

CONFIDENTIAL

CPR Lifewrap

You shouldn't have to think about saving a life when you can do it with confidence.

Business Plan

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Contact Information

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Executive Summary

Opportunity

Problem

According to the American Heart Association, over three hundred thousand Americans suffer from cardiac arrest. Only forty percent of those people receive CPR from bystanders with a survival rate of nine percent. There are several devices available to assist with CPR, yet, seventy percent of all bystanders in the U.S. alone don't have the confidence to perform CPR.

Solution

The CPR Lifewrap is dependable. Its made of medical grade plastic with embossed hand placements and simple CPR instructions etched on top of the wrap. It does not depend upon batteries to operate and can be used on infants and adults alike. This device is also very affordable in today's economy with a price point of thirty dollars for two wraps. For parents that want to keep their children safe, the CPR Lifewrap is also portable. The wrap can be folded and placed in a small, clip on pouch for convenience. The wrap can also be displayed by poolside, in a daycare or classroom, or just clipped onto a diaper bag or backpack.

Market

Our market consists of the female parent ages twenty-five to forty years old. This parent is usually a stay at home caregiver and will consist of fifty-one percent of our market base . Our other market will be to license the CPR Lifewrap to distribution companies and would make up forty-nine percent of our market base.

Competition

Our competitors in the CPR market consist of Zoll; the makers of the Pocket CPR; CPR RSQ Assist; Physio-Control; the makers of LUCAS, and others. These devices are more tech oriented and depend on outside mechanisms to operate and are very costly. The CPR Lifewrap relies on the person performing CPR and the wrap itself provides

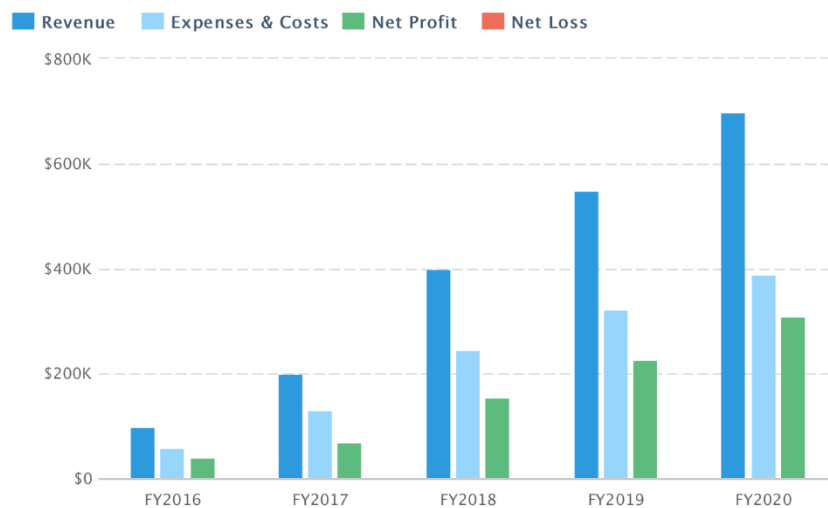
protection against blood and fluids with the attached one way valve mouth barrier. It also has embossed hand placements and proper CPR instructions for added confidence.

Why Us?

The CPR Lifewrap was constructed out of necessity by a parent that has experienced the uncertainty of needing to perform CPR but not sure of the proper technique. Being in the medical field as a Physical Therapist Assistant; my peers are the paramedics, nurses, and doctors in an emergency setting. Our goal is to have a sustainable, successful company that is a leader in innovative CPR devices. Our objective is simple. We aim to save lives cost effectively.

Expectations

Financial Highlights (All years)



Financing Needed

To fund our business we are using our own personal funds as well as crowdfunding sites to generate needed capital. We are also entertaining possible personal and angel investors during the later stages of funding rounds.

Opportunity

Problem & Solution

Problems Worth Solving

With all the high tech, expensive CPR devices in the market, we are still seeing a high rate of incidents of people not receiving proper CPR. During stressful situations that require a quick reaction time, the fine line between life and death is very real. The simplicity in the design of the CPR LIFEWRAP allows for low cost production which in turn becomes cost effective for the consumer.

