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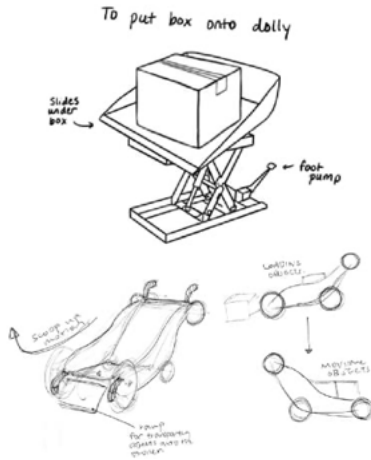
The image features the 'Grabbi' brand logo prominently in the center. The logo consists of the word 'Grabbi' in a white, rounded, sans-serif font, enclosed within a white rounded rectangular border. The background is a soft-focus photograph of several small, colorful candy packages in shades of green, red, and orange, each with the 'Grabbi' logo printed on them. The overall aesthetic is clean and modern.

Grabbi

# Evolution of



## Box Lifting Mechanisms



## Early Handle Concepts



## Prototypes and Iteration



## Birth of Grabbi



# User Testing

## Form

What offers the best grip?

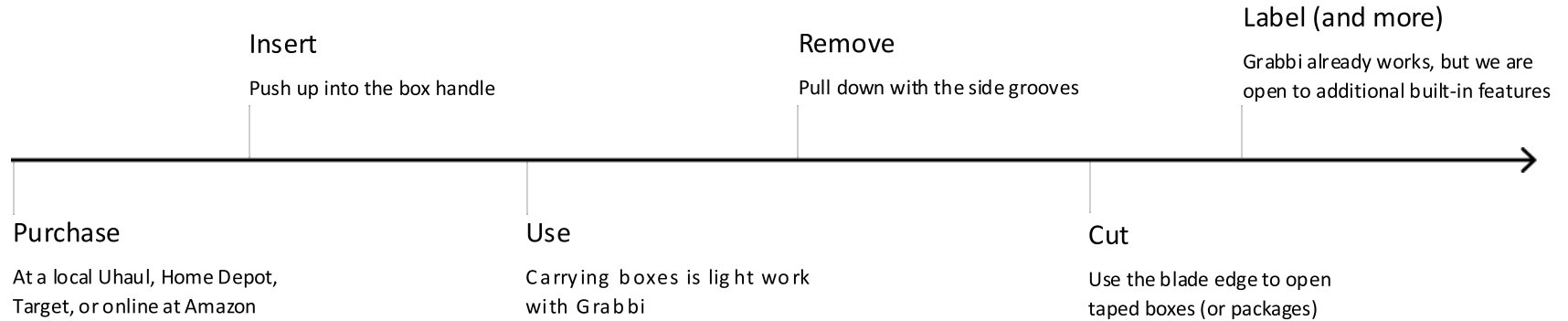
## Scale

How big can it get? How small can it get?

## How can we make it intuitive?

Finger notches, indicators, color

# How it works



# User Testimonials



"I don't know how this  
hasn't been invented yet!"

Ezekiel · U-Haul Employee



"So much more comfortable!  
I would definitely buy them!"

Nina · Box Buyer



"This needs to be everywhere.  
Forreal."

Daniel · Self-Moving Student



Selling our product in real stores, for real customers

# \$117 Million

in potential revenue for Grabbi





**\$3 a pair or \$9 for 5 pairs**

Bang for your buck

Comfortable  
Lifting

Handle  
Protection





Intuitive Box  
Labeling

Box  
Opening



Appendix

# Competitive Matrix

		 U-Haul Work Gloves	 Click & Carry	 AllenField Protector
Added Comfort	✓	✓	✓	✗
For Boxes	✓	✗	✗	✓
Prevents Tearing	✓	✗	✗	✓
Use as Label	✓	✗	✗	✗
Use as Cutter	✓	✗	✗	✗
Easy Installation	✓	✗	✓	✗

# Bill of Materials

## All Plastic

Material Name	Min Cost/kg	Max Cost/kg	Min Pair Cost	Max Pair Cost
ABS	\$1.20	\$3.00	\$0.06	\$0.15
Polypropylene (PP)	\$0.70	\$1.00	\$0.04	\$0.05
TPU	\$2.40	\$3.40	\$0.12	\$0.17

## Molding

Units	
Cavities	24
Costs	
Mold (No side action)	\$50,000.00
Injection Mold (Running Cost Per Hour)	\$70.00
Time	
Cycle Time (seconds)	30
Parts Per Hour	2880
Parts Per Day (8 Hours)	23040
Parts Per Week (5 Days)	115200

## Unit Costs

# Units	ABS Total Cost Per Unit	Overhead Cost Per Unit	PPTotal Cost Per Unit
100	\$500.10	\$500.00	\$500.05
1,000	\$50.10	\$50.00	\$50.05
10,000	\$5.10	\$5.00	\$5.05
100,000	\$0.60	\$0.50	\$0.55
1,000,000	\$0.15	\$0.05	\$0.10

