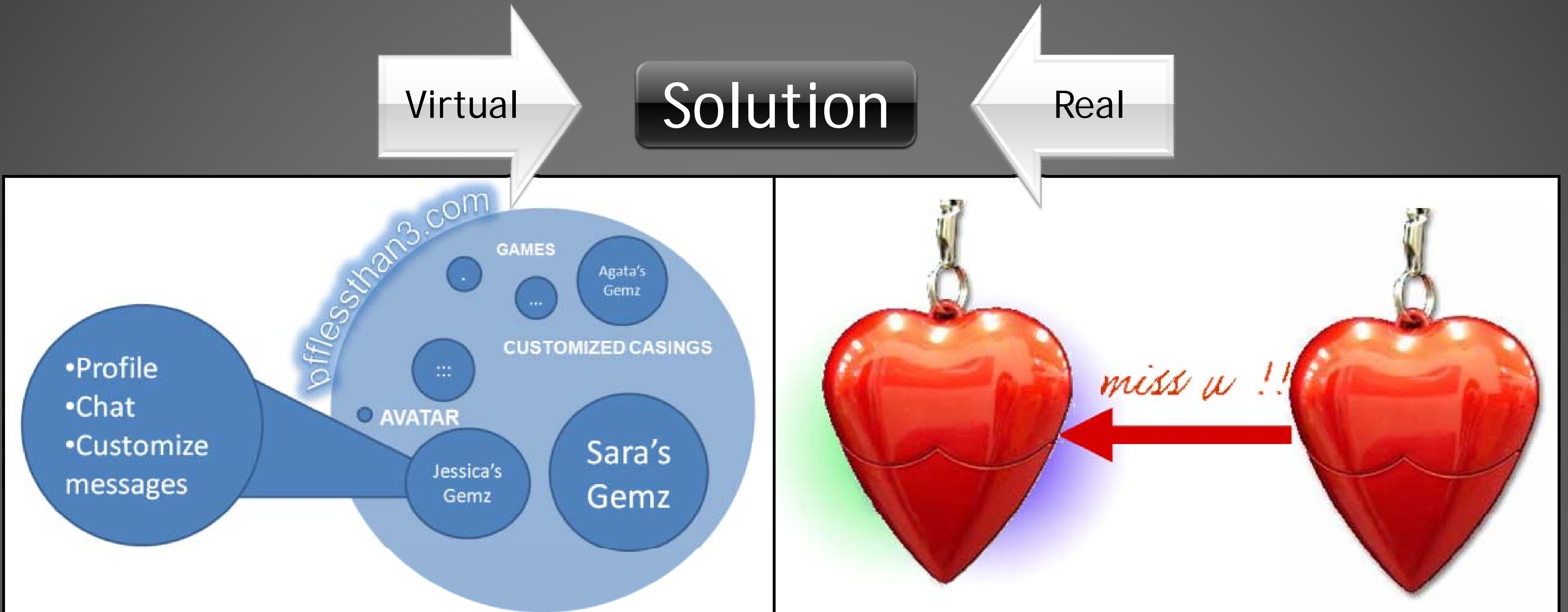


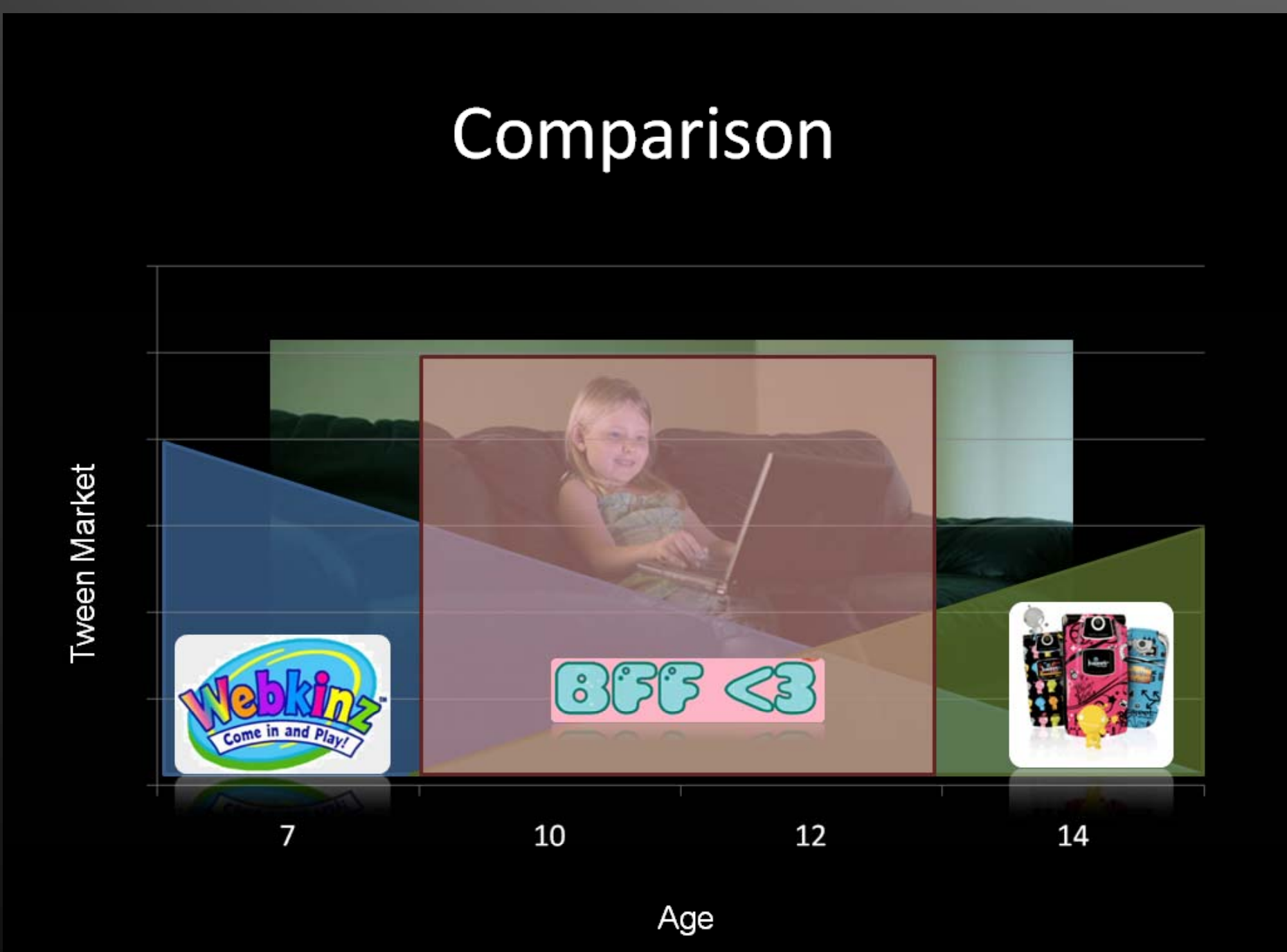
# eMotion™ presents BFF<3™ Necklace

## Problem

- Current web communities are inappropriate for tweens
- Absence of physical closeness in online social networking



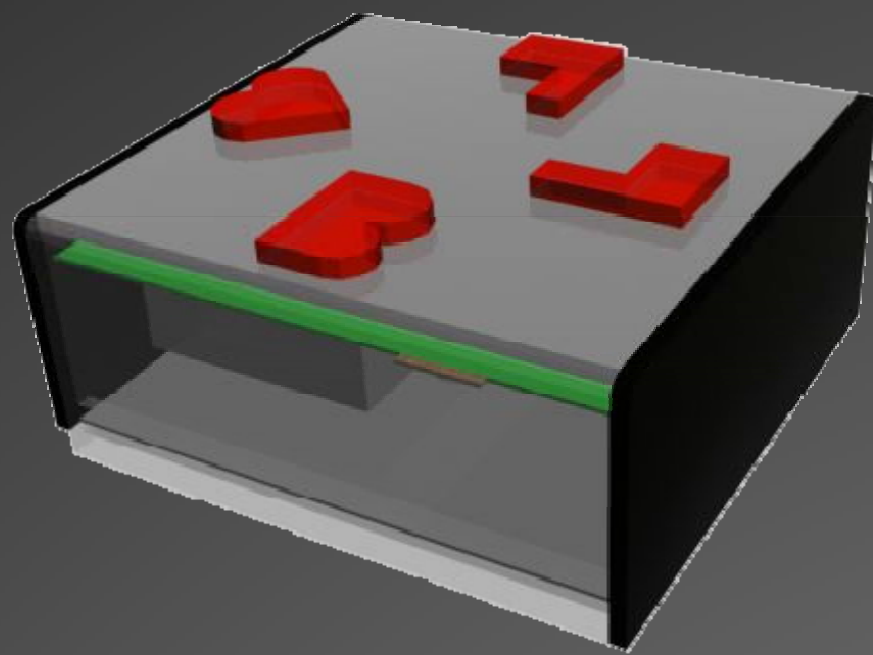
## Team



### What do we provide?

The 'What do we provide?' section features three heart necklaces (green, red, blue), a map of the Stuart Building and Crown Hall, a penguin icon, a polar bear icon, and a balance scale with Security and Privacy. It also includes a screenshot of the BFF<3 website and a cartoon character.

