PillPal

TRACK. REMIND. SIMPLIFY.

Section 2, Team 7

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The Problem

STRESS

DANGER

SIMPLICITY

Solution & Vision

- Ensure Timely Adherence
- Eliminate Worry
- Maintain Independence
- Simple Implementation of Technology
    - Green vs. Red LED light system
    - App Reminders

PILLPAL™

Marketing Overview

TARGET MARKET

US citizens aged 55+ and retailers like Target, Walmart, CVS, etc.

MARKET SIZE

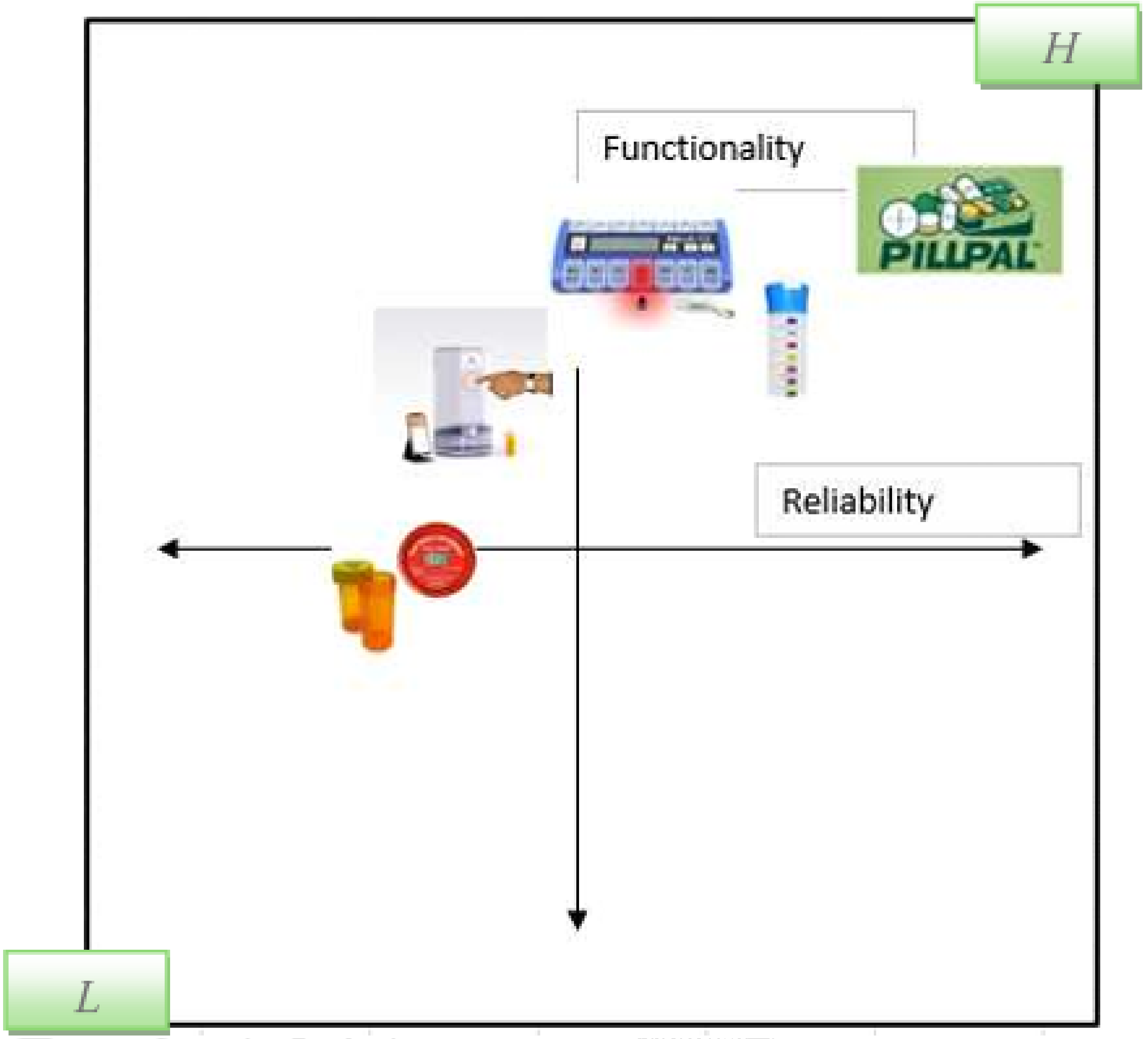
101.08 million individuals nationally

MIX

Product: High quality and durability
Price: Competitive pricing at $44.99 retail
Place: Website and wholesale partners
Promotion: Televised commercials, magazine ads, social media

