USB ZAP
CASE

This is a business plan for USB ZAP CASE – the world's securest USB case that self-destructs after a few wrong password attempts. USB ZAP CASE is a modern solution to an ever-present problem of data loss and security by losing or misplacing or theft of USB drives. This pioneered USB case contains contemporary features that make it a robust, maximum security, and reliable solution for storing high-priority data and information. This plan discuss the use cases, applications, marketing, and financing for the USB ZAP CASE.

BUSINESS PLAN
PITCH DECK
2022

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THE PROBLEM

From a medium-sized business to national security agencies, data is critical for everyone, and found in the wrong hands, it can pose as one of the most lethal weapons on earth.

Unfortunately, despite the technological advances, we still have USB sticks that have jeopardized the security of countless businesses and government sectors. A popular case is that of the UK Ministry of Defence which lost a USB that contained multiple military secrets.

A USB found at the Beach in Newquay contained training routines for 70 soldiers who were part of the 3rd Battalion. This resulted in a loss of crucial information posing real threats to the Battalion's security.

Unfortunately, this is just one of the over-a-hundred similar cases that happened with the Ministry of Defence alone over the past two decades – 19 of which were classified as "restricted" or "secret".

In short, data (even the most critical ones) has a history of falling into the wrong hands from time to time. As per an estimate, over 20million USBs are lost or stolen each year, a figure that portrays the picture of a high potential risk of data security.

A research study conducted by ScanDisk – a leading global manufacturer of USBs – found out that over 77% of people use their personal USB flash drives for work as well.

The same study identified that 44% of corporates don't have policies in place to prohibit copying critical client data onto personal flash drives.

From a client's financial information to employee data, business plans, intellectual properties, and more, everything can easily (without repercussions) be copied onto a person's USB drive.

This is why over 67% of IT managers are working to implement data security policies that inhibit data breaches and potential risks associated with data.

The modern world is currently undergoing a dire situation where data integrity is at high risk, even with corporates.

If data is transferred onto personal drives, and that drive gets lost or stolen, it can lead to dire circumstances for the end-client, the owner of the USB flash drive, and the company.

Such losses cost entities damage that is often worth millions and can even become a national threat at times.

Critical data in the wrong hands can create severe vulnerabilities for entities owning the data.

In an attempt to ensure safety, the EU has introduced a GDPR initiative – according to it, all entities (individual and otherwise) must transit or rest USBs securely to keep them from falling into the wrong hands.

Inability to comply with these new regulations can lead to fines up to 20 million euros or 4% of annual turnover, whichever is greater.

IN A NUTSHELL

In the modern world, we are increasing data storage capacities in the smallest USB flash drives and enjoying the utmost convenience of moving large amounts of data within minutes.

However, despite how secure the data may seem on the outside, there is no denying the fact that USB flash drives are among the weakest links in the data security chain.

THE SOLUTION

A team of experts led by Shahid Husain has come up with a viable solution to this data-security matter using USB drives.

Related Tech Limited presents an easy-to-use add-on to keep your USB drives and critical data safe! We bring you our pioneering solution – the USB ZAP CASE.

How does the USB Zap Case protect data on the USB?

It amplifies your USB drive's security by keeping it safe inside a self-destructible case, enabling users to safely store and transport critical data.

WHAT IS THE USB ZAP CASE?

USB drives across the globe are used to store vital data and information, making it a one-off weapon in the wrong hands.

USB Zap Case is a patent-pending technology where you can keep your USBs for safe transit. In a case of an attack, physical or virtual, the USB Zap Case will destroy the content of your USB, keeping it safe from potential breaches.

In simpler words, a USB Zap Case complies with the EU legislation while keeping sensitive data safe from falling into the wrong hands.

THE UTILITY

USB Zap Case has been designed to offer the utmost convenience to its users. It enables remote destruction of data on the USB drives it carries, so you don't have to worry about data integrity.

A core feature of this case is that upon moving out of its present location, a trigger will set off in the Zap Case, which will immediately prompt you of its actual location, making it easier to track.

