

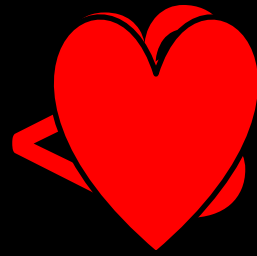
Company: eMotion

Avelo Roy, Ed Suda,  
Sara Sustersic & Leo Bassett



# Best Friends Forever



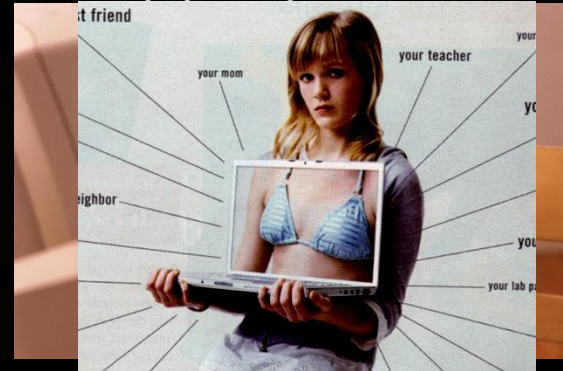


Company: eMotion™

Product: BFF<3™ Necklace

# Problem

- Current web communities are inappropriate for tween BFFs (Best Friends Forever)

