

4M

Market

1M

INVESTt.

2

Comp. Adv.

Meet PaperTab

The Writers' Tablet.



Your Logo Here



4M

Market

1M

INVESTt.

\$450

Selling
Price

Block 1A >>>

In short?

We are changing the way people write

We are more and more connected but the devices that keep us connected are also the ones that distract us beyond expectations. People get tired of over-connection and look for ways to detach themselves from the crazy routine, especially with new generations of tablets that reproduce the feeling of paper and create an opportunity to think and write without distraction.

Block 1B >>>

The PaperTab is one major solution to this connectivity issue. By making the most of technology, it gives writers and note-takers a unique opportunity to refocus on their thoughts and words, whilst keeping all their notes in the cloud. Our vision is simple: tech doesn't have to take you away from your life.

Block 1C >>>

Our solution provides enormous value to those who dislike the feeling of using a plastic pen on a glass surface. The PaperTab feels like a pencil on paper (scratch sound included) and provides that unique and sensual experience that those who love writing cannot find with current technologies. As the late comers on the market, we know what's working and what's missing, and we've turned that into a strength people already love.

Block 1D >>>

We believe in this opportunity so much that we plan on being the leader in the E-ink segment in five years, but we are looking for like-minded partners to get there. Our fundraising campaign aims to collect between \$320k and \$350k to support our operations, particularly from a team development and marketing perspective. We plan on breaking-even after 2 years of operations and would like to offer 10% of our company to future partners willing to invest time and expertise into the adventure. Are you this partner?



Your Logo Here

Tablets aren't made for writing

We can make a difference.

There are lots of tablets on the market but being connected permanently means that screens are a source of distraction. The time we spend on tablets is easily unproductive and does not give the user a fruitful environment to work into. Manual writing experience on screens is rarely satisfactory because the feeling of a pen on a glass does not give people a feeling of comfortable writing.



Block 2A

Yet, the market does not provide any intuitive e-ink device that people can use for the pleasure of writing and focusing. Our market analysis suggests that writing-lovers and regular note-takers (educated, 30 to 50, earning from 45k per year, reading a book every month and writing ten to twenty hours per week on average) look for a new writing experience which simplifies their lives while helping them to reconnect with themselves, whether at work or during their "alone-time".



Block 2B

We can help with solving this problem because we know what these typical users need and want. In contrast with the usual tablets, they need a device made to help them write, take notes and draw, while keeping their work organized and synchronized across devices. More importantly, they want to feel the pleasure of writing again. They want time with themselves, without games and apps distracting them, and they want an optimized 'pen-and-paper' like companion they can carry everywhere, at an affordable price.



Block 2C

Overall, this situation leads us to a clear vision: we must change the way tablets and electronic devices help people write, take notes and be intellectually creative. We are therefore on a mission to develop the next generation of paper-like tablets, and to help people reconnect with pens and hand-writing, in a smart and technology-supported way.



Block 2D

In line with this, the PaperTab creates tremendous value. We are building a unique device that not only makes the most of electronic ink technologies, but also creates a whole new, fun and intuitive experience when it comes to putting words on a device's screen.

