Project X

Company Name- Under Development

Logo/Brand- UnderDevelopment

**Contact Information- This we will pick one, I am leaving this up here because I need Nicholas’s contact information. James your contact info will be on front.**

James Stevens- Email- [Jamesssf@gmail.com](mailto:Jamesssf@gmail.com) - Phone Number- 1-253-312-6568

Avery Neims- Email- NeimsAvery@gmail,com - Phone Number 360-731-8205

Nicholas Purcell -Email-Unkown -Phone Number- Unkown

**Table of contents**

**Background & Opportunity**

**Market Opportunity including Market research and evaluation**

**Customers**

**Sales and Marketing Strategy**

**Product and Services**

**Our Team**

**Financials**

**Source of Funding and Use of said funding**

**Milestones and Laid out Plan**

**Further & Extra Information**

**3. Company background and opportunity summary:** Provide a quick history of the company and describe the basic market need and your company’s solution. Answer the question,“What is your company’s value proposition?”

Project X started in Mid December of 2018. When James Stevens was frustrated with the fact that he had to hold his e reader in bed. This is when he decided to create Project X or PX for short. His creation of E reader glasses became a hit for people of all ages and soon they were asking for him to build them a pair. Hence PX was born, since then we have been creating a prototype that entails eye tracking software and easy comfortable eyewear. This could become a great solution to those with difficulties with back/neck problems, disabilities, car sickness, bad eyesight, wounded veterans and much more. Our product offers users the ability to read books without the use of their hands. Our software tracks eye movement and will flip the page automatically for you. This also provides a great experience for traveling whether it be in the sky or on the ground.

**4. The market opportunity:** Address the following areas and answer the questions,“Who are your customers? How are you going to make money?”

We see this in a few different ways. One of our main goals is to provide veterans who are injured with the ability to read easier. This could be via contract with the government to supply these or sell them individually.

Another large avenue is the older generation. The reason why Ebooks are so popular in the older crowd is because the Ebook only does one thing. It provides books. We believe that by having this same niche with a twist that we will be able to provide those who are unable to read in bed or have issues with back or neck pain in bed because of reading a solution.

**Market and industry:** Include relevant [**research on your market**](https://www.marsdd.com/mars-library/market-research-for-startups-find-your-target-market-customers-and-competition/) and industry, such as market size, market segments, your product’s niche, the market’s growth prospects, new trends and technologies, and any barriers to entry.

[**Competition**](https://www.marsdd.com/mars-library/does-competition-exist-for-startups-introducing-tech-products-into-the-market/)**:** Demonstrate that you fully understand the challenges from outside competitors, both large and small. Include a description of competitors’ products, distribution channels, pricing and partnership. Consider developing a competitive matrix that lists the key attributes of your product and your competitive advantage and [**positioning**](https://www.marsdd.com/mars-library/positioning-creating-an-image-of-your-product-in-your-target-customers-mind/).

**Customers and end users:** Provide an outline for the [**target customers**](https://www.marsdd.com/mars-library/marketing-strategy-for-startup-success-identifying-and-understanding-your-target-customer-and-market-segments/) for your product or service. Refer to any customer testimonials in this section and include the document in the appendix or the [**due diligence**](https://www.marsdd.com/mars-library/the-due-diligence-process-in-venture-capital/) package.

**Sales and marketing strategy:** Explain how you will get the product into the customers’ hands. Provide a revenue model and describe the sales cycle and process. Include a description of the channels to market and your marketing communications strategy. I am working on this.

**5. Products and services:**

Describe your product or service; include photos or screen shots if it is a software product. Detail how your product is scalable and when you plan to launch if you have not already done so. Outline the next R&D steps to further build on or improve your offering.

Include a discussion of [**intellectual property**](https://www.marsdd.com/mars-library/intellectual-property-chain-of-title/) (for example, patents, copyrights, trademarks) and any technology partnerships. You may also highlight your competitive advantages.

I am not sure about these I think that we will be looking at this more once we have an investment or if we are moving ahead in terms of code and machinery. (In other words I will be meeting with a lawyer some point this month and I will ask about said things but not sure what our course of action will be after that.

**6. People:** Investors are putting their money behind you, so be sure to highlight how you’ve recruited the best team available to build the company. Include the list of advisors or board members as well as service providers. Get the approval of any directors and advisors before including their information in the document. If you are planning any key hires in the near future, and you will be using the funding to build out the team, include the roles in this part of the discussion.

So far we have three people who are officially on the team not including advisors.

James Stevens- Email- BIO GOES HERE

Avery Neims- Owner and CEO of AllegeunMedia he is a social media marketer/manager as well as Web Dev/Designer. He focuses his skills on the branding and business development of PX. Eventually he will be involved in development of social medias etc. As of now he is communicating with James based on business development and best funding avenues.

Nicholas Purcell-BIO GOES HERE

**7. Financials:** Include your key assumptions and provide two scenarios.

This is something we are unsure of.   
Information that I need for me to price predict-

Raw Material

Price of construction and packaging. I.E landed price

Marketing cost and price.

**8.  Sources of funding and use of proceeds:**

Source of funding is through four scenarios.

1. Crowd Funding- as of now we are working on a strategy to go to crowdfunding and ask for $50,000. This will help us with marketing, patents, and material for products
2. Angel Investors
3. Business Plan Competitions
4. Self Funding Depending on the cost that we think we will need and that will be a price vs value proposition.

Sources of funding: Describe investment by principals, prior equity investments, debt (if any), cash from operations and total funds raised to date.

Currently there is no debt in the company.

There is no monetary investment at the juncture as well.

Currently there has been no official division of equity.

Use of proceeds: Describe how you will use the funding. Examples may include sales and marketing, research and development, recruiting costs and salaries of new hires, equipment, capital expenses, legal and accounting, which will total to the amount you are targeting to raise in outside financing.

Proceeds will be used for sourcing material, bettering code, paying potential employees or contractors, paying for marketing channels, media expenses, finding manufacturer and purchasing from said manufacturer.

**9. Milestones:** Based on the appropriate timelines for the individual milestones, detail the actions your team will focus on to further build the organization’s value. Actions include key hires, new financing, sales milestones, new product launches and strategic partnerships.

TO DO LIST-

Our next steps are to-

first get a name and a logo

Second create a prototype

Third create a fake prototype(what it will look like doesn’t have to work)

Fourth begin messaging VP’s of products for Microsoft or Amazon and approach them like college kids.

Build our advisory board

Example of conversation to execs

“Hey MR/MRS we are students at the UWT, and we have created a prototype of E READER glasses. We would love to meet with you and talk with you about what we are doing and hear your feedback. ETC” We will ask about getting quotes from them or something along that nature or if they would be interested in taking part of this project or mentoring us through the process. We can also approach someone like Andrew fry.

If we get crappy responses from all of those people, we will create a little website and start posting on social media. We will probably spend $100 bucks or so on ads and get a quick following. I will also hopefully have a nice following on my YouTube channel by then. Using the channel to talk about the product. We will then start working on a go fund me.