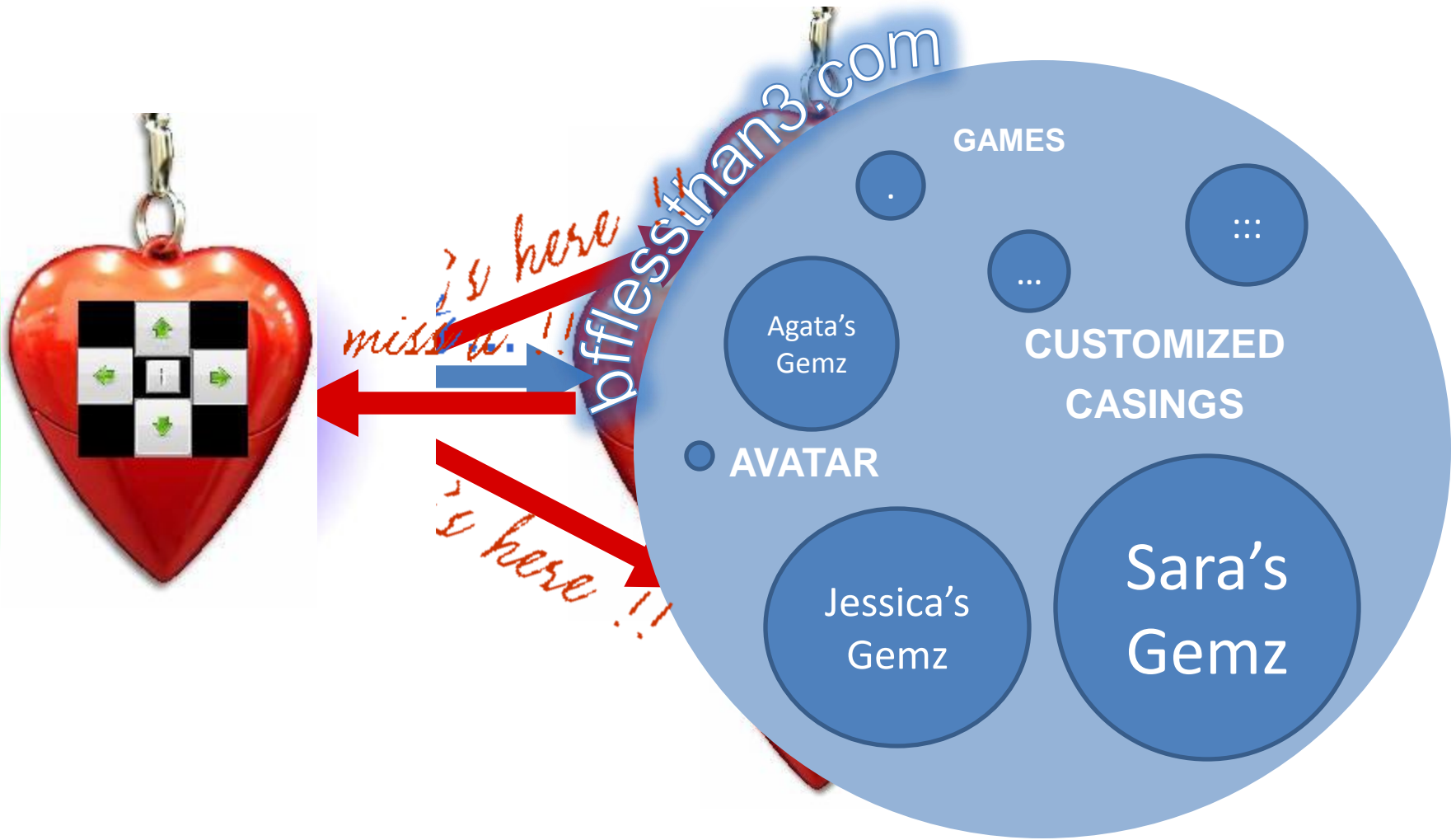


- Absence of physical closeness in online social networking

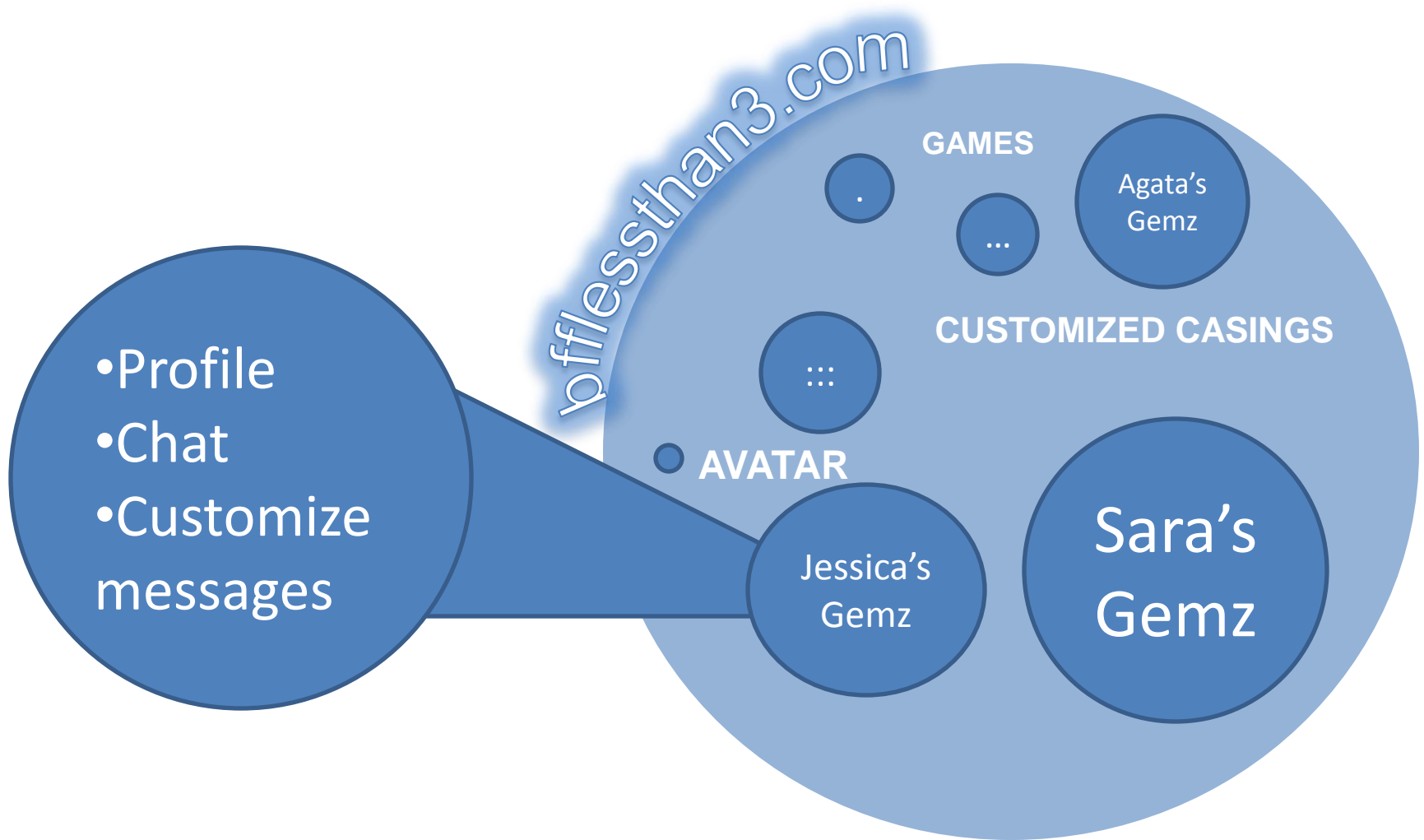




