

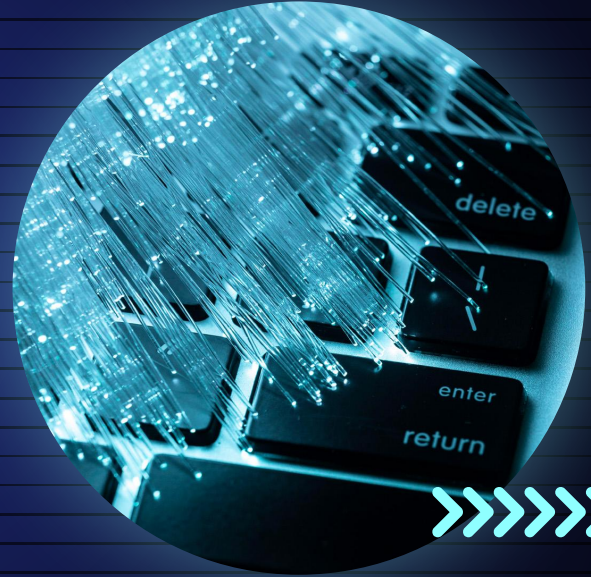
PRODUCTIVITY WATCH

BUSINESS PLAN

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MISSION STATEMENT

To promote a healthy living style without sacrificing work ethic and your aspirations for life.



01 BACKGROUND

Our why



Is this you?

It is 12 am and you have a huge CPE test in 8 hours. You are wondering if there would be any benefit to continue to do school work or if you should do something else.

At this point, you are about to take a gamble to either stay up and study or to go to bed and finish in the morning.



PROBLEM VS. SOLUTION



Problem

College Feeling Tired and Burnt
Out



Solution

Instead of trying to push
through or take too long of a
break, just listen to your
productivity watch

OUR FEATURES

Taking a Break

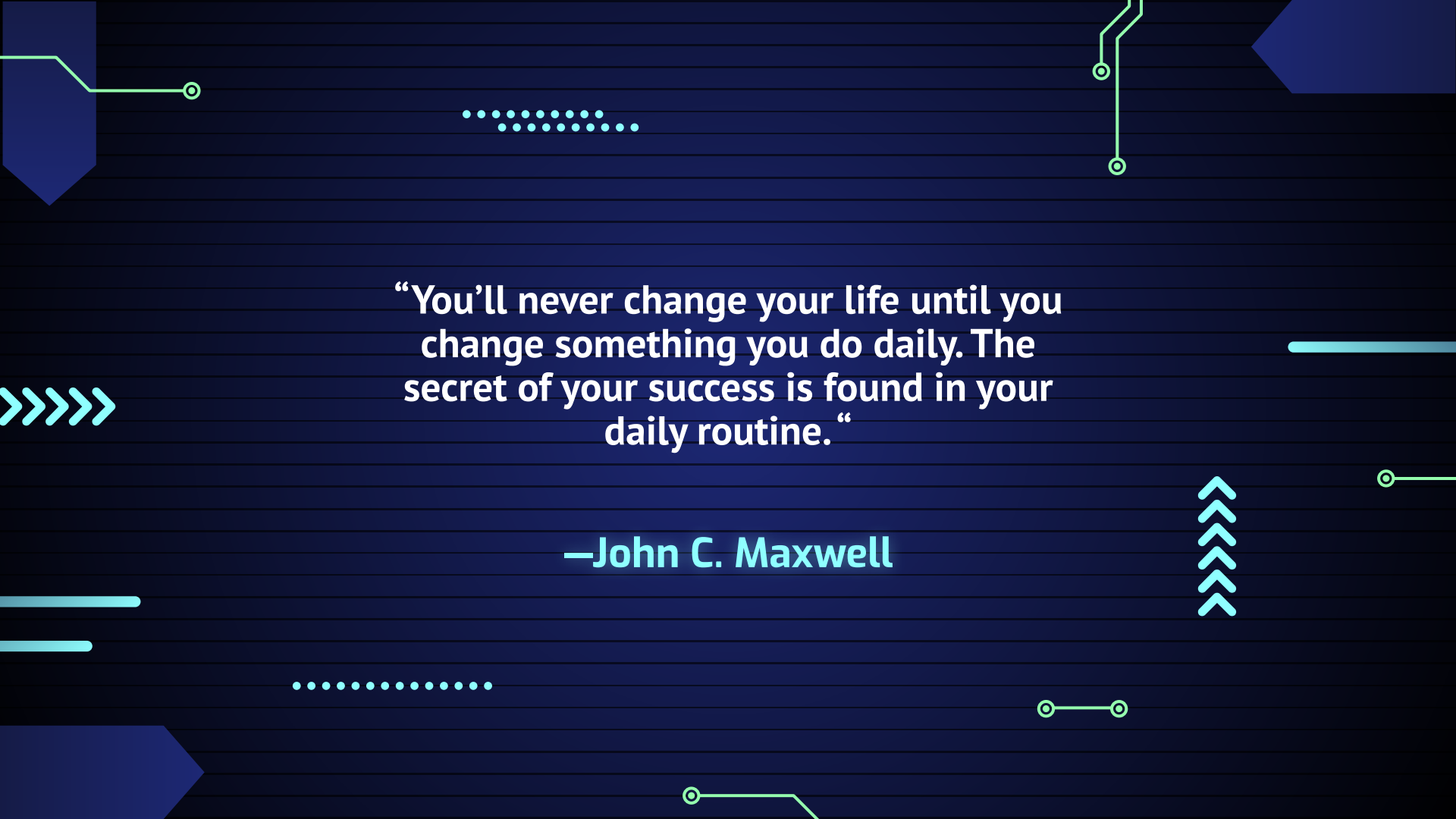
Burnt out but don't wanna waste away valuable time?

Sleep

Tired? Don't know how much sleep you should get?


Productive Time

Trying to figure out what time you should do that tough task?



**“You’ll never change your life until you
change something you do daily. The
secret of your success is found in your
daily routine.”**

—John C. Maxwell

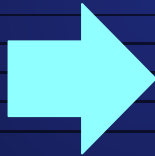


02

THE PRODUCT

The what?

The Productivity Watch: \$150



OUR SUBSCRIPTIONS



\$30

For the average user/
non-athletes

- Look at more stats and data in the app

Monthly

\$ 300

For the average user/
non-athletes

- Same as monthly plan, just billed yearly

Yearly

\$20/ month

Designed for college
athletes

- Cheaper to promote the project

Athlete



ADVERTISING & PROMOTION



Campus Advertising

Posters and TV adds during college sports games

NIL

Utilize College athletes NIL to promote product



Social Media

Instagram and snapchat ads



03

METHODOLOGY AND OPERATING PLAN

FEASIBILITY ANALYSIS



Legal

Perfectly Legal.



Operational

Would perform well in open market



Economic

Large amount of funding, great return.



Scheduling

Multiple years to complete.



Technical

Difficult, but achievable.

OUR PROCESS





04

FINANCIAL PLAN



32,000,000\$

BALANCE SHEET

20M


Assets

6M

Testing

6M

Labor




Thanks!

Do you have any questions?

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