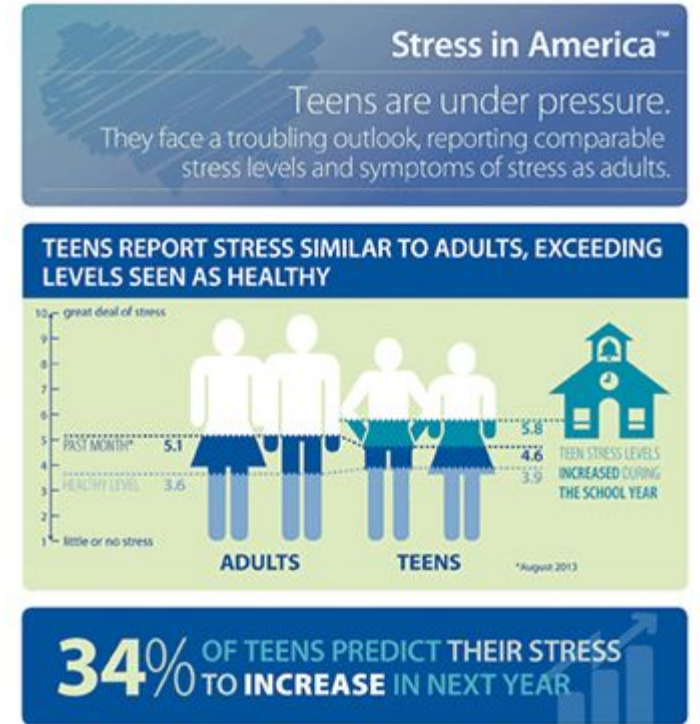
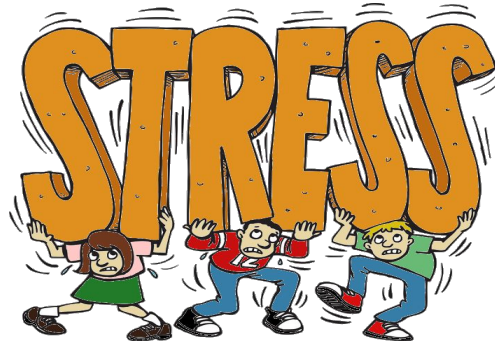


**@BREATHE**

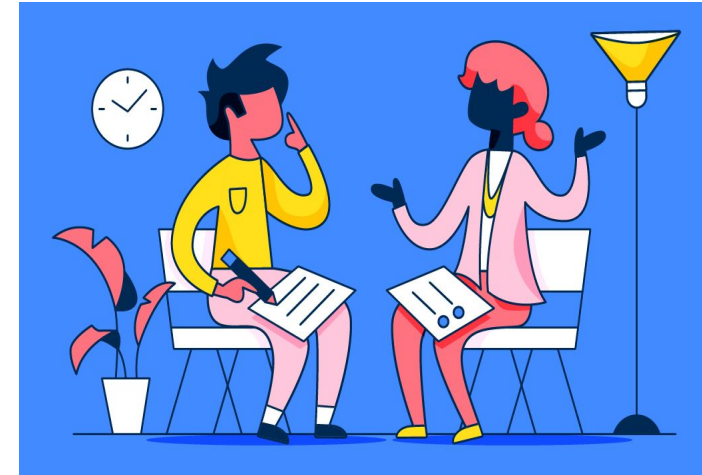
# PROBLEM / OPPORTUNITY

- Most teens are unable to talk to someone in person about their personal problems or whatever they want to talk about
- Some teens have a hard time trusting elders
- With our app teens can talk about their personal problems or whatever they want to talk about with someone in person that will keep everything confidential and not judge you
- You will get the support, help and advice you need
- 34% of teens suffer from stress on very serious conditions



# VALUE PROPOSITION

- **Breathe** will allow teens from ages 15-25 to have the opportunity to talk to social workers in training that you can trust and count on for support
- **Breathe** will allow teens to release what has been bothering them in a safe way that causes no harm to themselves or their loved ones
- 1 on 1 meetings with third party supervision for teens safety (can be at a desired location)
- Confidential conversations so, teens shouldn't have to worry about their business being brought up
- If teen is planning to harm themselves instead of contacting parent they will try and do their best to prevent you from harming yourself
- Teens that fear talking to those ones closest to them will be more open and honest to themselves
- Not only is it confidential, free, no-judging zone but we are trustworthy



