

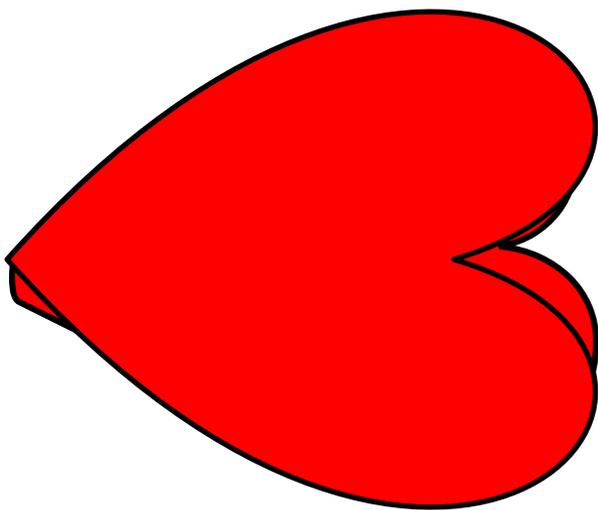


eMotion™
Connecting people wirelessly



Best Friends Forever





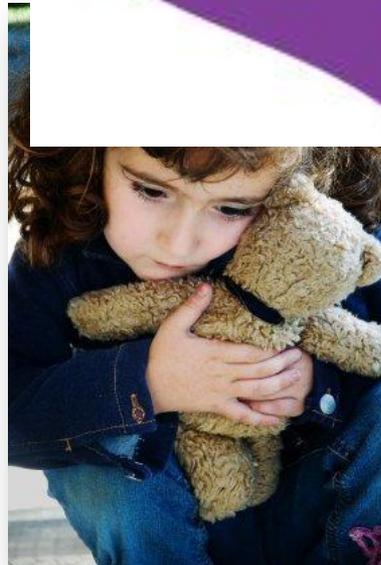


Problem



Daughter is a person who
is safe at home....

