



FeatherGrip

Help to hold your smart device.



FeatherGrip Ltd. Business Plan



Scan the QR code for our
product video or follow the
link:
[www.youtube.com/watch?v=E
PRXWXEITSc](http://www.youtube.com/watch?v=EPRXWXEITSc)

Executive Summary

- The 'FeatherGrip' is a holding aid for hand-held personal smart devices. FeatherGrip enables prolonged holding / use of personal smart devices for those with hand ailments.
- The developed world's population is ageing, and along with this, the number of hand ailments are growing. In Ireland 915,000 people suffer from Arthritis (UK, 10 million) (US, 40 Million).
- The penetration of smart technology is rapidly increasing among the older generations; the number of active smart phones is set to double to 4 billion by 2020. There is an increasing need for a device which aids the holding and positioning of personal smart devices.
- 97% of survey respondents with hand ailments have issues using their smart devices.
- There are currently no products on the market which offer a user friendly, practical and affordable device for holding smart devices.
- The 'FeatherGrip' will be sold through the online website but also through medical device / assistive technology stores, pharmacies, online health catalogues, phone / phone accessory shops, in association with societies such as 'Arthritis Ireland' and in general consumers stores.
- Each founding member of FeatherGrip Ltd. will fund €10,000 each, amounting to €40,000.
- The company will seek a €20,000 priming grant in Year 1, from the local enterprise board, which will be used to purchase stock, development future products and web development.



- The company will sell the final offering to the retailer at a price of **€10.85** with an RRP of **€20**. The cost per unit for manufacturing and assembling is €1.73. The 'FeatherGrip' will be sold at €25 on the FeatherGrip website.

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Management

Introduction:

FeatherGrip Ltd. was founded in 2015 by Ciaran Brennan, Karl Martin, Darragh Sheridan and Darragh Caffrey. The 'FeatherGrip' derived from personal experiences of family members who suffer from Arthritis and find it difficult using smart devices. The group wanted to design a product that eases pain associated in using smart devices for those with hand ailments.

With older demographics becoming more smart-device dependant, they face issues using these products due to hand ailments.

FeatherGrip Ltd. seeks to solve a problem before it develops. The discrete, affordable and detachable holding aid for personal smart devices will relieve the stress within the fingers and joints, and allow comfortable use of smart devices for sufferers of hand ailments such as arthritis, Parkinson's, Stroke etc.

The Company

Business Objectives:

- To successfully develop a credible brand product, 'FeatherGrip' into the Irish market capturing a number of beachhead segments within 13 months.
- To complete the development of our website in the first quarter, Year 1.
- To establish a broad market for FeatherGrip within two years and to expand abroad.
- Establish the FeatherGrip as the leading smart device aid by year 3 in Ireland and the UK.
- To sell 43,000 units by Year 3.

- To continue our partnership with Arthritis Ireland and connect with other related organisations.
- To actively develop more innovative products to further help the target market.

Mission Statement:

Our mission is to create products which enable positive and ergonomic user interaction with other technologies. Our goal is to create a commercially sustainable and indigenous company which provides life-improving innovations for the smart device user base. Our target is to reach a growing but overlooked market and position FeatherGrip Ltd. favourably, by reaching out to those with limited dexterity. We will continue to develop products to further assist our target market.

Organisational Structure:

FeatherGrip Ltd. is registered as a Private Limited Company (PLC).

The company is comprised of 4 employees in Year 1. The founders sit on the Board of Directors. Each member owns an equal share of the company. The 4 directors will focus on various tasks and responsibilities. The Board of Directors will meet monthly to share information and evaluate the performance of various areas within the business's operations. The 4 members of the organisation are: Ciaran Brennan (CEO), Karl Martin (CDO), Darragh Sheridan (CFO), and Darragh Caffrey (COO).

FeatherGrip Ltd. will hire three non-executive directors on a part time basis. Anthony Langan, Registered Accountant, will manage the company's accounts and liaise with our CFO when needed. Mary Hand, Registered Solicitor, will be in charge of the company's legal proceedings. Michael Taylor, will offer advice & direction on supply chain management from his experience in this industry. Anthony, Mary and Michael will be present during all boards of directors meetings and will act as key advisers to the company. FeatherGrip will seek marketing mentorship from Enterprise Ireland.

Product Description

The 'FeatherGrip' is a discrete, affordable and transferable holding aid for personal smart devices which relieves stress off the hand and allows comfortable use of smart devices.

This aid will allow full movement with phone position, orientation, and transition. Adjustment of the hand strap size and a lock-in system to keep the aid discrete when not in use. The 'FeatherGrip' will securely adhere to a smart device. Due to the unique micro-suction adhesion tape, it is easily removable and re-attachable to various devices when intended.

The 'FeatherGrip' is ergonomically shaped approximately (w) 25mm x (l) 100mm x (d) 9mm.

The 'FeatherGrip' attaches to the back of the smart device using **micro suction adhesion tape**. The **strap** is revealed by 'popping' out the **lock plate**. The strap will unfold; the **slider** is moved showing the loop that the hand fits inside. The size of the strap can be adjusted to fit any hand size using the **Strap Adjuster** then locked when the user is happy. The 'FeatherGrip' will allow **vertical adjustment**



and **360° rotation** of the smart device.

The Micro Suction Adhesion Tape **attaches easily** and strongly to **any phone case** and most covers.

The Pivoting Slider allows for **full movement and adjustment** of the phone in the hand. The Strap

relieves all stress from the hand, knuckles, wrist and joints allowing easy and comfortable holding.

