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Brainy Bookmark

Student's name
Student's affiliation

Mission

- to provide a product that is easy to use and does not take much space.

Vision

- To make easier life for many people

Technologies that make life **easier**

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problem

1- Some countries don't allow to their students to bring their cellphones or PC's to schools

2- No internet available everywhere (airplane , road …)

3- People used to keep maple leaves or a rose in their books as a form of bookmark.

4- What happens when you are reading an interesting book and found difficult words.

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Brainy Bookmark

- Solution:

The Brainy Bookmark is an innovation for the world of academia and education.
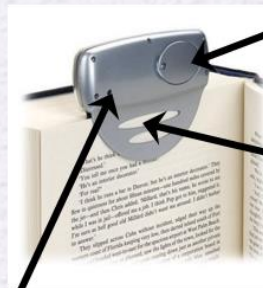
Brainy Bookmark Image
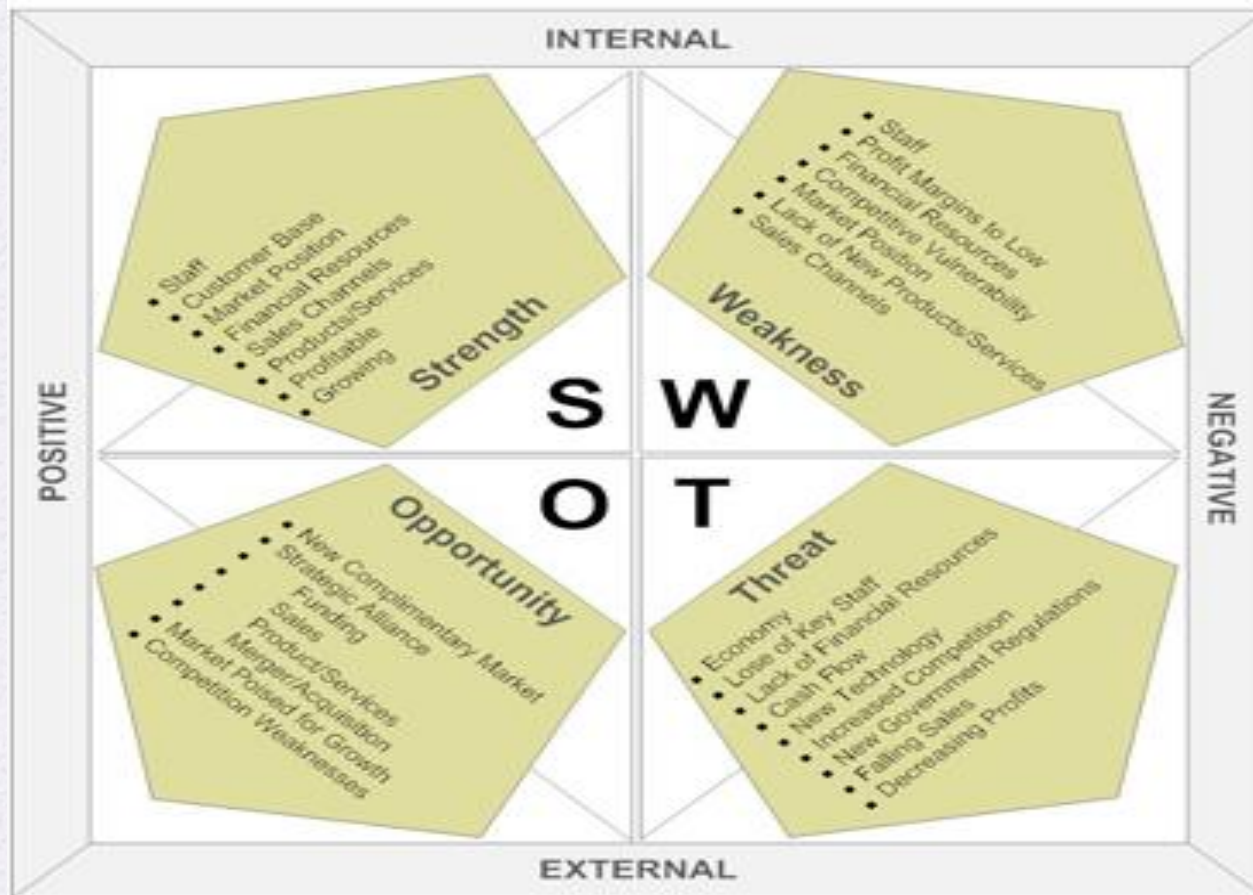

