Duodocks.com website

# Our pitch

My son and I run a small business that designs and manufacturers custom phone docking stations for niche markets. We grossed $14,000 in sales last year, and anticipate a bigger year this year with an improved product and new customers with new a new device launch. We use a SquareSite (<https://duodocks.square.site/>) from Square to sell our product and handle all the payments, but would like to build a website that showcases our product better: through pictures and video, with customer testimonials, that can tell a better story for our products, as well as share our company vision and contact information. We feel this will dramatically improve perception and customer pull-through to the square site.

# Feedback

I presented this pitch to my family.

Rylan thought it was ‘solid’, because the scenario is a real story, and he liked it, because it means more money for him 😊.

Aaron and Brenda asked questions around:

* Who I was pitching it to?
* Did they know about the improvements in the dock?
* What was the cost of this implementation?

I shared with him that I felt it would be about 80 hours of total effort, and that a typical cost could be at $40/hour, so total cost would be $3200. However, since this was sweat equity, the actual cost would be zero. But moving forward with the assumed cost, the numbers look like this.

* Our price point is $50, our COGS is $14.53, so our markup is 71%.
* In theory, to validate that the $3200 investment is worthwhile, we would need to sell an additional 90 docks to cover the cost.

