



Business Plan

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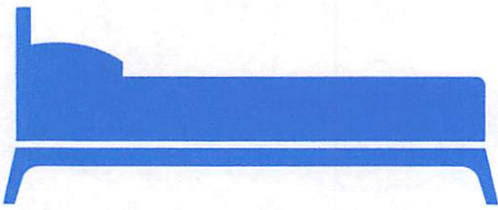
Date: May 1, 2017

Place your QR Code Reader over the
QR Code to see the YouTube video

PRODUCT DEMONSTRATION VIDEO

<http://youtu.be/RiSgWp9hSnw>





Simple Bed Sheets

Bed Making Made Simple, Fast & Easy

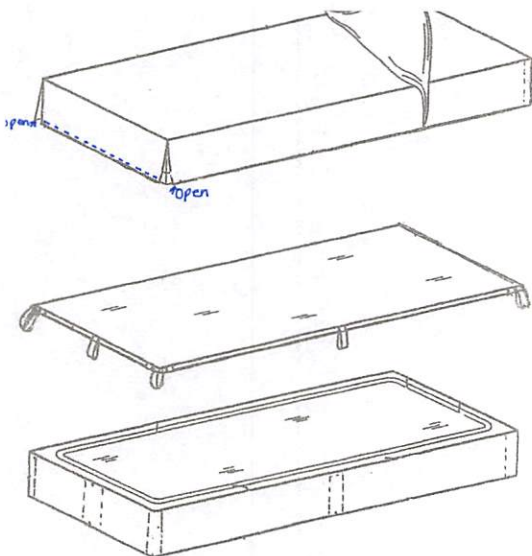
Executive Summary

Who We Are

Simple Bed Sheets is a bed linen company re-designing mattress pads and bed sheets to simplify bed making, which decreases the amount of time one spends making the bed and keeps your sheets from popping off of the mattress. Simple Bed Sheets provides busy people and seniors with an easier solution for the daily task of bed making. Simple Bed Sheets also solves the difficult task of making a bed in tight places like bunk beds, beds in small rooms, camper and boat beds. Simple Bed Sheets are designed to eliminate lifting, tucking and folding. This new design takes the work out of bed making and now our senior population can once again enjoy making their own beds.

What We Sell

Simple Bed Sheets are designed with a Band that fits snugly around the four sides of the mattress. It is a stretch fabric that has hook Velcro aligned vertically on the four corners and the centers of each of the four sides of the mattress. The Band is designed to stay on the mattress. There is no need to remove it. The Mattress Pad Topper has loop Velcro sewn to the four corners and the centers of each of the four sides and attaches to the Band. The fitted sheet does not have elastic in the bottom, instead there is loop Velcro sewn vertically in the four corners and the centers of the foot of the bed and the two sides. The top sheet is sewn to the foot of the fitted sheet with the corners left open so one can kick their feet out for more comfort. You simply fit the sheet over the mattress and attach it to the Velcro on the Band. The top sheet is automatically centered and you just pull it to the head of the bed.



Who We Sell To

Our market is made up of 5 million bed sheets sold per year to busy people who hate to make their bed and those who are having difficulty making their bed in the US and all over the world. Our market is for all of the beds in tight spaces.

Simple Bed Sheets stay neatly on the mattress from one washing to the next eliminating the need to completely remake the bed every day. This saves time, effort and people sleep better in a nicely made bed.

Company

Company Overview

Simple Bed Sheets provides a bed making solution for all of those people who hate to make the bed, don't have time to make the bed or cannot make the bed with the traditional sheets. Luxury mattresses today are thick and move a lot when we sleep on them. This causes the sheets to pop off the mattress. People find themselves fighting with the sheets all night only to get up grumpy and have to re-make the bed for the next night of sleep. It has been proven that people sleep better on a bed that is made well. There are 649,993 bed sheet sales on a typical day.

The primary market is anyone who makes a bed in the US and the World.

Simple Bed Sheets is looking for a manufacturer in the US; home workers to do the blogging, viral marketing and email marketing; and seeking a company to license the sheets to sell to a larger market.

All materials used for Simple Bed Sheets, Mattress Pad Topper and The Band have been tested for durability and function. The sheet material is double brushed microfiber that is luxury soft, wrinkle free, stain resistant and antimicrobial. They look and feel new from wash to wash. The Mattress Pad Topper is water repellant which protects the mattress and resists bed bugs. The material research, measurements, prototypes, and testing are complete.