Translator Options

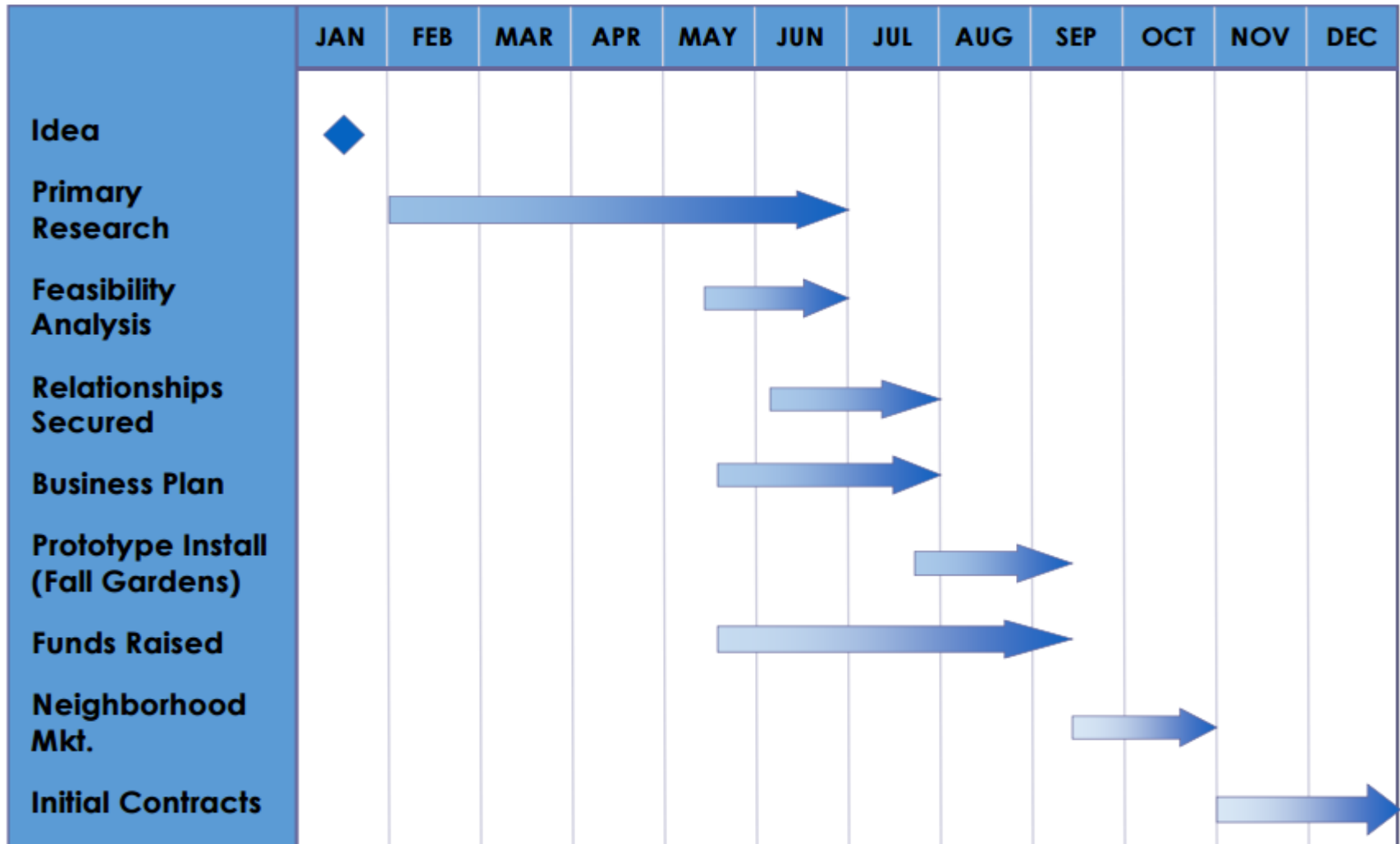Display (max 5 lines)

