

Company: eMotion

Product: BFF<3 Necklace

Opportunity

- Strong small-group relationships in the age range of 8-14
- Absence of web community for tween BFFs (Best Friends Forever)
- Absence of “tangibility” in online social networking
- Fashion consciousness of age group
- Absence of tactile communication devices

Opportunity

	MySpace	Webkinz	BFF <3
Interaction	Online social networking	Limited social networking	Online social networking
Target Age	Ages 13+	Ages 6-14	Ages 8-14
Features	Music	Games	Games, BFF download and sales BFF casings
Traffic Draw	Personal info	Stuffed toy component	Wearable component
User control	Customizable page	Customizable environment	Customizable communication and casing

Solution

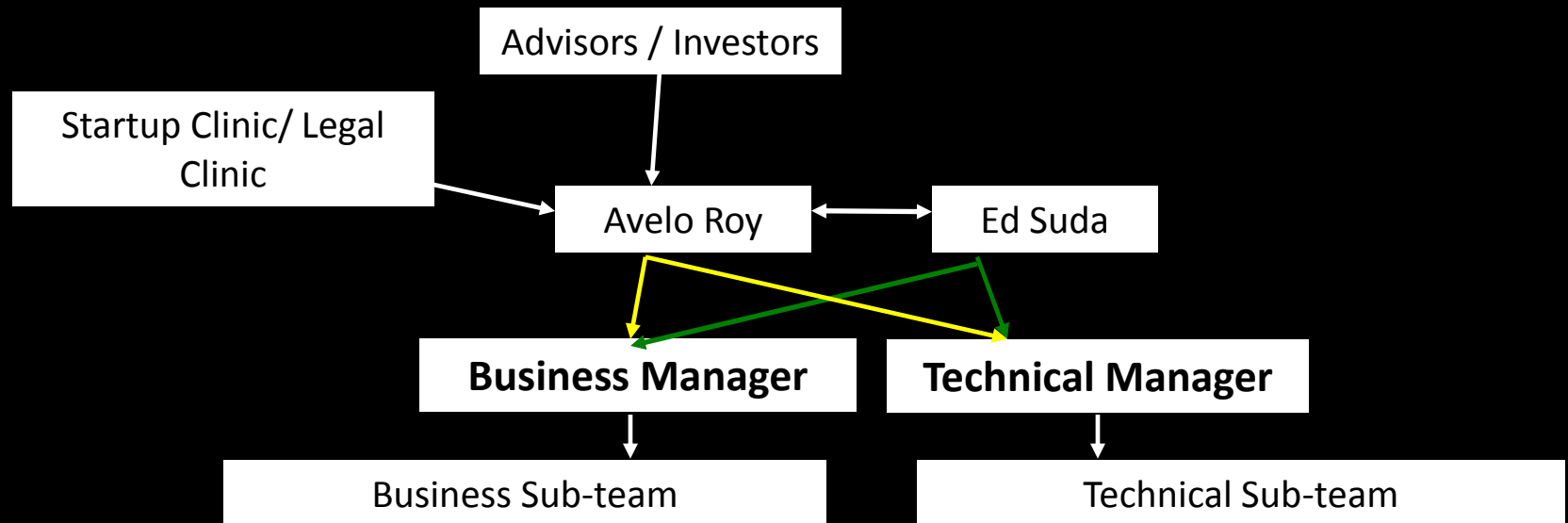
BFF <3 Necklace (B_{est} F_{riends} F_{orever})

- Fashion communication device that allows tweens to stay in touch, in style, and independent
- Center piece of a web community of known friends
 - bfflessthan3.com

