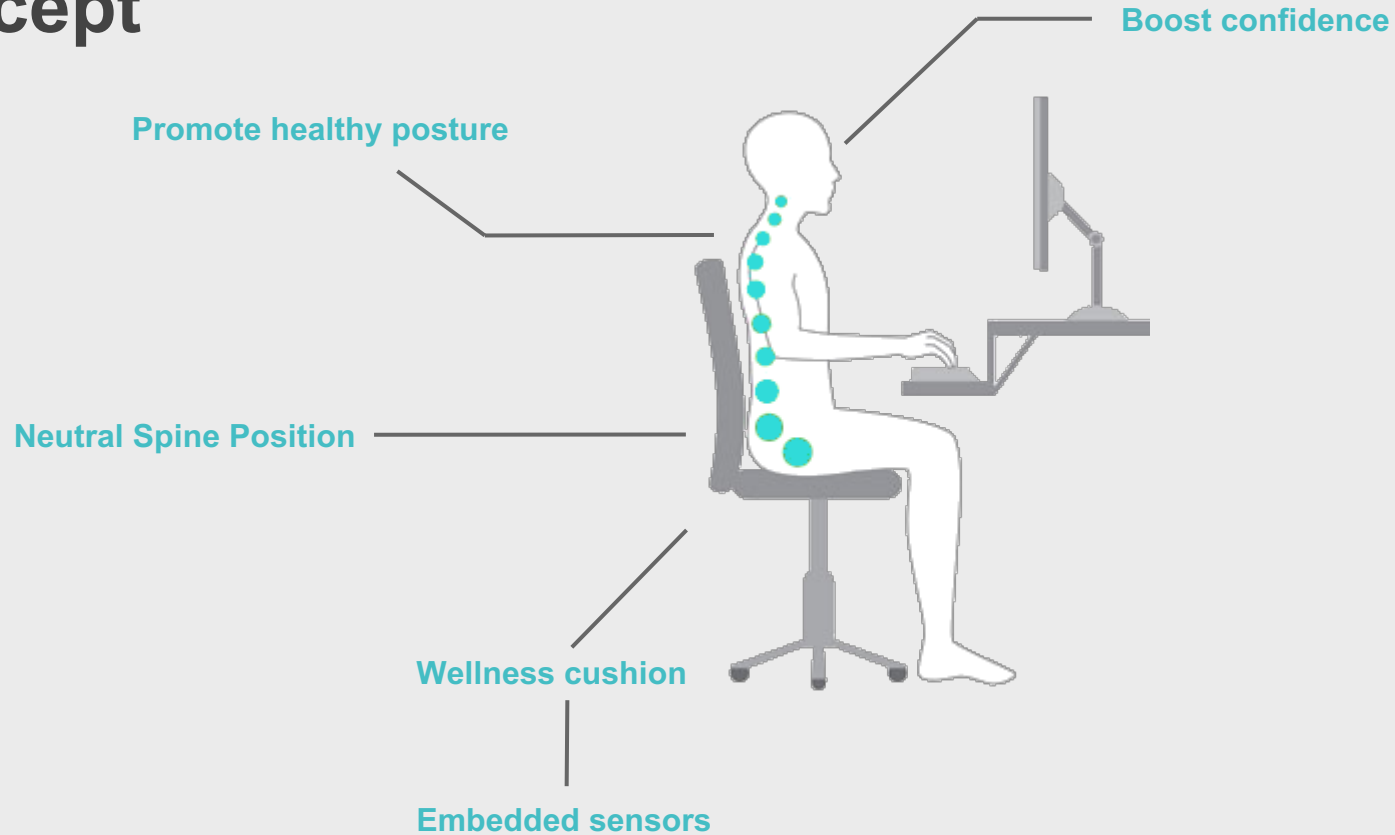


A DAPTIV



Concept









124,570,000

full-time employees in
the United States



7.5

hours spent
sitting



3

competitors



1

Inear





Price is justified if good posture will boost actual or perceived confidence



Go-to-market strategy

\$885,963

Year 1 Marketing Budget



\$61,572

Year 1 Units

\$19.99

Landed cost



\$14.39

Cost of Customer Acquisition

A DAPTIV

APPENDIX

Business Team



Bedoor Al Jandal
CEO & Legal Advisor



James Hunt
Director of Marketing

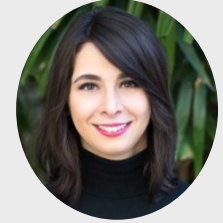


**Josh Fujita-
Yuhas**
CFO

Design Partners

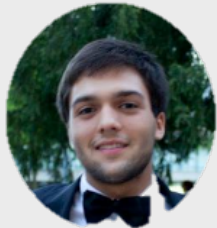


Elena Howland



Deirdre Massaro

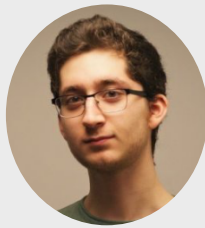
Product Team



Alderredo Rocha
Head of Procurement



Matthew Pohl
Head of Research



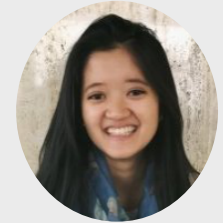
Michael Taj
CTO



Ruchit Bhandari
CTO

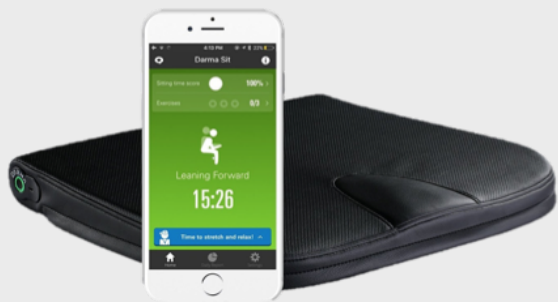


Aylin Orhan



Michelle Lee

COMPETITIVE ANALYSIS



**DARMA Smart
Cushion**



**Upright Posture
Coach**



Lumo Lift



ACTION PLAN

Action Items

- File for intellectual property protection (utility patent, trademark for company and product names)
- Secure funding (Seed capital, Kickstarter, and bank loans)
 - \$150,000 seed capital
 - \$200,000 Kickstarter campaign
 - \$250,000 bank loan
- Establish partnerships (CrossFit, giveaway targets)
- Build distribution network (Brookstone, Staples, Best Buy, Hammacher Schlemmer)
- Finalize assembly source and supply chain



