Deluxe Masks
Be more stylish with, Deluxe Masks

Deluxe Masks

Israel Duarte

CEO

Saulo Tirado

COO

Foundation 4 Innovation

The Grab/Hook

Deluxe Masks

Every year 7 million people die from air pollution.

Covid has taken 2.3 million people in a year. and a total of 118 million cases worldwide.

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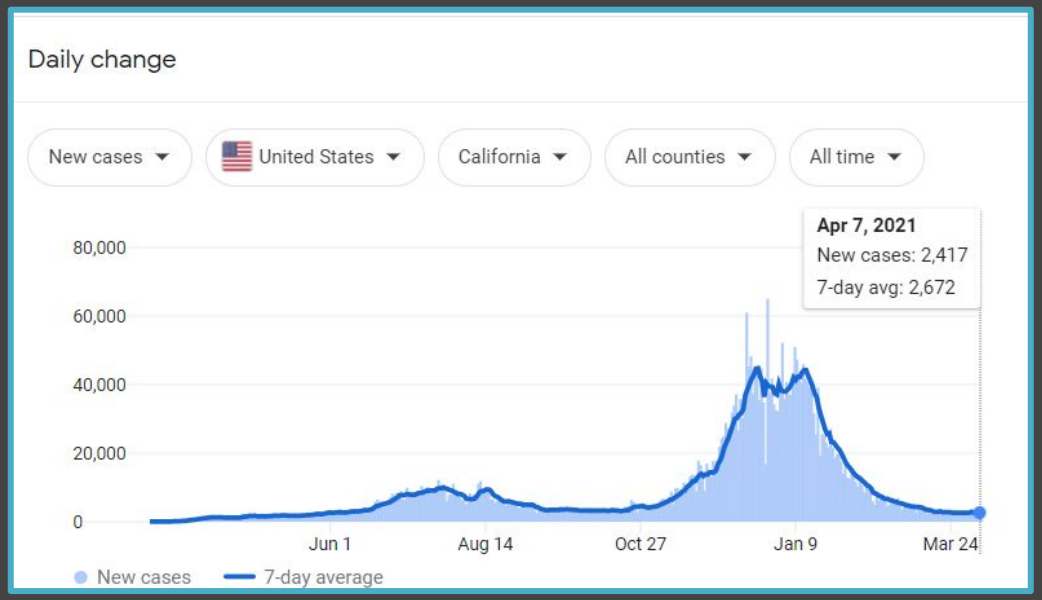
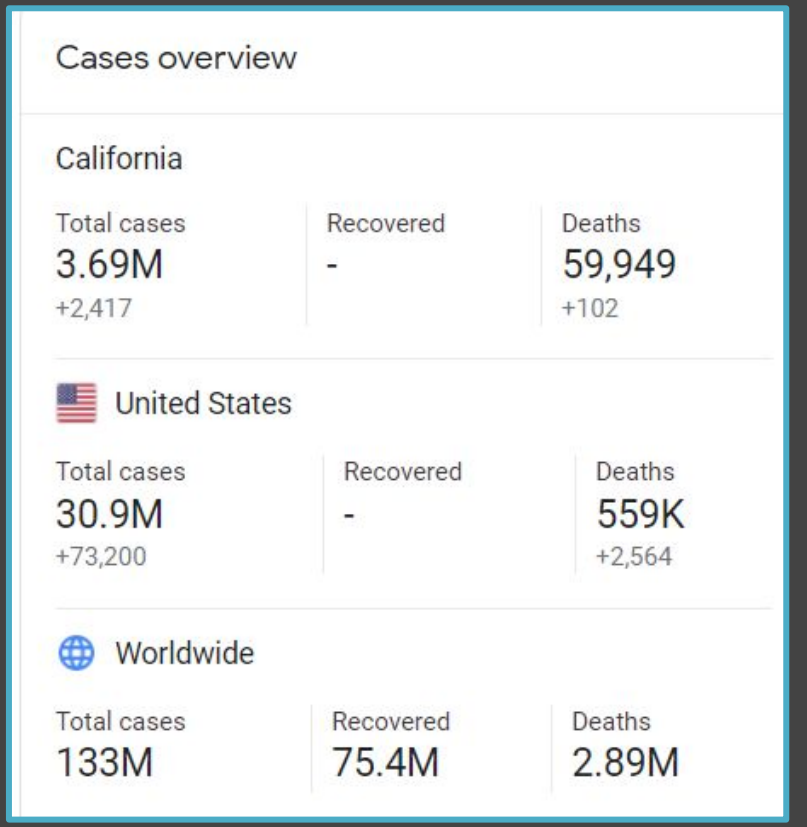
1. Executive Summary

1.A Problem

Every year 7 million people die because of air pollution and 2.34 million people died worldwide because of COVID-19 last year

There've been a total of 133 million COVID cases worldwide.