Team

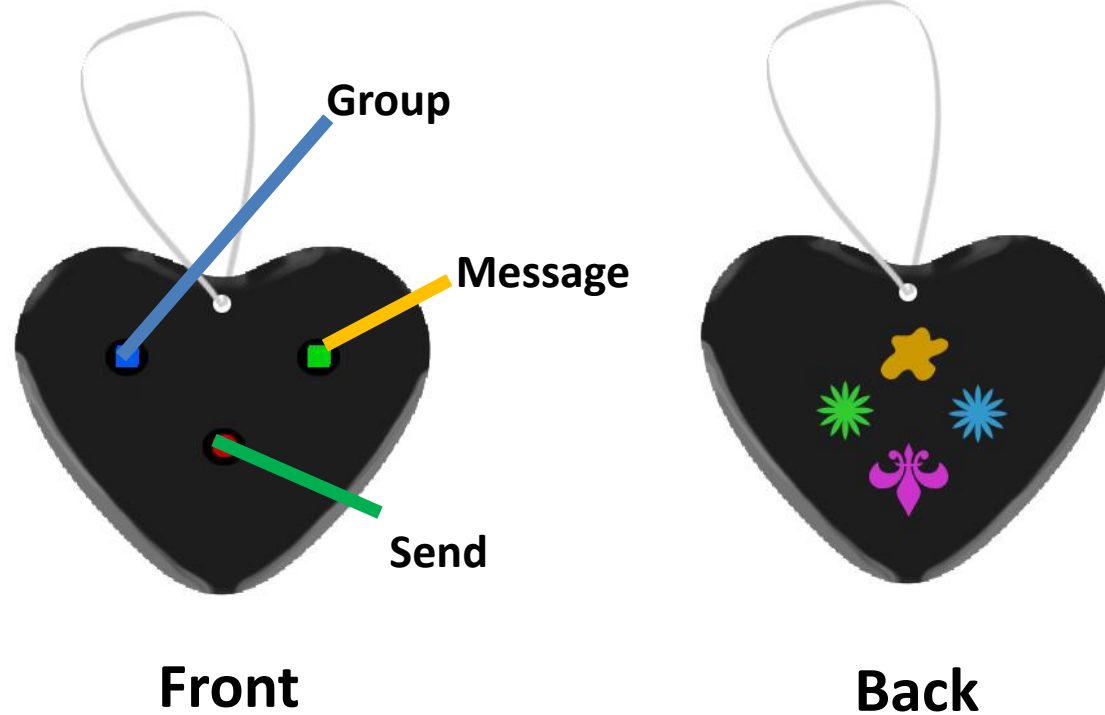
Multi-disciplinary and diverse team

- Lack of start up experience on team
- Seeking entrepreneurial experience to help with startup
 - Currently working with Knapp Center