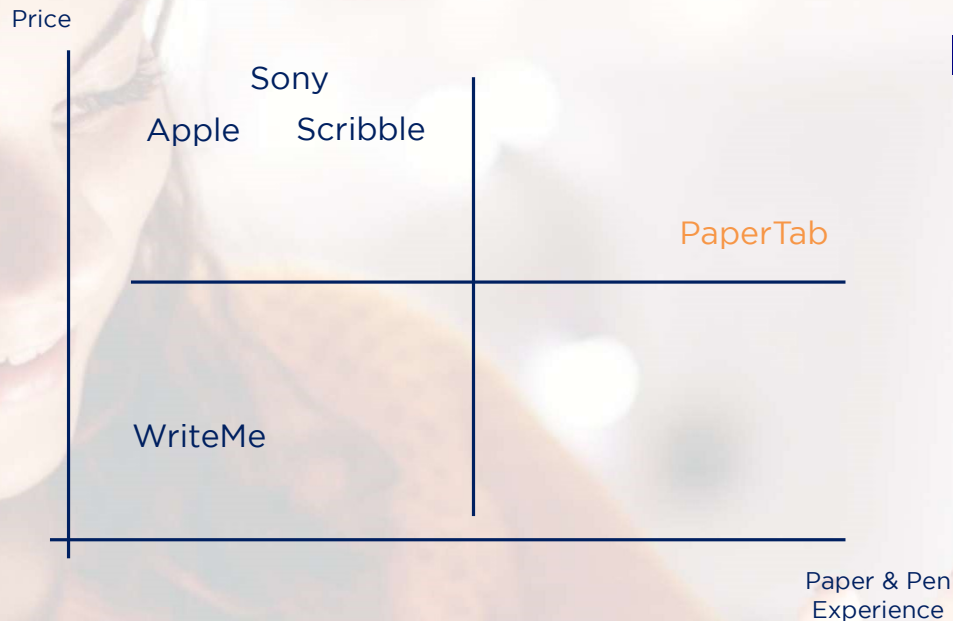


Block 2E

We must change the way people use tablets. There's one solution:
The PaperTab.



Your Logo Here



\$450
Per unit

20%
Market
Growth

The Solution: The PaperTab

Imagine a tablet that changes your approach to writing and taking notes.

Block 3A >>>

Our offering matches a demand. For starters, we have conducted a market survey and collected over two thousand feedback from e-ink devices users which have been used to build a very convincing prototype. A teaser has been sent to the participants of this survey, and we have already received over two-hundred pre-sales registrations. The reviews produced by the beta testers are also very encouraging, and suggest that the product will find its market.

Block 3B >>>

PaperTab targets a very specific market segment within a very large consumers electronic market. The key segments have traditionally been the tablets segment (representing 120 million tablet units in 2020) and the e-readers segment mostly occupied by the Amazon devices. Hence, the E-ink segment is a relatively nascent one, shared by Sony (high-end, complex), Scribble (high-end, complex) and WriteMe (low-end, complex and faulty).

Block 3C >>>

In contrast with the more general tablets market, the E-ink tablets market however grows by 20% every year, and a public of private and corporate users are asking for more intuitive solutions that the existing brands are not able to provide due to their current technical constraints. This creates a unique opportunity to innovate and use our successful innovations to acquire shares on a constantly growing segment.

Block 3D >>>

Our positioning within our market segment gives us a strong competitive advantages. Compared to the few existing solutions available, we are using our last mover's advantage to make a real difference, with an interface twice more intuitive than the competition and a production cost reduced by 35%. While the PaperTab won't be the cheap solution at around \$450, it's unique features and feel create a unique experience users will want to pay for.

Block 3E >>>

We are nearly business ready. We have assembled a team which has already worked together for the past six months, built the first prototype and collected a very positive first wave of feedback. We are now seeking funding to complement the first orders confirmed during our presales and launch our normal production.



An Aggressive Strategy.

Reaching <<users>> by <<>>.

Our solution provides so much value that it is a no-brainer without relying on a cheap price. As late-comers in our segment, we have realized that the cheap competitors do not do well because cheap price (\$190) comes with lower quality features people complain about. On the other hand, the Sony device is a lot more expensive (\$700) while Scribble is affordable (\$499) however both are complex to use. Hence PaperTab creates a no-brainer offer, at a medium price (\$450) whilst guaranteeing the perfect user experience.

Our business model creates value to our customers because the price is affordable, but the brand also offers a variety of tools and side equipment (leather covers, cloud connection and a variety of writing-friendly plugins) that the user will feel comfortable buying, thus making the PaperTab even more attractive.

Building traction requires a customer acquisition strategy so are putting various tactics into place. We have recently brought a marketing specialist on board, who is building high-quality content and putting various social networks strategies together. With the right funding, we plan on being visible through Facebook, Pinterest, Instagram and LinkedIn –the networks where our target can be found – by the end of next year.