Bobbiem



Solution



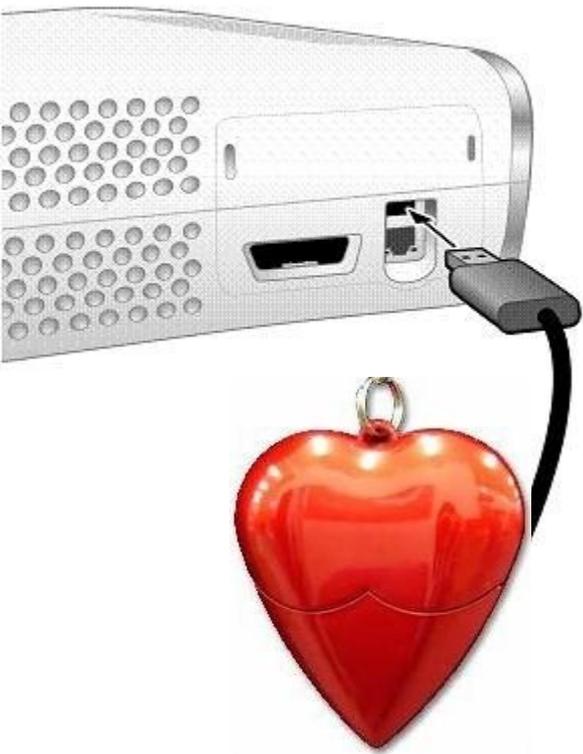
Solution



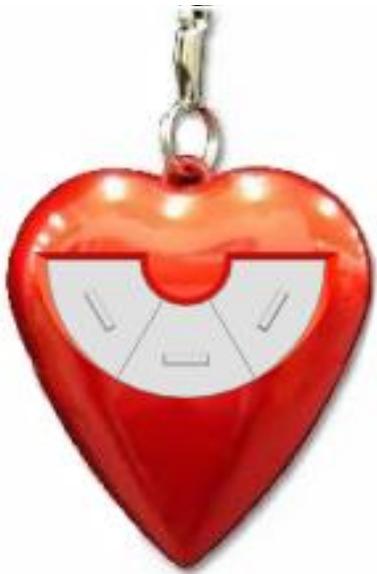
Solution



Link



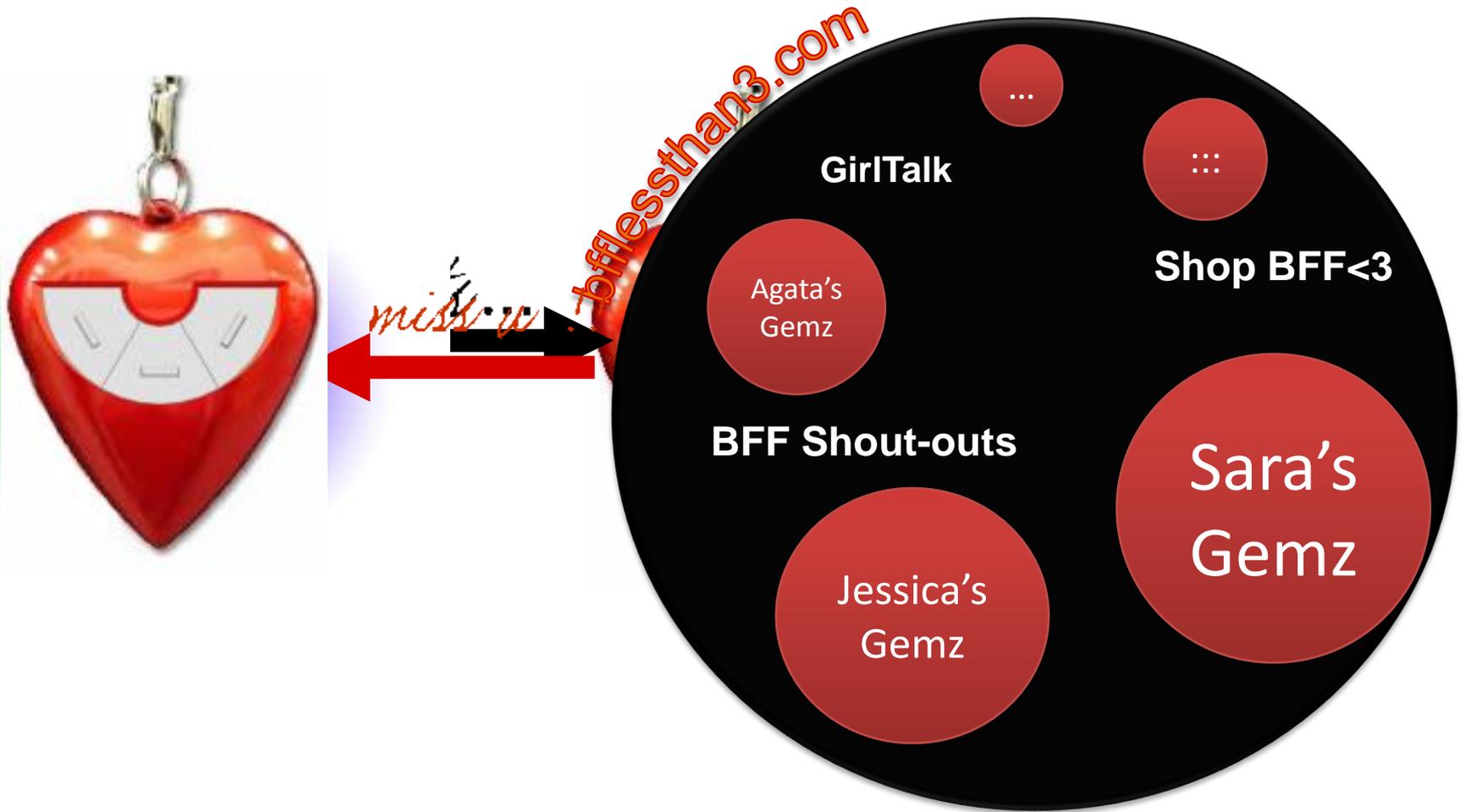
Sync



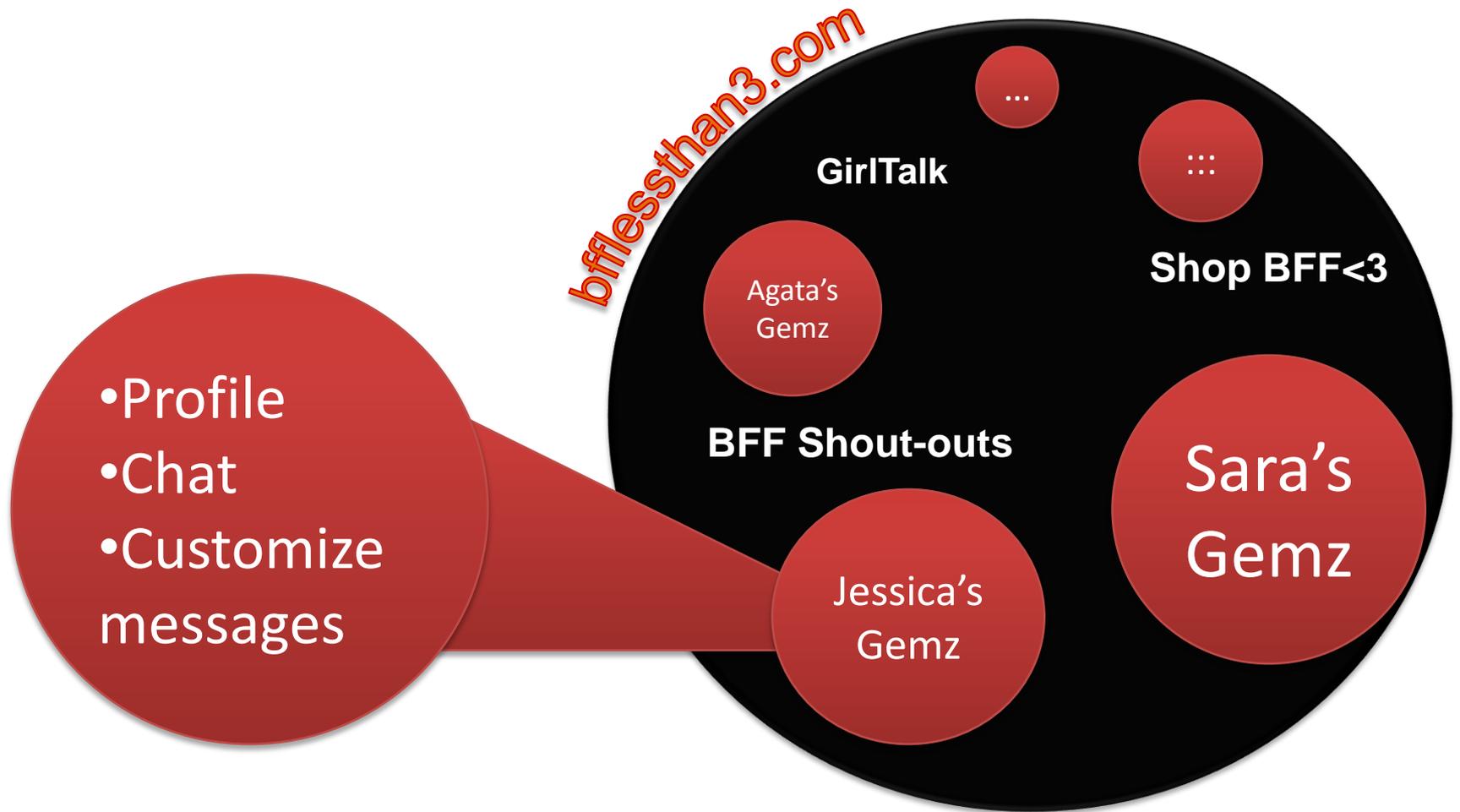
... BFFs Added!



Send/Receive and more...



Send/Receive and more...



JULES F. **KNAPP**
ENTREPRENEURSHIP
CENTER

Current Status

software
technologies
group



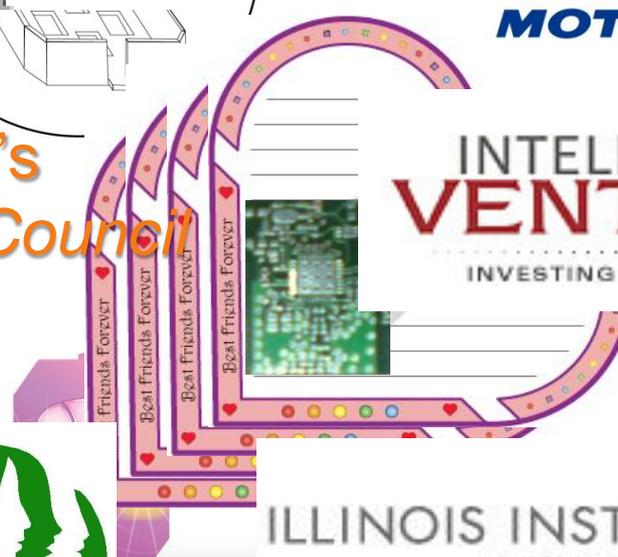
MOTOROLA

HUSCHBLACKWELL
SANDERS LLP

Commission's
Council

INTELLECTUAL
VENTURES

INVESTING IN INVENTION



GIRL SCOUTS

ILLINOIS INSTITUTE
OF TECHNOLOGY



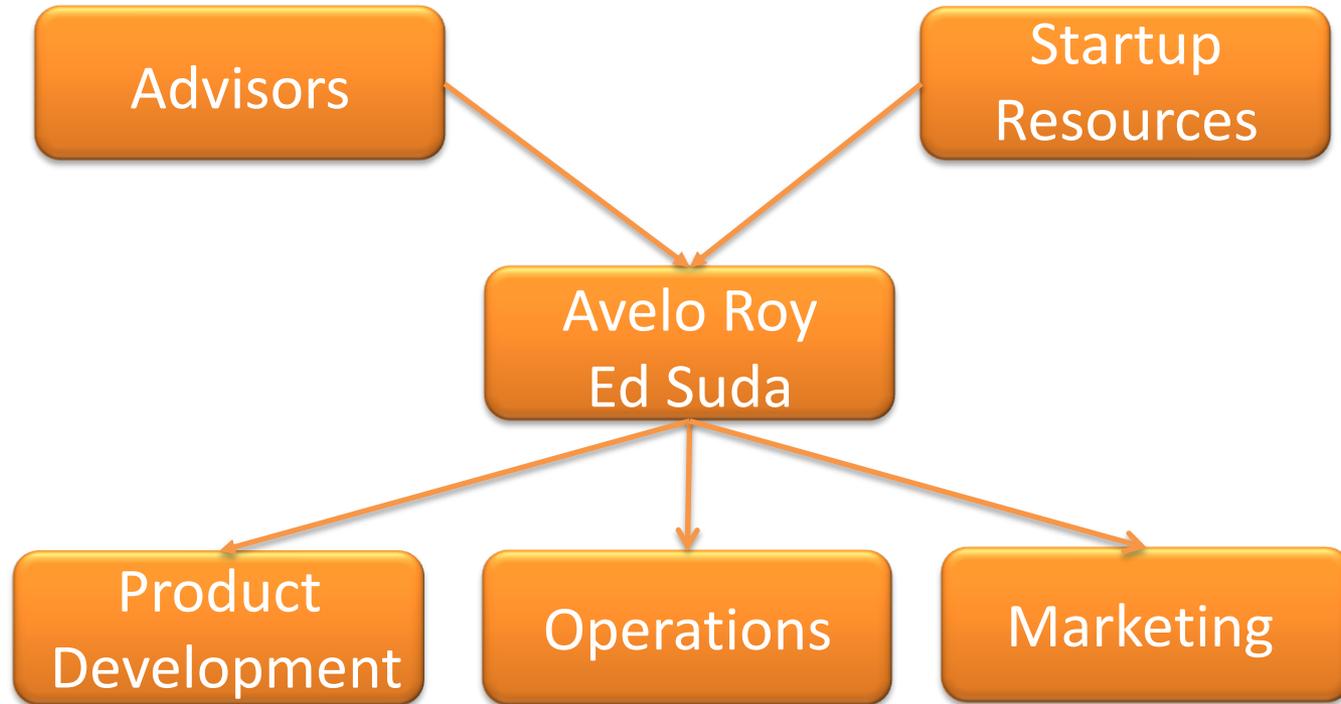
 **HGNA**
Helping Girls Navigate
Adolescence, Inc.

talk **A**utism

alpha
TOGETHERville
where your kids are



Team eMotion





Prof. Jim Braband
Angel Investor &
Faculty Advisor
(Business)

Prof. Vida Winans
Faculty Advisor
(Technical)