PRODUCT POSITION

Functional, reliable, affordable compared to poorly reviewed, existing products



Revenue Projection

From $2,000,000 to $20,000,000 in the first five years! How?

Larger Target Market, Better Product, Unique Features

	2026	2027	2028	2029	2030
Revenue	$2,052,625	$4,105,250	$9,032,000	$14,779,500	$20,014,688
Market Share	0.05%	0.10%	0.18%	0.26%	0.31%

5% spent on IMC Budget

IMC Strategy

Budget $2,100,000 in the first five years

Advertising 85%

Traditional

televised commercials, magazine ads

Social Media

FaceBook, Instagram, TikTok

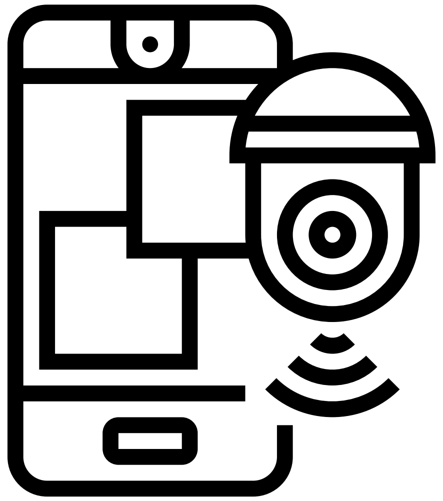
Public Relations 15%

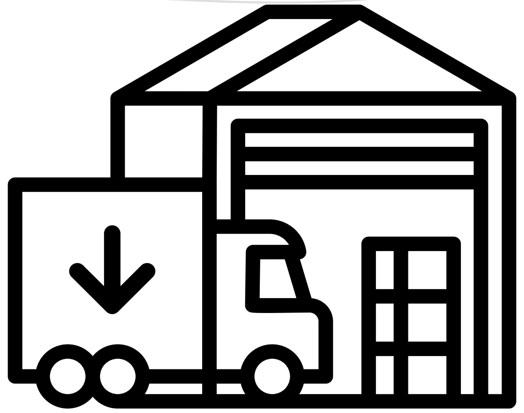
Donate containers to retirement communities

Operations

MAIN RESOURCES USED

- Polypropylene Plastic
- Circuit Boards
- Bluetooth Modules
- Sensors
- USBC Chargers
- Batteries
- LED Lights
- Packaging Materials





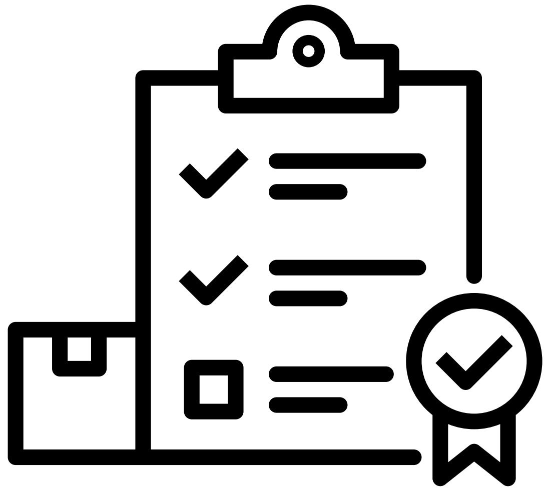
MAJOR STEPS IN OUR PROCESS

- Step 1: Plastic Component Molding
- Step 2: Integration and Sealing of Electrical Components
- Step 3: Quality Assurance Testing
- Step 4: Final Packaging

