

Business Plan

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Off The Wall Paints

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I. Executive Summary

Off the Wall Paints began as a dream; a dream I wasn't sure would ever come true. I was a special needs teacher in Florida, teaching in an ordinary, dull, standard county classroom. My students were all over the place. Some were sleeping; some were literally bouncing off the walls. I began to notice the effect colors had on them. I began to change my bulletin board weekly. Yellow encouraged creativity, and memory. Softer yellows aided in concentration. Blue caused them to decrease in anxiety and aggression. This definitely helped with my children who had behavior issues. I never dared to use red. I wondered what would happen if I could have a blue corner? A yellow wall? The idea was awesome. The reality was not. The county painted all of the rooms the same, dull color! What would happen to the entire atmosphere of the school if the teacher could paint a wall the color of his or her choice?

Thus the process began in my garage. I was living in an apartment and I thought it would be great to paint my walls; and, of course, you have that option. However, you have to paint it back to its original color before you move out. So I set out to create this paint. Everywhere I turned I was surrounded by paint! Many people asked how it is possible that those two things lead me to create a paint. How did I know how to start? I do have a degree in Biology and Chemistry, so I knew what I was hoping to accomplish. I would constantly be mixing different ingredients together and making observations. I became a regular at home improvement stores. This went on for several years. I prayed and knew God had a plan and a purpose for this seed He planted in me. I met with several people who encouraged and those that discouraged. I continued on this journey to produce this paint that I know will make a difference. I could not allow anything to get in my way. My background in education actually made me realize that it wasn't so much about all the places this paint could be used but where this paint could make the most impact, and that would be the classroom. This is nine years in the making.

The plan in the beginning was small – but then I knew that it was not so much about one school system. It was so much bigger than that. The world is the limit. There are so many places where this paint can be used. This paint can make a difference in mental health institutions, military housing, and apartment complexes. I will eventually be able to have a warehouse, a staff, and offer this to moms everywhere! Look out world, we are about to be off the wall!!

II. General Company Description

Off the Wall Paints – Management Team:

Delaine Rogers is the inventor and owner of Off the Wall Paints. Delaine Rogers is the visionary of this product. Delaine has a B.A. in Biology and Chemistry, an MBA in Business Administration, and a certified special needs teacher. She has 13 years of management experience in construction and 3 years in teaching. Delaine will be responsible to sell the product, make sure the product is up to the standards that an owner expects as well as a customer would expect to receive. I will over see every aspect of the business but really hope to connect with potential customers.

Jamie Chandler serves as Off the Wall Paints business strategist. She works to create the business operating procedures and the company's brand identity to utilize in sales and marketing messaging. She started working with Delaine Rogers and Off the Wall Paints in the beginning and has worked side by side with her as the idea has become reality. Jamie attended the University of Mississippi and studied marketing and business. She brings over 13 years experience in marketing and advertising to Off the Wall Paints and has a passion to see children succeed in school and life. Her experience having a child with dyslexia has opened her eyes to the challenges schools and teachers face today.

Form of Business: Off the Wall Paints is an LLC. The business will be in paint sales and manufacturing.

Mission Statement: Our mission is to provide a eco - friendly paint that removes all risk, and limits yet allows the freedom to be creative.

Niche: Off the Wall Paints provides customers with the unique ability to quickly and easily change a room's color without the current challenges. We allow the consumer to safely and easily remove the paint without damage, residue, a trace paint and or the need to close off the room or area.

Product/Service:

Off The Wall Paints is a high quality paint that is eco-friendly and non-toxic. This paint is to be applied to any coated surface for best results. At anytime up to a year, you are able to make changes with out the worry or risk. Off the Wall Paints will provide a money back guarantee service for its consumers.

Customers:

Our target market is the Special Education departments in schools nationwide. Eventually, we want to be used in the mental health industry and military housing.

Promotion:

- Trade Shows, Our Website, Professional Development Venues
- Advertising
 - Most of our products will be sold directly, so the majority of my promotion will be direct to consumer and word of mouth.
 - Our target market will want to see, touch, and experience the benefits of our product before making a purchase. Through direct sales, We will be able to meet with the customers, understand their specific needs and create a custom product.
 - We will create multi-functioning promos and materials, that utilize existing business relationships and partnerships and creating word of mouth buzz through out our target markets.
 - We have a logo, and working on a website, and will also have business cards.

Currently we try and utilize everyone who is able to help, because they believe in the product and they also see the passion and drive that we have for this product. We want Off the Wall Paints to be fun. “A must have product” and Risk free by providing a money back promise regarding warranty claims and cash refunds. We want everyone to view us and our paint Off the Wall Paints as a passionate creation that improves the possibilities for classrooms around the world.

Pricing:

- Yes, we are positioning ourselves as a specialty paint product and expect that our customers will appreciate the flexibility of our product and ease of use.
- There are multiple specialty paints on the market with a wide range of prices. We are pricing ourselves as a high end niche product with exceptional quality and durability. We will be higher than paints sold in retail stores but average with direct and online sales distributors of high quality paints. We will be slightly higher than traditional permanent paint but competitive with specialty paints. We will do our sales through direct sales.

Strategy:

Our market strategy is to focus on teachers and allow them to use this paint in their classrooms freely where paint is traditionally used in a limiting capacity. Where the desire to paint is overshadowed by the time, resources and potential need for change in the future. We will expose the heart of the creative and risk takers and allow them the freedom to paint without the perceived risks. We will educate teachers on the effects of color on students to encourage changing the colors often.

