



eMotion™

Connecting people wirelessly

# Problem



# Solution







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

Prof. Vida Winz  
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(Technical)

## Advisors

Dennis Roberson  
CTO, Motorola  
Associate Provost,  
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Nik Rokop  
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Entrepreneur  
Center

## Startup Resources

Rick Mazursky  
Serial Entrepreneur

## Avelo Roy Ed Suda

Innovation and  
Entrepreneurship Academy



## Development

## Operations

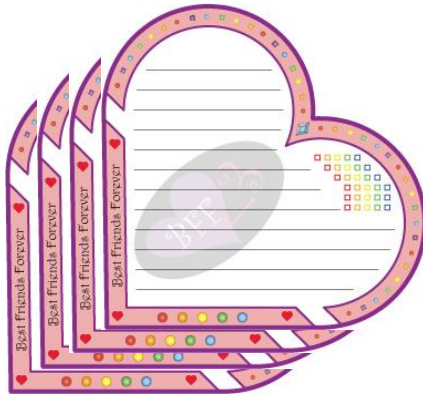
## Marketing



Commission's  
Tween Council

# Semester Goals

- Optimized functional prototype
- Plastic prototype
  - Permacase & faceplate
- Focus group testing
  - Prototypes and website
- Sell 5000 BFF Notes



# Progress Toward Goals

## Product Exterior Design

 Industrial designer making sketches

## Manufacturing Coordination

 Manufacturer found overseas

## BFF Notes Product Design

 85 sold; package revised

## BFF Website

 Phase 1 complete; integrated BFF Notes

# Progress Toward Goals

Functional prototype optimization





Desktop software



Device firmware






# Major Obstacles & Mitigations

Obstacle	Mitigation
Industrial Designer	 Found
Manufacturer	 Found
BFF Notes Designs	Tween-approved
BFF Notes Web Integration	Brainstormed and Executed
BFF Notes Security and Social Network Connection	Brainstormed and Executed





# Major Obstacles & Mitigations

Obstacle	Mitigation
MBA in Finance	 Found
Pricing Strategy	Consulting
BFF Permacase	
Circuit Design Optimization	

# Anticipated Major Challenges





*Thank you*