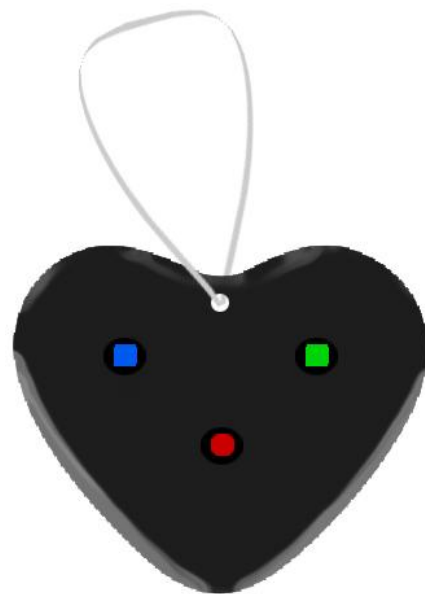
Function

Necklace

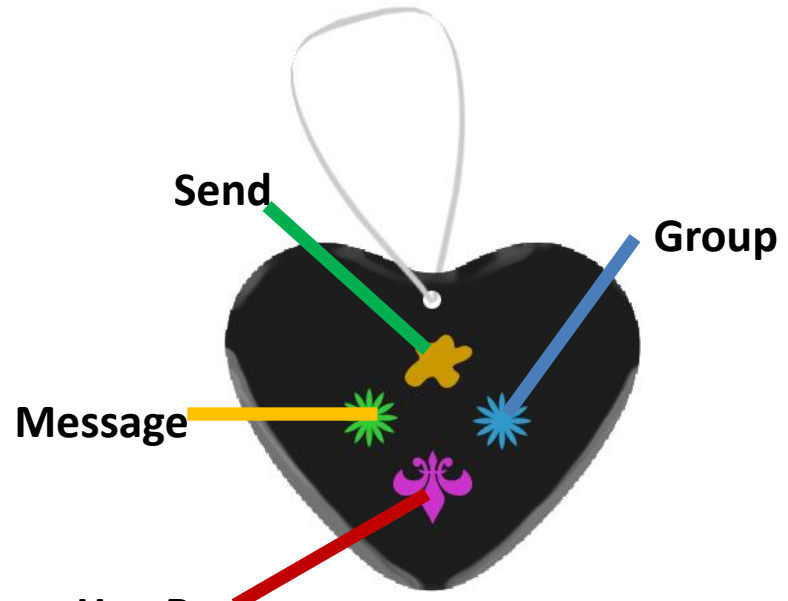


Function

Necklace



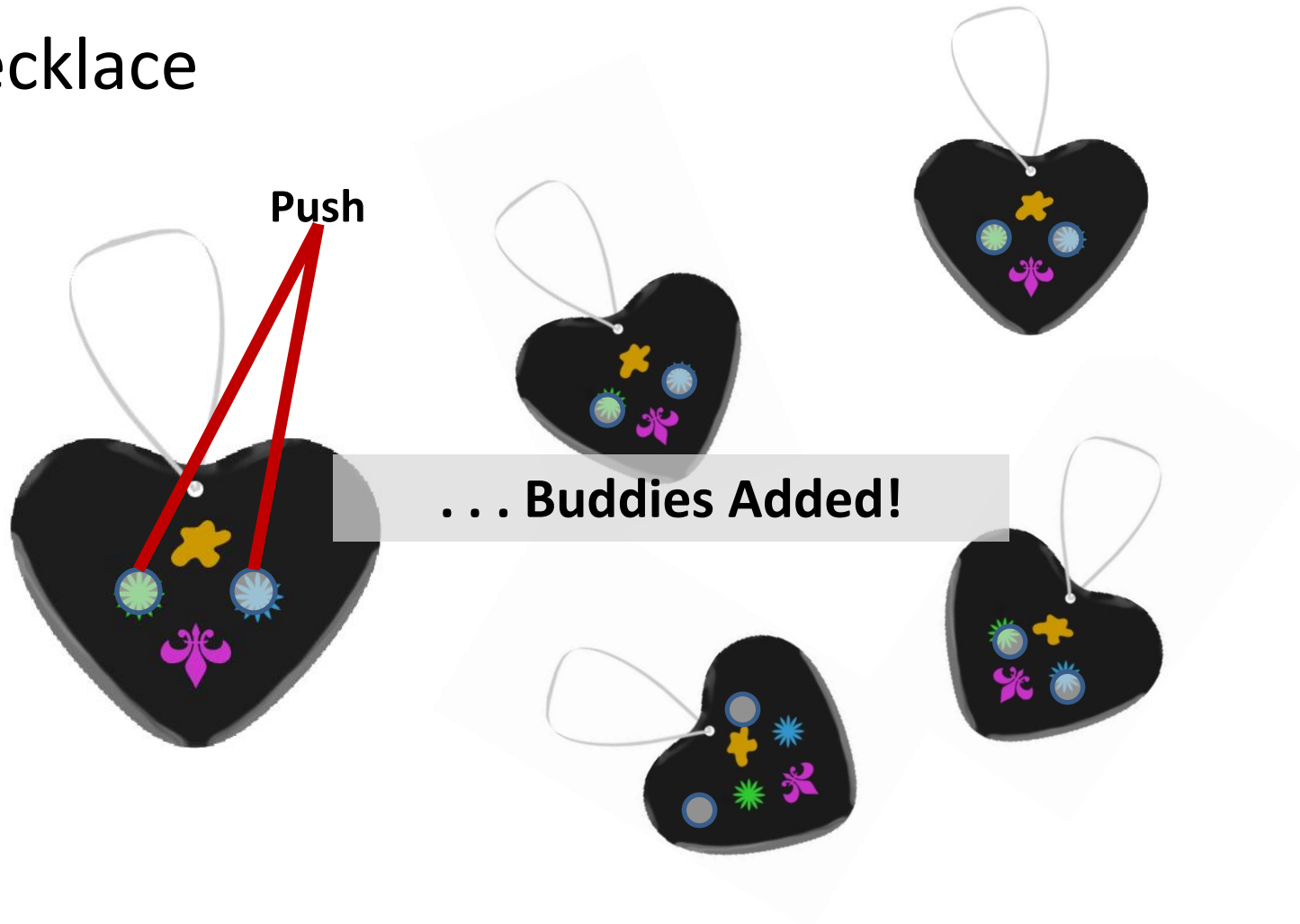
Front



Back

Function

Necklace



Market Research - Secondary

- Market size: 8,000,000 tween girls nationwide
 - Household income over \$50,000
 - Attends public or private school
- Our market's buying power = \$13.1 billion

Market Research - Secondary

- 55% use Internet to communicate
- 18% placed internet order in last month
