

POP-TRACK



Hold easy, Find easy

Phones!

- People are constantly on their phones
- Misplaced
- More and more phones are getting stolen
- Expensive



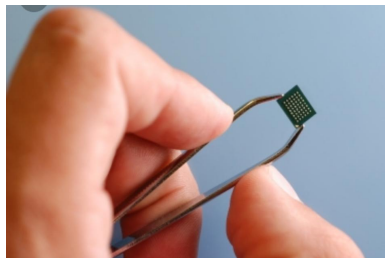
Solution

- Keeps track of your phone
- Prevent others from stealing
- Cheaper



Mission and Social Impact

Pop Track is a new and trendy way of keeping your phone in your sight at all times with an attached gps tracker in a popsocket holder that provides finger comfort.



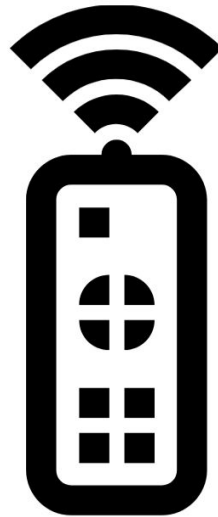
Near the end of the month we w will donate 10% of what we make, to programs like Pencil of Promise. Helping them build school for undeveloped countries.



How does Pop-Track work?



Stick It



Turn on



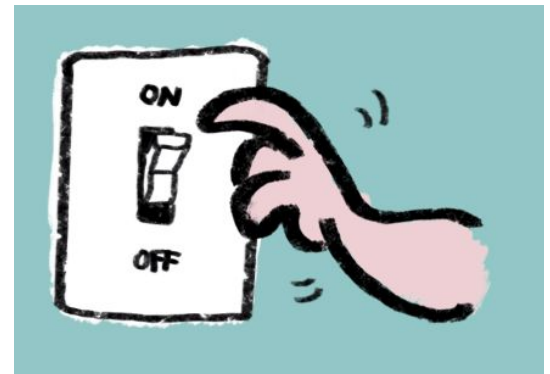
Go

Feature

Popsocket/Tracker	Keychain
<ul style="list-style-type: none">- Design your own Popsocket (Color, Design)- Tracker # code	<ul style="list-style-type: none">- On/off- Volume setting- Vibration/alarm- Battery powered



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Business Model

Definition of One Unit

One Pop-Track

Economics of One Unit

Selling Price		\$30
Cost of var. materials exp.	\$8.66	
Cost of labor	\$14.00	
Other variable costs	\$0.50	
Total COGS/ COSS		\$23.16
Contribution Margin		\$6.84

Monthly Break Even Units

$$\frac{\$13,613}{\$6.84} = 1990.20 \approx 1991 \text{ units}$$

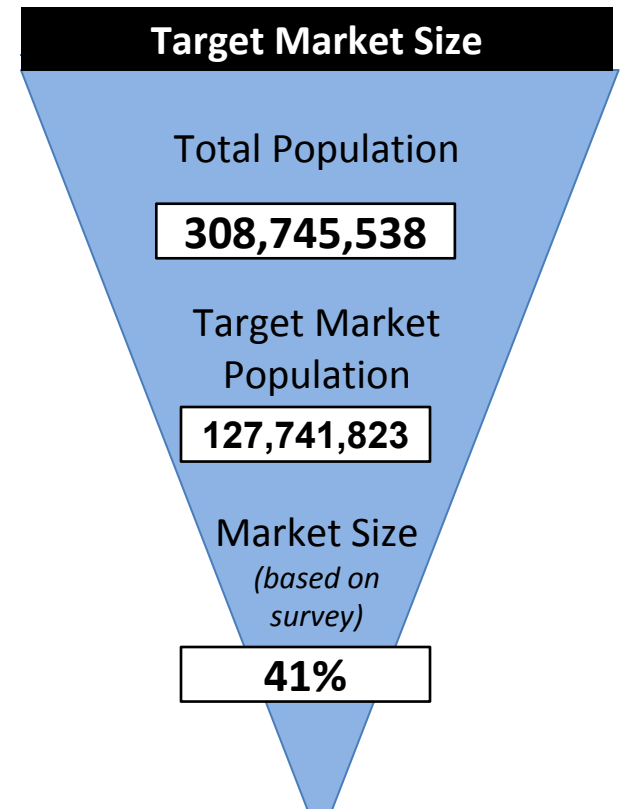
Description of Expenses

Variable Material Expenses	Total: \$8.66
Popsocket	\$1.49
Tracker	\$5.00
Keychain	\$2.17
Fixed Expenses	Total: \$13,613
Insurance	\$1,088
Salary	\$4,725
Advertising	\$800
Utilities	\$1,000
Rent	\$5,500
Other fixed Expenses	\$500

