M5STACK
PART OF ESPRESSIF
BUILD FAST & STACK SMART
-- Allen Chao

# About M5Stack

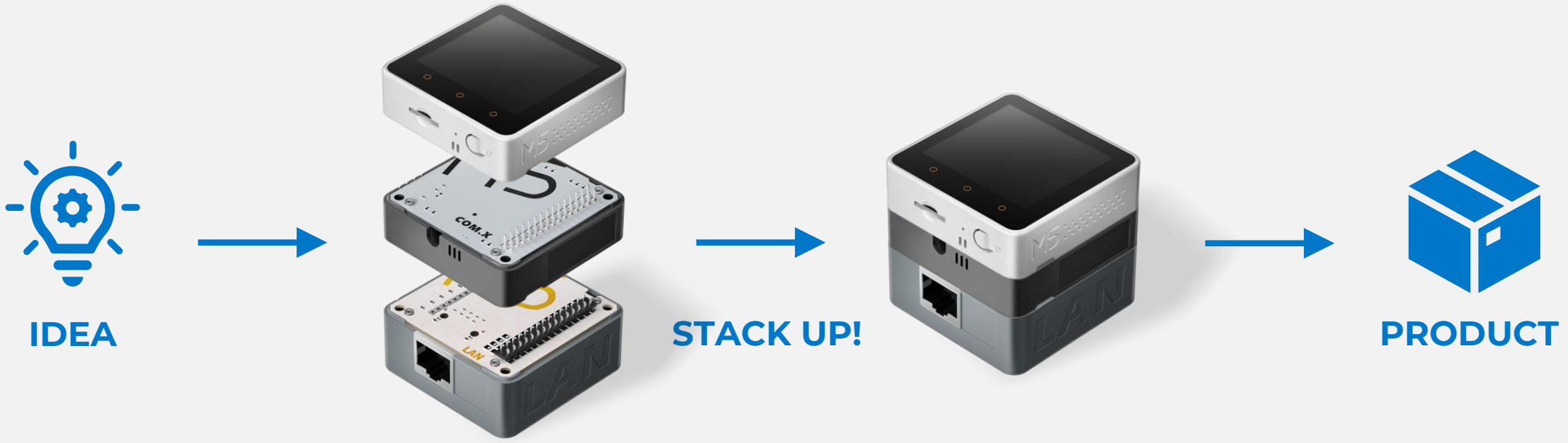
Build Fast, Stack Smart

# About M5Stack

M5Stack is a leading provider of modular, open-source IoT development solutions. Our stackable hardware and graphic programming platform empower developers and businesses to accelerate innovation and rapidly prototype solutions for IIoT, home automation, smart retail, and STEM education.

## MODULAR 5CM X 5CM STACKABLE

Where ideas come to life



**3 million+**
M5 Products Sold Globally

**50+**
IIoT Applications

**450,000+**
UIFlow Code Downloads

**15%**
of Annual Revenue
Invested in R&D

**50+**
Global Distributors

Founded in China in
**2017**

**110+**
Countries Coverage

**10**
Product Lineups

**400+**
SKUs Available

**148,000+**
Global Maker & Developer
Community

# M5Stack Milestones

## 2017

- **M5Stack** Founded
- Launched **M5 Basic Core**
- Released **M5 Unit** Series
- **Microsoft Azure** Certified

## 2018

- Signed First Distributor Switch-Science
- Invested by **Espressif**
- Launched **UIFlow** Platform

## 2019

- Released **M5StickC/V**
- Distributed by **Digikey**

## 2020

- Collaborated with **AWS Edukit**
- Launched **Core2 & Atom** Series
- Expanded Global Distribution Network

# M5Stack Milestones

## 2021

- Attended IoTE
- Became **Ericsson IoTA** Partner

## 2022

- Awarded **Best Product** at **CHTF 2022**

## 2023

- Launched of **Core S3**
- Attended **MFBA 2023**
- Added Support for **OpenHarmony**

