Proposal Description:

SpaceVinyl is a vinyl keyboard accessory Company that was constructed around the realization that the space bar, the biggest key on a computer keyboard, was the only key without a character on it. Upon this realization, an idea was borne; lets put something on it. Adding character to the spacebar allows a customer to add creativity and personal customization to their keyboard. SpaceVinyl is the only company of its kind, which would allow for our team to successfully corner the market in keyboard accessories for Apple computers. In the future, realizing that there are endless computer brands and countless after-market keyboards, we hope to expand our product line beyond just that of Apple computers. However, creating such products is both time consuming and costly. With the pitch winnings, such product expansion could take place.

Our stickers do not cause any damage to the spacebar or keyboard and are removable and replaceable at the customer’s disposal. Eventually, because of vinyl’s product adaptability, we hope to extend our product line into the production of t-shirts and other accessories made of vinyl-based products. Although some view vinyl as a plastic based product, we generate our products on the environmental friendly aspects of vinyl.

Leadership Role:

The two members of the SpaceVinyl team each contribute their own unique entrepreneurial character. The president and founding member of the team, Andrew King, is responsible for the birth of the idea itself and is the leading mind behind the creative design and media management. Using the US Cutter SC Series vinyl cutter, Andrew is able to create every sticker by hand giving each sticker its own unique quality. Zachary Lerman, the vice president of the company was brought on because of his strong belief in the value of the product as well as his experience in economics and his ability to conceptualize ideas into words. In addition, Zachary has learned the necessary skills to contribute to the production process and together the two members of the team have been able to successfully bind their skills to further the product and expand the company. Realizing that businesses are not democracies and there is a constant for difficult decisions to be made by one individual, we thought the creation of such previously stated positions was vital to reducing potential future conflicts among the team.

Because of our strong entrepreneurial spirits on our team, we hope that at the very least we can inspire individuals across all age groups to find their passion
and pursue a course of action to execute it. We believe that even amongst our friends, our passion and drive to successfully launch our company has inspired others to take responsibility for their future or to aspire to own their own business.

**Ethics:**

Having an understanding that our product creates an excess amount of vinyl waste from the cutting process, we have adopted a recycling method to ensure that no harm to the environment from improper disposal takes place. Thus, all vinyl can be recycled and reprocessed into the generation of new products, in our case more specifically it creates a cycle of vinyl conservation. Even though vinyl is a type of plastic, it is environmentally friendly and, in addition, 57% of vinyl is made from common salt, which is a renewable natural substance. We believe that there is a dwindling standard in the appreciation for handcrafted American made products. Additionally, we think that our product represents something much more than simply just a spacebar sticker. The creative and individualistic aspect of choosing a spacebar for any given customer allows them to bring personality and emotion to their keyboard or any other place that they wish to place their SpaceVinyl product. Furthermore, included in each of our packages will be a friendly reminder to please recycle the vinyl after use before it is replaced with another SpaceVinyl product.

**Potential Impact:**

In the future, what we are trying to reach after proven success with the product is to have the ability to create stickers that contribute to specific fundraising or charitable causes and events. For example, a customer buying a sticker for breast cancer would simultaneously be donating a certain percentage of that sale to breast cancer research. Because our stickers are removable and replaceable, the causes and stickers that can be made for such charities are therefore unlimited and, in addition, the charities and organizations that our customers can reach out to have broad horizons. Our product embodies the possibility to promote, which in a specific sense addresses the idea of advertisement. This sense of advertisement may be implicated through our company and its products as well as other potential collaborations. Such potential collaborations could perhaps one day lead into a partnership or

In addition, remembering that these stickers are easily removable and replaceable, there is an endless possibility for our customers to express their sentiments towards different causes at different time periods in their life as each sale is not “one-and-done” meaning more than one sticker could be sold to any one customer.