FeatherGrip's body is made of Polycarbonate, being rigid and durable with a soft surface finish. The silicon strap is tactile, flexible and long-lasting. The micro suction tape is a material that allows for transfer of the aid from one device to another. The micro suction tape material is under guarantee from the supplier, therefore any failure with their product will be under their liability and subsequent costs will be paid for by that company. The plastic components will be tested to meet the requirements of EN ISO 9002.

Patents:

We will pursue patents, design rights and intellectual property for our product along with trademarks for our product and company name. Patent's will be our first preference of protection, however if this is unobtainable, the company will seek design rights. This will be done alongside the company's legal advisor. If patents aren't viable, our first mover advantage will give us the competitive edge as we differentiate and develop further products which can be protected.

Market Research

Age Trends: At the end of 2014 the population of Ireland was 4.89 million, of that figure, 13% are 65 years old or older (accounting for 616,629 people), this is expected to increase. Ireland's population is also growing at a rate of 1.25%. With the average life expectancy at 81 years, people are living longer. . As people get older they become prone to conditions which affect dexterity in the hand. With the growth in population, rise in older demographics using smart devices and the increased life expectancy there will be a large market which may need an aid for their smart devices. The growing dependence on smart devices cannot be ignored, and creating solutions to deal with this market trend is vital. Table 1 (below) shows the scale of three common hand ailments, with

these numbers continually rising. A large part of the population are approaching the age where anatomical problems such as arthritis, Parkinson’s disease and stroke begin to increase.

<i>Table 1</i>	Arthritis	Stroke	Parkinson’s	Total
Ireland	915,000	10,000 <i>p/year</i>	9,000 <i>p/year</i>	934,000
UK	10,000,000	110,000 <i>p/year</i>	127,000 <i>p/year</i>	10,237,000
Europe	40,000,000	9,600,000	1,200,000	50,800,000
USA	40,000,000	795,000 <i>p/year</i>	500,000 <i>p/year</i>	41,295,000

Market Information: In 2014, the 7.2 billion mark was reached for the number of personal devices owned.¹ The phone accessory market is expected to grow to \$38bn in revenues by 2017. Smartphone owners spend an average \$56.18 on accessories per device.² The number of smart devices is now on par with the number of people globally. However, the growth rate of smart devices is five times faster than the world’s population. Prevalent smart devices include phones, tablets and e-readers. As the penetration of these products becomes more dominant, the demographics that use these smart devices grows too.

Recent Market Trends: Trends display growing amounts of older demographics using smart devices. As these older generations turn to smart technology, it creates problems anatomically with using these devices. Key considerations are (i) the rise of ailments which inhibit the use of smart devices, (ii) the constantly increasing size of the screen which these devices have (iii) the fact that our daily lives are increasing dependent on smart device. Reduced dexterity at an old age can present problems when handling objects; however ailments, such as arthritis and Parkinson’s disease, can greatly hinder fine motor skills and full hand function. As we continuously adapt and rely upon smart devices, penetration into older demographics will increase as younger demographics grow old. Problems will become more common as smart device related ailments begin to emerge. It is a trend which looks set to not only stay, but grow. A solution for these

¹ CIA World Factbook / www.cia.gov/library/publications/resources/the-world-factbook/geos/xx.html
² ABIresearch / www.abiresearch.com/press/smartphone-accessory-revenues-valued-at-20-billion/

problems is the 'FeatherGrip' which makes devices useable regardless of screen size or dexterity issues.

Hand Ailment Trends: A number of ailments and conditions limit the movement and usability of the hand and the wrist. Three main hand conditions were focussed on to gain a scope of the size of the market.

1) Arthritis is prevalent worldwide and different types of arthritis such as osteoarthritis and rheumatoid arthritis effect the movements of the hand, wrist, fingers and limbs. Arthritis affects over 915,000 people in Ireland, a large percentage of which have problems with their hands and wrists. Of that figure 82% are over the age of 55 revealing it as an ailment hindering aging generations. Table 2 (below) shows the percentage of people aged 50+, in Ireland, who have arthritis.

Age	Percentage	Number
50-64	20%	157,280
64-75	33%	117,321
75+	50%	127,000

2) Stroke is another common problem in Ireland. Annually 10,000 people suffer from stroke. Of those 10,000 cases, 2000 will result in death [Irish Heart Foundation]. Of the 8,000 that survive 55% (4400) will experience difficulty with limbs for at least 18 months while rehabilitating. Others may never regain full control of certain limbs.

3) Parkinson's disease is another illness which affects a large number of people. In Ireland an estimated 9,000 people are living with the condition (Parkinson's Association of Ireland). The disease, which progressively affects the nervous system, can cause tremors in the hand and reduce limb function.

When the business expands it will have large number of prospective buyers in overseas markets. There are many more similar conditions which affect hand dexterity, we've chosen arthritis, Parkinson's disease and stroke as the main target segments. Carpel tunnel is another big issue which affects millions around the world. Not only will the 'FeatherGrip' help people of the three main segments we've chosen, but it can help people with carpel tunnel, dyspraxia and many more.

Market Sales Forecast: Below is a table of an expected sales forecast based off assumption from research.

