

# Forest

## Printer Monitoring System

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Have you ever felt like this?



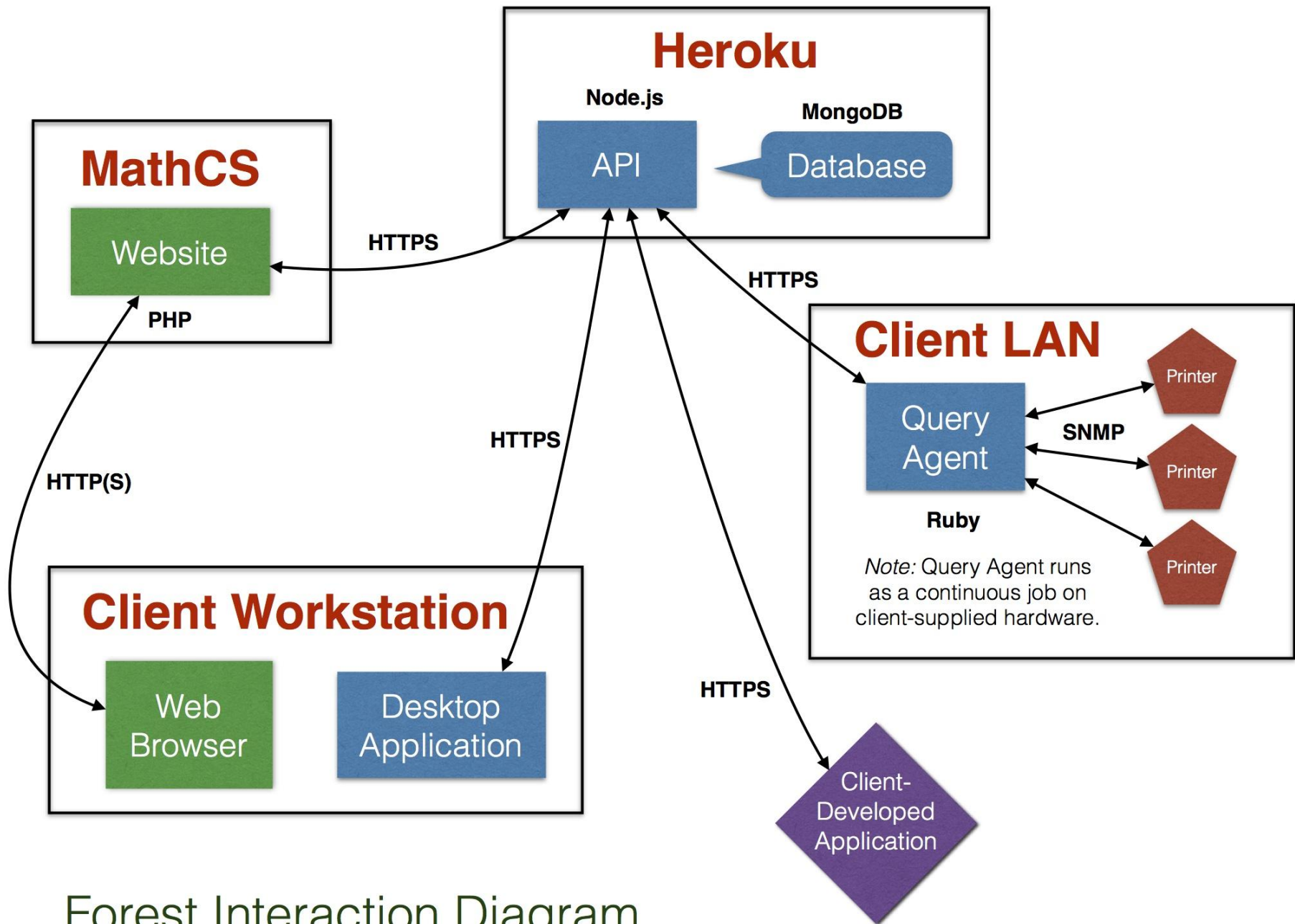
# The solution?

Forest!

- Real-time stats and monitoring
- See trouble reports from your users
- Track historical performance

# The Team

- Michael Borowsky
  - Project Manager
- Macauley Breault
  - UI/UX Design, Frontend Engineer
- Ben Burwell
  - Application Developer, Systems Architect
- Andrew Trautmann
  - Application Developer, Frontend Engineer