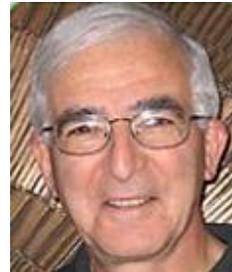
Dr. David Pistrui
Managing Director,
Accumen Dynamics, LLC

Dr. Dennis Roberson
Ex CTO, Motorola
Associate Provost,
Illinois Institute of Technology

Nik Rokop
President & CEO
nLake Technology Partners

Prof. John Stoner
Legal Advisor

Louise Howson
Executive
Liz Claiborne



Rick Mazursky
Serial CEO



Amy Francetic
Entrepreneur & VC



Future CEO



Alexis
Laurence
Market
Analyst

Johannes
Morath
Market
researcher

Max
Graziano
Mfg liaison

Whitney
Horn
Market
Analyst

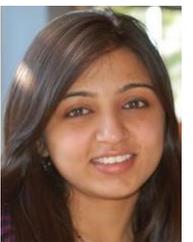


Alex
Segre
Technical
Manager

Shannon
Ludden
Electrical
Engineer

Zak
Estrada
Software
Developer

Dan
Votipka
Software
Developer



Anica
Jovanova
Web Project
Manager

Nirali Patel
Web
Designer



Jessica

Big Spenders

Daddy, I need to borrow
\$30,000,000,000.00

Source: YTV Tween Report, 05 + 06





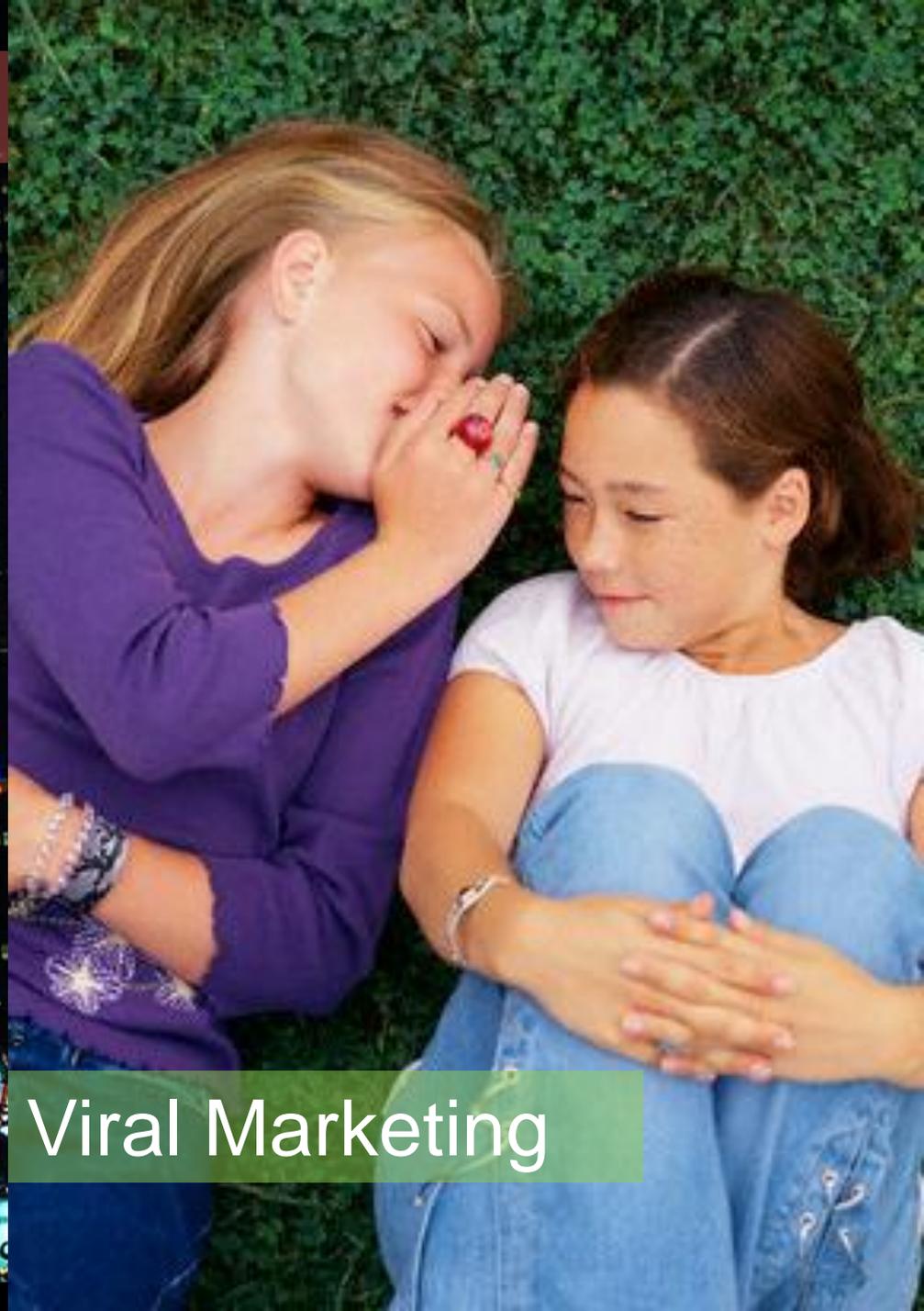
Fun Belonging
Independence

LAW OF FEW

**10% INFLUENCE PURCHASING
BEHAVIOR OF OTHER 90%**



Traditional Media



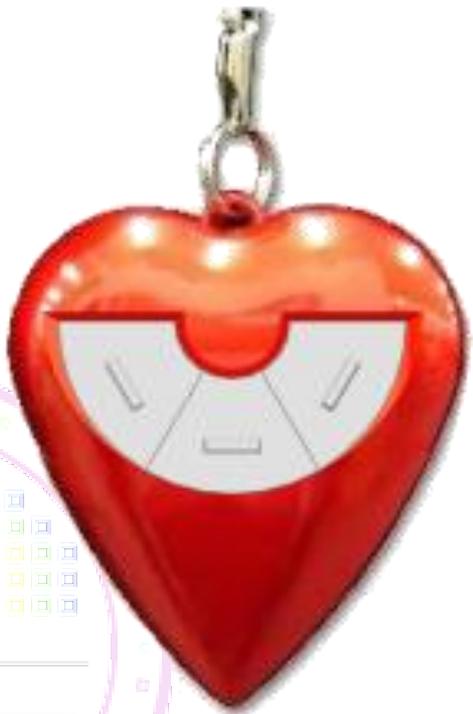
Viral Marketing

CREATING BUZZ

Best Friends Forever

BUZZ

Grid of 20 small colored squares (5 rows by 4 columns).