## 2024

- Acquired by **Espressif**
- Moved to New **Headquarters**
- Launched **LLM Series**

# M5Stack Headquarters

Company Area
**3,500㎡**

Engineering
& R&D Team
**40+**

Factory Size
**1,300㎡**

**2,000+** Units
Daily Production Capacity

Factory Workforce
**100+**

# M5Stack Customer Profiles & Market Segments

## M5Stack Standard Products

## Customer Personas

From Classroom Prototypes to Enterprise Deployments

### Makers & Developers

Empowering makers and developers to bring their personal projects to life with M5Stack products.

### Educators & Students

Educators use M5Stack to teach and guide students in building innovative projects,fostering hands-on learning.

### Industrial End-Users

Utilizing M5Stack's standard products to meet specific business requirements and enhance operational efficiency.

### ODMs

Providing customized design solutions to meet the unique needs.

## Market Segments

**70%**

**30%**

# Product Lineup

Build Fast, Stack Smart

# M5Stack 3P Philosophy

## Prototype

Rapid prototyping
with 400 SKUs and flexible
hardware options.

## Product

Turning prototypes into
scalable products with tailored
ODM services.

## Project

Total solution tailored to
specific application needs.

# Product Lineup

M5Stack delivers a powerful and versatile IoT ecosystem with modular controllers and expandable sensors — empowering innovators to build smart solutions with speed and efficiency.

Powered by ESP32

AWS Qualified

Azure Certified Device

New Products Launch **Every Friday!**

**55+**

## Main Controller

ESP32 Microcontroller | Highly Extensible Core | Stick | Atom | Stamp | E-Paper

**300+**

## Modules & Interfaces

Sensors | Actuators | Extensions | Drivers | HMI | Audio | Camera | Wireless | Ethernet

**45+**

## Accessories

Cables | Connectors | Servos | Industrial & DIY Mounting

# UIFlow

## Graphic Coding IDE Empowering IoT Innovation

UIFlow is a browser-based programming tool that simplifies coding with intuitive block-based logic. Each block serves a specific function to control the M5GO, making it easy for beginners to grasp programming concepts step by step. As you progress, you'll naturally transition to Python—a powerful yet beginner-friendly programming language that UIFlow is built upon.

### Edit control

**Programming basis**

- Program execution
- Cycle
- Variable operation
- Condition judgment
- Graphic UI

**Logical progression**

- Data structure
- logical operation
- Function

**Advanced functions**

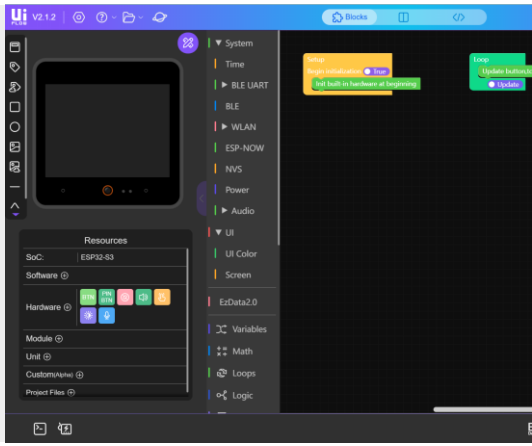
- Remote control
- Internet of things communication
- HTTP request
- Wi-Fi / Bluetooth
- hardware communication interface