Meanwhile, you will also receive a prompt message on your registered device with the option to retrieve or destroy the data on your USB flash drive.

In short, the USB Zap Case enabled you to write critical data on Flash drives without worrying about data tampers, or theft.

Shahid Hussain has identified a loophole that is still allowing for the loss of critical data. He has found out that most of such USBs are gone unreported despite knowing their location through GPS Tracking Systems.

The reason why people do not report such thefts is that it becomes a lot of hassle to identify the thief.

CASE STUDIES AMPLIFYING THE NEED FOR USB ZAP CASE

Multiple cases have appeared over the years where standard encryptions and unsafe placement of USBs have cost entities a fortune. The following sections discuss three of these case studies that would help in the comprehension of the importance of USB Zap Case:

CASE STUDY #1
SUFFERING ENTITY: NATO

An unattended USB was found in a library in Stockholm which contained classified information from NATO. The information was regarding the entity's ISAF peace-keeping force that operated in Afghanistan. Furthermore, the USB stick also contained a highly classified report about the assassination attempt on the Defence Minister of Lebanon. In addition, information about the assassination of Sri Lanka's Foreign Minister was also found on the misplaced USB stick.
According to the Swedish Military Intelligence and Security Service, this act of sheer carelessness is intolerable and can lead to six months in prison. There is no evidence of how the authorities lost this USB in a public place, making it even more concerning for such personnel.

CASE STUDY #2
SUFFERING ENTITY: HEATHROW AIRPORT

In 2017, another case of hard luck came to the surface when a USB containing confidential information about the Queen's safety protocols was found at the Heathrow Airport.
The USB contained over 170 documents with classified information within 76 folders. It contained several IDs that could be used to access restricted areas at the Heathrow Airport, a timetable of security patrols, and information regarding CCTV cameras.
The information on that USB had every potential to trigger a national security threat in the UK.

CASE STUDY #3
SUFFERING ENTITY: GREATER MANCHESTER POLICE

Back in 2018, a USB drive containing information about several investigations being held by the Manchester Police regarding crimes was lost.
The person responsible for the recklessness saved data of more than a thousand individuals on an unencrypted device due to the capacity restrictions on the encrypted one provided to him by the department.
The mistake was not just costly in terms of data theft. The Information Commissioner Office (ICO) also took notice of the action and fined the Greater Manchester Police an astounding £150,000.

ISN'T THERE ANY SOLUTION TO THIS?

A lot of people over the years have suggested avoiding the use of USBs in the first place to keep critical data from falling into the wrong hands. However, it is not a viable solution because while it may save the loss of data, it will greatly impact the productivity of employees who are tasked to work with this data.

This is where solutions like USB Zap Case come into the picture, offering impenetrable encryption standards. In addition, if push comes to shove, users also have the alternative of wiping out the data through the destruction feature built-in within the case.

STANDARD ENCRYPTION METHODS (LIKE AES) ARE NO LONGER SAFE

Advanced Encryption Standard or AES for short has been one of the most prominent methods of encryption in recent years. The method uses symmetric block cipher to protect sensitive data on devices such as USB cases and hard drives.

Lorem ipsum

The most common AES encryption used nowadays is the AES-256 (using 256-bit key lengths).

Although the method is currently used by governments and agencies to secure and use classified information, the abovementioned case studies prove that even the best encryption methods available on the market today are not as safe after all.

To further prove the fact that AES can be broken, the Black Hat Conference held in 2017 at Mandalay Bay, Las Vegas, shared an experiment where multiple methods to break down the encryption were tested.

The speakers and researchers Elie Bursztein, Jean-Michel Picod, and Rémi Audebert conducted the experiments in their personal capacity and showed the audiences the limitations of this encryption method and how it is possible to hack into this encryption method.

The speakers labelled 5 key areas that need to be robust in a USB if it wants to protect the data on it – in case these five areas are not robust enough, it will give an access point to the attacker to begin the attack.

