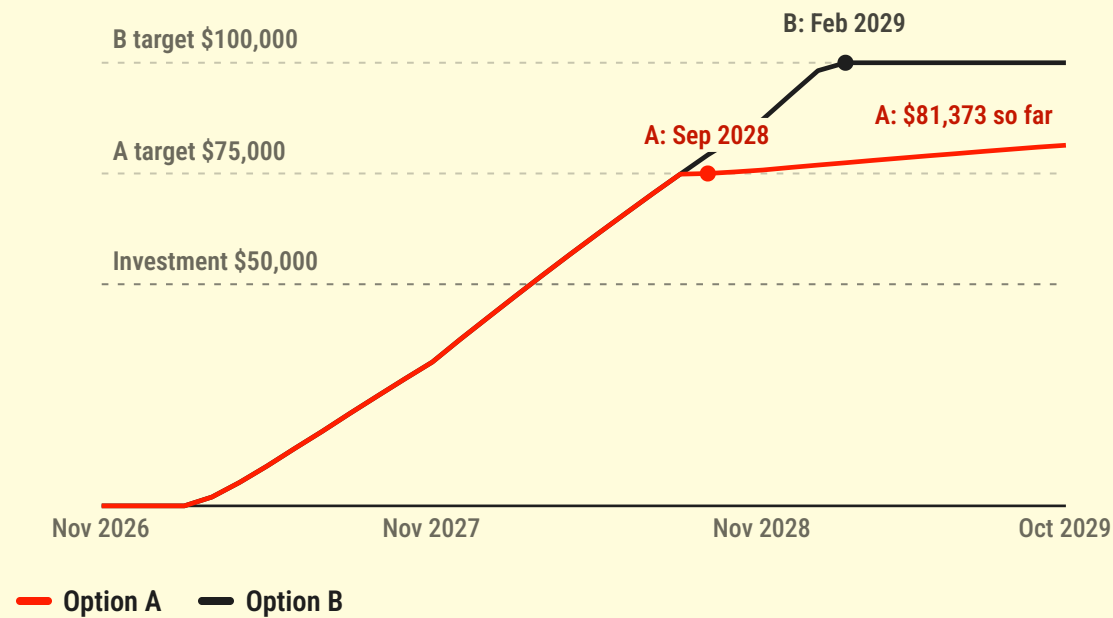
It funds November 2026 to February 2027; from February 2027, sales revenue covers costs.



Two options for the investor: monthly repayment from Flick’s profit share.

In both, the investor receives 20% of Flick’s monthly profit share from February 2027.

	Option A proposed	Option B
Monthly payment	20% of profit share	20% of profit share
Target	1.5× · \$75,000	2× · \$100,000
Target reached (base)	September 2028	February 2029
After the target	2% of Flick’s revenue for life	Payments end
In 36 months	81.373 \$	100.000 \$



Both run together up to \$75,000. Cumulative payments to the investor, base case, USD.

The investment is not in exchange for equity; ownership does not change. Once partnership revenue starts, Flick’s profit share grows and repayment speeds up.

Product ready. Manufacturing ready. Model clear.

Product: the app, website and console are running.

Manufacturing: 100,000 free, then 450,000 a month.

Profit: 2.50 TL operating profit per lighter in year two; ~\$208,000 over three years.

Upside: brand partnerships and data, on top.

The ask: \$50,000; 20% of the monthly profit share, to 1.5x plus 2% for life, or to 2x.