Keypad

Battery

Clip

Scanner Technology

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SWOT analysis

Features	Advantages	Benefits
1. Clip	Used as a bookmark	• Convenient to clip on the page of book and easy to find the page one resumed reading
2. Multi-Functional Product	Easy to carry one tool for many functions	• Multi functions will save time and save money as no need to buy three separate tools and the user friendly functions is convenient to use
3. Scan	Scanning words to look up meaning	• Convenient not to find paper dictionary or search on website. In a way it will save time
4. Refillable Ink	Used for the highlighter when they run out.	• Easy to change and the refills are normally available ink that will Save money
5. User friendly	Anyone can use it from Students to Office Staff, teachers, travelers who needs translations	• It is convenient to carry wherever you go and easy functions to operate
6. Sleek design	It is flat screen and easy to operate	• It will improve self-image wherever you carry

Company status/progress

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Idea	◆											
Primary Research		➔										
Feasibility Analysis					➔							
Relationships Secured						➔						
Business Plan						➔						
Prototype Install (Fall Gardens)							➔					
Funds Raised							➔					
Neighborhood Mkt.										➔		
Initial Contracts											➔	

Target Market Demographics

Demographic Group	Income Under $50K	Income $51K to $150K	Income Over $151K	Age 5-17	Age 18-64	Age 65 & Up
National (American)	38,811	34,438	7,761	42,074	154,308	38,227
International	16,633	14,759	3,326	11,742	43,570	6,436

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Competitive Comparison

Competitive Comparison
(see next slide for optional approach)

Product	Advantages	Disadvantages
Product A ~$12/100 units	Low price, high brand awareness	Quality adjustment Price sustainability
Product B ~$30/100 units	High quality, brand awareness	High price
Product C ~$17/100 units	Quality/price balance correct positioning market responsiveness	Price instability
My Company Product ~$9/100 units	Low price, high recognizibility of the brand	Low trustworthiness

Competitive Matrix

Product name	image	bookmark	slim	Scan words	Type words	highlighter	Bluetooth
Brainy Bookmark		✓	✓	✓	✓	✓	✓
Electronic Dictionary Bookmark		✓	✓	✗	✓	✗	✗
Electronic Dictionary/Translator		✗	✗	✗	✓	✗	✓

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Competitive positioning
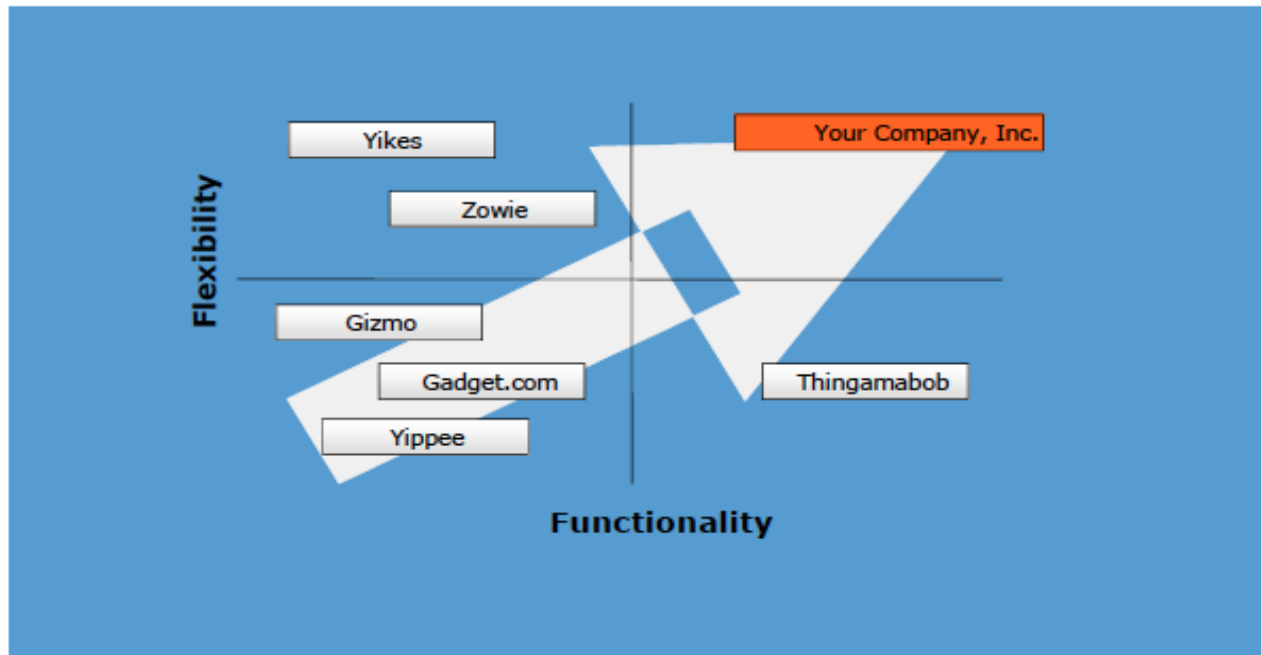
The Business Model Canvas