Executive Summary

1.B Solution: Description of Product / Service/ App

Deluxe Masks

We conducted a research by asking people if they like designs on their mask. All of them said yes they like to wear a mask with some kind of design.

Our solution is a product that's a customizable reusable mask that you can wear during any occasion.

We can put any design or text that you want into the mask.

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Executive Summary

1.B Solution: Description of Product / Service/ App

Deluxe Masks

Feature 1
The mask can have any design you want

Feature 2
The masks are high quality because it has double layers of cloth

Feature 3
It's washable and the quality never wears off

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Executive Summary
1.C Customers

Deluxe Masks

Our main customers are kids but anyone can buy our masks over the age of 3.

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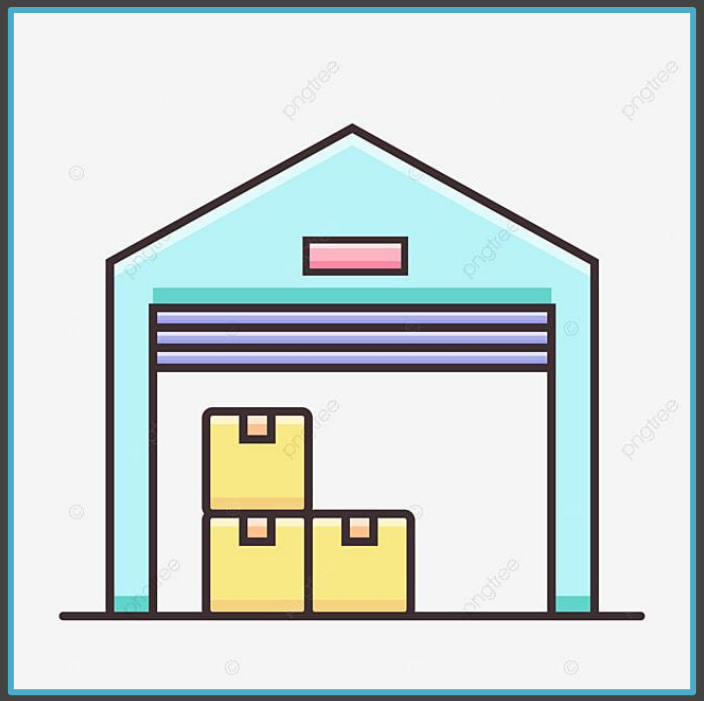
Executive Summary

1.D Future Vision of 'Deluxe Masks'

Deluxe Masks

Our future vision is to expand our company and be able to create masks a lot faster, by buying more printers and more resources at once. We plan to expand our manufacturing process by moving into a warehouse. We would still be selling online. In a couple of years we want to be able to beat every competition and keep the health of our customer safe.



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2. Company Description

2.A Mission Statement & Social Impact

Deluxe Masks

We want people to start using masks in more creative fashionable ways by wearing designs on their face and help their safety as well.

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Company Description 2.B-2.C

Israel Duarte - CEO

Inventor

Deluxe Masks

Israel Duarte

Weekly Time-Management Plan

Activity	Hours
Sleep	44
Work on Business	14
Homework	18
Free Time	20
Hobbies/ Other Job/Family	30
In School/ Classes	42
Total Hours in a Week	168

Must =168 weekly Hours

Narrative/ Explanation:
We sleep 6-7 hours a day.
We would work on our business for 2 hours every day while we have school going on.
I want to work around 2 hours a day doing homework.
Hobbies and free time i want around 4 hours a day and 2 hours of free time.
In school we are in school for 6 hours.

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Company Description

Saulo Tirado - COO

Graphic Designs the Masks

Deluxe Masks

Saulo Tirado

Weekly Time-Management Plan

Activity	Hours
Sleep	44
Work on Business	14
Homework	18
Free Time	20
Hobbies/ Other Job/Family	30
In School/ Classes	42
Total Hours in a Week	168

Must =168 weekly Hours

Narrative/ Explanation:
I sleep for about 6 hours a day
Working on the business for 2 hours in a day
Spend 2 hours a day doing homework
Spend about 2-3 hours having free time
I would spend roughly 4 hours doing hobbies or other stuff
And 6 hours of school time.

