



Below - 6

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Problem



Iced drinks get diluted and warm

Solution



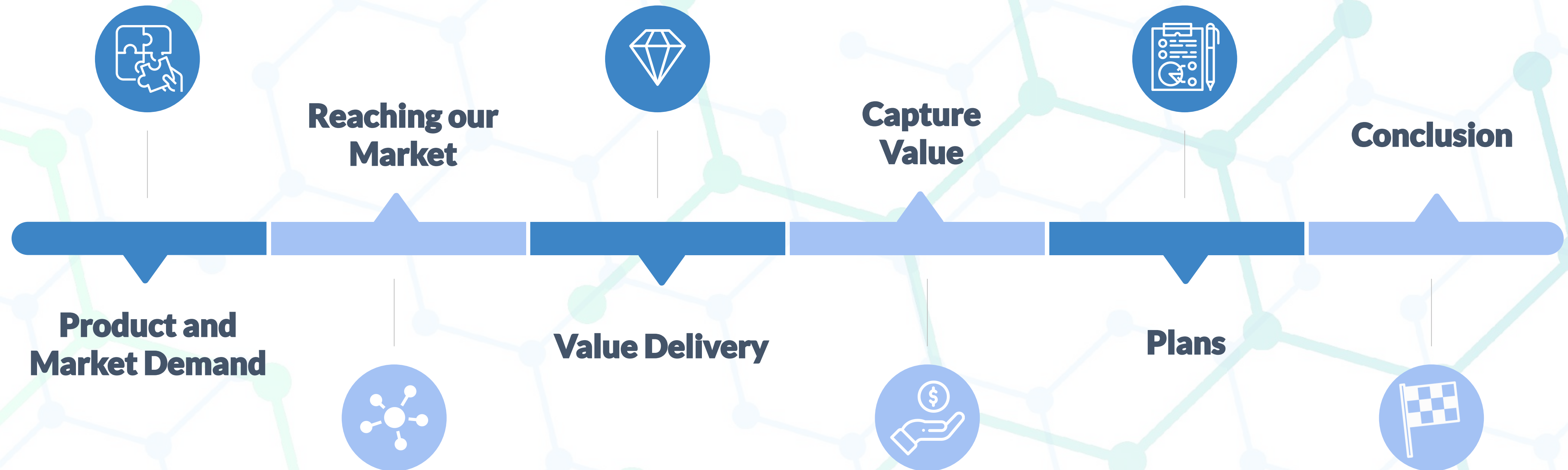
Below - 6 will keep drinks cold

Ask



\$26,000 for 15% of the company

Overview



The background features a light blue and green network pattern of interconnected nodes and lines, resembling a molecular or digital structure.

Product & Market Demand

Faint, semi-transparent icons are visible behind the text. One is a smartphone with a globe on its screen, and another is a globe with arrows pointing outwards from its center.



A Luxury Cooling Plate for Drinks

- Advanced cooling technology
- Keeps drinks Below 6 Degrees
- Fast USB-C charging
- Customizable
- Elegant
- Increases customer satisfaction

**Product and
Market Demand**

**Reaching our
Market**

Value Delivery

**Capture
Value**

Plans

Conclusion

Alternatives vs. Below - 6

Current Alternatives:

- Coaster Cooler (Kickstarter)
- Standard One-Time Use Cardboard Coasters



Below - 6:

- Reusable
- High performing



**Product and
Market Demand**

**Reaching our
Market**

Value Delivery

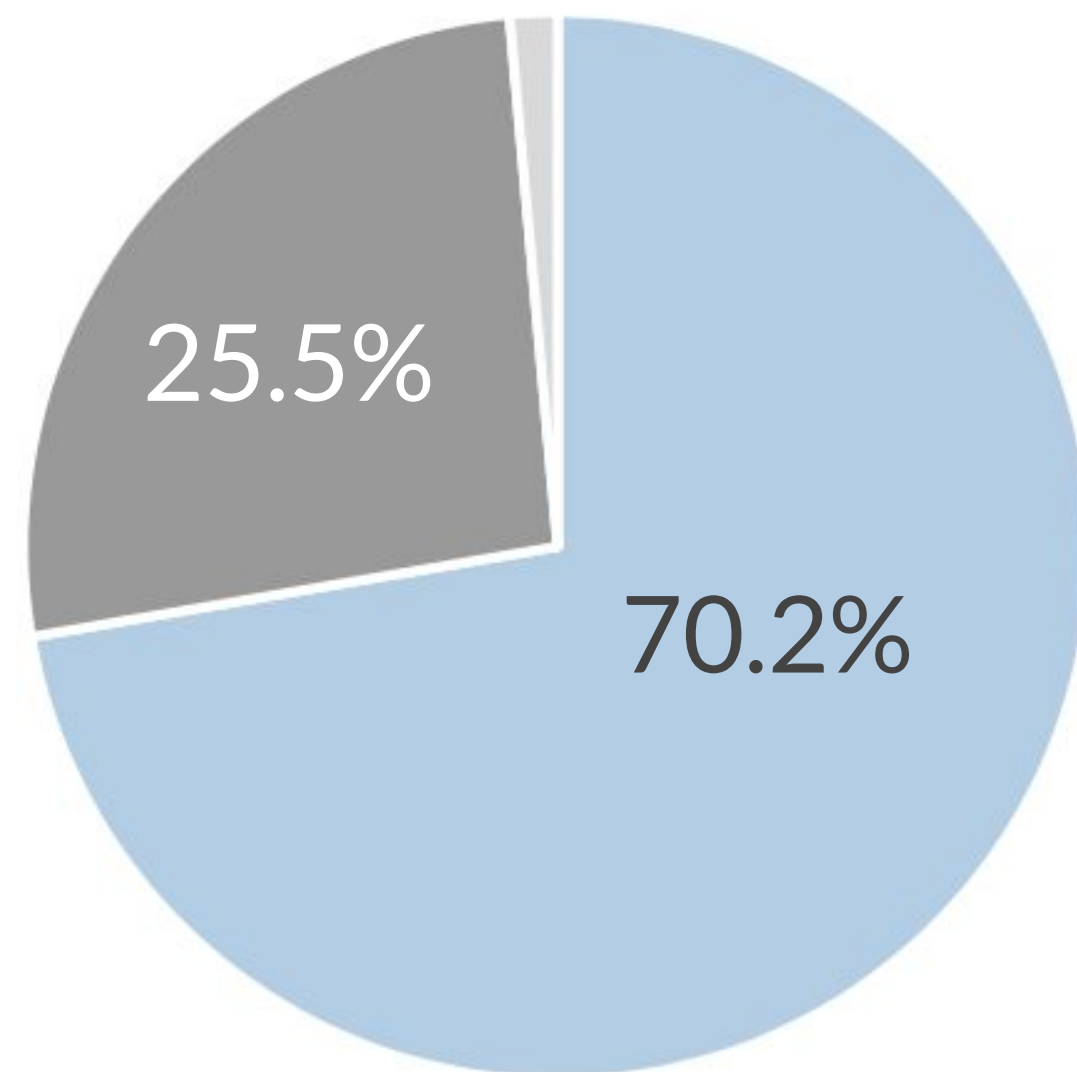
**Capture
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Market Demand

Are you more likely to buy cold drinks or warm drinks in general?



