



Grant Gregory, Ghina Nassar, Christina Gleason, Flavio Carratu, Fan Huang,
Amanda Shadlock, Brianna Conroy, Sho Nihei, Ivorine Do, Ryan Vieira

A close-up photograph of an elderly man's face, resting his chin on his hand, looking thoughtfully off-camera.

Alzheimer's Disease affects

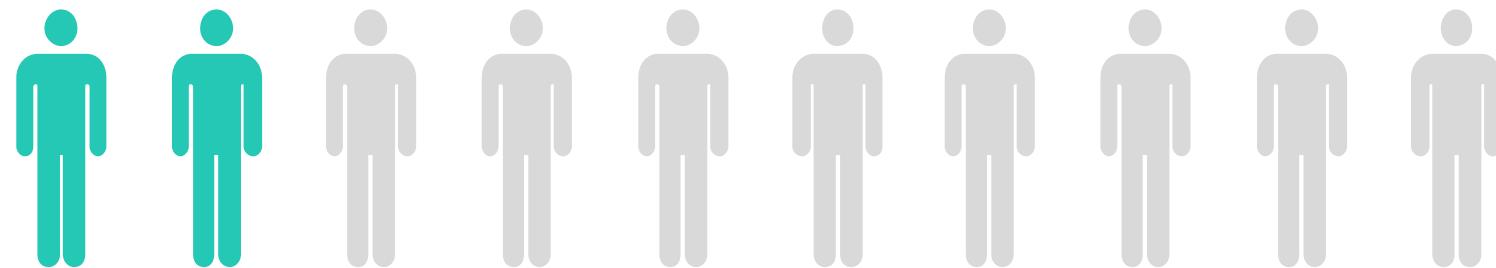
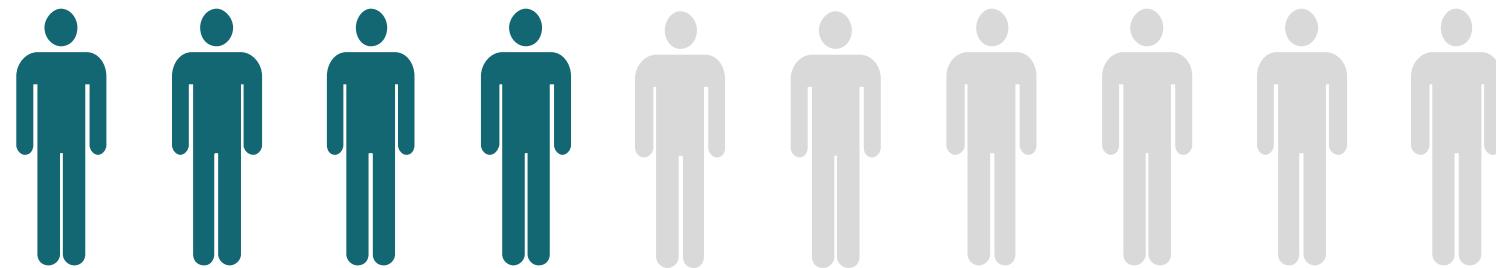
5 MILLION

patients in the United States

Who is taking care of the caregiver?

...

Indicate substantial emotional, financial and physical difficulties as a result of caregiving



Mission & Vision

...



Mission

“Our mission is to make people feel more united by helping those individuals feel more independent and secure in who and where they are through the use of technology.”



Vision

“We see a future of independence for our users, tranquility for caregivers, and banding together overall.”

What to Expect from Today

...

Our Product &
Competitors



Target Market &
Awareness

How RemBand
is Made



Costs & Risks

Why you should
invest in us?



RemBand Has Four Key Product Features

...

- 1 Safety Button
- 2 Audio Reminders
- 3 Heart Rate Monitor
- 4 GPS Tracker



Top Competitors of RemBand

...



1

Fitbit

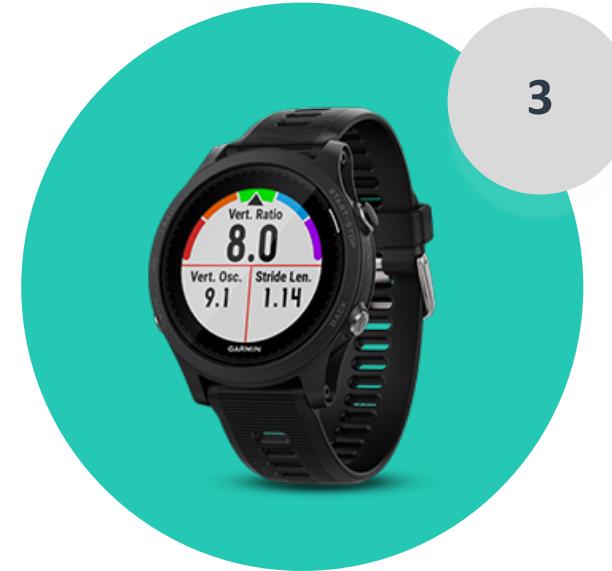
Biometrics Monitor



2

Life Alert

Safety



3

Garmin

Location Tracking

RemBand has specific features from each of its competitors

How we differentiate ourselves

...

1

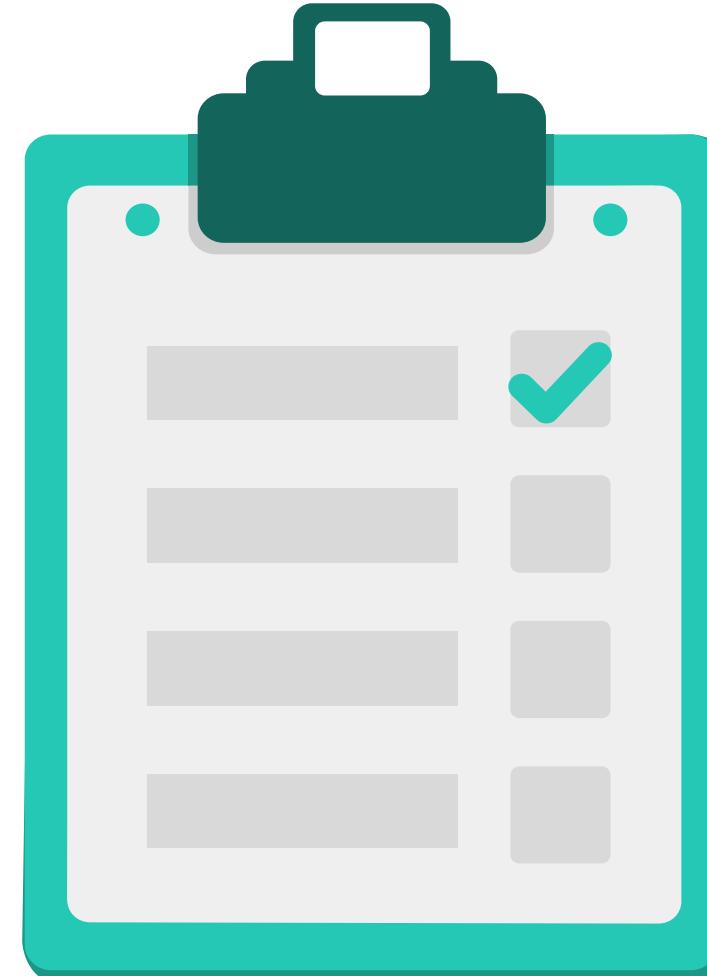
Ease of Use

2

Affordability

3

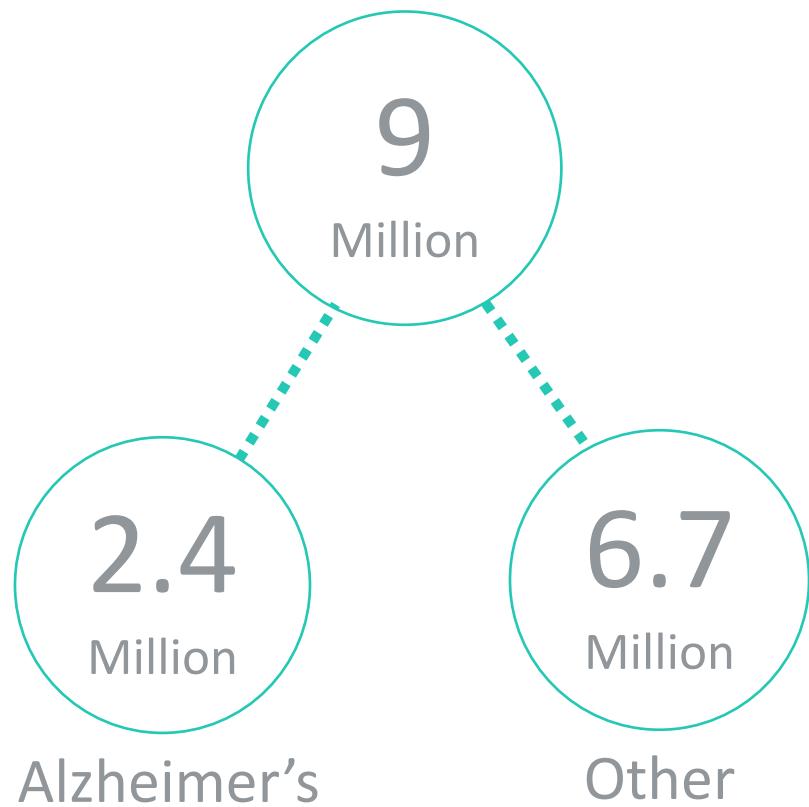
Battery Life



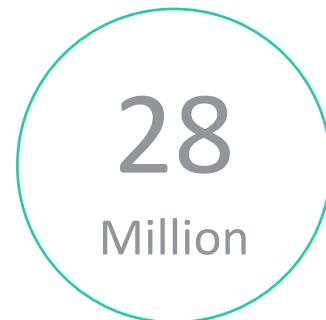
Who we provide value to

...