Our Solutions

The new guidelines of the American Heart Association encompasses chest compression only to be performed by lay persons. But, according to the AHA, CPR with rescue breaths are beneficial for infants up to one years old, children up to puberty, anyone found unconscious and not breathing, victims of drowning, and overdose victims. The CPR Lifewrap is made for compression only with the benefit of having a mouth barrier attached if needed.

Target Market

Eighty percent of all cardiac arrests happen in the home environment. Ninety-five percent die before reaching the hospital. Brain death occurs within four to six minutes. Knowing that proper CPR can double the survival rate, every person should know how to perform CPR.

To better serve our target market and help save lives, licensing to medical distributors will help reach are intended market base on a greater scale. The CPR assistive device market is growing exponentially with the larger companies grossing five hundred million to one billion dollars in sales. The market is set to grow by thirty percent next year.

Competition

Current Alternatives

Our competitors devices are high tech, battery operated, and costly. The devices that perform CPR independently are used in the emergency room or on ambulances and cost upwards of thousands of dollars. There are other compact devices that give voice instructed CPR directions with some not appropriate to use on children younger than eight years old and are costly.

Our Advantages

The CPR Lifewrap does not rely on batteries to operate. Its lightweight, pliable for better portability and can be displayed anywhere. Its made of durable medical grade plastic and a one way valve mouth barrier which will protect the caregiver from infectious fluids. The CPR Lifewrap acts like a template with embossed hand placements and simple CPR instructions etched atop the wrap to give you confidence while performing CPR.

Execution

Marketing & Sales

For a larger customer base for our brand, our marketing strategy consist of online magazine articles, a business magazine, a hospital publication and a local news interview called Made in our Hometown. Upon receiving our first one thousand units of wraps, we plan on distributing some to our peers of Paramedics, Emergency Medical Technicians, nurses, and doctors. With the input and word of mouth from the medical community we can reach a greater audience. We are anticipating participation in trade shows, local events, and seminars. We are creating a website for online awareness as well as flyers and brochures

Our customers will be able to purchase the wraps via our webpage. We plan on attaining a license deal with a large medical distribution company that sells to retails chains or first aid kits. Our wraps will sell initially for thirty dollars for two wraps retail and fifteen dollars wholesale. We have been quoted a price point of one dollar and thirty cents per wrap of five hundred units. This is the die cutting charge only.

Sales Plan

Our revenue model will consist of licensing. We plan on pitching our business to potential medical distribution companies which will use their contacts to secure placement of our wraps in retail chains and/or medical first aid kit companies. Direct sales to the consumer by utilizing our website to draw in potential customers as well as provide education and learning in conjunction to the guidelines of the American Heart Association. On this site we would also have a disclaimer for liability.

Operations

Locations & Facilities

Because we are a fairly new start up we can use our home based garage to store the product at this time. Upon significant growth we will address additional space needed.

Technology

Our webpage is being designed and will have the capability to take payments through a point of sale system as well as an e-commerce engine for our website.

Partners & Resources

- CPR LIFEWRAP has partnered with Twila Lane, a Respiratory Therapist and owner of We R CPR. She will be conducting the product testing in her facility. Twila is also board certified by the American Heart Association.
- Daniel Hampton, a Mechanical Engineer and cofounder of 3D OPS. He helped with constructing the CPR LIFEWRAP design into CAD format. He is also our mentor.
- Russell Golden, a Manufacturing Engineer and founder of Turbo Tech. He is assisting us in securing a manufacturer and plastic supplier to produce our product.
- The Enactus Group of Southern University. These business students are assisting our company by researching vital information, conducting focus groups, and any other tasks that will help build a stronger brand.
- LAUNCH of Chattanooga is assisting our company by providing public relations to address marketing, accountants, and legal referrals.

Milestones

Milestone	Due Date	Details
Start utility patent process	December 14, 2015	In December of 2015 we will begin the transition from a provisional patent to a utility patent.
First shipment of the CPR LIFEWRAPS	December 31, 2015	We are placing our first order of LIFEWRAPS for product testing.