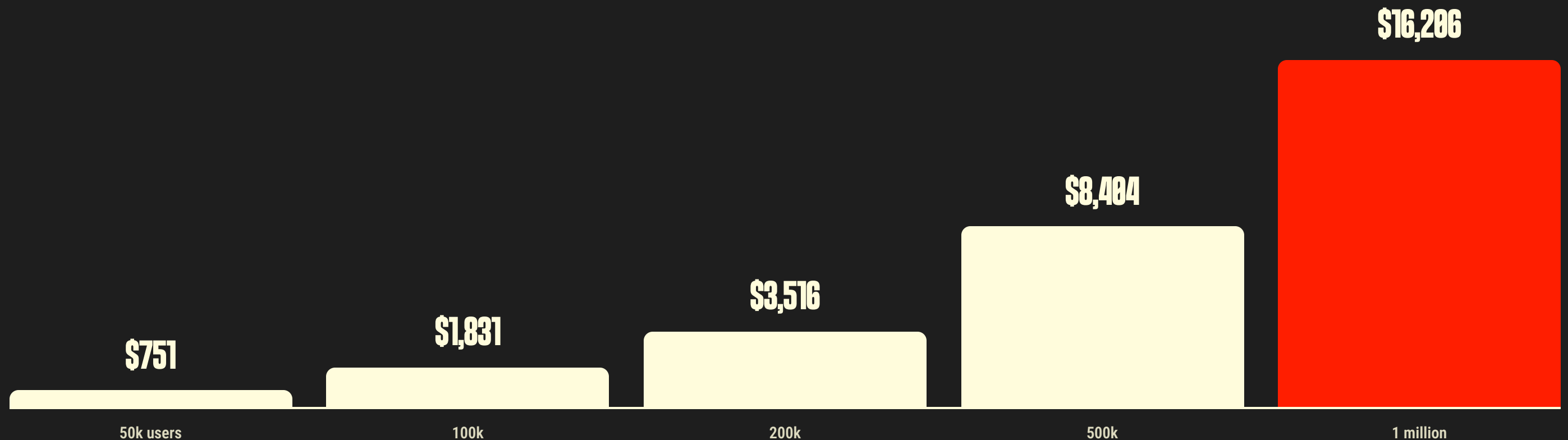
Today every lighter sold drifts away from its maker. With Flick, every lighter keeps the conversation going.

Deniz Ordulu deniz@goodmonkeys.com [+90 532 610 13 23](tel:+905326101323) goodmonkeys.com



Appendix 1

Even at 20× the users, cost stays under 2 cents a person.



Monthly infrastructure cost. Supabase, Railway, Cloudflare R2, Google Maps, Mapbox and Amazon SES; compared with AWS, Google Cloud and Firebase, this setup is both the cheapest and the fastest.

Appendix 2

Product details.

Everything below works today: live on the web, in testing on iOS, in Turkish and English.

Lighter inventory

My lighters: carried, found, passed on, lost

Nickname, photo and cover

Main lighter and tracking

Mark as lost or retired

A lighter's story

Chain of ownership: who carried it

Route map and distance travelled

Scan, owner and found counts

A shareable lighter page

Scanning and handover

Camera QR scan or 12-digit code

Uncopyable codes, fake detection

The previous owner is notified

Release or keep, 24 hours to object

Posts and feed

Posts with up to 3 photos, place and tags

Posts add a point to the lighter's route

Likes, emoji, comments and replies

Save; four audience settings

Messaging

One-to-one chat, photo messages

Quoted replies, unsend

Message requests: accept or decline

Talk directly to whoever found your lighter

People and privacy

Profiles, following, private accounts

Who can message, view and follow you

Hide your own part of a route

Block, report, download your data

Play and records

Points; double for posts with photos

Leaderboard and legends

Public records

Quests and contests: back end ready

Notifications and console

In-app and email notifications

Choose notification types

Maker console: codes and billing

Reports for the manufacturer

Risks and mitigations.

Risk	Mitigation
The Koko agreement is still verbal	A written contract is being drafted
Reliance on one manufacturer	The console is ready for other makers; codes are maker-independent
Customers may not pay the 12 TL premium	A real price test; the premium can be phased in
App usage may stay low	Measured with the first 100,000; quests, leaderboards and rewards
Tobacco-related advertising rules	Legal opinion; no campaigns with tobacco brands
Personal data protection	Only anonymous, aggregated data for makers and brands; KVKK compliance is budgeted
A small team	Hiring in stages along the roadmap

Two scenarios and the capital required.

	Base	Strong
Share sold	50%	75%
Profit share, 36 months	\$737,981	\$1,171,882
Operating profit, 36 months	\$207,816	\$641,717
Cumulative breakeven	January 2028	April 2027
Cash at month 36 (with investment)	\$119,016	\$530,809
Lowest cash month (without investment)	February 2027	December 2026
Spend up to then	\$53,621	\$33,556
Income up to then	\$9,980	\$0
Capital needed (incl. 5% reserve)	\$45,824	\$35,234

\$50,000 covers both cases, leaving \$4,176 of headroom in the base case.
If sales run slower than expected, costs are deferred and marketing is stepped up.

Key assumptions.

All are adjustable in the model; every projected number is calculated from them.

49 TL Starting rate for one dollar	1.5% The lira's monthly depreciation	12 TL Premium per lighter in year 1; rises 30% a year	1.18 TL Label and box per lighter made, year 1; rises 20% a year
50% Share of Koko's allocation sold in the base case	1 month Delay before Koko pays Flick's share	2 Lighters per user a month	50% Buyers who use the app in the base case