Key Partners

-Definitions of words and meanings will come from leading dictionary publishers.
-Public relation techniques
-Enterprise Resource Planning.
-Customer Relationship Management.
-Material Requirement and Resource Planning
-Manufacturers.

Key Activities

-product development
-CRM.

Key Resources

-product development team
-financing

Value Propositions

-a translation of a word .
-a compact bookmark
- Save times.
- save money.

Customer Relationships

-CRM.
In person, email , live chat, telephone

Channels

international and domestic transportation
Retailers includes book store such as Barnes & Nobles, Office Depot, Amazon.com

Customer Segments

Individuals working and operating in bilingual or trilingual environments.
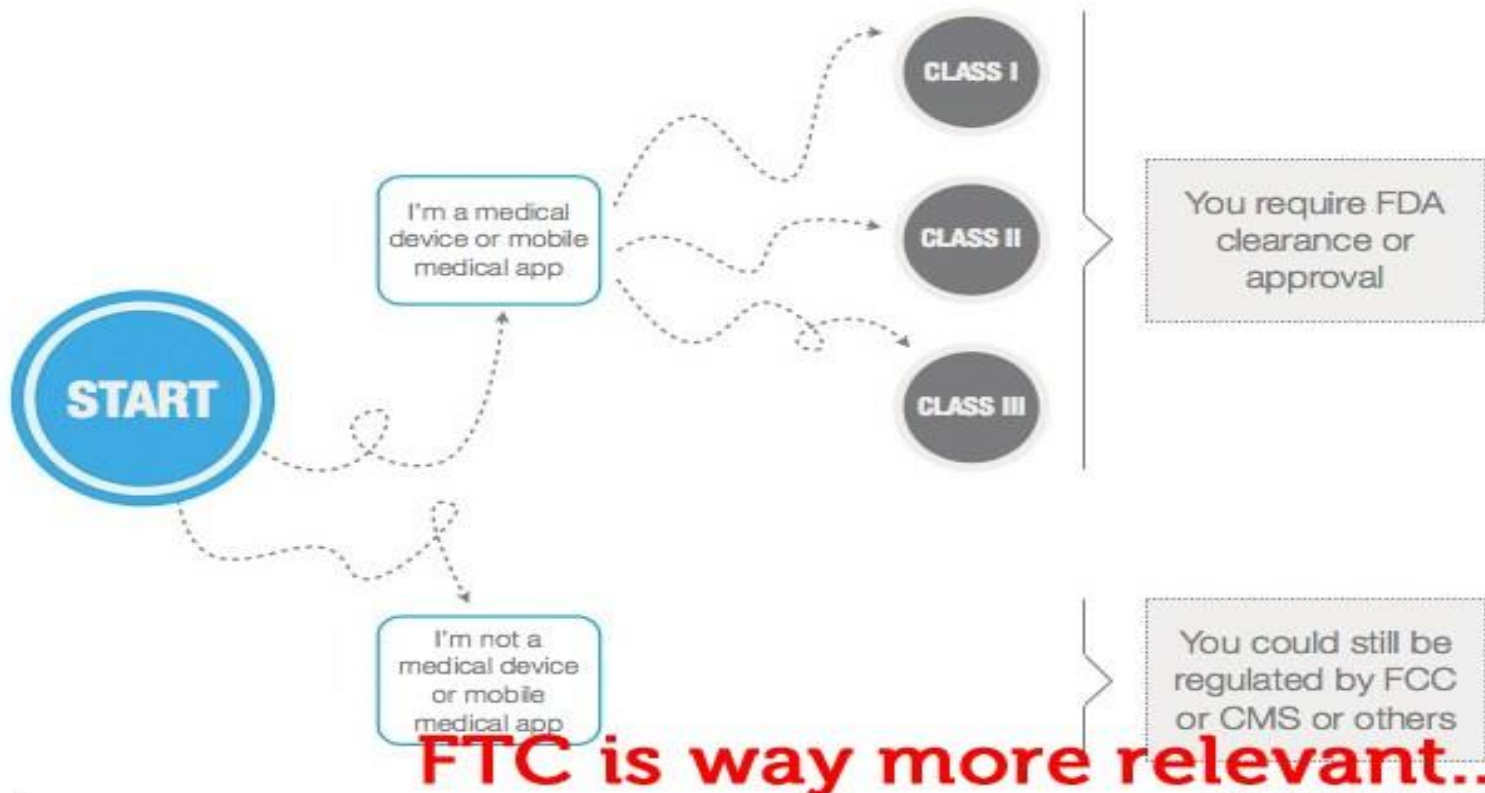students
tourist