# UNDERLYING MAGIC

- Employee background checks
- Appointments can be scheduled for a online meeting or in person meeting
- Flexible appointment time
- Available 24 hours
- We have great listeners
- Non-judgemental space
- We don't discriminate
- Multiple languages
- Free



# TARGET MARKET

- All genders, 15-25, any race
- Experiencing anger, anxiety, and depression
- Fear of mental health stigma



# MARKETING PLAN

Awareness	Purchase	Retention
<ul style="list-style-type: none"><li>● Pop up on social media pages</li><li>● Snapchat/Instagram posts about benefits of talking about your problems</li></ul>	<ul style="list-style-type: none"><li>● First 3 sessions are free</li><li>● Word- of -mouth discounts from high school counselors</li></ul>	<ul style="list-style-type: none"><li>● Social media stories from users</li></ul>

# [COMPETITIVE ANALYSIS]



- Show you have thoroughly researched your industry and competitors, and that your business has at least one feature that makes it unique from your competitors.
- Be sure to include:
  - Data that show your industry is growing and competitive
  - A description or images of your main direct/indirect competition
  - An explanation or design of your competitive advantage
  - Your estimated market share

### COMPETITIVE ANALYSIS

	NetPal	ePenPal	PenPalWorld
Factor 1: Price	One time download fee	Free	Freemium (offers paid VIP packages)
Factor 2: Security	Secure login for members	Requires profile picture and personal information	Gives members own inbox to avoid spam
Factor 3: Language Practice	Strengthens language skills	Meeting new people in English only	Cannot filter by language

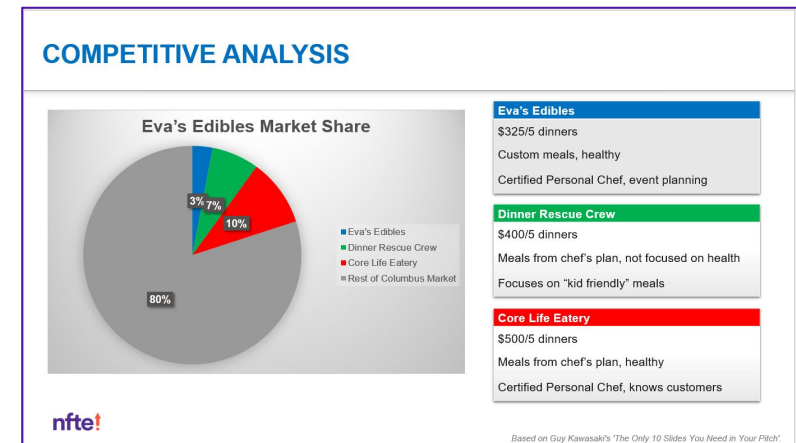
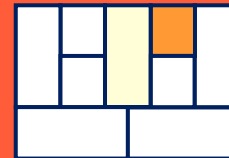
**Our Unfair Advantages**

1. Help users practice a foreign language while meeting new people.
2. Creates a network that is safe for students to use.
3. Allows people to filter pals based on the language they wish to practice.

**nfte!**

Based on Guy Kawasaki's 'The Only 10 Slides You Need in Your Pitch'.

Lean Canvas:  
Unique Value Proposition, Unfair Advantage





# COMPETITIVE ANALYSIS

---

- Our app can actually let teens meet with people to talk about their problems instead of just meeting online.



# QUALIFICATIONS

- I am in the Start Up Academy at Galileo that has taught me many entrepreneurial skills
- I speak two languages fluently including English
- Personal experiences
- Open-minded

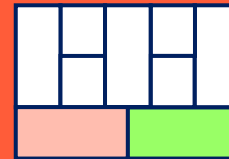


# [COST STRUCTURE]



- Show you can feasibly produce your product or execute your service in a cost-effective and time-efficient manner.
- Be sure to include:
  - Definition of One Unit
  - COGS or COSS
  - EOU
  - Description of Fixed and Variable Expenses
  - Break-Even Units