The following are the 5 highlighted areas that required sheer protection in a USB:

- **Manufacturing (ensuring real epoxy)**
- **Input (ensuring proper authorization)**
- **Controller**
- **Cryptography**
- **Storage**

The speakers of the session identify how each of these parts of a USB can be compromised – if they can do it, then any dedicated person with a purpose can as well.

In fact, there have been numerous cases of Level 2 NIST-certified (FIPS 140-2) flash drives with AES 256-bit hardware encryption being cracked.

THE TAKEAWAY

There are probably millions of USBs in the US that are sold under the tag "Military Grade Encryption". This is merely a marketing message as most of them either don't provide Military Grade Encryption, and even if they do, we can see from the abovementioned case studies that it is no guarantee of utmost safety.

Even the best of military-grade encryptions have been subject to a compromise over the years, and there are countless examples of this available everywhere in the UK.

Another popular marketing message on USB sticks is the FIPS-certified encryption, which again doesn't guarantee the utmost safety.

One wrong move has, and can still damage the integrity of your confidential information.

The key takeaway here is that there is always a risk with regular USBs regardless of the label since they're all the same from the inside.

Unfortunately, most manufacturers only buy pre-made components, which means they are often unaware of how each component stands against potential attacks.

Some of the leading companies in the business, like Kingston, are unaware of what's inside their product. Instead, these entities pack a shell around these components, do their marketing gimmicks, and sell them to clients and customers.

HOW DOES THE USB ZAP CASE SOLVE THIS PROBLEM?

Losing a USB with critical information can be highly stressful, since numerous repercussions and hefty fines may follow.

This can become even more stressful if the USB and its data are not encrypted, which almost guarantees an easy hack into the information. Everything from clients' names, billing information, and past transactions will go at stake within minutes.

Unfortunately, several similar cases have happened before, one of which involved the Harris County (Texas) Hospital District. The hospital lost a significant chunk of information which led to a data breach as well as HIPAA violations.

The situation would change drastically if you knew that the data in your USB is safe and cannot be compromised whatsoever. Our case offers a protected, impenetrable case to rest your USBs in.

USB ZAP CASE FEATURES

The following are some of the features our product offers to the users.

IMPERMEABLE LOCKING SYSTEM

The locking system of any USB case is the heart of the system. Usually, USB cases have padlock functionality which is old technology and is easily penetrable. The USB Zap Case, on the other hand, comes with a keypad with three locking bolts.

In simpler words, our locking system provides easy access to your USBs (since no keys are required) and ensures a contemporary wall of security that cannot be breached.

LOCATION TRACKING

In an unfortunate event where your USB case is stolen, you're already under immense stress. Not knowing where the case is further amplifies that stress, making it difficult to make practical decisions.

Regular USB cases seldom come with a tracker. If they're gone, there is no way of finding out the current location of that case. However, that is not the case with the USB Zap Case.

We have integrated the latest built-in on-board GPS Tracker System into our product, which means that even if the device gets stolen or misplaced, you would be able to track it in real-time and take measures accordingly.

GEOFENCING

To further amplify the security and safety standards of the USB Zap Case, we introduced the Geofencing technology with a call-home feature into our product.

The added call feature works perfectly well in case your case is lost or stolen.

The device allows you to set up a geofence (geographical boundary) within which the case could be used. This fencing could be anything from the premises of an office to that of a local area.

Once the geofencing is in place, and the device crosses that boundary, the Call Home feature gets triggered and the owner will immediately get a call alert at home.

This feature can be paramount in detecting and recovering the USB Zap Case.

OUTER SHELL

What truly sets our product apart from the rest of the devices on the market is the fact that others offer high-density polyethylene (HDPE) construction, which has been proven to be penetrable.

The USB Zap Case, on the other hand, is constructed with a unique outer shell that is not only impenetrable, but the robust construction also makes it close to impossible to break in any circumstance.

The USB Zap Case is created with Aluminium and Tungsten that offers a hard shell, which means breaking through it will take a lot more time and effort, making the Zap Case the most robust alternative on the market.

IMPACT RESISTANCE

The last thing any entity wants is for their data to get compromised through the popular thieving method of impact. The stronger the impact the case experiences,

the greater are its chances of losing the integrity of its structure and the data within.