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Market Research
3.A Industry Description

Deluxe Masks

Industry Description
Our business is part of the Health and safety industry.

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3. Market Research
3.B SWOT Analysis

Deluxe Masks

SWOT Analysis	
Strengths: Can have any design the customer wants and it's washable. It helps fight threats in the air	**Weaknesses:** There can be a delay in printing masks.
Opportunities: We can help places that need masks that have a lot of pollution or bad air quality.	**Threats:** There can be different companies with similar ideas, and have more customers.

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Market Research
3.C Detailed Description of Primary Customers

Deluxe Masks

Description of Primary Target Consumer
Demographics
Children (typically under the age of 10).
Psychographics
People who enjoy designing, and having customizable masks.

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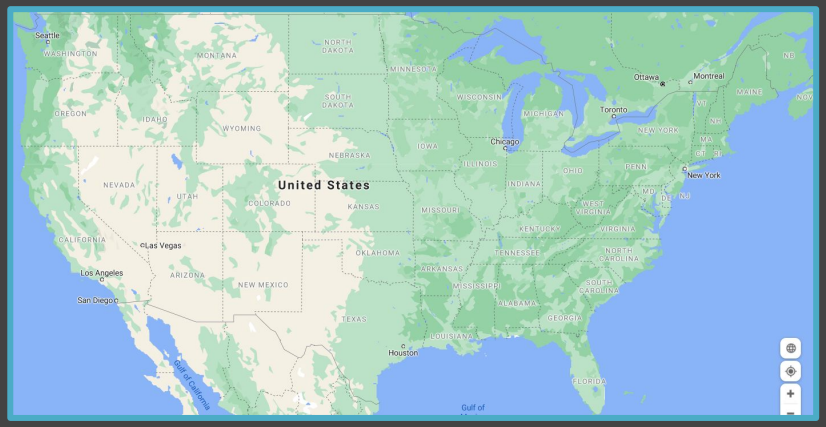
Market Research

3.C Detailed Description of Primary Customers

Description of Primary Target Consumer
Geographics
The United States (Typically areas where wildfires are common)
Buying Patterns
More purchases during summer when wildfires are more likely to happen because of the heat and/or times when COVID-19 starts to get more out of hand and people need more masks.



Deluxe Masks

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Market Research
3.D Market Analysis

Deluxe Masks

Market Statistics			
Industry Sector:	Health Care	NAICS Industry Name:	Health Care and Social Assistance
*[Year]Annual Industry Sales: $500,000			
*Source:			

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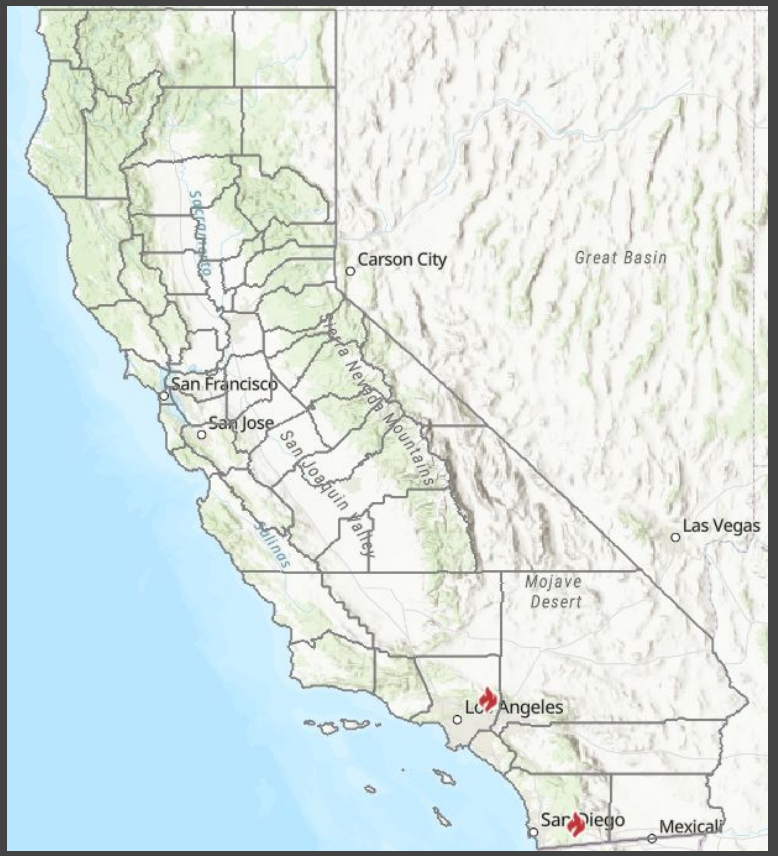
Market Research
3.D Market Analysis

