

PHOOZY on Shark Tank: Story, Opinion, Update (2022)



PHOOZY's co-founders walked up to the Sharks in April 2021 and told them they had an invention that would protect their expensive devices from extreme damage. The idea had the Sharks hooked and clinging on to find out exactly how the thermal capsules worked.

But did the founders secure a deal with any of the Sharks? Are PHOOZY device protectors as good as they claim? What happened to PHOOZY after Shark Tank? Read on to find out.

Here's what you need to know about PHOOZY's device sleeves:

- Made using the same material as NASA space suits
- Thermal protection against hot and cold weather
- They are water/sink proof and drop proof
- Available in large and medium sizes and limited colors
- Patented technology without direct competition

What is PHOOZY?

PHOOZY is a U.S. company that manufactures thermal capsule covers for mobile devices, tablets, and laptops. The combination of the materials used in manufacturing the sleeves gives high protection against extreme temperatures, emersion in liquids, and strong impacts, and sometimes even germ protection.

PHOOZY leverages technology in its product lines to provide solutions in the phone protector market. PHOOZY aims to keep people connected while living out their passions.

In 2021 the founders of PHOOZY went to Shark Tank, hoping to secure an investment. This was the second time they had applied to Shark Tank after failing in 2018.

How do PHOOZY's Thermal Capsules Work?



PHOOZY uses **NASA space suit material** to make their phone, tablet, and laptop sleeves. The patented chromium thermal barrier shields the phone to maintain its operating temperature—but they recommend leaving the device out for at most 3 hours.

The **patented chromium thermal barrier** prevents your device from overheating when outdoors by reflecting heat away from your devices. The tech also keeps the cold out, ensuring the battery doesn't drain in cold weather.

In addition, the PHOOZY case has an impactor core to protect your devices from drops of up to 1.8 meters. The **drop protect** capability exceeds the recommended military standard—810G

516.6 for shock and impacts, ensuring durability. So, the PHOOZY cover should preserve the phone's structure from impact damage.

PHOOZY's thermal capsules are also water-resistant with high, but different, IP ratings. To boot, they have **sink-proof technology**, so your device will float if you ever accidentally drop it in water. Ensure the sleeve is dry before using it for your devices again.

PHOOZY's phone sleeves come in two sizes:

- **Medium:** Measures 6.0" x 0.40" x 3.0". It's suitable for iPhone 8/X/XS/11/12/13/13Pro/12-13 Mini, Galaxy S10/S20/A12/A20, Pixel 4/4a/5 and other medium sized phones.
- **Large:** Measures 6.5" x 0.40" x 3.6". It's suitable for iPhone 8 Plus/XR/11-13ProMax, Galaxy S9-S21 Plus/Z Fold, Pixel 4XL/6/6 Pro, and other large phones.

Some of PHOOZY's phone sleeves now come with an antimicrobial lining, making them germproof.

Apollo vs. Apollo II vs. Apollo II Antimicrobial vs. XP3 Series

At the time the PHOOZY team appeared on Shark Tank, they used the Apollo to present their pitch to the sharks. They have since added more products to provide thermal protection for mobile devices, tablets, and laptops. They also have related gear and accessories.

The tablet sleeves are designed with Apple, Samsung, and Microsoft models in mind. Alternatively, the laptop sleeves are limited to some Macbooks, Surface laptops, Chromebooks, and a generic 11" and 13" variation.

Let's see how PHOOZY's different phone protectors compare.

- [Apollo Series](#): This is the original device protector. It's the best option for a slim-fit phone and fits in your pocket. It offers thermal protection, military-grade drop protection, and float protection. It retails at \$29.99.
- [Apollo II Series](#): While it maintains the slim fit profile of the Apollo, the Apollo II has increased thermal and drop protection. The impactor core 1.5 provides drop protection exceeding the 810 G 516.6 military standard. It retails at \$34.99.
- [Apollo II Antimicrobial Series](#): Apollo II Antimicrobial has all the great features of Apollo II but has an added germ-proof feature. It has an antimicrobial lining that eliminates 99.9% of microbes on your phone and the PHOOZY cover. It retails at \$39.99.
- [XP3 Series](#): The XP3 has the highest level of drop, float, and thermal protection. It comes with multiple attachment points to attach it to your belt or bag. It also has an internal stash pocket for cards. It retails at \$49.99.