■ Cold drinks ■ Warm drinks ■ No preference

70.2% of people prefer to purchase cold drinks throughout the year



Drinks that are kept cold using Below-6 will be purchased

**Product and
Market Demand**

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Value Delivery

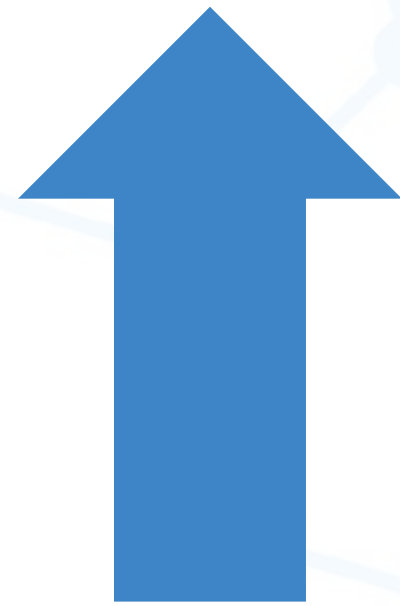
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Market Justification

5.8%



Full-service restaurants growth rate over the next four years



Restaurants will have more money to spend on attracting new customers

**Product and
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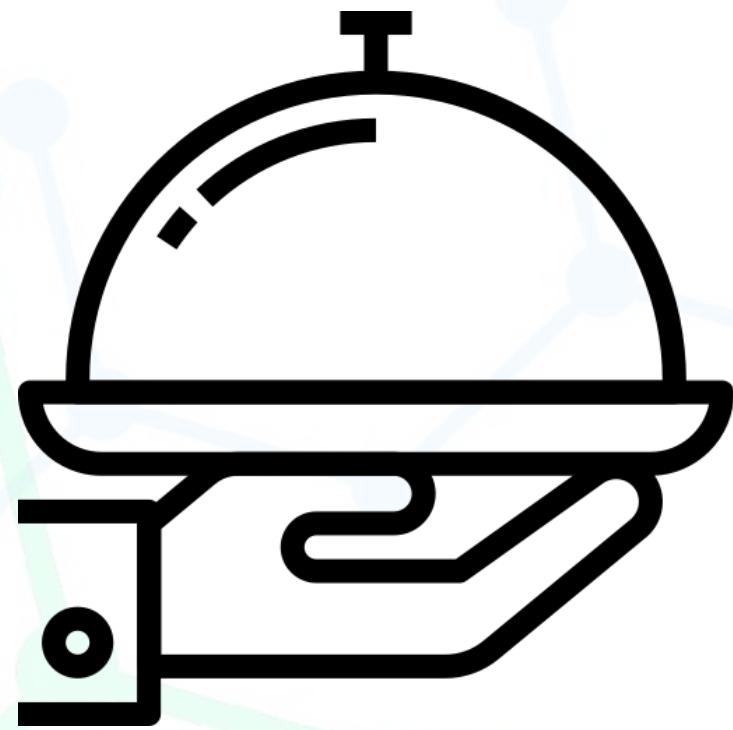
The background features a light blue and green network pattern of interconnected nodes and lines, resembling a molecular or digital structure.

Reaching Our Market

A large blue circle is centered on the page. Inside this circle is a faint, light blue icon of a smartphone. The screen of the smartphone displays a globe with four arrows pointing outwards from its center, symbolizing global reach or market expansion.

Customers?

Who?



High-End Restaurants

Where?



Greater Toronto Area

Values?



Customer Service

Product and
Market Demand

Reaching our
Market

Value Delivery

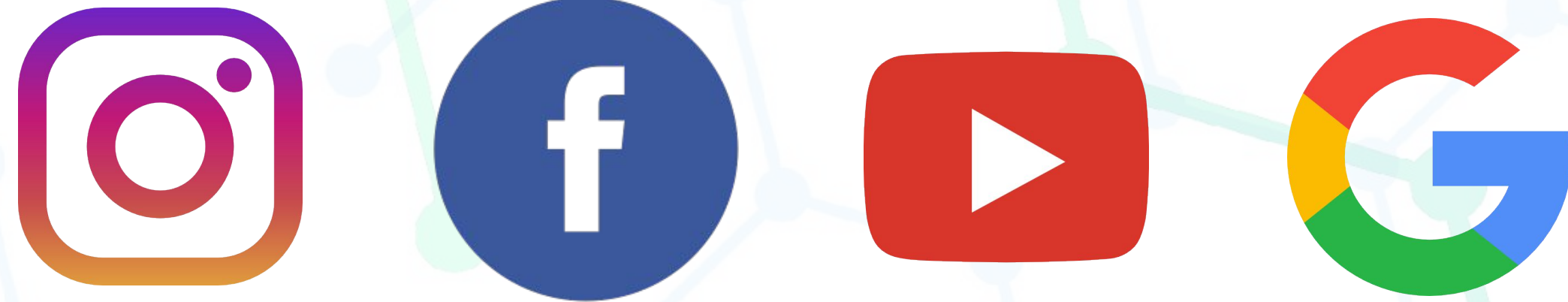
Capture
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Distribution Methods

