

ETERNAL STATIONERY

Rewritable notebook. Metal pencil.



nuka

First created · 0 backed

More

\$41,880

pledged of \$20,000

502

backers

36

days to go



Product Design



New York, NY

Back this project



All or nothing. This project will only be funded if it reaches its goal by Fri, June 14 2019 3:02 PM UTC +00:00.

Rewards

Campaign

FAQ ⁸

Updates ¹

Comments ⁵⁰

Community

NEW KIND OF STATIONERY, THAT EXPANDS WAYS TO ACT WITH NOTES

nuka

ETERNAL NOTEBOOK

	01 completely rewritable	02 totally waterproof
	03 tear resistant paper	04 magnetic fasteners
	05 synchronized with mobile device	

nuka

ETERNAL PENCIL

	01 writes by metal	02 no dirty hands
	03 no broken leads	04 no sharpening

AS FEATURED IN:

ETERNAL NOTEBOOK



96 pages

8 x 5 x 0,5 inch

ELASTOMER cover

● dark

● light

completely rewritable ↻

Write, erase, and write again and again on the same page with any type of pen, pencil or marker. Make the slightest of motions and all inscription will fully disappear thanks to nuka magic eraser.



wipe off all unnecessary information

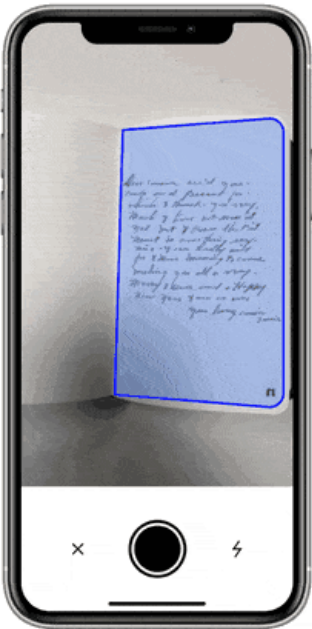
Self-developed non-toxic liquid is available in 2 forms: wet wipe & spray can.



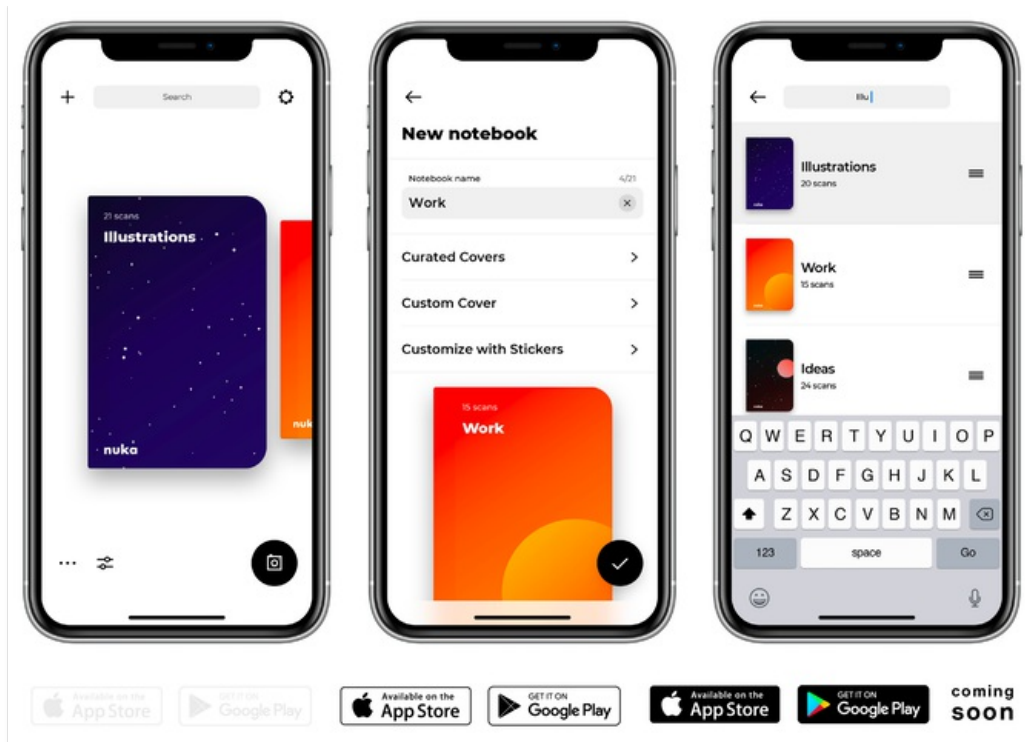
+ nuka app (all benefits of digital, using the notebook)