# Send/Receive and more...

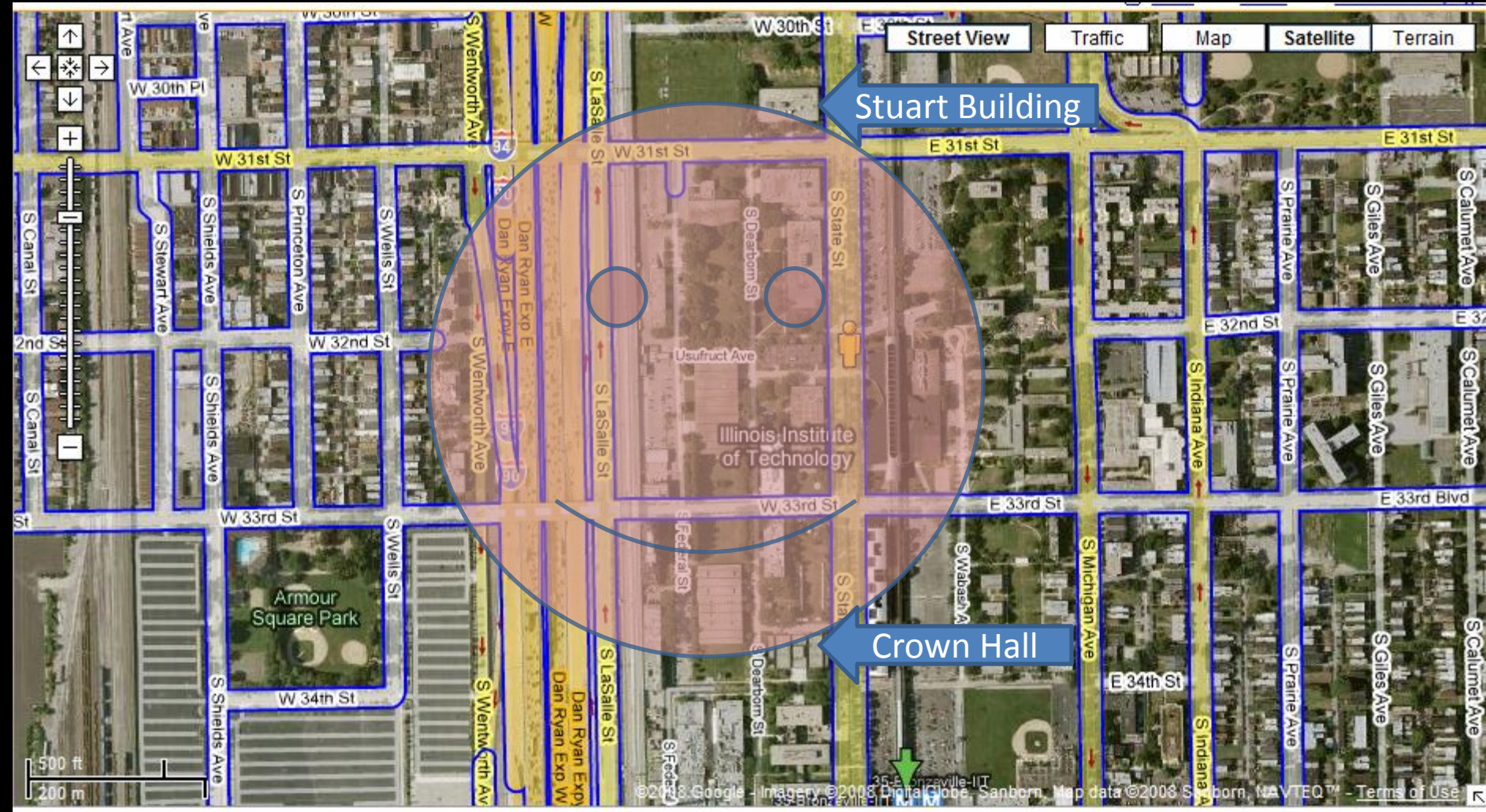


# Send/Receive and more...



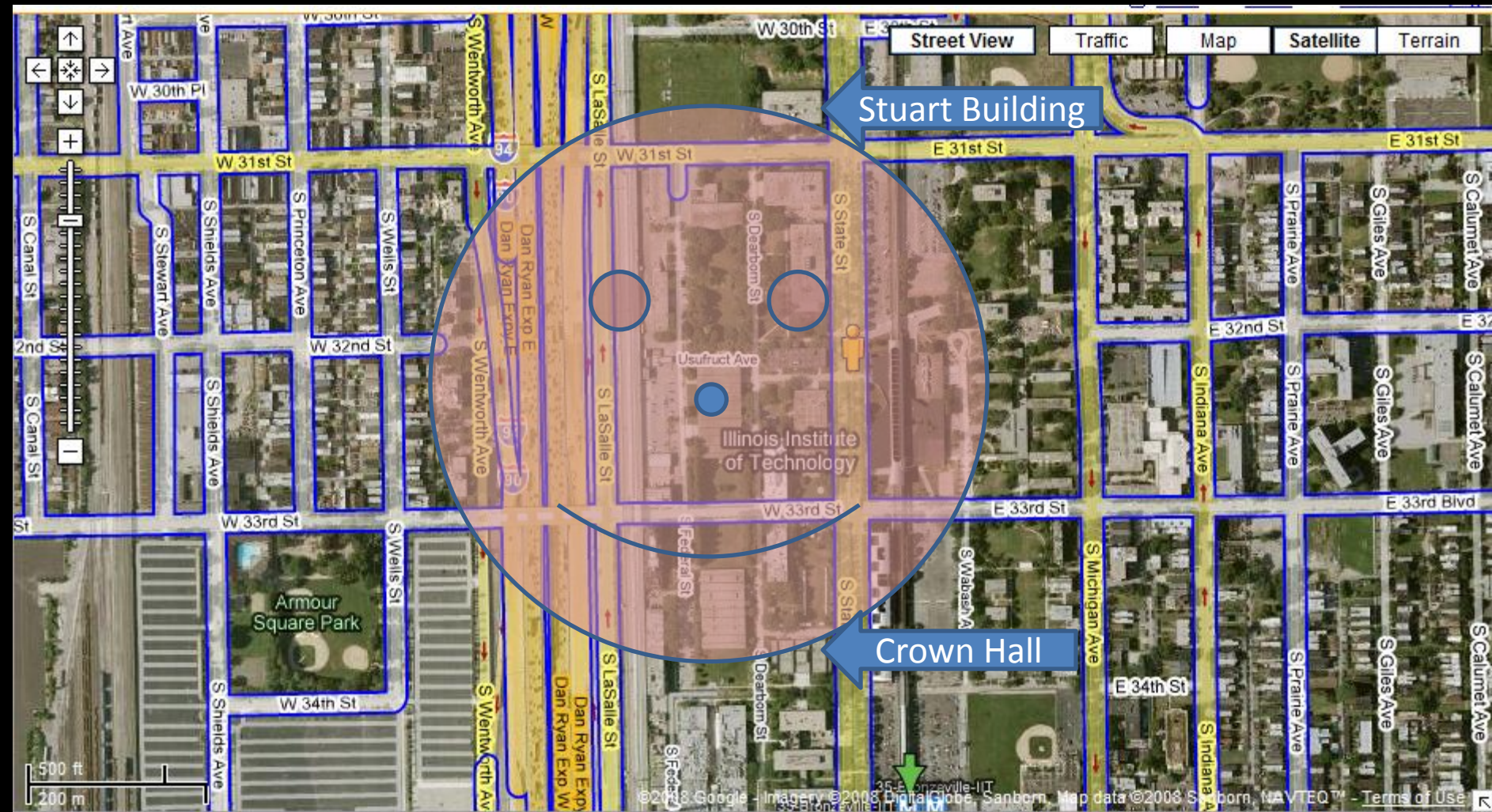