PROTOTYPE/PRODUCT DETAILS

Technical Specifications

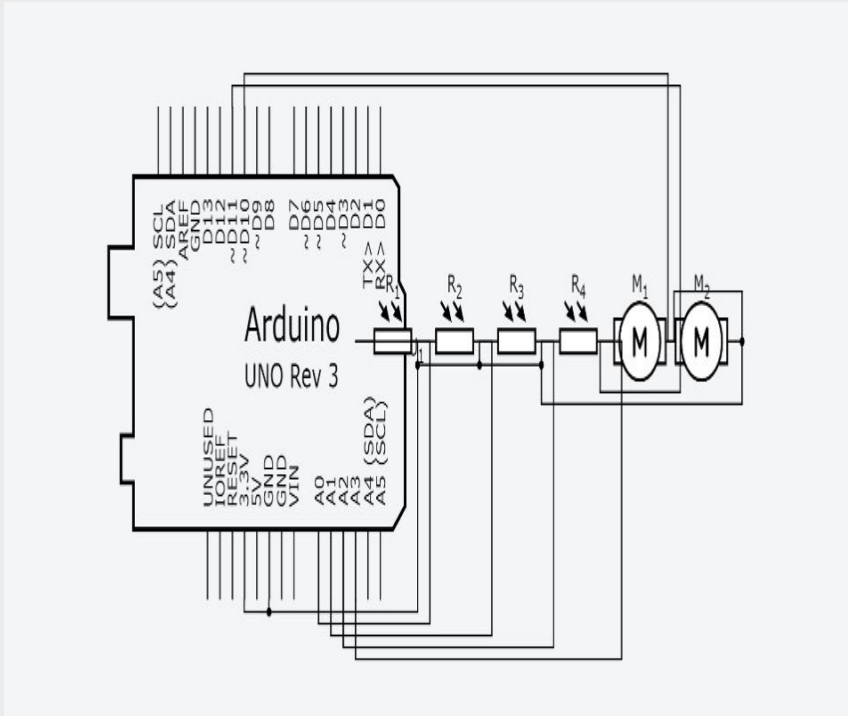
Components

Internal

Arduino Uno	Brain of the product. Analyzes sensor data and commands motors.
Wires	Transmit data.
Velostat x conductive thread	Allows for the construction of custom shaped/built sensors that change resistance when flexed.
USB Cable	Not shown, allows for arduino to be programmed/debugged
Resistors	Not shown, allows to keep circuitry in check.
Vibrating motors	Provides user force feedback when triggered by sensors

External

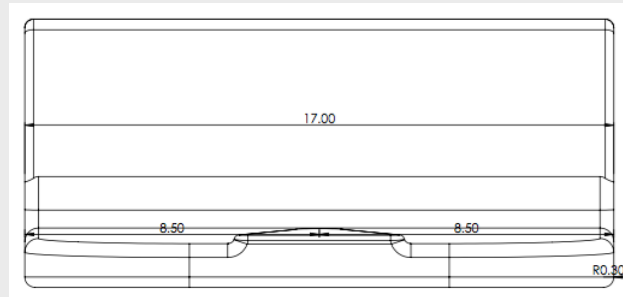
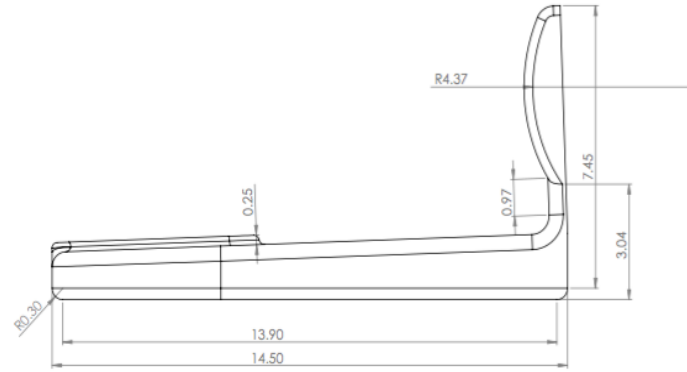
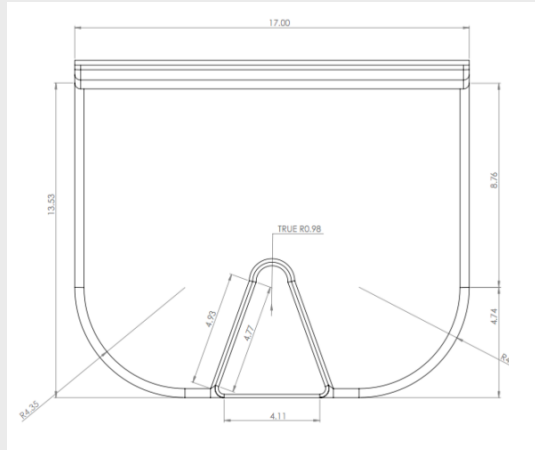
Memory foam inserts
Cotton exterior



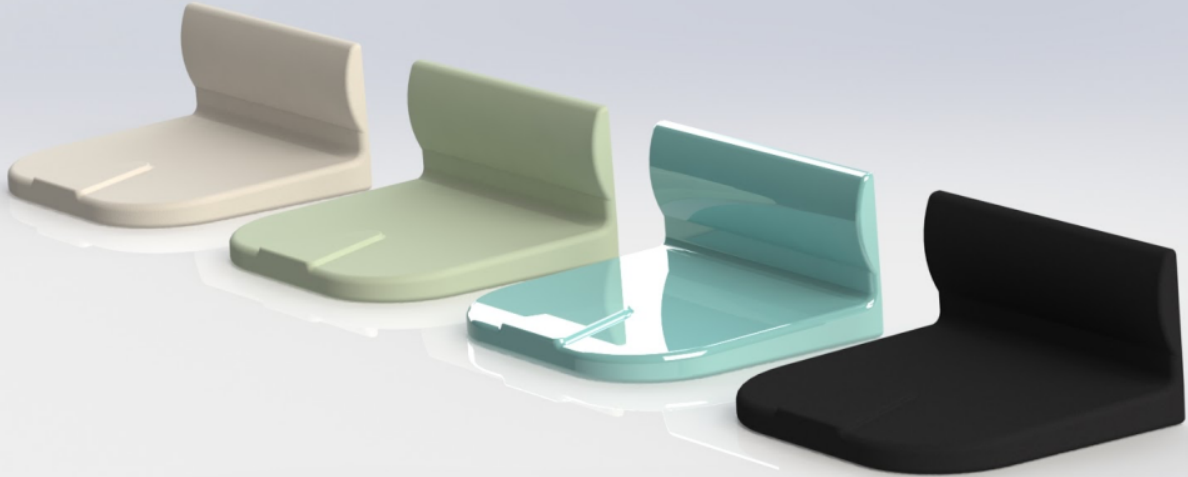
Technical Drawings

Dimensions:

- Length = 17"
- Depth = 14.5"
- Height = 7.5"
- Thickness -
 - Seat = 1.25" (front) and 1.75" (back)
 - Backrest = 1" (at the center)



PRODUCT LINE



INSTRUCTIONS MANUAL

linear USER GUIDE

Hello and thank you for purchasing our product! We've worked hard to bring Linear to you, and here are a few quick instructions before you get started.

- 1. First, activate your device!** This can be done by connecting the power cord to an outlet, or pressing the power switch on the side panel (make sure your battery is charged if going wireless).
- 2. Get comfortable!** Set your ideal posture by sitting on Linear in the Neutral Spine Position. If you need help doing so, we're here to help! We've created instructions to help you below.*** For a more visual representation, check out the how-to video under the "Linear" section of our website, adaptiv.me
- 3. Wait for your Linear to be calibrated.** You'll know it's ready for use when you feel a slight vibration.
- 4. If you start to slouch within the next few minutes, you will be notified** (through gentle vibration) to remind you to sit properly! If you don't experience this, you're sitting great, keep it up!
- 5. After 20 minutes, your Linear will vibrate,** alerting you to go walk around or stretch your back. This lasts only a few seconds, as your Linear will go back to being silent shortly.
- 6. If you leave your seat, your Linear will stop giving feedback.** Please turn it off to avoid wasting your battery.



INSTRUCTIONS MANUAL

linear NEUTRAL SPINE POSITIONING


The healthiest position for body alignment is the Neutral Spine Position. Here are some simple steps to come into this position while sitting and to use Linear, designed to give you its best capabilities.

1. Place Linear on your chair and sit on it in such a way that your lower back is very close to Linear's lower back support.
2. Keep your feet flat on the ground and shoulder width apart, with your knees at a 90 degree angle.
3. Slouch forward by allowing your chest to fall towards your knees (position 1).
4. Come back and sit upright by pushing your chest out and pulling your shoulders back (position 2).
5. Move your pelvis back and forth again between positions 1 and 2, but move for only about 75% between the two positions.
6. Perform the same motion, but this time only for about 50% between the two positions.
7. Continue this motion, by constantly decreasing your movement, until you are about halfway between the two positions. Once in the middle, you should feel sitting on your butt-bone. Now, you are in the Neutral Spine Position.