With Caregivers



Without Caregivers



States in the U.S. we plan to display our advertising

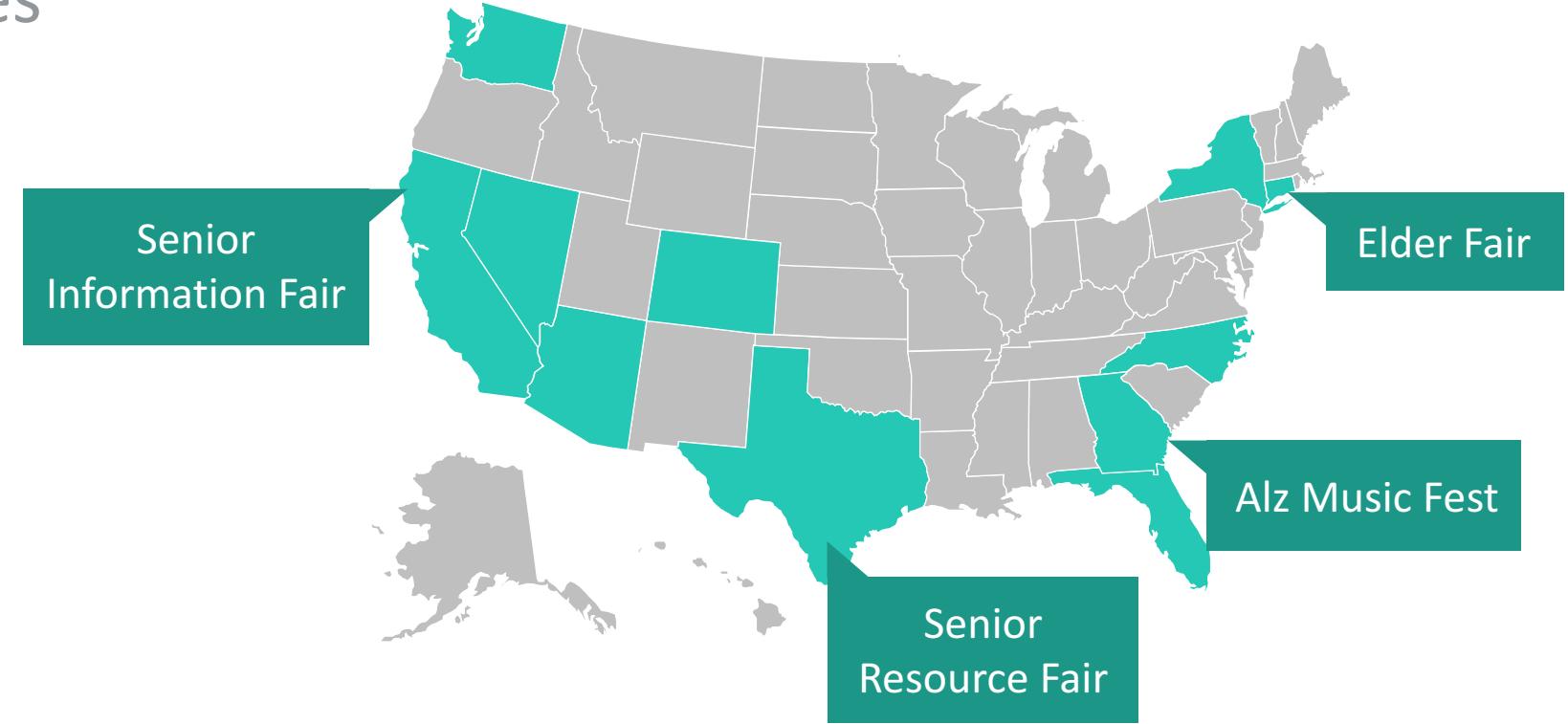
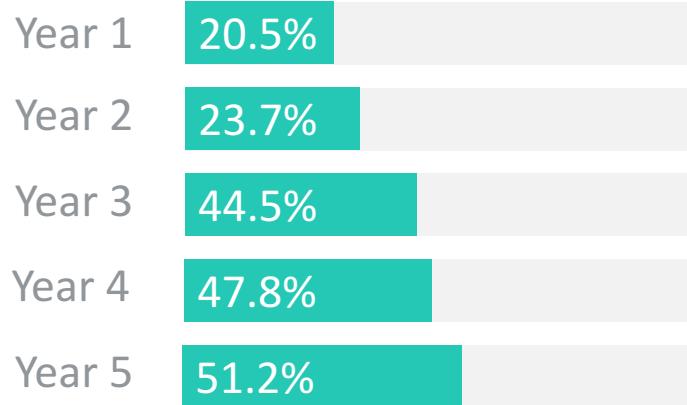
...

Marketing Strategies

Billboard & Transit Ads

Events

Awareness For All 3 Segments





WE'RE THERE
FOR YOU
LIKE YOU
ARE FOR
THEM.



RemBand.squarespace.com

SPEND YOUR
TIME WITH
PEACE OF
MIND.

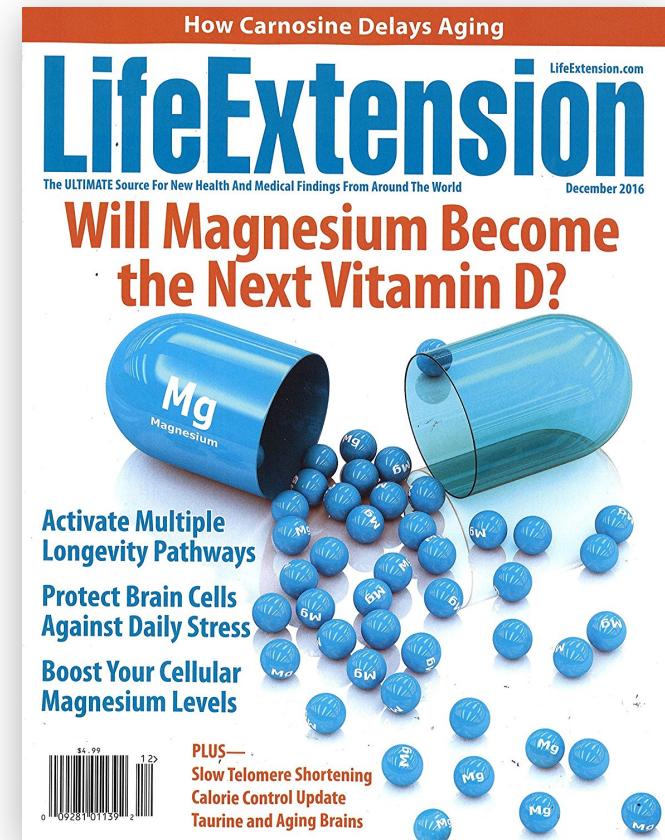


RemBand.squarespace.com



Magazines We Will Place Our Ads In

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Where we will present our products to retailers?

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Trade Show Banner



- HIMSS Annual Conference & Exhibition
- Medical Design Manufacturing West

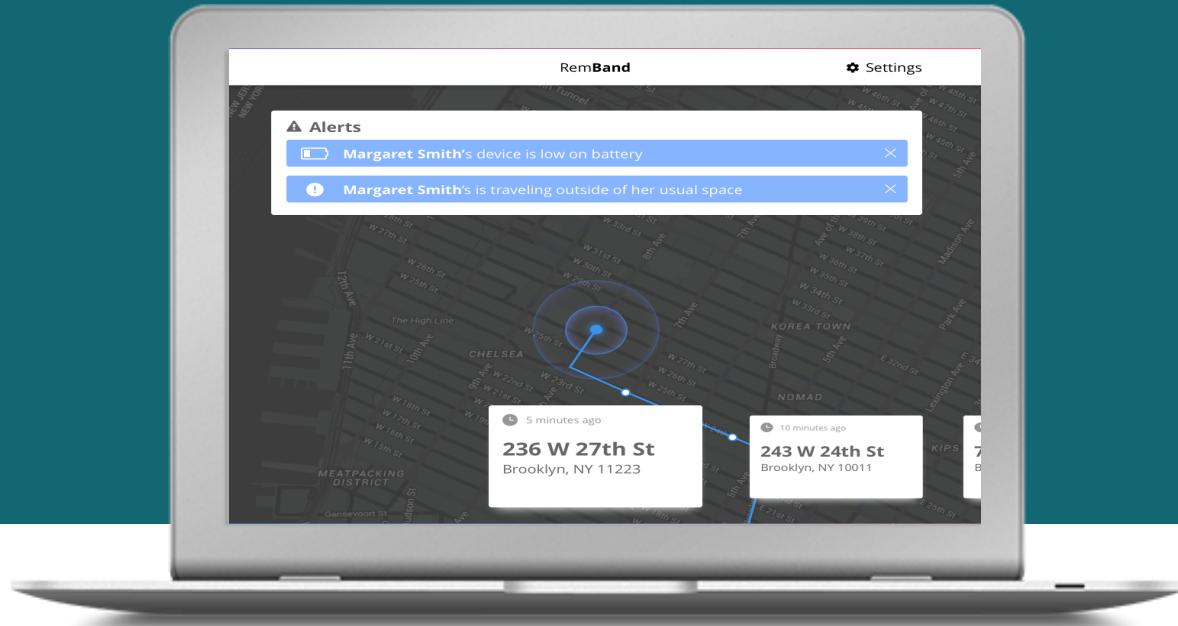
Magazines:

- Trade Show Executive
- Exhibitor Online



On our website you can set up features for the RemBand

...