<i>Sales Forecast (UK & Ireland)</i>	Sufferers	Hand related cases	% that will buy	Total market opportunity
Arthritis	10,915,000	25%	58%	1,582,675
Parkinson's	136,000	70%	50%	68,000
Stroke	2,100,000	20-50%	5%	105,000

Key Competitors:

Several products are available to buy nationally and worldwide. However none of them cater for people with hand and wrist ailments. Existing products do not provide the full range of adjustability or user friendly materials available in the 'FeatherGrip'. Other solutions that help these people include earphones (with mic), stylus pen and voice-to-phone (Siri), however the full capabilities of the devices can't be used with these solutions.

	FeatherGrip	FlyGrip	HANDeBand	CellHandle	iRing	PopSockets	G-hold
Compact Design	✓	✓	No	No	✓	✓	No
Adjustability	✓	No	No	✓	No	No	No
Concealable Strap	✓	✓	No	No	No	✓	No
Slide Function	✓	No	No	No	No	No	No
Fits all Devices	No	No	No	✓	✓	✓	No
Rotational Function	✓	No	✓	✓	No	No	No
Soft Materials	✓	No	No	✓	No	No	No
User Developed	✓	No	No	No	No	No	No
Transferable between devices	✓	No	No	No	No	No	✓
Easy to Use	✓	✓	✓	No	✓	✓	✓

Unique Selling Points:

While a number of devices exist that can be used by people with disabilities, the 'FeatherGrip' is designed in conjunction with the target user by incorporating features such as adjustment, soft materials, transferability between devices, requires no force in the hand to hold, and is the only smart device aid targeted at the disabled community. The 'FeatherGrip' will be the only smart device aid found in assistive technology / medical device stores.

Key Points:

- 360° device rotation and vertical adjustment.
- Developed in partnership with Arthritis Ireland.
- Ease of use by all ages.
- Universally designed (reaching wider market)
- Inconspicuous in the hand due to transparent strap.
- Adjustable strap (for hand and tightness)
- Small and unobtrusive size.
- Easily interchangeable between devices.
- Leaves no residue or marking when removed, unlike other products.
- The first holding aid which is designed to accommodate arthritis sufferers.

Market Research – Quantitative and Qualitative:

We undertook both quantitative and qualitative research methods to examine the viability of our business product concept. As arthritis sufferers are the largest target segment, we contacted these people as part of our primary research. The goals of the quantitative and qualitative research were:

- To discover if the arthritis community currently, use holding aids for smart devices, or, if they are aware of any existing products.
- To discover the biggest problems with holding smart devices among the arthritis community.
- To discover if there was a genuine need/market for the FeatherGrip in the arthritis community.
- To discover how many people would purchase an assistive holding aid.
- To discover their need in terms of a viable product that they would buy.

For **quantitative** research we reached out to arthritis sufferers. Social media, forums and online chat groups were used as a medium used to gather feedback. The 'FeatherGrip' management created a post that included: an introduction, our proposed product concept and a set of 9 questions. The forums reached out to people from the UK and USA. We received 80+ unique replies and 120+ 'likes'.

Analysis of Quantitative Research: Key findings:

- 97% of respondents have issues with their smart devices. The two most common devices mentioned are the smart phone and tablets.
- 71% of respondents would purchase an aid to help in using smart devices. 29% said 'maybe'.
- The average age of respondents (at 52%) was 51-60. Ages 41-50 was the second highest age (21.2%). This backed up the trend that older generations are becoming more aware of smart devices and use social media (Facebook).
- Wrist pain (61%), finger pain (57.6%) and joint pain (57.6%) where the most affected areas / problems.
- These problems were caused by 'prolonged use' and 'holding method'.
- The second biggest 'problem areas' where 'swelling' (27%) and 'muscles' (18.2%).
- 79% of respondents do not use an aid for the smart device. Existing aids included a stylus (66%), a pillow (11.5%) and Bluetooth (11.5%)
- The biggest feature needed from the FeatherGrip was a soft/flexible material (47%).
- The second most needed feature from the FeatherGrip was lightweight (13%) and comfortable (13%).
- Results highlighted that there was no gender specific arthritis condition or need(s). This means that the product could be marketed as non-gender specific.

The **qualitative** research objective was to create a foundation for a market plan. Five interviews were conducted to get the full spectrum of user needs. The interviewees included Gemma O’Hanlon (retiree, 75) Mike Plitz (software engineer, 31) and Thomas Caffrey (retiree, 65). We visited Arthritis Ireland on two occasions and conducted interviews with two of their volunteer workers. We then interviewed two more sufferers of arthritis; David, (retired marketer, 65) and Lorna (secretary, 59) and conducted a presentation exhibiting our concept idea. Arthritis Ireland volunteers gave us insights into the markets and insights on what consumers will be looking for. Two focus groups with Age Action Ireland provided us even more insight into smart device usage.

Analysis of Qualitative Research: Overall there was an **extremely positive** attitude towards the FeatherGrip. Interviewees mentioned how they either, **broke their phone** before, or, are in **fear of breaking** it due to their hand ailments. Everyone interviewed mentioned how it would be a **viable product** to bring to market and can see it **benefiting their experience with smart devices**. **Universal design** was mentioned and how the **function suits** those with arthritis but it will be the aesthetics that will invite a wider market into purchasing the product. Overall, we got **product tested user feedback** which was a great benefit for the development and promotion of the ‘FeatherGrip’.

