

iBinder™

“Those AVID Students
you see struggling
everyday will struggle
no more with the
iBinder!”

Tessa Gonsalves

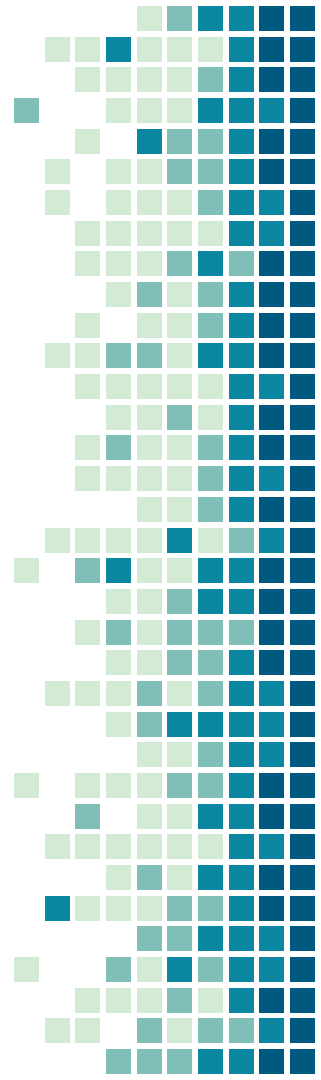
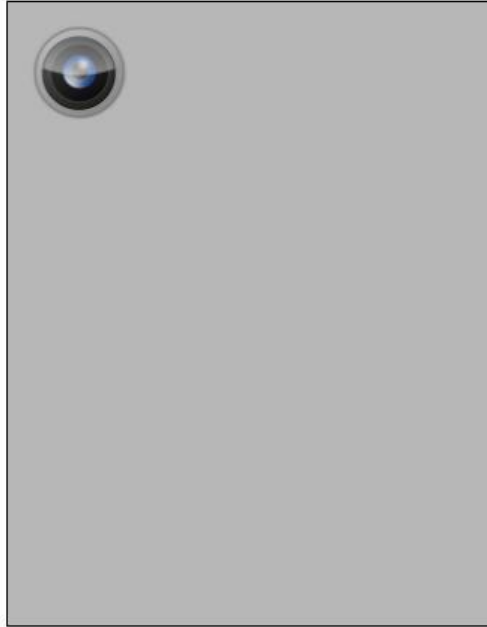


What is it?

- The iBinder is an Apple Product specific for organizational purposes
- The Apple Binder is a digital binder that students and employees will be able to keep in their backpacks, on their desks, etc. to utilize their everyday resources in an easier way
- The iBinder will open up like a tablet and includes...
 - Digital Tabs
 - Digital Notebook Paper, Printer Paper, Graphing Paper, Etc.
 - Camera to Upload Paper Documents into the Binder
 - Pens and Highlighters Specific for the Apple Binder
 - Productivity Apps



iBinder Prototype



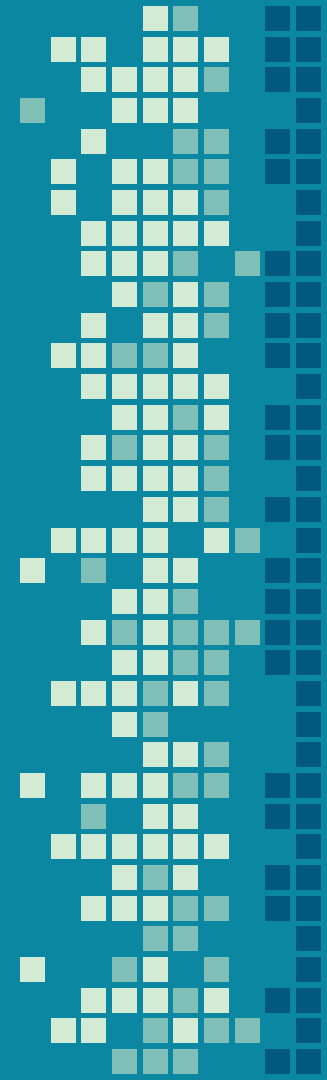
Business Plan

- ❖ The Apple Binders are electronic products that will need \$600,000 in order to produce and create a successful platform
- ❖ I will work with the Apple Company to advertise and sell the iBinder where I will get 60% of all proceeds
- ❖ iBinder components will be outsourced to corporations in the United States and iBinders will be assembled in China, which will require more money from the sharks



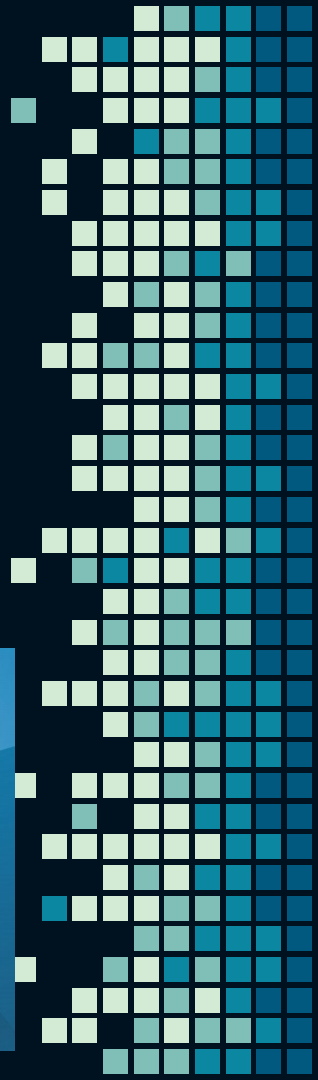
Type of Business

- ❑ The Apple Binder product will be part of a Vertical Merger Business, merging with the Apple Company
- ❑ A Vertical Merger Business is a merger between companies in the same industry, but at different stages of production process
- ❑ By Vertical Merging with the Apple Company, I will be able to combine my product with other Apple products and potentially create new technological goals for the Apple Company and make new products in the future in addition to the iBinder
- ❑ Advantages:
 - No competition with the Apple Company
 - I'm earning a higher percent of proceeds
 - Stability in Partnership