Block 4A



Block 4B



Block 4C

To make this happen, we estimate a budget in the range of \$135k per year for the first year, increasing incrementally to cover production costs, staff costs as well as marketing costs – with an emphasis on go-to-market efforts especially in the first and second years.

Block 4D >>>

Block 4E >>>

We will measure success with several indicators. First, we expect to increase our sales significantly in Year 1 thanks to a crowdfunding campaign which already seems promising considering that we have already registered 75 sales and our sales plans represent 200 sales. Second, we will put a digital marketing strategy into place with the goal of collecting at least 50 influencers' reviews within the first year of activity. These indicators will then be reviewed to further our efforts.

500k
USERS

4
KPIs





Top 5
PARTNERS

2
CHANNELS

Block 5A >>>

In 3 to 5 years, we aim to become the leader on the E-ink market segment. While competition for tablets is high, the market for e-ink devices is relatively nascent, and our technology gives us a very significant edge that the competition is so far unable to compensate for.

Block 5B >>>

Production and sourcing are currently being organized with various partners in Asia, where we can obtain the best prices, however we are planning to diversify our supply chain to reduce our operation risks as soon as our orders become significant enough. By the end of Year 2, we expect our costs to be reduced by 15% because of quantity and scaled processes, which should give us an additional margin to build upon.

Block 5C >>>

Distribution will mostly happen online during the first two years of exercise to ensure that we can control our supply chain and deliver efficiently. In Year 3, we will have signed partnerships with top 5 retailers in the US, which will help us increase our sales significantly whilst progressing on our scaling strategy.

Block 5D >>>

Partnerships are fundamental to achieve this plan, and we will invest resources in building various types of networks. On the marketing side, we are already approaching influencers (X, Y, Z) who seem willing to promote our product online and on social networks in exchange for affiliate commissions. We will also approach the founders of the XX retail network through our connections in the next few months. We also hope to find investors willing to push our product to their networks for this purpose.

Block 5E >>>

Again, we will measure progress regularly by making sure that our “influence” goals are met, that the reviews are positive, and that they generate sales on a recurring basis. As soon as possible, we will also put KPIs into place to make sure that our physical retail strategy is efficient.

The Team.

It's all about people, isn't it?

The PaperTab is a trademark registered in the US and the EU by PaperInk Ltd, a limited company registered in Palo Alto. The device commercialized have been designed and produced thanks to the efforts and funds of the three funders, Mike Mikes, Peter Peters and Nina Nin.

Block 6A



Mike Mikes is the CEO of PaperInk Ltd. An unconditional writer and a passionate engineer, he worked with Google and Samsung on various tablet technologies and is now in charge of pushing our message [...]

The team has a unique perspective on the market and unique skills that can be leveraged to create an unprecedented device. [...]

Block 6B

The founding team also has the support of advisers such as Victor Hector and Gina Gins who, as serial entrepreneurs, have already built and sold several businesses in a variety of industries. These advisers will invest in the project as part of the funding roundtable currently ongoing.

Block 6C



Peter Peters is our CTO. An experienced engineer in the industry, he has decided to invest in this project to develop [...]

The project is ambitious, and the funding will help to build a team around the projects. The first priority will be to build a marketing team of two marketers around Nina, so as to promote our product and build our sales. More hiring will be conducted before Year 2, with a view to increasing our reach. The current estimates plan for a team of about 18 people by Year 5.

Block 6D



Nina Nin is the marketing arm and super hero of the company. A blogger and influencer herself, she brings a significant knowledge of [...]



