



Dude, Where's My Car Keys?

Jacob Benatar
Wharton '15



“Check under your dirty laundry!”

- It's 8pm on Thursday night and you're about to leave for an important dinner. Just as you are turning on the alarm and closing the front door, you pat your back pocket and realize that you don't have your wallet.
- Twenty minutes go by and you assume that you dropped it on the subway. You call your credit card companies and your debit card company to cancel the cards and send you new ones.
- Three days later, you find your wallet in your gym bag.



“Found them!”

- I want to create a sticker that you can place on any of your credit cards or in one of the slots of your wallet.
- This sticker will be trackable by GPS on your smartphone and will be capable of emitting a flashing light and beeping noise that can be activated through an App on your smartphone.
- On the App, you can conveniently name and sync each sticker so that you can easily keep track of any items.



Who is going to buy this?

- I will make money by selling the stickers in different retail stores (college campuses, convenience stores) and on the web (through Amazon, or a proprietary website) and then offering the app for free on the Apple App Store.
- There is definitely a sizeable market for this product, beginning with anyone who owns a smartphone, and it could include babies and young children, whose parents can track a pacifier, or a favorite toy that they are very attached to, for example. It would also include older people, who have some memory loss as well.
- I am not aware of any direct competitors in this space for keeping track of miscellaneous items



Development

- I lack the technical expertise to know the next steps in bringing this idea to fruition
- The stickers themselves just need to be trackable from a smartphone, so I do not think they will cost much at scale. I thus intend to retail the stickers for about \$5-10 for a pack of 3



Why me?



- I am smart, driven, and willing to take risks
- Why now? This product is needed and no one has been able to perfect it for the American consumer. My idea solves an extremely common problem and *adds value to peoples' lives at a low cost.*
- You are the only other person that I have revealed my idea to and do not have a team yet, but plan on actively pursuing this idea in the coming months, hopefully with your help!
- Thank you very much for you time and I trulybelieve that we can create something incredible together.