The company is seeking initial funding to manufacture Simple Bed Sheets in the US and generate interest in companies to license this for larger distribution. It is seeking an initial investment of \$40,000. with profits reinvested for additional manufacturing. The company is seeking a manufacturer that is already set up to sew sheets and mattress pad toppers.

Company History

Founded with \$50,000 of start up capital by Barbara Taylor, the concept of Simple Bed Sheets developed to find a solution for seniors to make their beds independently. Simple Bed Sheets patent #US 7,827,633 B2 was issued in November 2009. Simple Bed Sheets won Most Innovative Product at INPEX in 2013 and the local InnovateHER2017.

Simple Bed Sheets initial research involved sending sets of Simple Bed Sheets to family, friends, people with beds in boats, campers and people with physical limitations. Simple Bed Sheets were tested for functionality, ease of use, decreasing the time and effort to make the bed and sheets staying on the bed. The responses were overwhelmingly positive. The responses revealed that not only did Simple Bed Sheets make it possible for those with limitations to make the bed, all ages loved them for all applications.

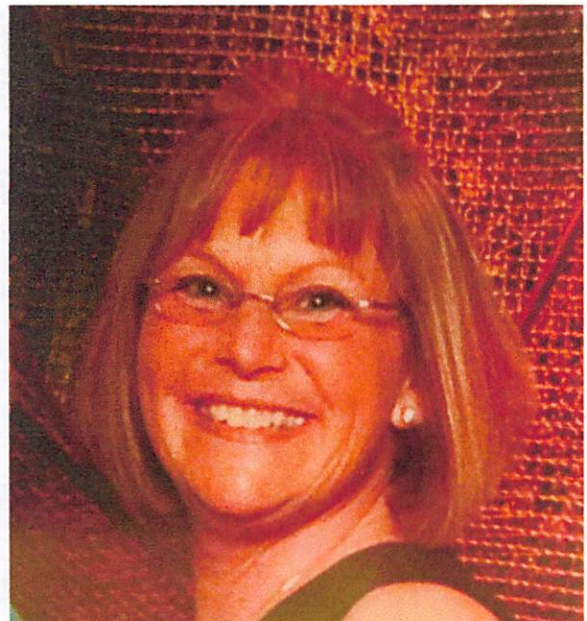
Simple Bed Sheets is now seeking sales to anyone who purchases bed sheets.

Management Team

Barbara Taylor. COO and founder is an occupational therapist who has been treating people with limitations completing their activities of daily living, including the inability to make their beds.

- Barbara owned and operated an upholstery and decorator business from 1975-1992. She sold the business for a profit and returned to the field of occupational therapy.
- Barbara became an occupational therapy assistant in 1973 with a certification (COTA) from Kirkwood Community College in Cedar Rapids, Iowa.
- She is a graduate from The College of St. Catherine's in St. Paul, MN with honors in occupational therapy in 1995.
- She became a certified hand therapist in 2002 and worked directly with people who had limitations with their hands and arms. Barbara noticed so many of her patients were not able to make their beds and founded Simple Bed Sheets.

Simple Bed Sheets will provide a faster and easier way to make the bed, a job most people hate to do. The sheets stay on the bed, so there is no need to fully remake the bed, just pull the sheets up to the top of the bed and it is ready for another restful night of sleep.



Products, Services and Pricing

Simple Bed Sheets come in all mattress sizes. The queen sized mattress is the most popular size used in the US. Since Simple Bed Sheets is looking for manufacturing and licensing only the Queen Simple Bed Sheet pricing will be listed here. Pricing is based on quotes that were received without orders placed due to funding at the time.

Queen Bed Band: #QB300

Product Description: Band is made from 85%nylon and 15% Spandex stretch fabric. It accommodates mattress widths of normal 8 inches thick to 18-20 inches thick. The Band has hook Velcro sewn vertically at the four corners and the centers of each of the four sides. The hook Velcro is used on the Band because the Band does not need to be laundered (laundering the hook Velcro attaches any fuzz o the Velcro). The Band stretches snugly around the sides of the mattress with the Velcro at the corners and centers of the sides of the mattress.

Product Benefits: The Band is the “anchor” for the Simple Bed Sheets. It keeps the Mattress Pad Topper and the Simple Bed Sheets neatly in place without lifting, tucking and folding.

Product Price: TBD - Expected price based on previous pricing \$60.00 Retail

Product Expected Purchase Frequency/Quantity: 1 per bed per life of mattress

Average 2.58 beds per household

Product Strengths: Stays on mattress, longevity, no laundering needed

Product Weaknesses: Needs slight adjustments every 3-4 sheet removal.