Financial Projections

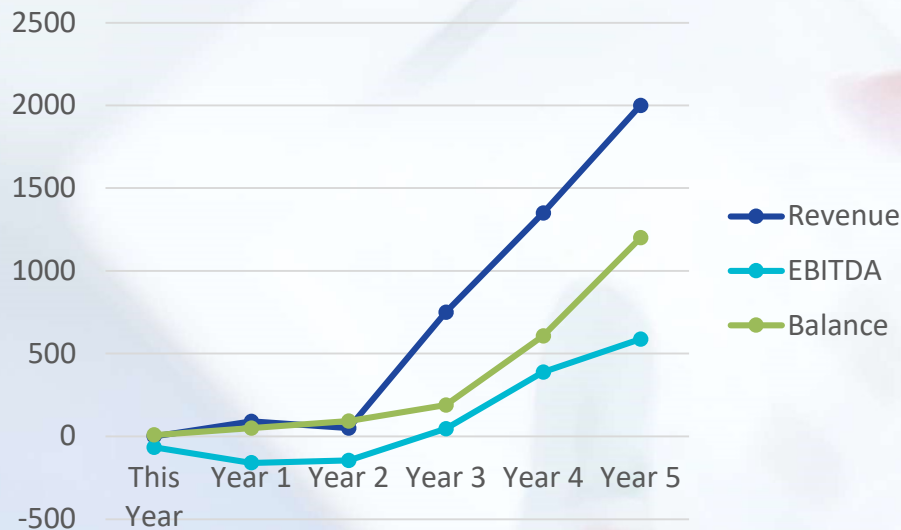
We aim << >> by << >>.



Block 7A >>> At best, we would hope to reach the moon because our solution is unique and does create an unprecedented value that nobody else on the market provides, as our first client testimonials show.

Block 7B >>> Realistically, we however expect to reach \$2 million in revenue in year 5 with a 29% EBITDA. We plan to break-even at the beginning of Year 3, and to be significantly profitable from then. Our current estimates as provided in the financial tables attached include a significant balance, which will be reinvested in the business to increase our market shares as much as possible.

Block 7C >>> To make this happen, we are currently seeking between \$320k and \$350k, which will help support our cashflow for the first two years of activity, particularly in terms of team development and marketing. Beyond financial means, we are also looking for investors willing to put their expertise and networks at our disposal to further improve our operations.



Block 7D >>> By Year 5, we value the company at \$3,5 million and plan to either sell the company to a larger actor within our market segment, or continue the operations with the support of additional investors if the market gives opportunities to do so.



1. Profit & Loss (P&L) Estimation

	Y-3	Y-2	Y-1	This Year	Year 1 (forecast)	Year 2 (forecast)	Year 3 (forecast)	Year 4 (forecast)	Year 5 (forecast)
Total Revenue	100	100	100	33.750	157.500	360.000	1.125.000	2.700.000	5.400.000
Cost of Goods Sold (COGS)	20	20	20	10.125	47.250	108.000	312.500	750.000	1.380.000
Gross Profits	80	80	80	23.625	110.250	252.000	812.500	1.950.000	4.020.000
Gross Margin (%)	80%	80%	80%	70%	70%	70%	72%	72%	74%
Staff Salaries	10	10	20	37.500	150.000	375.000	545.000	760.000	845.000
Rent, Insurance, Utility Bills	10	10	20	-	-	-	-	-	-
Marketing & Sales	10	10	20	19.000	40.000	51.500	75.500	106.500	183.500
Total Overhead Costs	30	30	60	56.500	190.000	426.500	620.500	866.500	1.028.500
Operating Profit / (Loss)	50	50	20	-32.875	-79.750	-174.500	192.000	1.083.500	2.991.500
Operating Margin	50%	50%	20%	-97%	-51%	-48%	17%	40%	55%
Amortization / Depreciation	-	-	-	7.000	7.000	7.000	10.000	15.000	20.000
Loans & Interests	-	-	-	-	-	-	-	-	-
Tax	8	8	3	-	-	-	28.800	162.525	448.725
Net Income / (Loss)	43	43	17	-39.875	-86.750	-181.500	153.200	905.975	2.522.775

