

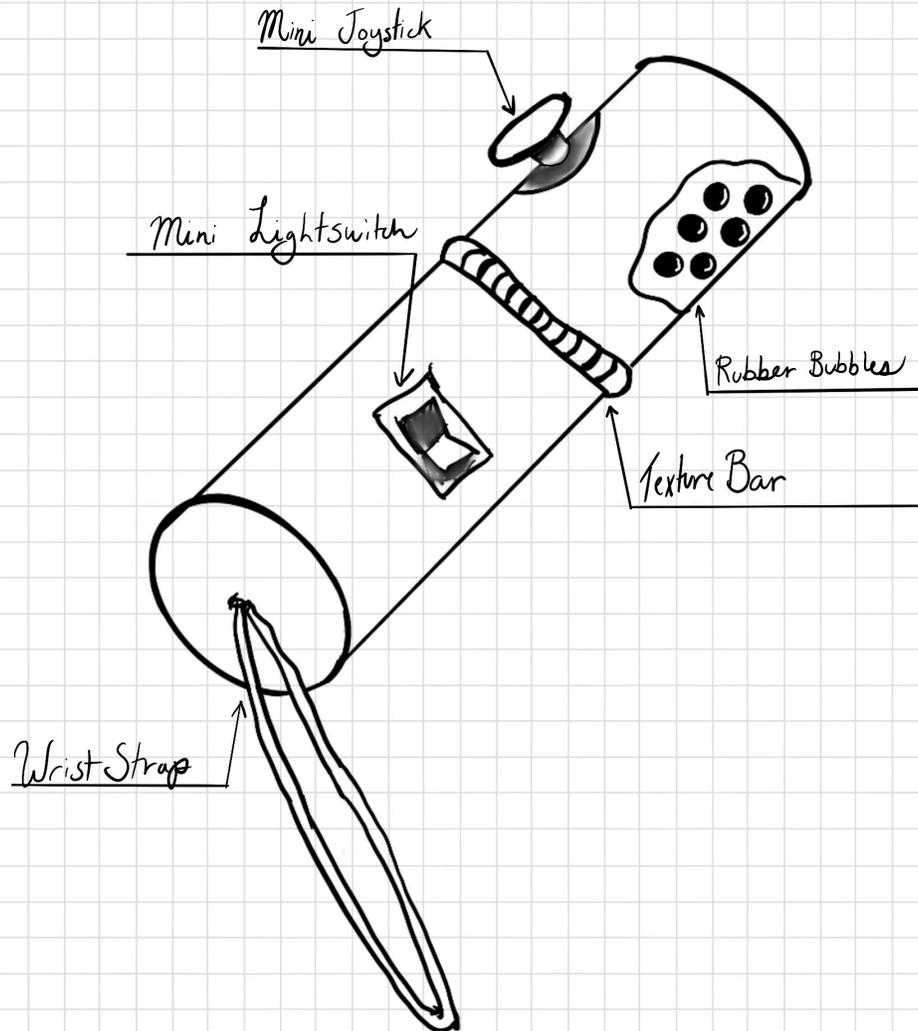
Ruth Kearley  
Wordsmiths  
4/7/21

My advertisement is called the Fun Fidgeter. It is a fidget toy that is designed to be easily carried around. It is small enough to put in a bag, so if you need to bring it somewhere, you can. This fidget toy is made to lessen stress. Say, you might be in a business meeting on zoom, or at school, and you might be nervous because you need to present something. A fidget toy can help keep you in your seat by letting your hands release all your nervousness into the Fun Fidgeter.

The Fun Fidgeter is a cylindrical toy with many little buttons and items to move with your fingers. These are the Mini Joystick, the Mini Lightswitch, the Rubber Bubbles, the Texture Bar, and the Wrist Strap. The Fun Fidgeter comes in many color combinations. The buttons and items on the toy will be one color, while the main body of the toy will be another color. Some popular color combinations include red/black, pink/green, blue/white, purple/white, and black/white. These are only a few of the many lovely color combinations that you can purchase the Fun Fidgeter in.