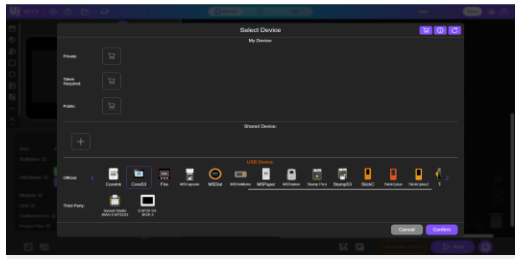
**Enrich and expand**

- Sensor
- Motor drive
- light control
- Interactive hardware

### UIFlow Characteristic

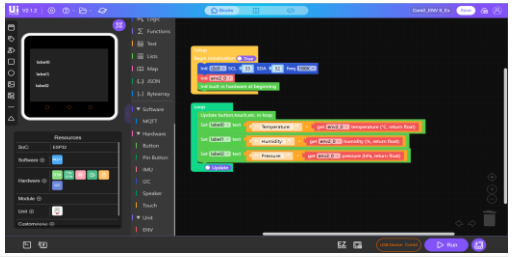
- Seamlessly switch between blockly and python
- Use the remote feature to control the M5 from your
- smartphone
- Design your projects UI with our intuitive UI designer
- Develop IOT applications with ease
- Program your M5 on any smart device



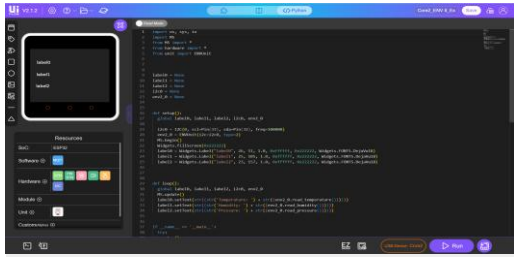


Device

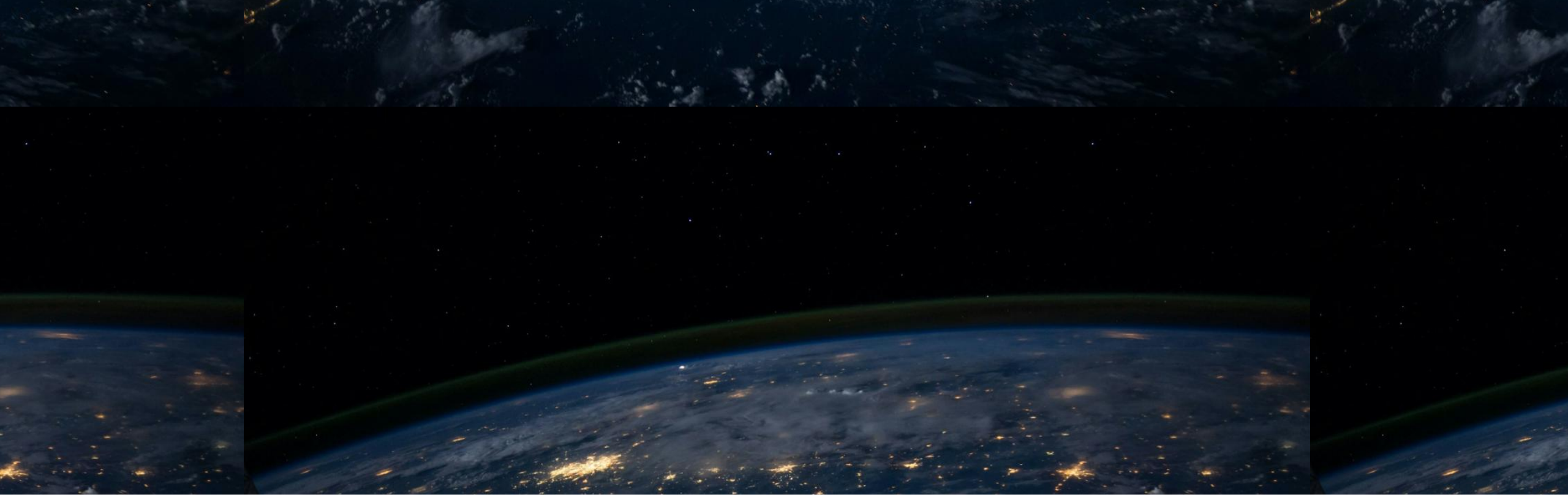
Unit



Blockly



Python



# Market & Global Impact

Build Fast, Stack Smart

# Global Community & Events

## Vibrant Community

Our vibrant community fuels innovation by sharing ideas, code, and projects, continuously pushing the boundaries of IoT and embedded systems.