Deluxe Masks

Market Statistics	
Geographical Target Market	**California** - 2,498,159 Acres **Texas** - 384,942 Acres

"As of February 25, 2021, a total of 435 fires were recorded, including 297 that burned 1,171 acres (4.74 km2) on non federal land"

*Source: https://en.wikipedia.org/wiki/2021_California_wildfires



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Market Research
3.D Market Analysis

Deluxe Masks

Variable	*Quantitative Data*	*Description / Notes*
Industry Sector	Health Care	
Resource Link:		
Annual Industry Sales	Under 500,000	
Resource Link:https://www.naics.com/business-lists/counts-by-company-size/#countsByCompanySize		
Geographical Target Market	California and Alaska	Most Common Wildfire locations
Resource Link:		
Positive Market Data 1	[to Support Feasibility of venture ideas]	
Resource Link:		
Positive Market Data 2	[to Support Feasibility of venture ideas]	
Resource Link:		
Annual Potential Market Size	13,798,226	[Rationale]

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Market Research
3.E Market Analysis

Deluxe Masks

	Your Business	Direct Competitor 1 & Logo	Direct Competitor 2 & Logo	Indirect Competitor 1 & Logo
Factor 1	The masks are more affordable.	Etsy		deluxe.
Factor 2	They are better quality	Etsy		deluxe.
Factor 3	Get a free one if the old one does not meet standards	Etsy		deluxe.
Factor 4	Fail to meet our requirements you get a free mask on us	Etsy		deluxe.

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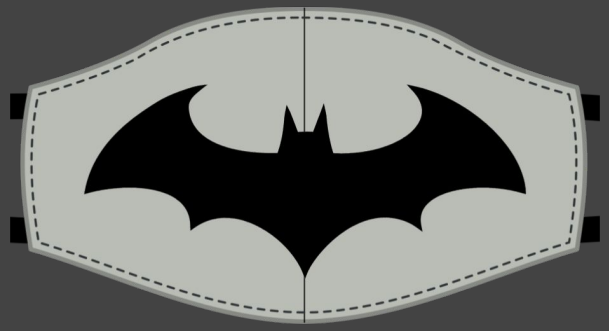
Market Research
3.E Company Competitive Advantages

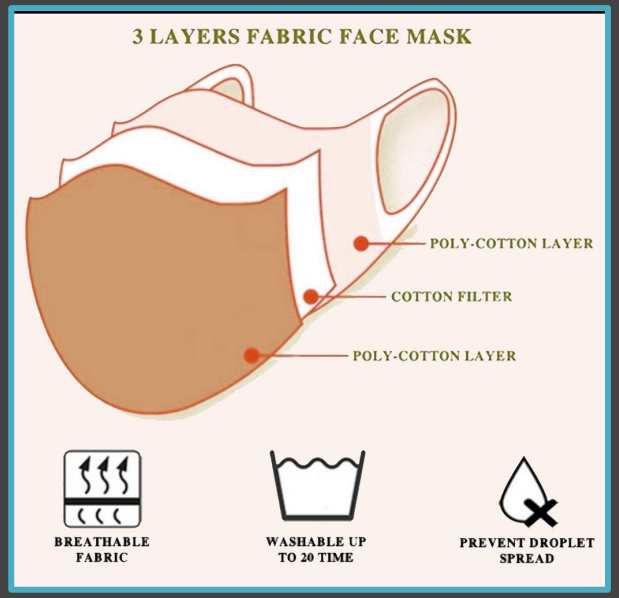
Deluxe Masks

Our Company is a solid investment compared to our direct and indirect competition because:

1. Our masks are better quality overall and its made of heavy fabrics
2. The designs on the masks are top quality HD images
3. More affordable than our competitors masks.