Cost Structure

- cost production
-developing cost
-Marketing

Revenue Streams

multi tools in one item.
working everywhere, no need to internet
cheap

Regulatory Issues

The regulatory path

START

I'm a medical device or mobile medical app

CLASS I
CLASS II
CLASS III

You require FDA clearance or approval

I'm not a medical device or mobile medical app

You could still be regulated by FCC or CMS or others

FTC is way more relevant...

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Presentation © 2013 Rock Health

Financial Projections

Marketing Analysis Issues

Corporate Governance- Board of Directors

- **Ahmed Saad:** *Chairman* of the Board of the Company.

- **John Michel:** *Private investor.*

- **Mohammed Saud:** the chief financial and operating officer (CFOO).

- **Jenever James:** technical advisor.

- **Dr Hadi Bozorgmanesh** : Business advisor.

These Board members contribute to the strategic decisions of CreoTech Company to ensure that the company adapts the most suitable strategies and also they act internal roles within the organization by collaboratively working with the senior management.


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Financial projections

BRAINY BOOKMARK – INCOME STATEMENT					
	2017	**2018**	**2019**	**2020**	**2021**
REVENUE					
Sales	2,499,500	3,124,375	4,217,906	6,495,576	9,873,275
SALES					
Cost of Goods Sold	870,000	1,069,500	1,410,825	2,704,233	4,016,519
Gross Profit	**1,629,500**	**2,054,875**	**2,807,081**	**3,791,343**	**5,856,756**
OPERATING EXPENSES					
Salary & Wages	300,000	315,000	330,750	363,825	400,208
Payroll Taxes	36,000	40,320	45,158	50,577	56,647
Office Supply	25,000	25,000	25,000	27,500	30,250
Marketing	200,000	220,000	242,000	278,300	320,045
Distribution	200,000	220,000	242,000	278,300	320,045
Total Operating Expenses	**761,000**	**820,320**	**884,908**	**998,502**	**1,127,194**
INCOME BEFORE FIXED EXPENSES	868,500	1,234,555	1,922,173	2,792,840	4,729,562
FIXED EXPENSES					
Rent	36,000	36,000	36,000	36,000	36,000
Depreciation	50,000	50,000	50,000	50,000	50,000
Insurance	6,000	6,000	6,000	6,000	6,000
Total Fixed Expenses	**92,000**	**92,000**	**92,000**	**92,000**	**92,000**
NET INCOME	**776,500**	**1,142,555**	**1,830,173**	**2,700,840**	**4,637,562**