SWOT Analysis: Through extensive research of FeatherGrip Ltd and external factors. The company’s strengths & weaknesses, opportunities and threats have been established, as seen displayed in the box below:

<p>Strengths</p> <ul style="list-style-type: none"> • Dedicated and hardworking team. • Low start-up costs. • Skilled in design and problem-solving. • First smart device aid marketed at people with hand ailments. • First-hand user developed product. • Exporting internationally in Year 1. • Relatively quick time to market. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Limited business knowledge. • No market share. • Lack of experience in operations and finances. • No established business connections. • No advertising experience. • No known brand name.
<p>Opportunities</p> <ul style="list-style-type: none"> • Gap in the market. • Large target (smart phone accessory revenue forecasted to reach 38bn in 2017) • Expansion into other markets. • Several mediums of sale pre-existing. • No established market leader. 	<p>Threats</p> <ul style="list-style-type: none"> • Development of wearable technology • Large but scattered market. • Threat of existing products. • Cures to hand conditions.

Sales and Marketing

Pricing:

	Cost (€)	Gross Profit Margin (%)
Costs of manufacturing	1.33	-
Total cost per unit	1.73	-
Cost to retailer	10.85	84.06%
Cost to distributor	6.80	74.56%
Online sales	25.00	78.68%

It will cost €2.39 for the initial 5,000 units produced and €1.73 after mould costs have been recouped.

The 'FeatherGrip' will be sold on a business-to-business basis to other retailers / companies at €10.85

Direct sales from our website is priced initially at €25 with free postage (worldwide). The additional €5 covers postage and is enticing for potential retailers to stock the product as they would charge at the better price.

The 'FeatherGrip' will be sold to distributors at €6.80. This is estimated at a 30% distributor margin, due to different margins demanded by different distributors.

The table (below) shows the manufacturing cost breakdown.

Costs:	For Cur	ROE	€
Mould	3,600.00	1.10	3,272.73
4 Components	0.57	1.10	0.52
Strap	0.15	1.00	0.15
Slider	0.10	1.00	0.10
Suction tape	0.10	1.10	0.09
Shipping	0.41	1.10	0.38
Packaging	0.10	1.00	0.10
Total cost of components			1.33
Import Duty		30%	1.73
Cost for 5,000 units			8,641.18
Overall cost of 5,000 units			11,913.91
Cost per unit			2.39 <i>(first 5000 units)</i>

Distribution:

FeatherGrip components will be imported from China through DHL. Domestic and international orders placed through the company website, and from retailers / distributors will be outsourced to DHL, who provides insured and tracked deliveries and are liable for any damage or costs involved in lost shipments. Units will be stored at the company's central shipping point (Knocklyon, Dublin 16) until postage.

We look to make the 'FeatherGrip' the first choice in assistive holding aids for smart devices. The 'FeatherGrip' will be available in a number of retailers within Ireland in Year 1. These retailers

include assistive technology stores / medical device stores, phone shops, phone accessory shops, general electronics retailers such as Curry's or PC World (where tablet/phone accessories can be found) but also consumer stores such as Dunnes and Heaton's. Phone stores such as Carphone Warehouse, Meteor, Three and other independent phone stores will be targeted.

FeatherGrip Ltd. have been in contact with Life Pharmacy (52 stores nationwide) and Homecare Medical Supplies (9 stores and a nationwide distribution service to retailers), who have expressed interest in the product and mentioned how it would be a product that they would stock. In Year 1, FeatherGrip Ltd. will use our partnership with Arthritis Ireland as a platform to boost sales and brand reputation. This will provide entry into the UK market through their sister-association 'Arthritis UK' and its online store. (See appendix 21 for other targeted entries into the UK market)

The company will use wholesale distributors with established connections with retail outlets we intend to sell through. Ocean Healthcare will be used as a distribution arm of FeatherGrip Ltd. as it is hugely established in Ireland, currently stocking over 2000 pharmacies on the island of Ireland including Lloyds Pharmacy, Boots and Tesco. Ocean Healthcare works directly with 70% of pharmacies in Ireland the use of this distributor will be a huge asset to FeatherGrip Ltd.

The introduction of the 'FeatherGrip' into Irish branches of British retail chains such as Boots and Lloyds would also allow the 'FeatherGrip' to be easily stocked across the UK due to the rapport built with these retailers.

Ireland will be used as a test market for these methods of distribution, this will help improve our business model for when we move into the UK and further afield.

The avenue of building relationships with healthcare professionals (such as GP, physiotherapists, etc.) who deal with hand ailments will be sought. FeatherGrip Ltd. will send free product samples to

these experts to establish a brand reputation in this area. These distribution channels will be useful in gaining a reputation of reliability and quality among the target market.

If, for example, the 'FeatherGrip' retailed in 80 stores in Year 1, in order to meet our sales target, we would need to sell 3-4 products a week in each store. This doesn't take into account online sales.

Promotion:

Target market awareness will be obtained through several promotional methods as part of the 3 Year marketing strategy. A total of €20,000 has been assigned to the advertising budget in Year 1. Allowing for advertising in print media and account for the cost of a monthly Facebook competition. In Year 2 funds will increase to €40,000 to further promote product awareness in print media. In Year 3 the advertising budget will rise again to €80,000. Selling through medical supply stores will help bring the 'FeatherGrip' into the conscience of the target market but also for family members who shop on behalf of a relative. The company wants to communicate clearly through advertising mediums most commonly used by the target market.

'FeatherGrip's' Facebook page provides users with community chat, reviews and up-to-date news on FeatherGrip Ltd. Competitions will be run every week as an opportunity to win a free 'FeatherGrip', to continually promote the product and get more likes, shares and followers promoting the product. Advertising using Facebook Ad tools allows us to reach the online users in our target market and people who have friends/family who may benefit from our product. (792,000,000 people worldwide aged 45+ use the internet, with 430,000,000 using Facebook.³) (63% of 50-64 year olds online use Facebook and 48% of 65+ year olds online use Facebook – 2015⁴). Facebook advertising will allow us to expand into Europe and USA which we look to have increased sales from by Year 3.

