
The SD1000 Plan

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1. Introduction

- What is SD1000?
- Our Facial Product
- Protection Methods
- Manufacturing Methods
- Marketing Strategies
- Selling Methods
- Trademarks
- Question & Answer

What is SD1000?

Proudly innovated by Company ABC, SD1000 is made up of particles with spikes of tailored depth and size that is designed to penetrate our skin so as to provide more effective absorption of drugs into the skin.





Possibilities? Endless.



Our product is

A facial moisturising cream that boosts hydration in your skin, to prevent flaking and dullness.

KENBIE **opens up**
your pores
momentarily to
allow for better absorption
of skincare products into
your skin



Protection Details - Patent

- Patent applied on both SD1000 and our facial moisturising cream
- Ability of moisturising cream to be applied onto and improve human skin natural shine effectively
- Novel and inventive
- Requires patent application submission
- Paris Convention for Protection of Industrial Property (1883)

Protection Details - Confidential Information

- Confidential information such as SD1000 and formula used in our product may be protected
- Does not require any application / compliance with formalities
- Effective immediately
- Requires formation of a NDA(Non-Disclosure Agreement) between known parties (Eg. Employees/third party working partners)

Protection Decision - Patent

- Stronger form of protection for SD1000 formulation process than CI
 - Exclusive right to prevent or stop others from using the patented invention for commercial purposes
 - Only able to pick one of the IP protection
- Able to charge premium pricing on the patented product
- Able to license patented process to other companies for commercial exploitation

Manufacturing Methods

- Production Strategies
- Design Strategies

Production Strategies

- Self manufacture through own production line
- Outsource to Chemical Companies to mass produce our facial moisturising cream formula
 - Sign a Non-Disclosure Agreement (NDA) with the company
 - Ensure confidentiality of formula used

Design Strategies

- Internal marketing team to design product packaging
- Outsource to external companies to design product packaging
 - Have a contractual agreement with the commissioned company to pass on all the ownership rights of the features of the design for specified period of time

Marketing Strategies

- Business to Consumers (B2C)
- Business to Business (B2B)

Marketing Strategies

- Roadshows (Live demonstration of KENBIE product)
- Event Sponsorships
- Hire Instagram models and brand ambassadors to promote our products to target the youth generation.



Marketing Strategies

- B2B Marketing
 - Company's ABC team will scout for potential businesses interested in product licensing
- A commercial video showing artistic footage of the moisturising cream in its gel form being applied onto models
- Host a product launch event



Commercialisation Strategies

- Direct-Commercialisation of Product
- Licensing
- Franchising
- Selling of IP Rights

Direct-Commercialisation of Product

Product sale through:

- Physical outlets
 - Official webpage sales
 - Department Shop (Distribution)
-
- Requires substantial market share for profitability
 - Exclusion of intermediaries (full profits)



Licensing

B2B Licensing

- Obtain multiple revenues from various licensees (Flat Fee and/or Royalties)
- Less risky
- Better market penetration

Franchising

Expansion of product outreach

- Increase market share
- Minimal capital input
- Multiple revenue streams (Upfront Fees, Monthly/Annual Fees and Royalties)
- Franchisees represent Company ABC (Shared Reputation)

Selling of IP Rights

Selling away the IP rights (Patent/Trademark) of KENBIE for a substantial sum of money.

- Covers the cost of producing KENBIE as well as additional profits
- Work on a new skincare product with extra funding gained
- Risk of misjudgement of market potential

Trademarks

- IllumiShine
- KENBIE

Wordmark

IllumiShine

The Substantially Different Mark



IllumiShine



Advantages:

- Simple word font
- Juxtaposition of words, Illuminate and Shine

Disadvantages:

- Identical mark used before in another form of goods/service (Phone Alarm app)
- May be considered descriptive
 - Describes the beautifying effects of product on skin

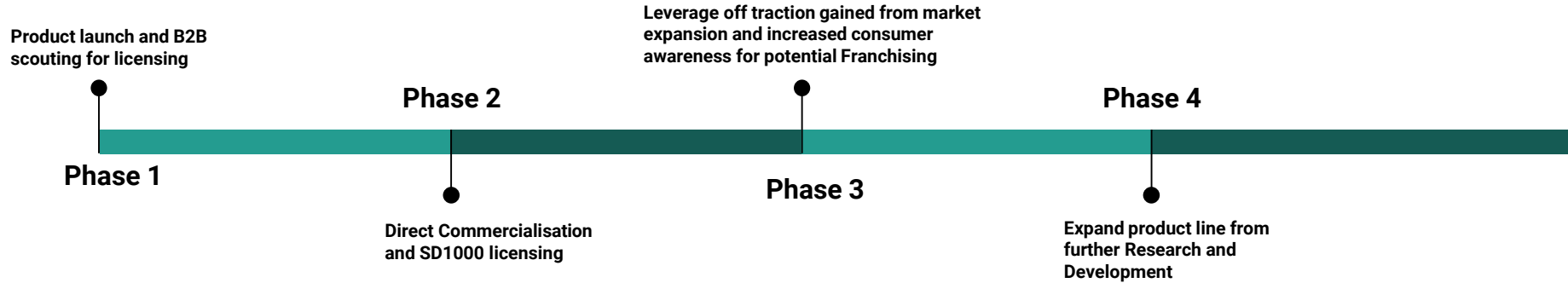
Advantages:

- Unique name
 - Combination of Barbie and Ken, which are icons of beauty
 - Not descriptive or generic
- Copyrighted logo design to enhance distinctiveness
 - DNA sign used to imply bio-related product

Disadvantages:

- Combination of font and logo
 - Decreased scope of protection for copyright
 - Requires greater degree of infringement to occur before successful infringement

Conclusion



Thank you

Reference

1. **Slide 1 image:** <https://cdn-prod.medicalnewstoday.com/content/images/articles/319/319844/nice-woman-touches-face.jpg>
2. Slide 2 Image: 1) https://www.sephora.com/contentimages/Video%20Images/Shiseido_MasksHowTo_031414.jpg 2) https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwiEh7SBIshIAhXLTx0KHaldCZgQjRx6BAgBEAQ&url=https://www.bitlanders.com%2Fblogs%2Ftop-facial-cleanser-and-important-things-to-get-sensitive-skin-women%2F256605&psig=AOvVaw1voMDCUoDqsmIqdTpWx_KQ&ust=1572428292582184 4) <https://image.shutterstock.com/image-photo/skin-care-concept-cream-applying-260nw-748470121.jpg> <https://www.wellandgood.com/wp-content/uploads/2011/07/stocksy-bonninstudio-woman-applying-sunscreen-lotion-on-her-shoulder.jpg> <https://cdn-prod.medicalnewstoday.com/content/images/articles/321/321314/burn-scar-being-treated-with-ointment.jpg>
3. Slide 6 image: https://unsplash.com/photos/XM_2oqcbpIQ
4. Slide 15 image: <https://cdn.educba.com/academy/wp-content/uploads/2016/04/market-penetration-1.jpg> <https://www.ethos3.com/2016/09/how-presentation-training-could-improve-your-sales-pitch/>
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Questions and Answers