Adjustment requires sliding the Band on the side of the mattress to reposition the Velcro on the corners and the centers of the sides. No lifting required.

Queen Bed Mattress Pad Topper: #QBMP400

Product Description: 60”X80” Double Brushed Microfiber Waterproof with loop Velcro tabs on the four corners and the centers of the four sides of the Mattress Pad Topper.

Product Benefit: Mattress Pad Topper is easy to put on/off the Band. There is no lifting of the mattress. The mattress pad stays tight on the mattress without wrinkling under one during sleep. The waterproof mattress pad increases the life of the mattress and resists bed bugs.

Product Price: TBD - Expected price - \$80.00 Retail

Product Expected Purchase Frequency/Quantity: 1 per bed utilized in household per year. Average 2.58 beds per household

Product Strengths: Easy to remove/replace. No need to lift the mattress.

Product Weaknesses: None. Price is avg. for the quality and provides Ease of Use

Queen Simple Bed Sheets: #QBSBS2PC1009

Product Description: Queen sheet set with 2 Standard pillow cases. Double Brushed Microfiber Super Soft Luxury, resistant to stains, wrinkles, shrinkage, and abrasions. Its long lasting weave goes through advanced brushing process wherein the fibers are softened to produce a supple hand, resulting in an incredibly cozy sheet that is more durable than cotton. The fitted sheet has no elastic. There is loop Velcro sewn Vertically in the 4 corners and the centers of the foot of the bed and the 2 sides. The top sheet is sewn to the foot of the fitted sheet with the corners open so one can kick their feet out for a comfortable night of sleep.

Product Benefits: The sheets are high quality, long life and have a soft luxury feel. They are care free, wash and put back on the bed looking new and fresh. Sheets go on and off the mattress easily without lifting, tucking or folding the corners. The top sheet is always centered on the bed, so making the bed requires little effort and time. The sheets have an open corner at the foot to kick your feet out for improved comfort.

Product Price: TBD - Expected price: \$110.00

Product Expected Purchase Frequency/Quantity: 1-2 sets per bed per 1-5 years.

Average 2.58 beds per household

Product Strengths: Longevity and holds up to frequent washings looking new. Resistant to stains, wrinkles, shrinkage, and hypoallergenic. No lifting, tucking and folding. Provides independence for people with limitations, decreased effort to make beds in tight places like bunk beds, beds in small rooms, campers and boats. Ease of Use.

Product Weaknesses: Initial education of how to make the bed with the new style.

Competitors

The traditional way of making a bed as we know it today is having a fitted sheet with elastic around the bottom and a top sheet that needs to be tucked in at the foot of the bed. Lifting the mattress is required several times and getting the top sheet centered on the mattress so it is not hanging too far to one side. The traditional sheets and mattress pads tend to pop off of the newer mattresses that are thick and move a lot when we are sleeping on them. This requires one to make the bed fully every day. We are busier today than ever running kids to all sorts of activities and maybe working 2 jobs or taking care of aging parents.

So there are other people trying to solve this problem:

Direct Competitors:

The Easy Sheet: A regular fitted sheet with a top sheet that has a pocket at the foot of the bed to eliminate folding the corners. One still has to lift the mattress to make the bed and there is no kick panels at the foot of the sheets. The sheets do not fold flat.

Cheat Sheets: Similar to the Easy Sheets

EZ Sheets: A fitted sheet with an attached bed skirt and a flat sheet with a fitted bottom. These sheets are not attached to the mattress and can pop off of the mattress. When they pop off of the mattress one needs to fully re-make the bed.

Indirect Competitors:

Sheet Suspenders: These require one to lift the mattress and are designed to keep the sheets from popping off the mattress. They require good hand function.

Bed Band: Designed to keep the sheets on the mattress. The mattress needs to be lifted to install and has clips to manage. Requires good hand functions.

Linen Lock: Designed to keep the sheets on the mattress. These have small slots and may be difficult to manage with limited hand function. Requires lifting the mattress.

Target Market

Market Overview

Simple Bed Sheets will initially focus on 2 market segments that can be intermingled: Busy People with children under the age of 18 at home and Seniors living in their own homes. There are people who are working, running their children to activities and caring for senior parents or grandparents.