Product placement

BROOKSTONE



Use code: **MSG20**

20% OFF Massagers

Exclusions apply

[shop now](#)

...

Trending at Brookstone



Ullo Wine Purifier & Aerator
\$79.99
[buy now](#)



Linear Posture Cushion
\$89.99
[buy now](#)



Big Blue Party Bluetooth Speaker
\$199.99 ~~\$249.99~~
[buy now](#)



SITEWIDE 99¢ SHIPPING

USE CODE **99CENT** AT CHECKOUT
ENDS THURSDAY AT MIDNIGHT

Product placement

SHARPER IMAGE

Narrow Your Search

Price

- \$1 - \$50 (10)
- \$50 - \$100 (37)
- \$100 - \$150 (17)
- \$150 - \$200 (17)
- \$200 - \$300 (13)
- \$300 - \$500 (5)
- \$500 - \$5000 (4)

By Product Description

- Air Purifiers(8)
- Bedroom(5)
- Exercise(7)
- Fitness(7)
- Gadgets(8)
- Golf(3)
- Home(8)
- Home Comfort(14)
- Luggage(3)
- Massage(5)
- Mosquito Traps(3)

By Category

- Apparel(3)

New Arrivals

Looking for the newest gadgets and gifts? Look no further than the New Arrivals category at the Sharper Image. We are constantly adding new merchandise to keep up with all the latest technology in the electronic world. It's the perfect section to shop for gifts for the person who always has the most up to date and high-tech gadgets. Here you'll find anything and everything, from air purifiers, wireless headphones, grooming items, and the very latest iPad accessories.

Viewing 1-24 of 98



Sale

Best Sellers

Just Added

« Previous 1 2 3 4 5 Next »



Product
placement



WEBSITE



Product placement



YOUR WORK ROUTINE MIGHT BE KILLING YOU.

No matter how healthy or active, neglected attention to posture can increase stress, injury and disease. Instead of thinking of the office as a time you're not on an outdoor adventure, take advantage of Linear and turn your inevitable desk time into forming your best self.

WEBSITE

WHAT IS LINEAR?



YOUR OWN SPOT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed malesuada faucibus ex nec ultricies. Donec mattis egestas nisi non pretium. Suspendisse nec eros ut erat facilisis maximus.



COFFEE AND SNACKS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed malesuada faucibus ex nec ultricies. Donec mattis egestas nisi non pretium. Suspendisse nec eros ut erat facilisis maximus.



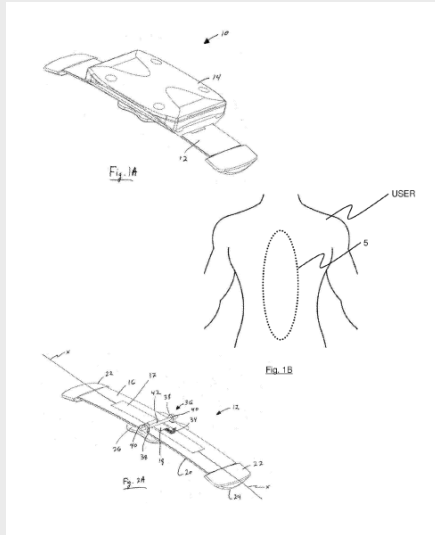
MEETING ROOMS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed malesuada faucibus ex nec ultricies. Donec mattis egestas nisi non pretium. Suspendisse nec eros ut erat facilisis maximus.



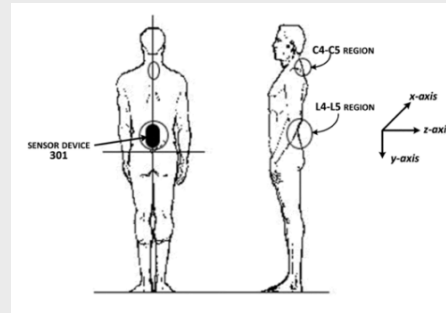
LEGAL RESEARCH

Legal Summary



Upright Posture Coach

Utility patent on sensors that monitor neutral spine deviation (way of detecting posture)
Status: pending (filed in 2014)



LUMO Lift

Utility patent on biomechanics sensors (angle detection = posture tracking)
Status: active (filed in 2012)

The logo for DARMA, featuring a stylized green 'D' followed by the word "DARMA" in a grey, sans-serif font.



DARMA

Utility patent on sensor technology (for physiological levels - stress, posture, heart rate, etc.)
Status: active (filed in 2016)

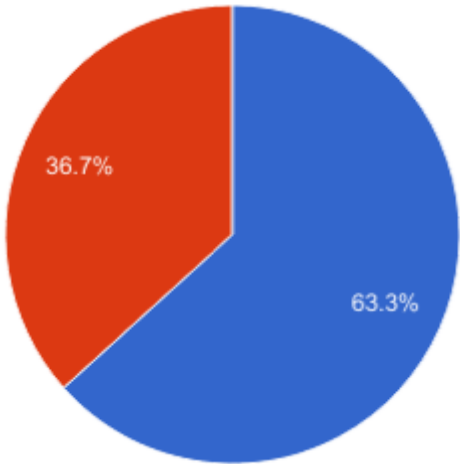
Trademark on company name
Status: approved, active (filed in 2015)