Perfect extension of eternal notebook on your phone. Scan the page with nuka app and get digital handwritten notes of good quality.

scan



Create virtual notebooks and keep separate scans by categories projects, sketches, ideas and more. All notes are organized, safe, and always with you.



totally waterproof

Notebook components are made of waterproof materials which haven't been used in other stationery before. Don't worry about safety, the notes can't be destroyed even if you spill water or any other drink on it.



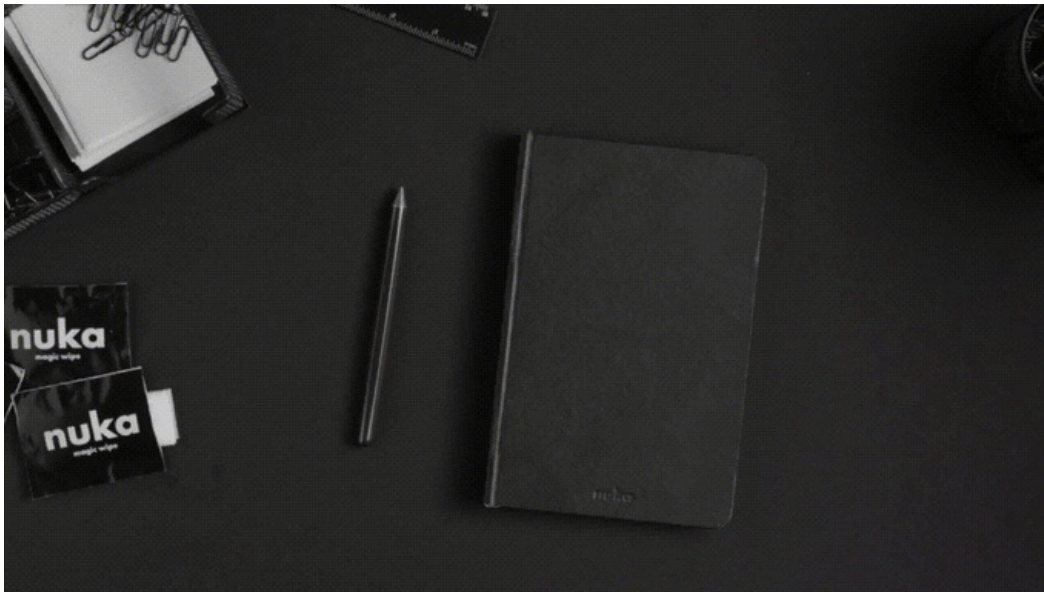
tear resistant paper

Next generation paper which you won't be able to tear. Because of the quality, the notebook is durable and stays as new for a long time.



magnetic fasteners

Never again old fashion notebook rubber bands. One easy motion to open the notebook and full safe closure when you carry it, thanks to embedded magnets inside cover.



still soft and tactile ---

We save all tactility pleasant touch feelings of regular paper, because we love it. nuka paper is matt and soft to touch.



3 layouts

Self-developed smart-dots is multipurpose for all your needs. Use it to write down notes, make sketches, spreadsheet on the same page.

smart-dots
smart-dots
smart-dots
smart-dots
smart-dots
smart-dots
smart-dots
smart-dots



special label helps nuka app define page quickly in any place

We know that your tasks never end, like nuka to-do list. Erase completed tasks and write new.

to-do list
to-do list
to-do list
to-do list
to-do list
to-do list
to-do list
to-do list



Scan tasks and it will be added to to-do list inside the app. You will never forget about unfinished tasks thanks to reminders.