# Why eMotion™?



Simple  
Technology

+

\$ 29.99  
BFF<3 Necklace

\$ 04.99  
Customized Casing

=

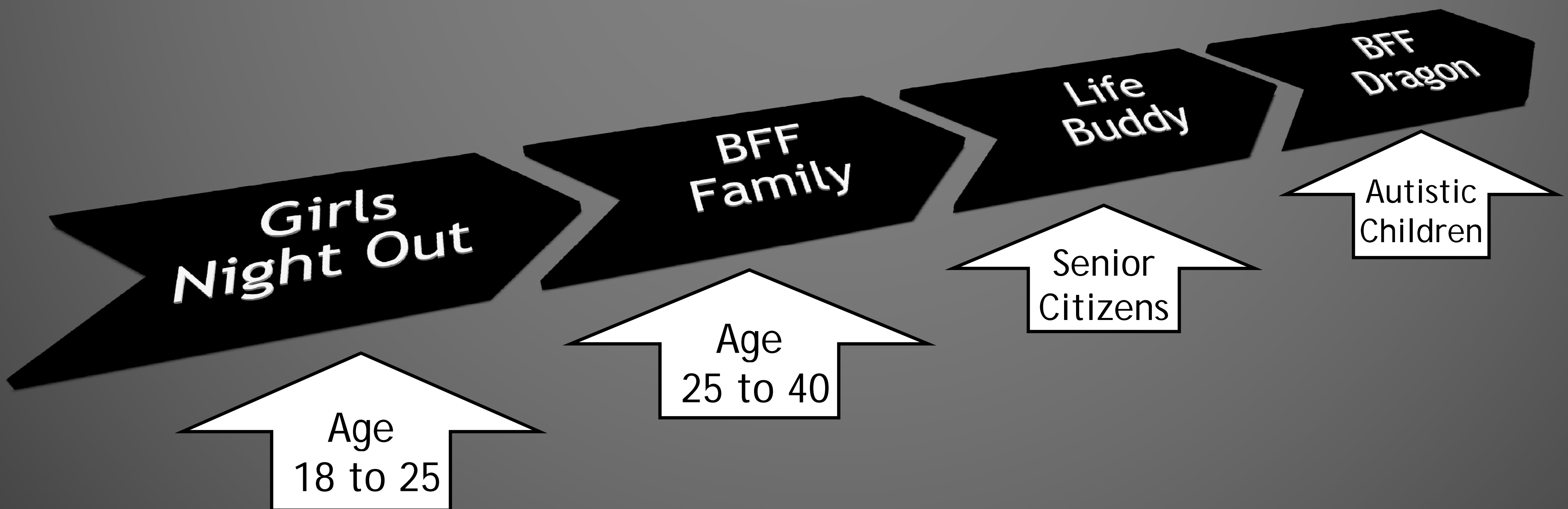


Friendship  
Fashion &  
Online Security

## Current Status



## Future Product Line



1<sup>ST</sup> PLACE  
IDEA TO PRODUCT  
REGIONAL  
SAINT LOUIS



4<sup>TH</sup> PLACE  
NASCENT 500  
BUSINESS PLAN COMPETITION  
INDIANAPOLIS

# Virtual

Known Friends

Security

bfflessthan3.com

Fun n Games

and much more

## Competitors

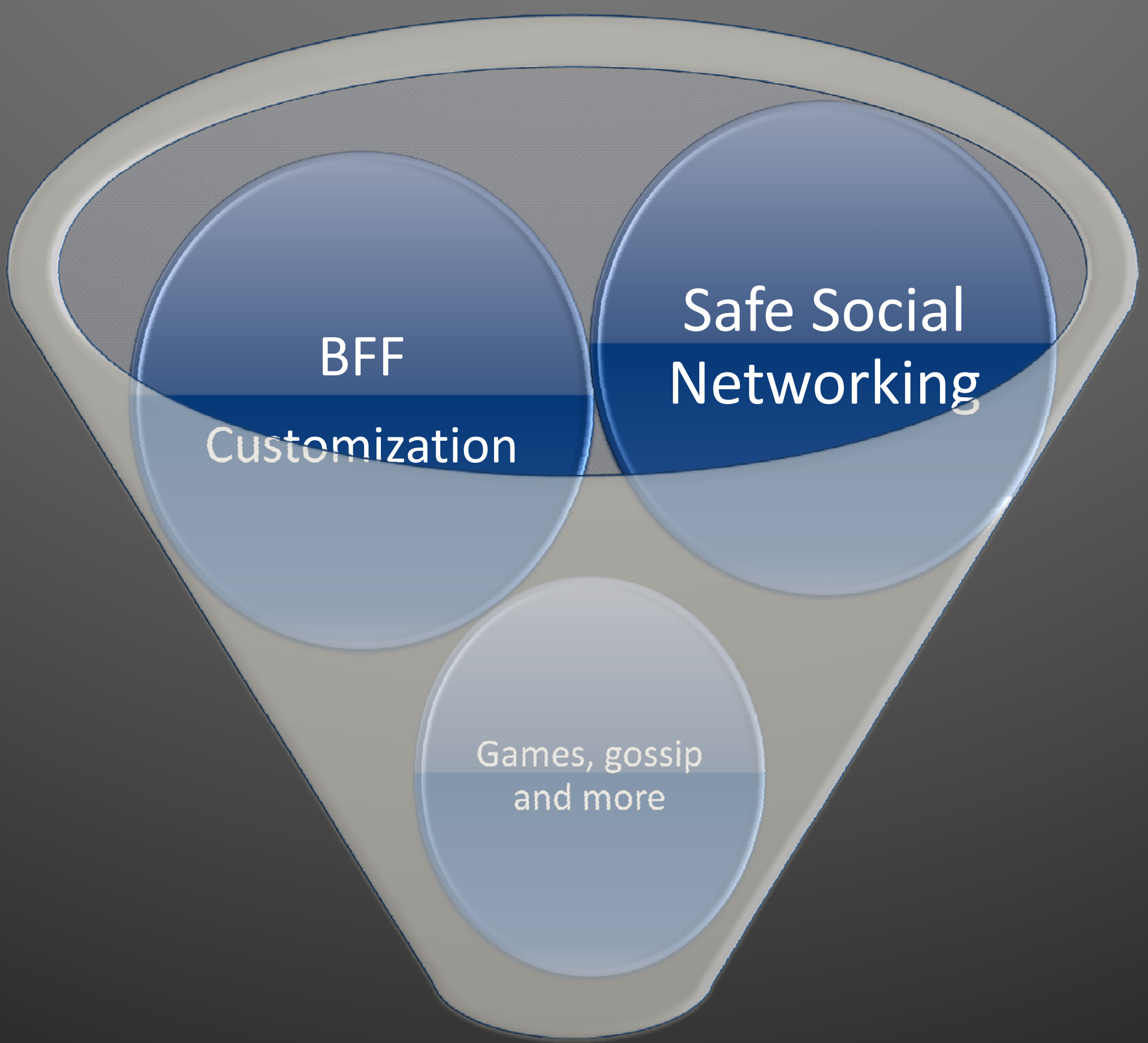


- Stuffed toys
- Games
- Limited social networking



- Stylish dolls
- Idealized girl culture
- Features similar to American girl

... and we offer



Bfflessthan3.com

# Real

Fashion  
Accessory

Wireless  
Communication

## Competitors

### kajeet: WAY more than a cell phone!

#### Ringtones

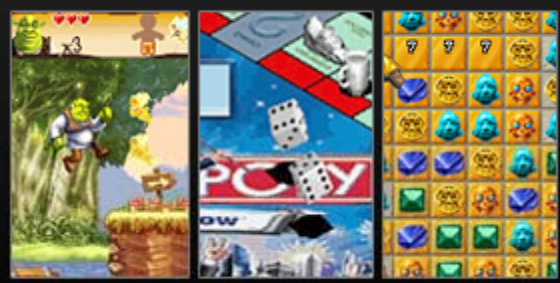
We have tons of tones, even from your favorite music artists, and we're adding new ones all the time!

[Details >>>](#)

#### Games

Board games, card games, sports games, adventure games -- yeah, we got game.