During my research with busy people who have children at home and seniors with limitations I found 100% felt Simple Bed Sheets decreased their time spent with bed making, made their bed daily, slept better, and the sheets did not pop off the mattress. For those who were not able to make their bed with traditional sheets Simple Bed Sheets allowed 100% of them to be independent with bed making.

Simple Bed Sheets were trialled with Hotel chains. Hotels want to keep room make up time no more than 15 minutes. Back injuries are high with hotel housekeepers due to lifting heavy mattresses frequently and quickly. Simple Bed Sheets reduced the time to make the bed to one minute or less and reduced the frequent stress to the housekeeper's backs as they were not lifting the mattresses at all.

Simple Bed Sheets were provided to family, friends, people with limitations and a distributor of large chain hotel sheets who were living in Florida, Alabama, Iowa, Arizona, Montana, California and Colorado.

Market Needs

Speed: People are busier today with 73% working outside of the home and many people who are also caring for senior parents or grandparents and taking children to many outside activities. Simple Bed Sheets decreased the amount of time spent making the bed to one minute or less.

Accessibility: More seniors want to remain independent in their homes with 30% of women and 19% of men unable to make their own beds. Simple Bed Sheets allows them to make their beds because there is no lifting, tucking or folding the corners.

Quality: My customers are looking for sheets that do not wrinkle, shrink or stain and have a great hand for sleeping comfort. The Mattress Pad is waterproof which protects the mattress from stains and bed bugs.

Location: Simple Bed Sheets can be sold online making them accessible to anyone living in the US, Canada and Worldwide.

Reliability: Simple Bed Sheets have been used and tested for several years to perfect the performance and durability. Simple Bed Sheets stay in place on the mattresses and stay looking new and fresh for more than one year with regular weekly washings.

Comfort: The soft hand of Simple Bed Sheets are comforting to sleep on and they lay flat and tight on the mattress without popping off the mattress allowing one to sleep more restful through the night.

Price: Moderate - Slightly higher than traditional sheets of the same quality due to the Velcro pricing and the addition of the Band.

Value: Priceless as Simple Bed Sheets provides bed making without lifting, tucking or folding, less time consuming, beautiful bedding that folds flat for storage, and independence.

Ease of Use: Simple Bed Sheets are easily removed and replaced on heavy mattresses without lifting, tucking or folding for weekly washings. The top sheet is always centered on the bed. Simple Bed Sheets do not pop off the mattress when sleeping so simply pull the bedding to the top of the bed and your bed is made.

“What I really find helpful with Simple Bed Sheets is that the foot of the sheets are color coded so I can easily see how to place the sheets on the mattress when I am making the bed. This reduces the time I need to make the bed.” Johnny, Phoenix, AZ

“I spend 2 hours making my bed. I continue to make my bed because I can. When you start to lose independence everything that you can do is so much more important. With Simple Bed Sheets I am able to make my bed in less than 30 minutes!” Kay, Tampa, FL
Hemiplegia loss of use of one arm and living alone.

“I love my Simple Bed Sheets. They give me more time, less struggle with the mattress and when I get into bed on the sheets that are smooth and soft I fall right to sleep.”
Laurie Birmingham, AL

“My husband even likes to make the bed with Simple Bed Sheets.” Delores Iowa

Strategy and Implementation

Marketing Plan

Overview

Simple Bed Sheets will use the following marketing channels to reach initial target markets of busy people managing a household, work, caring for elderly parents and children; seniors living independently in their homes.

- Social Media including Face Book, Bloggers, Twitter and Google. Initially, family members will be doing the social media marketing to keep costs low. This will be branched out to professional social media companies for more widespread marketing as the company has more product to sell.
- Newsletters in Senior communities, AARP, COPD who have already expressed a need and interest in adding articles on Simple Bed Sheets to their newsletters.
- Email Marketing: The Blast Sheet is ready to go out for email blast marketing which will go to Durable Medical Equipment stores.
- Boutique and Durable Medical Equipment stores: I have secured space in Durable Medical Equipment stores in Birmingham, AL, Daytona, FL, Phoenix, AZ and Boutique shops in Florida and Iowa. Boutique Shops are unique to new products as the shoppers tend to be looking for something different. I plan to seek out more boutique shops for Simple Bed Sheets.
- Trade Shows: Simple Bed Sheets has already presented at trade shows and is ready to show at additional trade shows, like Tampa Bay Home Show, Atlanta International Gift Home Furnishings Market and trade shows to attract companies to license Simple Bed Sheets.