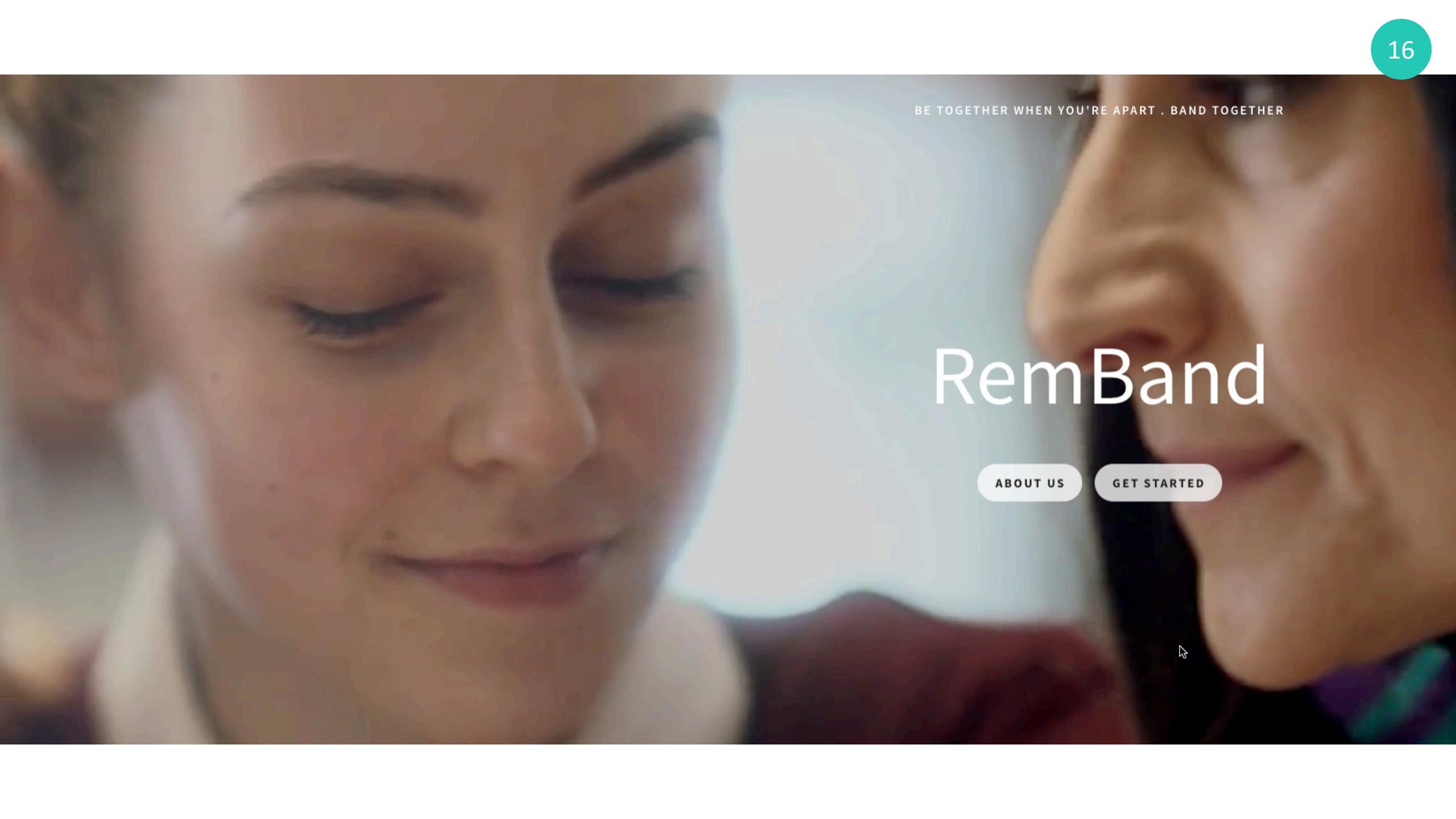
Track User



Set Up Reminders



Learn More

A woman with short brown hair is smiling and looking down at her smartphone. The phone screen displays a colorful interface with a map and various icons. The background is slightly blurred.

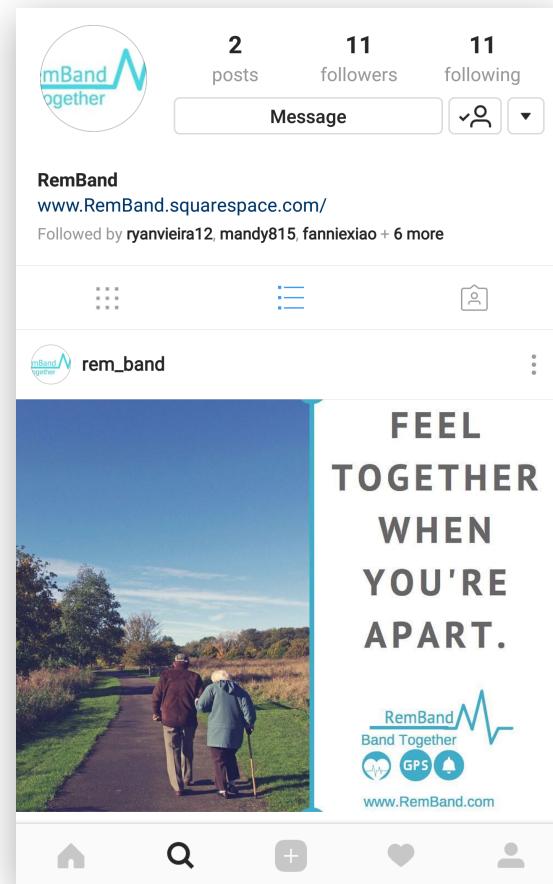
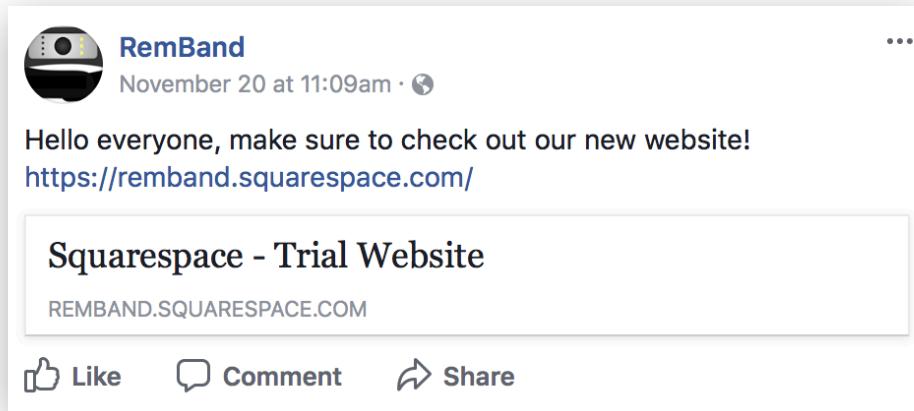
BE TOGETHER WHEN YOU'RE APART . BAND TOGETHER

RemBand

[ABOUT US](#)[GET STARTED](#)