Plan your month, erase and plan again. Unlimited times.

planner
planner
planner
planner
planner
planner
planner



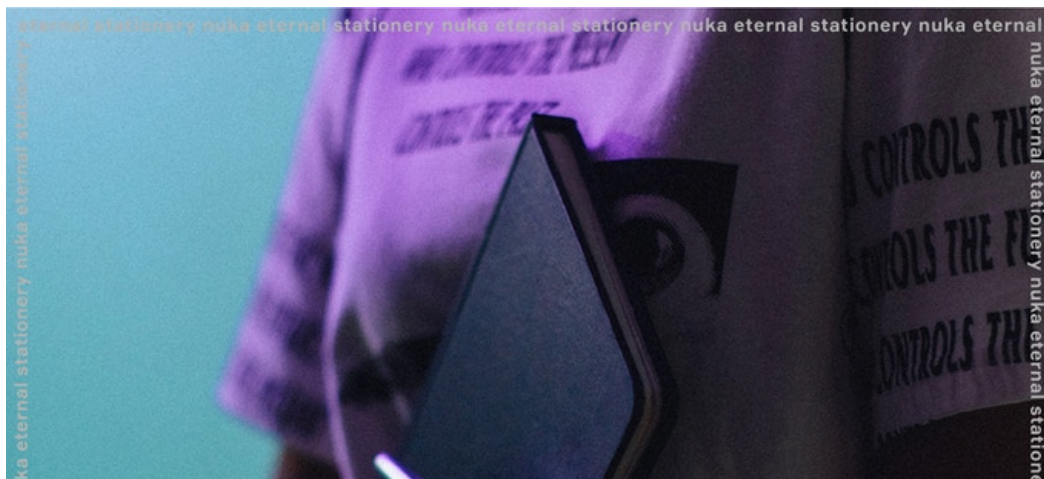
Scan the page and plans will be added to calendar inside the app. You will get notifications about your schedule as per the scanned pages.



+ POCKET



+ PACKAGING





ETERNAL PENCIL



reddot design award
winner 2019

6 x 0,3 inch

ALUMINIUM shell

**PATENTED
METAL ALLOY** tip



dark



light

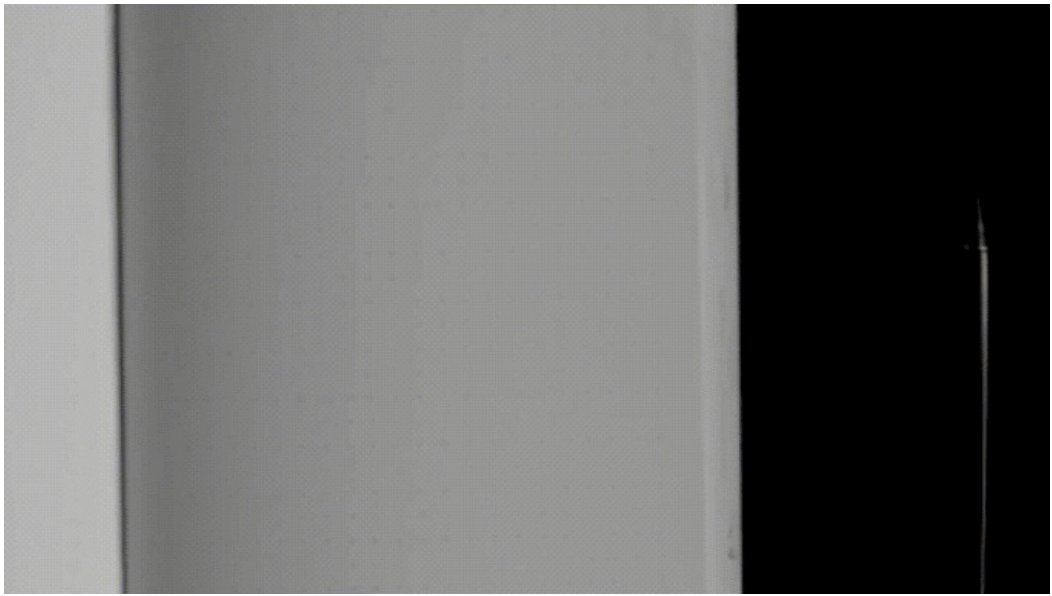
writes with metal

Eternal pencil's tip is made of unique metal alloy. It writes like regular pencil, but you can forget about sharpening or broken leads. Just write and enjoy of smooth writing experience. Forever.



different pressure sensitivity

Press harder for thicker lines, lighter for thinner. And yes, you can wipe off eternal pencil's writings by nuka magic eraser.



connect with notebook

No way to lose the pencil as it attaches magnetically to the eternal notebook by one easy touch.