# Range



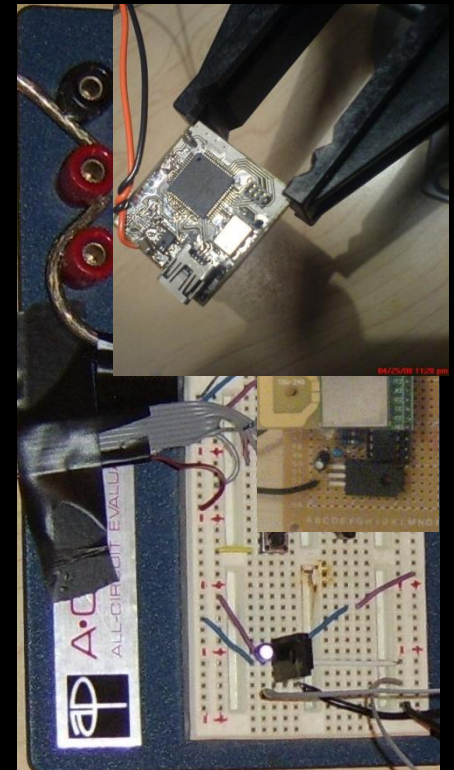


# Range



# Technology Progress

- Sophistication and miniaturization of circuit
  - Breadboard to PCB
  - Circuit inactive for most of the time
- Battery selection
- 10 X Range increase
- Robust Software
- Emulator