END USER RESEARCH

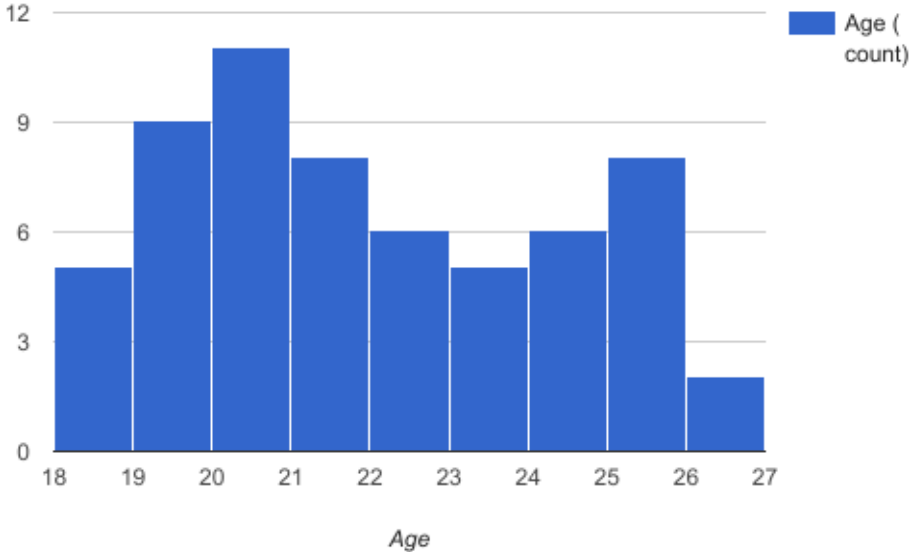
Demographic of Interviewees

Count of Gender



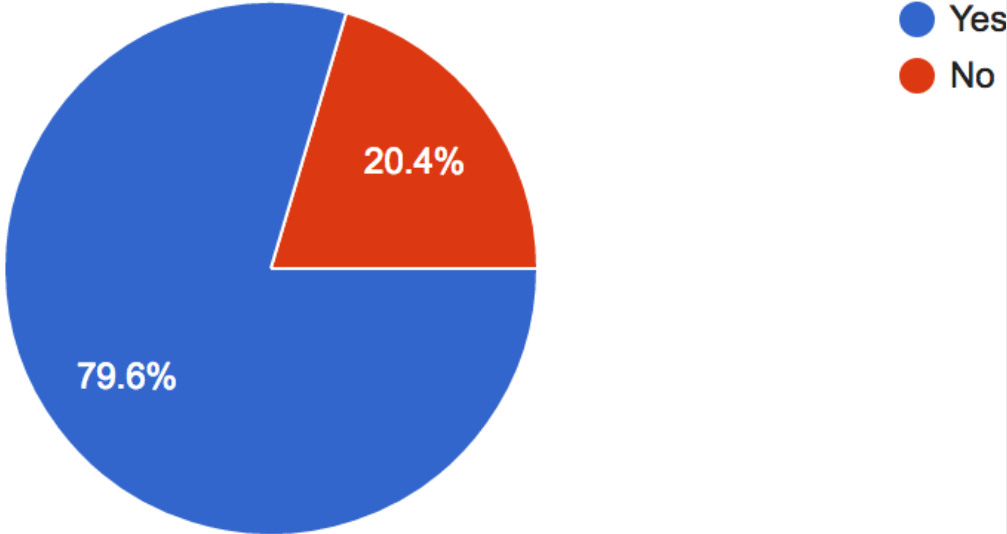
● M
● F

Histogram of Age



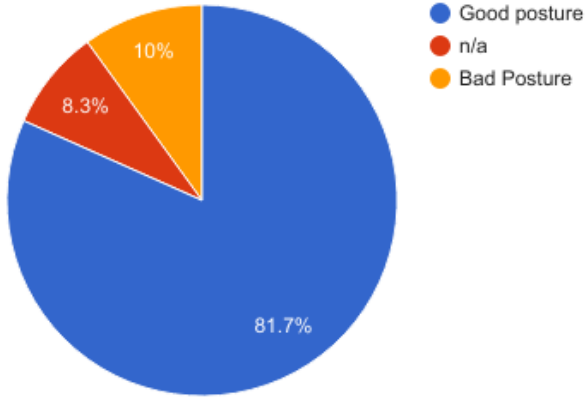
Interviews: Self-awareness of Posture (n=61)

Do you feel that you have poor posture when you sit? (n=61)



Interviews: Perception of Posture (n=61)

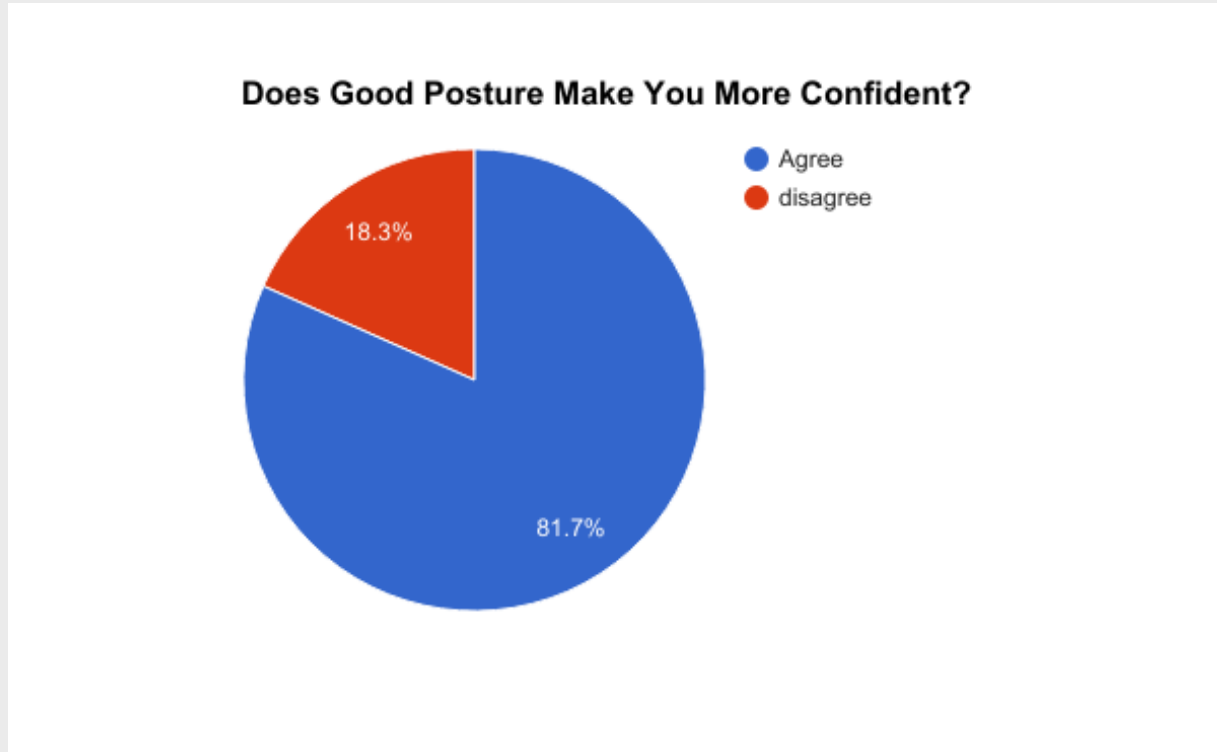
Posture Comparison and Perception of Health



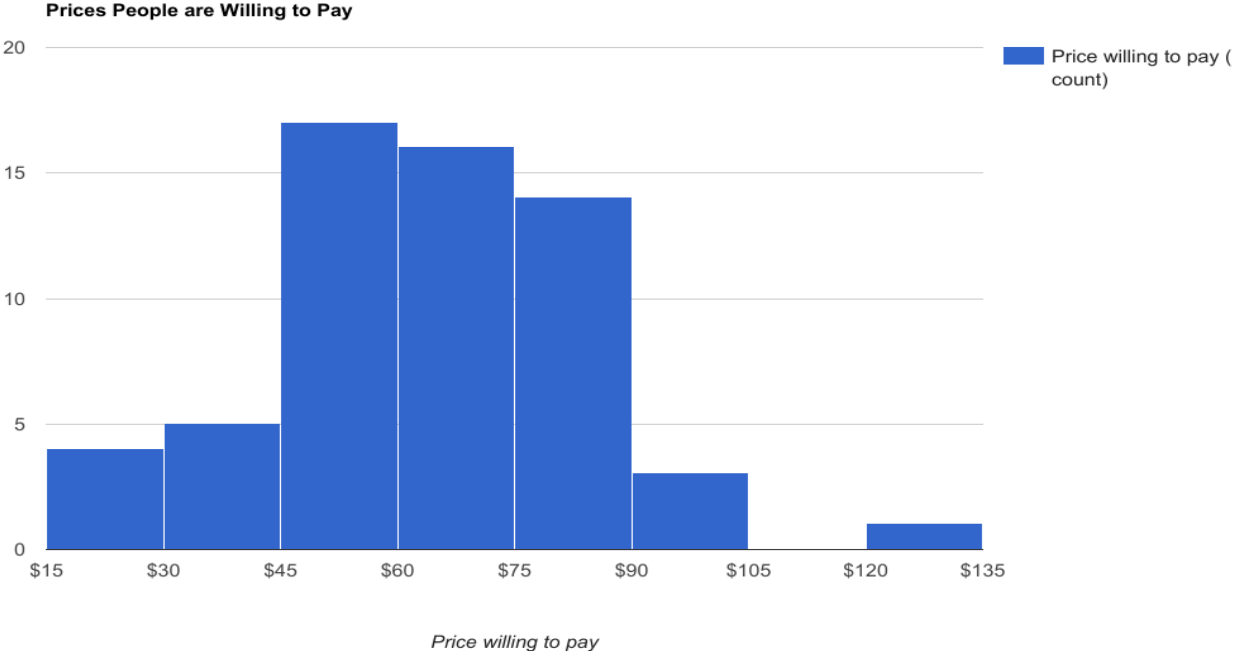
The terms “Good posture” and “Bad Posture” represent the pictures used to illustrate good posture. The counts represent who they believed were healthier based upon the images.