EXAMPLE





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Market Research
3.F Regulations

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Tax code business regulation
Business license
Advertising

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4. Product/ Service Line

4.A Product/Service Detailed Description

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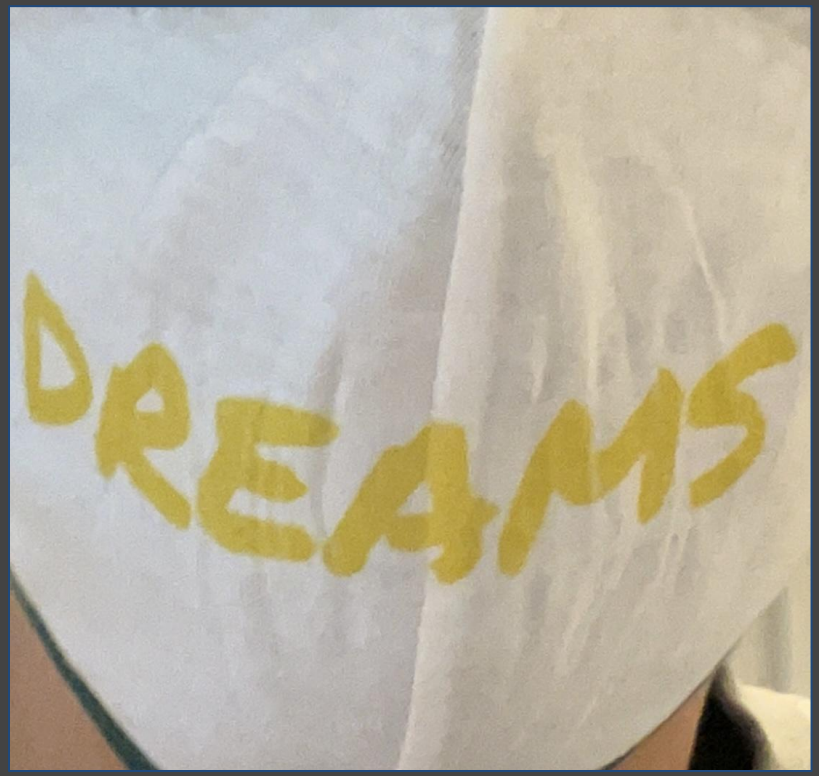
Our product is a reusable mask, it's cheaper than others at only $15. We have many selections of masks to fit your needs and you can customize it with any image or design you wish for.



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23B Product/ Service Line
4.B Pricing Structure

Deluxe Masks

We can sell them in packs of 2 and 3, each can have their own design, buy two for 20 and 3 for 25.

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Product/ Service Line

4.C Intellectual Property Rights

Deluxe Masks

Product/ Service Line

4.D Research and Development

Deluxe Masks

We researched masks that turned out to be over expensive and not great quality

We theorized about using high quality masks to make it customizable

We explored ways we could make this without ruining the quality of the mask

We tested it out with an HD image and it worked, it had high quality and didn't ruin the mask

5. Marketing & Sales
5.B Growth Strategy

Deluxe Masks

We can advertise our company in different social media platforms.

Instagram: $.50 per click.
Twitter: Free
Youtube commercial: Free

Our shop can be any form of social media including Instagram, twitter, and Etsy.
We will do business through Direct Messages.
The different sales strategy we have is to know our product, know the customer, follow up, listen, understand and check.

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Marketing & Sales
5.B Distribution Channels

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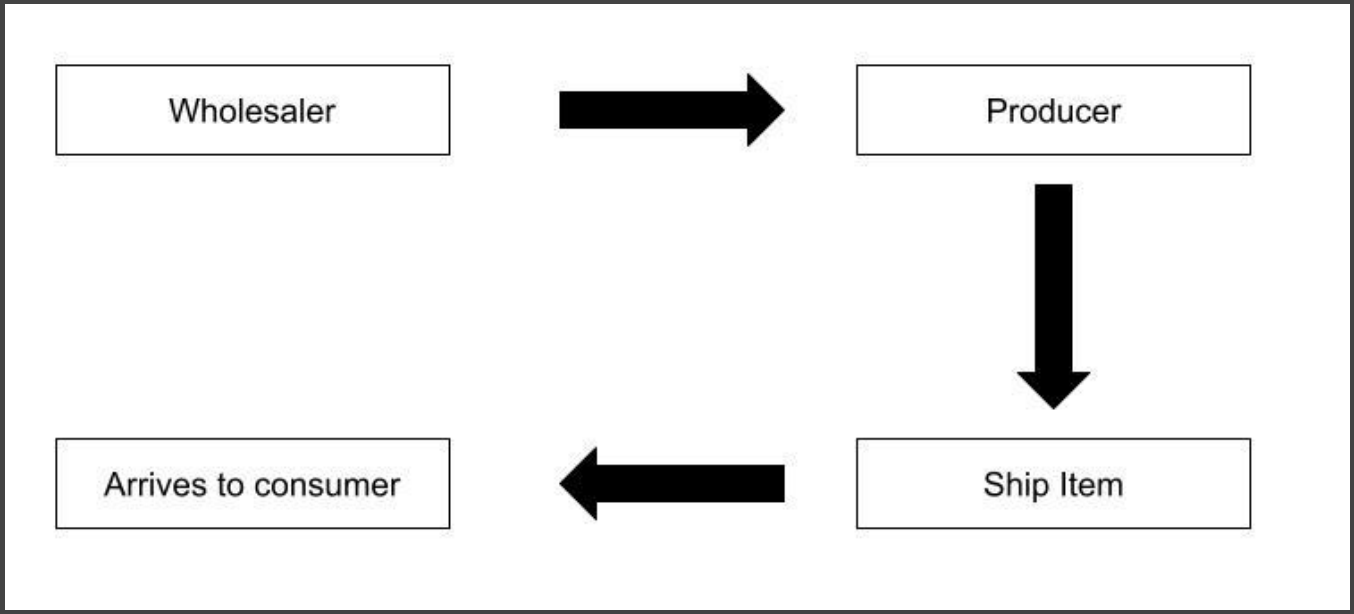
First we buy the masks of Amazon, We print the design you want into the mask and then we ship the mask to the customer.