The Fun Fidgeter is especially designed to be held in one hand, so if you need to do something with the other hand, such as write something down or use a computer mouse, you are able to. The Fun Fidgeter is pretty simple to use. The small gadgets on it are very easy to move with your fingers, and for the Texture Bar and Rubber Bubbles, all you need to do is rub your finger over them. The Fun Fidgeter just might be your new favorite toy!

Fidget Toy Design  
by Rupa K



**1234 Main Street**  
**Buda, Texas 78610**  
**April 13, 2021**

April 13, 2021

Chief Investor

Shamrock Investments

1234 Congress Avenue

Austin, Texas 78739

Mrs. Victoria Raechel:

My name is Ruth Kearley and I would like to introduce you to my marvelous invention, called the Fun Fidgeter. This invention is a wonderful addition to any classroom, workplace, or home office. It is a small toy that allows people to relieve their stress or get rid of their jitters while on a zoom call or in class.

You should invest in this toy because it will be an immediate hit! I know that almost everyone in the world has gotten nervous at some time or another, and having something small you can fidget with while you are in a meeting or presenting in a class.

You should also invest in this toy because this toy will be able to be sold in many different stores because it is such a general thing that everyone will love.

Thank you for considering investing in the Fun Fidgeter! You will benefit greatly from investing in this toy because everyone will enjoy it and purchase the toy. They might even purchase one of each color.

Sincerely,

Ruth Kearley

# FUN FIDGETER

## **SUMMARY:**

Our business will have an online store, but we will also sell our Fun Fidgeters at many stores such as Jarget, LCPENNEY, and LACY'S.

## **OBJECTIVES:**

We would love to have the Fun Fidgeter be in as many stores as possible and get ourselves out into the world!

- We would like to make at least \$3,000 per month in profit
- We would like to have at least 500 visitors on our website each week
- We would like to be in at least 30 stores a month after we launch the Fun Fidgeter

## **MISSION STATEMENT:**

We believe that everyone should feel like they have a place to release their stress!!

## **KEYS TO SUCCESS**

- Eye-catching website
- Awesome staff
- Good Photographers

## START UP SUMMARY

Our website will be colorful and fun! It will have lots of pictures, as well as showcase all the colors of the Fun Fidgeter. We will have one store in Buda, Texas, but will also send our products out to larger chain stores. Our main store will have all the colors of the Fun Fidgeter in stock, and the building will have the same color themes as our website.

## START UP EXPENSES

	Monthly Expense	Annual Expense	One time Expense
<b>Rent</b>	\$2,500		
<b>Website Design</b>	\$10	\$120	
<b>Shelves</b>			\$2000
<b>Shipping Supplies</b>	\$200		
<b>Social Media Manager</b>	\$2,000		
<b>Design Software</b>		\$1000	

## FINANCIAL SOURCING

I have been saving money for over 5 years and have accumulated \$10,000. My family members will pitch in \$5,000 collectively, and I am asking you for \$5,000. This will get me to \$20,000 dollars. I will use some of the money to pay my employees. I will also use some of the money to pay rent and purchase furniture and decorations for the main store.

## MARKET ANALYSIS

### **Target Market:**

My target market is pretty much anyone who needs something to fidget with. Children, teenagers, adults, the elderly. Anyone.

### **Industry Analysis:**

The Industry that the fun Fidgeter is part of the toy industry.

### **Competition:**

We have some competition from other toy companies, but our Fun Fidgeter has the sleekest design and comes in the most colors.

## MARKET STRATEGY

I will put ads before YouTube videos because people are already on their computers and can just click buy. The ads will appeal to my buyers because they are at their computer maybe after a class or meeting and might be stressed and need a way to relieve that stress.

# Fun Fidgeter



STRESS RELIEF AT  
YOUR FINGERTIPS!