# Business Progress

- Revised Business Plan
- Revised Financial estimates
- Primary and secondary Market research
- Potential partnering investigations
- Interviewed key people in this market

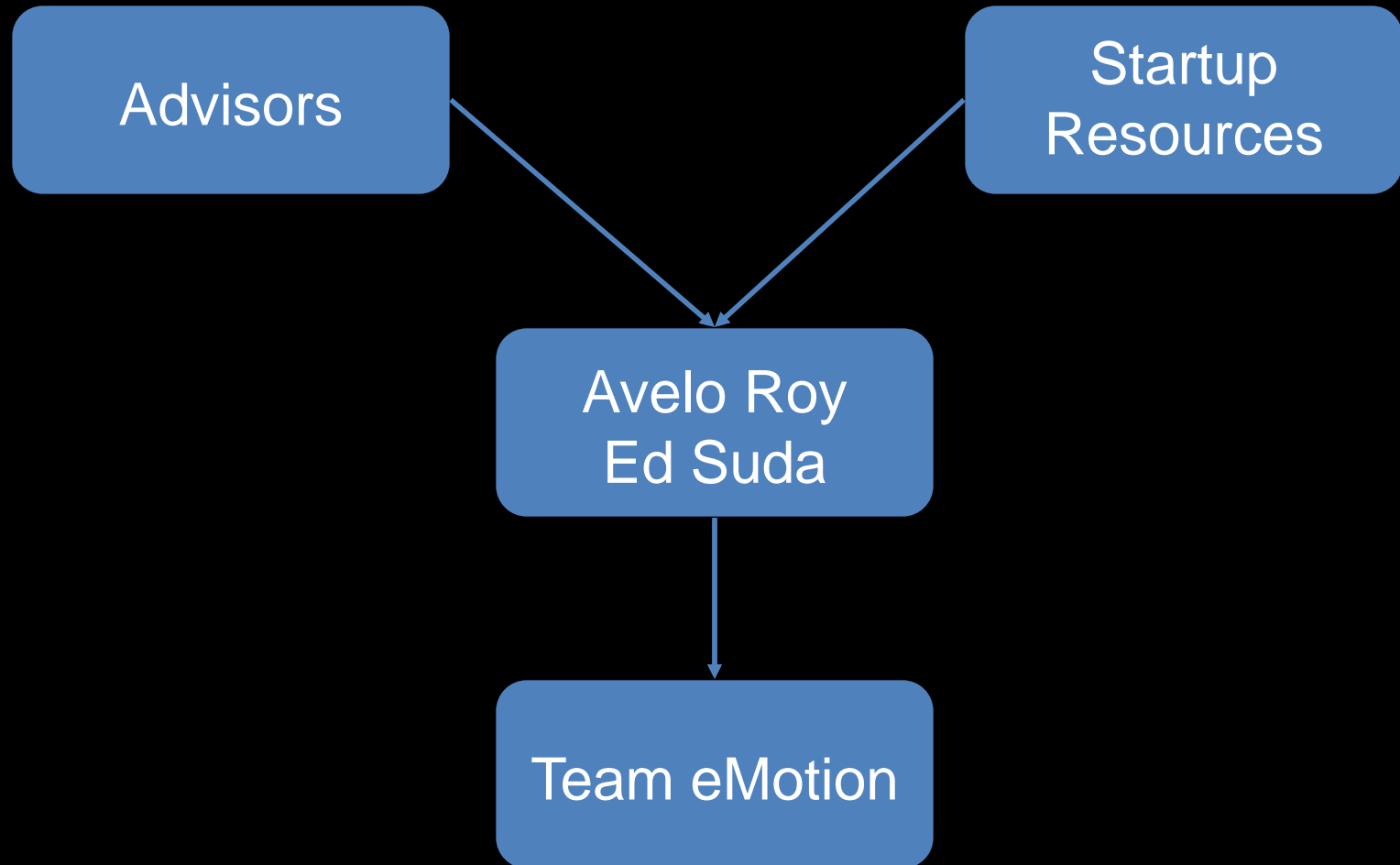


# Current Status

- BFF<3 Necklace
  - Initial functional prototype complete
  - Desktop software in design
  - Website in development
  - Seeking partnerships
  - Paper work for LLC and drafting the operating agreement
  - Developing intellectual property strategy