Social Media



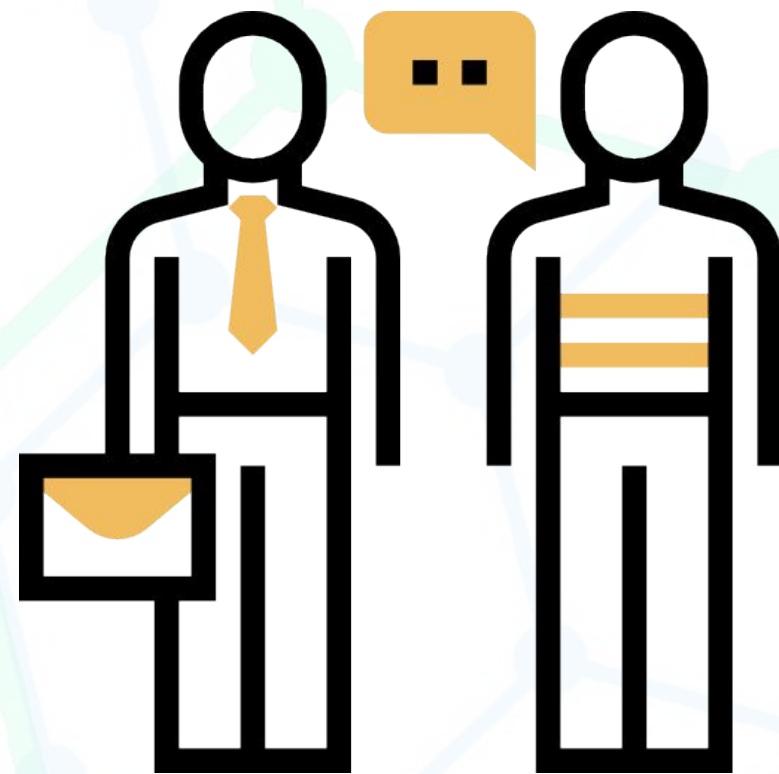
- Social media advertising features
- Google AdWords Auction

Free Demos



- First-hand experience benefits
- Limited time

Sales Agents



- Sales Agents
- Personalize Sales
- Gain employee commitment

Online Purchases



- From website
- Easy- to- Follow steps to place orders

Product and
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The background features a light blue and green network pattern of interconnected nodes and lines, resembling a molecular or digital structure.

Value Delivery

A faint, light blue icon of a forklift is visible behind the text, centered within the blue circle.

How We Will Succeed?



Who are Our Partners?

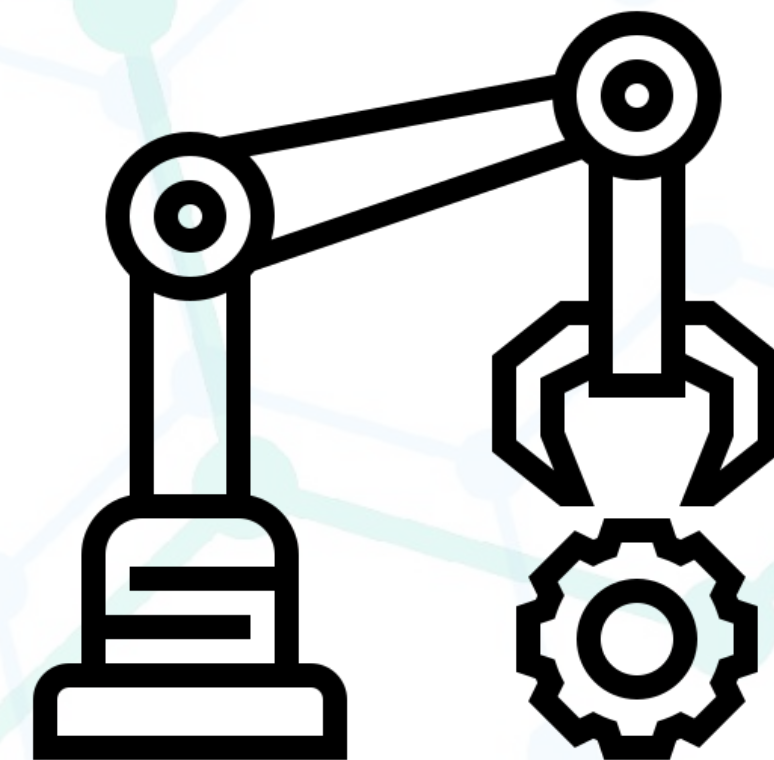
Suppliers

- Raw materials:
 - TEC
 - Battery
 - Plastic
 - Aluminum



Manufacturers

- Shenzhen Lianxinghua Electronic Co
- Assemble Below-6 from raw materials



Product and
Market Demand

Reaching our
Market

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What Do We Need?



Website



Employees



Sales Agents



Capital

**Product and
Market Demand**

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The background features a light blue and green network pattern of interconnected nodes and lines, resembling a molecular or digital structure.

Capture Value

A faint, blue-toned icon is centered behind the text. It depicts a document with a dollar sign (\$) on it, and a calculator is positioned to the right of the document, suggesting financial calculation or value capture.

Variable Cost

vs.