The marketing messages will focus on the following main components:

- Ease of Use
- Quality
- Comfort
- Independence
- Solving Problems with Bed Making

Positioning

Pricing

Simple Bed Sheets is currently seeking a manufacture in the US or a company interested in licensing Simple Bed Sheets. Previous pricing from manufactures has resulted in pricing that is a little higher than traditional sheets and mattress pads with slightly higher pricing due to the Velcro sewn in and the addition of the Band.

Promotion

Simple Bed Sheets will be marketed using the following tactics to reach its initial target populations:

- Busy moms juggling any of the following: work, more than one child, caring for elderly.
- Seniors living Independently at Home

Busy Moms/People: This group is very active and engaged in traditional social media like Facebook and Pinterest.

- Paid campaigns on Facebook and posting viral content on Facebook page
- Sponsoring mom bloggers caring for elderly
- Get television speaking exposure (morning shows)

Seniors Living Independently at Home: This target group is more active today on the internet and tend to use more traditional social media like Facebook and reading newsletters pertaining to their needs and interests like AARP. They also use YouTube for instructional videos.

- Paid campaigns on Facebook
- Senior community newsletter article writers
- Articles on AARP and COPD websites
- Newsletters with YouTube address for Simple Bed Sheets video

Profit and Loss (to be determined with manufacturing costs)

Manufacturing is not secured as of today's date. Profit and Loss will be determined when secured.

Personnel

The personnel required to launch and operate the Simple Bed Sheet business will include family as well as contractors and freelance workers to fill additional duties as needed. In the early stages of company growth, we intend to keep personnel costs as variable as possible, and forgo fixed costs until such time that a higher business volume can reliably support a larger permanent staff. I do not require an income from the business at this time because I am still employed full time.

Appendix

- **Target Market Data Worksheet**
- **Distribution Channel Assessment Worksheet**
- **Startup Expenses**
- **Humboldt Specialty Manufacturing Company SBS Queen Bed Pricing**
- **Pictures of the Band and Mattress Pad Topper**
- **Picture of the Open Corner at the foot of SBS; QR Code**
- **Simple Bed Sheet Sell Sheet**

Target Market Data Worksheet

List your target market options at the top. Complete each column with information on your potential targets. Review this information with your SCORE mentor to get advice on selecting target markets for your business.

	Target Market 1	Target Market 2	Target Market 3	Target Market 4
	Busy People	Seniors	Campers/RVs	Boats
Distribution Channel	News Channel Online	AARP COPD Durable Medical Stores Online Boutique Stores	Camper and RV Stores Online	Boating Stores Online
Key Demographics	-2 Parents Working -Parents with Children in outside activities -Seniors living in their homes -Working People caring for their Parents	Seniors Living in their own homes Seniors living with other family members	People who camp with campers and RVs	People who have boats with beds
Income/ Spending Habits	\$40,000 and above Most People Buy Sheets for their Beds	\$40,000 and above Most People Buy Sheets for their Beds	\$40,000 and above Campers have beds in tight places and are very hard to make.	\$100,000 and above
Market Size and Share	20.9 Million Mothers work outside of the home with children under the age of 18 at home 15% of 3 Million	43.1 Million 19.3% of the total Bed Linen Sales in the US	41.75 million campers in 2016 20%	Not yet researched
Location	Total US and World	Total US	Total US	Total US and World

	Distribution Channel: Online, Social Media, Bloggers, Email Marketing	Distribution Channel: Newsletters for Senior Communities, Busy Moms, AARP, COPD, Business	Distribution Channel: Trade Shows Boutique Shops Durable Medical Stores
Ease of Entry	Initial time consuming, spreads quickly	Already have the connections	Already have trade show booth set up with video loops and backdrop video; Have associations with Boutique Shop and Durable Medical Store owners
Geographic Proximity	Total US	100 mile radius Total US	Atlanta, GA; Florida
Costs	Trade for Simple Bed Sheets	None	\$1,000-\$10,000 per show
Competitors' Positions	Online	None	None
Management Experience	Mixed	Excellent	Excellent
Staffing Capabilities	None	None	Excellent
Marketing Needs	Will use family and friends and target bloggers	Plan to add initially as a news article for start up and education on how Simple Bed Sheets work and Benefits	I have several contacts through family and friends to place the sheets in Boutique and Durable Medical Stores Who will give visible space.