GIRL SCOUTS



eMotion's
Tween Council



Distribution Channel

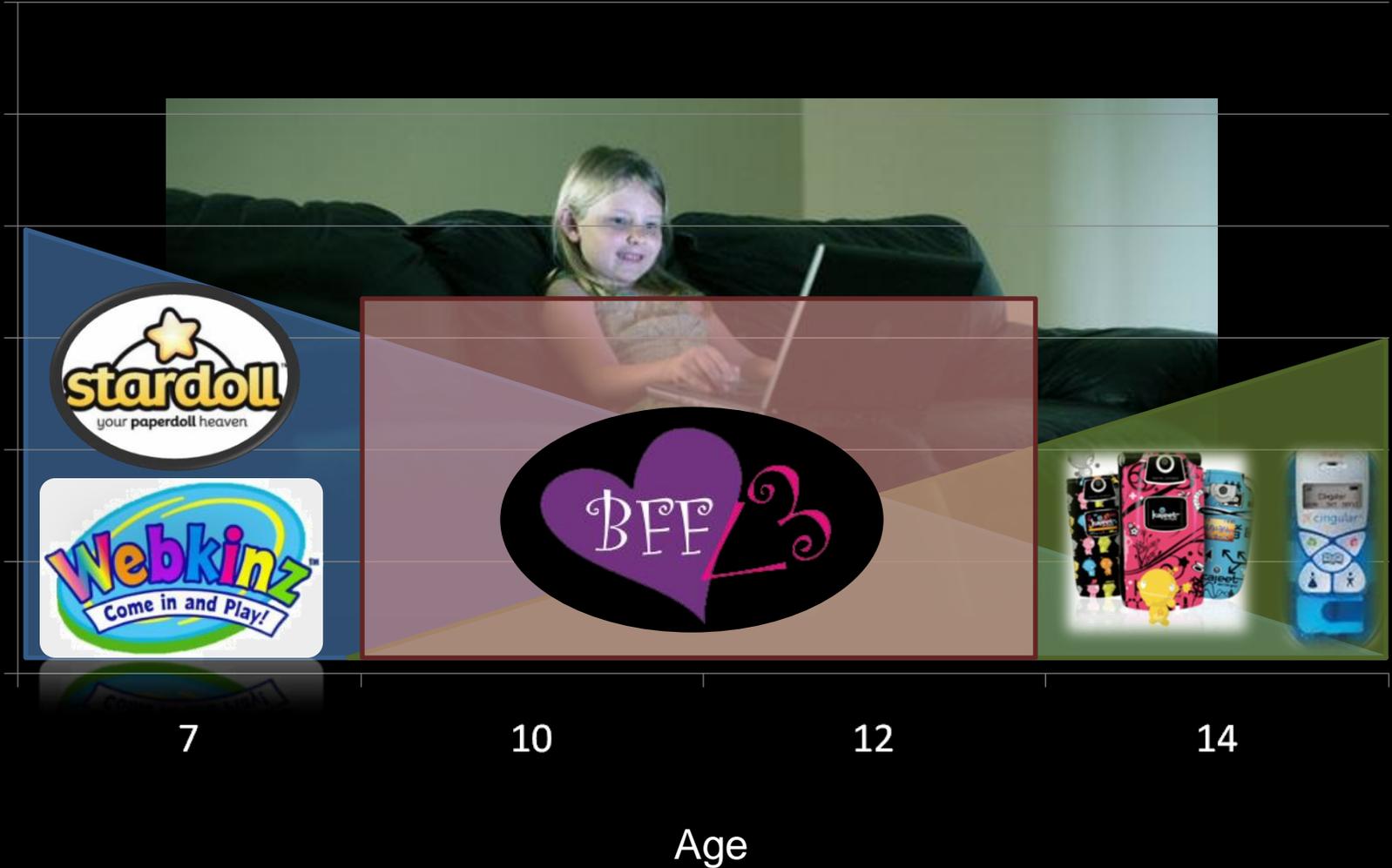


Chicago-area Specialty Stores



Competitors

Tween Market



Why eMotion?

STRATEGIC PARTNERS

KEY ACTIVITIES

VALUE PROPOSITION

CUSTOMER RELATIONSHIP

CUSTOMER SEGMENT



Fundraising
R & D
Recruiting



KEY RESOURCES

DISTRIBUTION CHANNELS

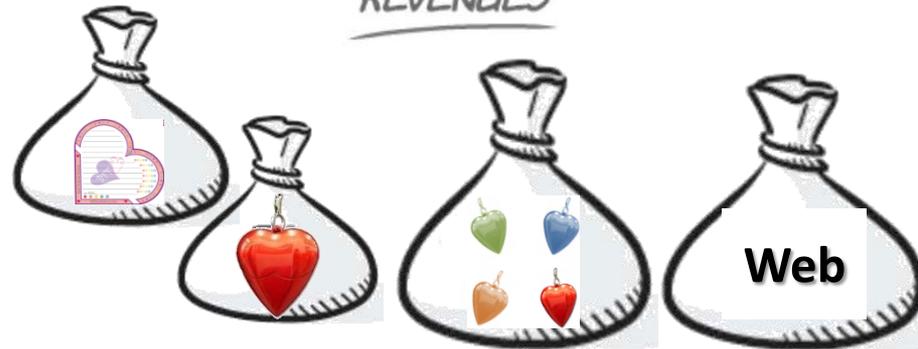


COST

REVENUES



CREATING **BUZZ**

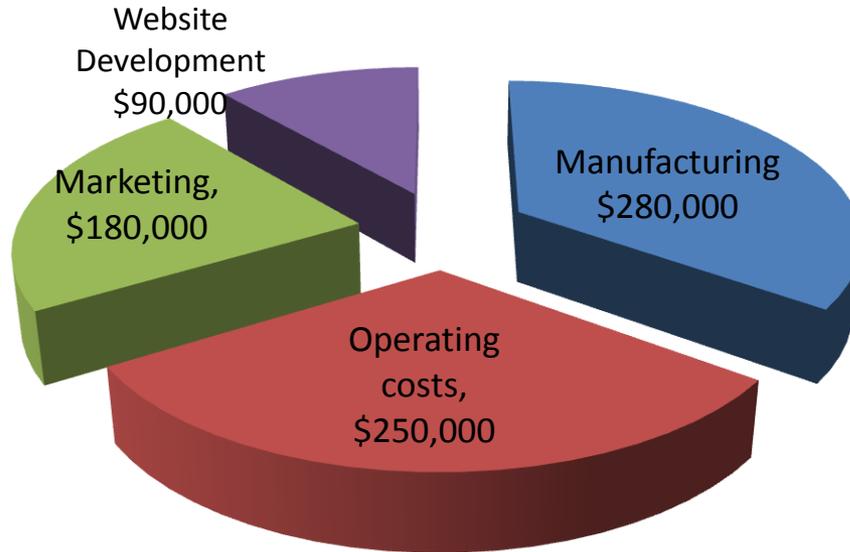


Financials

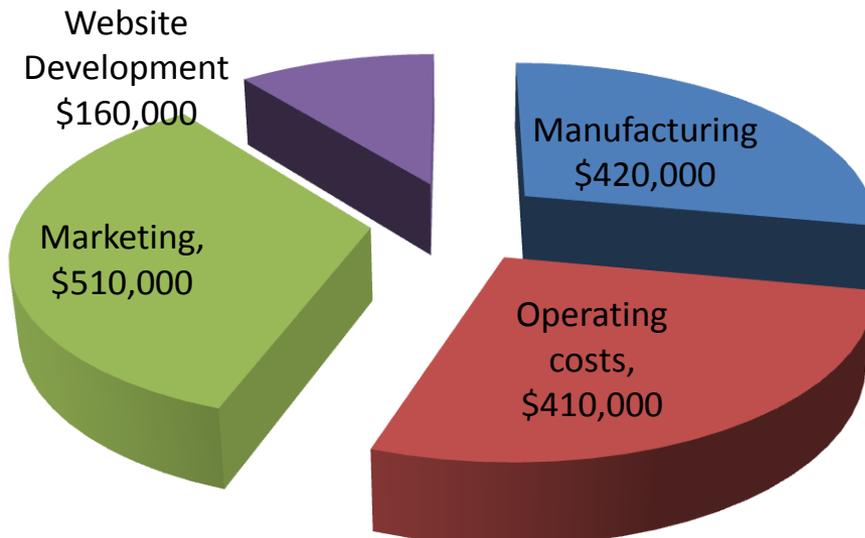
	Year 1	Year 2	Year 3
Units Sold			
Necklace Units	2 K	69 K	267 K
Faceplates	3 K	295 K	1,665 K
BFF Notes	22 K	98 K	154 K
Premium Web	0 K	9 K	86 K
Revenue	\$117 K	\$3,312 K	\$18,960 K
Necklace Units	\$54 K	\$1,511 K	\$7,144 K
Faceplates	\$16.5 K	\$1,574 K	\$11,088 K
BFF Notes	\$48 K	\$187 K	\$339 K
Premium Web	\$0 K	\$79 K	\$777 K
Gross Profit	\$78 K	\$2,757 K	\$16,280 K
Net Income	-\$62.5 K	\$1,432 K	\$9,946 K

Investment

Investment Year 1: \$800,000



Investment Year 2: \$1,500,000



Estimated Pre-money
Valuation: Phase 1

\$1,200,000

+\$800 k investment

Phase 2

+\$1,500 k investment

5 year exit: Acquisition



FRESNO'S \$250K ENTREPRENEUR CHALLENGE



Entrepreneurs BUSINESS

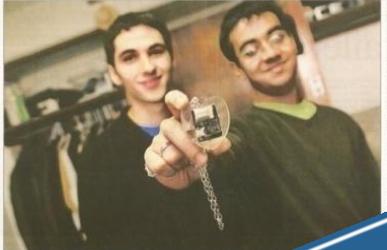
MINDING YOUR BUSINESS

Diversified front unifies start-up

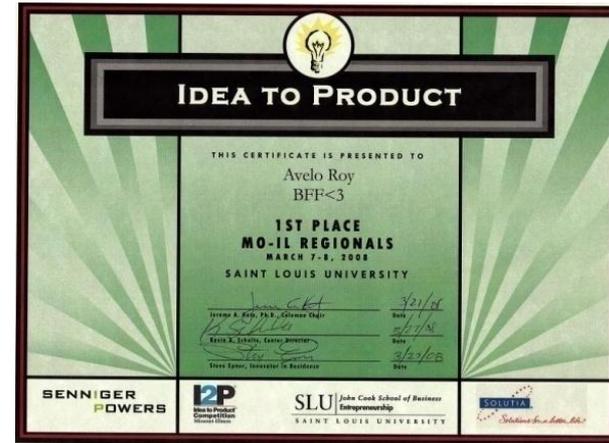
Collaboration puts student entrepreneurs on fast track

By Alan Meyer

Two students at Ball State University have found a way to combine their talents and resources to create a successful business. The duo, Ed Suda and Avelo Roy, have launched a jewelry and electronics business called BFF <3. The pair, who are both students at Ball State, have found a way to combine their talents and resources to create a successful business. The duo, Ed Suda and Avelo Roy, have launched a jewelry and electronics business called BFF <3. The pair, who are both students at Ball State, have found a way to combine their talents and resources to create a successful business.