Operations: Critical Resources

Critical Resource	Unit Cost	Breakdown
Automated plastic injection molding system	$40,000 yearly salary, $300,000 machine	1 machine, 1 worker
Automated robotic arm trained for circuit board attachment	$30,000	1 machine
Quality control specialist that ensures our product has Bluetooth functionality	$40,000 yearly salary	1 worker

Quality and Competitive Advantage



Long-lasting

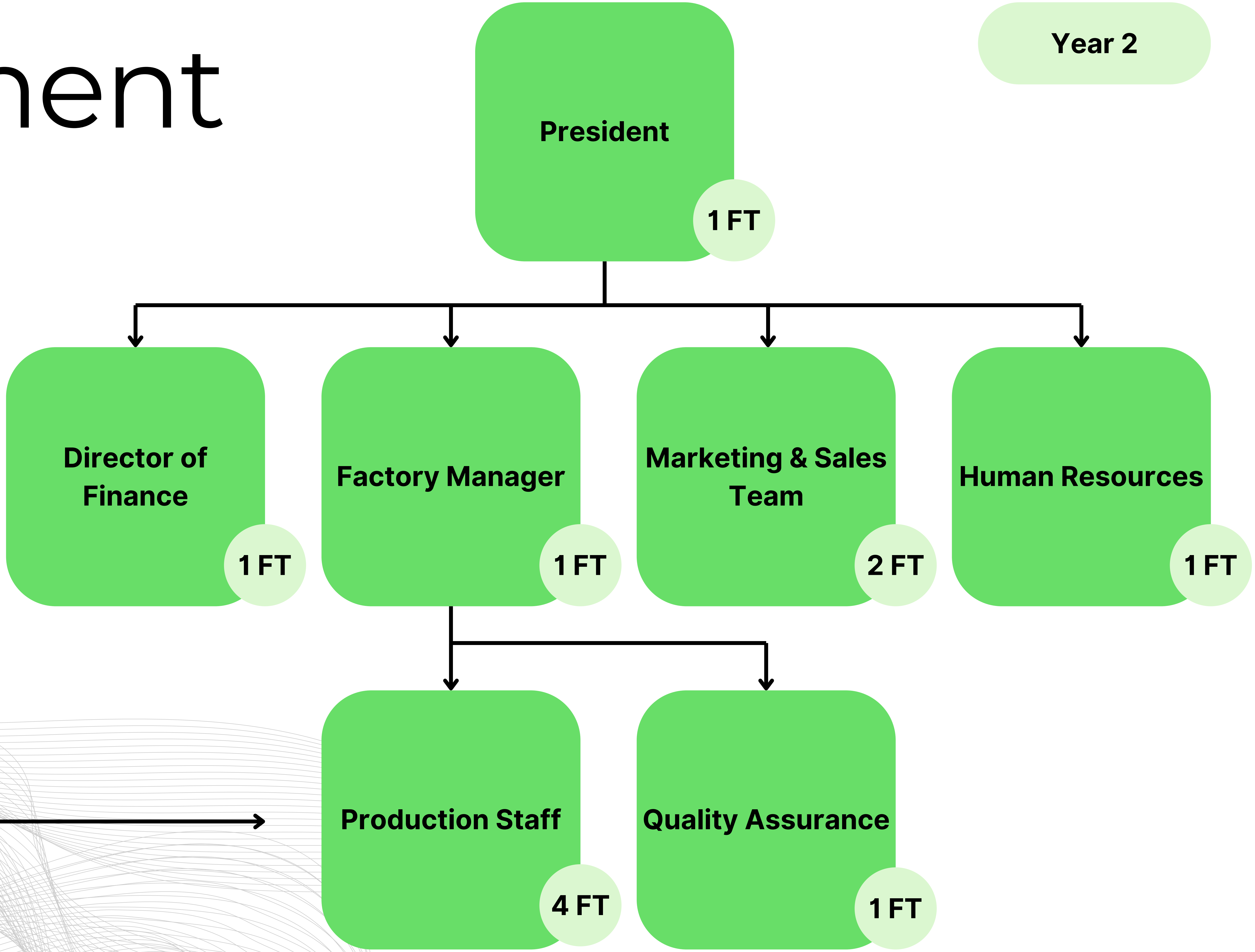
Bluetooth

Reliable

Aesthetics

Management

Year 2



+4 more production staff members every year for the next 3 years

Strategy

Innovative, user-centric solution for medication management to meet growing demand in healthcare and wellness