III. Products/Competition

Product:

Off The Wall Paints is a paint that is applied to any coated surface. Once Off The Wall Paint is applied to the coated surface, you are able to leave it on for up to one year. At anytime up to a year, you are able to make changes with out the worry or risk of “what if I don't like it?”. You apply the Off The Wall Paints remover on the surface for at least 10 minutes and then wipe the paint off. Once you remove Off The Wall Paint, the surface will go back to the original coat that you started with. There is no need for painters’ tape or fear that you got paint on another surface because you can just wipe it off!

The advantages of Off the Wall Paints are to change the paint color at any moment with complete ease at a nominal cost. The high quality paint is eco-friendly and non toxic. The paint is competitive in pricing in relation to other unique paints.

Competition:

Our competitive advantage is that we have a patent pending product. This paint is a specialized product that will meet the needs of a unique and sophisticated buyer. We offer something our competition can’t; the ability to change a room quickly and without much effort. The competition is not just paint, its any temporary wall covering like strippable wall paper. Today’s paint buyers are increasingly seeking out more advanced products and greater abilities to reflect their personality and style. New and emerging technologies are being utilized in the paint industry and these specialized coatings are expected to grow to \$31.5 billion by 2019.

IV. Marketing Plan

Economics

- The US paint market is approx. 950 companies with combined annual revenue of about \$27 billion for indoor and outdoor paints.
- House paints account for about 40% of industry revenue
- 1.2 billion gallon US paint and coatings industry
- New and innovative technologies
 - Smart materials – those that change their properties in response to environmental stimuli, providing dynamic functionality – - See more at: http://www-coatingsworld.com/contents/view_market-research/2015-10-22/self-healing-coatings-and-parts-are-next-frontier-for-smart-materials/#sthash.k7IKyQSu.dpuf
- Trends in target market—growth trends, trends in consumer preferences, and trends in product development.
 - According to Ashland Specialty Ingredients, paint is changing. Yesterday's "house paint," a functional necessity to cover drywall, wood or masonry, must today be an "architectural coating" that allows owners to express their personal style. And paint can't just look good. It has to address the needs of an increasingly sophisticated retail buying audience -http://www.coatingsworld.com/contents/view_breaking-news/2015-10-30/new-ashland-campaign-shows-manufacturers-how-to-transform-paint-formulations/
- Growth potential and opportunity for a business of my size.
 - Unlimited growth as the paint market is transitioning to a “smart and high functioning” market where the consumer has more ability to affect the way and use of paint.
- How I will overcome the barriers.
 - through business grants/loans
 - Direct sales- consumer education
 - product samples and demo video
- How the following could affect our company.

- Change in technology
 - paint is a fluid market and new technology is a constant. We are on the leading edge of developing new and exciting technology
- Change in the economy
 - slower homes sales= growth in leases/rentals
 - growth in home sales=growth in school systems and the drive to provide the most current and effective education and learning environment
- Change in my industry
 - Paint is a constantly growing and expanding market that grows and responds to the market demands
- Barriers
 - High production costs
 - Initial start up cost and purchase of raw materials
 - Unique technology and patents
 - New technology and patent, consumer education
 - Consumer acceptance and brand recognition
 - New technology to the market

Features and Benefits

- Removability--A high quality, permanent paint that can be removed when the customer chooses.
- Freedom of expression, creative use in classroom.
- Ability to enhance environments and control outcomes

Off The Wall Paints would provide a warranty up to a year. Off The Wall will also provide support and customer service so that we can ensure a lasting relationship with our clients and or customers.

V. Operational Plan

We will work with a private, established manufacturer that is currently producing various paints. Our raw materials will be directly shipped to my manufacturer and produced into my final product. My final product will be packaged into 1 gallon cans, labeling applied, and prepared for bulk shipping. We will then take the final product and prepare for shipping to our customers.

Production

- Products are produced locally in Cedartown Ga.
- Quality control -My manufacturer will provide paint by the batch and provide batch testing. We will provide custom colors per customer, as well as color match per their specs.
- Customer service – We will provide this service.
- Inventory control - We don't have inventory currently. We will work directly with my manufacturer and warehouse to manage inventory manually.

Legal Environment

- Special regulations covering your industry – meeting all California paint specifications and regulations.
- Insurance coverage – We will also have all insurance coverage required.
- We currently have a patent pending on this product.

Inventory

- Raw materials until orders are made customary.
 - We will carry approx. \$5000 per month is raw materials
 - We will carry approx. 200-300 gal of finished product with custom colors per month
 - Lead time for orders 10 to 14 days

Suppliers

- Private Company located in Cedartown Ga.
- Type and amount of inventory furnished - provided in 55 Gallon drums
- Credit and delivery policies - FOB
- History and reliability - 25 years and reliability outstanding with written guarantee

VI. Finances

		Year 1		Year 2		Year 3		Year 4		Year 5
		1/1/16		1/1/17		1/1/18		1/1/19		1/1/20
Revenue										
Paint	\$	52,500	\$	91,875	\$	192,938	\$	482,344	\$	1,567,617
REMOVER		11,250		19,688		41,344		103,359		335,918
		-		-		-		-		-
		-		-		-		-		-
		-		-		-		-		-
		-		-		-		-		-
		-		-		-		-		-
Gross Revenue	\$	63,750	\$	111,563	\$	234,281	\$	585,703	\$	1,903,535
Net Revenue	\$	44,625	\$	78,094	\$	163,997	\$	409,992	\$	1,332,475
Total Operating Expenses	\$	39,394	\$	42,814	\$	48,234	\$	58,401	\$	93,535
Net Income	\$	(50,923)	\$	(22,710)	\$	56,048	\$	288,891	\$	1,173,105

VII. Appendices