Price

\$24.53

\$50.00

**Product and
Market Demand**

**Reaching our
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Value Delivery

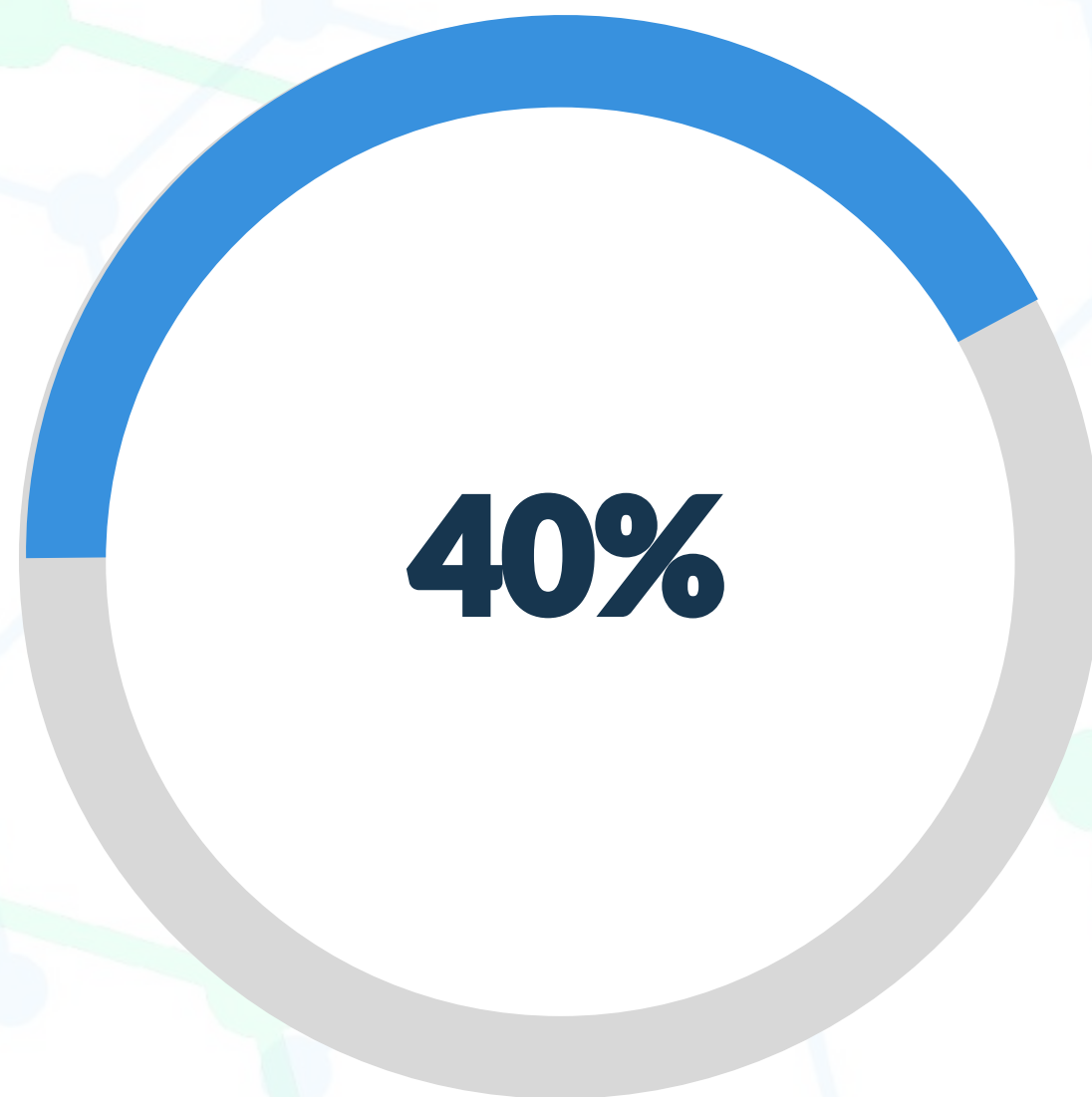
**Capture
Value**

Plans

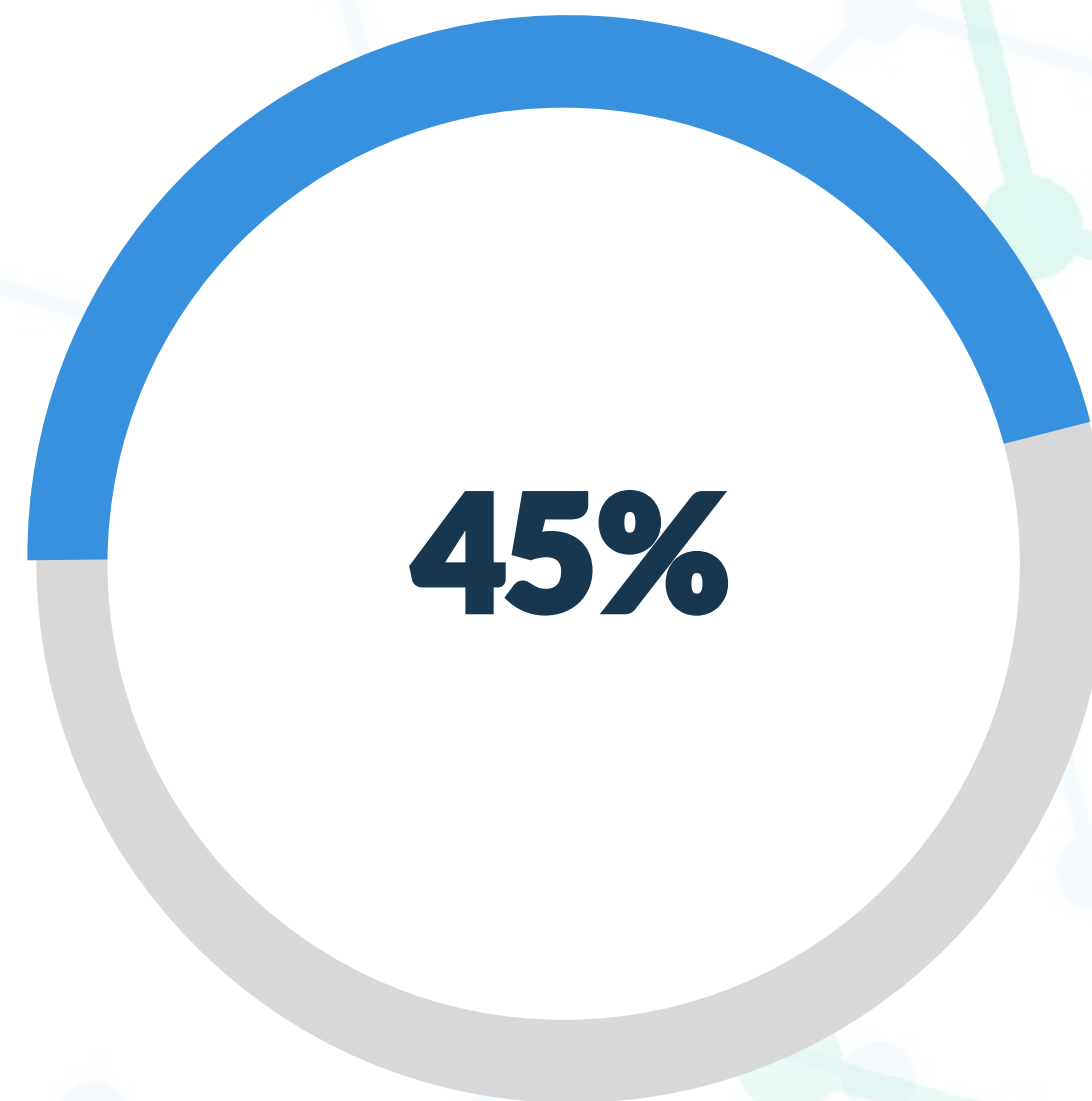