Product Differentiation	Human Capital
Visual cues and portability	Provide proper training
Smart, tech-enabled design	Employee morale boosting programs

Common Stock	$1,200,000	85.71%	$1,200,000	101.28%	$1,200,000	92.59%	$1,200,000	44.45%	$1,200,000	20.62%	$1,200,000	11.25%
Retained Earnings	$0	0.00%	-$408,293	-34.46%	-$433,523	-33.45%	$744,064	27.56%	$3,626,203	62.30%	$8,263,483	77.47%
Total Stockholders' Equity	**$1,200,000**	85.71%	**$791,707**	66.82%	**$766,477**	59.14%	**$1,944,064**	72.02%	**$4,826,203**	82.92%	**$9,463,483**	88.72%

LT Debt Less Current Maturities	$200,000	14.29%	$200,000	16.88%	$200,000	15.43%	$200,000	7.47%	$200,000	3.46%	$200,000	1.89%
Total Liabilities	**$200,000**	14.29%	**$393,183**	33.18%	**$529,581**	40.86%	**$755,428**	28.20%	**$994,420**	17.21%	**$1,203,102**	11.37%

Capital and Dividends

Statement of Retained Earnings					
Beginning Balance of Retained Earnings	**$0**	**-$408,293**	**-$433,523**	**$744,064**	**$3,626,203**
Net Income (Loss)	-$408,293	-$25,230	$1,570,116	$3,842,852	$6,183,039
Dividends to Stockholders	$0	$0	$392,529	$960,713	$1,545,760
Ending Retained Earnings	**-$408,293**	**-$433,523**	**$744,064**	**$3,626,203**	**$8,263,483**

Key Ratios

Gross Profit Margin: 40.08% by Year 5

Operating Profit Margin: 31.12% by Year 5

Return on Assets: 57.90% by Year 5

Sales Revenue	$2,052,625	100.00%	$4,105,250	100.00%	$9,032,000	100.00%	$14,779,500	100.00%	$20,014,688	100.00%
Materials Cost	$1,255,620	61.17%	$2,536,845	61.80%	$5,176,148	57.31%	$7,896,364	53.43%	$10,045,706	50.19%
Direct Labor Cost	$328,110	15.98%	$430,477	10.49%	$726,649	8.05%	$1,071,814	7.25%	$1,465,973	7.32%
Shipping and Handling cost	$61,579	3.00%	$123,158	3.00%	$270,960	3.00%	$443,385	3.00%	$600,441	3.00%
Total Cost of Goods Sold	$1,645,309	80.16%	$3,090,480	75.28%	$6,173,757	68.35%	$9,411,563	63.68%	$12,112,120	60.52%
Interest Income	$0	0.00%	$0	0.00%	$0	0.00%	$48,000	0.32%	$120,000	0.60%
Gross Profit	**$407,316**	19.84%	**$1,014,770**	24.72%	**$2,858,243**	31.65%	**$5,415,937**	36.64%	**$8,022,568**	40.08%