What Are Customers Saying About PHOOZY's Thermal Capsules?



Customers on Amazon give PHOOZY's sleeves a 4.2 rating and a 4.7-star rating on PHOOZY's website. The majority of customers commend its aesthetics, phone protection in the cold season, and drop protection.

One reviewer said, *"Great packaging, great purchase, 10/10 I'd recommend, everything you need, nothing you don't. Well worth the money.."*

However, some customers have complained that the fit for some devices can be too tight.

"This did NOT fit my (2012) 13" MacBook Pro...once pushed all the way in, the zipper could not be closed because the sleeve was approximately half an inch too short."

There have also been complaints about the thermal protection capabilities in hot weather. Many customers with this experience claimed that their phones still displayed the "too hot" message even after trying out different versions of the PHOOZY sleeves.

However, PHOOZY sleeves do come with a disclaimer that you shouldn't leave them out in extreme temperatures for more than 3 hours.

Who Created PHOOZY?

Two friends, Kevin Conway and Josh Inglis, co-founded PHOOZY. Kevin Conway, a professional NASCAR racer, was tired of his iPhone shutting down in the sun and the cold. He couldn't find a solution, so he came up with PHOOZY.



Conway then approached Josh Inglis, a fellow lover of outdoor activities. But more importantly, Josh Inglis has a background in Business and Finance, including an MBA. His career track had landed him an executive position at HomeDepot.

Josh's experience in the corporate world has come in handy with managing the operations. He has also been quoted advising other entrepreneurs on the paperwork and interview process of the Shark Tank.

Kevin and Josh have combined their strengths and passion for outdoor activities to provide a solution for many people. Kevin tells the Sharks that he'd given up tickets to Le Mans during his pitch because this deal was that important to him.

Did PHOOZY Get a Deal on Shark Tank?

Yes, PHOOZY got a deal with sharks Lori Greiner and Robert Herjavec, who offered them \$500k for an 8% stake and a royalty of \$1.50 per unit sold until \$500k was paid.

Kevin Conway and Josh Inglis went into the Shark Tank seeking \$500k for a 10% stake. The young entrepreneurs gave the sharks a compelling story, and with their cost, sales and projection numbers at their fingertips, they wowed the sharks.

Kevin O'Leary made the first offer of \$500k for a 4% stake and royalty of \$1 per unit sold until \$1.5 M was paid. However, even after making an alternative offer, Kevin and Josh decided to go with two Sharks. Lori joined Robert's offer of \$500k for a 4% stake but changed the royalty from \$1 to \$1.5 per unit sold.

How Much Is PHOOZY Worth?

PHOOZY is now estimated to be worth **\$12 million**. The company started with an **initial investment of \$85,000** from its founders.

By the time PHOOZY made its pitch on Shark Tank, the business had made \$700K sales in 2019 and \$1.9M lifetime sales in 2020. They had projected to make \$4.5M in 2021. Kevin Conway said the sales increased by 400% after airing on Shark Tank.

What Happened to PHOOZY After Shark Tank?

PHOOZY has gone on to experience greater success since its appearance on Shark Tank. Josh Inglis has been quoted saying that a significant Shark Tank Effect has been retailers calling to place orders. Previously PHOOZY mainly had a business-to-consumer model.

The business also has more products, including the Apollo II, Apollo II antimicrobial, XP3, PHOOZY 2.8L Techcapsule, crossbody strap, and device wipes. They are working on more products to be released in the future.

Since appearing on Shark Tank with an estimated valuation of \$1.3M, the company has made sales of over \$4M. The company also has a larger team. PHOOZY's products have also been featured on Good Morning America.

Given the business' trajectory, Robert Herjavec and Lori Greiner definitely picked a winning horse!