Lean Canvas:  
Cost Structure, Revenue Streams



### COST STRUCTURE

Definition of One Unit		Description of Expenses	
1 download of the app from the Android/Apple app store.		<b>Variable Material Expenses</b>	<b>Total: \$0.00*</b>
		N/A	\$0
		*15% commission per download	
		<b>Fixed Expenses</b>	<b>Total: \$1,333.00</b>
		Insurance	\$50.00
		Salaries	\$1,000.00
		Interest	\$100.00
		Depreciation	\$33.00
		Utilities	\$150.00
Economics of One Unit			
<b>Selling Price</b>			<b>\$2.99</b>
Cost of variable materials	\$0.00		
Cost of labor	\$0.00		
App Store Commission	\$0.45		
<b>Total COGS/ COSS</b>			<b>\$0.45</b>
<b>Contribution Margin</b>			<b>\$2.54</b>
Monthly Break Even Units			
\$1,333.00		=	524.80
\$2.54		≈	<b>525 units</b>

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Based on Guy Kawasaki's 'The Only 10 Slides You Need in Your Pitch'

### COST STRUCTURE

Definition of One Unit		Description of Expenses	
1 Decorated Wall Plate		<b>Variable Material Expenses</b>	<b>Total: \$8.50</b>
		Materials	\$4.00
		Labor	\$2.50
		Packaging, Shipping, Etsy Fee	\$2.00
		<b>Fixed Expenses</b>	<b>Total: \$120.00</b>
		Insurance	\$15.00
		Salary	\$20.00
		Advertising	\$45.00
		Utilities	\$20.00
		Rent	\$20.00
Economics of One Unit			
<b>Selling Price</b>			<b>\$15.00</b>
Cost of variable materials	\$6.50		
Cost of labor	\$2.00		
Other variable costs	\$8.50		
<b>Total COGS/ COSS</b>			<b>\$8.50</b>
<b>Contribution Margin</b>			<b>\$6.50</b>
Monthly Break Even Units			
\$120.00		=	18.46
\$6.50		≈	<b>19 units</b>

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# COST STRUCTURE

## Definition of One Unit

[text]

## Economics of One Unit

<b>Selling Price</b>		<b>[\$value]</b>
Cost of variable materials	\$[value]	
Cost of labor	[value]	
Other variable costs	[value]	
<b>Total COGS/ COSS</b>		<b>[\$value]</b>
<b>Contribution Margin</b>		<b>[\$value]</b>

## Monthly Break Even Units

$$\frac{\$[\text{month exp}]}{\$[\text{con margin}]} = [\text{value}] \approx [\text{value}] \text{ units}$$

## Description of Expenses

Variable Material Expenses	Total: \$
Item	\$
Fixed Expenses	Total: \$
Item	\$



Based on Guy Kawasaki's 'The Only 10 Slides You Need in Your Pitch'.

# [CURRENT STATUS & FUTURE PLANS]



- Explain what you would do at launch and beyond the first year. Highlight business growth goals and opportunities for additional education, training, or funding.
- Be sure to include:
  - An overview of your business's current status (near future) plus next steps, including 2–3 next steps you need to take to make your business fully operational
  - An overview of what costs are expected / money will be needed once the business is up and running
  - 2–3 education, training, or mentoring opportunities to help with your business
  - Immediate social responsibility plans and long-term philanthropy goals

**CURRENT STATUS & FUTURE PLANS**

Year 1	Year 2	Year 3
Projected profits: \$4,207	Projected profits: \$8,414	Expand product offerings

**Options to Scale**

- Start consultations with customers for more money
- Launch an online store
- Partner with home décor stores
- Start designing other decorations

**Giving Back**

- Partner with charities to provide light switch panels to day cares in underserved areas.

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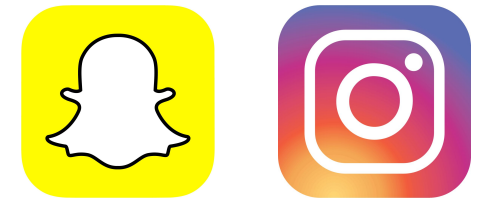
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**CURRENT STATUS & FUTURE PLANS**

Plans for Growth:	Plans for Philanthropy:
<input type="checkbox"/> Introduce premium features	<input type="checkbox"/> Provide free downloads to students in low-income areas
<input type="checkbox"/> Grow through word of mouth	<input type="checkbox"/> Donate money for foundations that work to provide internet access to students in all schools
<input type="checkbox"/> Introduce new standard features like calendar planner	

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