How to Connect with Us

• • •

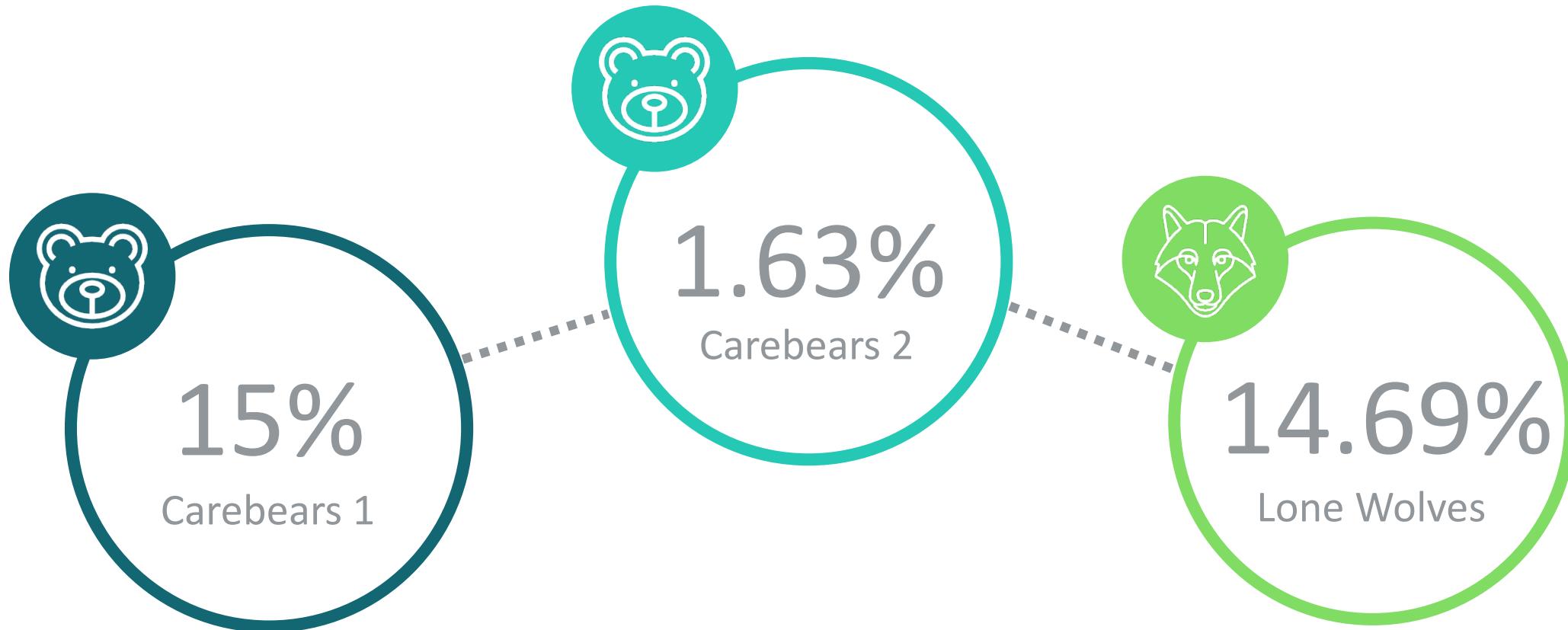


@Rem_Band



10.00% of Target Market That Would Definitely Buy

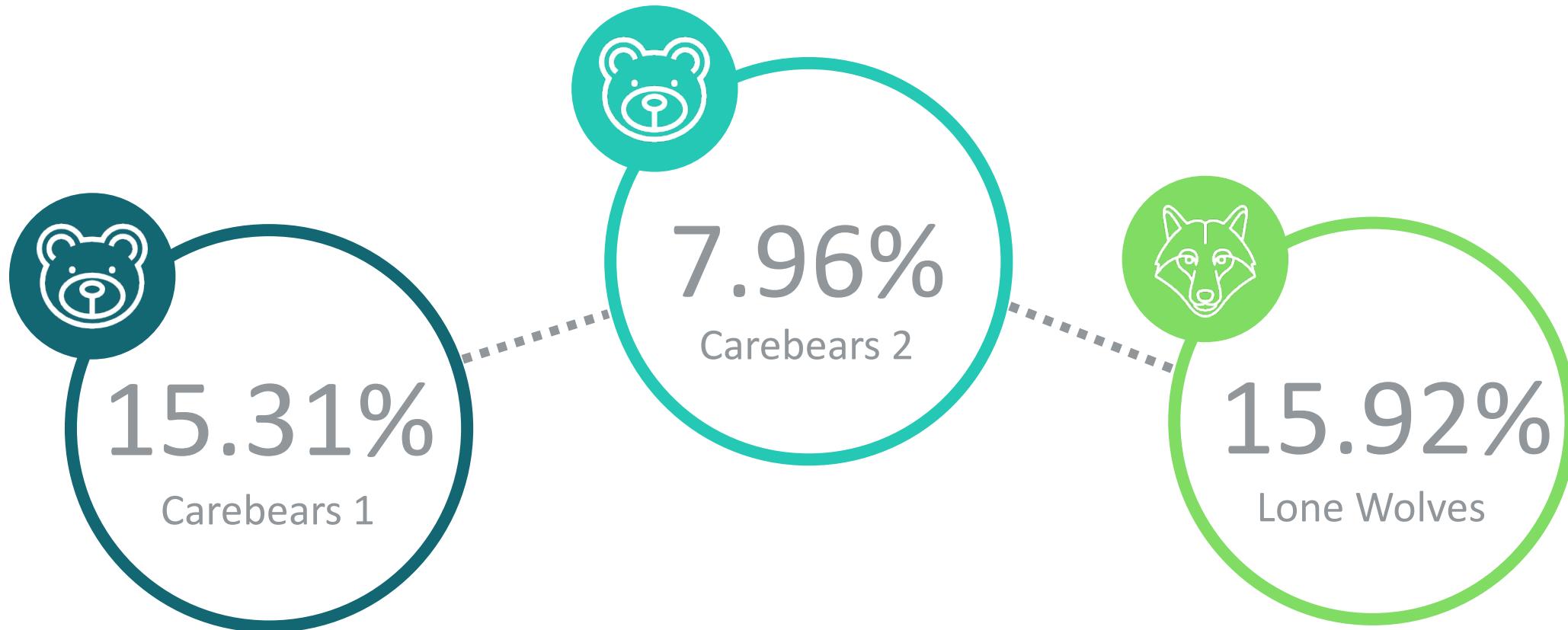
...



At \$95 or More

12.63% of Target Market That Would Probably Buy

...



At \$95 or More

We plan to sell our product in four main retail channels

•••

Year 1

Online: 12%

Independent: 1.21%

→ ACV = 13.21%

Amazon

Year 2

Online: 12%

Independent: 2.14%

→ ACV = 14.14%

Amazon

Year 3

Online: 12%

Independent: 2.84%

Chains: 1.52%

→ ACV = 16.35%

Radioshack

Year 4

Online: 12%

Independent: 2.84%

Chains: 1.52%

Chains: 7.96%

→ ACV = 24.36%

Radioshack

Walmart

Year 5

Online: 12%

Independent: 2.84%

Chains: 1.52%

Chains: 10.61%

→ ACV = 27.09%

Radioshack

Walmart & Target

Projected Sales for Years 1 - 5

• • •

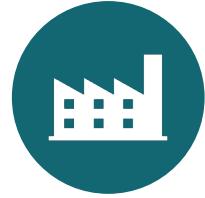


Spacious Facility with Room to Grow

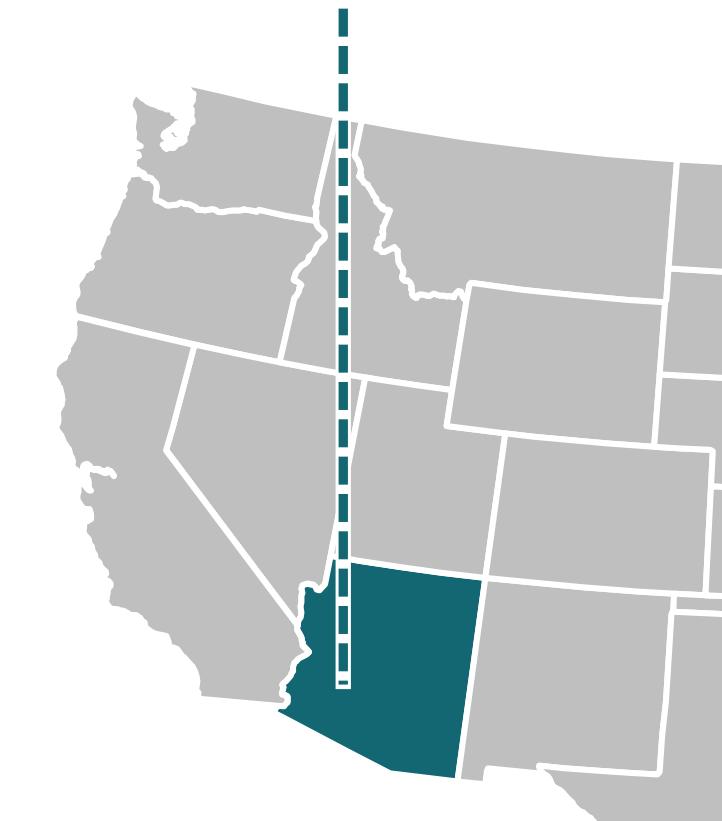
...



- Spacious
13,000 – 52,000 ft² available
- Convenient
5 Miles to the airport
6 hour drive from LA port

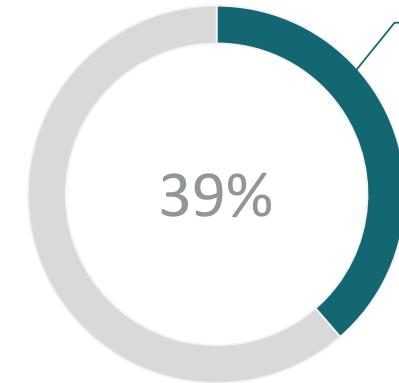


2050 S 16th St
Phoenix, AZ

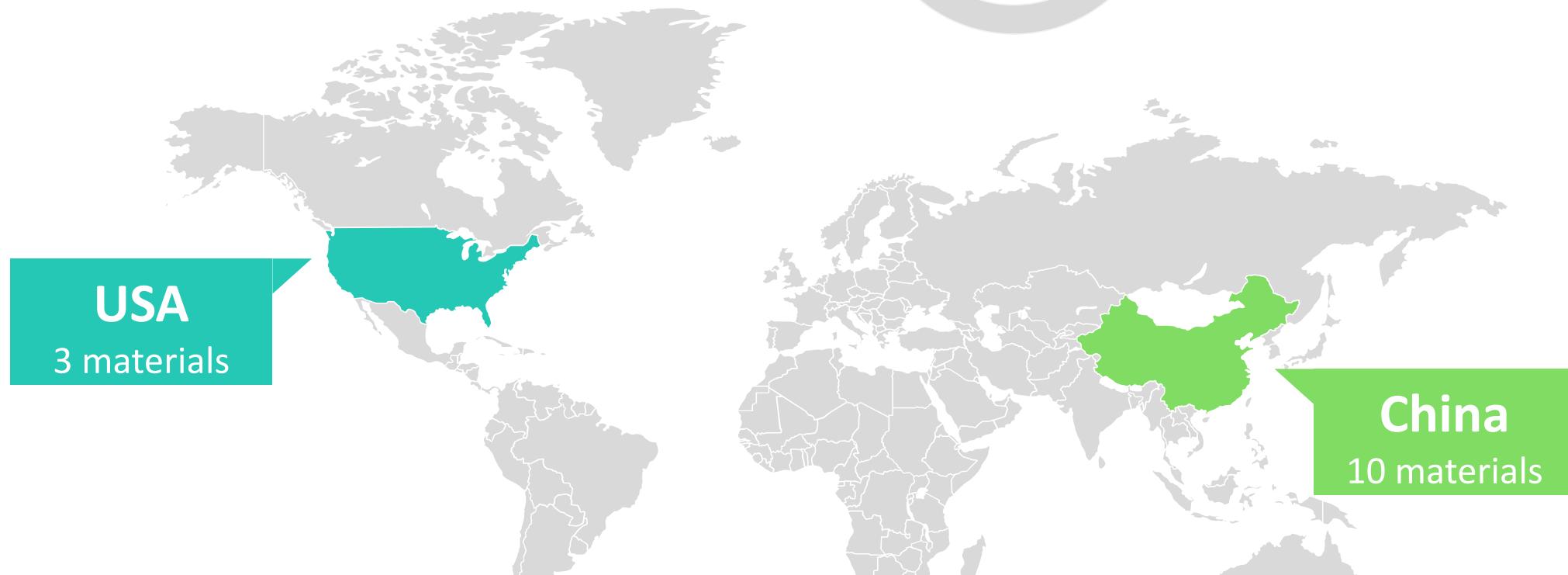


Around the World in 30 Days

...



Transportation cost is
a major part of MOH



Like Comfort and Low Costs?