- 80% visited mall in last month
- 45% like to keep up with latest fashions

Market Research – Primary

- Tween girls enjoy customizing devices
- Prefer the lighting aspect to the vibration
- Parents prefer monitor their child's internet activity
- 40.1% have cell phones
- 68% stated they like keeping up with the latest fashions

Promotion

Media Outlets

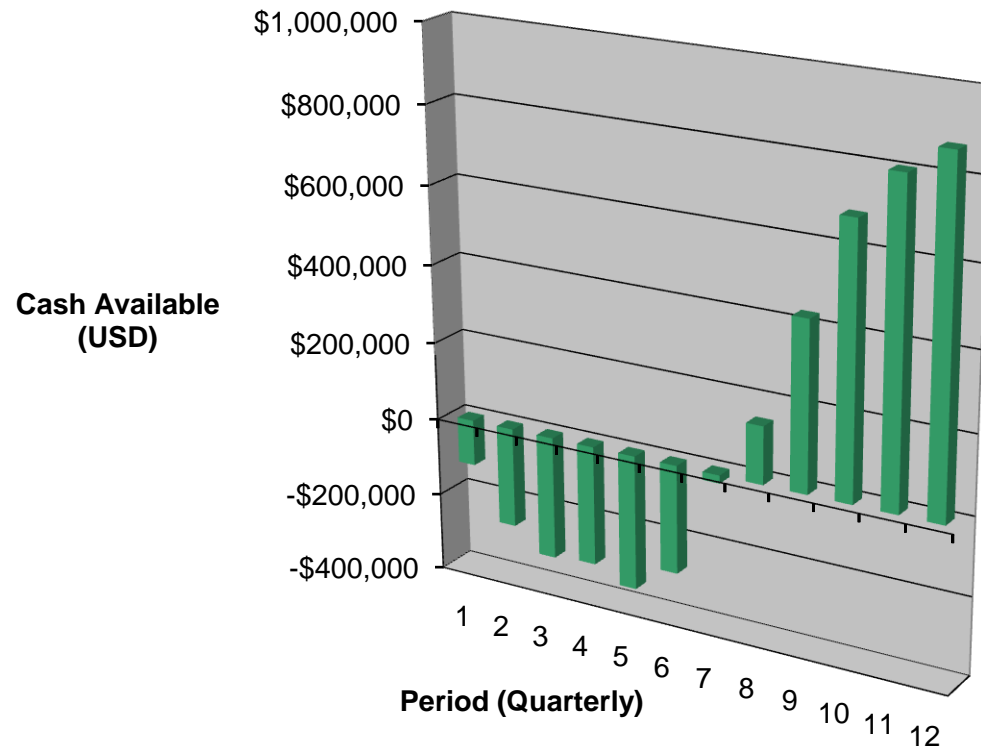
- Tween magazines like Cosmogirl and Teen People
- Saturday morning infomercials
- QVC Home shopping