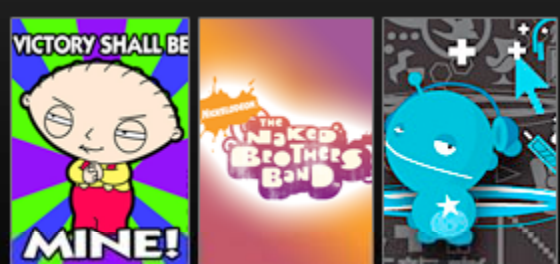
[Details >>>](#)



#### Wallpaper

kajeet has more ways to style your phone than you can imagine!

[Details >>>](#)



#### kajeet Navigator

The easiest way to find all the Good Stuff you want.

[Details >>>](#)



#### Text Messaging

Like you need us to tell you about texting?! Still, we have a few ideas...

[Details >>>](#)

#### Configurator

Exclusive to kajeet! Customize your service to the max!

[Details >>>](#)

#### Feeds

Horoscopes, Fun Facts and more! Premium text messages right to your phone!

[Details >>>](#)

#### Picture Messaging

Got a kajeet camera phone? If you do, you definitely need to check out Picture Messaging!

[Details >>>](#)

#### Apps

Google Maps on your kajeet phone lets you get directions, see satellite photos and more. Cool!

[Details >>>](#)

#### Mobile AIM

Mobile AIM puts the power of IM in the palm of your hand -- and the first month is free!

[Details >>>](#)



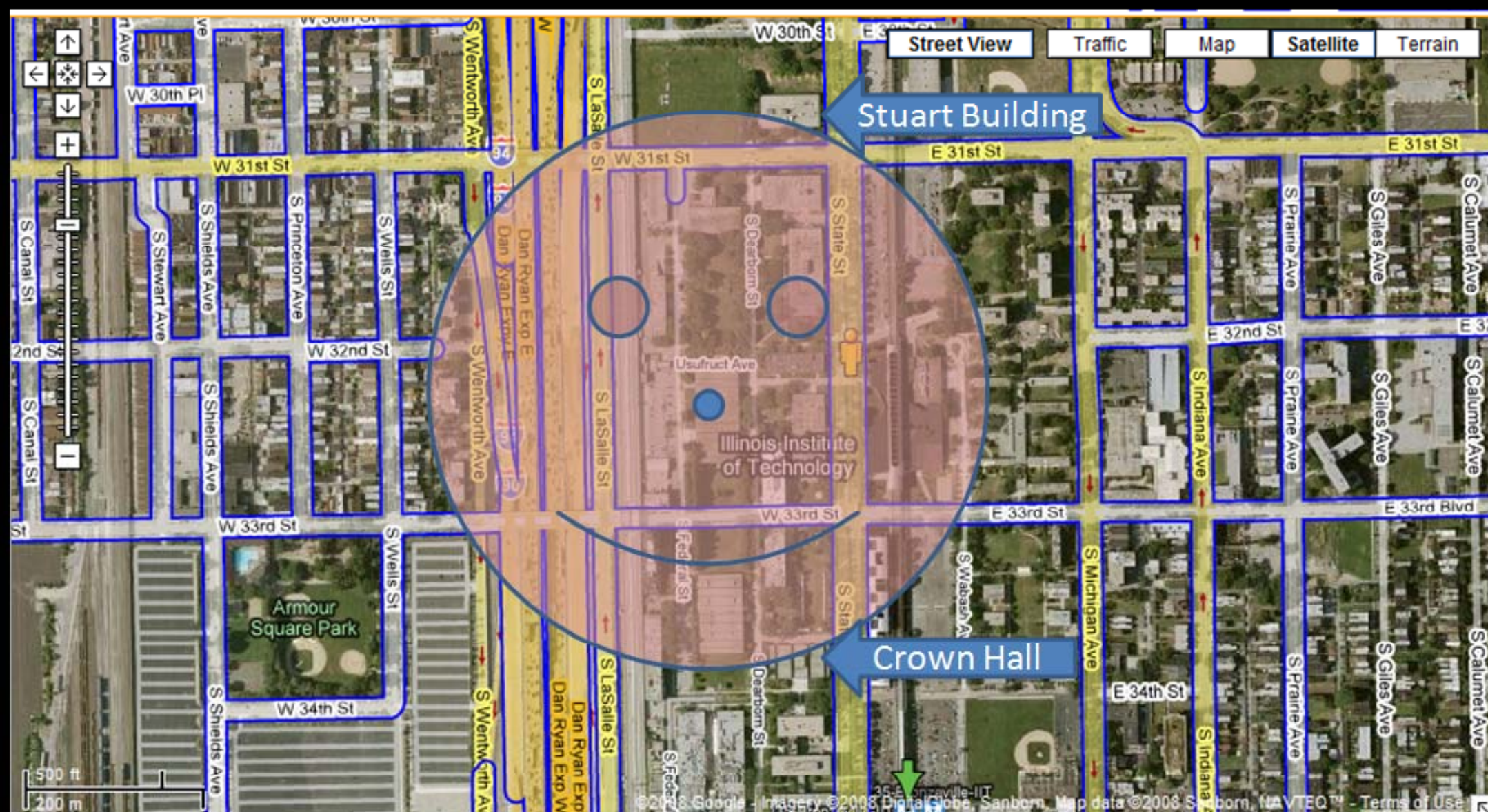
#### Fun Features:

- Unlimited instant messages at no extra cost.
- Address Book to store IM-Me™ friends.
- A backlight for easy IM viewing.
- Supports up to six chat sessions at a time.
- Create chat groups with your IM-Me™ friends.
- Start building your IM-Me™ community today!

## ... and we offer



## Range



# Market Research

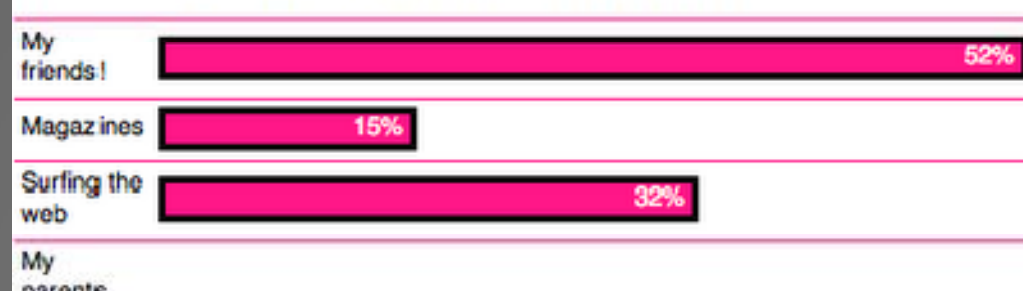
8 million Tween Girls  
With Household income > \$50K

Buying power \$30.8 billion

## Poll Results



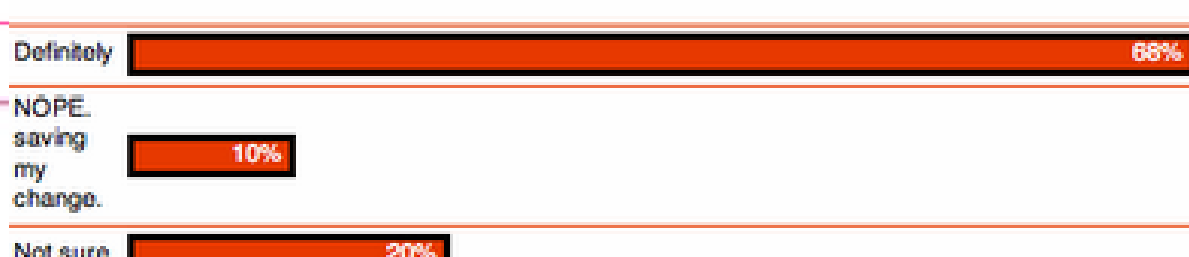
How do you find out about cool websites?



## Poll Results



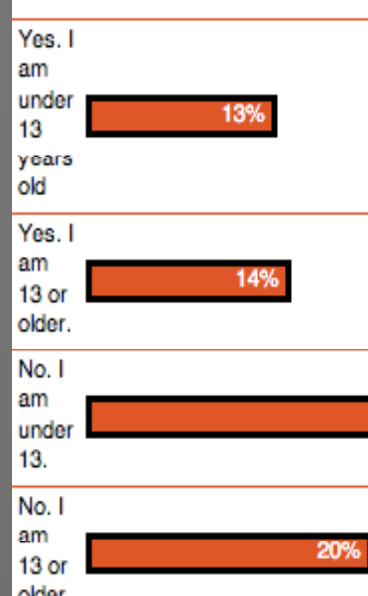
Are you getting a new back to school outfit? by fashion qt



## Poll Results



Do you have a MySpace Page?