Chicago Tribune



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Business

Rescue bill may not be enough to halt Valley foreclosures

New executive joins Kaiser in Fresno

From jewelry to milk, entrepreneurs sell ideas

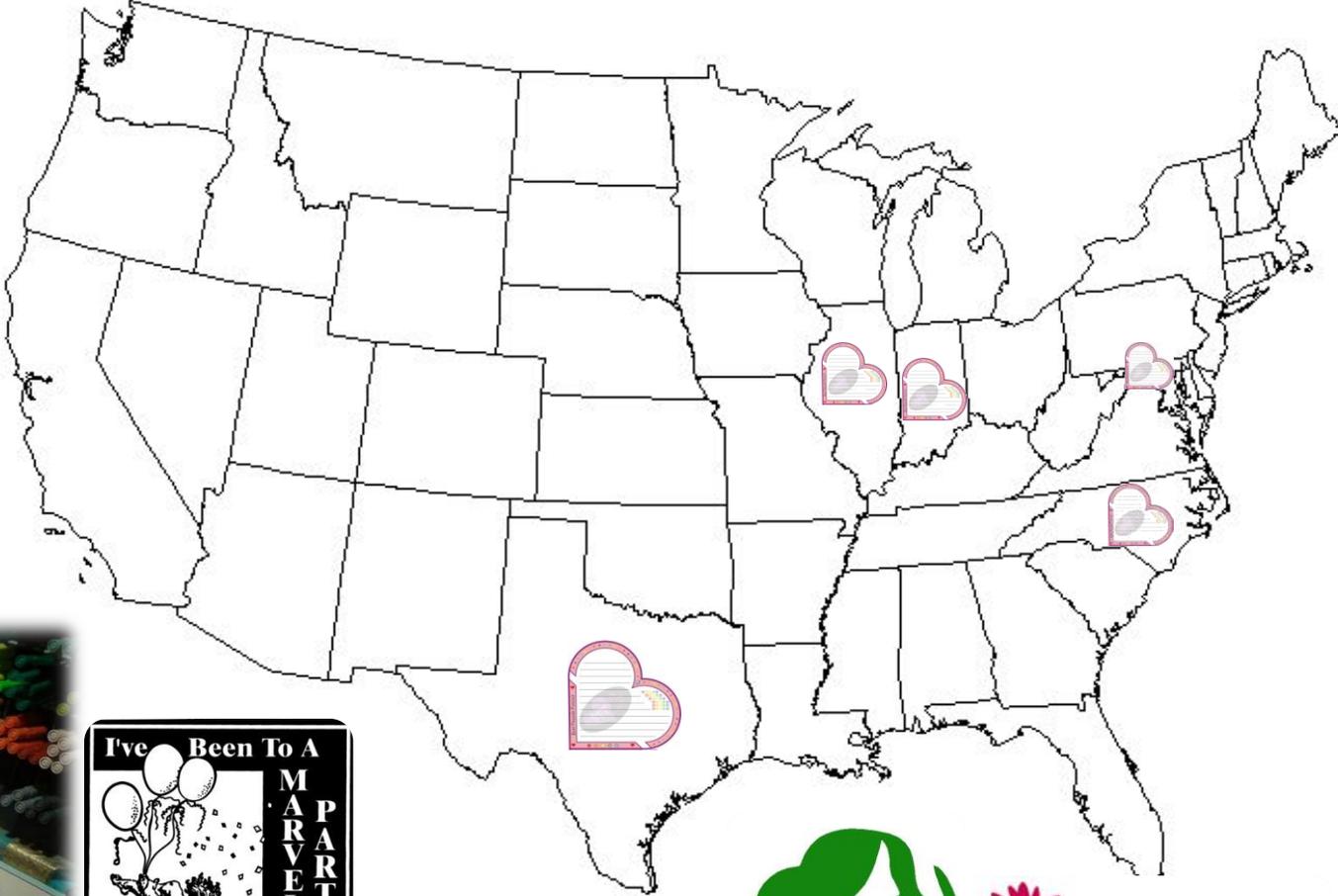
Buildings to close plant in

Finance and Stocks

Symbol	Chg	%Chg	Value
S&P 500	-15	-1.4	1,099
DJIA	-157	-1.5	10,325
Morningstar	-42	-1.5	2,678
Nasdaq	-29	-1.5	1,947
NYSE	-66	-0.9	7,089
Russell	-18	-2.9	619



Spring '09



I've Been To A MARVELLOUS!



Market Square Shopping Center
2121 N. Clybourn • Chicago, IL • 773-404-9400

Sweet & Sassy



Salon • Spa • Celebrations



GIRL SCOUTS



HGNA
Helping Girls Navigate
Adolescence, Inc.

What a girl wants...



How old are you? 8

1. Please answer the following questions:

2. Do you have a cell phone?
Yes No

3. What features are important to you? List up to 3
text messages

4. Do you have access to a computer?
Yes No

5. How much time do you spend on the computer each day?
1 hour

6. Do you have access to the internet?
Yes No

7. How many hours each day?
1 hour

8. Do you have your own computer?
Yes No

9. How do your parents supervise internet use? (circle all that apply)

Web blocker	Approving websites
Not allowing you to go online alone	<input checked="" type="checkbox"/>
Checking your history	Do not supervise <input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> I don't know	

10. Where do you usually access the internet?
home + school

11. Do you shop online?
Yes No

12. How often per month?
once

13. How do you pay?
Paypal My parents Friends

14. What are some of your favorite websites to visit and how often do you visit them?
Webkinz, Ty, mypets, spring games, barbie, giga

15. Do you like to keep up with the current trends in fashion?
Yes No

16. Do you wear jewelry?
Yes No

17. Do you pay for small items or do your parents? Please mark for each category if you, your parents, or both you or your parents pay. Also, please mark if you need permission to do so.

Price range	I pay	Parents	Permission
\$1- \$10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
\$11- \$50	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
\$51- \$100	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
\$1+	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

18. Are words needed to communicate
Yes No

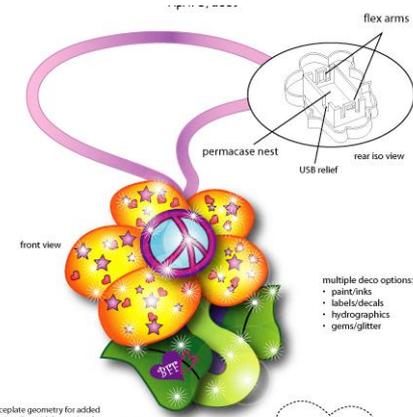


 Packaged Facts

The Kids and Tweens Market in the U.S.