Final Valuation

2030 Revenue: $20,014,688

P/S average: 3.269

Ending Retained Earnings Year Five: $8,181,684

Estimated Valuation: $65,428,013

Thank You

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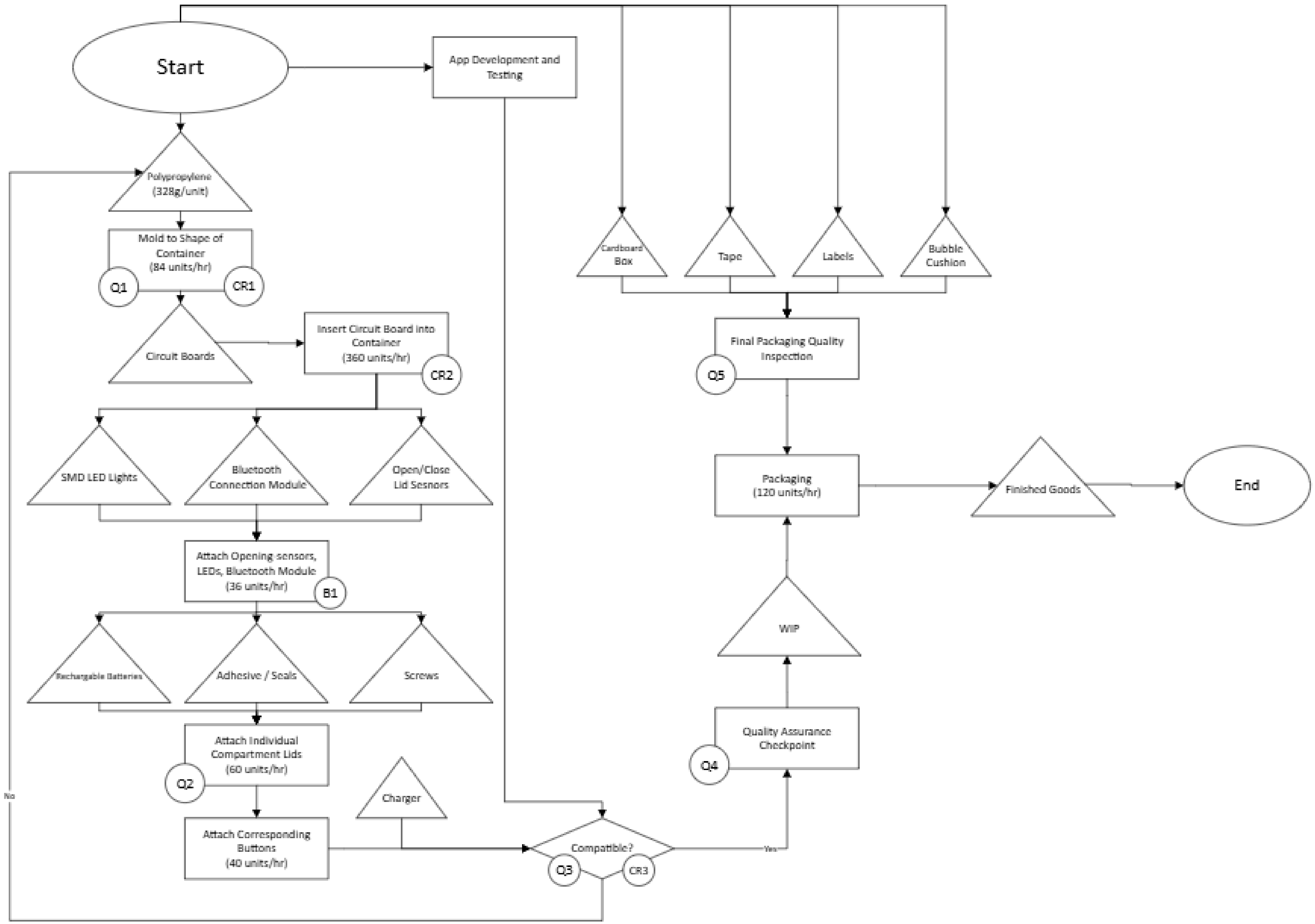
Appendix Slide A

Flow Chart Visual and Demand/Capacity

Operations

- Buffer between Q2 and Attaching Buttons
- Second molding machine by year 3 to keep up with our demand and capacity

	Demand (per hour)	Capacity (per hour)
At The End of Year 1	17.81	36
At The End of Year 2	35.61	36
At The End of Year 3	71.23	72
At The End of Year 4	106.84	108
At The End of Year 5	133.55	144



Appendix Slide B

Financial Ratios Year 5 Expanded

Liquidity

Current Ratio	**2.91**	1.78
Quick Ratio	**2.71**	1.00
Operating Cycle	**11.98**	10.51