Company

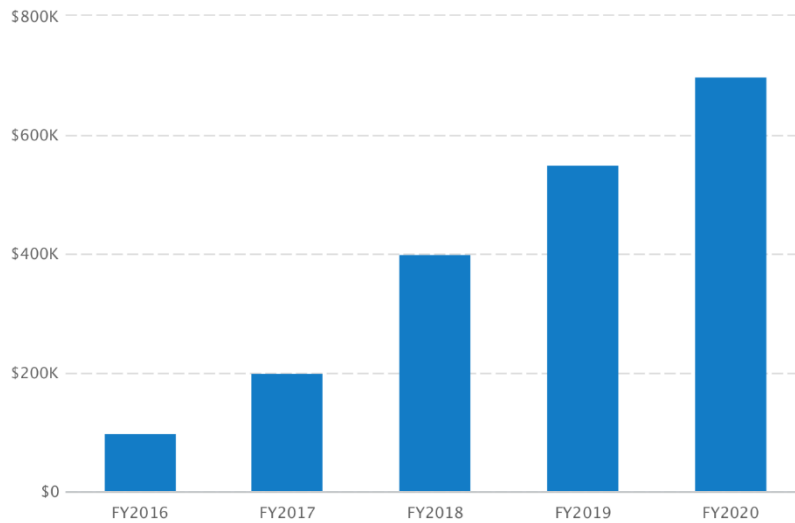
Overview

CPR Lifewrap is a LLC. Felicia Jackson is the CEO and president with seventy percent ownership of this company. Anthony Iwanczyk is her partner and Vice President with thirty percent ownership in this company.

Financial Plan

Forecast

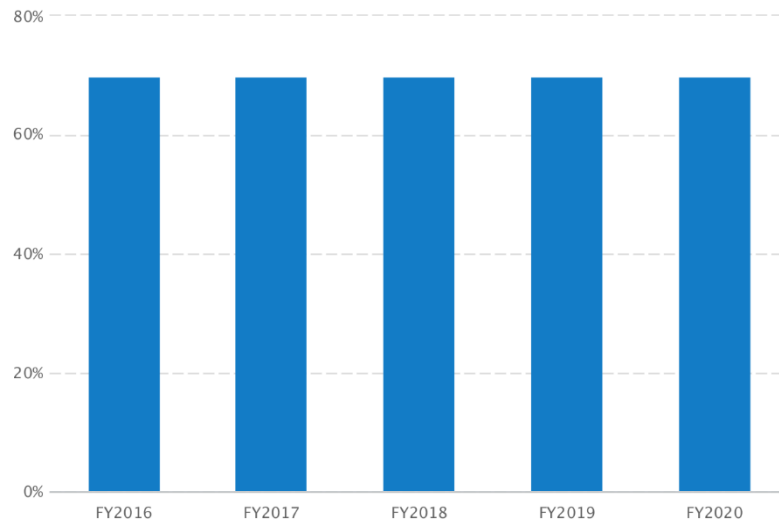
Revenue by Year



Revenue Forecast

	FY2016	FY2017	FY2018	FY2019	FY2020
Revenue					
sales	\$100,000	\$200,000	\$400,000	\$550,000	\$700,000
Total Revenue	\$100,000	\$200,000	\$400,000	\$550,000	\$700,000
Direct Cost					
Cost of goods sold	\$29,900	\$59,800	\$119,600	\$164,450	\$209,300
Total Direct Cost	\$29,900	\$59,800	\$119,600	\$164,450	\$209,300
Gross Margin	\$70,100	\$140,200	\$280,400	\$385,550	\$490,700
Gross Margin %	70%	70%	70%	70%	70%

Gross Margin by Year



Financing

Use of Funds

With the money we have raised and the future funds we plan to attain, our plan is to funnel the money back into the business. This money will cover raw materials to make the CPR LIFEWRAP, manufacturing costs for the steel rule die cutting as well as the graphics. We plan to increase awareness and revenue with additional marketing. We also plan to expand our personnel pool for a more diverse, stronger business.

Sources of Funds

My partner and I have invested our own money into our business and will continue to do so. To help fund this venture we have started 2 crowdfunding sites; GO FUND ME, and INDIEGOGO. We have also competed in a pitch competition and won funding. In March of 2016 we plan on pitching in Washington DC.