August 2008
9th Edition





- multiple deco options:
- paint/inks
 - labels/decals
 - hydrographics
 - gems/glitter

tiered faceplate geometry for added dimensionality with lower development costs

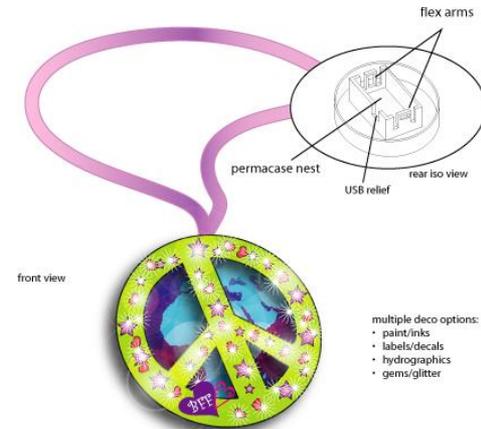


notches in "flex arms" accept retention clips to hold permasec securely in place



interior front view

JOSHUA HARKER
WWW.JOSH-HARKER.COM



- multiple deco options:
- paint/inks
 - labels/decals
 - hydrographics
 - gems/glitter

tiered faceplate geometry for added dimensionality with lower development costs



notches in "flex arms" accept retention clips to hold permasec securely in place



interior front view

JOSHUA HARKER
WWW.JOSH-HARKER.COM

Tech Obstacles & Mitigations

Obstacle	Mitigation
RF Protocol	CSMA Protocol Implemented
Synchronize Protocol	3 Stage Secure Sync
Desktop Connection	USB Connection established
PCB Design	5th Revision Completed

Tech Team (Hardware)

Microcontroller

- USB
- Security
- Battery Charging



Antenna Design



Coin Motor



Silicone keypad

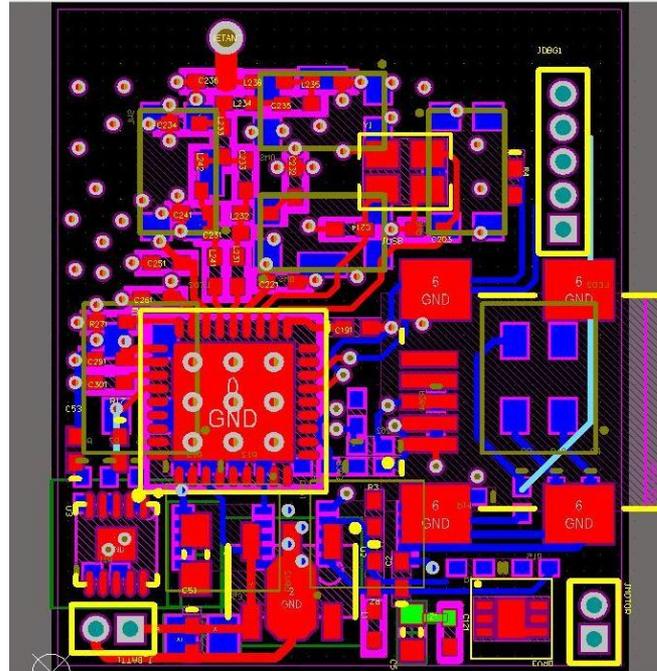
Tech Team (Hardware cnt'd)

PCB

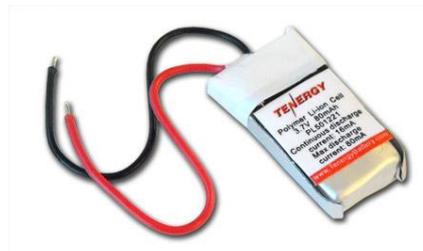
- Design
 - Single board
 - I/O on one side

LEDs

Battery



Contact in China



Bfflessthan3

My Profile

edvelo
Last modified: Dec 04, 2008
BFF <3 member since: Sep 25, 2008

My Message Codes

Colors	Meaning
	Miss you tooo dear
	Miss me at our place
	Air it!
	Please enter the meaning of this code...

My Necklace Stuff!

Check out our catalog for necklaces

- Original BFF <3
- Chain: plain
- Casting: original

My Recent Friends

ani
edsuda

BFF Shout-outs

To: Mackies12 That code is useless, too hard to read!	To: edsuda OMG! I moved the message portion under my account and the entire code was totally disappeared! lol where it went!	To: Danny I love you!
By: Catty142 Nov 19, 2008 08:22	By: EPS Nov 19, 2008 08:21	By: Jenny Nov 19, 2008 12:00
To: fox Tooooo	To: TesterVSR Ouch again... to the good old times	To: TesterVSR Teehee
By: fox Nov 11, 2008 08:22	By: vsr Nov 10, 2008 05:58	By: vsr Nov 10, 2008 05:50

Girl Talk: Experts

Ask Me!	Ask Me!	Ask Me!	Ask Me!	Ask Me!
Big Sister The Teen	Mom All-Around There for You	Dr. Rasera Problem-Solver	Tina Relationship Guru	Maya Fashion and Style Expert
Born: 3-14-1995 Loves: Animals, her boyfriend Charlie, the environment	Born: 1-6-1968 Loves: Her daughters, helping people, skiing, dirt-biking	Born: 2-28-1960 Loves: Listening, solving problems, offering advice, Ouija boards	Born: 9-30-1980 Loves: Friends, playing "cupid", sky diving	Born: 6-12-1983 Loves: Fashion, make-up, dancing, fast cars

Error: Your message could not be sent because the recipient is not logged in. [12:20:23 am] - High 5

Buddy List

- Friends
- edsuda
- ani
- Offline
- edsuda



Draw a Secret

All ready BFF<3 Necklaces

- Castings**
- Chains**
- Bracelets**
- Decorative Charms**

Minimal Investment

- \$15,000
 - Equity based on first \$100k+ investment
 - Drawings & Prototypes
- \$50,000
 - Equity based on first \$100k+ investment
 - Prototypes, Beta-test, Prototypes 2.0
- \$100,000+
 - Let's talk
 - Prototypes, Beta-test, Prototypes 2.0, 1st Production run

Conclusion

- Problem
- Strong understanding of mkt & demand
- Solution validated by Parents and Tweens
- Solution done cost-effectively
- Validated by retailers
- Looking for investment