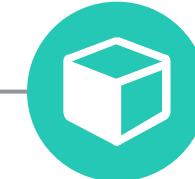
23%
Direct Labor



17%
Manufacturing
Overhead



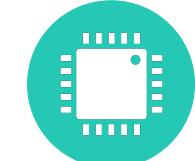
60%
Direct MATERIAL



Comfortable and Fit
Silicon Rubber Band



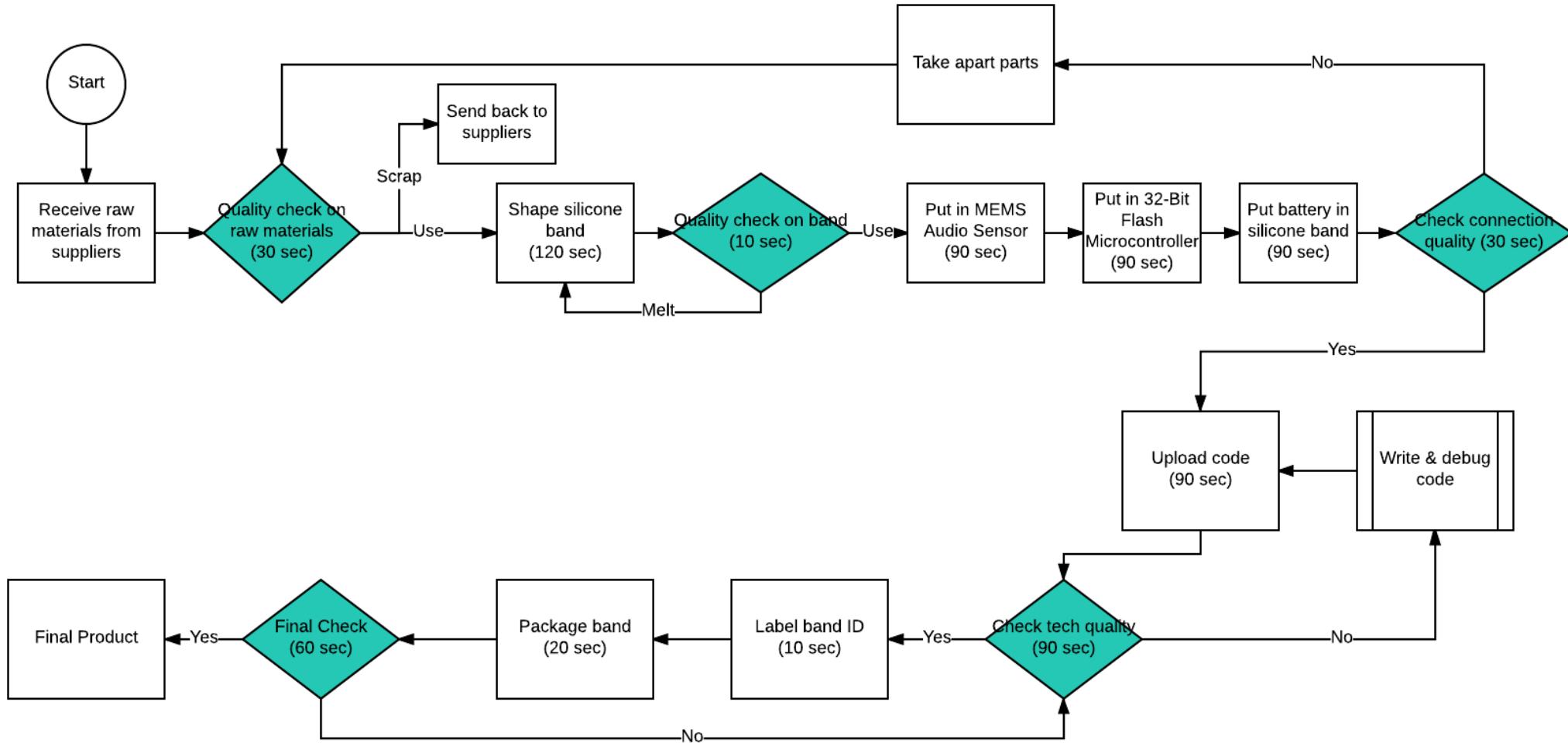
Light and Powerful
ARM 32-bit Microcontroller



Ensuring Quality Every Step of the Way

•••

No more than 3 tasks between quality assurance stations



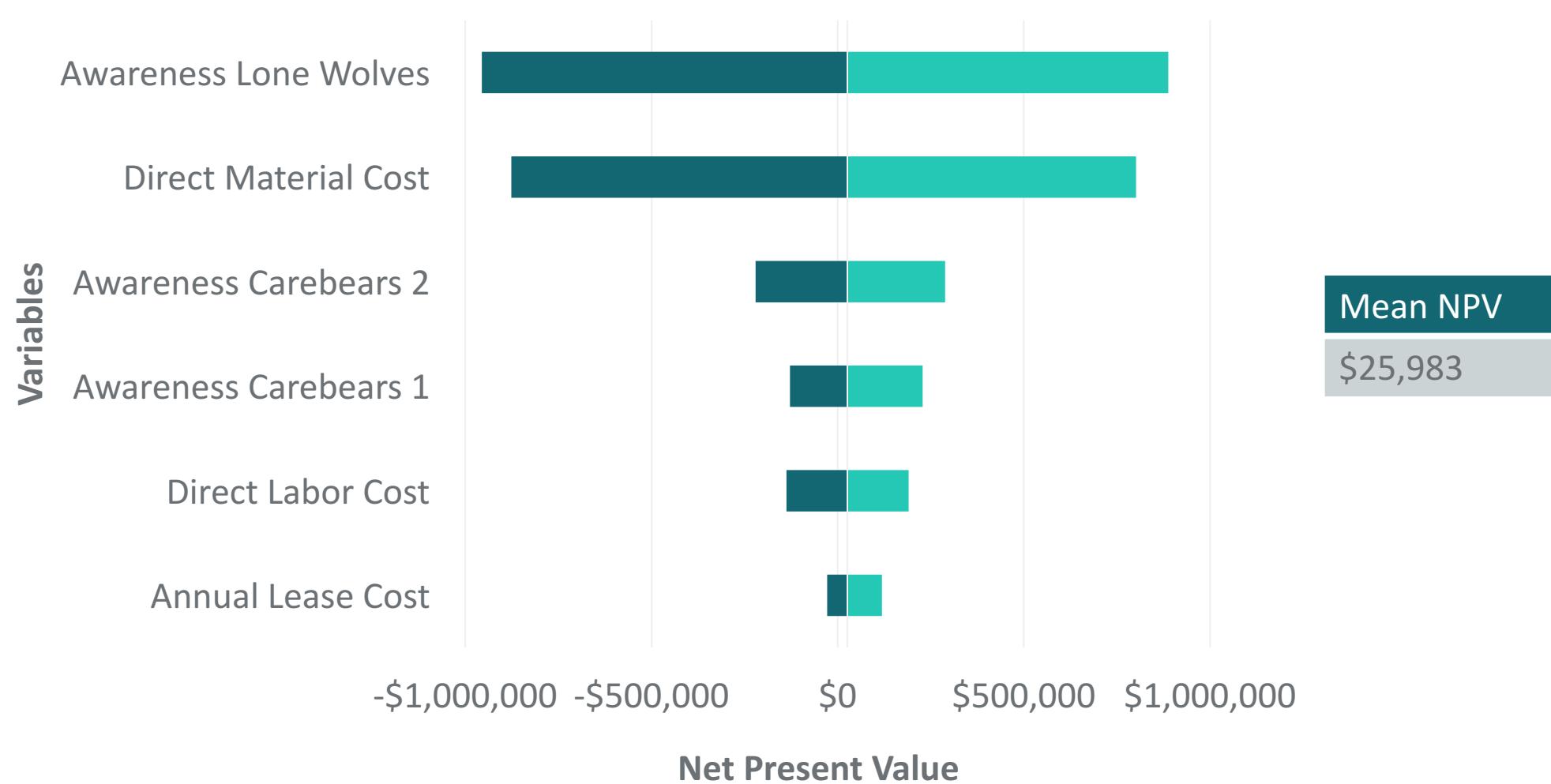
Our Greatest Potential Risks & Mitigation Strategies

• • •

Scenario	Impact	Mitigation	NPV Sensitivity
Poorly Positioned Ads	Awareness	Add Additional Magazine	7.32%
IT Breach	Purchase Intent	Code Reviews Stronger Programmers	7.32%
Faulty Supply Shipments	Direct Material Cost	Quality Checks Back Up Suppliers	-5.17%
Increase in Minimum Wage in Arizona	Direct Labor Cost	Outsource Assembly Line Workers	-1.10%
Increase in Annual Lease Cost	Annual Lease Cost	Sign Longer Lease (5-10 Years)	-0.35%

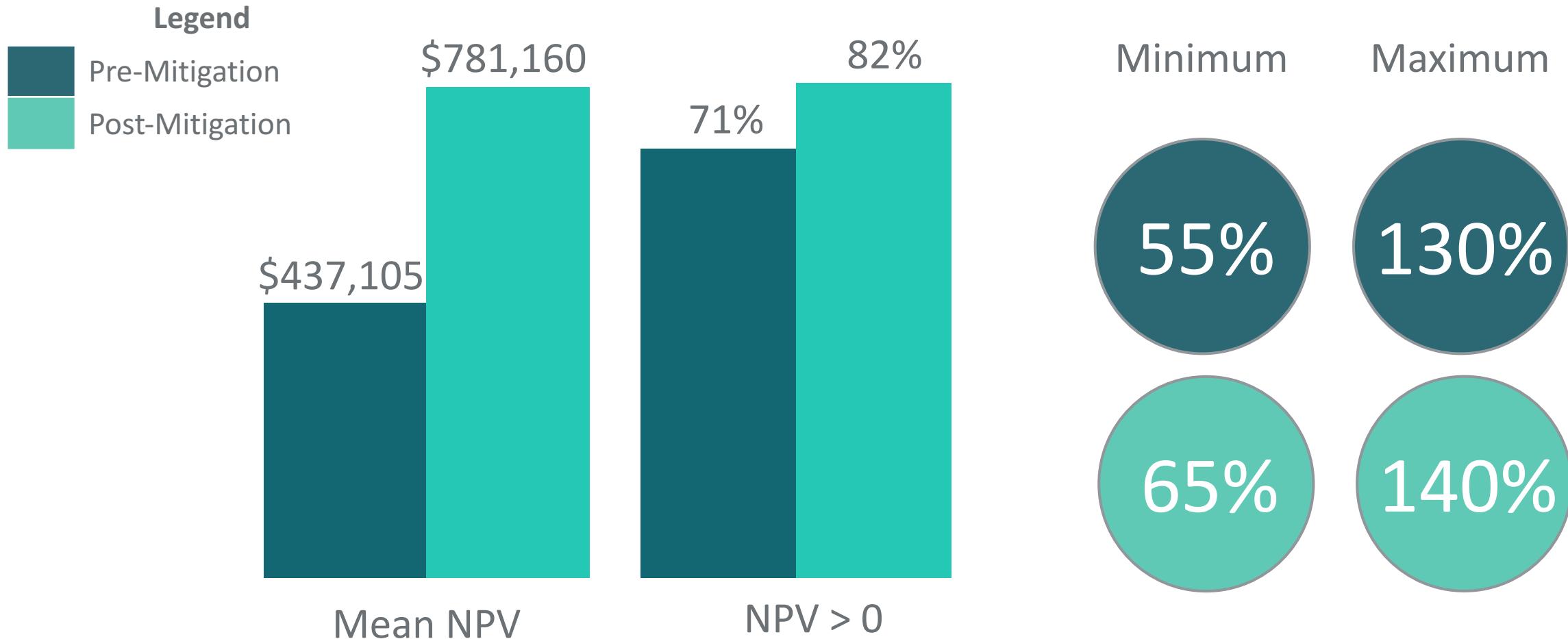
How Much Can NPV Change?