# Financial Model

Discounting Period	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Values in \$M (except where noted)	Year 1				Year 2				Year 3				Year 4			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Sales, Pack of 5 Pairs	-	-	-	-	0.95	0.63	0.79	0.79	1.04	0.69	0.87	0.87	1.14	0.76	0.95	0.95
Sales Volume (units/qtr)	-	-	-	-	150,000	100,000	125,000	125,000	165,000	110,000	137,500	137,500	181,500	121,000	151,250	151,250
Unit Revenue (\$/unit)	-	-	-	-	6.30	6.30	6.30	6.30	6.30	6.30	6.30	6.30	6.30	6.30	6.30	6.30
<b>Total Revenue</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.95</b>	<b>0.63</b>	<b>0.79</b>	<b>0.79</b>	<b>1.04</b>	<b>0.69</b>	<b>0.87</b>	<b>0.87</b>	<b>1.14</b>	<b>0.76</b>	<b>0.95</b>	<b>0.95</b>
Product Development	0.20	0.20	0.20	0.20	-	-	-	-	-	-	-	-	-	-	-	-
Equipment and Tooling	-	-	0.25	0.25	-	-	-	-	-	-	-	-	-	-	-	-
Production Ramp Up	-	-	-	0.50	0.50	-	-	-	-	-	-	-	-	-	-	-
Marketing and Support	-	-	-	0.10	0.05	0.025	0.025	0.025	0.025	0.025	0.025	0.025	0.025	0.025	0.025	0.025
Production, Packaging	-	-	-	-	0.006	0.004	0.005	0.005	0.007	0.004	0.006	0.006	0.007	0.005	0.006	0.006
Production, Handles	-	-	-	-	0.300	0.200	0.250	0.250	0.330	0.220	0.275	0.275	0.363	0.242	0.303	0.303
<b>Total Costs</b>	<b>0.200</b>	<b>0.200</b>	<b>0.450</b>	<b>1.050</b>	<b>0.856</b>	<b>0.229</b>	<b>0.280</b>	<b>0.280</b>	<b>0.362</b>	<b>0.249</b>	<b>0.306</b>	<b>0.306</b>	<b>0.395</b>	<b>0.272</b>	<b>0.334</b>	<b>0.334</b>
<b>Period Cash Flow</b>	<b>-0.200</b>	<b>-0.200</b>	<b>-0.450</b>	<b>-1.050</b>	<b>0.089</b>	<b>0.401</b>	<b>0.508</b>	<b>0.508</b>	<b>0.678</b>	<b>0.444</b>	<b>0.561</b>	<b>0.561</b>	<b>0.748</b>	<b>0.490</b>	<b>0.619</b>	<b>0.619</b>
Annualized Cash Flow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.477
Terminal Value (2% growth)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50.537
<b>Total Value</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51.156
<b>Period Present Value</b>	<b>-0.197</b>	<b>-0.193</b>	<b>-0.427</b>	<b>-0.980</b>	<b>0.082</b>	<b>0.361</b>	<b>0.450</b>	<b>0.442</b>	<b>0.580</b>	<b>0.373</b>	<b>0.464</b>	<b>0.456</b>	<b>0.597</b>	<b>0.384</b>	<b>0.477</b>	<b>0.469</b>
<b>Net Present Value (\$M)</b>		<b>41.90</b>														
<b>Net Present Value, 4 years only (\$M)</b>		<b>3.34</b>														

# Financial Model Assumptions

<b>Market Size (Conservative Estimates)</b>	
US Movers Per Year (M)	28
US Movers Per Year, Conservative Estimate (M)	25
US Movers Who Need Boxes, Estimate (%)	50% (=12.5M movers)
Initial Share of Market, Hypothetical (%)	4.0%
Boxes Per Person (require 2 handles each)	5
<b>Sales Assumptions, Pack of 5 Pairs (10 Handles)</b>	
Quarterly Sales Profile	30%, 20%, 25%, 25%
Sales Volume Growth	10% per year
Initial Sales Volume, Pack of 5 Pairs (10 Handles)	500,000 per year
Equivalent Total Handles Sold	2,500,000 per year
Initial Retail Price, pack of 5 Pairs (10 Handles)	9.00 \$ per package
Distributor + Retail Margin	30%
Retail Price Growth	0% per year
<b>Costs</b>	
Product Development (\$M)	0.80 over 1 year
Equipment and Tooling (\$M)	0.50 over 1/2 year
Production Ramp-up (\$M)	1.00 over 1/2 year
Market Launch (\$M)	0.20 over 1/4 year
Marketing and Support (\$M)	0.10 over 1 year
<b>Production</b>	
Packaging (Each Holds 10 Handles)	
Molding Machine	10,000 per 1 million units
Overhead Cost Per Packaging Unit	0.02 \$ per unit, amortized over 1M units
Mold (cost per mold)	0.02 \$ per mold
Total Cost Per Packaging Unit	0.04 \$ per packaging unit
Handles	
Molding Machine	50,000 \$ per machine, produces up to 1M units
Overhead Cost Per Handle Unit	0.10 \$ per unit, amortized over 1M units
Mold (cost per mold)	0.10 \$ per mold
Total Cost Per Handle Unit	0.20 \$ per handle unit
Total Cost Per Pack of 5 Pairs (10 Handles)	2.00 \$ per pack of 5 pairs (10 handles)
<b>Risk and Growth</b>	
7% Discount Rate, 2% Growth Rate	

