



U STORAGE



MEMORY THAT ISN'T TEMPORARY

LFX

WHAT IS OUR PRODUCT?

- ▶ Name: uStorage
- ▶ A USB that is wirelessly connected to our company's database
- ▶ This means that everything on your USB is automatically uploaded to a account only you can access via our website
- ▶ This is useful:
 - ▶ when you need access to your data without a USB
 - ▶ lose your USB
 - ▶ need access to your data vid other decides e.g phone, iPad etc
- ▶ If you lose your USB, you have the ability to erase or lock your usb from another location to protect your privacy.

BUSINESS PLAN

- ▶ Company: LFX
- ▶ Product: uStorage
- ▶ Owners: Faiza, Lamah, Xinmei
- ▶ Logo:





**“USE MODERN TECHNOLOGY TO
MAKE LIVES EASIER AND BETTER
FOR OTHERS AT A
REASONABLE PRICE”**

Business Philosophy

DETAILED PLAN OF PRODUCT

- ▶ We make the USB (costs covered in the next slide)
- ▶ Then make the account for that USB - the storage in the account will match the amount of storage on the USB for example if you buy a 16GB usb then the account will have 16GB of storage
- ▶ Then connect that account to the application so that the data saved on the account can be retrieved from across all your devices

ADVERTISING

- ▶ University; hand out fliers and brochures
- ▶ Shopping centres; hand out fliers and brochures
- ▶ Email people
- ▶ Social media = Instagram, Facebook, Twitter
- ▶ YouTube advertisements
- ▶ Infomercials

HOW MUCH IT WOULD COST OF MANUFACTURE

- ▶ Depending on the size of the USB
 - ▶ 30 dollars for 100 8GB
 - ▶ 35 dollars for 100 16GB
 - ▶ 40 dollars for 100 32GB
 - ▶ 45 dollars for 100 64GB
 - ▶ 55 dollars for 100 terabytes
- ▶ Costs
 - ▶ \$40,000 warehouse/factory/office building
 - ▶ \$3000 a month for electricity
 - ▶ \$800 a month for water
 - ▶ \$20/hour for labor
 - ▶ \$125,000/year for programmers (to begin with)

HOW MUCH WILL IT SELL FOR?

- ▶ 16GB = \$19.99 AUD
- ▶ 8GB = \$14.99 AUD
- ▶ 32Gb = \$29.99 AUD
- ▶ 64GB = \$39.99 AUD
- ▶ Terrabyte = \$99.99 AUD

EXPECTED PROFITS

- ▶ \$125,000 AUD/month
- ▶ 1.5 million/year

TARGET CONSUMERS

- ▶ Everyone
- ▶ Specifically:
 - ▶ High school students
 - ▶ University students
 - ▶ Professionals such as doctors, teachers
- ▶ Income level: majority can afford

COMPETITION

- ▶ Biggest competition: Apple
 - ▶ Specifically - their software 'iCloud'
- ▶ Our product will be better as consumers don't need to pay monthly just to save their data - all they have to do is buy our USB and set up an account
 - ▶ They will also be able to retrieve data on their devices

PRODUCT IN 10-20 YEARS

- ▶ Sold at major electronic shops
 - ▶ JB-HI-Fi
 - ▶ Harvey Norman
 - ▶ Good Guys (etc.)
- ▶ Sold online
- ▶ Have our own website
- ▶ Sold in overseas businesses

SHARK TANK

- ▶ \$100,000 for 10% of our company
 - ▶ To continue producing products at our factory
 - ▶ To get more publicity and get our products into more stores across the world
 - ▶ To expand our company and eventually produce more products under our name
 - ▶ To get into more popular electronic stores

WHY SHOULD THE SHARKS INVEST IN OUR COMPANY

- ▶ Its a unique idea that hasn't been produced yet
- ▶ A wide spread of people would enjoy this product, from young to old, from students to professionals and the majority of income levels can afford it
- ▶ Technology is the current trend in our modern society thus, the Sharks should invest in our product because its cutting-edge technology