

Mini-Thesis

We have a company that manufactures antimicrobial keyboard that are washable .> we have a patented process that allows us to manufacture in Orlando where we have a warehouse and six employees while maintaining a headquarters and sales staff in Jacksonville of 4 employees. We are both B2B and B2C. We attend conferences to yield direct sales, we have outbound campaigns, and web strategies to drive business model activity. Our primary verticals are health services, education services, and financial services. Our customer targets are those interacting and sharing devices with consumers or large teams. Our target revenue for products is 60k monthly recurring revenue and we would like to grow at least 200% over the next 3 years. Our pricing model is cost plus and value based.

Sandbox: PWS-iVi Fitness-Draft LC