...



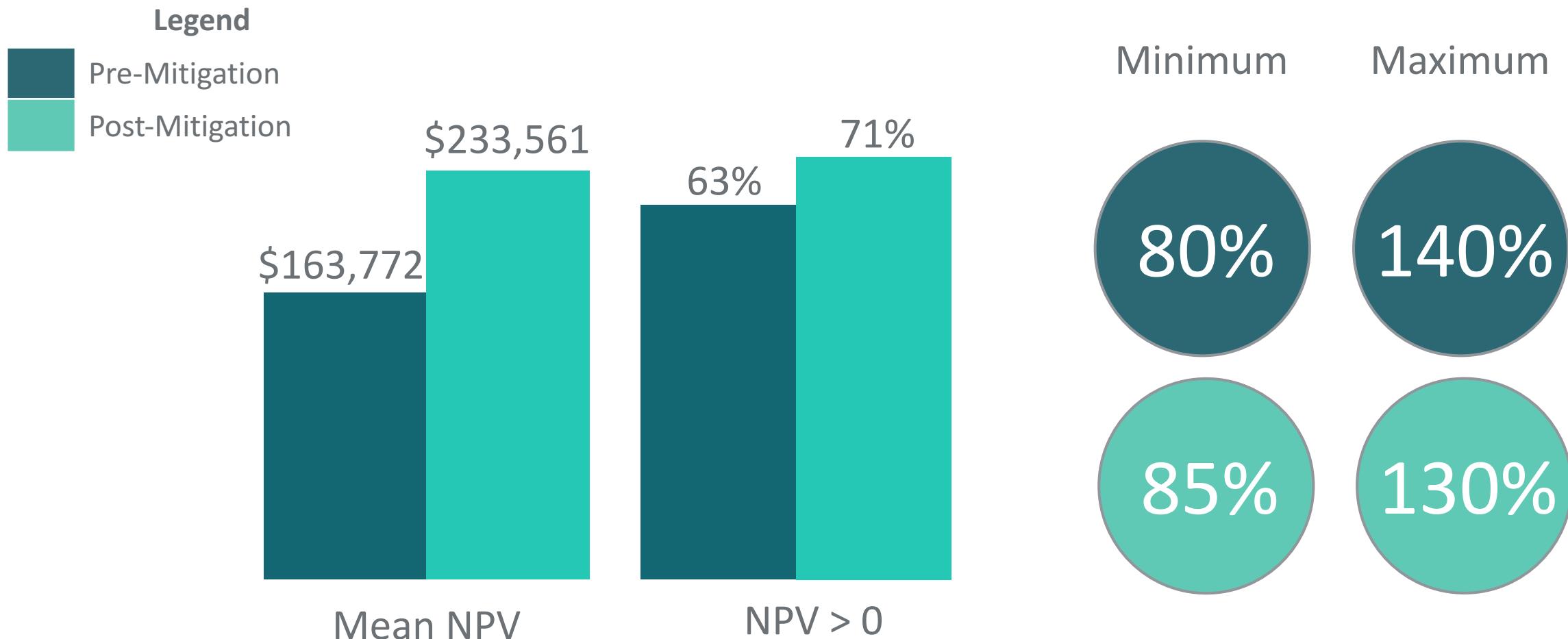
Awareness Pre & Post Mitigation Impact on NPV

...



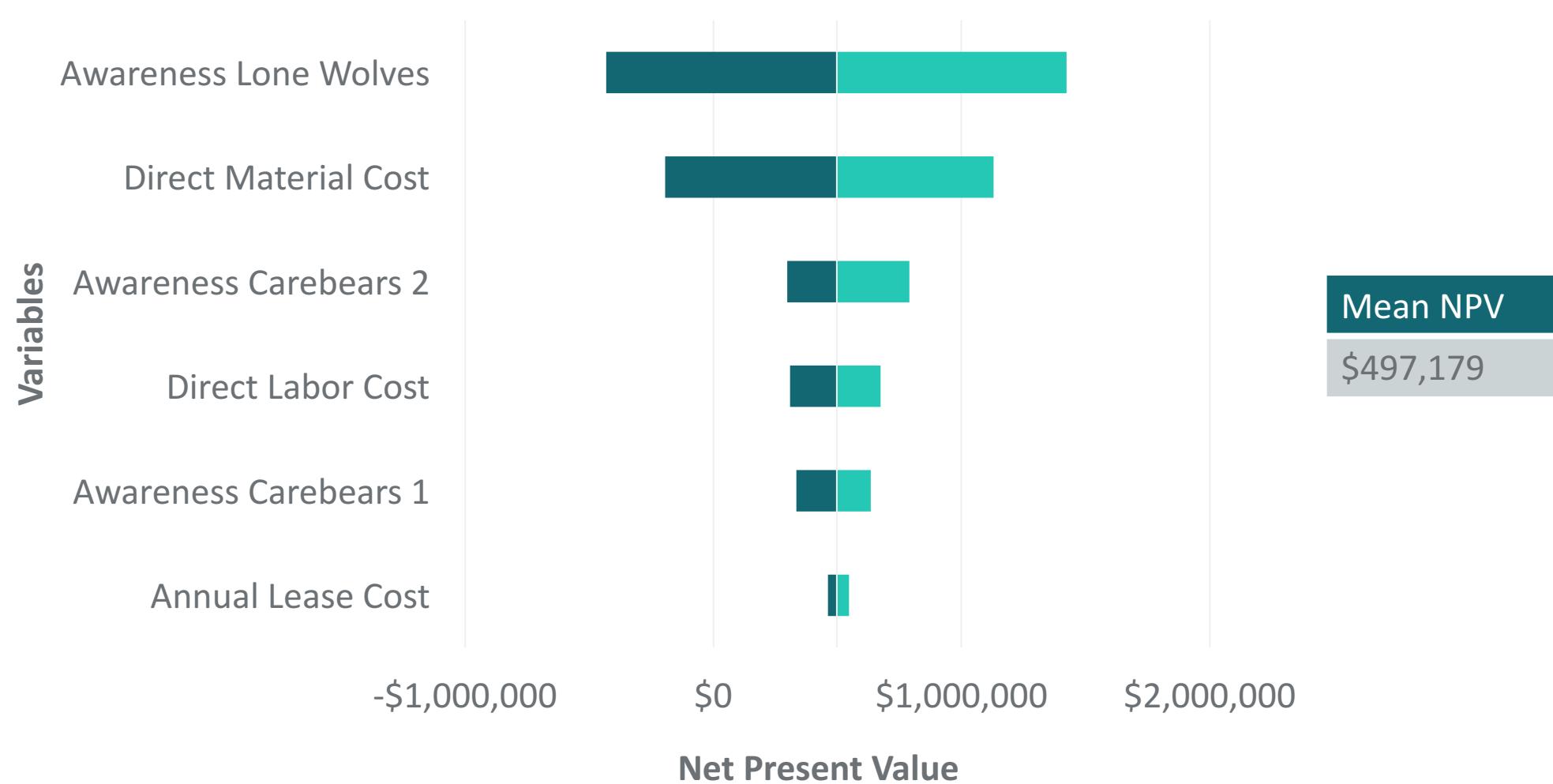
Direct Material Pre & Post Mitigation Impact on NPV

...