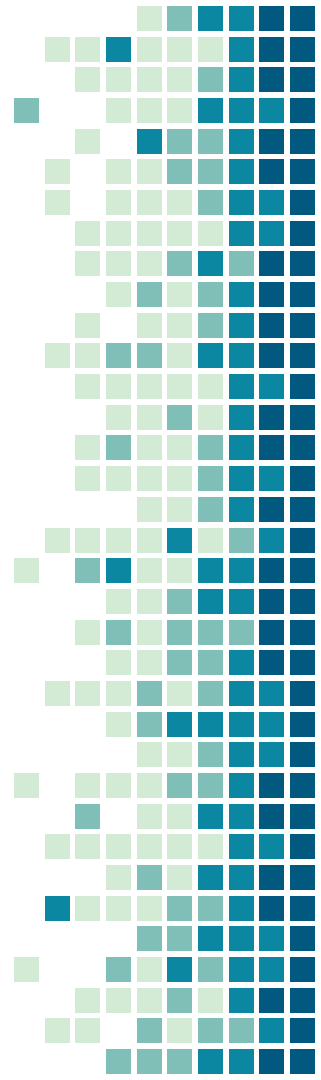
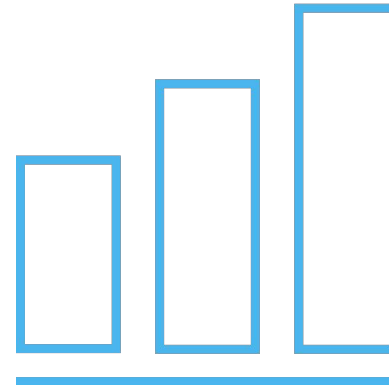
Market, Industry, and Competition Analysis

- The main competitors for the Apple Binder is the existing organization apps such as google drive, microsoft, etc.
- Vertical merging with the Apple Company will allow me to decrease the competition factor with them
- I would be creating the iBinder on my own, but adding to Apple's products and market
- What sets the iBinder apart from electronic organization apps is that it is physically electronic and is specific for organization, along with productivity apps that are involved in the device itself that allows for success and decreases distractions for working and engaging with projects and assignments



Financing

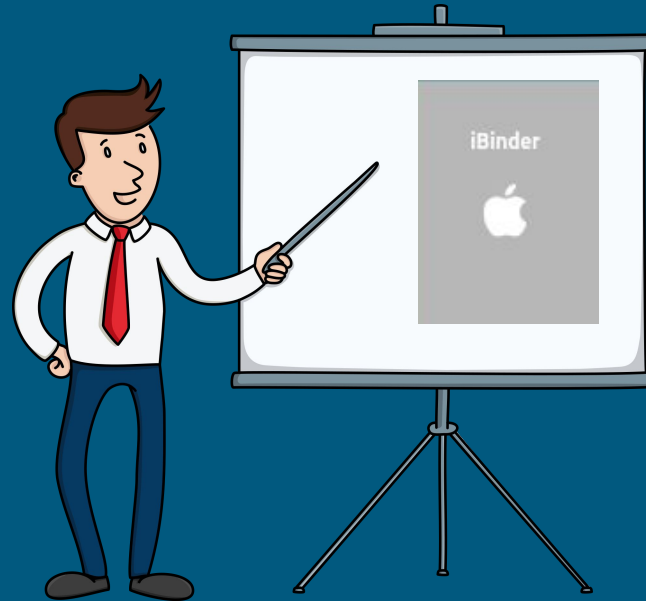
- ★ I will need \$600,000 to make and sell the iBinder
- ★ Each iBinder will cost \$200 to make and will be sold for \$400 each -- profit margin of \$200
- ★ The Apple Binder will be financially stable using advertisements and promotions
- ★ The merge with the Apple Company will help to promote the device to Apple fans
- ★ More iBinders are planned to be created after the success of the iBinder1
- ★ I will get 60% of all iBinder proceeds
- ★ I ask for \$600,000 from the sharks for 20% of the business



Marketing, Advertising, and Product Distribution

Advertising & Promotion Methods:

- Apple Billboard ads
- Apple iBinder promotion videos
- Positive iBinder reviews
- Social media
- Talk to iBinder users
- iBinders out at Apple Stores for customer interest
- Promotions and sales on iBinders
- Pay customers to use the iBinder and give feedback



iBinder Reviews!



The iBinder is a great device, especially for AVID students! It is perfect for organizing notes and documents for studying purposes. I am excited to purchase this product when it goes on the market.

- S. Lata



The iBinder will keep me on task in class while making learning so much easier. Apple products are great as they are, but this binder is one step up.

- L. Putney

“The iBinder will make student and employee lives better one by one.”