Net Income
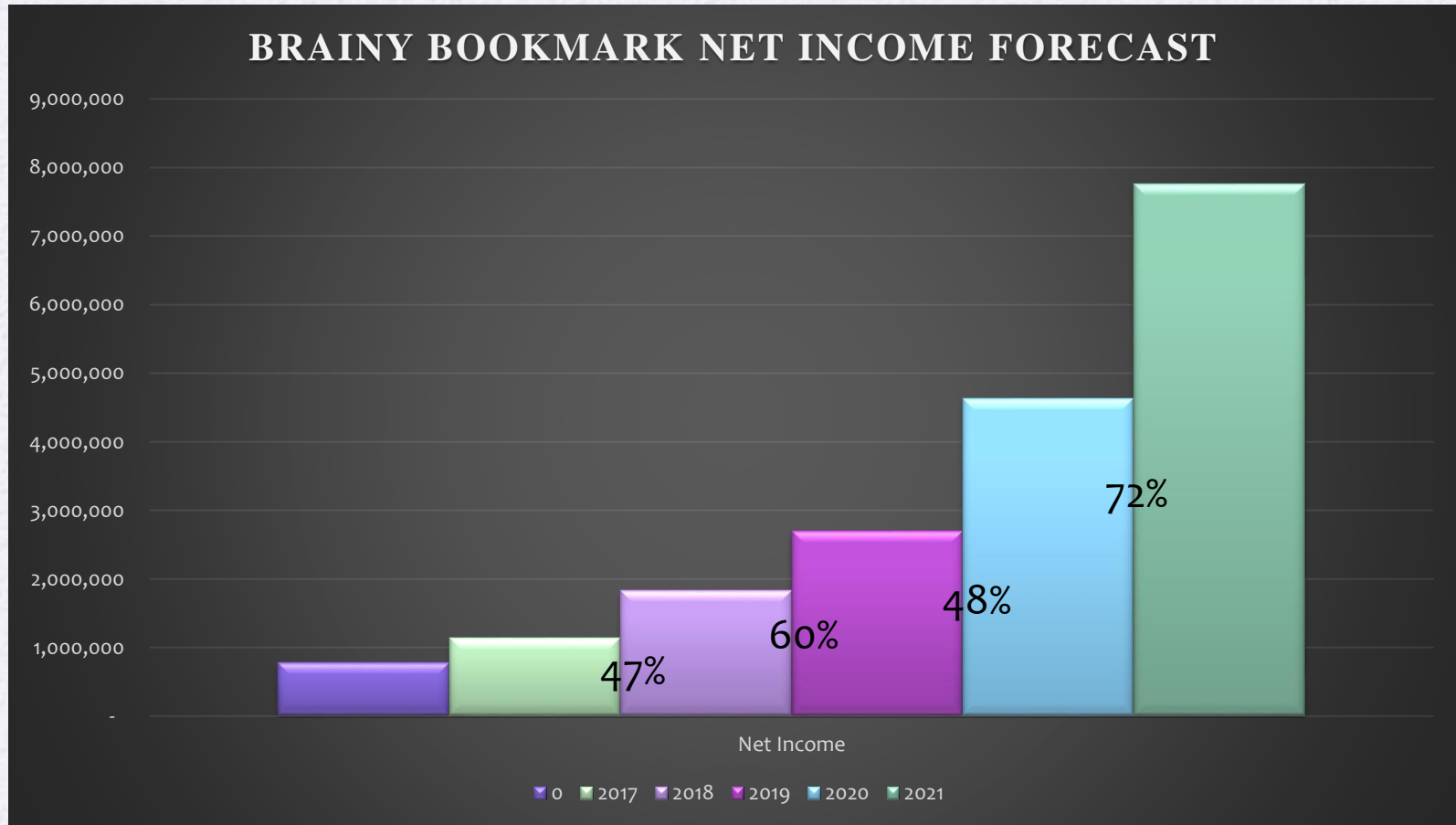
Break Even Analysis
