
SMARTPEN

5123 Main Street
Buda, Texas 76512
April 13, 2021
W
Mrs.Lacy
Smartpen
2001 rocking bird avenue
Buda, Texas 76512

Dear Mrs.lacy,

Hi my name is Emma Van Winkle, and I am a young entrepreneur. I have poured my heart and soul into this company trying to make it the best it can be. My product is called the "smartpen". It is a pen that scans words from paper, such as a book, and prints it onto another piece of paper. It is one of the most fancy, technology pen you can get your hands on.

I think you should invest in my product because it is the new face of note taking. It is simple, but elegant, and makes taking notes much easier. I know many people will want this product because of its simplicity and efficiency.

Another reason I think you should invest in my product is because teenagers are always looking for a shortcut with note taking and homework. And sometimes those shortcuts aren't the best and can lead to worse grades! But with my product, you can take that shortcut and still be making good grades.

You will benefit from this product in many ways. You will benefit financially, and your name will be apart of our company. Which means your name will get out there more than it already is. Thank you for taking time to read and consider our business proposal.

Sincerely yours,

Emma Van Winkle

SMART PEN

Summary:

My business is purely technology school tools. My business sells different styles and colors of our product called the "SMARTPEN". My business is located at 5123 Main Street, Buda Texas.

Objective:

- in the first Month I want to make at least five hundred sales
- I want to make millions in the end
- I want thousands of visitors

Mission statement:

We believe that our business will do amazing. And I believe with your help we can go nation wide, and get our name out into the world. I believe overall that this business is going to be a big hit.

Keys to Success

- making an amazing website
 - Spreading our company name
 - Showing we care
 - Good employee
-

My business is located at 5123 Main Street, Buda Texas. It is a technology store that specializes in school work tools. My website has different sections for each category of smartpen. It is very modern and colorful.

	Monthly expense	Annual expense	One time expense
Rent	900	10,800	
Website design	50	600	
Shelves	45		
Shipping supplies	200	2400	
Box manufacture			
Totals			

Finance sourcing: I will be getting the money from my savings account. I had been saving for a long time. To start my business i needed about twenty thousand dollars. The money I saved will go to towards starting my business.

Target market:

My product is mostly targeted towards teens or anyone taking notes/ studying. It is for people who want who want to take note taking and studying to the next level.

Industry analysis:

My product would be considered a part of the electronic and technology industry. Mostly because it is very high tech, and would be found in the technology isle.

Competition:

There is a product that scans words onto a computer, but , mine scans onto paper which can be better for note taking. In addition mine is wireless, has a wireless charger, is small and is ready to be taken on the go. That company would would definitely be one of my main competitors.

Market strategy:

I would post advertisements on bill boards, and I would definitely make a commercial. I would have these advertisements come up on school apps as well. I would make m ads interesting and colorful so it appeals to people

