HOLOVIEW

Alec Leeseberg
Chief Executive Officer

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1.0 Executive Summary

HoloView manufactures and sells hologram technology that produces impressive visuals on mobile devices. Our products are manufactured in the HackBerry lab and are a great souvenir for anyone wanting to take a piece of Berry technology home with them. HoloView strives to represent the best things that Berry College and HackBerry Labs have to offer.

1.1 Objectives

1. Pay off all start-up costs by April 2016.
2. Continue to build brand-name through more aggressive advertising throughout 2016.
3. Seek out additional selling opportunities next semester.
4. Develop a new product by May 2016.
5. Create and launch a HoloView app by 2017.

1.2 Mission

HoloView is committed to making quality hologram technology for mobile devices for the Berry community.

1.3 Values and Beliefs

HoloView firmly believes in providing quality products to its customers. We also believe in the importance of branding and brand recognition. HoloView is fueled by creativity and curiosity and would like to inspire our customers develop those traits.

2.0 Company Summary

HoloView's product was designed based on a more basic design on the internet. While looking for inspiration for potential products to develop for sale in a proposed HackBerry Lab located in the Mount Berry mall, Alec Leeseberg stumbled across this design and the instructions provided with it. After viewing several YouTube videos about the design, he was sold on the concept, and looked at ways in order to improve it and increase quality. HoloView would be the perfect business to run out of a lab in the mall, as customers would come in to tour the lab and view the gallery, and look for a piece of technology to take home with them. Though the proposed lab location never came to fruition, HoloView plans to sell its products on Berry's campus and the surrounding Rome community.

2.1 Company Ownership

Alec Leeseberg is the CEO and Sole Proprietor of HoloView.

2.2 Startup Summary

HoloView had a fairly extensive set of steps in the startup phase that it needed to complete in order to begin selling products:

1. Develop concept
2. Acquire materials
3. Develop a working prototype
4. Develop website
5. Manufacture products

Starting at the beginning of September, Alec had a developed concept and preliminary sketches of my prototype within two weeks. By the start of October, Alec had acquired my materials: one 4’8’ sheet of extruded acrylic (3mm thick) from Laird plastics in Atlanta, and one roll of ABS 3D Printing Filament and a tube of acrylic adhesive from Amazon. From there, Alec worked on developing a working prototype that wasn’t complete until the start of November. Now that Alec had a physical product to take pictures of, he quickly developed and launched HoloView’s website, www.holoview.org the next week. During this time, he also began to manufacture products, and ended up with twelve initial pyramids to sell. Alec paid $234.71 out of pocket overall to start HoloView.

3.0 Products

HoloView currently only sells one product, the HoloView Pyramid, but wishes to expand its product line in the future. The Pyramid displays a hologram in each of its four panels when used in accordance with the Holho app or certain YouTube videos. The holographic image is a reflection of the video playing beneath the panel. The HoloView Pyramid has two parts: a base, and four panels. The base is 3D printed ABS filament, and the panels are laser cut acrylic. All devices are printed, cut, and assembled at Berry College in the HackBerry Lab.

3.1 Product Development and Manufacturing

The initial concept for the HoloView pyramid came from the internet. The internet model is made out of four panels of plastic CD case that have been cut into trapezoids by hand. The panels are then taped or hot glued together at 90 degree angles, for the final plastic pyramid. Alec found this design to be fragile and very unaesthetic. The earliest concept he had of the HoloView pyramid had thicker, sturdier acrylic panels that had been cut by a laser cutter, in

addition to a 3D printed base that helped balance the pyramid on top of the mobile device. The panels would be glued together, and then glued to the base. During prototyping, however, Alec settled on a design that kept all of the panels separate, and used no glue, instead relying on the panels fitting tightly into the base to keep them standing at a roughly 45 degree angle. This drastically reduced the complexity of manufacturing the pyramids, as carefully gluing all of the panels together proved time consuming and difficult. The base was designed using the CAD software, Google Sketchup. The final version of the base fits all of the panels in snugly, and features the HoloView "V" logo in the center. Manufacturing time for a single pyramid is approximately 50 minutes. To make one, Alec loads the 3D base model into the 3D printer and begins to print it. While the base prints, he uses the laser cutter to cut out the four panels out of a small section of acrylic. It takes about 2 minutes for the laser cutter to finish its cuts. After about 45 minutes total, the base is ready, and is removed from the 3D printer. A putty knife is used to remove the structural support from the 3D print. Finally, all of the pieces are placed in a Ziploc bag, along with a business card.