High-visibility sales

- Mall kiosks
- Booths in established retail stores

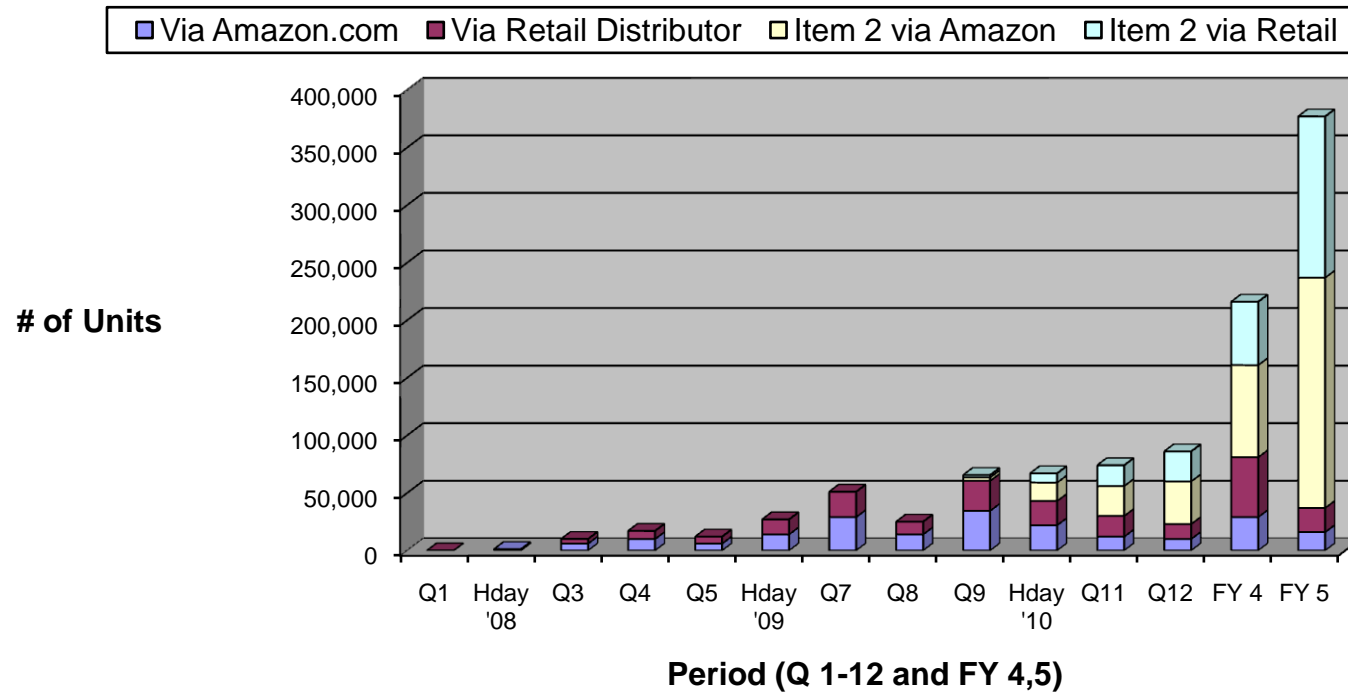


Financial Summary



Financial Summary

Units Sold: eMotion



Exit Strategy

Sell Venture

- Competing organizations
 - Cellular phone companies
 - Companies targeting tween girl market
 - Existing social networking sites

Questions?

Business Model