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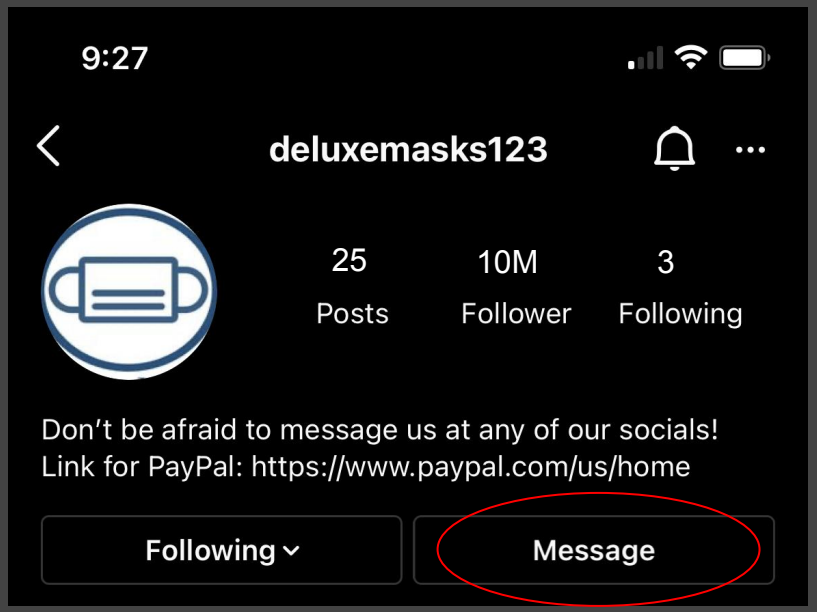
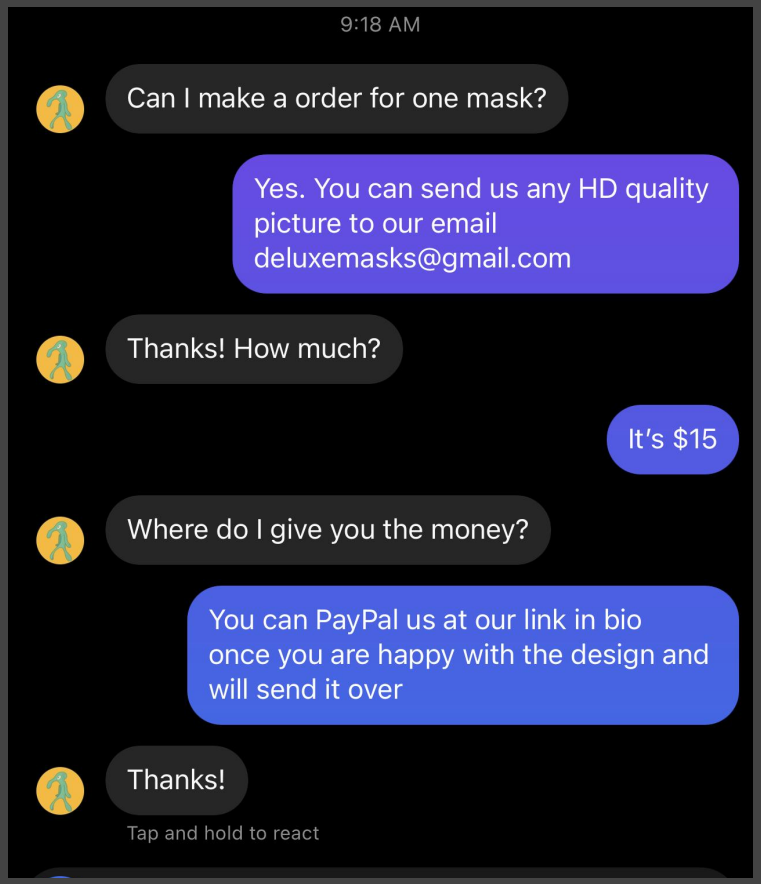
Marketing & Sales