3.2 Proposed Future Product

HoloView would love to expand to include additional holographic technology to complement the Pyramid. One product that is currently in the prototyping stage is the HoloView Clock. This device would sit on a table, and holographically display the time when viewed directly from the front or back. As opposed to the HoloView Pyramid that has four panels, the HoloView Clock would have only one, large piece of acrylic, framed by a 3D print. In order to achieve the hologram effect, the user would simply need to load the HoloView app, and place their phone face down on top of the HoloView Clock.

4.0 Market Analysis Summary

Being a business that began at Berry College gives HoloView an advantage over its competitors at Berry and in the surrounding area. Also, the fact that its products come from HackBerry lab gives it a further advantage, as the rapidly growing workshop is gaining a lot of attention. The market for Smartphone Accessories recently made $20 billion in 2012, and is projected to make $38 billion in 2017. Thus, HoloView is entering a young, profitable market. Within the smartphone accessory market, HoloView competes within an interactive/high-tech category that also includes similar products such as VR Headsets and Augmented Reality Cards. This category does a lot of one-time sales, mostly to individuals between 16 and 30 years of age. The majority of these sales are to customers that could be described as “geeks” or “techies”.

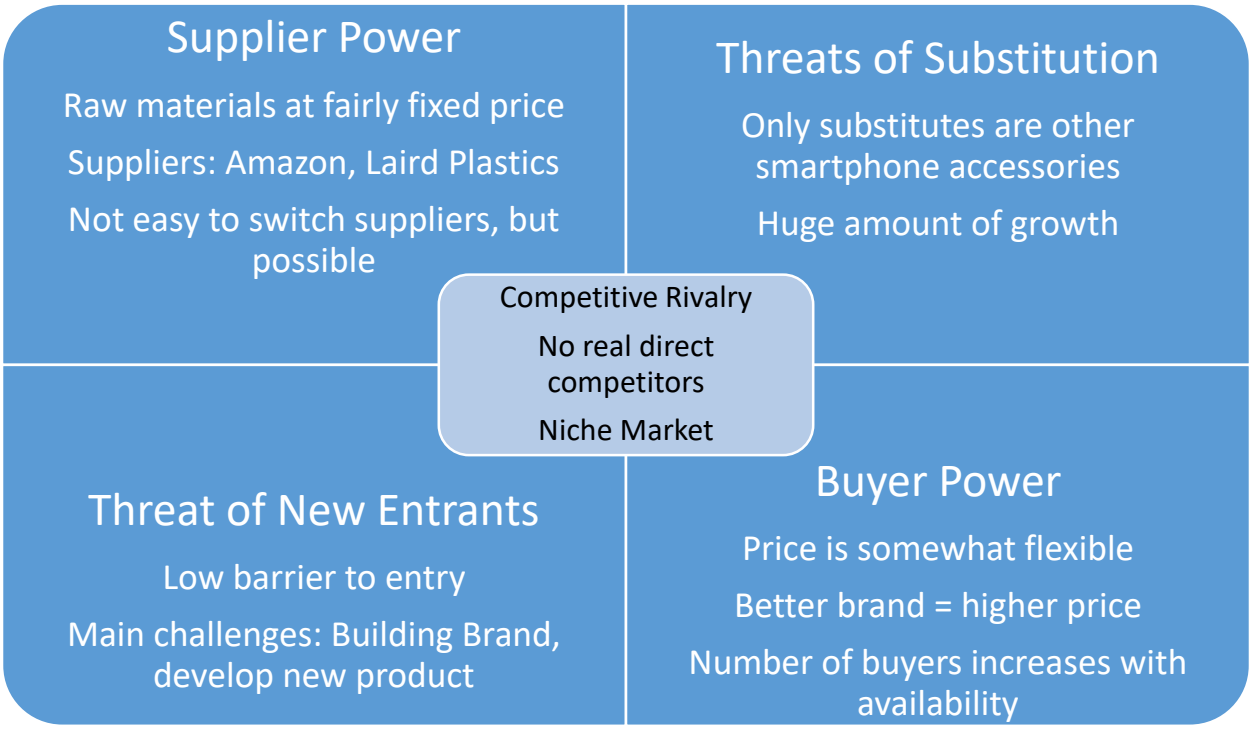
4.1 Market Segmentation

Customer Profile	Alex	Dr. Chase	Charlie	Mrs. Lowe
Gender/Age	M/F 17-22	M/F 25-70	M/F 21-70	M/F 30-60
Description	College Student	Faculty	Alumni	Parent
Frequency	One Time	One Time	One Time	One Time
Pricing	Very Price Sensitive	Price Taker	Price Taker	Price Taker

HoloView's potential customers break down as follows:

- Alex (College Student) is 17-22 years old, and very price sensitive. They are either a current Berry student, or are considering coming to Berry, and generally show an interest in technology.
- Dr. Chase (Faculty) is anywhere between 25 and 70 years old. Though this market is smaller in its number of potential customers, their price-taker qualities gives this market a higher selling percentage compared to its population.
- Charlie (Alumni) is 21-70, and part of the most prominent market segment HoloView sells to. Selling opportunities such as Mountain Day take advantage of this market, as alumni are prone to buying anything "Berry-related" they can get their hands on. Alumni are price-takers, and prices should be raised when selling to them.
- Mrs. Lowe (Parent) is 30-60 years of age. This segment is easily impressed by products (similar to Alumni) and are definitely a price-taker.

4.2 Industry Analysis