Conclusion

Costs

Purchases



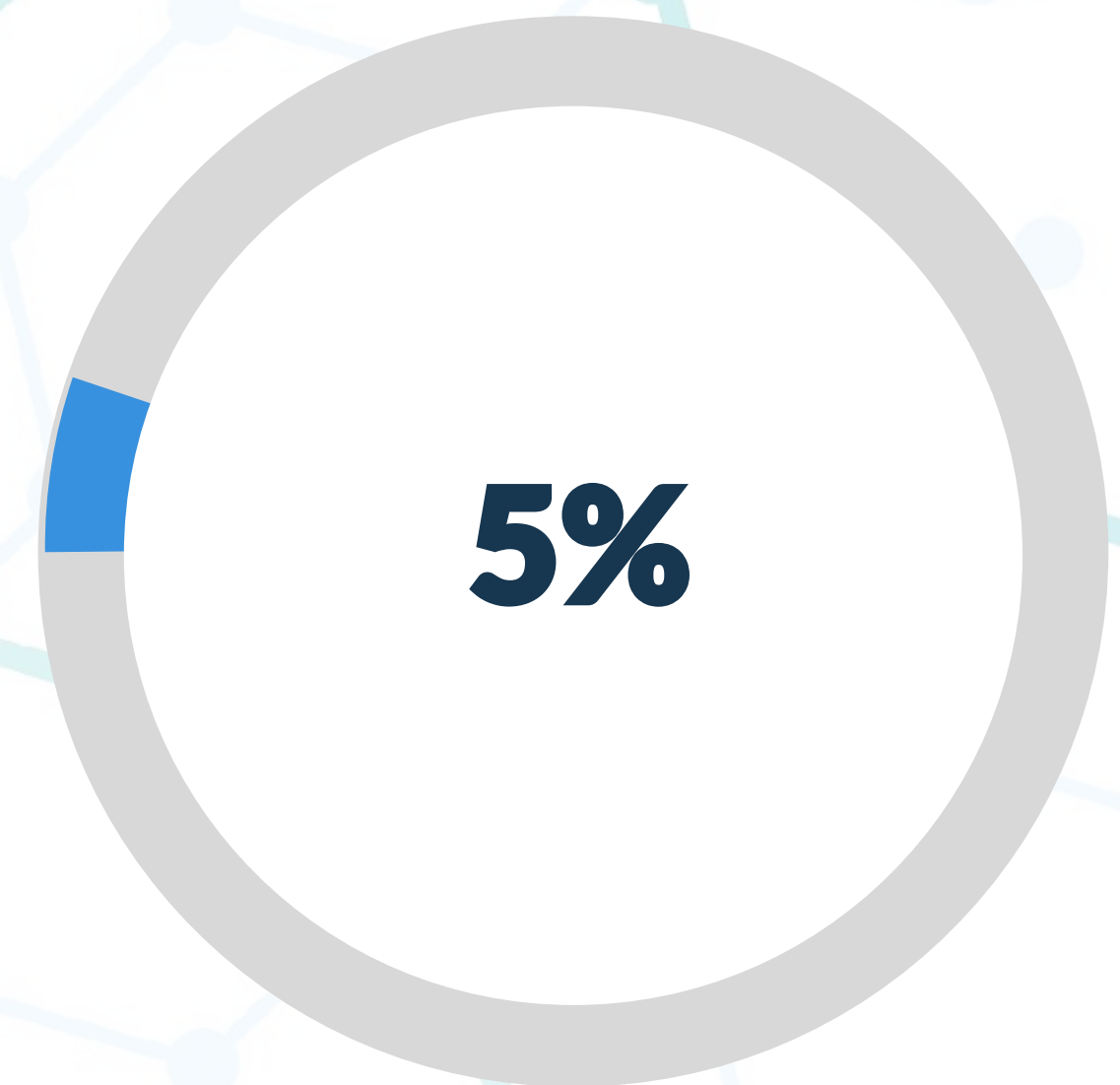
Wages



Marketing



Miscellaneous



Product and
Market Demand

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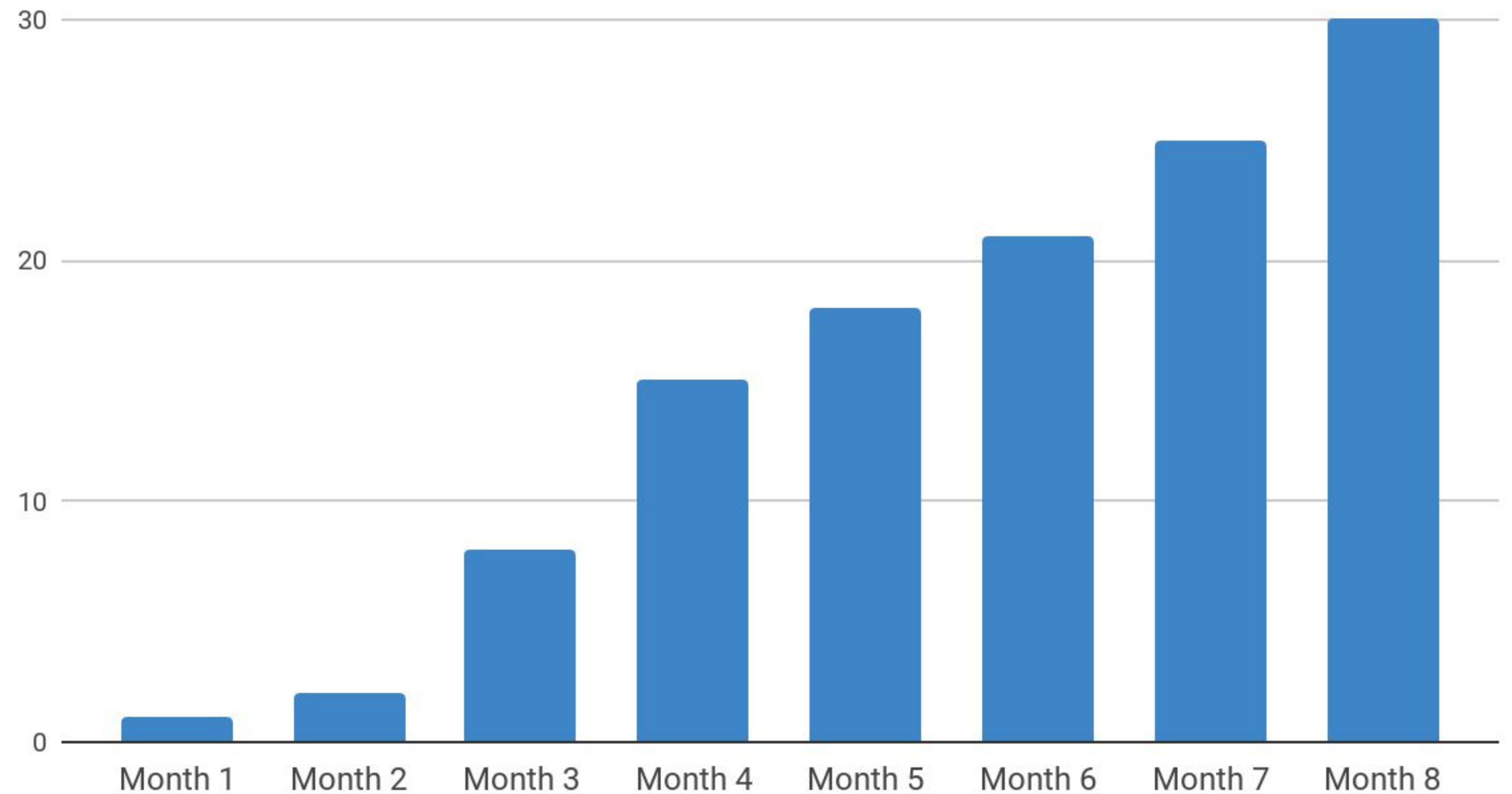
Conclusion