To cope with this issue, we have not only made the USB Zap Case impact resistant, but also used an enhanced impact and extreme protection layer to make the device more robust than it already is.

The addition of our contemporary technology enables the USB Zap Case to withstand the strongest of impacts without getting damaged.

Furthermore, our device is also resistant to extreme temperatures, which is a tactic known to burglars for the retrieval of data.

This feature enables users to take the USB Zap Case to poles apart temperatures without worrying about the integrity of the data in the USB or the device itself.

PENETRATION SENSORS

This feature is seldom found in our competing USB flash drive cases – it is present in the USB Zap Case!

The Penetration Sensing Technology on the USB Zap Case allows your device to detect physical attacks in real time, thereby adding to the protection of your USB as well as the information stored within.

SELF-DESTRUCTION TECHNOLOGY

One of the core characteristics of the USB Zap Case is its self-destruction technology feature.

Since data theft and loss of critical information have become common in the modern world, you need to have backup measures in place to keep that data from falling into the wrong hands.

The last thing any entity wants is to become part of a case study of how it lost its data to a criminal. We have integrated a contemporary self-destruction technology into the USB Zap Case as part of plan B.

This tech allows entities to move data from one place to another without worrying about it falling into the wrong hands. In case there is an attempt on the integrity of the case, for instance, the entry of wrong passwords multiple times in a row, the case will self-destruct to protect the integrity of the information it carries in the flash drive inside.

BATTERY BACKUP

The battery is a critical component for most modern-day devices to operate. The same goes for the USB Zap Case.

Our product differs from the rest of the alternatives on the market because it provides a low-battery alert, allowing you to charge the case to ensure that it is fully functional.

This is also critical because bad actors could simply wait for the battery to die down before tampering with the case.

To ensure protection against such a scenario, we integrate the USB Zap Case battery alerts with your phone, so you get notified on the phone whenever the battery is about to die.

This will leave you with a critical decision to make. You can either charge your USB Zap Case right away.

Or, if the case is not by your side and there is a threat of potential data loss, you can simply opt for the self-destruction option through your smart phone before the battery runs out and your Zap Case loses its first protective shield.

WATERPROOFING

In addition to all the features mentioned above, we also added water and dust-proofing feature into our USB Zap Case, which further protects your flash drives from an accidental drop in shallow water.

Furthermore, making the case dustproof simply enables the protective features of the case to continue running without hindrance, thereby operating at its maximum potential.

In short, this simple addition to the device will keep your apparatus in perfect condition despite getting in contact with dust or water.

BUYER PERSONA

Every product has an ideal buyer's profile – a person whose personal and professional traits match that of an ideal customer.

For the USB Zap Case, an ideal customer profile would be someone who is 35 years and older in age and works in a technical space (A Chief Technical Officer, for instance).

He is a person who is in a position to make purchasing decisions for their entity. He is a tech-savvy individual who oversees the development and dissemination of technology for customers.

Our ideal customer has the authority to take certain calculated risks that have the potential to escalate his company's growth trajectory. The person also recognizes the risks associated with data, especially while moving it through a physical storage device like a USB.

He uses USBs for quick remote access to data and consciously makes an effort to keep that USB out of reach of anyone with malicious intent/unauthorized users. The person realizes and admits the challenges that come with keeping a USB safe.

He is also a person who is consciously or subconsciously looking for solutions that would add a layer or multiple layers to the safety of that data-filled USB drive but hasn't been able to find a viable answer yet.

Our ideal customer wants to make the most of the drive's safety without compromising much on the company's budget. He has done or continues to search for potential solutions online or on social media and has basic knowledge about some of the ways the USB can be secured.

He may not have enough knowledge about how augmented features from a potential solution may assist him in keeping the USB drive safe – he is open to learning about products like the USB Zap Case.

A primary goal for our ideal customer will be the safety and security of data – something our product will ensure!

PRICING STRATEGY

The USB Zap Case has already had a lot of traction in the market with several entities interested in taking part in production.

