



By Better Way Goods™, LLC

May, 2017

BUSINESS PLAN

Alina Kravchenko
Founder & Inventor

CONFIDENTIAL INFORMATION

NDA Required to See Full Titles and Specifications of Patents

About the Founder, Alina Kravchenko

I have a passion for inventing user friendly products that make peoples lives better.

- Alina Kravchenko, Inventor & Founder of Better Way Goods™, LLC



My name is Alina Kravchenko, I am a single mother with big dreams! I started Better Way Goods™, LLC, where I invent and discover innovative products that make peoples lives Better. One of my inventions is the Patented One Hand Cream Applicator SwipenSnap™. It solves all of the problems associate with applying diaper rash ointment onto a babies bottom, including preventing falls and the spread of germs all while keeping your hands clean from the water resistant ointment.

In addition to inventing cool and user-friendly products, I have big plans to GIVE, EMPOWER and INSPIRE, check out my “Mission Beyond User Friendly Products” on page 20 to learn more about how I plan to help make the world a “Better” place.

Contact

Alina Kravchenko

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About Better Way Goods™, LLC



Is an umbrella company for all of the inventions created by Alina Kravchenko.

Women Owned Business Certified: In Progress

Founded in May 2015 by Alina Kravchenko.

Mission

“To invent and discover innovative consumer goods that make peoples lives better.”

Patents & Trademarks Owned

2010 US Utility Patent “Rash Cream Applicator”

2017 US Design Patent “Cream Applicator”

2017 US Design Patent “Suction Cup Lid”

2017 US Design Patent “Pull Tab Lid”

2017 Trademark, “SwipenSnap™”

2017 Trademark, “Better Way Goods™”

2017 Trademark, “Better Way Baby™”

2017 US Utility Patent Pending “Leg Lift Dumbbell” NDA Required

2017 US Design Patent Pending “Leg Lift Dumbbell” NDA Required

2017 US Provisional Patent “Drawer Cooler” NDA Required

2017 US Design Patent Pending “Drawer Cooler” NDA Required

2017 US Provisional Patent “Diaper Fan” NDA Required

2017 US Provisional Patent “Cooler Addition” NDA Required

Contact

Better Way Goods™, LLC

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History of Better Way Goods, LLC

Alina Kravchenko, founder and owner of Better Way Goods™, LLC has always looked for problems in everyday tasks that could be solved with a product. Alina says, “Every problem has an infinite amount of solutions, the key is to find the best one.”

When she came across the problem of applying diaper rash ointment onto her sons bottom, she knew there had to be a “Better Way” of doing it. The solution came over many diaper changes, when she realized she needed a way to take the lid off with one hand and have an applicator around the part where the cream comes out of.

In 2009 she sketched out her idea of her first invention SwipenSnap™, and began writing a Utility Patent Application for it. Continuing her career as a User Interface Designer at Symantec, she received the news of being Awarded a [US Utility Patent for her “Diaper Rash Cream Applicator”](#) in 2015. She soon quit her job to start Better Way Goods™, LLC and began the journey of bringing SwipenSnap™ “Patented One Hand Cream Applicator” to life.

She is happy to announce that [SwipenSnap™ will launch to the public on July 2017](#). She has already received much interest from many big named retailers including, CVS, Walgreens, Bed Bath & Beyond, Buy Buy Baby and As Seen On TV. After the launch, Alina has plans to expand and partner up with top branded diaper rash ointment cream companies to create baby shower gifts sets. She is also working on a Pull Tab travel version of SwipenSnap, which will include a clip and portable changing pad for parents on the go.

But this is only the beginning for Better Way Goods, LLC because Alina already has a Utility and Design Patent Pending for her second invention and will be filing for her third one at the end of this year (2017). Alina says, “I truly believe that all things are possible with God”.

The heart of Better Way Goods™, goes beyond user friendly products that solve problems. Alina Kravchenko plans to expand the brand by collaborating with other mom inventors to EMPOWER them and help promote their products in a library of “Better Way” baby products. She also wants to GIVE a percentage of the proceeds from her inventions to “Save the Children” and “World Vision” Charities, helping women and families in need. She also has big plans to share her story to young children and adults to INSPIRE them to believe in themselves and their dreams.

About SwipenSnap™



ONE HAND CREAM APPLICATOR

SwipensSnap™ “The Patented One Hand Cream Applicator” is one of the inventions under the Better Way Goods™, LLC Company.

Invented in October 2009 by Alina Kravchenko



Mission

“To help parents and childcare givers apply diaper rash ointment onto the babies bottom. Allowing them to use just one hand, preventing falls and the spread of germs all while keeping their hands clean.”