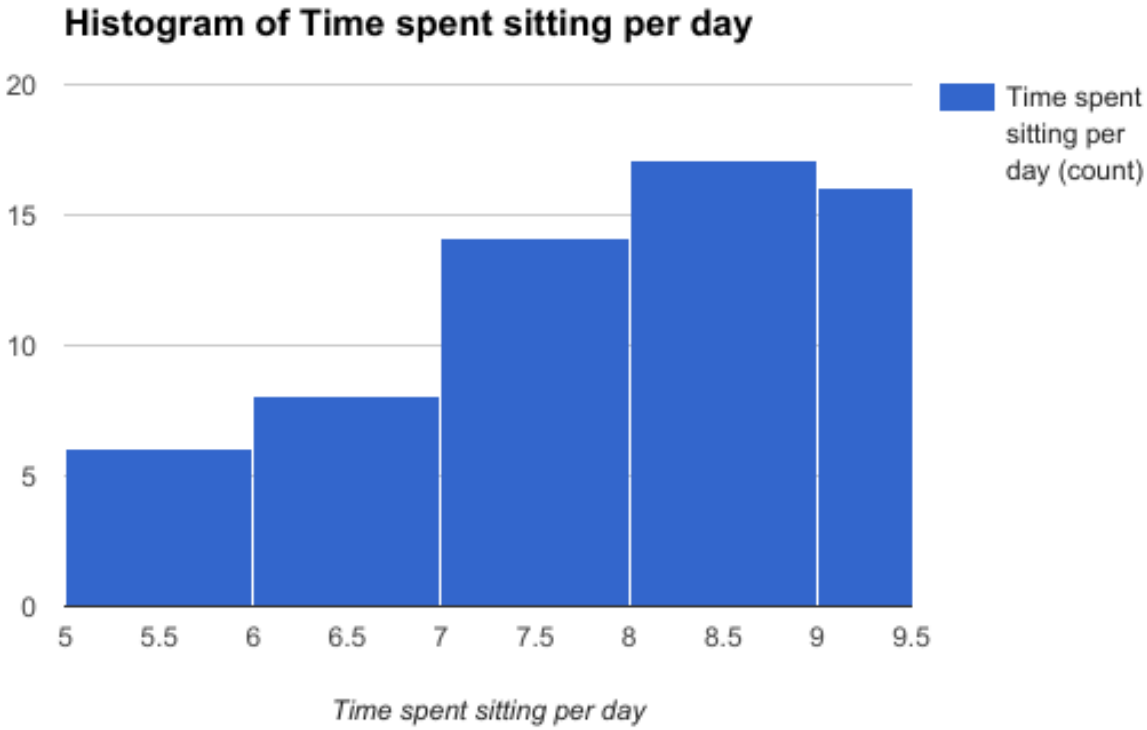
Interviews: Perception of Posture (n=61)



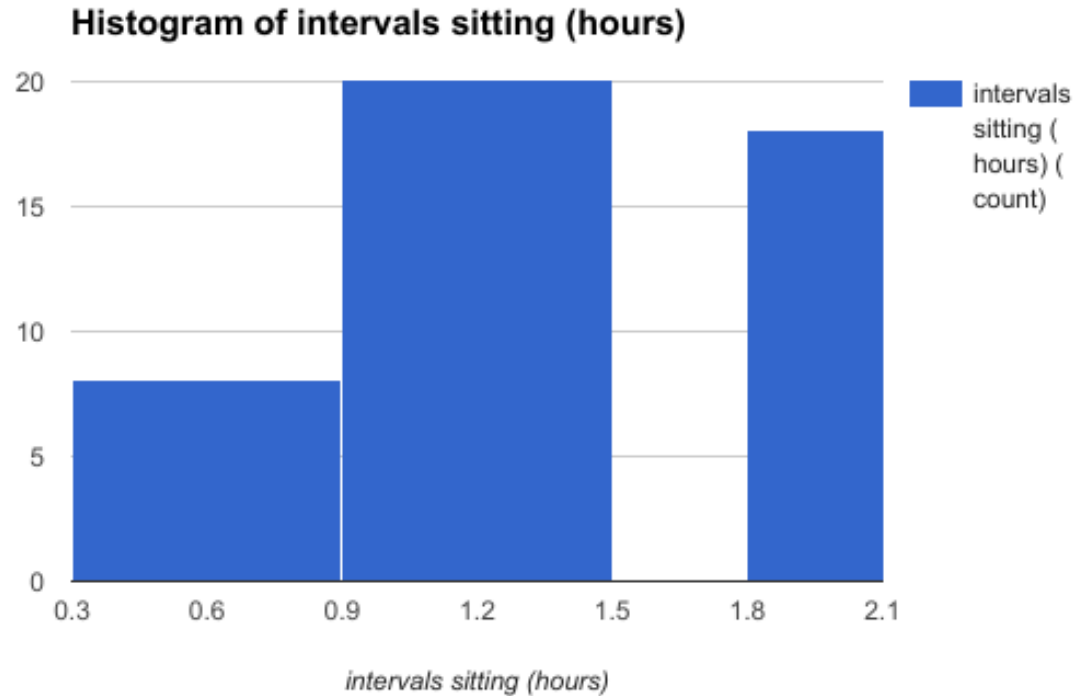
Interviews: Willingness to Pay (n=61)



Interviews: Time Spent Sitting per Day (n=61)



Interviews: Intervals Spent Sitting per Day (n=61)



CUSTOMER PROFILES

Jake: Customer Profile

- Age - 26
- Works for a consulting firm
- Young professional
- Sedentary lifestyle
 - Wants a solution that fits into his lifestyle
- Cares about product quality and durability → functionality
 - Wants a discreet product that doesn't stand out in the workplace
- Values career, ambitious, wants a leg up
- Wants to make resolutions for himself
 - Confidence, etc.
- Insecure about work performance, reputation/position in office, going unnoticed, etc.



Olivia: Customer Profile

- Age - 30
- Financial analyst
- Young professional
- Does yoga 2-3 times a week
 - Meditates frequently, doesn't want to be stressed at work
 - Doesn't want to undo her effort in yoga when she's at work (sitting long hours, stressed, etc.)
- Worried desk job will compromise healthy habit
 - Doesn't want work to get in the way of health
- Cares about product quality and durability → functionality
- Values career, ambitious, wants a leg up
- Insecure about work performance, reputation/position in office, going unnoticed, etc.



SOURCING UPDATES

Suppliers

Electronics Suppliers

1. Microchip Technology-China
2. Ehaotrade-China
3. Sparkfun Electronics-China
4. Seed Technology-China
5. Mikroelektronika-China
6. Stackpole Electronics-China
7. Kingbright-USA
8. Adafruit Industries-USA

Fabrics Supplier

1. Meishida-China

Foam Supplier

1. Shijiazhuang Chuanghong Technology-China



Name	Cost
Controller(phonon)	\$ 2.06000
Battery(lithium ion-polymer)	\$ 1.82000
Power Shield	\$ 3.95000
Vibrating Motors	\$ 3.60000
Jumper Wires	\$ 0.44850
Resistor	\$ 0.02178
LED	\$ 0.05400
Conductive Thread	\$ 0.42237
Copper Wire	\$ 0.37966
Pressure Sensitive Sheet	\$ 3.16000

FINANCIAL INFORMATION

Distribution

Distribution:	Number of stores	Number of achievable stores
Staples (US & Canada)	1607	400
Brookstone	307	307
Hammacher Schlemmer	15 million/qtr	1
Best Buy	1037	249



Distribution

Distribution:	Rationale
Staples (US & Canada)	Staples wants to have products like Brookstone; this fits well with our customer profile for Jake. We are focused on office workers, this is exactly lined up with Staples. Our promotional strategy is focused on leveraging sales reps to help explain our product in Staples stores. We are focusing on the 400 high volume stores that Staples has.
Brookstone	In line with our target market. Has a wide variety of posture type products and cushion products, but only one direct competitor (Lumo Lift). We have produced a high quality, tech wellness product that suits Brookstone's innovative nature.
Hammacher Schlemmer	Hammacher Schlemmer is similar to Brookstone; aligns well with wellness products.
Best Buy	Additional exposure for product; tech aspects line up well with the tech in Linear. While this is more of a stretch than Staples, we believe it is still in alignment with our brand and could be considered similar to Brookstone in some respects.