Some of the businesses have already approached and ignited interest in the future of this product.

The costing for our product will immensely depend on the priced quoted by one of our on-boarded manufacturers. However, to streamline costing, we will be dividing the overall cost into three key verticals:

•**Ideation**

•**CAD development**

•**Prototype development**

Each stage will undergo a list of work processes that will add up to the cost of that particular stage. For instance, in the first stage of our process,

we will accumulate the overall costing that goes into creating new concepts and designs.

This will be done in order to explore the possibilities of the USB Zap Case and to opt for the creative that replicates the concept behind this device.

Although we will allocate a fixed cost for this stage, it is subject to change.

Once we have the concept on paper, we will be able to successfully move into the second stage where a dedicated team of experts will be hired to create a CAD model of the USB Zap Case.

Based on the CAD, we will create a prototype of the device as part of the third stage of our overall costing process. Developing a prototype may incur costs like 3D printing, metal fabrication, and more.

The fourth stage is optional and only be opted for if required by our investors. In the final stage, we will create an in-depth document to visualize the concept for better comprehension of our potential investors.

The following are estimated costs that will incur at each stage:

•**Ideation: target £250-£300 manufacturing cost for 10 USB unit (£1,000 retail)**

•**CAD Development: £40,000 to £50,000 approximately**

•**Prototype Development: £150,000 budget**

NOTE:

•**All prices exclude VAT.**

•**First stage 50% deposit payment on order (new client policy).**

•**Balance and subsequent stages 30 days net of invoice date.**

•**This quotation is subject to our standard T&Cs available on request.**

EXPRESSION OF INTEREST

COMPANY #1: AXXESS IDENTIFICATION

COMPANY PROFILE

Axxess Identification is a leading business in the design, manufacture and distribution of electronic access control, environmental monitoring and security management systems.

Established in 1994, Axxess ID started as a specialised UK distributor for a range of access control products.

From early on, Axxess were involved with integration, providing solutions for customers' requirements, eventually turning into full development of complete access control and environmental systems.

Axxess ID is now a leading manufacturer of integrated access control solutions with in-house design of hardware, firmware, software and mechanical design.

With many systems throughout the world, in a variety of sectors including retail, telecoms, government, hospitals and emergency services.

Our systems out-perform other products and systems specifically in high security applications with multiple sites. The plug and play features minimise installation time and enhance security levels by reducing and simplifying maintenance and complex settings.

INNOVATION:

Axxess ID is known for its innovative approach, providing reliable and cutting-edge solutions to a wide range of markets and industries. From single door facilities to multiple sites with thousands of users, Axxess ID has the solution. Our security and monitoring solutions are constantly being developed and enhanced to provide the security needed to protect your organisation.

UTILISING EXISTING INVESTMENTS:

Axxess ID are highly skilled security specialists, with experience in large, complex systems and roll-outs. We can assist in long-term security optimisation and planning, including the use of existing equipment, together with integration solutions and card management.

Many integrated solutions require a clean-slate, abandoning existing equipment and investments. Axxess support over 186 card technologies, we can utilise existing investments and provide a seamless changeover to the latest secure technologies complying with the latest BS EN standards.

Security technology and standards are constantly evolving, increased security risks are posed due to card-cloning and failing card management procedures which are often under-estimated.

TECHNICAL EXPERTISE:

With an ever-increasing support network and distribution channels all around the world, we are able to successfully support our customers across multiple markets and industries.

We take pride in our technical expertise specifically within the security industry sector and the ability to offer a comprehensive, well-thought-out range of products.

Besides complete access control and environmental monitoring systems, Axxess Identification also offers a full range of OEM private label products for example appropriate readers and card technologies, along with data converters for system integrators and other security manufacturers worldwide.

PARTNERING COMMENTS:

"We have clients who require security. You are welcome to send a Proposal with a Product Video to us."
Fred @AxxessID.co.uk in relation to USB ZAP CASE

DEAL RATING

Strong with Units Manufactured and Packaged

SOLUTIONS INTERESTED IN

USB ZAP CASE

COMPANY #2: TECH AIR

This feature is seldom found in our competing USB flash drive cases – it is present in the USB Zap Case!