Contact

SwipenSnap™

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Need on the Market for SwipenSnap™

Here are the problems associate with the traditional way of applying diaper rash ointment onto a babies bottom:



1. Risk of Your Baby Falling!

“Each year in the United States, **2.8 million children head to the emergency room for injuries related to a fall** — and among babies younger than one. Anyone who has watched an infant no doubt understands why tumbles are relatively common. Look away for a split second, **and a baby can roll off the couch, bed or changing table...**”

-Dr. Tony Woodward, Chief of ER Seattle Children’s Hospital.



2. Risk of Contaminating Your Babies Skin!

“My advice to parents is to alway wash your hands **right before applying the ointment**, to prevent cross contamination of germs that may be transferred from your fingers on to your babies skin, creating an even worse rash...”

-Dr. Lee, Pediatrician at Texas Children’s Hospital.



3. Water-Resistant Cream is Messy!

Most diaper rash ointments are water-resistant and as a result are **impossible to wash off of the fingers**, leaving them messy with the residue and smell of the cream.

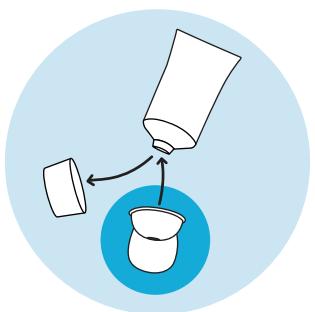
SwipenSnap™ Overview

Pediatrician Recommended, Safe, Hygienic and Clean



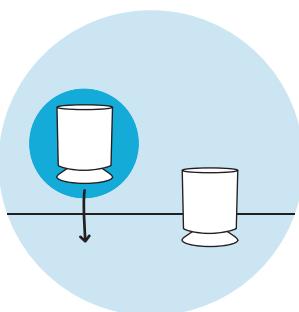
SwipenSnap™ Assembly & Use Instructions

1



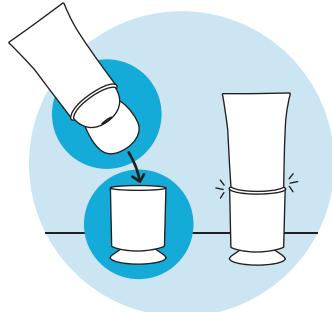
Remove the original lid from the tube and replace it with the SwipenSnap™ Applicator

2



Press the SwipenSnap lids suction cup base onto a hard *flat surface. (*Use included sticker seal, if needed.)

3



Snap the SwipenSnap™ Lid into the standing docked Lid.

EASY TO USE



1. PULL



2. SQUEEZE



3. SWIPE



4. SNAP

TO CLEAN

Simply use a wipe to remove any remaining cream and wash with warm soap and water.

Visit www.swipensnap.com to learn more!

SwipenSnap™ Solves All the Problems

SwipenSnap™ allows you to apply Diaper Rash Ointment using just One Hand!
Preventing falls and the spread of germs all while keeping your hands clean!



**PREVENT
FALLS**

1. SwipenSnap™ is SAFE

Allows you to always have one hand on your baby, preventing any falls.



**PREVENT
GERMS**

2. SwipenSnap™ is HYGIENIC

Prevents the spread of germs that may be transferred from your hands to the baby's skin.



**PREVENT
MESS**

1. SwipenSnap™ is CLEAN

Allows you to keep your hands clean from the water resistant ointment.

SwipenSnap™ US Utility Patent

“Diaper Rash Cream Applicator”
[US Utility Patent 20120093567 A1](#)

Priority date October 13, 2010.



“Tube Applicator” “Suction Cup Base Lid” “Pull Tab Lid”

US Design Patents 2017

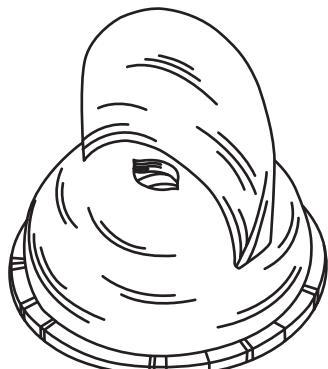


fig. 1



fig. 1

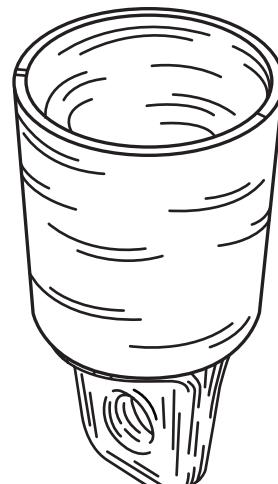


fig. 1

SwipenSnap™ Competitor

BabyBum Diaper Cream Brush

With over 3,000 five star reviews on Amazon the BabyBum Diaper Cream Brush proves there is a need for an Ointment Applicator on the Market!

