

## **2. Company Summary**

### **2.1 Company Description**

Owl is a Limited Liability Company founded by Garrett Bradshaw, Slade Hicks, Brandon Waldrup, and Kyler Smith. The company's product is the Train and Go. Owl is an equally split ownership between the four members, three of which are Electrical Engineers, and one is a Computer Engineer.

### **2.2 Company Location and Facilities**

Owl is headquartered in Starkville, Mississippi. Owl operates out of an office housed in a building leased by one of the founders. The 800 square foot office space is where all product development and business planning meetings are held, and where all company work is performed. The office is leased for one year, after which a new office will be leased to house company operations. The office provides reliable and adequate access to wireless internet services, air conditioning, electricity, and plumbing which allow company operations to run smoothly and efficiently. This office is in Starkville, Mississippi in a central location that is easy for partners to access, but far enough away from downtown Starkville to avoid frequent distraction or interruption. Owl will reevaluate our needs yearly to determine the working space best suited for the company.

### **2.3 Company Strategy**

Owl aims to offer accessible, convenient, and effective training services for assistive technology. Before these devices are presented to investors, Owl would ensure that the products work as intended. To help build the Owl brand, Owl products will be available on a rental basis for clinicians that see fit to recommend our products to users. For a rental fee, we will ship our product to the user with the requirement that they send it back when training is complete. Owl intends to utilize the experience gained during the development of Train and Go to develop more technologies that expound on our company values. The company plans to schedule meetings and attend trade shows to promote our products.

### **2.4 Startup Costs**

To launch Owl, several expenses must be paid to achieve initial goals. These expenses are detailed in Table 2.1.

Table 2.1. Startup Expenses

Category	Amount (USD)
Legal	\$125
Prototype Development	\$400
Initial Advertising	\$500
Research and Development	\$275
Monthly Recuring	\$1300
Other	\$400
<b>Total</b>	<b>\$3000</b>

The \$125 legal expenses listed in Table 2.1 cover the Mississippi LLC filing fees and the hiring of a registered agent for one calendar year. The \$400 prototype development expenses cover the cost of parts and labor for the initial prototyping of Train and Go. This prototype required 3D prints, electrical components, and an enclosure. The \$500 initial advertising budget covers the cost of gas, booking fees, and other costs associated with traveling. The \$275 research and development budget covers the cost of buying tools and materials for the research and development of new product lines. The monthly expenses budget is a single payment made out to the landlord of the office space Owl rents. The \$1200 covers the cost of rent and the power, water, sewer, and internet bills.

To satisfy these expenses, The founders of Owl each contributed a one-time payment of \$325 to make up \$1300 of the total \$3000 of the initial budget. The \$800 was put toward the cost of legal fees, research and development, initial advertising, and any other unforeseen expenses. Each founder of Owl also contributes \$325 a month for a total \$1300 to pay for rent and other utilities. The Electrical and Computer Engineering Department contributed the remaining \$400 towards the parts required for development of the original prototype Train and Go. This covers the expenses listed in Table 2.1 with a buffer for unforeseen expenses.

### 3. Product Summary

#### 3.1 Product Description

Train and Go is the Owl's main product and is designed to allow its users to safely learn how to operate a power wheelchair. Train and Go allows users to practice difficult or risky maneuvers in a high-fidelity VR (Virtual Reality) environment to increase their real-world wheelchair operating skills. Train and Go interfaces with VR to present different environments and situations to the user. Train and Go is an attachable module that can be used on most wheelchairs. It can be attached easily in minutes using only

a few common household tools. The main components of Train and Go are the main housing, external controller, and ultrasonic sensors. The main housing contains the circuitry, power supply, and microcontroller of Train and Go. The externally mounted controller tracks the wheelchair's position and transfers the information into the VR environment. The ultrasonic sensors and mounts allow Train and Go to notify its users of approaching obstacles to reduce the risk of injury during operation.

### **3.2 Customer Needs and Benefits**

Owl's target customers are individuals with disabilities that are beginning to use a new assistive technology. One example of a target customer is an individual that has recently experienced a traumatic event like a car crash. That individual may have lost mobility in their legs and require a powered wheelchair. Owl Products benefit such individuals by offering a portable training regimen that is simple, enjoyable, and safe. Owl products can be shipped straight to the front door of its customers' homes. Providing this purchase option eliminates the hassle experienced by people with disabilities when facilitating travel to and from their home and is also better than practicing at home without any assistance and potentially damaging their home.

### **3.3 Future Products**

Our future products include various other assistive technologies. Owl has designed a prototype of a white cane that can assist its user by detecting objects from waist to eye level. Owl is also developing our own VR environments to interface with Train and Go. This allows Owl to create customized environments to better help its customers and enables new products to use these environments without additional licensing cost. Ultimately, Owl plans to branch out into other areas of assistive technology and help as many people as possible.

### **3.4 Competitive Comparison**

A company called LUCI is the closest competitor of Owl. LUCI is also trying to help people with disabilities, but they are using a different approach than Owl. LUCI protects wheelchair users through a sensor array that can detect objects and prevent collisions by stopping the chair. With this method, the user is not fully in control of the wheelchair and is less capable of making mistakes. This can be a great feature under normal conditions, but there are some edge cases that the system does not account for. One of them being running over someone's toes or a small pet. This can also give wheelchair users a false sense of security in instances like these. Since Train and Go uses a VR environment, its users can make consequence-free mistakes to learn and improve their skills.