Distribution Channel Assessment Worksheet

Startup Expenses

Barbara Taylor Designs

Sources of Capital

Owners' Investment

Barbara Taylor 100% Ownership	\$	50,000
Other investor		- 0
Other investor		- 0
Other investor		- 0
Total Investment	\$	50,000

Bank Loans

Bank 1	\$	- 0
Bank 2		- 0
Bank 3		- 0
Bank 4		- 0
Total Bank Loans	\$	- 0

Other Loans

Source 1	\$	- 0
Source 2		- 0
Total Other Loans	\$	- 0

Startup Expenses

Buildings/Real Estate

Purchase	\$	- 0
Construction		- 0
Remodeling		7,500
Other		- 0
Total Buildings/Real Estate	\$	7,500

Air conditioning and insulation for exis

Leasehold Improvements

Item 1	\$	- 0
Item 2		- 0
Item 3		- 0
Item 4		- 0
Total Leasehold Improvements	\$	- 0

Capital Equipment List

Furniture	\$	- 0
Equipment		- 0
Fixtures		- 0
Machinery		- 0
Other		- 0
Total Capital Equipment	\$	- 0

Location and Admin Expenses

Rent & Related Costs	\$ - 0
Utility deposits	- 0
Legal and accounting fees	2,000
Prepaid insurance	1,000
Pre-opening salaries	- 0
Other	- 0
Total Location and Admin Expenses	\$ 3,000

Accountant for business income and
Trade Simple Bed Sheets for Blogger

Opening Inventory

Category 1	\$ 30,000
Category 2	- 0
Category 3	- 0
Category 4	- 0
Category 5	- 0
Total Inventory	\$ 30,000

Initial inventory when sold monies wil

Advertising and Promotional Expenses

Advertising	\$ - 0
Signage	- 0
Printing	250
Travel/entertainment	2,000
Other/additional categories	- 0
Total Advertising/Promotional Expenses	\$ 2,250

Printing for newsletters, business cards
Travel to key stores, family members

Other Expenses

Other expense 1	\$ 500
Other expense 2	- 0
Total Other Expenses	\$ 500

Incidentals

Reserve for Contingencies

\$ 1,000

Working Capital

\$ 20,000

Summary Statement**Sources of Capital**

Owners' and other investments	\$ 50,000
Bank loans	- 0
Other loans	- 0
Total Source of Funds	\$ 50,000

Startup Expenses

Buildings/real estate	\$ 7,500
Leasehold improvements	- 0
Capital equipment	- 0
Location/administration expenses	3,000
Opening inventory	30,000
Advertising/promotional expenses	2,250

Shed air conditioning and insulation

Other expenses	500
Contingency fund	1,000
Working capital	20,000
Total Startup Expenses	\$ 64,250

Security and Collateral for Loan Proposal

Collateral for Loans	Value	Description
Real estate	\$ - 0	
Other collateral	- 0	
Other collateral	- 0	
Other collateral	- 0	

Owners

Barbara Taylor 100% Ownership
Other owner
Other owner

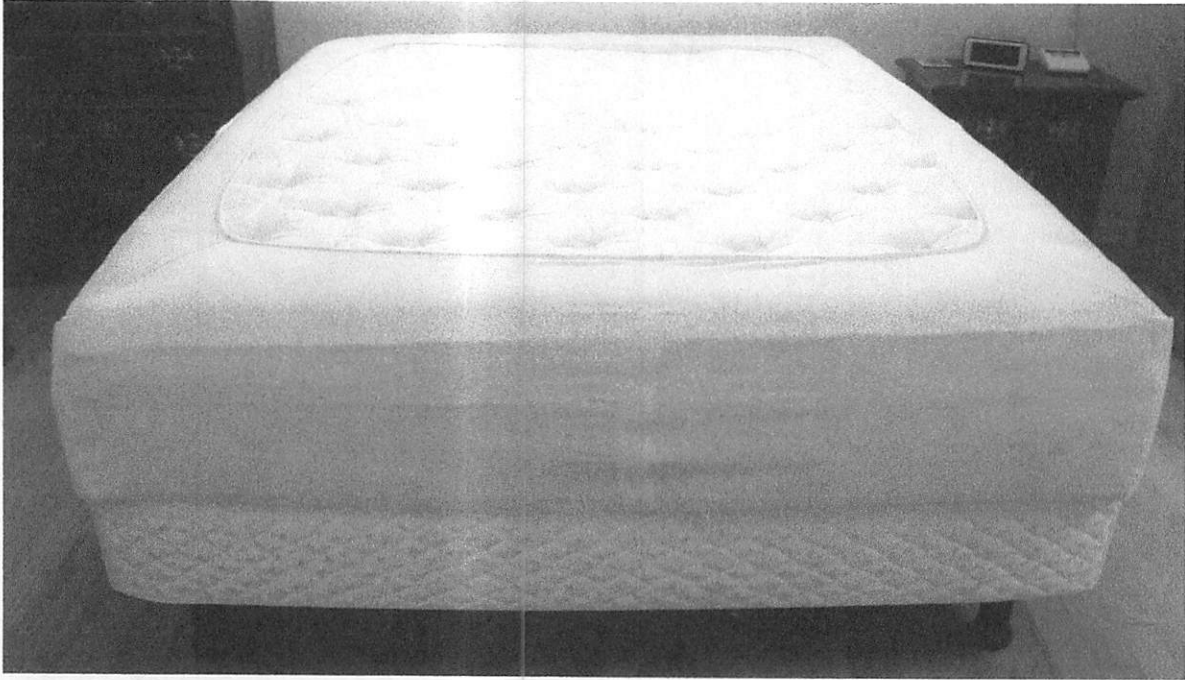
Loan Guarantors (other than owners)