BabyBum Diaper Cream Brush (Blue) Baby Bum Brush

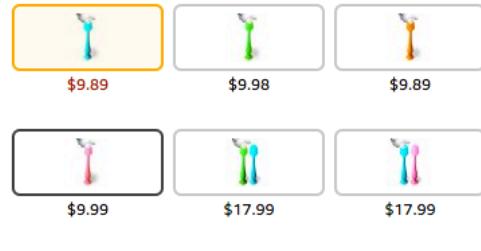
★★★★★ 3,122 customer reviews | 27 answered questions
#1 Best Seller in Diaper Changing Kits



Price: **\$9.89** & FREE Shipping

In Stock. Sold by BabyBum Products and Fulfilled by Amazon. Gift-wrap available.

13 Colors: Pink



Ship to: HOUSTON, TX 77001 ▾

Qty: 1

Turn on 1-click ordering

SwipenSnap™ is Better!

swipen'snap®
ONE HAND CREAM APPLICATOR

babyBUMbrush™

safe	✓	
hygienic	✓	✓
patented	✓	
mess free	✓	✓
faster	✓	
soft feel	✓	✓
easy use	✓	

Baby Bum Brush does NOT allow you to apply ointment with one hand, while SwipenSnap allows you to safely hold your baby with the other hand preventing any dangerous falls. Baby Bum Brush is NOT as efficient because requires more steps to apply the ointment, while SwipenSnap is much faster and easier to use. Baby Bum Brush is NOT patented, while SwipenSnap holds a US Utility Patent.

SwipenSnap™ Primary Target Market & Customers

Primary Target Market is geared toward the Baby Industry.



Women and Men ages 18- 44 year who have at least one child in diapers.

Labor and Delivery centers in Hospitals and Daycare Centers.

Yearly Estimated Market Size

Estimated Number of US births in 2016: 3,988,076, Up to one third of all diaper wearing babies have a diaper rash at any given time. Which equals to **1,320,000 babies in US**

Target Persona: Sarah Goodman



Lives In: Portland Oregon, United States

Interests: Outdoors, Fitness, Fashion, Shopping, Reading and Watching Movies

Education Level: College Graduate

Job Title: Full Time Mom, Part Time Blogger

Income: 25k-75k+

Relationship Status: Married

Kids: 10 month old son in diapers.

Language Spoken: English

Buying Concerns: Sarah wants products that are baby safe and affordable for her budget.

Buying Motivation: Wants Products that are easy to use and that will help make taking care of her baby easier and more efficient.

SwipeSnap™ Patented Design is Configurable!

Current Size Works with All of the Major Brands Including:



See full list at getswipensnap.com/pages/recommended-creams

The Patented Design can be configurable to fit ANY tube...
(See next page for all possibilities.)

SwipenSnap™ Testimonials



"Such a great invention! Definitely passing it on to my friends."

- Gillian Meitch, Mother of Three



"The spatula brush spreads the cream on so evenly and with great control of the thickness. And my daughter enjoys the way the soft Applicator feels."

- Asheley McIntish, Mother of Two



"It is a life saver in the middle of the night when the last thing you want to do is get that impossible to wash cream water resident ointment off your hands."

- Sam Fawal, Father of One

SwipenSnap™ Projected 2 Year Plan & Use of Funds

Year 1 Goals

Focus on building brand awareness with Social Media Advertising and attending Trade Shows.

Pre-Launch: Take Amazon and Shopify Pre-orders

Sell on Amazon: Use “Fulfillment By Amazon” to sell 60% of inventory at \$9.99 per unit.

Sell on Shopify 10% of inventory, use distributor center (if needed).

Sell 30% to Major Retail Stores, Daycare Centers & Hospital Gift Shops at \$6.00 per unit.

Current Interested Buyers Include: Buy Buy Baby, Bed Bath & Beyond, CVS and Walgreens.

Get into Walmart, Target, Babies “R” Us, by making connections at Trade Shows.

Launch SwipenSnap “Pull Tab” Version

Year 1 Use of Funds

Lower price per unit from \$2.50 to \$2.00 per unit.

Attend Trade Shows to get connections for getting into major retail stores.

Hire Trade Show Assistant.