- **148,000+** in our global maker & developer community
- **84,000+** open-source code repositories on GitHub
- **900+** firmware packages available in M5Burner
- **800+** community projects on Hackster

# Global Community & Events

## Marketing Activities

### Industry Trade Shows

CES
IOTE
Embedded World
The Things Conference

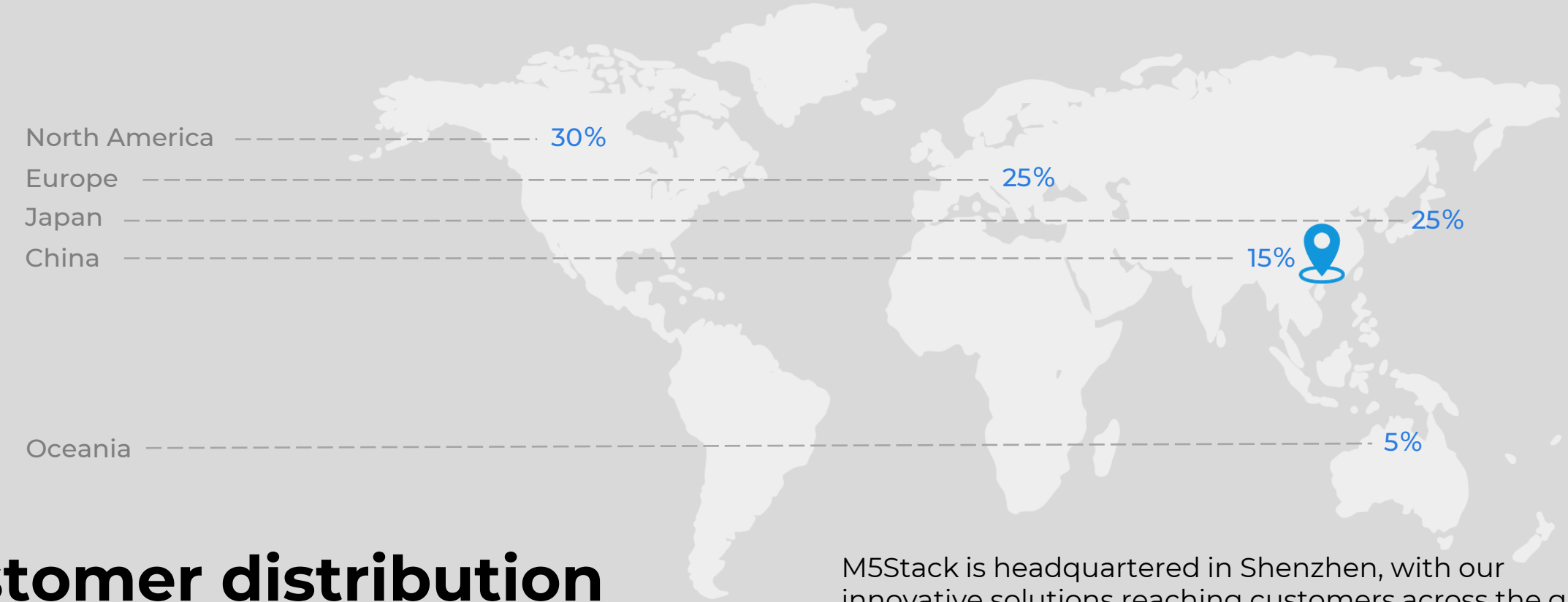
### Meet Up

Munich, Germany
Tokyo, Japan
Osaka, Japan
Fukuoka, Japan
Hiroshima, Japan
Hakodate, Japan
Kanazawa, Japan
Shenzhen, China

### Maker Faire

Bay Area
Rome
Kyoto
Tokyo
Bangkok
Shenzhen

### Annual Online Contest




# Customer distribution

M5Stack is headquartered in Shenzhen, with our innovative solutions reaching customers across the globe.