## Poll Results



Would you rather...



## TWEEN Girls BUZZ Marketing



Do tween girls spread the word about their fave products? You can bet the mortgage on it... and when they find something they love or NOT,

they want to tell the world ALL about it. These girls are alpha girls... they are peer influencers and other girls are listening to them.

## 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

MarketResearch.com, Inc., *The U.S. Tweens and Young Teens Market, 3rd ed.* 2005. Simmons Market Research Bureau, Kids and Teens National Consumer Survey, Fall 2004.

## 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



## Tween Girls Clique?



Are Cliques in school really important to girls? Or do they seem more important than they really are? The AllyKatzz Tween girls tell us what goes on in THEIR schools.

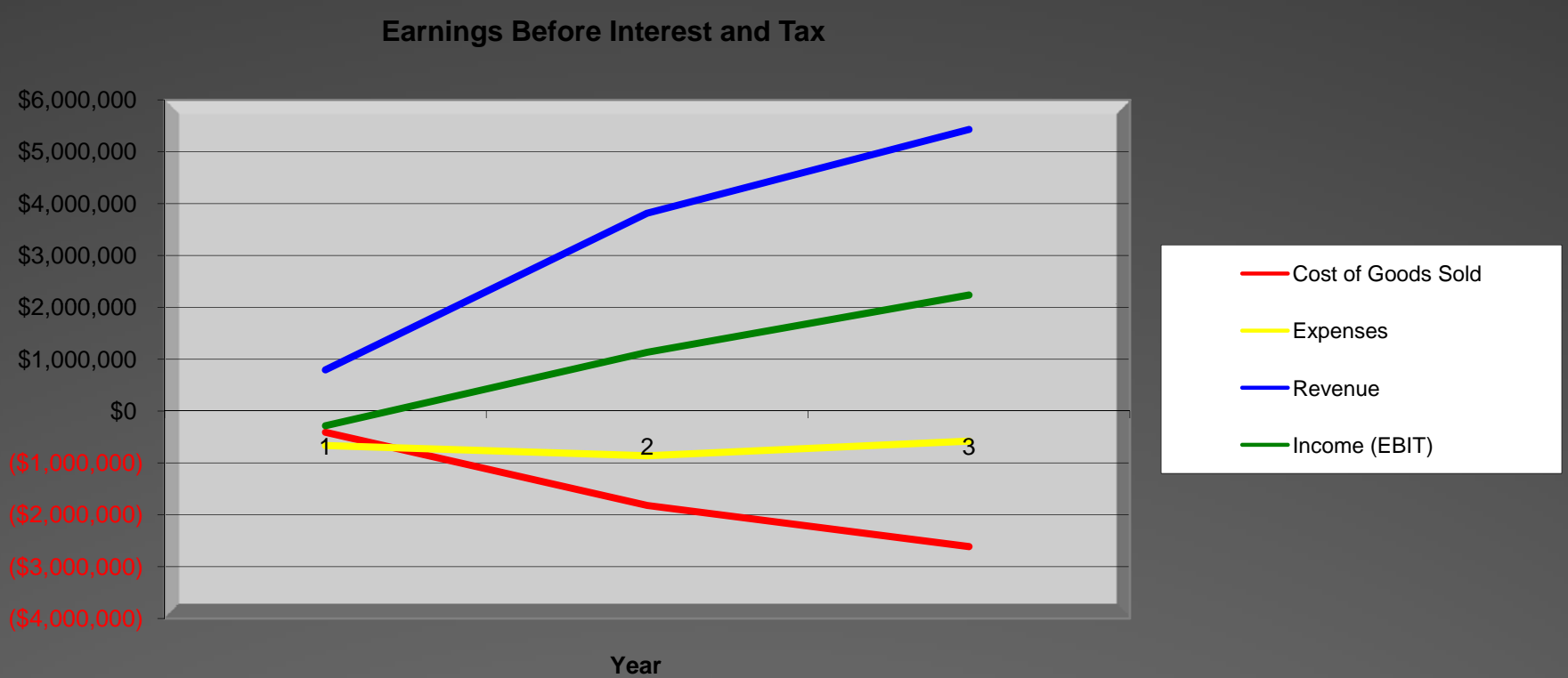
First, we asked the girls, Are

Cliques Important In YOUR school?

