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### JoyStick: De-Borify Your Laptop

9 out of 10 American households own a laptop.<sup>1</sup> Although there are signs suggesting that Americans -- and the world, really -- are shifting from a PC-centric technological model to a mobile-device one, laptops remain a way of life.<sup>2</sup> They remain the original, powerful, easiest way to access everything one might need to access on the internet. They are generally compact and portable, and easy to use.

However, the average laptop in the United States is incredibly boring. Figure 1 demonstrates how laptops in the status quo, outside of a few niche markets, generally appear. The common trends highlighted in this image are the neutral tones of its coloring, the untextured surface, and the matte finish of the machine, all of which are incredibly boring.



Figure 1<sup>3</sup>



Figure 2<sup>4</sup>

In the world envisioned by JoyStick, such travesties would be fixed, or entirely prevented. By selling stickers to the American population, JoyStick empowers consumers to take steps to make their laptops interesting, personalized, and unique. When 73.1% of America's laptop market-share is dominated by the same five corporations, it is understandable, or even expected that the machines themselves will do little to demonstrate the character and individuality of their owners.<sup>5</sup> JoyStick will ease the market's pain. By providing a creative outlet for individuality within the confines of consumerism and societal pressures to fit in, JoyStick has the potential to be incredibly successful as an online business model. People will shop for ways to deck out their laptops on their laptops. It's beautiful and it's simple.

JoyStick. De-borify your laptop.

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<sup>1</sup> <https://www.statista.com/statistics/214641/household-adoption-rate-of-computer-in-the-us-since-1997/>

<sup>2</sup> <https://blog.globalwebindex.com/trends/device-usage-2019/>

<sup>3</sup> <https://www.engadget.com/2017/05/02/surface-laptop-vs-the-competition/>

<sup>4</sup> <https://www.stanforddaily.com/2017/11/30/the-phenomenon-of-laptop-stickers/>

<sup>5</sup> <https://www.gartner.com/en/newsroom/press-releases/2019-01-10-gartner-says-worldwide-pc-shipments-declined-4-3-perc>