³ Business Insider /businessinsider.com/update-a-breakdown-of-the-demographics-for-each-of-the-different-social-networks-2015-6?r=US&IR=T

⁴ Social Media Trends - PewInternet.org

It has been decided that print media will be an effective medium to target the intended market, as 83% of shoppers in Ireland read newspapers. The Irish Times and the Irish Independent have a daily readership of 427,000 and 688,000 respectively, with their Sunday editions 367,000 and 219,000. Both the Irish Times and the Irish Independent have the highest readership of the older age bracket (+65). The +65 age bracket is the largest audience segment of the Irish Times (134,151) and Sunday Independent (48,618), and the second largest segment of the Irish Independent (137,600). Both broadsheets have high readership by the 'main shoppers', (the Irish Times: 509,293, the Irish Independent: 537,570), giving scope to reach family members of the target market. The Irish Independent is the highest readership of a newspaper in Ireland.

Markettown Group's 'Readers Offers' advertise several national newspapers including the Irish Independent 'Readers Offers' and the Irish Times 'Reader Shop'. They also have their own online store. They sell products at a 25% commission with low advert charges. In targeting print media, by placing adverts in the Times, Independent and an advert in printed & online catalogues, there is a potential of reaching and selling to 320,369 (+65) and 1,046,863 ('main shoppers').

Customers can use the 'FeatherGrip' website to view information such as price, features, reviews etc. The website serves as a platform from which the 'FeatherGrip' can be purchased from anywhere around the world. FeatherGrip Ltd. will work business-to-business with Arthritis Ireland to help cross promote the product with events, newsletters, competitions and sales through their online store. The same will be done with other key organisations such as parkinsons.ie and irishheartfoundation.ie (stroke). Promotion through other sites such as, disability.ie, enableireland.ie, and rehab.ie will greatly raise awareness of our brand and provide users production information, further expanding our reputation. Promotions through trade shows will specifically reach-out to our target market (these include: The Care and Mobility Show, Dublin, Active Over 50's Show, Killarney and Med-Tech Ireland, Galway). Along with this, word of mouth will play a key role in promotion and sales within these target markets.

Operations

Location: In Year 1, FeatherGrip Ltd. will run its assembly operation from the CEO's premise in Knocklyon, Dublin 16. Due to the small size of the components and ease of assembly, the 'FeatherGrip' can be assembled in a simple room setting with stations set up for various stages of assembly. This will help to reduce costs in Year 1. In Year 2, FeatherGrip Ltd. will lease a unit in Mulcahy Keane Industrial Estate, Greenhills Road, Walkinstown, Dublin 12 (rent at €500 p/month.)

Daily Operations: FeatherGrip Ltd. will operate from 8am to 5pm Monday to Friday. This will result in a total of 40 hour working hours per week. Approximately 20 products can be produced in one hour using an assembly line production method this will result in a minimum of 160 units per day and 800 per week. The COO will act as our Quality Control Officer due to his extensive knowledge of assembly line production.

Manufacturing Process:

1. The 'FeatherGrip' components will be send to the HQ via DHL.
2. To ensure continuous quality throughout the entire groups of parts, 10% of all deliveries will be inspected by our COO.
3. Operatives will assemble the parts on an assembly line.
4. The batches of completed products will be moved to the work station of the quality control technician.
5. A final inspection will be carried out on all completed products.
6. The final step is the packaging assembly. The packaging will arrive flat packed from MacFarlane Packaging and will be assembled at FeatherGrip Ltd. HQ.

All the plastic components will be produced by GoodBo Mould Ltd.

Final product packaging will be sourced from MacFarlane Packaging Co. Wicklow.

Key Regulatory and Quality Issues: GoodBo Mould Ltd. the organisation chosen to produce the required parts operate under all required standards, ISO9000 standards and ISO certified.

Research and Development

FeatherGrip Ltd. will continue to innovate and better our target markets problems. The company will actively develop and test new product ideas alongside the feedback of the destined user. We look to expand into other areas where smart device usage is inhibited and create partnerships with related associations. There is a potential to become the market leader in smart device aids, as there is currently no market leader in this area.

Other products in development include:

- A phone cover with the 'FeatherGrip' built in, to offer phone protection alongside aiding the use of the device.
- A tablet case with the 'FeatherGrip' built in.
- 'FeatherGrip Mini', a smaller and less expensive version of the 'FeatherGrip'.
- New, innovative methods of holding smart / mobile phones and tablets.

Introducing new products after the 'FeatherGrip' will expand our target market and reputation but also show retailers that many products will be available from the company. This will help in getting potential businesses on board.

FeatherGrip Ltd. will seek to be accepted to Enterprise Irelands 'High-Potential Start-Up (HPSU) programme'. This is due to exporting worldwide, low-cost start-up and the creation of jobs in the future as the company grows.



Finances

FeatherGrip Ltd. will be part financed by its four founding members. Each member will contribute an investment of €10,000 for the initial start-up costs. This initial sum will be raised from small personal investment alongside the American start-up model of bootstrapping off family members and friends in return for equity, or return-of-investment at the start of Year 4.