5.C Promotional Mix Marketing and Sales Samples

Deluxe Masks





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Marketing & Sales

5.C Promotional Mix Marketing and Promotional Material Samples

Deluxe Masks

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Marketing & Sales

5.C Promotional Mix Marketing and Promotional Material Samples

Deluxe Masks

Promotional Category	Annual Promotional Expense Description	Monthly Amount
Advertising	.50 per click, 100 clicks a month	50
Publicity	0, youtube is free as well as twitter	0
Personal Selling	0	0
Sales Promotion	10	40
Other	0	0
	Total Monthly Promotional Expense	$ 90.00

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Marketing & Sales
5.D Sales Strategies

Deluxe Masks

The different sales strategy we have is to know our product, know the customer, follow up, listen, understand and check.

Thoughtful Analytics:

Know the Product

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6. Business Financials

6.A Cost of Materials and Labor (COGS/ COSS) for Primary Unit of Sale

Deluxe Masks

Materials

Material Description	Cost / Total Quantity	Cost per Unit
Masks	6 for $20	$3.30
Ink	15 cents per use	$0.15
Transfer paper	6 for $8.27	$1.40
Packaging materials	25 for 0.00	$0.00
Shipping costs	2.25	$2.50
Total Material Cost per Unit		$4.75

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Business Financials

6.A Cost of Materials and Labor (COGS/ COSS) for Primary Unit of Sale

Deluxe Masks

Labor

Labor Cost per Hour	Time (in Hours) to Make One Unit	Labor Cost per Unit
$15	.15	$2.25
	COGS per Unit	$7.00

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Business Financials
6.B Economics of One Unit of Sale

Deluxe Masks

Definition / Description of Primary Unit
Masks

Economics of One Unit		
Selling Price per item		**$15.00**
Cost of var. materials exp. per unit	$4.75	
Cost of labor	$2.25	
Estimated Other variable costs	$0.00	
Total COGS / COSS		**$7.00**
Dollar Contribution Per Unit (Contribution Margin)		**$8.00**

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Business Financials

6.C Average Monthly Fixed Expenses

Fixed Expense	Average Monthly Expense
Advertising / Promotion	$ 90
Depreciation	$ 35
Utilities (Gas, Electric, Telephone)	$ 75
Rent	$ 100
Total Average Monthly Fixed Expenses	$365

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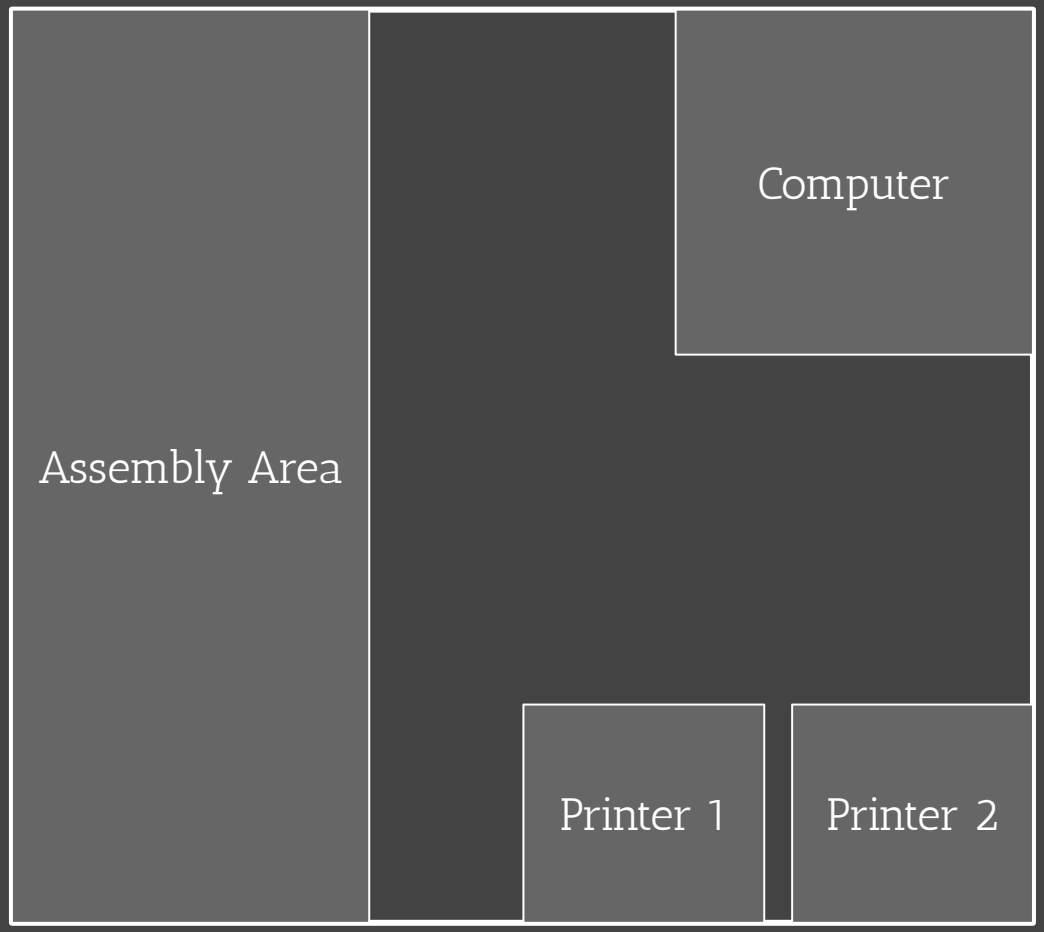
Business Financials