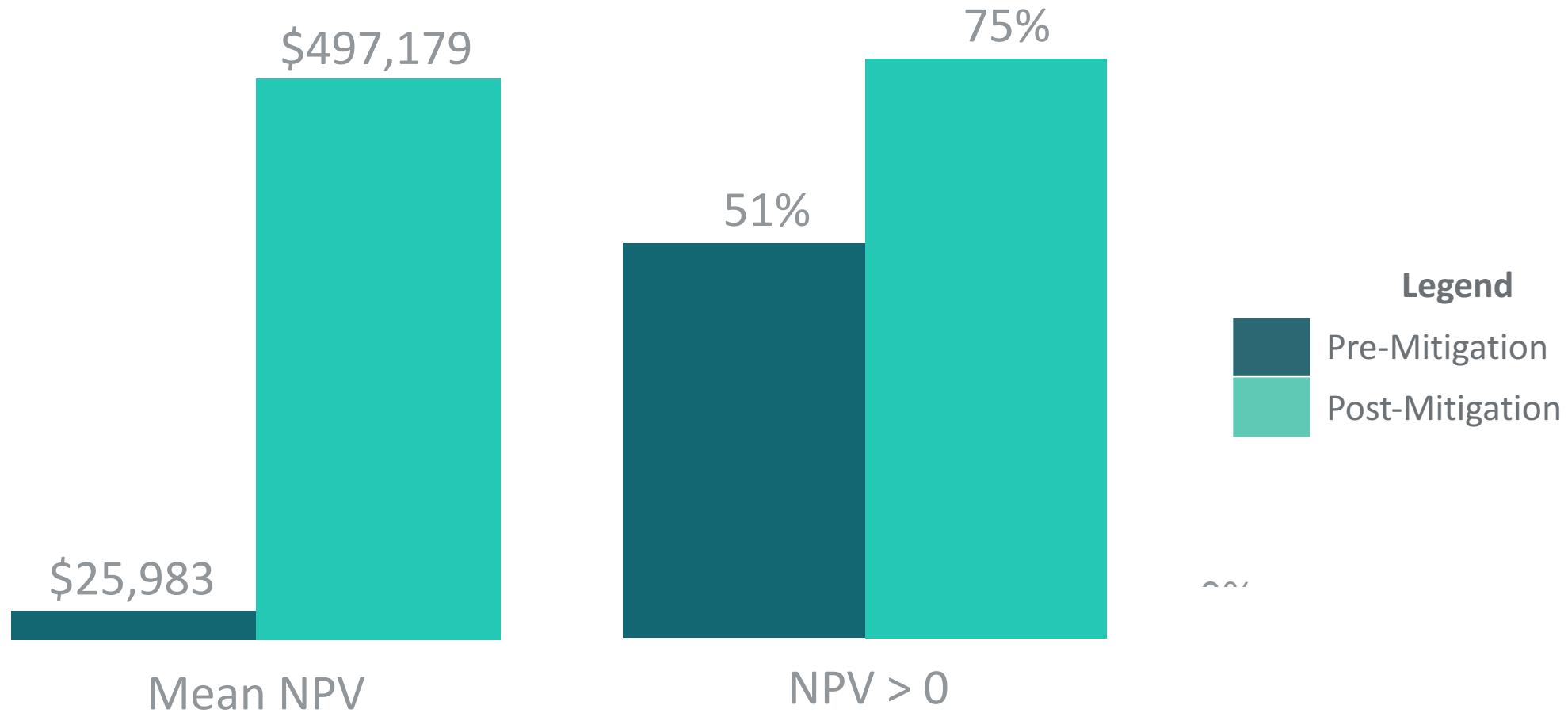
How Much Can NPV Change After Mitigation?

...



All Variables Pre & Post Mitigation Impact on NPV

...



Financial Profile Overview

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Terminal Value

Weighted Average Valuation of
Flat Perpetuity and Liquidation

\$3,714,299

Internal Rate of Return

43.7%

Net Present Value

Year 0-5, Discounted
at 26.82%

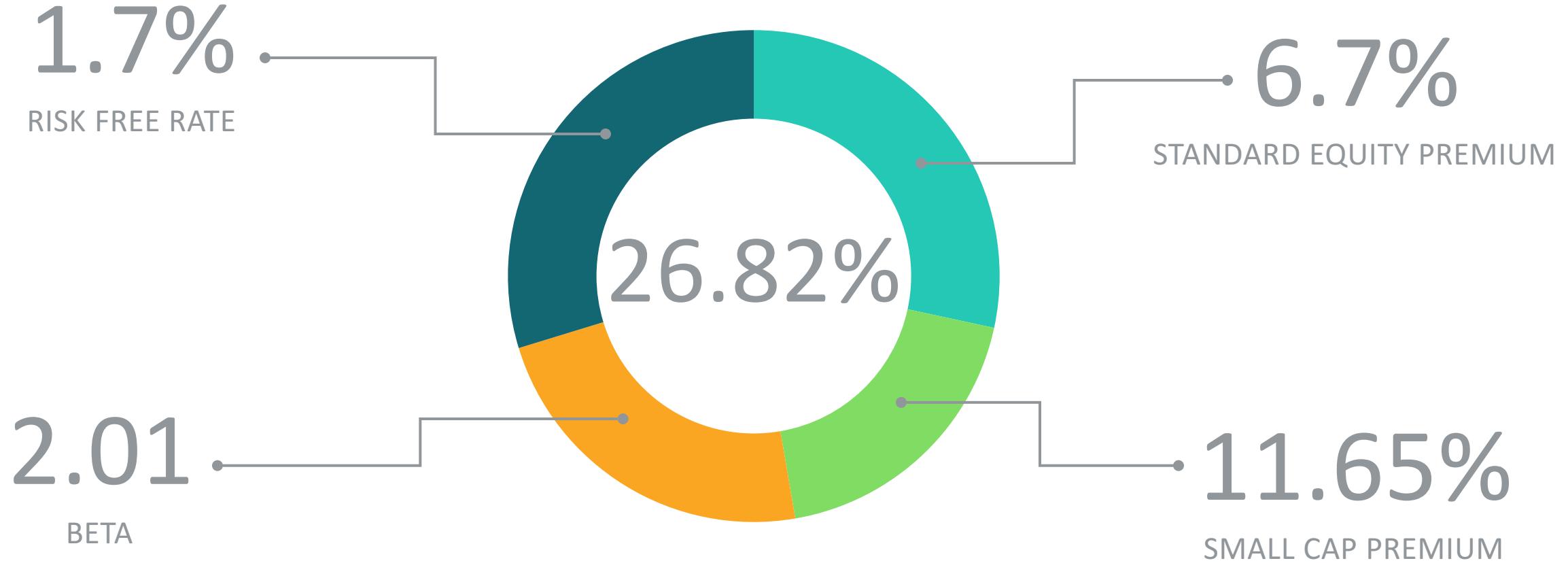
\$811,133

Investor Payback Period

3.3 Years

What Contributes to Our Discount Rate

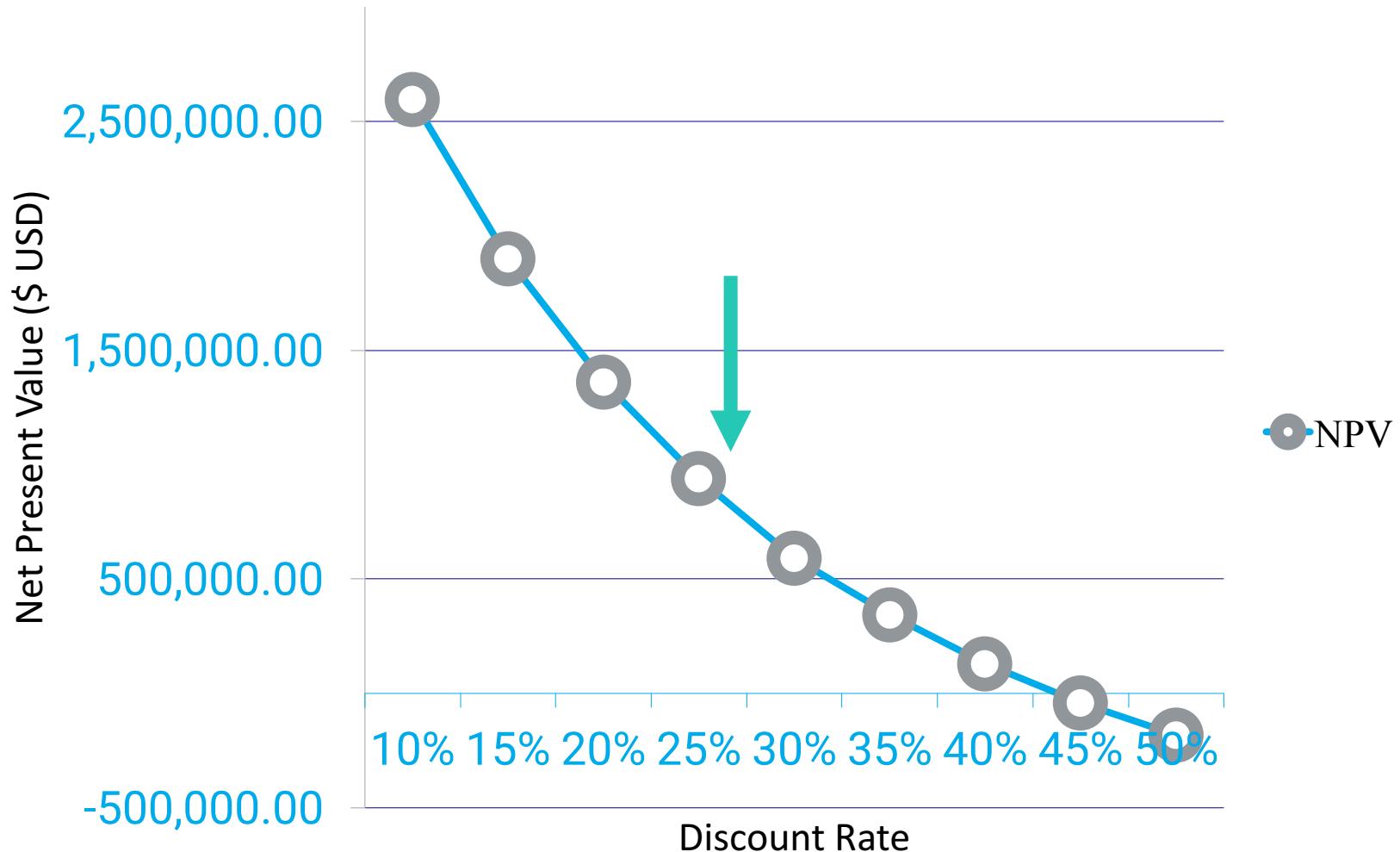
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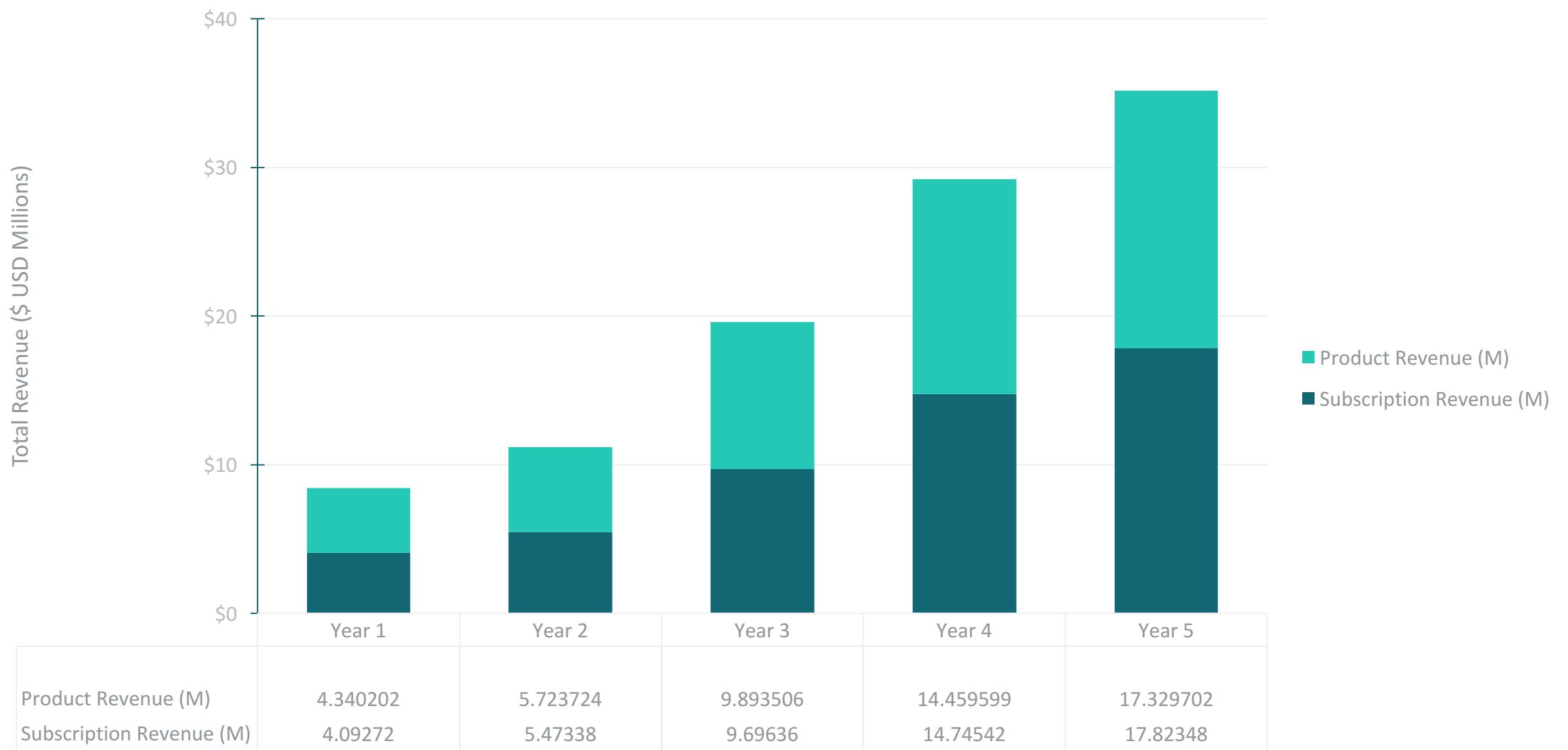
\$811,133
At 26.82%