This will amount to an initial injection of €40,000 to get the business up and running. To give the company the best chance of succeeding, the founding members agree that they can live off personal savings for Year 1 only. This is to have sufficient start-up capital and to ensure growth into Year 2. Each member currently works part-time at the weekend, and have no utilities to pay due to living at home. Online Peer-to-peer funding will be pursued as an additional avenue in raising funds and promoting the product. The benefits of this method are the worldwide promotion and ‘pledging’ of money from people in return for product(s). We will look to raise €10,000 with a small percentage taken by the funding website. However, it is not be our definitive method of getting an investment.

FeatherGrip Ltd. will apply for relevant grants from local enterprise offices to sustain the growth of FeatherGrip and to facilitate the possibility of future employment. FeatherGrip Ltd. will target a priming grant of €20,000 from South Dublin Enterprise Board within Year 1 to further assist with setup costs. FeatherGrip Ltd. will assume full 100% repayment of the grant will be required. The grant is interest free and so the company will endeavour to negotiate four 25% repayments of the €20,000 grant. Failing to receive a priming grant, we will look to receive a loan from a financial

institution. The initial €60,000 comprising of both personal investments and the priming grant will contribute towards (i) purchasing stock (ii) paying Year 2 salaries (iii) set-up and running of website (iv) initial advertising costs.

A feasibility grant to assess market demands and the viability of future growth will also be applied for in year 2. This will help greatly in forming a strategy for the future of FeatherGrip Ltd.

Due to large amounts of personal investment and possible grants it is forecast that FeatherGrip Ltd. will make an operating profit in Year 1. At the end of Year 2 it is forecasted that profits will fall due to the introduction of salaries for the four founding members of €20,000 each. The accounts forecast an operating profit of €70,187, in Year 2. In Year 3, it is forecast that profits will continue to grow steadily, however profits will be offset by the increase in employee salaries and a significant investment of €80,000 towards FeatherGrip Ltd.’s advertising campaign. It is forecast that profits in Year 3 will amount to €123,224. The sales forecast allows a 60 day delay in the return of credit in payments.

Year	2017	2018	2019
Projected Sales (Units)	14,470	28,939	43,407
Projected Sales (Euro)	157,000	313,988	470,966
Cost of Sales (Euro)	34,583	69,164	103,743
Gross Profit (Euro)	122,416	244,824	367,223
Overheads (Euro)	52,795	174,637	243,999
Operating Profit/Loss (Euro)	69,621	70,187	123,224

Gross profit margins are forecast to grow steadily at a rate of 78%. This would result in net profit margins of 44%, 22%, and 26% in Years 1-3 respectively.

Below is the company's 3 year market opportunity sales forecast:

	Ireland	U.K.	
Arthritis			
Total population	4,890,000	64,100,000	
Arthritis sufferers	915,000	10,000,000	
Hand and wrist only (assumption)	25%	25%	
% smartphone users	58%	58%	
Total market opportunity	132,675	1,450,000	
Parkinson's			
Total number of people	9,000	127,000	
% that will buy	50%	50%	
Total market opportunity	4,500	63,500	
Stroke			
Total number of people	100,000	2,000,000	
% that will buy	5%	5%	
Total market opportunity	5,000	100,000	
General Remaining Population			
Total number of people	4,890,000	63,400,000	
Population already accessed	1,024,000	12,127,000	
Total population remaining	3,866,000	51,273,000	
% that will buy	0.1%	0.1%	
<i>Number that will buy</i>	3,866	51,273	
Overall Market Opportunity	146,041	1,664,773	
Sales Targets	Year 1	Year 2	Year 3
Ireland	5.00%	10.00%	15.00%
U.K.	1.00%	2.00%	3.00%

Appendix 1: Cash Flow Forecast Year 1

€	1	2	3	4	5	6	7	8	9	10	11	12	Total
Sales	4,329	4,329	5,414	6,499	8,658	10,828	12,998	15,157	17,327	21,657	23,816	25,986	157,000
V.A.T.	996	996	1,245	1,495	1,991	2,491	2,990	3,486	3,985	4,981	5,478	5,977	36,110
Cash Receipts:													
Customers	0	5,325	5,325	6,659	7,994	10,650	13,319	15,988	18,644	21,313	26,638	29,293	161,147
Promoter's Investment	40,000	0	0	0	0	0	0	0	0	0	0	0	40,000
Refundable Grants	20,000	0	0	0	0	0	0	0	0	0	0	0	20,000
Term Loan	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Receipts	60,000	5,325	5,325	6,659	7,994	10,650	13,319	15,988	18,644	21,313	26,638	29,293	221,147
Expenditure:													
Stock	11,914					17,282						17,282	46,478
Production Costs	954	954	1,193	1,432	1,907	2,385	2,863	3,339	3,817	4,770	5,246	5,724	34,583
Carriage out	200	200	250	300	399	499	599	699	799	998	1,098	1,198	7,235
Salaries	0	0	0	0	0	0	0	0	0	0	0	0	0
Insurance	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Rent & Rates	0	0	0	0	0	0	0	0	0	0	0	0	0
Equipment leasing	0	0	0	0	0	0	0	0	0	0	0	0	0
IT	1,800	0	0	0	0	0	0	0	0	0	0	0	1,800
Light, Heat & Power	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Telephone	80	80	80	80	80	80	80	80	80	80	80	80	960
Printing & Stationery	20	20	20	20	20	20	20	20	20	20	20	20	240
Advertising	5,000	0	0	5,000	0	0	5,000	0	0	5,000	0	0	20,000
Motor & Travelling	400	400	400	400	400	400	400	400	400	400	400	400	4,800
R & D	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	5,000
Legal Expenses	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	5,000
Bank Interest & Charges	30	30	30	30	30	30	30	30	30	30	30	30	360
Audit & Accountancy	333	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	4,000
Sundries	0	0	0	0	0	0	0	0	0	0	0	0	0
Grant Repayments	0	0	0	0	0	0	0	0	5,000	0	0	5,000	10,000
Loan Repayments (Capital)	0	0	0	0	0	0	0	0	0	0	0	0	0
Loan Repayments (Interest)	0	0	0	0	0	0	0	0	0	0	0	0	0
Capital Expenditure	3,000	0	0	0	0	0	0	0	0	0	0	0	3,000
V.A.T.on Expenses	4,186	342	397	452	561	4,646	781	891	1,001	1,220	1,329	5,414	21,220
V.A.T. Returns			-2,537		1,891		-726		4,804		6,746		10,179
Total Payments	28,950	3,392	1,199	9,080	6,655	26,709	10,415	6,825	17,317	13,885	16,315	36,514	130,777
Net Cash Flow	31,050	1,933	4,126	-2,420	1,339	-16,059	2,904	9,163	1,327	7,428	10,322	-7,221	43,892
Opening Balance	0	31,050	32,983	37,109	34,689	36,027	19,968	22,872	32,036	33,363	40,791	51,113	
Closing Balance	31,050	32,983	37,109	34,689	36,027	19,968	22,872	32,036	33,363	40,791	51,113	43,892	