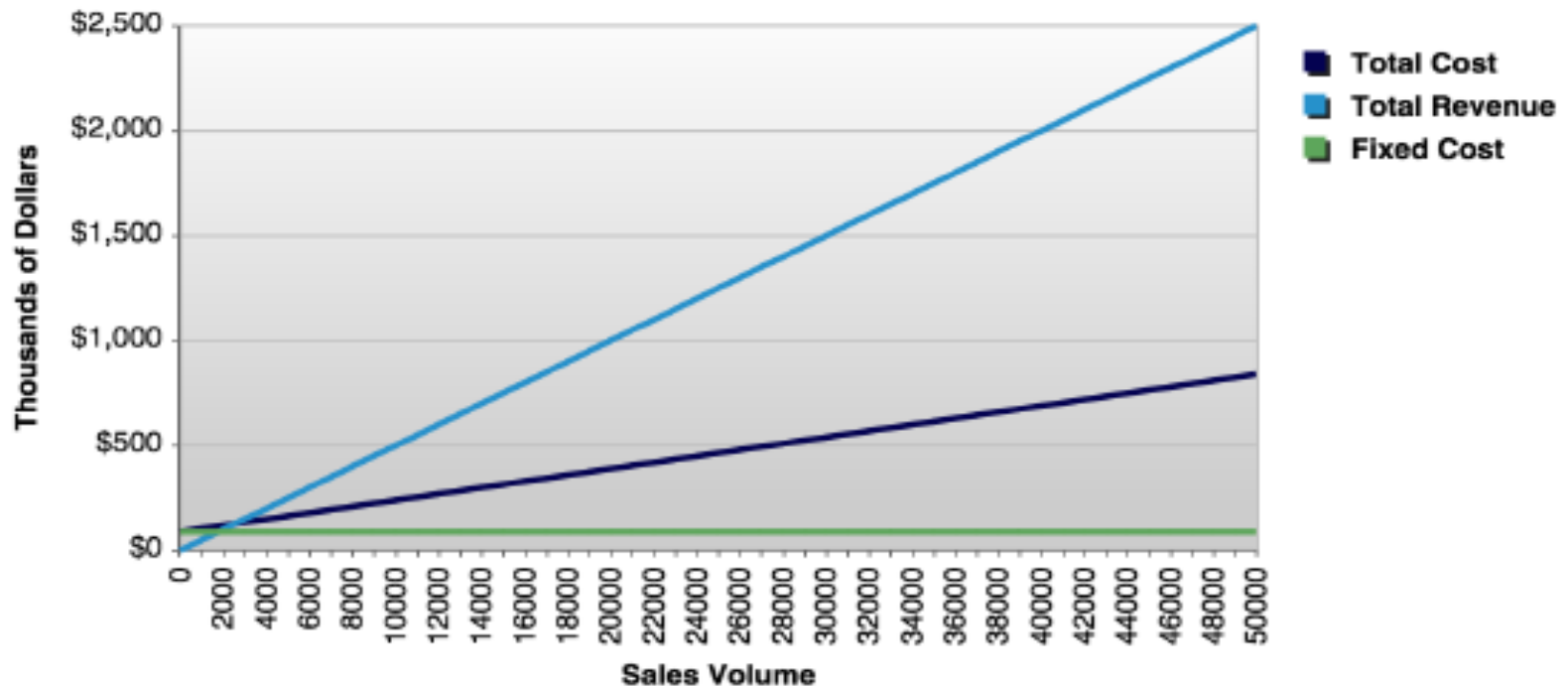
The break even will be at 2,629 units.