Distribution

Year 1 Units:	Monthly Units/Store	Achievable Stores	Monthly Units Total	Annual Units
Staples	4	400	1,600	19,200
Best Buy	4	249	996	11,952
Brookstone	5	307	1,535	18,420
Hammacher Schlemmer	1,000	1	1,000	12,000
Total Units	1013	832	4,631	55,572
Units/stores	64.34			



Distribution

Year 2 Units:	Monthly Units/Store	Achievable Stores	Monthly Units Total	Annual Units
Staples	2	400	800	9,600
Best Buy	1	249	249	2,988
Brookstone	2	307	614	7,368
Hammacher Schlemmer	5	1	5	60
Total Units	10	832	1,418	17,016
Units/stores	20.91			



Distribution

Year 3 Units:	Monthly Units/Store	Achievable Stores	Monthly Units Total	Annual Units
Staples	1	400	400	4,800
Best Buy	1	249	249	2,988
Brookstone	1	307	307	3,684
Hammacher Schlemmer	1	1	1	12
Total Units	4	832	832	9,984
Units/stores	12			



Per Unit Margins

Unit Margin:	
Retail	\$ 89.99
Dealer	\$ 60.29
LC	\$ 19.99
BOM	\$ 16.79
Margin/Unit:	\$ 40.30

LC Breakdown:	
Electronics	\$ 15.92
Materials	\$ 0.68
Packaging	\$ 2.70
Assembly	\$ 0.20
Shipping	\$ 0.50
Total	\$ 19.99



Per Unit Margins

Manufacturers Suggested	\$	100.00
Everyday Retail Price	\$	89.99
Dealer Cost @ 33% margin	\$	60.29
Marketing Funds @ 3%	\$	(1.81)
Co-op @ 5%	\$	(3.01)
Returns/Warranty @ 2%	\$	(1.21)
Net Dealer Cost	\$	54.26

Distributor @ 15%	\$	46.12
Distributor Marketing Funds @ 5%	\$	(2.31)
Net Distributor Cost	\$	43.82
Landed Cost	\$	19.99
Bill of Materials Cost	\$	16.79



Expenses

Total	\$117,220.73	\$1,406,648.73
--------------	---------------------	-----------------------

Expenses:	Monthly	Annually
Salary	\$21,666.67	\$260,000.00
Office	\$2,088.00	\$25,056.00
Utilities	\$208.80	\$2,505.60
Insurance	\$5,000.00	\$60,000.00
Furniture	\$166.67	\$2,000.00
Supplies	\$200.00	\$2,400.00
FedEx	\$250.00	\$3,000.00
Laptops	\$333.33	\$4,000.00
Legal fees	\$10,000.00	\$120,000.00
Warehouse	\$3,477.00	\$41,724.00
Marketing Year 1	\$73,839.26	\$885,963.13



Marketing Expenses

Marketing Year 1 Breakdown:	Price
In store displays*	\$378,000.00
Workplace giveaways	\$99,965.04
CrossFit campaign	\$300,000.00
QVC	\$107,998.09
Total	\$885,963.13

*In store demos Year 1 Breakdown:	
Salary	\$21
Hours worked/month	\$45
Stores	400
Total Price	\$378,000



Marketing Expenses

Marketing Year 2 Breakdown:	Price
In store displays*	\$378,000
Workplace giveaways	N/A
CrossFit campaign	\$50,000.00
QVC	N/A
Total	\$428,000.00



Marketing Expenses

Marketing Year 3 Breakdown:	Price
In store displays*	\$378,000
Workplace giveaways	N/A
CrossFit campaign	N/A
QVC	N/A
Total	\$378,000.00



Cost of Customer Acquisition

Year 1	
Annual Marketing Expense	\$885,963.13
Annual Units	61,572
Cost of Customer Acquisition:	\$14.39
Year 2	
Annual Marketing Expense	\$428,000.00
Annual Units	20,016
Cost of Customer Acquisition:	\$21.38

Year 3	
Annual Marketing Expense	\$378,000.00
Annual Units	11,484
Cost of Customer Acquisition:	\$32.92



Marketing Exposure

Source	Marketing exposure	
Hammacher Schlemmer catalogue	15,000,000	15 million subscribers
Giveaways	50,000	250 companies, 200 employees/company, 20 units per company
QVC	3,136,623	3136623 average monthly US viewers
CrossFit Games	5,324,307	5 million audience, 324,307 registered participants
CrossFit Store	4,000,000	4 million page views/month
CrossFit Athlete giveaways/features	500,000	5 people, 100k followers
Total	28,010,930	



Go-To-Market Breakdown

Promotional Strategy:	Notes
In store displays*	Targeted at Staples, include paying for part time employees to educate customers; boost sales by 475%; boosts other product lines by 111%
Workplace giveaways	Focus on startups & companies with lots of employees in our key demographic; successful product launch could have a 10% conversion rate (based on case studies)
CrossFit campaign	Four parts: endorsement from CrossFit/CrossFit athletes, sell through CrossFit online store, do giveaways at CrossFit gyms/events, and co-sponsor the CrossFit games
QVC	Website has a 21.6% conversion rate (70% of products sold online aren't even on TV); Goal for a product is to sell \$6,000 worth of product/minute; assume QVC takes 80% of retail to LC margin and we break even