Leverage

Debt/Equity	**2%**	14%
Times Interest Earned	**349.08**	13.03

Asset Management

Inventory Turnover	**67.92**	10.51
Receivables Turnover	**55.22**	9.98
Fixed Asset Turnover	**3.32**	18.02

DuPont Analysis

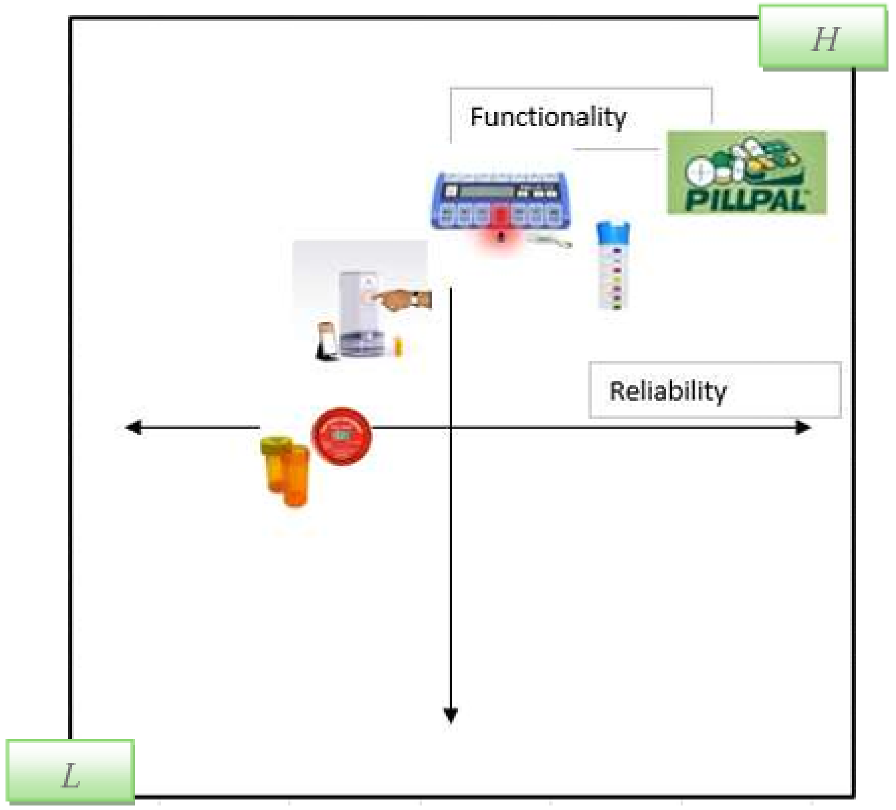
Net Profit Margin	**31%**	21%
Total Asset Turnover	**2.43**	2.85
Equity Multiplier	**1.13**	8.30
Return on Equity	**65%**	13%

Appendix Slide C

Marketing Quantification Calculations and Competitor Details

Exhibit #4: Market Quantification

Year	Total Market Potential (# of Customers in millions)	Market Share **	Annual purchase frequency ***	Total Annual Unit Sales	Indirect Channel Price	Direct Channel (Retail) Price	Annual $ Revenue
2026	101.08	0.05%	0.1	50,000	$29.24	$44.99	2,052,625
2027	105.12	0.10%	0.1	100,000	$29.24	$44.99	4,105,250
2028	109.96	0.18%	0.1	200,000	$32.17	$49.49	9,032,000
2029	115.02	0.26%	0.1	300,000	$35.09	$53.99	14,779,500
2030	120.31	0.31%	0.1	375,000	$38.02	$58.49	20,014,688



- Competitors have poor reviews, higher prices, and are not as portable or user friendly.
- Hero Health estimated 10m in revenue in 2021 and a projected 77m in 2024 (launched in 2018)
- B2C for personal interaction, control of website sales and feedback, and direct involvement with target market
- B2B for more expansive market and outreach, planting ideas, diversifying customer base and revenue streams, and scalability