Statements

Projected Profit & Loss

	FY2016	FY2017	FY2018	FY2019	FY2020
Revenue	\$100,000	\$200,000	\$400,000	\$550,000	\$700,000
Direct Costs	\$29,900	\$59,800	\$119,600	\$164,450	\$209,300
Gross Margin	\$70,100	\$140,200	\$280,400	\$385,550	\$490,700
Gross Margin %	70%	70%	70%	70%	70%
Operating Expenses					
Salary	\$17,090	\$47,500	\$78,480	\$93,480	\$93,480
Employee Related Expenses	\$1,709	\$4,750	\$7,848	\$9,348	\$9,348
Total Operating Expenses	\$18,799	\$52,250	\$86,328	\$102,828	\$102,828
Operating Income	\$51,301	\$87,950	\$194,072	\$282,722	\$387,872
Interest Incurred					
Depreciation and Amortization					
Income Taxes	\$10,260	\$17,590	\$38,815	\$56,544	\$77,574
Total Expenses	\$58,959	\$129,640	\$244,743	\$323,822	\$389,702
Net Profit	\$41,041	\$70,360	\$155,257	\$226,178	\$310,298
Net Profit / Sales	41%	35%	39%	41%	44%

Projected Balance Sheet

	FY2016	FY2017	FY2018	FY2019	FY2020
Cash	\$118,441	\$251,371	\$450,233	\$710,920	\$1,059,022
Accounts Receivable	\$70,800	\$23,600	\$47,200	\$64,900	\$82,600
Inventory					
Other Current Assets					
Total Current Assets	\$189,241	\$274,971	\$497,433	\$775,820	\$1,141,622
Long-Term Assets					
Accumulated Depreciation					
Total Long-Term Assets					
Total Assets	\$189,241	\$274,971	\$497,433	\$775,820	\$1,141,622
Accounts Payable	\$17,940	\$5,980	\$11,960	\$16,440	\$20,914
Income Taxes Payable	\$10,260	\$17,590	\$38,815	\$56,544	\$77,574
Sales Taxes Payable	\$20,000	\$40,000	\$80,000	\$110,000	\$140,000
Short-Term Debt					
Prepaid Revenue					
Total Current Liabilities	\$48,200	\$63,570	\$130,775	\$182,984	\$238,488
Long-Term Debt					
Total Liabilities	\$48,200	\$63,570	\$130,775	\$182,984	\$238,488
Paid-in Capital	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Retained Earnings		\$41,041	\$111,401	\$266,658	\$492,836
Earnings	\$41,041	\$70,360	\$155,257	\$226,178	\$310,298
Total Owner's Equity	\$141,041	\$211,401	\$366,658	\$592,836	\$903,134

Total Liabilities & Equity	\$189,241	\$274,971	\$497,433	\$775,820	\$1,141,622
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Projected Cash Flow Statement

	FY2016	FY2017	FY2018	FY2019	FY2020
Net Cash Flow from Operations					
Net Profit	\$41,041	\$70,360	\$155,257	\$226,178	\$310,298
Depreciation and Amortization					
Change in Accounts Receivable	(\$70,800)	\$47,200	(\$23,600)	(\$17,700)	(\$17,700)
Change in Inventory					
Change in Accounts Payable	\$17,940	(\$11,960)	\$5,980	\$4,480	\$4,474
Change in Income Tax Payable	\$10,260	\$7,330	\$21,225	\$17,729	\$21,030
Change in Sales Tax Payable	\$20,000	\$20,000	\$40,000	\$30,000	\$30,000
Change in Prepaid Revenue					
Net Cash Flow from Operations	\$18,441	\$132,930	\$198,862	\$260,687	\$348,102
Investing & Financing					
Assets Purchased or Sold					
Investments Received	\$100,000				
Change in Long-Term Debt					
Change in Short-Term Debt					
Dividends & Distributions					

**Net Cash Flow
from Investing &
Financing****\$100,000**

Cash at Beginning of Period	\$0	\$118,441	\$251,371	\$450,233	\$710,920
Net Change in Cash	\$118,441	\$132,930	\$198,862	\$260,687	\$348,102
Cash at End of Period	\$118,441	\$251,371	\$450,233	\$710,920	\$1,059,022