Revenue

Revenue Streams:

- Approximately 20 unit of plates per sale
- High-value one time sale
- Luxury product lends itself to being customer owned

Sales Prediction



**Product and
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Financials

Breakeven Volume

592 units

Building Cash

**\$15,000 /
month**

Burning Cash

**\$7358 /
month**

Product and
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The background features a light blue and green network pattern of interconnected nodes and lines, resembling a molecular or digital structure.

Plans

A blue circular icon containing a white line-art illustration of a clipboard with a checklist and a pencil, positioned behind the word 'Plans'.

CONTINGENCY

Potential Issues

1. Shipment Delayed
2. Postponed Cash Flow Positive
3. Additional Services Needed in Advance



Solutions

1. Always have \$500 of demos on hand
2. Reduce prices to increase sales volume
3. Replace plates, if needed



**Product and
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Future Plans

Post Purchase Support Service



- Subscription service
 - Maintenance
 - Customer support
 - Future upgrades
- To build customer relationship
- Customer retention

Research & Development



- Energy efficiency
- Cooling efficiency
- Lowering production costs
- Different uses
- Market penetration and market development

**Product and
Market Demand**

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The background features a complex network of interconnected nodes and lines in shades of light green and blue, creating a molecular or digital mesh effect.

Conclusion

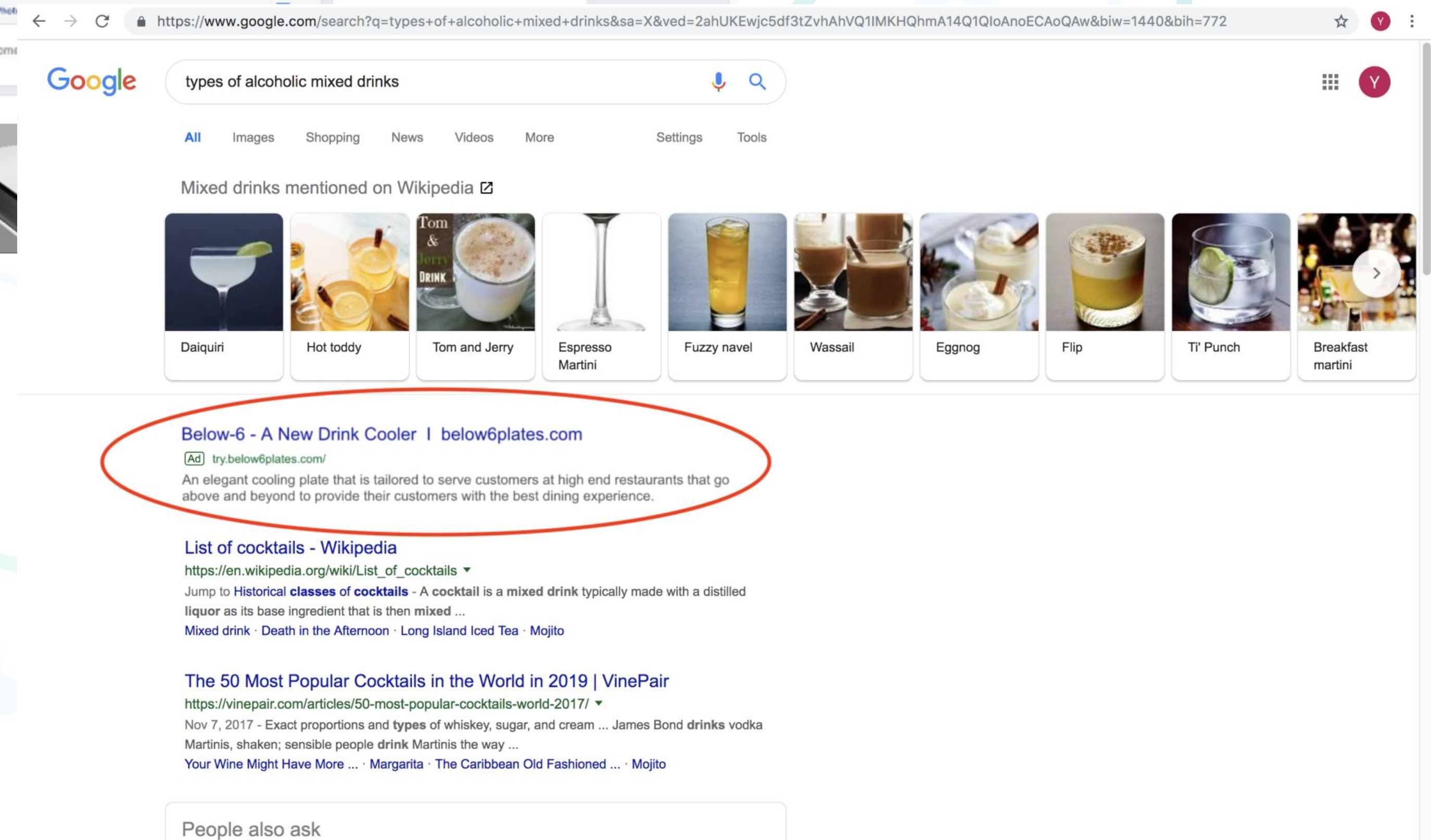
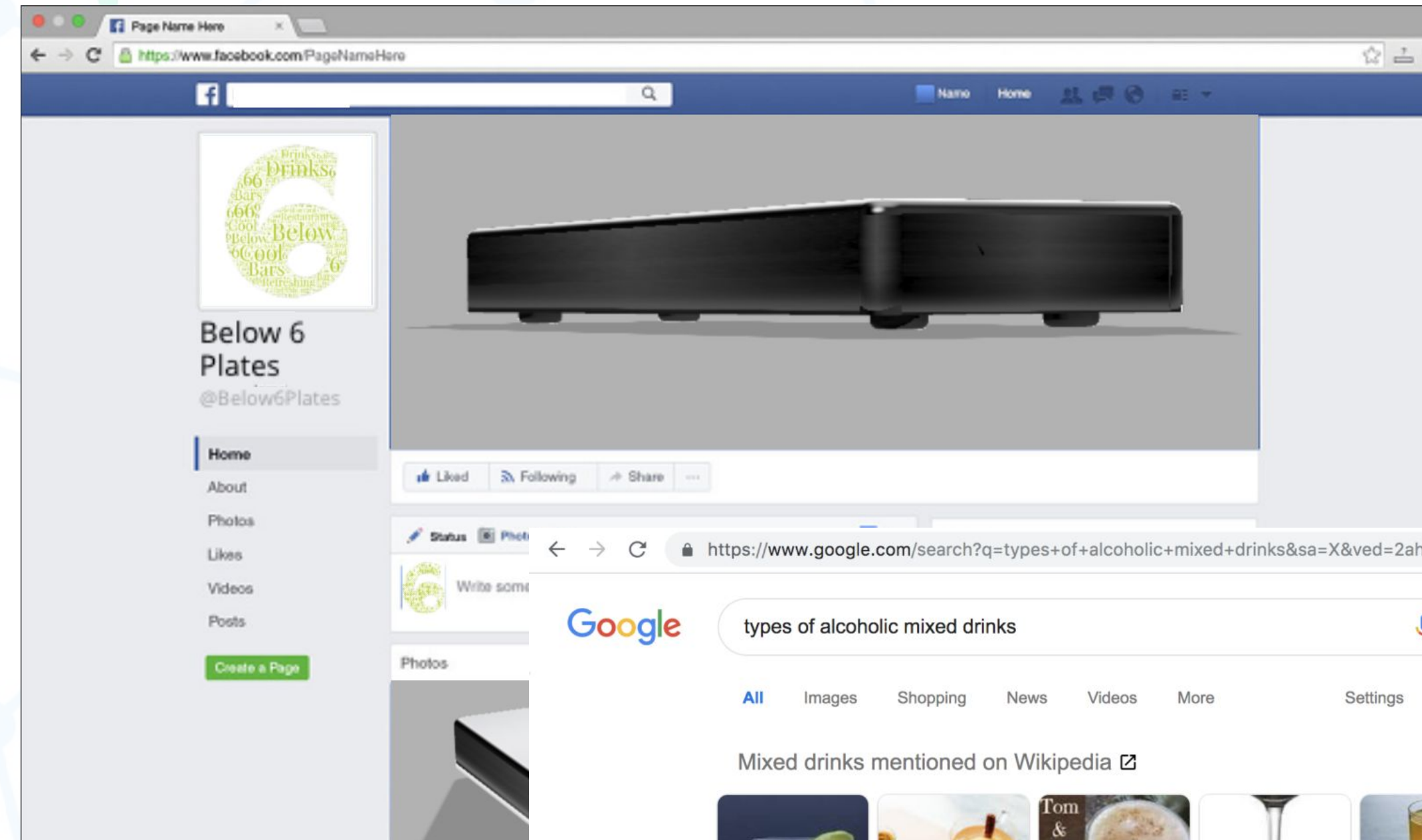
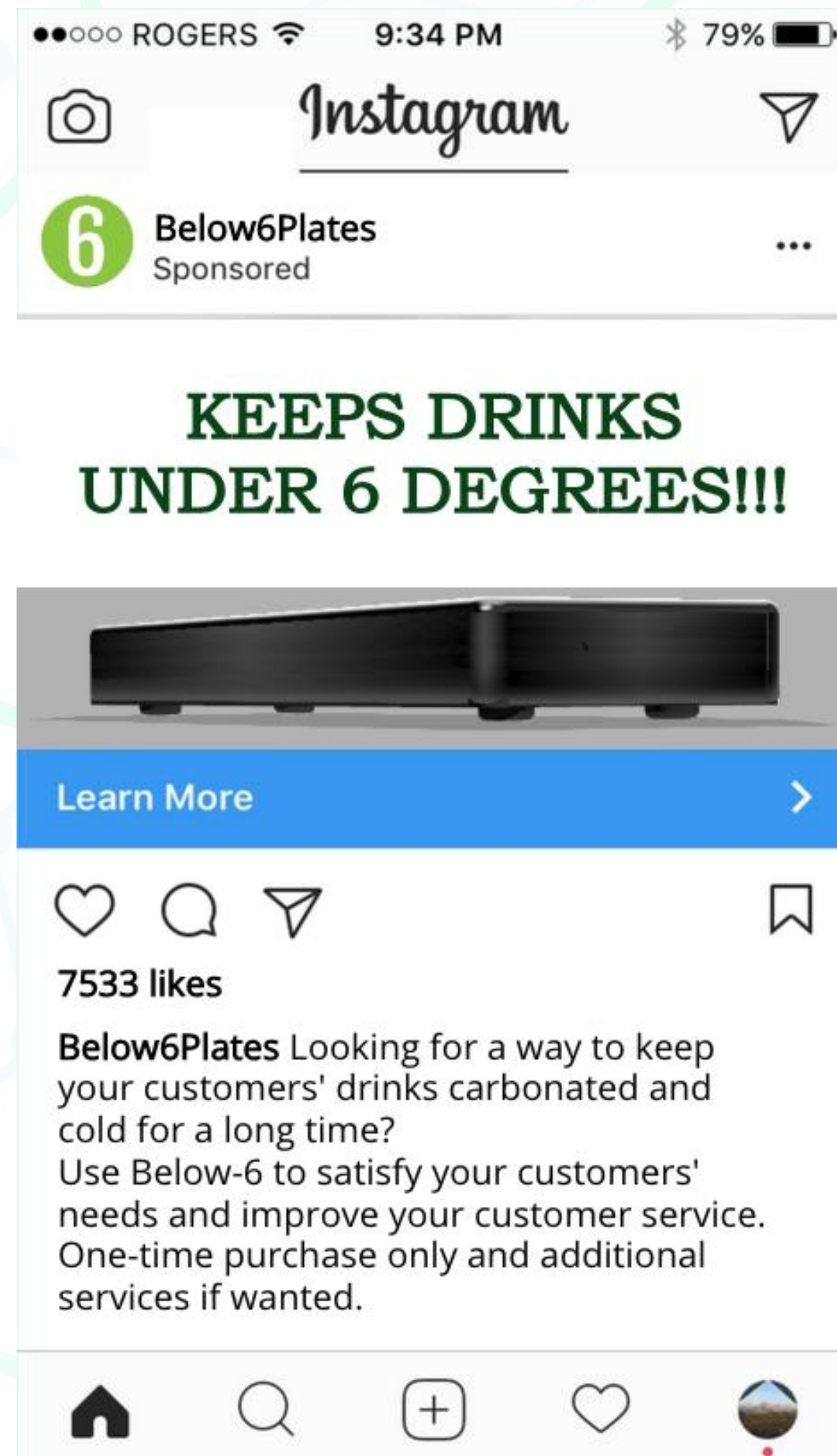