Income Statement Year 1

	Year 1											
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Units	256	3510	7459	4996	4996	7405	8075	8690	5522	3584	3584	3494
	256	3766	11225	16221	21217	28622	36697	45387	50909	54494	58078	61572
Revenue	\$ 15,435	\$ 211,603	\$ 449,706	\$ 301,219	\$ 301,219	\$ 446,453	\$ 486,827	\$ 523,949	\$ 332,903	\$ 216,100	\$ 216,100	\$ 210,663
Cost of Goods Sold	\$ 5,118	\$ 70,171	\$ 149,129	\$ 99,888	\$ 99,888	\$ 148,050	\$ 161,439	\$ 173,749	\$ 110,395	\$ 71,662	\$ 71,662	\$ 69,859
Gross Margin	\$ 10,317	\$ 141,433	\$ 300,577	\$ 201,330	\$ 201,330	\$ 298,403	\$ 325,389	\$ 350,200	\$ 222,508	\$ 144,438	\$ 144,438	\$ 140,804
Expenses	\$ 346,906	\$ 91,453	\$ 83,456	\$ 83,456	\$ 83,456	\$ 191,454	\$ 83,456	\$ 83,456	\$ 81,457	\$ 79,458	\$ 79,458	\$ 77,458
Marketing Expenses	\$ 301,493.01	\$ 52,039.86	\$ 44,042.66	\$ 44,042.66	\$ 44,042.66	\$ 152,040.75	\$ 44,042.66	\$ 44,042.66	\$ 42,043.36	\$ 40,044.06	\$ 40,044.06	\$ 38,044.76
In store displays	\$31,500.00	\$31,500.00	\$31,500.00	\$31,500.00	\$31,500.00	\$31,500.00	\$31,500.00	\$31,500.00	\$31,500.00	\$31,500.00	\$31,500.00	\$31,500.00
Workplace giveaways to	\$19,993.01	\$15,994.41	\$7,997.20	\$7,997.20	\$7,997.20	\$7,997.20	\$7,997.20	\$7,997.20	\$5,997.90	\$3,998.60	\$3,998.60	\$1,999.30
Number of companies	50	40	20	20	20	20	20	20	15	10	10	5
CrossFit Campaign	\$ 250,000.00	\$ 4,545.45	\$ 4,545.45	\$ 4,545.45	\$ 4,545.45	\$ 4,545.45	\$ 4,545.45	\$ 4,545.45	\$ 4,545.45	\$ 4,545.45	\$ 4,545.45	\$ 4,545.45
QVC	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 107,998.09	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Salary	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67
Office	\$ 2,088.00	\$ 2,088.00	\$ 2,088.00	\$ 2,088.00	\$ 2,088.00	\$ 2,088.00	\$ 2,088.00	\$ 2,088.00	\$ 2,088.00	\$ 2,088.00	\$ 2,088.00	\$ 2,088.00
Utilities	\$ 208.80	\$ 208.80	\$ 208.80	\$ 208.80	\$ 208.80	\$ 208.80	\$ 208.80	\$ 208.80	\$ 208.80	\$ 208.80	\$ 208.80	\$ 208.80
Insurance	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Furniture	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Supplies	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00
FedEx	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00
Laptops	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Legal fees	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
EBITDA	\$ (336,590)	\$ 49,979	\$ 217,121	\$ 117,874	\$ 117,874	\$ 106,949	\$ 241,932	\$ 266,744	\$ 141,051	\$ 64,981	\$ 64,981	\$ 63,346
Taxes (30% assumed)	\$ (100,976.97)	\$ 14,993.79	\$ 65,136.24	\$ 35,362.24	\$ 35,362.24	\$ 32,084.64	\$ 72,579.74	\$ 80,023.24	\$ 42,315.23	\$ 19,494.22	\$ 19,494.22	\$ 19,003.71
Net Income	\$ (235,612.93)	\$ 34,985.50	\$ 151,984.55	\$ 82,511.89	\$ 82,511.89	\$ 74,864.17	\$ 169,352.72	\$ 186,720.88	\$ 98,735.53	\$ 45,486.51	\$ 45,486.51	\$ 44,341.98



Cash Flow Statement Year 1

	Year 1												
	Pre-Launch	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Starting Balance	\$ -	\$ 354,748.96	\$ (14,980.80)	\$ 69,744.91	\$ 54,244.24	\$ 239,533.77	\$ 426,374.28	\$ 316,815.44	\$ 692,220.06	\$ 782,814.99	\$ 1,009,444.05	\$ 1,122,841.29	\$ 1,237,753.57
Seed Capital	\$ 150,000.00												
Kickstarter Campaign	\$ 200,000.00												
Sales	\$ -	\$ 15,435.05	\$ 211,603.19	\$ 449,705.57	\$ 301,218.53	\$ 301,218.53	\$ 446,453.12	\$ 486,827.33	\$ 523,949.09	\$ 332,902.81	\$ 216,100.05	\$ 216,100.05	\$ 210,662.56
Bank Interest (0.05% assumed)		\$ 75.00	\$ (7.49)	\$ 34.87	\$ 27.12	\$ 119.77	\$ 213.19	\$ 158.41	\$ 346.11	\$ 391.41	\$ 504.72	\$ 561.42	\$ 618.88
Bank Loan	\$ 250,000.00												
Cash In	\$ 600,000.00	\$ 370,259.01	\$ 196,614.90	\$ 519,485.35	\$ 355,489.89	\$ 540,872.07	\$ 873,040.59	\$ 803,801.18	\$ 1,216,515.25	\$ 1,116,109.20	\$ 1,226,048.82	\$ 1,339,502.76	\$ 1,449,035.01
Salaries	\$ -	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67	\$ 21,666.67
Office Rent & Utilities	\$ -	\$ 2,296.80	\$ 2,296.80	\$ 2,296.80	\$ 2,296.80	\$ 2,296.80	\$ 2,296.80	\$ 2,296.80	\$ 2,296.80	\$ 2,296.80	\$ 2,296.80	\$ 2,296.80	\$ 2,296.80
Supplies	\$ -	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00
Other Expenses	\$ -	\$ 322,743.01	\$ 67,289.86	\$ 59,292.66	\$ 59,292.66	\$ 59,292.66	\$ 167,290.75	\$ 59,292.66	\$ 59,292.66	\$ 57,293.36	\$ 55,294.06	\$ 55,294.06	\$ 53,294.76
Inventory	\$ 224,417.71	\$ -	\$ -	\$ 347,826.65	\$ -	\$ -	\$ 335,187.59	\$ -	\$ 323,577.47	\$ -	\$ -	\$ -	\$ 601,823.59
Bank Interest on Loan (7% assumed)		\$ 17,500.00	\$ 14,583.33	\$ 13,125.00	\$ 11,666.67	\$ 10,208.33	\$ 8,750.00	\$ 7,291.67	\$ 5,833.33	\$ 4,375.00	\$ 2,916.67	\$ 1,458.33	\$ -
Bank Loan Payment (12 month repayment assumed)	\$ 20,833.33	\$ 20,833.33	\$ 20,833.33	\$ 20,833.33	\$ 20,833.33	\$ 20,833.33	\$ 20,833.33	\$ 20,833.33	\$ 20,833.33	\$ 20,833.33	\$ 20,833.33	\$ 20,833.33	\$ -
Cash Out	\$ 245,251.04	\$ 385,239.81	\$ 126,869.99	\$ 465,241.11	\$ 115,956.12	\$ 114,497.79	\$ 556,225.14	\$ 111,581.12	\$ 433,700.26	\$ 106,665.16	\$ 103,207.52	\$ 101,749.19	\$ 679,281.82
Ending Balance	\$ 354,748.96	\$ (14,980.80)	\$ 69,744.91	\$ 54,244.24	\$ 239,533.77	\$ 426,374.28	\$ 316,815.44	\$ 692,220.06	\$ 782,814.99	\$ 1,009,444.05	\$ 1,122,841.29	\$ 1,237,753.57	\$ 769,753.20
Loan Balance	\$ 250,000.00	\$ 229,166.67	\$ 208,333.33	\$ 187,500.00	\$ 166,666.67	\$ 145,833.33	\$ 125,000.00	\$ 104,166.67	\$ 83,333.33	\$ 62,500.00	\$ 41,666.67	\$ 20,833.33	\$ -

Starter Capital needed:

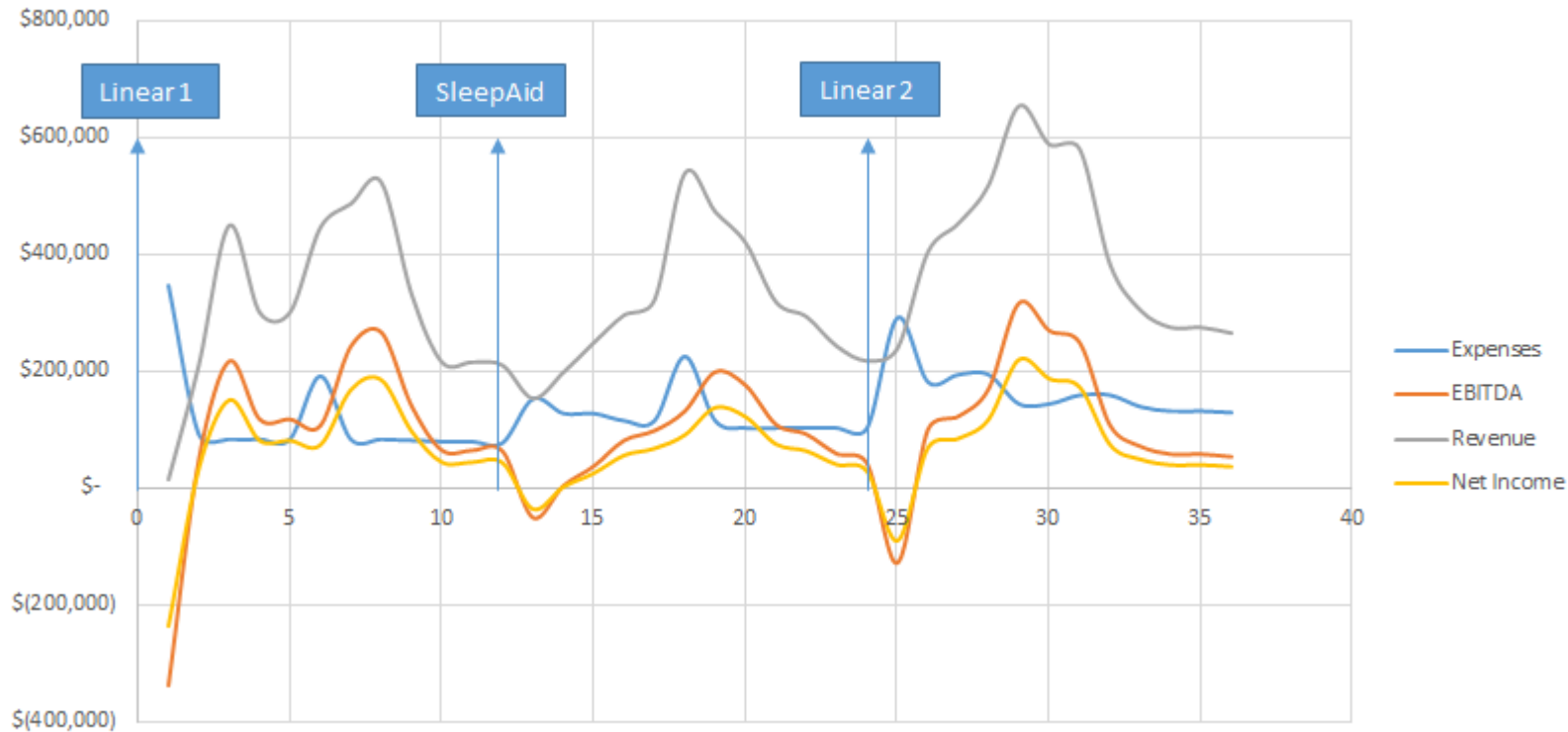
\$ 600,000.00



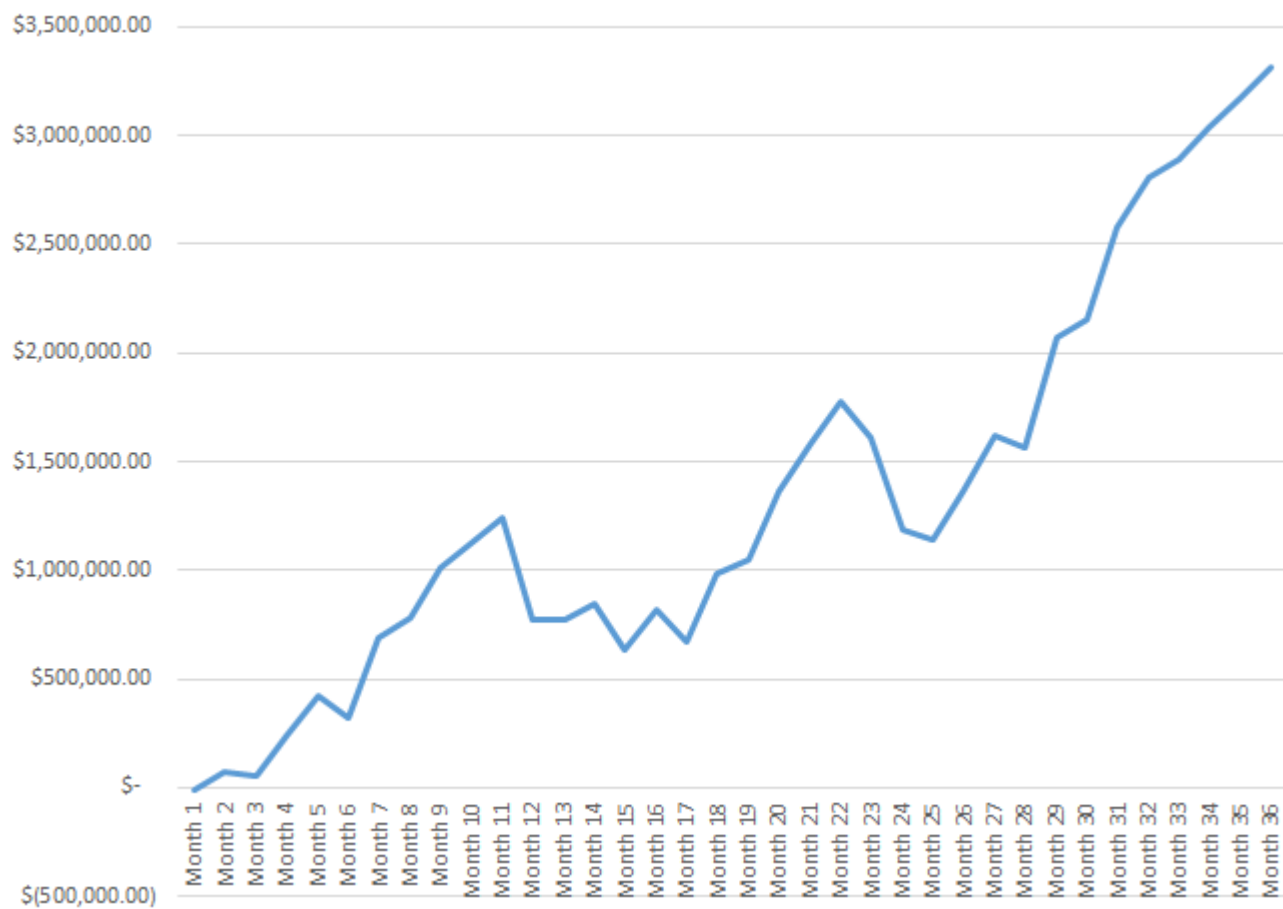
Income Statement Years 1-3

	Year 1	Year 2	Year 3
Revenue	\$ 3,712,176	\$ 3,728,572	\$ 4,943,968
Cost of Goods Sold	\$ 1,231,009	\$ 1,254,268	\$ 1,494,574
Gross Margin	\$ 2,481,166	\$ 2,474,304	\$ 3,449,394
Expenses	\$ 1,364,925	\$ 1,492,212	\$ 1,999,712
EBITDA	\$ 1,116,242	\$ 982,092	\$ 1,449,682
Taxes	\$ 334,873	\$ 294,628	\$ 434,905
Net Income	\$ 781,369	\$ 687,465	\$ 1,014,777

Business Timeline



Cash On Hand



RESOURCE REQUIREMENTS

Future Resource Usage/ Requirements

	Deliverable	Assigned Organisation	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7
1	2nd Prototype	Generate							
2	Business Model and Venture Planning	Idea							
3	3rd / Final Prototype	Outsourced Product Development Firm							
4	Packaging for Linear	Scout							
5	Building Identity and Branding	Scout							
6									

The following organizations are part of the Entrepreneurial community, called Mosaic, in Northeastern University, which we intend to use -

- Generate - Product Development Studio
- Idea - Venture Accelerator
- Scout - Design Studio