

# Project presentation

Group 6: Juan Castrillion, Mariam Jamal,  
Atheena Sojan, Philip Okonkwo, Torben Müller



# Our Company



CEO:  
Philip



Project Manager:  
Atheena



Head of  
Engineering:  
Mariam

Sales Director:  
Torben

Marketing Director:  
Juan

# Product Idea

## Clear Guard

Main Features:

- Protection against bacteria / viruses
- Innovative Transparent Material
- Self Cleaning



**CLEAR GUARD**

# Why?

It is estimated that 55% of communication is visual.

Traditional masks block faces and prevent our ability to see facial expressions and emotions, catch visual cues, and communicate.



# Why?

This becomes extreme when thinking of deaf people, older adults or even children. But in the difficult times we are living, the need for human connection becomes more and more necessary. The ability to see a smile can really help.

Clear Guard aims to help connect people in difficult times while also protecting their health.



# Target customers

Our target customers are people who want to feel and be safe from the coronavirus while also maintaining a sense of style and would like to own a luxury, reusable and reliable mask for the duration of the epidemic and as an investment for the future. This can include anyone in normal times whose daily activities involves the need to use a mask as protection or prevention. Examples include general public, medical workers, cleaning services, semiconductor industry etc.



# Business case

# Cost breakdown

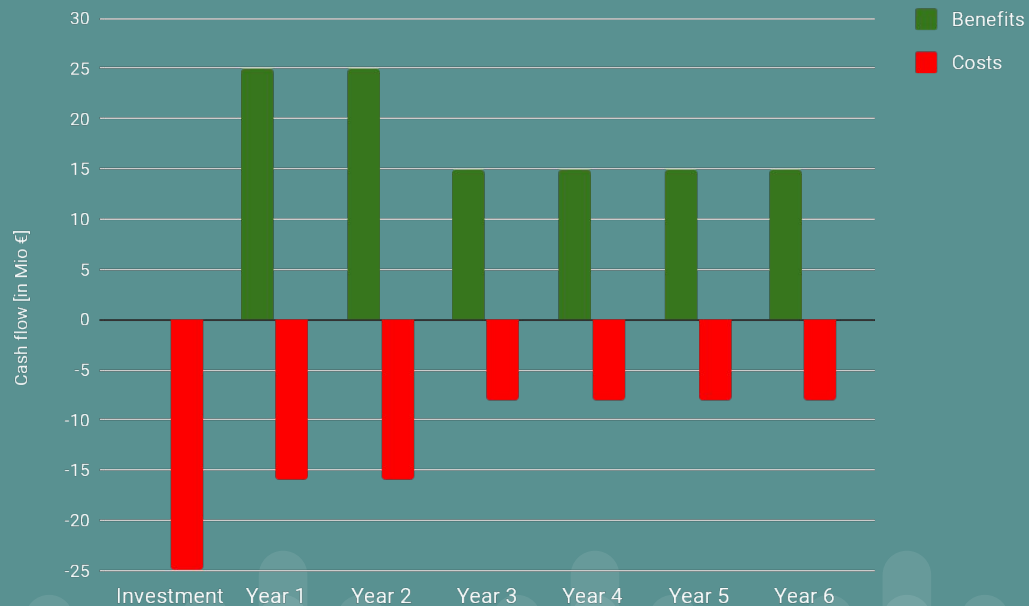


Rent	Material	Machines	Other costs	Transportation	Salaries
		Maintenance, Upkeep	Disinfection, Cleaning Test and Regulation	Shipping	

— 16€ per product



# Cost Benefit Analysis



# Internal Rate of Return

Amount [in Mio €]	Description			
-25	Investment			
9	Income Year 1		IRR after 6 years	22%
9	Income Year 2			
7	Income Year 3			
7	Income Year 4			
7	Income Year 5			
7	Income Year 6			

# Net Present Value calculation

Period [year]	Cash flow [in Mio €]		Discount rate	12%
0	-25			
1	9		Net Present Value [in Mio €]	7,16 €
2	9			
3	7			
4	7			
5	7			
6	7			

**Thank you for  
your attention!**