Manufacture and Sell “Pull Tab” Travel Version.

Year 2 Goals

Present to the Johnson & Johnson Innovation Department for Desitin Licensing Deal.

Launch New Invention that works with SwipenSnap & Desitin (Sign NDA for full disclosure)

Partner with Creams Companies for Combo Gift Packs & More Licensing Deals Including:

Natures Baby Organics - Nicole Williams nicole@naturesbaby.com

Dr. Browns, Carolyn Hentschell 314-773-2979

A+D - contact wholesale distributor

Balmax - contact wholesale distributor

Sell Gift Packs on Amazon & “As Seen On TV” Including:

1. Suction Cup Lid and 4oz Cream

2. Pull Tab Lid and 2oz Cream (travel)

3. Pull Tab Lid, 2oz Cream and Travel + two creams

4. Suction Cup Lid and 4oz Cream + (new invention)

(See full list of products on the next page 21)

Launch Custom Changing Pad for Travel “Pull Tab” Version

Year 2 Use of Funds

Manufacture “New Invention” that works with SwipenSnap™ (NDA Required).

Hire Distribution Manager - to oversee retail and online store sales.

Hire Distribution Company - to package and ship all online sales.

Hire Marketing Director - to assist with social media advertising.

SwipenSnap™ Marketing & Sales Strategy



Attend Trade Shows

April 2 Houston Baby + Kids Expo
May 1-3 San Antonio Kids Expo Trade Show
May 9-12 JPMA Anaheim Baby Show
August 25-27 JPMA Chicago Baby Show
November 4-5 Los Angeles Baby Show
October 15-18 Los Vegas ABC Kids Expo

Print Magazine

Baby Maternity Magazine, Baby & Kids Magazine
BabyTalk Magazine, American Baby Magazine,
Parents Magazine

Apply For Awards

MBA Moms Best , Family Choice Award
Due in June, Baby Maternity Competition
Apply for JMPA Innovation Award
National Parenting Product Awards
Prima Baby & Pregnancy Award

YouTube Channel,

Upload informative videos and fun videos.

Marketing Blog Website

“All About Diapers” blog with various videos and articles that will mention innovative diaper related products such as SwipenSnap™. The articles will be linked to Banner Ads, Google Ad Words, Pinterest Boards, Facebook and Instagram.

Collect Customer Emails by:

1. Create a “Splash Email Sign Up Page”
2. Holding a Photo Competition: “Your baby can be the new face of SwipenSnap™ Brand “Enter your baby’s photo (with the Product) we will use this content in our social media.
3. Holding a Promotional Monthly “Gift Basket Giveaway”. We will ask for emails and announce winners via newsletter and social media.

Send Monthly Newsletter with:

Contest Winners (mentioned above)
Promo Codes - For Free Shipping and Discounts
News About SwipenSnap™ and our Products
Community Involvement - Volunteer Activities.
Tips and Advice on “How to Prevent Diaper Rash”

Get 5+ Rating on Amazon by:

Making Sure every customer is 100% satisfied by answering and addressing all concerns.
Offer “Get a Bonus gift for a review of our Product”.

Google Ad Words & Facebook

Creating fun and informative engaging posts.

Mommy Bloggers

Send them Samples for a Blog, Facebook and YouTube Post Review

SwipenSnap™ Expenses

Manufacturing & Shipping

Mold Tooling (Applicator and Suction Cup Lid) \$11,000

Manufacturing Mold Pull Tab Lid Version \$2,800

Total Tooling Cost \$13,800

Manufacturing cost per unit \$2.50 for under 10,000 units \$25,000

Manufacturing cost per unit \$2.00 for over 20,000 units \$40,000

Minimum Order of Units \$15,000

Shipping to US \$600

Shipping to Amazon \$300

Total Shipping \$900

Shipping & Packaging \$3,000

Total Manufacturing = \$32,700

Marketing - Trade Shows

JPMA Member \$900

April 2 Houston Baby + Kids Expo \$350

May 1-3 San Antonio Kids Expo Trade Show \$500

May 9-12 JPMA Anaheim Baby Show fee \$2,700

August 25-27 JPMA Chicago Baby Show \$2,800

November 4-5 Los Angeles Baby Show \$2,700

October 15-18 Los Vegas ABC Kids Expo \$2,800

Total Trade Shows + Travel = \$12,750 (yearly)

Marketing - Internet & Social Media

Facebook Ads \$200 (monthly)

Website Banner Ads \$250 (monthly)

Google Ad Words \$100 (monthly)