The Penetration Sensing Technology on the USB Zap Case allows your device to detect physical attacks in real time, thereby adding to the protection of your USB as well as the information stored within.

techair
function with emotion

COMPANY PROFILE:

It all began in 1998 when, tired of laptop bags that just weren't cutting the mustard, we invented a revolutionary bag with an innovative protection system that featured interlocking air pockets made from the same material as Nike Air trainers.

Well, if it's good enough for Nike...

This piece of kit really was the first of its kind and set us apart from other bags on the market which used conventional foam protection.

A bit special? We thought so. So we patented it techair and the rest, as they say, is history.

PARTNERING COMMENTS:

"I've had a read through your patent application and it's an interesting idea.

I'm sure there would be some interest is such an item, though I'm unsure to what degree to make it commercially viable."

DEAL RATING:

Possible with Units Manufactured and Packaged

SOLUTIONS INTERESTED IN:

USB ZAP CASE

SWOT ANALYSIS

USB Zap Case will be a revolutionary product for the market, especially for entities that deal with critical public and private information like healthcare services.
Although the product brings great potential to the table, there are a few minute risks attached with its post-launch phase. In the following section, we will conduct a full-fledged SWOT analysis for the USB Zap Case to full understand the risks and potential associated with this product.

THE STRENGTH

Modern USBs are being sold across the UK and around the world with standard AES encryption – often claimed to offer the sturdiest data protection on the market.
However, the truth is that AES encryption can be broken, and several tech geniuses have already proven that on camera.
See Section: Standard Encryption Methods (Like AES) Are No Longer Safe)
The USB Zap Case goes beyond the "unbreakable AES" and provides users with a sturdy case that shields the USB and its contents. Our product comes with a penetration casing sensor on all six sides, which ensures that there is no tampering of any sort on the box.
If there are constant unsuccessful attempts of opening the USB Zap Case, its self-destruct feature activates ensuring that all your data on the flash drive is kept safe from falling into the wrong hands.
To further amplify the security of the data on your flash drive, the USB Zap Case comes with features like an impermeable locking system, geofencing, impact resistance, and a lot more.
To read about the strengths (its core features) of the USB Zap Case, visit section: USB Zap Case Feature.

THE WEAKNESS

The only weakness of the USB Zap Case as of now is its delay in production. The product itself has been made as robust as possible in theory. Once the prototype is ready, we will be able to gauge and identify a potential weakness (if any).

THE OPPORTUNITY

The issue of weak links in flash drives have already been highlighted in the past, with some products being launched as well in order to protect the information on these drives. However, the problem remained.
In this plan, we have already discussed numerous case studies, a few of which are very recent accounts of at-risk data. This goes to show that despite some competitors already exist in the market, there is a great opportunity of doing it right – to launch a product that goes all the way to keep data safe.
This is where the USB Zap Case comes into play. We will capitalize on our product by bridging the security and safety gap for large entities that deal with critical information.
This opens a door of opportunity for the USB Zap Case. If the actual product meets the theorized concepts behind this product, then there is no doubt that its sales will hype the moment it penetrates the market.
According to research, there are around 215549 healthcare entities currently operating with data of millions of patients across the UK.
This means that the USB Zap Case has the opportunity to target those over-200,000 entities, and offer them something that relieves them of one of their biggest worries – protecting the integrity of data at hand.

THE THREAT

One of the biggest threats that the USB Zap Case faces right now is that it is going to be a new entrant on the market.

It means that there are several other entities already working their way towards similar products and offerings.

While the USB Zap Case and its features hold a lot of potential, it is still a product that needs to undergo multiple tiers before it hits the market. On the other hand, its competitors are already present on the market.

The threat here is that other entities are well-established in the market and may replicate our product's features to launch a similar product.

Some of the current potential competitors of the USB Zap Case in the market are:

BusKill: It currently offers a USB, which enables users to lock, shut down, or self-destruct their laptops as soon as the USB chord disengages from the laptop.