Emma Van Winkle
Wordsmiths
4/6/2021

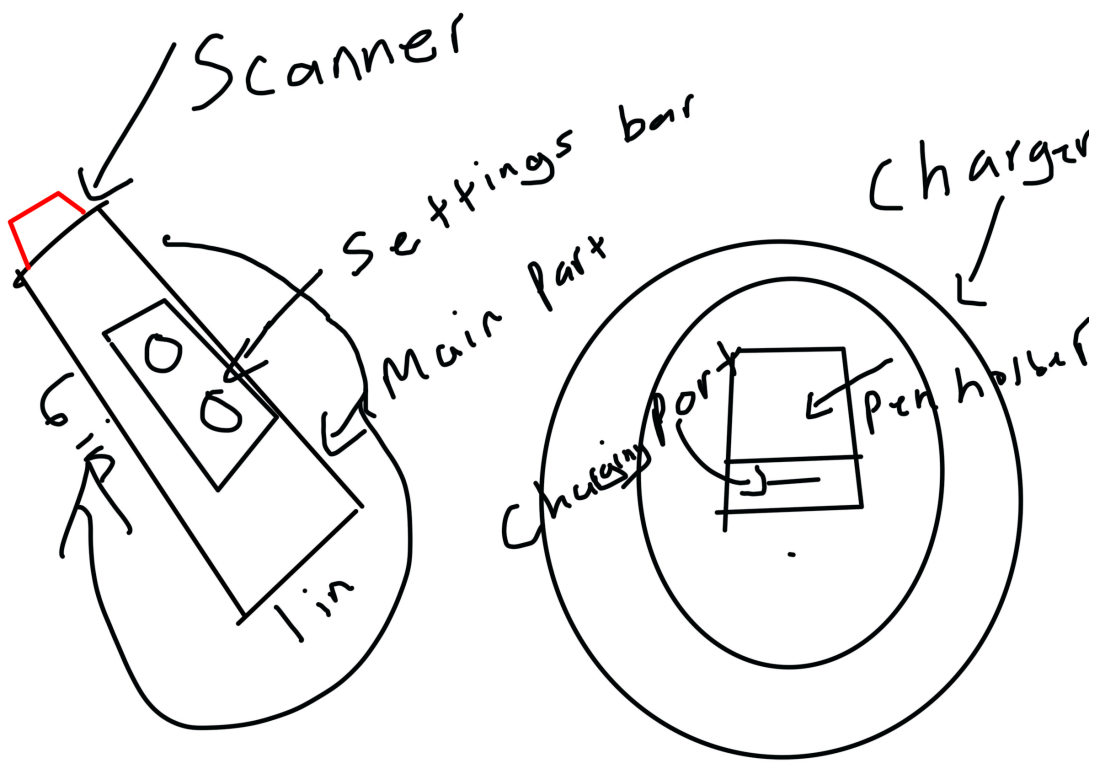
Advertising project

My product is a new tool for taking notes from paper. My invention takes text from a book and pastes it on paper. It has a red laser at the bottom that prints the words onto the paper. It's almost like a mini printer! My product is easy to use on the go, and is simple to use. It comes with two batteries and high technology charger. The charger is round and discrete, and can easily be put in a bag for on on the go. The note taking tool has a magnetic charging port where it attaches to the charger. All you have to do is place it on the charger and let it re-charge. The battery lasts up to seven hours while needing only 3 hours of charging! You can also put the batteries in if you don't want to take the charger. It is compatible with any iOS or Android device. You can connect it to your device to see how the note taker is working, plus you can paste stuff from your paper to your phone!

This product is mostly targeted towards students who hate to write every single detail down. It is Especially handy when the teacher is going too fast. It is very convenient and can fit right in your book bag, pocket, or purse. It makes homework and study more enjoyable .

The smart pen comes in many colors. Such as rose gold, blue, black, space grey, white, lilac, sage green, silver, and gold. There are many different cases as well. All the cases have a unique design, but if you don't like any of the given designs you can always custom make one!

Product diagram:



SMARTPEN

- NEW FACE OF NOTE TAKING
- SLICK AND CONVENIENT
- MAKES NOTE TAKING EASY
- LOCATED AT 2034, MOCKING BIRD LANE, BUDA TEXAS, 76589

SALE

UP TO 50% OFF!



Product diagram:

Emma Van Winkle
Wordsmiths
4/26/2021

Script

-intro- (the name of the product)

-Transition

-Diagram of pen

-how to use/ showing a person using it- dialogue “the new face of note taking right in your hand! Just press the power button, and swipe the touch bar to your ideal setting, and BAM, you’re now taking notes faster than the teacher writes them!”

-Transition

-ending- “only cost 200 dollars but with a student ID you can get it for 175 dollars! Located at
-put location- in Buda Texas.”

00.00- music

00.5- product logo

00.07- narrator “the new face of note taking right in your hand! Just press the power button, and swipe the touch bar to your ideal setting, and BAM, you’re now taking notes faster than the teacher writes them!”

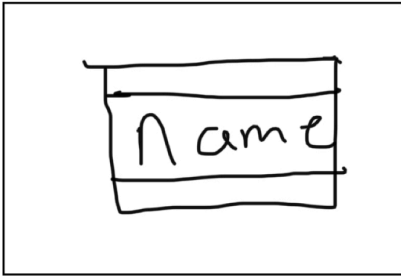
00.10- logo/intro/what it does

00.25- ending and price

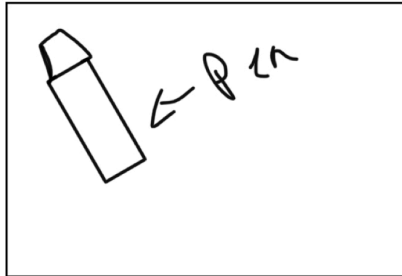
Setting- blank screen with edited person using pen on it (just a quick demonstration)

Video will just be animated mostly just sound effects and music as well as diagrams

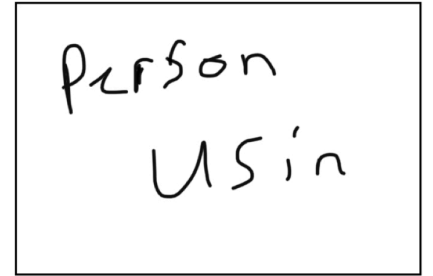
Storyboard:



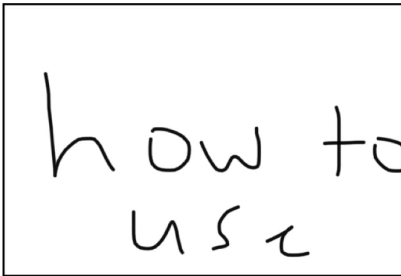
intro/name
of Product



Diagram



Person using it



how to use
pen



ending