Questions?

Appendix List

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- 1. Social Media Marketing**
 - 2. Forecasts**
 - 3. Cash Budget Sheet**
 - 4. Variable Costs**
 - 5. Price Reduction Equation**

Social Media Marketing



Forecasts

Bottom - Up

$$\begin{aligned} &\text{Potential Revenue} \\ &= 2800 \text{ units} \times \$50 / \text{unit} \\ &= \$140,000 \end{aligned}$$

Assuming that everyone can make one sales in a day, 7 people will make $7 \times 4 \text{ weeks} \times 5 \text{ days} = 140$ sale per month, or 2800 units of Below-6 per month

Since we are outsourcing to big manufacturer, we are assuming that their output is larger than any potential scale we will achieve, therefore we effectively don't have any limit on the Below-6 units that can be manufactured.

Top - Down

Toronto has approximately 16649 restaurants (Toronto Public Health, n.d.)

High-end dining makes up for 1.4% of the restaurants (White, n.d.)
 $1.4\% \text{ of } 16649 = 233$ high-end restaurants in Toronto

Each restaurants has an average of 20 tables (Gardiner, 2010)
 233×20
 $= 4660$ potential sales

We are setting the price for each plate to \$50 for the first 8 months
 $\$50 \times 4660 = \$233\,000$ potential revenue

Cash Budget

Cash Budget Worksheet	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8
Unit of Sales	1	2	8	15	18	21	25	30
Net Sales	\$ 1,000.00	\$ 2,000.00	\$ 8,000.00	\$15,000.00	\$ 18,000.00	\$ 21,000.00	\$ 25,000.00	\$ 30,000.00
Total Receipts	\$ 1,000.00	\$ 2,000.00	\$ 8,000.00	\$15,000.00	\$ 18,000.00	\$ 21,000.00	\$ 25,000.00	\$ 30,000.00
Net Purchases	\$ 490.54	\$ 981.08	\$ 3,924.33	\$ 7,358.12	\$ 8,829.74	\$ 10,301.37	\$ 12,263.53	\$ 14,716.24
Cash Budget								
Beginning Cash Balance	\$ 5,900.00	\$ 3,461.46	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Add: Receipts	\$ 1,000.00	\$ 2,000.00	\$ 8,000.00	\$15,000.00	\$ 18,000.00	\$ 21,000.00	\$ 25,000.00	\$ 30,000.00
Total Cash Available	\$ 6,900.00	\$ 5,461.46	\$ 10,500.00	\$17,500.00	\$ 20,500.00	\$ 23,500.00	\$ 27,500.00	\$ 32,500.00
Less: Disb. for Purchases								
Purchases	\$ 490.54	\$ 981.08	\$ 3,924.33	\$ 7,358.12	\$ 8,829.74	\$ 10,301.37	\$ 12,263.53	\$ 14,716.24
Rent	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00
Marketing	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Wage	\$ -	\$ -	\$ 6,000.00	\$12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
Payroll tax	\$ -	\$ -	\$ 58.80	\$ 117.60	\$ 117.60	\$ 117.60	\$ 117.60	\$ 117.60
Transportation and others	\$ 348.00	\$ 348.00	\$ 348.00	\$ 348.00	\$ 348.00	\$ 348.00	\$ 348.00	\$ 348.00
Total Disburments	\$ 3,438.54	\$ 3,929.08	\$ 12,931.13	\$22,423.72	\$ 23,895.34	\$ 25,366.97	\$ 27,329.13	\$ 29,781.84
Cash Excess/Deficiency	\$ 3,461.46	\$ 1,532.38	\$(2,431.13)	\$ (4,923.72)	\$ (3,395.34)	\$ (1,866.97)	\$ 170.87	\$ 2,718.16
Min. Cash Balance Desired	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Financing required	\$ -	\$ 967.62	\$ 4,931.13	\$ 7,423.72	\$ 5,895.34	\$ 4,366.97	\$ 2,329.13	
Surplus Cash	\$ 961.46	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 218.16

Variable Costs

Variable		Per coaster
Materials		
Plastic	0.89/kg	\$ 0.20
Batteries	200/kwh	\$ 3.00
USB C connector		\$ 0.33
TEC	2/coaster	\$ 4.98
Printing	2.25/ft^2	\$ 0.35
Aluminum	2.14/lbs	\$ 5.91
Circuit Board	0.19	\$ 0.19
USB Cable		\$ 2.88
Total Variable Cost of a Coaster		\$ 17.84
Freight cost/unit		\$ 2.00
Total duty and tax/\$coaster		\$ 4.26
Duty: 5% of the coaster variable cost		\$ 0.75
Tax: 5% GST and 13% HST		\$ 2.83
3% on clearance, fees, wharf charges etc		\$ 0.42
Total Import Cost		\$ 6.69
Total Variable + Import Cost		\$ 24.53
Selling price		
Per coaster (includes charging)	\$50	
Margin per coaster (\$)		\$25
Margin per coaster (%)		50

Price Reduction Equation

$$50x = 45x + 45$$

Purpose:

Calculates how much to reduce our prices by based on target sales volume

Variable:

x = targeted volume reduction amount

Assumption:

A price decrease by \$5 equals 1 additional unit sold