BFF<3

MatchMe

BFF<3

Autistic

Asia

Teen

Teen

Europe

MatchMe

Australia

Life Buddy

Life Buddy

Lady's Night Out

Canada

Family

Family

Europe

Lady's Night Out

Tween

Tween

BFF Family

Australia

BFF Notes

BFF Dragon

BFF<3

BFF Dragon

Autistic

Asia

Canada

MatchMe

BFF<3

Autistic

Asia

Life Buddy

Asia

Europe

Life Buddy

Life Buddy

Teen

Lady's Night Out

Australia

Tween

BFF Notes

Canada

Canada

Family

BFF Notes

Security

Draw a Secret

Bfflessthan3.com

Exit Strategy

Online purchase

Webkinz adoption

Future Growth

Cell phone

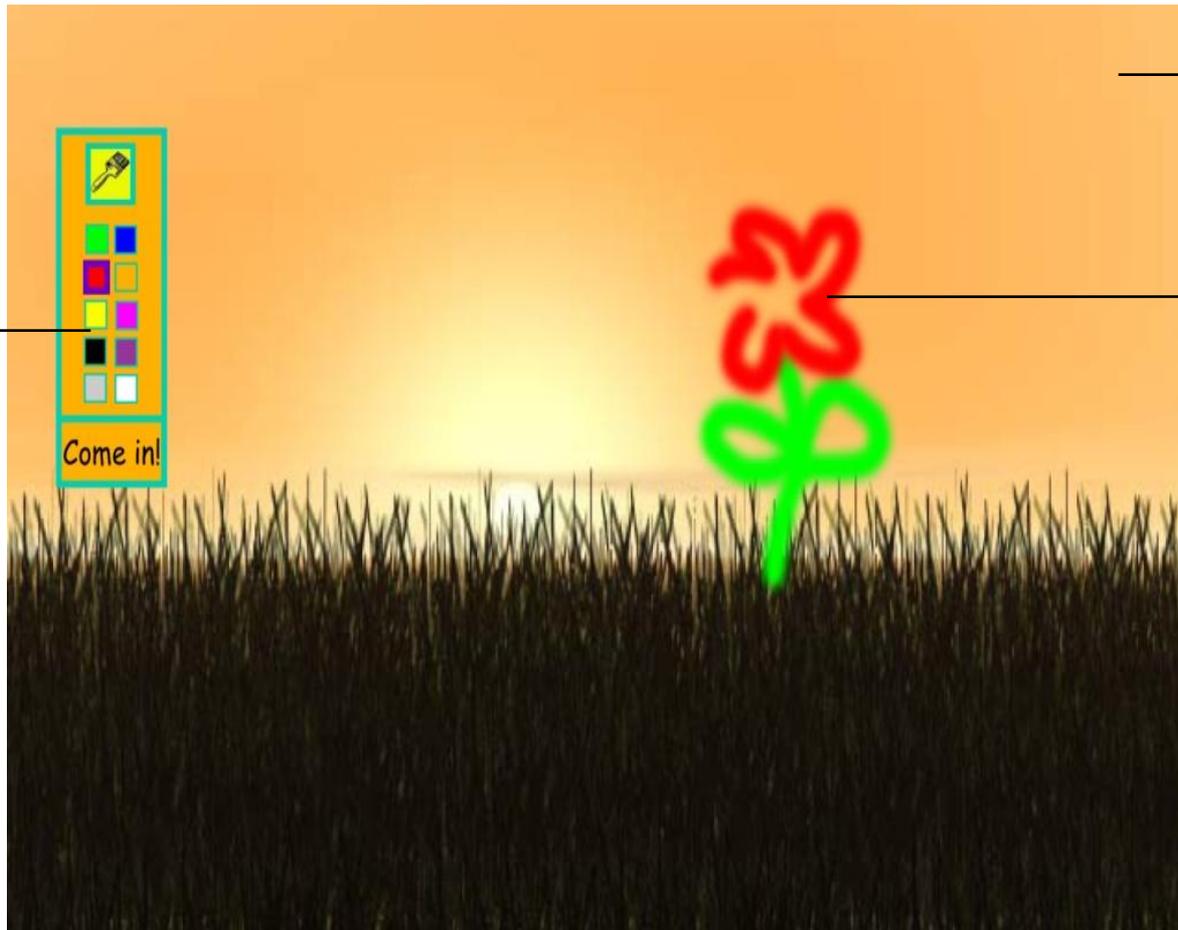
Tween Money

They get what they want !!!

Security

- Online friends must be added **face-to-face**
- Color-based **cryptic** messages
- **Necklace** and **password** needed to log in
- **Draw-a-secret** Technology
- **Weekly update** for parents

Draw a secret



Preselected Background

"Draw a secret"

Color Palette

Bfflessthan3.com

[Shop BFF<3](#)
[BFF Shout-outs](#)
[Girl Talk](#)
[What's New](#)

Best Friends Forever

My Profile

edvelo
 Last modified: Dec 04, 2008
 BFF <3 member since: Sep 25, 2008

[Change Avatar](#)

Favorites: Music, TV Shows, Color, Hobbies, Websites, Add Favorites

The BFF story is just like any other- unexpected and wonderful, full of new surprises every day.

My Message Codes

Colors	Meaning	Remove
	Miss you tooo dear	Remove
	Meet me at our place	Remove
	Air it!	Remove
	Please enter the meaning of this code...	Remove

Add message code

My Necklace Stuff!

[Check out our catalog for necklaces](#)

- Original BFF <3
- Chain: plain
- Casting: original

You have no BFF <3 accessories yet!

Have a look of our catalog, you might find something interesting.

You have nothing in your BFF <3 wishlist yet!

Have a look of our catalog, you might find something interesting.

Stored Friends

ani

edsuda

Click to change color for your BFF <3 stored friend!

Messages

Click to send a message to your BFF <3 friend!

[Shop BFF<3](#)
[BFF Shout-outs](#)
[Girl Talk](#)
[What's New](#)

Best Friends Forever

BFF Shout-outs

<p>To: Mackies12 That code is wazy, too hard to read!</p> <p>By: Catty142 Nov 19, 2008 08:22</p>	<p>To: edsuda OMG! I moved the message portion under my account and the entire code was totally disappeared! lol where it went!</p> <p>By: EPS Nov 19, 2008 08:21</p>	<p>To: Danny I love you!</p> <p>By: Jenny Nov 19, 2008 12:00</p>
<p>To: fox Tooo!</p> <p>By: fox Nov 11, 2008 08:22</p>	<p>To: TesterVSSR Click again... to the good old times</p> <p>By: vsrr Nov 10, 2008 05:58</p>	<p>To: TesterVSSR Teste!</p> <p>By: vsrr Nov 10, 2008 05:50</p>

[Shop BFF<3](#)
[BFF Shout-outs](#)
[Girl Talk](#)
[What's New](#)

Best Friends Forever

Girl Talk: Experts

My Name				
My Name				
My Name				

[Shop BFF<3](#)
[BFF Shout-outs](#)
[Girl Talk](#)
[What's New](#)

Best Friends Forever

ani [12:20:14 am] In Avelo [12:20:10 am] ani edvelo: hi Avelo

Error: Your message could not be sent because the recipient is not logged in. [12:20:23 am] : high 5

Buddy List

- Friends
- ani
- edsuda
- Offline
- ani

Logout



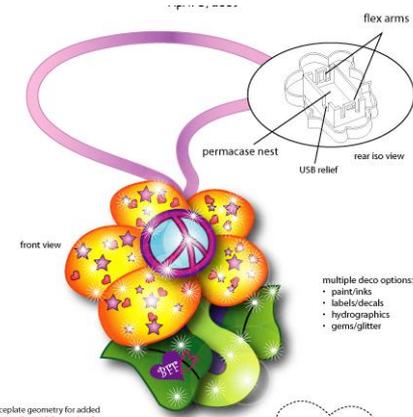
Draw a Secret Technology

[Shop BFF<3](#)
[BFF Shout-outs](#)
[Girl Talk](#)
[What's New](#)

Best Friends Forever

All ready BFF<3 Necklaces

- Castings**
- Chains**
- Bracelets**
- Decorative Charms**



- multiple deco options:
- paint/inks
 - labels/decals
 - hydrographics
 - gems/glitter

tiered faceplate geometry for added dimensionality with lower development costs

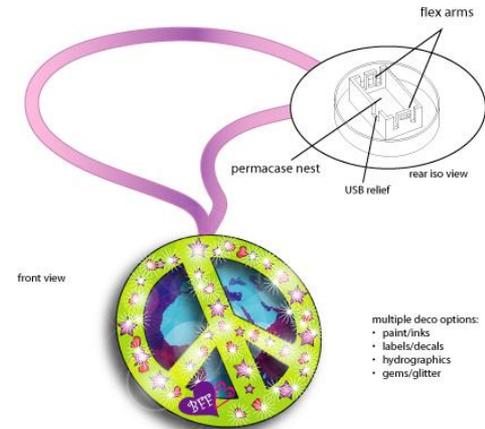


notches in "flex arms" accept retention clips to hold permasec securely in place



interior front view

JOSHUA HARKER
WWW.JOSH-HARKER.COM



- multiple deco options:
- paint/inks
 - labels/decals
 - hydrographics
 - gems/glitter