Initial funding

Initial Investment		
Material	$	250,000.00
Labor	$	100,000.00
Equipment	$	300,000.00
Patents	$	100,000.00
Office/IT Equipment	$	100,000.00
Total	$	**850,000.00**

- Material — 29%
- Labor — 12%
- Equipment — 35%
- Patents — 12%
- Office/IT Equipment — 12%

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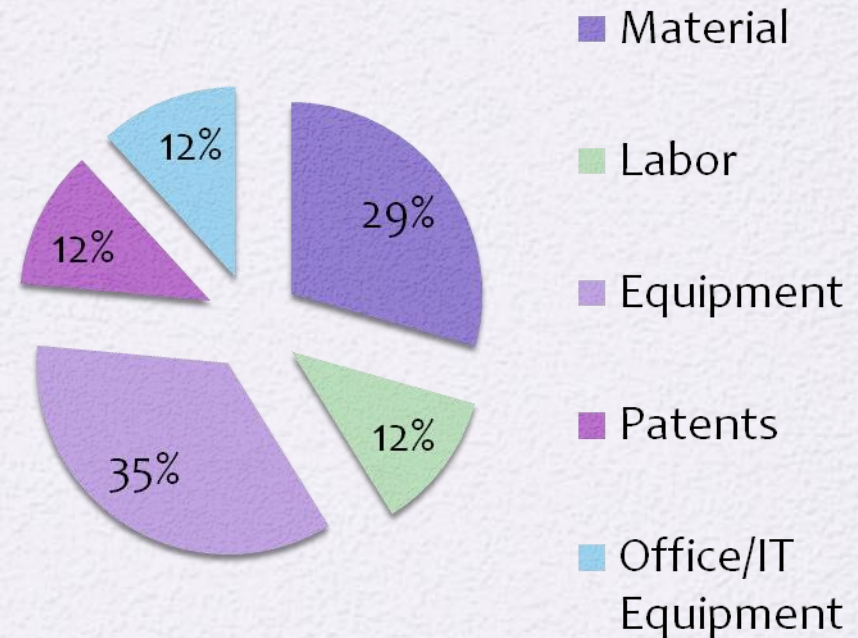
Startup Budget / Use of Proceeds

First year Budget	Cost
Salaries	510,000
Repairs & maintenance	8,400
Local Advertising	5,000
Marketing	51,400
Accounting and legal	5,000
Rent	17,798
Internet & Telephone	5,940
Equipment	48,000
Domain Name	10
Total	$651,548

Timeline

Planning & Design | Prelaunch | Approval | Ongoing Support

LAUNCH

1-3 MONTHS →
12-6 MONTHS →
18-24 MONTHS →
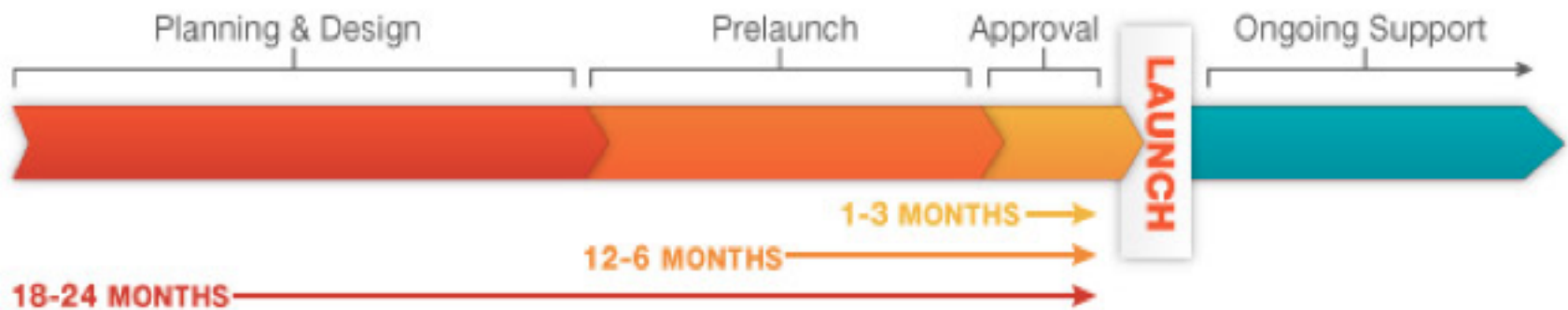
➤ Generation of Idea
➤ Model Design
➤ Product development
➤ Testing

➤ Launched in market for specific users
➤ Feedback and focus group interviews

➤ Launched in market for all users
➤ Feedback

➤ Instructions Guidance
➤ Customer Support

Summary

- The Brainy Bookmark is a translation dictionary that works via scan

- It has a clip on it to be used as a bookmark.

- It has a memory to store the words that have been recently searched.

- It can connect to a laptop via Bluetooth to update the dictionary and make a document of the words with their definition.

- When using Brainy Bookmark for the first time, you will need to connect it to the laptop to do the installation. Once it is installed it can be used directly.

- On top of the Brainy Bookmark there is an LCD screen to show the definition of the selected words in seven languages (Arabic, Dutch, English, French, German, Italian, and Spanish).

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