Appendix 2: Cash Flow Forecast Year 2

€	1	2	3	4	5	6	7	8	9	10	11	12	Total
Sales	8,658	8,658	10,828	12,987	17,327	21,657	25,986	30,315	34,644	43,313	47,642	51,972	313,988
V.A.T.	1,991	1,991	2,491	2,987	3,985	4,981	5,977	6,972	7,968	9,962	10,958	11,953	72,217
Cash Receipts:													
Customers	31,962	10,650	10,650	13,319	15,975	21,313	26,638	31,962	37,287	42,612	53,275	58,600	354,243
Promoter's Investment	0	0	0	0	0	0	0	0	0	0	0	0	0
Grants	0	0	0	0	0	0	0	0	0	0	0	0	0
Term Loan	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Receipts	31,962	10,650	10,650	13,319	15,975	21,313	26,638	31,962	37,287	42,612	53,275	58,600	354,243
Expenditure:													
Stock							34,564						34,564
Production Costs	1,907	1,907	2,385	2,861	3,817	4,770	5,724	6,678	7,631	9,541	10,494	11,448	69,164
Carriage out	399	399	499	599	799	998	1,198	1,397	1,597	1,996	2,196	2,395	14,470
Salaries	7,384	7,384	7,384	7,384	7,384	7,384	7,384	7,384	7,384	7,384	7,384	7,384	88,608
Insurance	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Rent & Rates	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Equipment leasing	0	0	0	0	0	0	0	0	0	0	0	0	0
IT	1,800	0	0	0	0	0	0	0	0	0	0	0	1,800
Light, Heat & Power	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Telephone	80	80	80	80	80	80	80	80	80	80	80	80	960
Printing & Stationery	20	20	20	20	20	20	20	20	20	20	20	20	240
Advertising	10,000	0	0	10,000	0	0	10,000	0	0	10,000	0	0	40,000
Motor & Travelling	400	400	400	400	400	400	400	400	400	400	400	400	4,800
R & D	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	5,000
Legal Expenses	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	5,000
Bank Interest & Charges	30	30	30	30	30	30	30	30	30	30	30	30	360
Audit & Accountancy	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	4,000
Sundries	0	0	0	0	0	0	0	0	0	0	0	0	0
Grant Repayments	0	0	5,000	0	0	5,000	0	0	0	0	0	0	10,000
Loan Repayments (Capital)	0	0	0	0	0	0	0	0	0	0	0	0	0
Loan Repayments (Interest)	0	0	0	0	0	0	0	0	0	0	0	0	0
Capital Expenditure	0	0	0	0	0	0	0	0	0	0	0	0	0
V.A.T.on Expenses	975	561	671	781	1,001	1,220	9,389	1,659	1,878	2,317	2,536	2,756	25,744
V.A.T. Returns	4,711		2,446		4,026		6,746		1,902		13,735		33,566
Total Payments	29,573	12,648	20,782	24,021	19,422	21,769	77,401	19,514	22,788	33,635	38,742	26,379	312,111
Net Cash Flow	2,389	-1,998	-10,133	-10,702	-3,448	-456	-50,763	12,449	14,499	8,978	14,533	32,221	7,568
Opening Balance	43,892	46,281	44,283	34,150	23,448	20,001	19,544	-31,219	-18,770	-4,271	4,707	19,240	
Closing Balance	46,281	44,283	34,150	23,448	20,001	19,544	-31,219	-18,770	-4,271	4,707	19,240	51,460	