BusKill is offering this kit for $99.00 (£78.29) on their website.

SecuriRAM: This business is offering a self-erasing USB drive to users, which is mainly used for transporting a limited amount of information.

This device by SecuriRam is available online for a hefty price of 35900 Euros (£30575). Users can either manually erase all the contents of the USB or set a 24-hour time to an automatic erase.

IronKey: This business provides encrypted storage drive to users so they can easily access and work with critical data while keeping it safe.

The USP of their USBs is their military grade protection standards. Kingston – world's largest manufacturer of USB flash drives has recently acquired IronKey. IronKey USBs are available online for $197 (£156).

MARKETING PLAN

USB Zap Case will be a product that small businesses, large enterprises, and government entities, everyone will be interested in.

All of these companies and organizations are spread across different mediums – while some are more active on the digital, others prefer magazines and conventional newspapers for information.

In order to cater to a larger group of potential audiences for the USB Zap Case, we will be creating a hybrid marketing plan – BTL activities (Social Media Marketing) as well as ATL activities (flyers, physical newspapers, magazines etc.)

SOCIAL MEDIA MARKETING (SMM)

This feature is seldom found in our competing USB flash drive cases – it is present in the USB Zap Case!

The Penetration Sensing Technology on the USB Zap Case allows your device to detect physical attacks in real time, thereby adding to the protection of your USB as well as the information stored within.

The modern world revolves around the digital. It is where we can find a majority of our audiences at significantly lower costs per lead as opposed to several other means of marketing.

Furthermore, it is a lot easier to track results against set KPIs in order to determine how your marketing efforts are performing.

This is one of the reasons why marketers in the UK are increasing their digital marketing budgets by approximately 10% with each passing year.

We will use a simple strategy to reach out to customers and make sales – use the AIDA model – Attention, Interest, Desire, and Action.

We will use dedicated search tools to gather analytics and data about our potential audiences online.

Once we know which areas and audiences to target on the digital, we will begin with a social media marketing campaign across three major platforms, Facebook, Instagram, and YouTube.

This campaign will be divided into three phases – each phase will consist of educational material to educate the consumers about the value our product will offer.

When audiences know what the products is capable off, it will automatically justify the price for them.

Furthermore, we also need to educate customers in several other areas like:

•As the USB ZAP CASE is a new product and a new entrant in the market, we need to educate customers in a range of areas like Rule of Law (Data Protection Act 2018)

•Consequences of Data Breach like Fines, Prison Sentences etc.

•Further consequences like bad publicity, loss of customers, loss of sales and ultimately loss of profits.

•Media case studies, vulnerabilities in existing products

•Improvements and benefits of our new entrant and the justification for our features and price.

The content produced for the first phase will be strictly informational and used to introduce the USB Zap Case to our potential audiences.

This phase of the SMM campaign will run for about 20 days before we move on to the second stage.

We will also roll out two press releases during the initial phase of our SMM campaign to introduce the USB Zap Case and its features.

The second phase of the campaign will run for another 20 days.

ts main objective will be to create interest and ignite a desire in the minds of our potential customers to place an order to learn more about our product.

The third phase of the campaign will be the one where we go all out with call-to-actions. The content and communication for this phase will be kept in a way that triggers the urge to take action.

We will outsource the digital marketing for the USB Zap Case to an expert team. It will be responsible for creating the marketing collateral, executing, monitoring, analysing, and reporting to me.

We will also create robust search engine optimization campaigns for leading platforms like Google, BING, and Yahoo where several comprehensive conversion strategies, marketing automation and lead intelligence software will be used.

In addition to the digital, we will also conduct several ATL activities, including sharing flyers at different locations across the UK, introducing the USB Zap Case in the newspaper, writing content pieces in different magazines, and more.

FINANCIAL PLAN

USB Zap Case will be a revolutionary product for the market, especially for entities that deal with critical public and private information like healthcare services.
Although the product brings great potential to the table, there are a few minute risks attached with its post-launch phase. In the following section, we will conduct a full-fledged SWOT analysis for the USB Zap Case to full understand the risks and potential associated with this product.