Loan guarantor 1
Loan guarantor 2
Loan guarantor 3

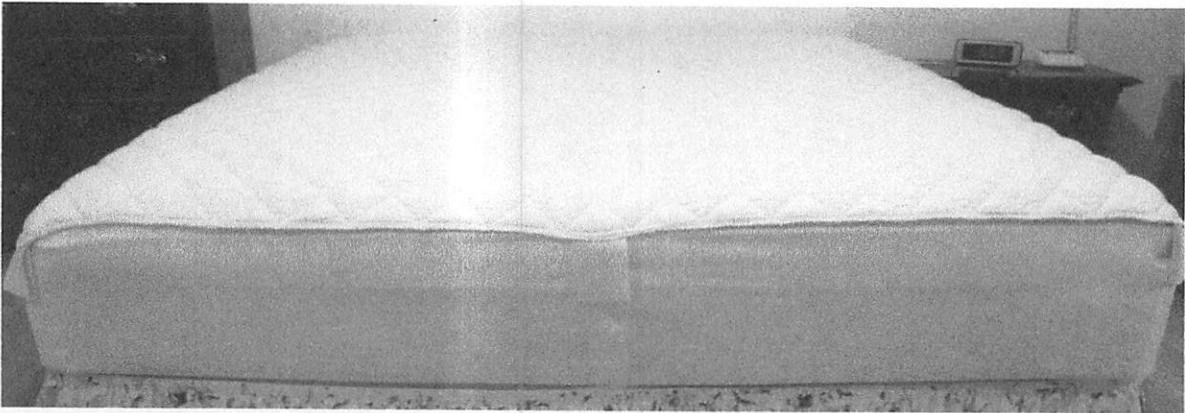
SIMPLE BED SHEETS

Description	Cost	Unit	Minimum Order Quantity per color	Total Cost Using Queen Size Price
SIMPLE BED SHEETS				
Fitted/Top Sheet sewn together with pillow cases				
XL Twin	\$18.13 set			
Queen	\$20.56 set		1,500 sets	\$30,843.75
King	\$22.50 set			
Flat Sheet with Pillow Cases				
XL Twin	\$8.13 set			
Queen	\$11.38 set		1,500 sets	\$17,062.50
King	\$12.75 set			
Fitted Sheet Only				
XL Twin	\$7.50 ea			
Queen	\$9.00 ea		1,500 ea	\$13,500.00
King	\$10.00 ea			
Mattress Topper				
XL Twin	\$11.56 ea			
Queen	\$15.69 ea		1,500 ea	\$23,531.25
King	\$18.31 ea			
Bed Band				
XL Twin	\$20.63 ea			
Queen	\$24.75 ea		1,500 ea	\$37,125.00
King	\$27.13 ea			