BASIC

The image displays three product bundles, each with a product image and a price tag. The first bundle shows a grey notebook and three wet wipes, priced at \$53. The second bundle shows a single pencil, priced at \$33. The third bundle shows a spray bottle of eraser, priced at \$9. The background is a light grey with a subtle grid pattern.

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TEAM



Nikita Vladykin
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Kate Mykhalko
@katemykhalko



Eugene Shylo
@eugeneshylo

Hello! We are creators of nuka. All of us have used stationery for years, so we know all benefits and problems related to it. We saw advantages of digital notes but realized: nothing can replace the tactile experience of real materials. So, we decided to add modern technologies to stationery, and created radically new things – eternal notebook and pencil. Fired by this idea, we left school and started focusing only on nuka. Together with our partners, we have worked for 2 years to tailor business strategy, finalize technologies, work on prototypes and run production in China. Hope you are ready to change habitual things together with us. Let's start!

TIME — LINE

2017

- Aug — nuka's idea is born
- Sep — we left school to run startup
- Oct — creation of prototypes in garage
- Nov — work on business strategy

2018

- Jan — became a part of accelerator
- Mar — creation of product design
- Apr — get first investments
- Jul — production of prototypes at the factory
- Aug — products testing
- Oct — sent products to stratosphere
- Nov — booth and pitch at WebSummit
- Dec — preparation for Kickstarter

2019

- Jan — booth at CES, over thousand people tested our products
- Apr — nuka is launching on **KICKSTARTER**
- Jul — tooling
- Aug — mass production
- Nov — nuka products shipped

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OUR SOCIAL MEDIA

instagram

instagram

instagram

facebook

facebook

facebook

twitter

twitter

twitter

mail@nuka.me

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IN PARTNERSHIP WITH

CONCEPTER

Conceper invents products and helps entrepreneurs craft their ideas into design-driven businesses, turning on the best marketing techniques powered by a strong technology stack.



Biosphere Startup Platform (part of Biosphere Corporation) – aims to support early-stage startups by providing financial support and operational assistance.



SILA, also 🧑🏫, is a close-knit team of industrial and digital designers, engineers, researchers and branding specialists from around the world.

SPECIAL THANKS:

EVGENIJA MEDVEDEVA | NIKOLAY LOZINSKIY | OLEG MALENKOV | SERGEI SHCHERBAKOV
VLAD TISLENKO | PHIL KUBRAK | FERNANDO G.LORENZO | VLADISLAV GURISTRIMBA
VITALII YURASOV | MAX ZADOROGNY | STANISLAV SHMIDT | KSENIYA SAVCHENKO
RUSLAN MINHAZIROV | YAROSLAV AZHNYUK | EVGENIY IVANOV | ELINA KRUPSKAYA
DENNIS YURCHENKO | KATHERINE MINHAZIROVA | MAKSYM MAKSYMENKO | VLADIMIR
KOZYNETS | JULIA PETRYK | EGOR KURGUZOV | RAGNAR SASS | NICK KUZNETSOV

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Risks and challenges

The launch of every product is followed by the unforeseen technological challenges, and we have overcome them vigilantly. We reduced our risks before the launch of the product by giving ourselves 24 months of R&D; research to determine which materials were the best to create nuka's eternal stationary. This was done by creating prototypes of both, the notebook and the pencil. We have a manufacturing staff ready in place to not only produce the product but to also package and deliver it to you. Currently, our goal is to start our campaign on Kickstarter to gather funds that could be further invested in our eternal stationery for you, and in the app to make your note-keeping easier. We know that there may be some issues with production we cannot foresee. However, the most important thing is that you invest in our nuka team that will bring the product to you. Join us today!

[Learn about accountability on Kickstarter](#)

Questions about this project? [Check out the FAQ](#)

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