tiered faceplate geometry for added dimensionality with lower development costs



notches in "flex arms" accept retention clips to hold permasec securely in place



interior front view

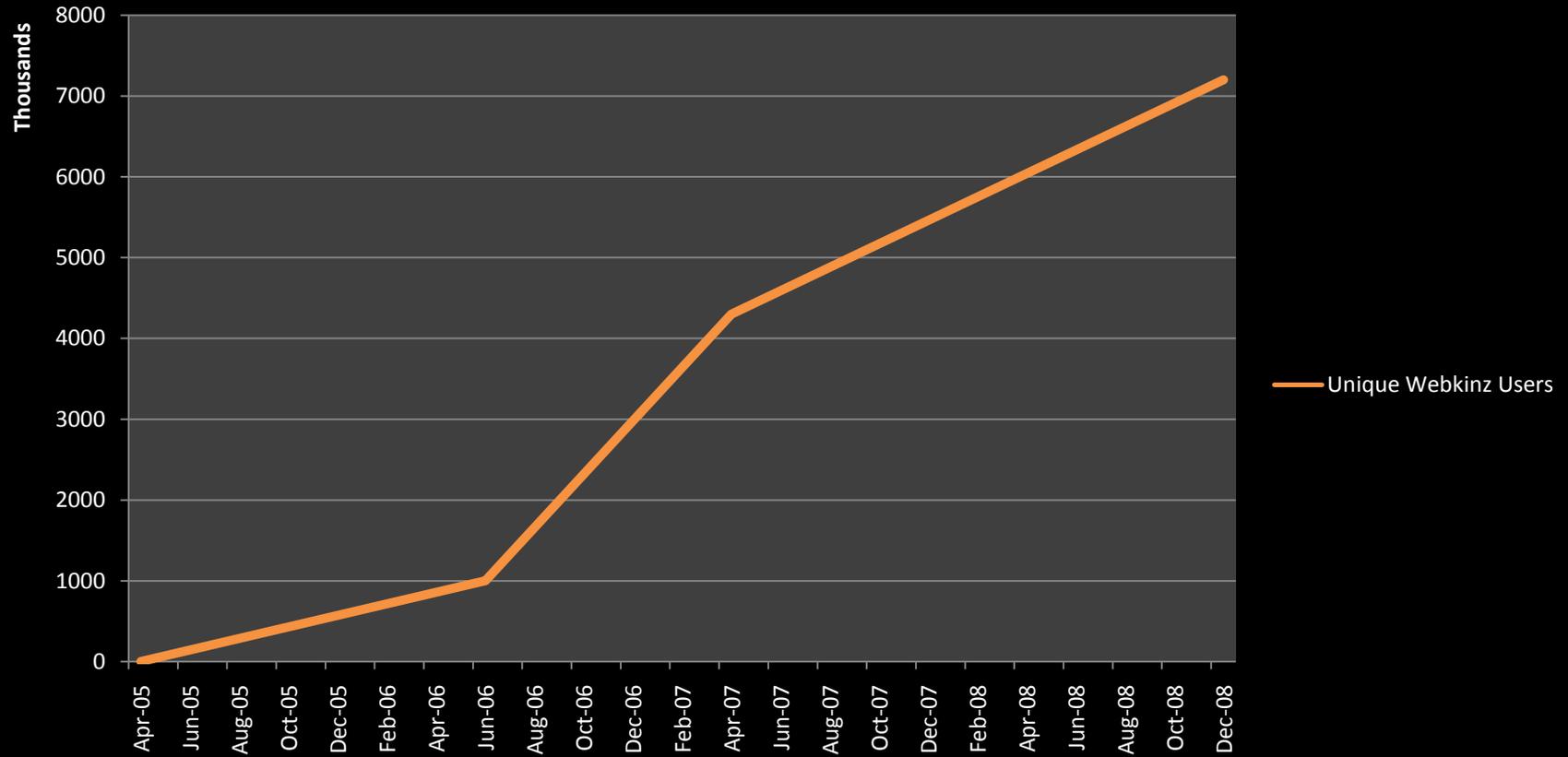
JOSHUA HARKER
WWW.JOSH-HARKER.COM

Many Kids Make Online Purchases

“According to a national survey of 8- to 14-year-olds conducted in July 2007 by the Ringwood, New Jersey-based market research firm Stars for Kidz, buying online has become routine for many kids. The survey found that 77% of kids in this age group have completed online transactions, with 56% of kids buying online as a way to help out their mom with online shopping chores. The most popular payment methods are to ask someone to complete the order for them, use a gift card, or use their parents’ credit cards.”

Webkinz Adoption

Unique Webkinz Users

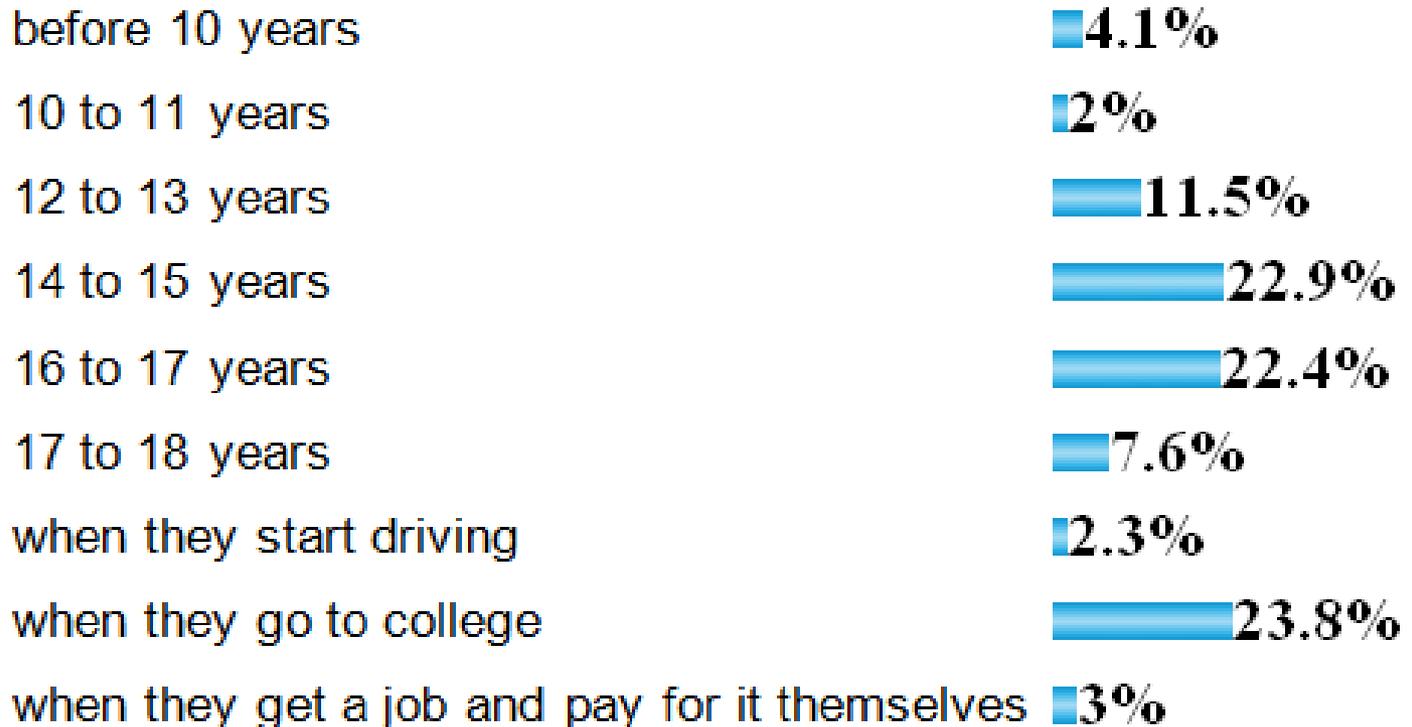


Future of BFF<3 Necklace

- Partnering with
 - Girl Scouts
 - American Girl
 - Build-a- Bear
- Direct marketing
- Product placement
- Touch Screen
- Draw a secret

Why Not Cell Phones

When do you plan to get your kids a cell phone?



Where do they get all that **money**?

Financial Profile of 6- to 11-Year-Olds by Race and Hispanic Origin [Cont.]

Category	Non-Hispanic White	All Multi-cultural	Hispanic	Non-Hispanic Black
Amount of money received weekly from allowances/jobs				
\$10.00 or more	9.6%	17.1%	8.2%*	25.1%*
\$5.00 - \$9.99.....	18.3	21.3	23.7	19.2
Under \$5.00	33.6	15.6	16.4	13.7*

Note: Cells with a single asterisk indicate a projection that is relatively unstable because of sample base and is to be used with caution.

Source: Compiled by Packaged Facts based on data from Simmons Market Research Bureau, Fall 2007 *Kids National Consumer Survey*. This material is reprinted with permission.

They get What they want

Chapter 9: Spending Patterns

The Kids and Tweens Market in the U.S.

Table 9-7

Percent of 6- to 11-Year-Olds Who “Get What They Want Most or Some of the Time” by Product Category and Gender and Age Group

Category	Boys		Girls	
	6-8	9-11	6-8	9-11
Entertainment	66.0%	61.5%	62.5%	65.9%
DVDs and video tapes	76.0	79.5	70.7	82.3
Movies	71.3	70.5	72.0	77.6
Toys	84.8	68.9	86.6	84.7
Jeans	39.7	54.9	53.0	66.7
Sneakers/athletic shoes	72.2	76.8	66.0	77.7
Shop at favorite store	74.3	75.2	70.0	80.0
Visit favorite family style/sit-down restaurant	63.1	63.1	62.6	66.8
Visit favorite fast food-restaurant	72.7	69.2	67.6	68.3

Source: Compiled by Packaged Facts based on data from Simmons Market Research Bureau, Fall 2007 Kids National Consumer Survey. This material is reprinted with permission.

Strategy

- Acquisition
 - Build-a-Bear
 - Facebook
 - MySpace
 - Mattel
- Sell existing stake
- Sell off technologies



Profile: Oak Park, IL

- Population: 50,824
- Tweens: 2,514
- # of public elementary schools: 7
- # of public middle schools: 2

Oak Park Ethnicity Dist.