**Strategic Plan:**

Our current business strategic model is to establish SpaceVinyl first and foremost as a for-profit company. However, in the future, we hope to adapt our business into a hybrid model where we are both for-profit and non-profit. Once this transition takes place, we hope to partner ourselves with several various charities
and non-profit organizations, customizing a sticker for each one and donating a percentage of the proceeds for that cause. Aside from the business model, we hope to strategically employ brand ambassadors to represent SpaceVinyl products at various schools around the nation. Each ambassador would be given a customized SpaceVinyl design appropriate to their school logo so that SpaceVinyl penetrates additional markets that mirror our targeted customers. The base of our competition consists of anyone with a vinyl cutter or anyone who maintains access to decal making material. However, at the current moment, there is no existing company that is producing any product similar to anything currently in production by the SpaceVinyl team. To put it more simply, we are the only company of our kind currently in existence. Such an advantage could open our market to instant popularity at trade shows or companies interested in any mass production of their company logo.

In August of this past summer Andrew King met with a lawyer from Fox-Rothchild LLP law firm. The focus of this meeting was to research if in fact the SpaceVinyl name was currently in use and, more importantly, if there were any similar products that displayed any similarities to the SpaceVinyl Product. The result of the Attorneys research confirmed that the name SpaceVinyl is not already protected by copyright or trademark and there was no patent issued or pending that would prevent our production of the product. Thus, we are trademarked under the name SpaceVinyl and are currently establishing the company as an LLC. Our current targeted audience is compiled of high school and college students. In order to capture this space we have created a guerilla marketing strategy in which our brand can market itself. Over the break, Andrew and Zach created a team instagram in which a SpaceVinyl picture would be put on a random object over the various places we traveled. After placing the removable sticker down (to insure it is not vandalism), a picture is taken, hash-tagged no space is safe (#nospaceissafe) and posted onto instagram. By doing this, we believe that eventually the web will lend its countless users to “like” and share our photos of our product with the rest of the world thus raising our brand awareness. Additionally, we have created self marketing campaign by creating a competition for individuals to place a free SpaceVinyl logo stickers that comes with any purchased with any purchased space-bar sticker on the destination of their choosing, tagging our account and becoming a potential winner of free products. This potentially endless cycle without question has serious potential to not only increase our sales, but also our popularity.

This method of self-marketability has proven to be successful over the past several weeks as we have been contacted by individuals asking for stickers to place on destinations of their choice and in addition, companies have contacted us in our respective towns asking us to design and create stickers on their behalf. Without the marketing campaigns on Instagram and Facebook, such recent growth may not have taken place. In addition, we have purchased the URL for a website under the name Spacevinyl.com.

Once our initial targeted audience is reached, we hope to extend our market focus towards smaller corporations and schools by allowing each sector to customize their desired SpaceVinyl label for every computer in their office space
and school library. In addition, we hope to market our product to school stores across high school and college campuses, creating a customized SpaceVinyl label for each targeted campus store location. While such costs may be extremely high for customizable designs, we think that by producing a set number of available customizable designs in bulk would prove more efficient to the overall profitability of the company.

**COST STRUCTURE:**

The SpaceVinyl team already owns the necessary capital equipment to produce stickers. This equipment includes our US Cutter SC Series Vinyl Cutter and several rolls of vinyl in various colors for a diverse set of sticker designs. A roll of vinyl that is 24 inches by 10 yards costs $42.99. Each sticker dimension for Mac computer space bars uses 4 inches by 1 inch of vinyl. By converting our yards of vinyl to inches, we are given 8,640 inches squared of sticker material per roll of vinyl. Because each sticker has a volume of 4 by 1 inch, each sticker is 4 square inches. By dividing the total amount of vinyl by the amount needed to produce each sticker, we find that we can produce 2160 stickers per roll of vinyl. Our calculated revenue (Selling price* units sold or $5*2160)= $10,800. Our calculated cost, 1 roll of vinyl, is $42.99. Therefore our Net income, Revenue-Cost, is equal to $10,757.01. With this information we can therefore find our profit margin( Net income/ revenue)*100, which is 99.601 showing that per each roll of vinyl we are extremely profitable as we maintain a high percentage of each dollar we keep per sale. With this revenue, we will cover the costs of packaging and shipping, but more importantly we would use the potential winnings from the pitch for the hiring of a design and website construction teams. All revenue would be generated towards putting that money back into the company rather than taking a salary so that our company can grow more rapidly.