Market Analysis

Market Statistics			
Industry Name:	Consumer Electronics and Appliances Rental	Annual Industry Sales:	\$1,261,000,000

Description of Target Consumer	
Demographics	Geographics
Age: 15-late 50's Class: middle- high class	Location: Urban area
Psychographics	Buying Patterns
- In to trends - Uses electronics - Lose things easy - Travels	- Shops online



Marketing and Sales



TARGET



Competition

		Find iPhone 	
Price	\$30	Free	\$60 - \$250
Factor 1	Tracking the phone with no app or wifi	Needs another phone to be able to find your own	Has a Gps for location but this is mainly for fitness
Factor 2	Alarms have vibrations and/or sounds (adjustable)	Very loud alarm sound	Don't have alarm, it take you to places

Your Competitive Advantages

1. No wifi/data needed
2. No app
3. Alarms you right away

Qualifications



**AOHT
Econ
Technology
Communication
Trends**



Academy
of HOSPITALITY &
TOURISM



nfte!

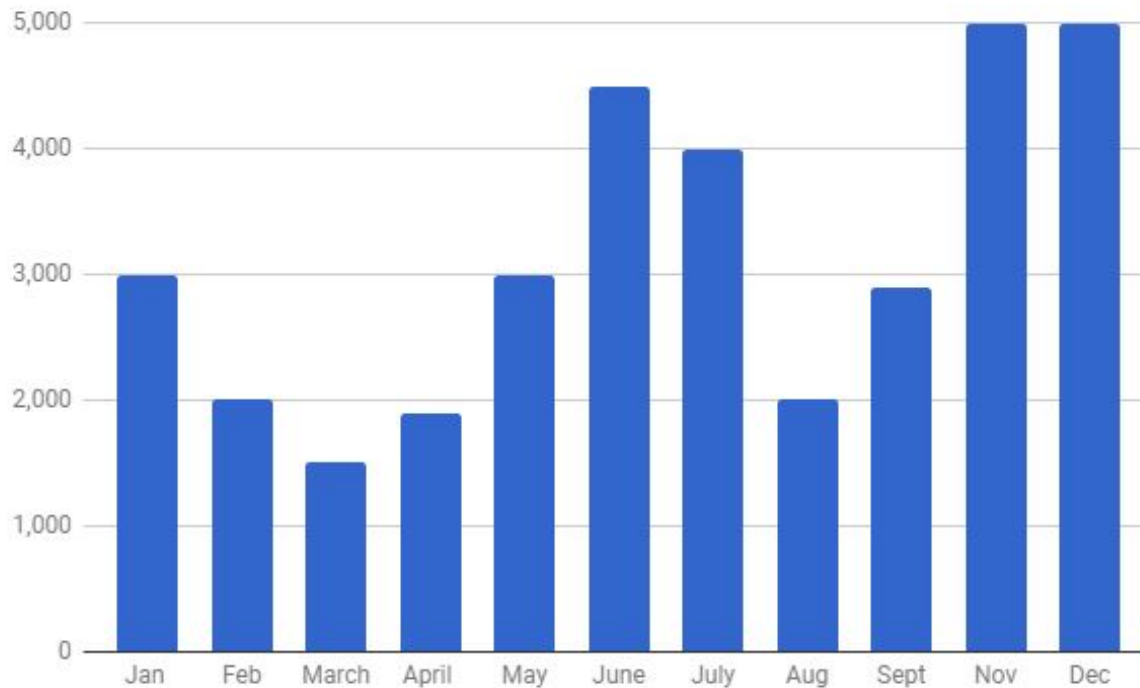
Network for Teaching
Entrepreneurship

Sales Projections

Total Units
20,000

Gross Revenue
\$600,000

Net Profit
\$104,708.95



Start-up Funds

Item	Why Needed	Cost
Computer	I am making my product sell on my website, so i need a computer.	\$1500
Machine	To make the product, popsocket, small tracker chip and keychain	\$10,000
Graphic designer	For the website	\$2,000
Website	For my product	\$10
Total Start-up Expenditures		\$13,500
Emergency Fund (<i>1/2 of startup expenditures</i>)		6750
Reserve for Fixed Expenses (<i>covers 3 months of fixed expenses</i>)		40839
Total Startup Investment		\$61,089

ROI: Return on Investment

$$\frac{\$104,708.95}{\$61,089} = 171.4\% \approx \$1.72$$

ROS: Return on Sales

$$\frac{\$104,708.95}{\$600,000} = 17.45\% \approx \$0.18$$

Pop-Track's Future



- Worldwide
- Incorporate the tracker into different product



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