# Organizational Structure





*Jessica*



# Market Size

- Market size: 8,000,000 tween girls nationwide
  - Household income over \$50,000
  - 55% use Internet to communicate
  - 40% have cell phones
- Our market's buying power = \$30.8 billion
  - Spends \$110 per month on average

# Tween Survey Says...

- Tween girls enjoy customizing devices
- 68% stated they like keeping up with the latest fashions
- Parents prefer monitoring their child's internet activity



# Sales Strategy

## Media Outlets

- Product reviews
- Local TV & radio
- Tween e-tailer partnerships

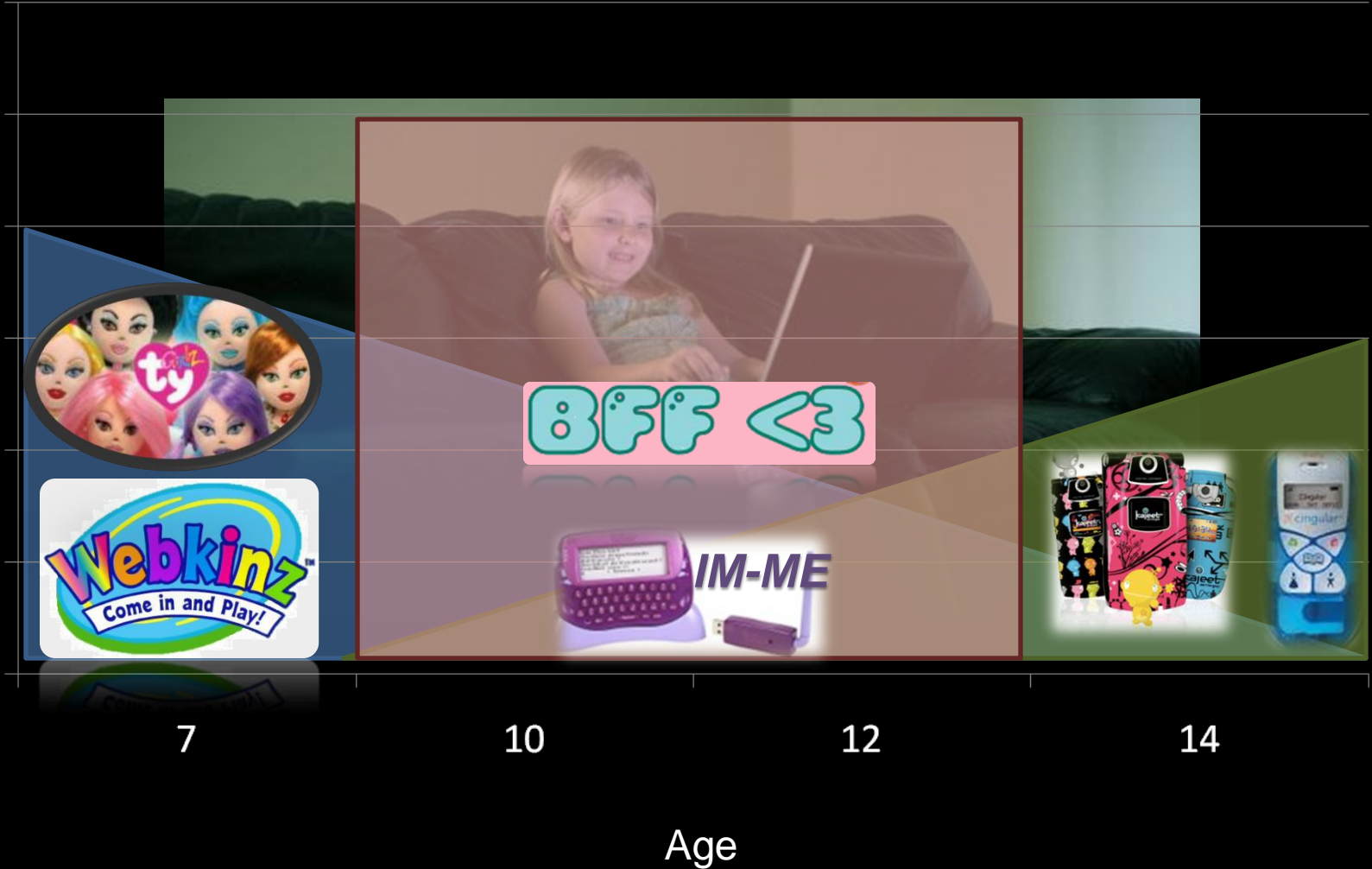
## High-visibility sales

- Mall kiosks
- Placement in fashion accessory stores

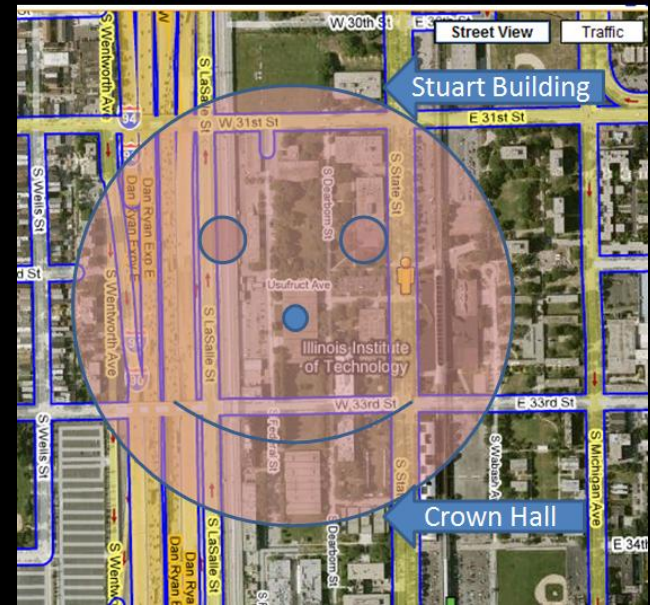


# Comparison

Tween Market



# What value do we provide?



Security

Privacy



# Risk & Mitigation

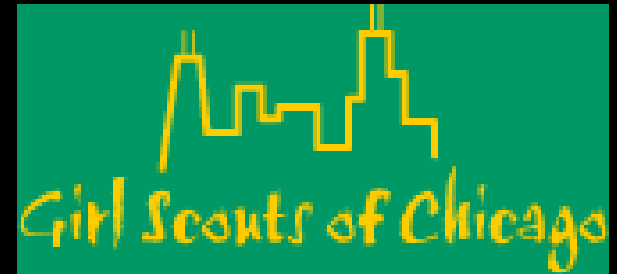
- Product Risk
  - Range of transmission
- Market Risk
  - Existing substitutes
  - Limited product life cycle
- Business Risk
  - Few barriers to entry





# Go-to-Market Strategy

- Create a buzz
- 1,000 free necklaces initially
- Get Parents on Board
- In-store Retail trials
- Initiate a viral chain reaction
- Extend product line