YouTube Banner Ads \$100 (monthly)

Instagram \$100 (monthly)

Amazon Seller Account \$30 (monthly)

Shopify \$40 (monthly)

Constant Contact \$60 (monthly)

GoDaddy \$500 (yearly)

Privy Email \$24 (monthly)

YouTube Commercials \$2,000

Interview Mommy Commercial \$1,500

Info-graphic Commercial \$1,500

Baby Maternity Magazine \$1,500

Social Media Photos \$500

Total Marketing: \$18,676

SwipenSnap™ Expenses & Contributions

Legal Fees

Trademarks for SwipenSnap™ \$600
Design Patent for Applicator \$1,500
Design Patent for Suction Cup Lid \$1,500
Design Patent for Pull Tab Lid \$1,500
Utility Patent for Next Invention \$3,500
Total Legal Fees = \$8,600

Taxes

Intuit \$30 (monthly)
Files Taxes \$1,500 yearly
Total Taxes = \$1,860 (yearly)

TOTAL BUSINESS EXPENSES = \$73,798

(Annual Marketing Maintenance \$24.138)

Alina Kravchenko's Contributions

Personal Investment

Since Better Way Goods™, LLC was Founded in May 2015. Alina Kravchenko has invested a total of **\$49,633.82** of her own personal savings to building the company.
See separate "Transaction Report".

Alina's Other Contributions Include:

Inventing SwipenSnap™ "Rash Cream Applicator"
Writing a Utility Patent for "Rash Cream Applicator"
Creating All the Drawings for the Utility & Design Patents
Branding Design, Including Logo and Marketing Materials
Prototype Design & Package Design
Coding and Designing the all of the Websites, including
swipensnap.com, getswipensnap.com, betterwaybaby.com
Over Look Manufacturing Production
Manage and Create Content for Social Media Marketing
Attend & Present at Trade Shows

SwipenSnap™ Profit Goals

Sales Channels

50% of sales: Wholesale per unit price \$6 (Major Retailers)

40% of sales: Amazon FVA fee per unit is \$4.52

10% of sales: Shopify Website fee per unit \$3.50

Licensing Agreements - Desitin, A+D, Balmax & Natures Organics

Hospitals and Daycares Distribution Centers

Profit Margins

Amazon SwipenSnap™ for \$9.99

Fulfillment by Amazon fee per unit is \$4.52

Manufacturing Costs per Unit \$2.50

Amazon Profits \$2.97 per unit

Wholesale Price \$6.00

Manufacturing Costs per Unit \$2.50

Wholesale Profits \$3.50 per unit

4 million babies are born every year. With a profit margin of \$3.25 per unit (.25 for marketing). If we reach just 25% of the target market that equals to:

Profit Goal \$3,000,000 Per Year

Alina Kravchenko's goal is to give back 10% of each SwipenSnap™ unit sold to charities that support and empower single mothers. If she could reach just 25% of the target market, that equals to \$3 Million in profit a year. Giving her the ability to give back \$300,000+ to charities that help women and children. If she had more funds, she would be able to lower her current price per unit, giving me a higher profit margin and the ability to give back more!

Goal is to Give Back \$300,000+ to Charities.



Mission Beyond User Friendly Products



Alina & Son, Ayden

GIVE

The heart of Better Way Goods™ goes beyond creating products that make peoples lives better with consumer goods. Alina Kravchenko, will be making donations to children's charities, including Save the Children and World Vision. She says, "I want to create a brand that makes people feel good that they are contributing to a greater cause. Because every drop really can add to an ocean of a difference, creating a positive impact to the lives of so many women and children in need."

EMPOWER

Alina Kravchenko, believes that women are stronger together. She has met so many amazing women along her journey of starting her business and wants to help others. She created a group called "Women Inventors - Baby Products & More" fb.me/womeninventors where women inventors can collaborate and exchange business ideas to help each other grow. And when they are all in the same city for a Trade Show they can meet and mingle. Alina says, "Much of starting a company is much like walking through a forest with a chainsaw, literary making a walkway into the unknown. You have to believe in it fully and keep moving forward, even when you face some really scary situations along the way. And knowing that there are others walking with me has empowered me to keep going and not give up."

INSPIRE

Alina has plans to inspire the next generation of inventors by speaking at various schools about her journey of bringing her ideas to life and sharing inspirational children inventor related books and stories. Alina shares, "When I was in fifth grade we had an inventor come and speak at my elementary school. It was the day the inventor within me had been awoken and a whole world of possibilities had opened up for me. I hope to inspire and wake up the inventor within others".