FOXCONN 富士康科技集团 · SIEMENS · Johnson Controls · ThermoFisher SCIENTIFIC · SoftBank

ESPRESSIF · Microsoft · aws · ERICSSON

SWITCHSCIENCE · MOUSER ELECTRONICS · DigiKey · DISTRELEC · RS

# Industry Solutions

Build Fast, Stack Smart

# M5Stack Industry Solutions

Scalable, Customizable, and Collaborative IoT Solutions

Fast, Cost-Effective

Standard
Product-Led Solutions

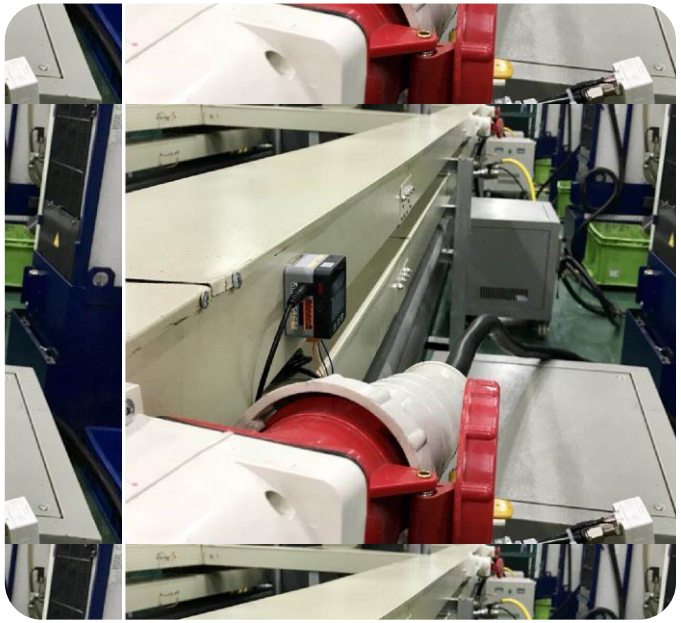
Tailored Solutions

Collaborative Innovation

Customization

# Standard Product Solutions

- The project is built with our **off-the-shelf controllers and modules**
- 100% standard components ensures fast development while maintaining flexibility



# Tailored Solutions

For clients needing visual or integration adjustments, we offer flexible hardware solutions based on our standard products.

- Custom enclosures for branding or functional requirements
- System integration adjustments for seamless deployment
- Bespoke PCB and enclosure design
- Custom sensors, power management, and certifications
- Scalable manufacturing (1–1K–1KK units)

# Collaborative Innovation

Empowering innovation through open collaboration and creative synergy.

- **Kantan Play**:

  A playful music device with 10 simple keys, designed for learning and creativity.

- **MSX0**:

  A pocket-sized modular computer with keyboard—programmable, and perfect for gaming or smart projects.

- **ATOM Mate for toio**:

  An ATOM base that adds distance sensing for smart toys and robotics.

- **Arduino Nesso N1** :

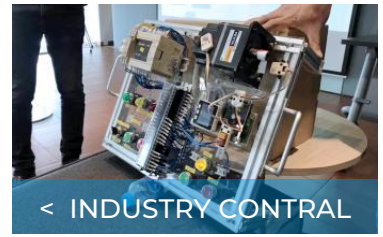
  A collaborative board co-developed with Arduino and M5Stack—featuring industrial-grade IO, modular expansion, and native support for Arduino IDE and UIFlow

# Solutions

M5Stack offers comprehensive solutions for IoT industries and commerce.
We can help our clients to deliver end-to-end solutions in a timely and cost-effective manner.

- Industry Automation & Control
- Data measurement & analytics
- Smart Factory, Agriculture, Transportation
- Interactive Entertainment

**LOW CODE**



**PLUG AND PLAY**

**CUSTOMIZATION**

www.m5stack.com

Build Fast, Stack Smart

https://m5stack.com/global-innovation-contest-2025