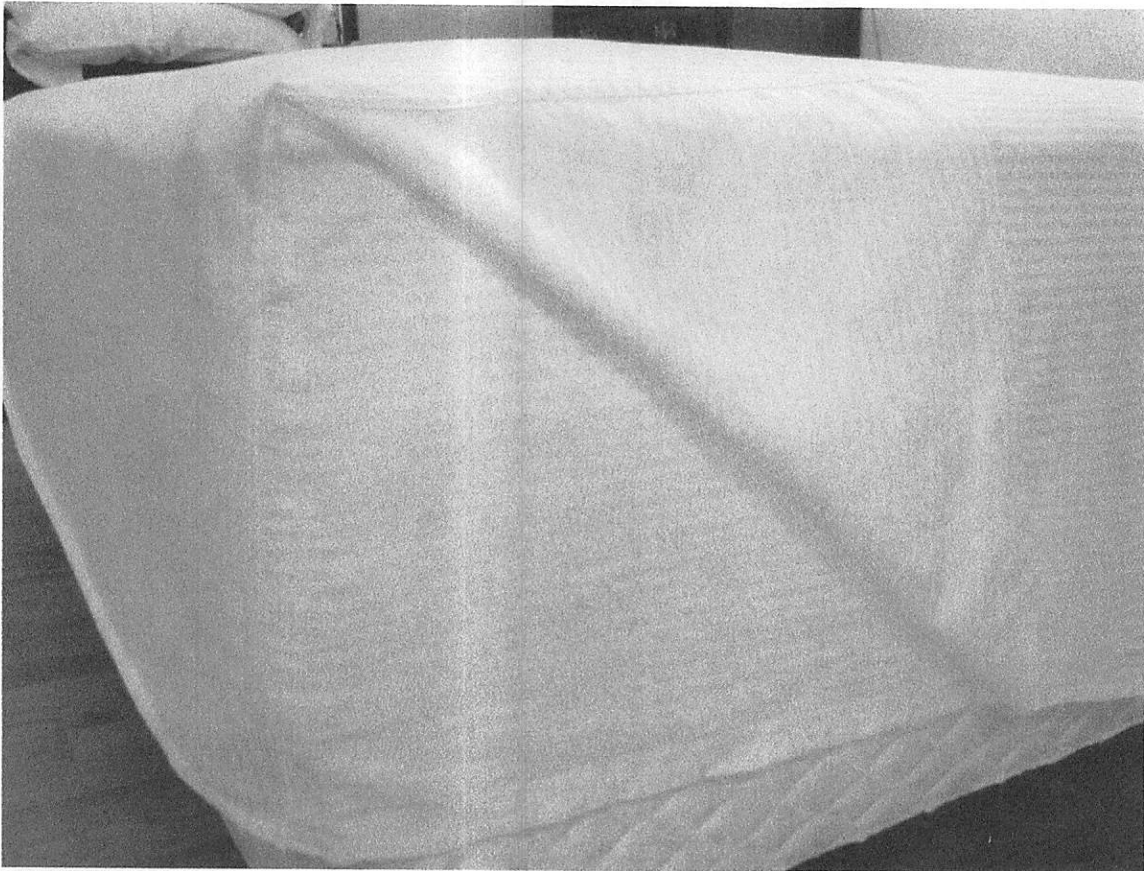
Total Cost of Minimum Order Per Color: \$122,062.50



The Band



The Mattress Pad Topper



The open corner at the foot of the bed makes it easy to kick your feet out.

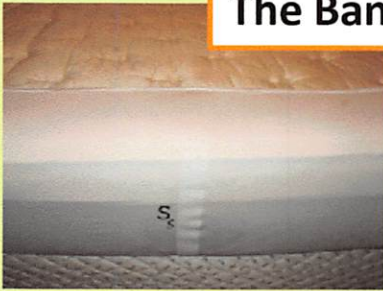


Place your Smart phone over the QR code with your QR Reader application and it will take you to the YouTube video showing how simple this bedding works.

SIMPLE **BED** **SIMPLY DEVINE** **SHEETS**

Bed Making Made Simple, Fast & Easy

The Band



Apply Band around sides of mattress.



Mattress Pad Topper

Attach Velcro tabs on Mattress Pad to Velcro on The Band.

Simple Bed Sheets

Sheets attach to Velcro on The Band. Top Sheet sewn to fitted sheet eliminates tucking, folding & lifting.



No Fighting with Sheets!

Limited Mobility, Strength or Pain?

Can't Make Your Bed?

Simple Bed Sheets Create Independence!

A Minute in the Morning & You'll Have a Neatly Made Bed Waiting for You at Night

Don't Pay High Prices for Assistance!

**No Lifting
No Tucking
No Folding**

Wrinkle Free



BED MAKING MADE SIMPLE, FAST & EASY

Barbara Taylor, Barbara Taylor Designs
Cell: 813-545-7292 Fax: 813-948-0424
Email: simplebedsheets@gmail.com
URL: www.simplebedsheets.com

Use a QR Coder to watch the Video to see Bed Making Made Simple, Fast & Easy!



1. <http://youtu.be/RiSgWp9hSnw>