HoloView's NAICS code is 424990 – Nondurable Goods Wholesale Manufacturing. Characteristics of this industry vary greatly from category to category. HoloView's interactive/high tech category is fairly new and could be considered non-essential compared to other smartphone accessories such as cases. This category has minimal forces overall. Rivalry and substitutes are minimal, and there is a low barrier to entry, though the variety in products offered varies greatly, minimizing direct competition. Buyers have some power when it comes to price, but will likely pay more for a product that has an established brand. Suppliers have the most power, and are often the only supplier of raw materials that small companies can buy from. Overall this is a fairly attractive industry that is showing huge growth. Successful businesses in this industry have attractive products, and have established brands.

4.3 Competition

HoloView faces virtually no direct competitors, as there are currently no other businesses very similar products. The only business that is selling holographic pyramids is Holho, out of Italy. Because of their huge price point (55 euros) they are a fairly non-existent factor, especially to the market here at Berry. More prominent competitors are Dodo Case and Knox Labs, two companies that are both under 10 employees that sell virtual reality headgear. Other larger companies, such as Powis, sell similar products, but they are not these companies' major products. HoloView's Berry ties give HoloView an incredible competitive advantage over these companies, as many potential HoloView customers are likely unaware of these businesses and the products they sell.

5.0 Web Plan Summary

HoloView's website performs many functions. It is first and foremost an informational tool, providing customers with information about the company and its product. In this way, it is also a marketing tool. HoloView.org also has many useful links to customers wanting to use their HoloView product, including YouTube and both iOS and Google Play stores.

6.0 Strategy and Implementation Summary

All sales of HoloView products are done at person. Our strategy is to set up a table at selling events at Berry. This table with display our products in action and will allow customers to explore holoview.org in order to learn more about the business and its products.

6.1 SWOT Analysis

6.1.1 Strengths

- Berry made product
- Low manufacturing cost
- Many selling opportunities
- Profitable industry

6.1.2 Weaknesses

- Long manufacturing time
- Dependence on Holho app
- Non-essential product

6.1.3 Opportunities

- HoloView app
- HoloView Clock
- Newspaper article
- Sales in science museums

6.1.4 Threats

- Other high-tech products coming out of HackBerry lab
- Google Cardboard, Samsung Gear VR

6.2 Competitive Edge

HoloView is currently the only high-tech product out of HackBerry lab currently being sold. Anyone interested in the Berry Creative Technologies program will most likely also be interested in HoloView. HoloView's physical presence on campus increases our competitiveness, as competitors must do all marketing and sales online.