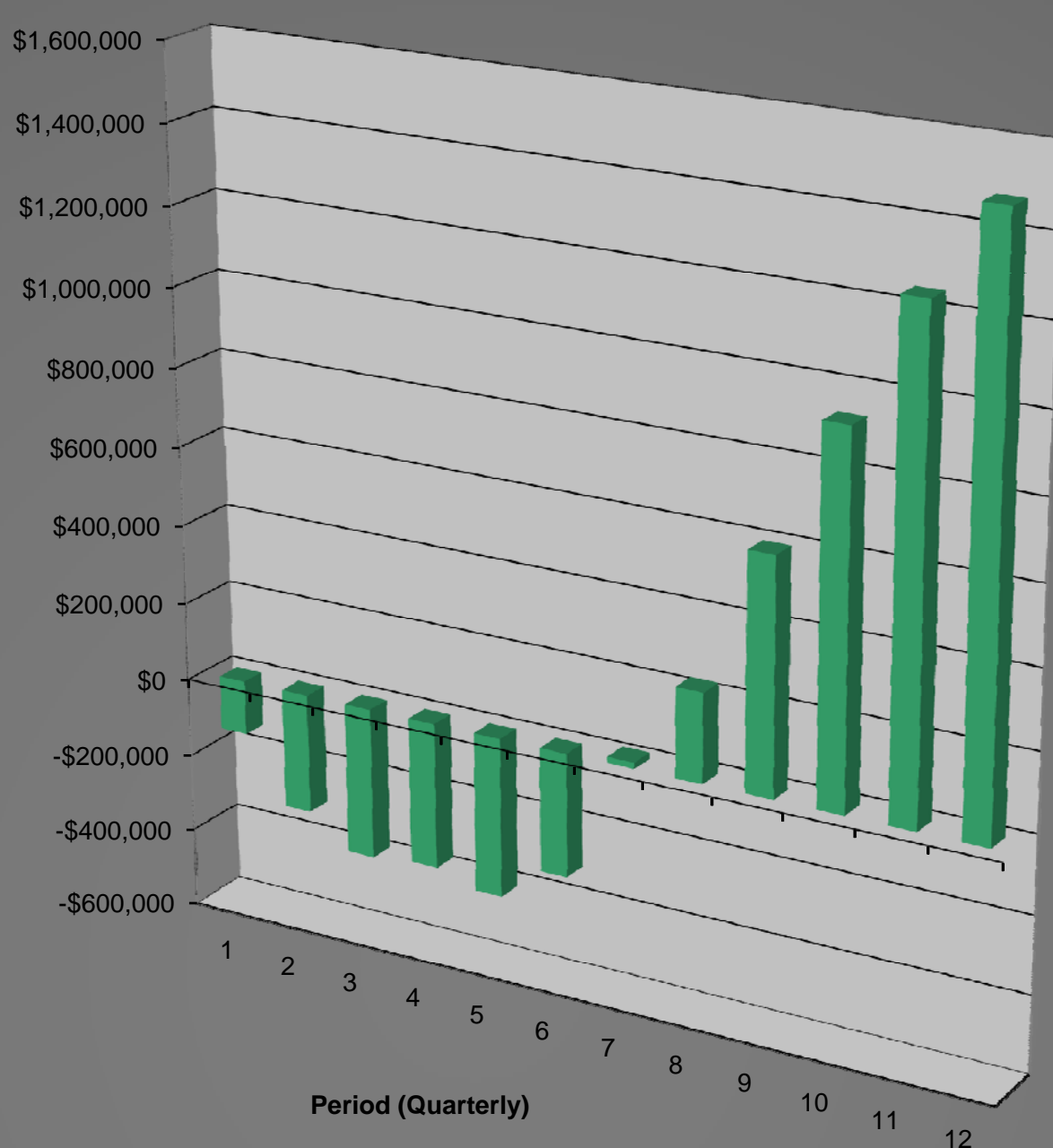
60% said yes and 40% said no. Then also told us that cliques aren't a boy thing. And then they said...

# Sales

## Revenue & Expenses



## Cumulative Cash Flows



## Go To Market



- 14,000 Girl Scouts in Chicago Area Council
- Majority of Girl Scouts 14 and below
- Existing corporate partnerships
- Nationwide boasts 3.7 million girls
- 1,000 free necklaces initially
- Expand distribution to tween retailers and online sales at [bfflessthan3.com](http://bfflessthan3.com)

## Sales Projection