Appendix 3: Cash Flow Forecast Year 3

€	1	2	3	4	5	6	7	8	9	10	11	12	Total
Sales	12,987	12,987	16,242	19,487	25,986	32,485	38,973	45,472	51,972	64,959	71,458	77,957	470,966
V.A.T.	2,987	2,987	3,736	4,482	5,977	7,472	8,964	10,459	11,953	14,941	16,435	17,930	108,322
Cash Receipts:													
Customers	63,925	15,975	15,975	19,978	23,969	31,962	39,956	47,937	55,931	63,925	79,900	87,893	547,326
Promoter's Investment	0	0	0	0	0	0	0	0	0	0	0	0	0
Grants	0	0	0	0	0	0	0	0	0	0	0	0	0
Term Loan	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Receipts	63,925	15,975	15,975	19,978	23,969	31,962	39,956	47,937	55,931	63,925	79,900	87,893	547,326
Expenditure:													
Stock	34,564							34,564					69,128
Production Costs	2,861	2,861	3,578	4,292	5,724	7,156	8,585	10,016	11,448	14,309	15,741	17,172	103,743
Carriage out	599	599	749	898	1,198	1,497	1,796	2,096	2,395	2,994	3,293	3,593	21,704
Salaries	9,228	9,228	9,228	9,228	9,228	9,228	9,228	9,228	9,228	9,228	9,228	9,228	110,736
Insurance	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Rent & Rates	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Equipment leasing	0	0	0	0	0	0	0	0	0	0	0	0	0
IT	1,800	0	0	0	0	0	0	0	0	0	0	0	1,800
Light, Heat & Power	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Telephone	80	80	80	80	80	80	80	80	80	80	80	80	960
Printing & Stationery	20	20	20	20	20	20	20	20	20	20	20	20	240
Advertising	20,000	0	0	20,000	0	0	20,000	0	0	20,000	0	0	80,000
Motor & Travelling	400	400	400	400	400	400	400	400	400	400	400	400	4,800
R & D	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	5,000
Legal Expenses	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	416.66	5,000
Bank Interest & Charges	30	30	30	30	30	30	30	30	30	30	30	30	360
Audit & Accountancy	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	4,000
Sundries	0	0	0	0	0	0	0	0	0	0	0	0	0
Grant Repayments	0	0	0	0	0	0	0	0	0	0	0	0	0
Loan Repayments (Capital)	0	0	0	0	0	0	0	0	0	0	0	0	0
Loan Repayments (Interest)	0	0	0	0	0	0	0	0	0	0	0	0	0
Capital Expenditure	0	0	0	0	0	0	0	0	0	0	0	0	0
V.A.T.on Expenses	9,144	781	946	1,110	1,439	1,768	2,097	10,376	2,756	3,414	3,743	4,072	41,646
V.A.T. Returns	17,619		-3,951		6,162		10,241		6,949		20,725		57,745
Total Payments	98,211	15,865	12,946	37,925	26,148	22,046	54,343	68,677	35,173	52,341	55,126	36,462	446,133
Net Cash Flow	-34,286	110	3,029	-17,947	-2,179	9,917	-14,387	-20,740	20,758	11,584	24,774	51,432	32,065
Opening Balance	51,460	17,174	17,284	20,312	2,366	187	10,103	-4,284	-25,023	-4,265	7,319	32,093	
Closing Balance	17,174	17,284	20,312	2,366	187	10,103	-4,284	-25,023	-4,265	7,319	32,093	83,525	

Appendix 4: Projected Profit & Loss

Projected Profit & Loss			
Account	Year 1	Year 2	Year 3
	€	€	€
Sales	157,000	313,988	470,966
Cost of Sales:			
Opening stock	0	46,478	81,042
Purchases	81,061	103,728	172,871
Closing stock	46,478	81,042	150,170
Cost of Sales	34,583	69,164	103,743
Gross Profit	122,416	244,824	367,223
	(77.97%)	(77.97%)	(77.97%)
Overheads:			
Carriage out	7,235	14,470	21,704
Salaries	0	88,608	110,736
Insurance	1,200	1,200	1,200
Rent & Rates	0	6,000	6,000
Equipment leasing	0	0	0
IT	1,800	1,800	1,800
Light, Heat & Power	1,200	1,200	1,200
Telephone	960	960	960
Printing & Stationery	240	240	240
Advertising	20,000	40,000	80,000
Motor & Travelling	4,800	4,800	4,800
R & D	5,000	5,000	5,000
Legal Expenses	5,000	5,000	5,000
Bank Interest & Charges	360	360	360
Audit & Accountancy	4,000	4,000	4,000
Sundries	0	0	0
Loan Repayments (Interest)	0	0	0
Depreciation	1,000	1,000	1,000
Total	52,795	174,637	243,999
Net Profit (Loss)	69,621	70,187	123,224

Appendix 5: Projected Balance Sheet

Projected Balance Sheet as at:	Start	End Year 1	End Year 2	End Year 3
	€	€	€	€
Fixed Assets:				
Opening value	0	0	2,000	1,000
Additions	0	3,000	0	0
Depreciation	0	1,000	1,000	1,000
Closing value	0	2,000	1,000	0
Current Assets:				
Stocks	0	46,478	81,042	150,170
Debtors	0	31,962	63,925	95,887
Cash	0	43,892	51,460	83,525
Total	0	122,332	196,427	329,582
Current Liabilities:				
Trade Creditors	0	0	0	0
Statutory Creditors (VAT)	0	4,711	17,619	26,550
Accruals	0	0	0	0
Bank	0	0	0	0
Term Loan	0	0	0	0
Total	0	4,711	17,619	26,550
Net Current Assets	0	117,621	178,808	303,032
Total Assets	0	119,621	179,808	303,032
Financed by:				
Promoter's Capital	0	40,000	40,000	40,000
Refundable Grants	0	10,000	0	0
Revenue reserves				
Opening value	0	0	69,621	139,808
Current period	0	69,621	70,187	123,224
Closing value	0	69,621	139,808	263,032
	0	119,621	179,808	303,032
		0	0	0



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