6.3 Marketing Strategy

HoloView's current marketing strategy is strictly through word of mouth. We have designed t-shirts which we sell at cost to people who like our logo and what our business stands for. We then get free advertising whenever these shirts are worn around campus. There are currently 9 people that frequently wear HoloView branded shirts. In the near future, HoloView will be launching Facebook and Instagram marketing campaigns to further raise awareness and market our product.

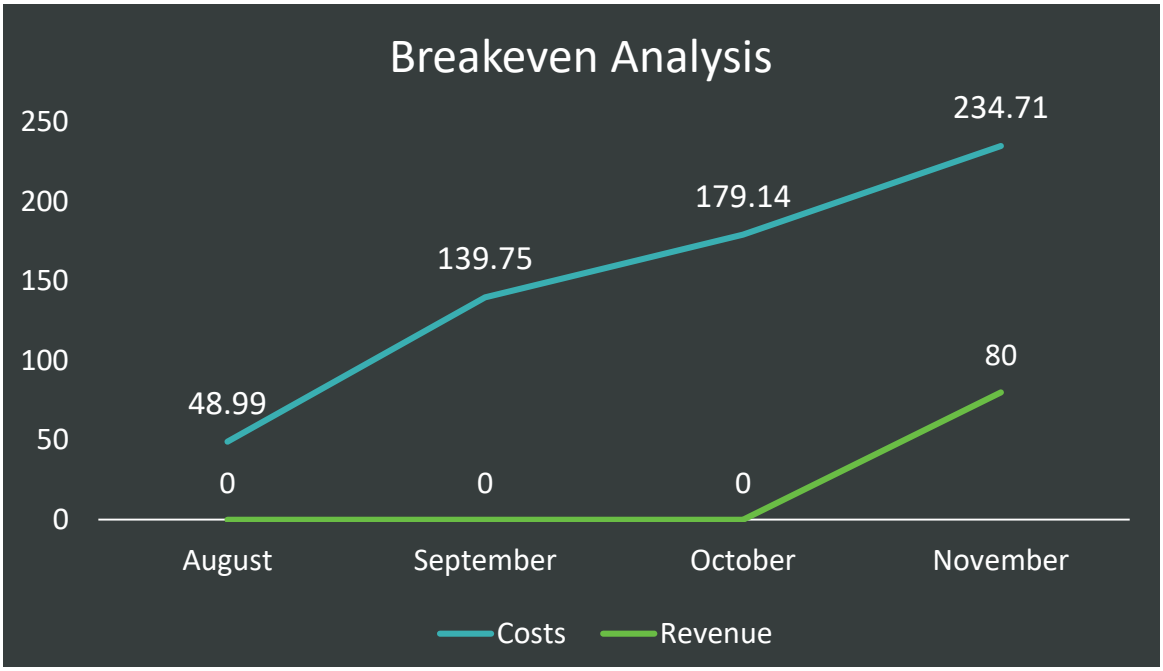
7.0 Management Summary

Alec Leeseberg is currently the only employee of HoloView. His current duties include:

- Prototyping
- Web/App Development
- Planning
- Marketing

8.0 Financial Plan

Alec Leeseberg set aside $300 at the beginning of the semester to fund HoloView. Overall, $234.71 of this was used to start the business. HoloView products were sold at $10 each this semester. Because of the length of time needed to develop and manufacture our product, HoloView had only one selling opportunity this semester that resulted in no sales. However, separate sales to faculty members resulted in $80 worth of revenue. Our current net income is a loss of $154.71, which we expect to turn into a net profit next semester. We are currently 16 units away from being profitable, and we expect to sell at least 25 units next semester. Our yearly profit is then projected to be $90.



8.1 Startup Funding

Our startup costs are as follows:

- Logo - $30
- Amazon Card Reader - $10
- HoloView domain name - $8.17
- Shirt/Business Cards - $29.39
- SiteGround Web Hosting - $47.40
- Acrylic - $83.25
- 3D Printing Filament - $18.99
- Adhesive - $7.51

The total startup cost is $234.71, with $109.75 spent on supplies, $55.57 spent on the website, and $69.39 spent on miscellaneous expenses. Once we pay for our startup costs, we have the ability to sell at least 100 more Pyramids for pure profit.