6.D Proposed Working Facility/StoreFront /Office



Business Financials
6.E Monthly Sales Projections

Deluxe Masks

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Units Sold - UNIT type A	10	5	5	5	30	40	50	35	10	15	20	10	235
												Estimated Total Annual Units Sold	235

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Business Financials
6.F Projected Monthly Break-Even

Deluxe Masks	
Monthly Fixed Expenses	$ 365
Contribution Margin (per Unit)	$8.00
Monthly Break-Even Units	46

Deluxe Masks

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Business Financials

6.G Projected Monthly Break-Even

Deluxe Masks

Selling Price per Unit	$ 15	
Projected Number of Units Sold	235	
Total Sales		$ 3,525
Variable Expenses	$ 1,645	
Contribution Margin		$ 1,880
Fixed Operating Expenses	$ 4,380	
Pre-Tax Profit		$ 2,500
Taxes @ 20%	$ 500	
Net Profit		$ 2,000

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Business Financials

6.H Projected Start-Up Expenditures

Deluxe Masks

Item	Where Will I Buy This?	Cost
Printer	Amazon	$ 129.89
6 Masks	Amazon	$ 20.00
Ink	Amazon	$ 63.89
6 transfer paper	Amazon	$ 8.27
Office space	Israel's House	$ 100
Computer	HP	$100
	Total Start-Up Expenditures	$422.05
Cash Reserves		
Emergency Fund (2 months)		$ 100.00
Reserve for Fixed Expenses (2 mths)		$ 74.00
Total Start-Up Investment		$ 698.05

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Business Financials
6.I ROS

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Year 1 Projected ROS: Return on Sales			
$2,000.00 Annual Projected Yr 1 net profit	=	62% ROS	≈ $2,000
$3,525.00 Projected Yr 1 annual sales			

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Business Financials
6.I ROI

Deluxe Masks

_Year 1 Projected ROI: Return on Investment				
$2,000.00 Annual Projected Yr 1 net profit	=	286% ROI	≈	$2.86
$698.00 Projected startup investment				

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Business Financials
6.J Financing Strategy

Deluxe Masks

Total Startup Investment				$ -	
Source	Amount	Debt	Equity	Gift	
Relatives / Friends Gift	300			300	We would ask friends and family to donate, Goal is 300
Investor					% of Business Ownership
Partner 1	$298				50% of Business Ownership
Partner 2	$100				25% of Business Ownership
Totals	$ 698	$ -	$ -	$ 300	

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FUTURE PLANS

7. FUTURE PLANS

Deluxe Masks

Major Expansion Item	Projected Timeline/ Why Needed	Estimated Cost
More Computers	We need this because the more customers we get the more quicker we need to produce 5 years	$1000
Printers	Faster production 2 years	1,149.45
	Total Projected Expansion Expenditures	**$2,149.45**

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Deluxe Masks
Conclusion

Deluxe Masks

Israel Duarte

CEO

Saulo Tirado

COO

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