# Distribution Channel

- Direct Internet Sales
  - Necklace and its accessories
- Retail Stores

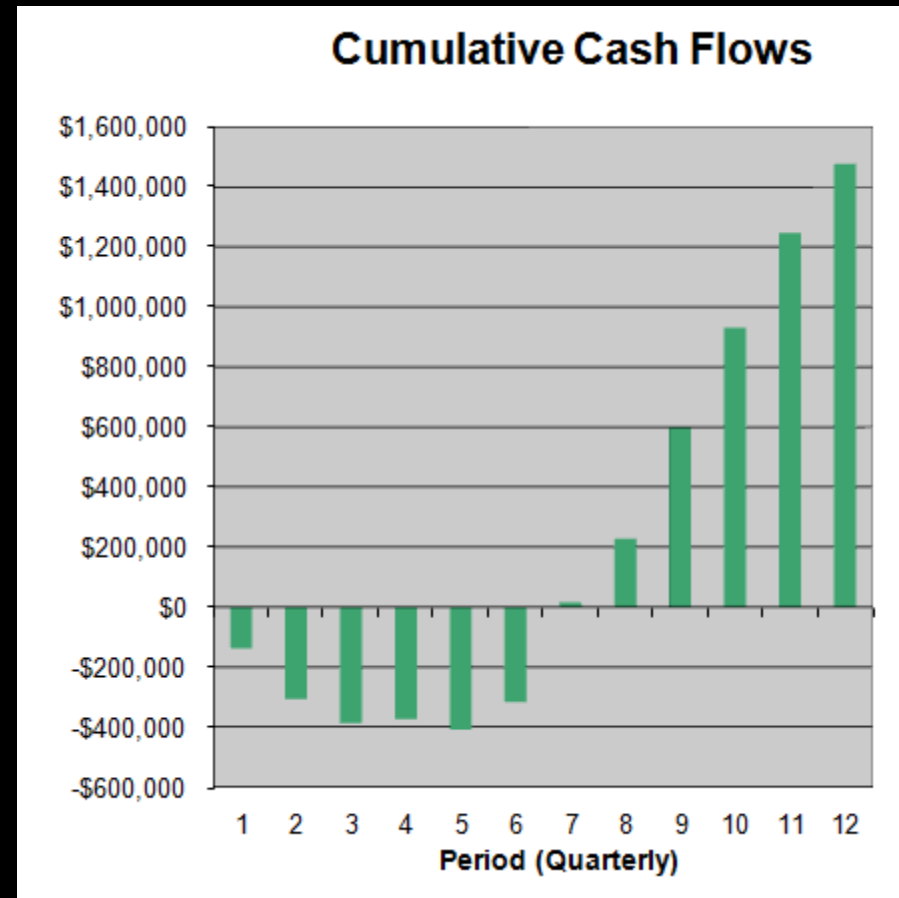


# Proforma income statement

|                                  | year 1      | year 2        | year 3        |
|----------------------------------|-------------|---------------|---------------|
| BFF Device Sales (Internet)      | \$515,828   | \$1,889,370   | \$2,354,215   |
| BFF Device Sales (Retail Buyer)  | \$165,000   | \$780,000     | \$1,170,000   |
| Faceplates (Our Channel)         | \$111,776   | \$1,147,700   | \$1,906,180   |
| Costs of Goods Sold              | (\$410,594) | (\$1,822,006) | (\$2,613,732) |
| All other Expenses               | (\$664,900) | (\$862,400)   | (\$579,000)   |
| Earnings Before Interest and Tax | (\$282,890) | \$740,368     | \$2,237,663   |
| Tax Expense                      | (\$0)       | \$259,129     | \$783,182     |
| Net Income                       | (\$282,890) | \$873,536     | \$1,454,481   |

# Key Financials

- Investment
  - \$200,000 on inception
  - \$300,000 on first sales
- Investor Return
  - Strategic acquisition
  - 60% return (5x, 3 yr)



# EXIT Strategy

- Strategic acquisition
  - Cellular phone providers
  - Tween retailers
  - Toy manufacturers



# Why Invest?

- Three-Fold Offering
- Simple & affordable technology
- IP opportunities
- Active advisors
- Future product line with growth opportunity



Thank You

# Product Challenge

- Product Challenge
  - Range of transmission
  - Miniaturization
  - Battery life
  - High volume , high quality manufacturing



# Device Competition

|                       | IM Me             | Cellular Phones  | Instant Messaging | Nintendo DS Lite           | BFF <3            |
|-----------------------|-------------------|------------------|-------------------|----------------------------|-------------------|
| Network Type          | Closed            | Open             | Open              | Restricted                 | Closed            |
| Range                 | 100 ft.           | Global           | Global            | 65 ft.                     | 1000 ft           |
| Allowable connections | 6                 | 3                | Infinite          | 5                          | 60                |
| Interactive Format    | Instant messaging | Talking, texting | Instant messaging | Instant messaging, drawing | Visual Morse Code |
| Portable              | Semi              | Yes              | No                | Semi                       | Yes               |
| Fashion accessory     | No                | Yes              | No                | No                         | Yes               |
| Unit Price            | \$64.99           | Varies           | Free              | \$129.99                   | \$29.99           |

# Website Competition

|              | MySpace | Webkinz                  | BFF<3  |
|--------------|---------|--------------------------|--|
| Target Age   |         | Ages 6-14                | Ages 8-14                                    |
| Features     |         | Games                    | Games, BFF download and sales<br>BFF casings |
| Traffic Draw |         | Stuffed toy component    | Wearable component                           |
| User control |         | Customizable environment | Customizable communication and casing        |

|                         | IM Me   | Cellular Phones | Instant Messaging | Nintendo DS Lite | BFF <3  |
|-------------------------|---------|-----------------|-------------------|------------------|---------|
| Closed Network          | +       | -               | -                 | -                | +       |
| Portable                | +       | +               | -                 | +                | +       |
| Fashion accessory       | -       | +               | -                 | -                | +       |
| Customizable appearance | -       | +               | +                 | -                | +       |
| One-time cost           | +       | -               | +                 | +                | +       |
| Collectible             | -       | -               | -                 | -                | +       |
| Range                   | 100 ft. | Global          | Global            | 65 ft.           | 1000 ft |

### Visitors to virtual worlds for tweens (and younger)