While $5 dollars per unit may seem high, we have also decided that we are going to give each individual two additional stickers with the one that they originally purchase, one being our SpaceVinyl logo sticker (see appendix) for the use in the “nospaceissafe” guerilla marketing campaign and competition. We also hope to one day acquire an automated process for the creation of our products so that we are not spending our time on the production and creation of each sticker and can focus on further expanding our brand. Doing so would cut the cost of production and save vast amounts of time.

**Timeline:**

After several group conferences, the SpaceVinyl team unanimously decided that our first plan of action after March 6th would be to build and launch a functioning SpaceVinyl website on 60 day time frame once the appropriate team is chosen for development. During the process of the websites production, the SpaceVinyl team would be gathering the necessary supplies to create a successful
shipping platform, run by the team ourselves, to ship to our customers in a prompt manner. In addition, we would concentrate our additional efforts to continuing our marketing operations to efficiently reach our targeted customers via various social media outlets such as Facebook, Twitter and Instagram. Our Facebook page, most notably, already has over 100 likes despite our short-lived existence. Following the website launch, we hope to have immediate sale spikes as more designs, colors and spacebar sizes are established.

Our current proposal is action ready as the SpaceVinyl team already has in possession 10, fifteen yard rolls in 7 various colors. Our product, in addition, has been in production for 4 months, and this period of time has done nothing but allowed the team to fine-tune our design and production skills. Furthermore, our team stands action ready due to our continued effort to create more design templates for our customers to choose from; there are currently 12 templates to choose from. (See last page of packet) while this process is done individually at the current moment in time, we believe that in the future we will be able to develop an automated process for production where less man-hours are needed to create each sticker allowing for cheaper costs and increased quantities produced. In addition, we hope to create a personalized company logo to place on each sticker to further serve as a marketing tool to create brand notoriety so in the case that imitators attempt to recreate our product, people know that when they see our product it can be recognized by a brand logo.

**Sustainability:**

Having researched the various products that can be manufactured from vinyl, and because our business focus is primarily on vinyl materials, our potential growth is endless. With our established partnerships from The Pitch competition, the SpaceVinyl team hopes to enter different vinyl product markets with the first additional market being clothing and, more specifically, t-shirt production. With the discovery of the Heat Transfer Vinyl Company, we found that using our own cutter we can use a heat transfer press to put our designs on any t-shirt. Thus, we have the potential enter an entirely new product market. The potential winnings from The Pitch Competition would also go towards purchasing the heat press. To further show the versatility of vinyl, we believe that we could eventually create stickers for smartphones and iphones that are not digital but rather are for on-screen application thus further expanding our market and our product line.

In addition, realizing that there is a growing trend towards virtual markets and applications, we believe that there is the potential to create a digital app that would allow an individual to customize their keyboard or home-screen with designs created by the SpaceVinly design team. Such products would be available for any smart phone, computer or ipad. The potential of this space ensures that there is a future for our company beyond solely vinyl products and realizing the need to create a brand with multiple products rather than just one. The winnings from the pitch competition would set us on the right path towards creating additional products for the long-term sustainability our company. This was something we planned to tackle with our mentor over the break, however due to extenuating circumstances and a personal emergency, our mentor was unable to participate in
the competition with us. However, the exploration of the creation of an app is something we seriously wish to explore in the near future.

PRODUCTS:
William Smith:

Hobart:

The Stash:
Chicken:

Taking Off:

Love Boat:

I Believe I Can Fly:
Let's Boogie (Inspired by Keith Haring)

Vroom Vroom:

Billy the Bullet:
Piano Keys:

Double Windsor
Workshop/ New SpaceVinyl Space bar Logo (#spacevinyl images from instagram):

Customer Keyboard/ School Notebook label customization(Test Market):
Newly Developed Monogram Style:

#nospaceissafe Gondola in Telluride Colorado