Our Business Plan
Business, Accounting, and Entrepreneurship Scholars
Governor’s Scholars Program 2018
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Collideoscope Tech Industries

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Introduction

At Collide-oscope Tech Industries, we recognize the ever-increasing prevalence of CTE and brain injuries among student athletes. As social entrepreneurs, we believe that no problem is too difficult to solve, and we see our company as a valuable part of that solution.

In 2018, our team was inspired by Purple® and their hyper-elastic polymer technology. We realized that it could be the solution to so many of the problems with low-cost helmets. The material is breathable and absorbs shock across the entire surface. We contacted Purple® and began designing our first helmet: Ultra Violet One with Tackle-Safe Technology.

Core Values

1. **Our Mission:** Providing the best protection to student athletes for affordable prices.

2. **Our Vision:** We aim to equip athletes, parents, coaches, and teams with safe helmets at a price that schools and families can afford, and to make research and treatment options for CTE accessible through advocacy and partnerships with other organizations.
Product Design

*Tackle-Safe Technology: Ultra Violet One (TST-UV1)*

This is the design of our first helmet. In the future, we hope to expand to other types and styles of helmets, such as motorcycle and baseball helmets.
Financial Details

Our partnership with Purple® allows us to spend $12 per helmet on interior padding.

Estimated Production Cost Per Helmet $212
Estimated Retail Price Per Helmet $350
Profit Per Helmet $183

Financial Estimates (in $1,000s)

<table>
<thead>
<tr>
<th>Year</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
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<tbody>
<tr>
<td>Units Sold</td>
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<td>40,000</td>
<td>50,000</td>
<td>65,000</td>
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In order to meet our Year 1 estimate, we will need to get 415 high schools to purchase helmets from us. This is 1.12% of public and private high schools in the United States.
Our Marketing Strategy

Parents
- School-distributed brochures
- Emails, coupons, and fear-inducing statistics

Athletes
- Youtube Commercial
- Social media campaign

Schools
- Bulk-order and brand-switch discounts
- Sales representatives and information packets