Forest Interaction Diagram

# Business model

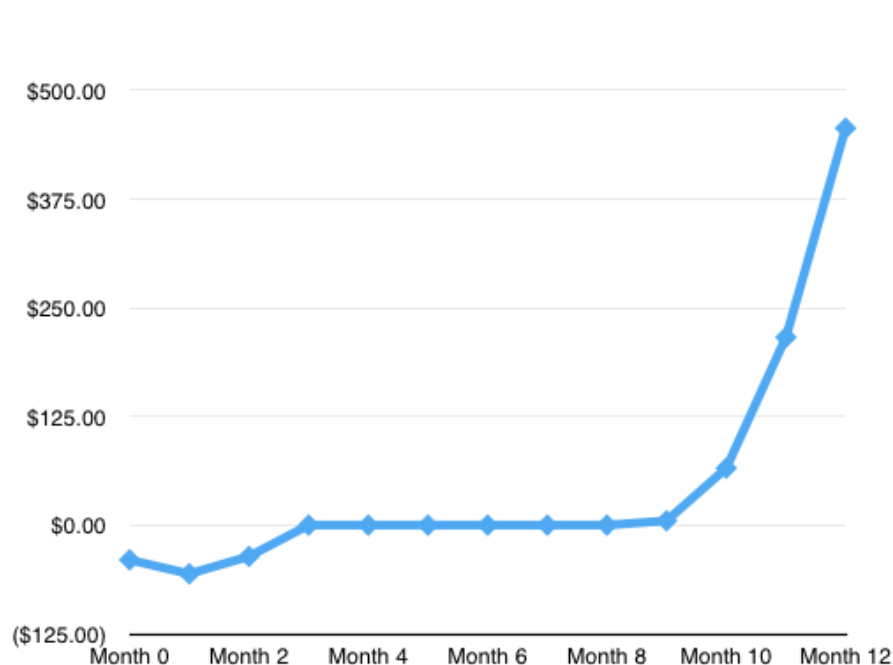
License technology to medium- to large-scale organizations

Simple pricing: \$1 per printer per month

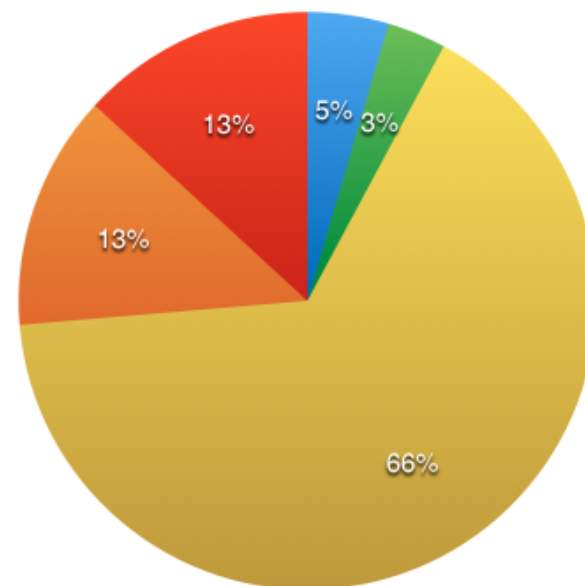
Scalable cloud hosting allows quick capacity increases as demand goes up



	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Clients	0	1	5	10	20	30	40	50	60	70	80	90	100
Printers/Client	0	10	10	10	10	10	10	10	10	10	10	10	10
Revenue	\$0.00	\$10.00	\$50.00	\$100.00	\$200.00	\$300.00	\$400.00	\$500.00	\$600.00	\$700.00	\$800.00	\$900.00	\$1000.00
Daily API Calls	0	2400	12000	24000	48000	72000	96000	120000	144000	168000	192000	216000	240000
Dynos	0	0	0	0	0	0	1	1	1	1	1	1	1
Application Hosting	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	(\$34.50)	(\$34.50)	(\$34.50)
Code Hosting	(\$25.00)	(\$25.00)	(\$25.00)	(\$25.00)	(\$25.00)	(\$25.00)	(\$25.00)	(\$25.00)	(\$25.00)	(\$25.00)	(\$25.00)	(\$25.00)	(\$25.00)
DNS Registration	(\$15.00)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
DNS Hosting	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Software Development	\$0.00	\$0.00	\$0.00	(\$29.00)	(\$155.00)	(\$195.00)	(\$285.00)	(\$375.00)	(\$465.00)	(\$500.00)	(\$500.00)	(\$500.00)	(\$500.00)
Support	\$0.00	(\$1.00)	(\$5.00)	(\$10.00)	(\$20.00)	(\$30.00)	(\$40.00)	(\$50.00)	(\$60.00)	(\$70.00)	(\$80.00)	(\$90.00)	(\$100.00)
Marketing	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	(\$50.00)	(\$50.00)	(\$50.00)	(\$50.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)
Monthly Total	(\$40.00)	(\$16.00)	\$20.00	\$36.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5.00	\$60.50	\$150.50	\$240.50
Cumulative	(\$40.00)	(\$56.00)	(\$36.00)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5.00	\$65.50	\$216.00	\$456.50



● Application Hosting
 ● Code Hosting
 ● Software Development
 ● Support
 ● Marketing



# Marketing potential

- Printing industry is a \$76.6 billion dollar industry
  - Still no simple way to manage all of those printers
- Potential Markets
  - 575,000 potential businesses (medium-large sized)
  - ~4,500 colleges/universities and ~9,000 public libraries



# Competition

Features	Forest	Accurate Printer Monitor	HP Web Jetadmin
Platform	Any	Windows	Windows
Real-time	✓	✓	✓
Multiple printers	✓	✓	✓
Supports different types of printers	✓	✓	✗
History and trends	✓	✗	✓
User friendly	✓	✗	✗
Customizable	✓	✗	✗

**Where we are**

# Where we're going

- Enhanced Reports
  - Hourly Printing Averages
  - Multiple Printer Comparisons
  - Page Count
  - Cartridge Levels
- Customizable History Reports
- Additional Devices
- Future applications

**Any Questions?**