Net Present Value Profile

...



Revenue Streams



Subscription Service

...



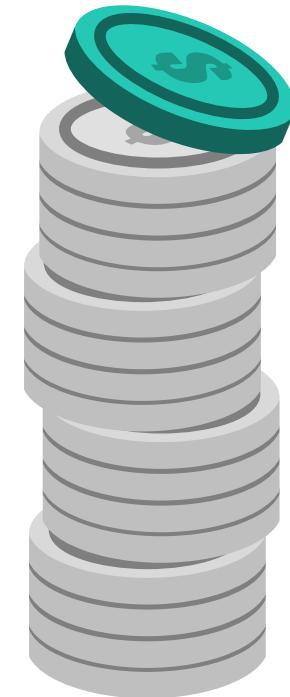
Against the Competition

...

KEY RATIOS	FITBIT	GARMIN	REMBAND
Gross Margin	38.42%	54.98%	71.05%
ROE	35.18%	15.28%	38.68%
Current Ratio	1.8	2.7	1.5
EV/EBITDA Multiple	-38.6	13.7	2.1

What We Need from You

...



\$608,030

Initial Paid in Capital



\$301,560

Additional Paid in Capital
In Year 1



ANY QUESTIONS?

“ Ghina Nassar, Ryan Vieira, Sho Nihei, Flavio Carratu, Fan Huang, Amanda Shadlock, Grant Gregory, Christina Gleason, Brianna Conroy, Ivorine Do ”

Q&A Index

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Marketing

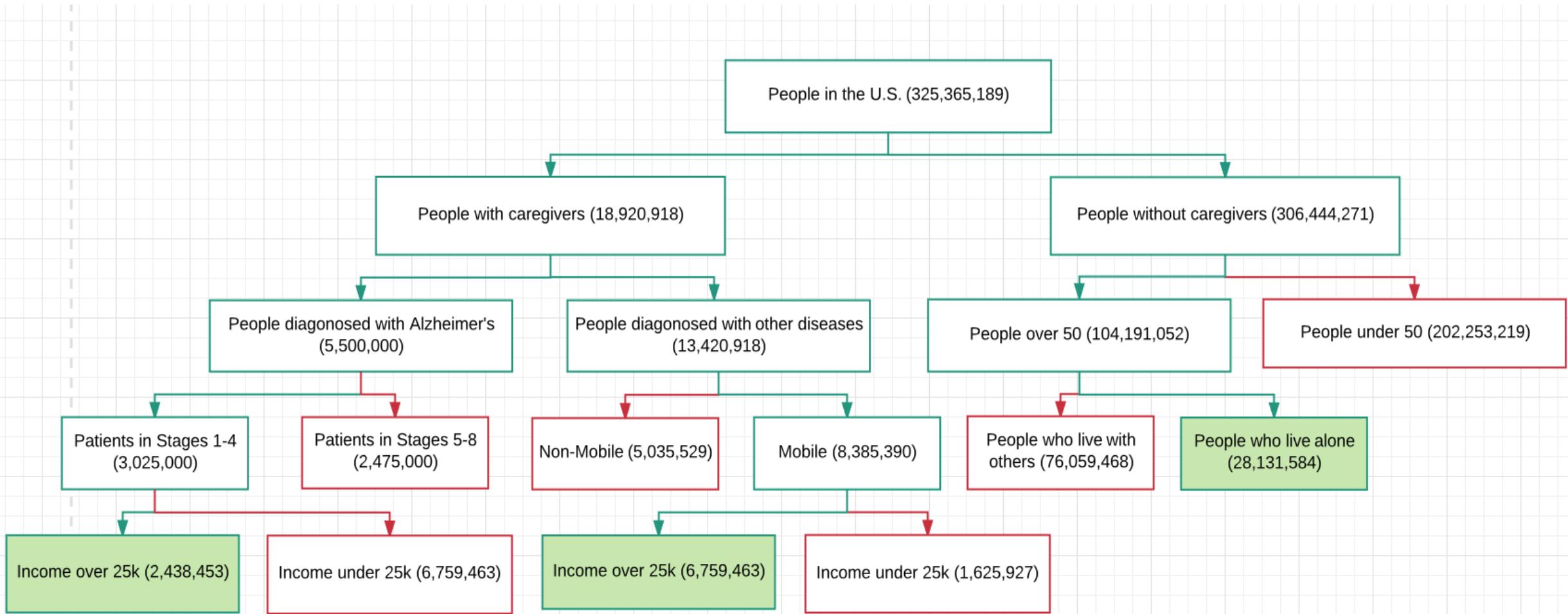
[Segmentation Tree](#)

[Staffing Plan Part 1](#)

[Staffing Plan Part 2](#)

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Segmentation Tree



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Staffing Plan

Part 1

# People	Year 1	
1	CEO	\$ 115,000.00
1	CFO	\$ 110,000.00
1	MK Manager	\$ 85,000.00
1	COO	\$ 97,500.00
1	Accountant	\$ 56,000.00
2	Customer Service	\$ 69,560.00
1	Independent Retailers Reps Commission	\$ 31,195.00
8	Total Salaries	\$ 564,255.00
# People	Year 2	
1	CEO	\$ 118,450.00
1	CFO	\$ 113,300.00
1	MK Manager	\$ 87,550.00
1	COO	\$ 100,425.00
1	Accountant	\$ 57,680.00
2	Customer Service	\$ 71,646.80
1	Independent Retailers Reps Commission	\$ 68,590.00
8	Total Salaries	\$ 617,641.80
# People	Year 3	
1	CEO	\$ 122,003.50
1	CFO	\$ 116,699.00
1	Head of MK	\$ 90,176.50
1	MK Research Department	\$ 144,100.00
1	MK Strategy	\$ 138,500.00
2	COO	\$ 103,437.75
1	Accountant	\$ 118,820.80
2	Customer Service	\$ 73,796.20
1	Own Salesperson	\$ 100,000.00
11	Total Salaries	\$1,007,533.75

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Staffing Plan

Part 2

# People	Year 4	
1	CEO	\$ 125,663.61
1	CFO	\$ 120,199.97
1	Head of MK	\$ 92,881.80
3	MK Research Department	\$ 222,634.50
3	MK Strategy	\$ 213,982.50
1	COO	\$ 106,540.88
2	Accountant	\$ 122,385.42
2	Customer Service	\$ 76,010.09
1	Own Salesperson	\$ 103,000.00
15	Total Salaries	\$1,183,298.77

# People	Year 5	
1	CEO	\$ 129,433.51
1	Head of MK	\$ 95,668.25
3	MK Research Department	\$ 229,313.54
3	MK Strategy	\$ 220,401.98
1	COO	\$ 109,737.11
2	Customer Service	\$ 78,290.39
1	CFO	\$ 123,805.97
1	Finance & Tax	\$ 72,000.00
2	Accountant	\$ 126,056.99
1	Own Salesperson	\$ 106,090.00
16	Total Salaries	\$1,290,797.73

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Switching Point from Manufacturing Rep to Salesman

Switch Point					
Sales Salaries Budget:	% of Sales to Salesman	% of Sales to Manufactor Rep	% Difference btw Salesman & Rep	Sales Switch Point	
\$ 300,000.00	5%	10%	5%	\$ 6,000,000.00	