2. Cashflow Projections

	Y-3	Y-2	Y-1	This Year	Year 1 (forecast)	Year 2 (forecast)	Year 3 (forecast)	Year 4 (forecast)	Year 5 (forecast)
Net Income (or Loss)	43	43	17	-39.875	-86.750	-181.500	153.200	905.975	2.522.775
Amortization (Deprec. Expense)	-	-	-	7.000	7.000	7.000	10.000	15.000	20.000
Accounts Payable (due to suppliers)	-	-	-	3.000	30.000	45.000	60.000	90.000	150.000
Accounts Receivables (owed by clients)	-	-	-	5.000	-	-	-	-	-
Investments made	-	-	47.500	-	-	-	-	-	-
Cashflow Available/Needed	43	43	-47.483	-34.875	-49.750	-129.500	223.200	1.010.975	2.692.775
Previous Year Balance	5.000	5.043	5.085	-42.398	-27.273	-27.023	3.477	226.677	1.237.652
Available Cash Estimate	5.043	5.085	-42.398	-77.273	-77.023	-156.523	226.677	1.237.652	3.930.427
Funding Needed	-	-	-	50.000	50.000	160.000	-	-	-
Final Balance	5.043	5.085	-42.398	-27.273	-27.023	3.477	226.677	1.237.652	3.930.427

3. Balance Sheet

	Y-3	Y-2	Y-1	This Year	Year 1 (forecast)	Year 2 (forecast)	Year 3 (forecast)	Year 4 (forecast)	Year 5 (forecast)
Final Balance	5.043	5.085	-42.398	-27.273	-27.023	3.477	226.677	1.237.652	3.930.427
Accounts Receivables (clients will pay)	-	-	-	5.000	-	-	-	-	-
Investments & Assets	-	-	47.500	-	-	-	-	-	-
Amortization Cumulated	-	-	-	7.000	14.000	21.000	31.000	46.000	66.000
Total Assets	5.043	5.085	5.102	-15.273	-13.023	24.477	257.677	1.283.652	3.996.427
Accounts Payable	-	-	-	3.000	30.000	45.000	60.000	90.000	150.000
Loans & Interests	-	-	-	-	-	-	-	-	-
Shareholding Equity Cumulated	-	-	-	50.000	100.000	260.000	260.000	260.000	260.000
Retained profits / (accumulated losses)	5.043	5.085	5.102	-68.273	-143.023	-280.523	-62.323	933.652	3.586.427
Total Liabilities	5.043	5.085	5.102	-15.273	-13.023	24.477	257.677	1.283.652	3.996.427

4. Exit Calculations & Cap. Table

	Y-3	Y-2	Y-1	This Year	Year 1 (forecast)	Year 2 (forecast)	Year 3 (forecast)	Year 4 (forecast)	Year 5 (forecast)
EBITDA / Operating Profit or Loss	-	-	20	-32.875	-79.750	-174.500	192.000	1.083.500	2.991.500
Valuation	-	-	80	-	-	-	768.000	4.334.000	11.966.000
Account Receivables	-	-	-	5.000	-	-	-	-	-
Accounts Payable	-	-	-	3.000	30.000	45.000	60.000	90.000	150.000
Working Capital	-	-	-	2.000	-30.000	-45.000	-60.000	-90.000	-150.000
Valuation Price	-	-	80	-	-	-	768.000	4.334.000	11.966.000
Working Capital	-	-	-	2.000	-30.000	-45.000	-60.000	-90.000	-150.000
End of the Year Balance	-	-	5.043	5.085	-42.398	-77.273	-77.023	-156.523	226.677
Total Repaid to Investors	-	-	-	-	-	-	-	-	12.042.677

Curent Equity Structure								
Name of the Shareholders	Founder 1	Founder 2	Founder 3	Investor 1	Investor 2	Investor 3	Investor 4	Total
Equity held (\$)	232.500	222.500	45.000	-	-	-	-	500.000
Equity held (%)	46,5%	44,5%	9,0%	-	-	-	-	100,0%
# of shares for each	465	445	90	-	-	-	-	1000
New Equity Structure								
Name of the Shareholders	Founder 1	Founder 2	Founder 3	Investor 1	Investor 2	Investor 3	Investor 4	Total
New Share Structure	465	445	90	100	50	-	-	1150
New Equity held (%)	40,4%	38,7%	7,8%	8,7%	4,3%	-	-	100%
Equity Dillution (%)	13,0%	13,0%	13,0%	-	-	-	-	



Thank You!
Join the Adventure

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