REVENUE

Revenue	2023	2024	2025	2026
Units Sold	£1.8M	£6.6M	£11.4M	£16.2M
Unit Sales	1,800	6,600	11,400	16,200
Unit Prices	£1,000	£1,000	£1,000	£1,000
Totals	**£1.8M**	**£6.6M**	**£11.4M**	**£16.2M**

DIRECT COSTS

Direct Costs	2023	2024	2025	2026
Manufacturing Cost (Manufacturing, Packaging, Delivery)	£450,000	£1.8M	£2.9M	£3M
Totals	**£450,000**	**£1.8M**	**£2.9M**	**£3M**

EXPENSES

Expenses	2023	2024	2025	2026
Marketing	£250,000	£660,000	£1.1M	£1.2M
Utilities	£400	£450	£450	£500
Totals	**£250,400**	**£660,450**	**£1.1M**	**£1.2M**

FINANCING ACQUIRED

Financing	2023	2024	2025	2026
Amount received	**£1M**			
Pre seed Investment	£1M			

PROJECTED PROFIT & LOSS STATEMENT

Projected Profit & Loss	2023	2024	2025	2026
Revenue	**£1.8M**	**£6.6M**	**£11.4M**	**£16.2M**
Units Sold	£1.8M	£6.6M	£11.4M	£16.2M
Unit Sales	1,800	6,600	11,400	16,200
Unit Prices	£1,000	£1,000	£1,000	£1,000
Direct Costs	**£450,000**	**£1.8M**	**£2.9M**	**£3M**
Manufacturing Cost (Manufacturing, Packaging, Delivery)	£450,000	£1.8M	£2.9M	£3M
Gross Margin	£1.4M	£4.8M	£8.5M	£13.2M
Gross Margin	75%	73%	75%	81%
Operating Expenses	**£250,400**	**£660,450**	**£1.1M**	**£1.2M**
Marketing	£250,000	£660,000	£1.1M	£1.2M
Utilities	£400	£450	£450	£500
Operating	**£1.1M**	**£4.2M**	**£7.4M**	**£12M**
Taxes	£0	£0	£0	£0
Expenses	£700,400	£2.4M	£4M	£4.2M
Profit	£1.1M	£4.2M	£7.4M	£12M
Net Profit %	**61%**	**63%**	**65%**	**74%**

PROJECTED BALANCE SHEET

Projected Balance Sheet	2023	2024	2025	2026
Assets	**£2.1M**	**£6.3M**	**£13.7M**	**£25.7M**
Current Assets	**£2.1M**	**£6.3M**	**£13.7M**	**£25.7M**
Cash	£2.1M	£6.3M	£13.7M	£25.7M
Accounts Receivable	£0	£0	£0	£0
Liabilities & Equity	**£2.1M**	**£6.3M**	**£13.7M**	**£25.7M**
Liabilities	**£0**	**£0**	**£0**	**£0**
Current Liabilities	**£0**	**£0**	**£0**	**£0**
Accounts Payable	£0	£0	£0	£0
Income Taxes Payable	£0	£0	£0	£0
Sales Taxes Payable	£0	£0	£0	£0
Equity	**£2.1M**	**£6.3M**	**£13.7M**	**£25.7M**
Paid In Capital	£1M	£1M	£1M	£1M
Retained Earnings		£1.1M	£5.3M	£12.7M
Earnings	£1.1M	£4.2M	£7.4M	£12M

PROJECTED CASH FLOW

Projected Cash Flow	2023	2024	2025	2026
Net Cash from Operations	**£1.1M**	**£4.2M**	**£7.4M**	**£12M**
Net Profit	£1.1M	£4.2M	£7.4M	£12M
Change in Accounts Receivable	£0	£0	£0	£0
Change in Accounts Payable	£0	£0	£0	£0
Change in Income Tax Payable	£0	£0	£0	£0
Change in Sales Tax Payable	£0	£0	£0	£0
Net Cash from Financing	**£1M**			
Investments Received	£1M			
Cash at Beginning of Period	£0	£2.1M	£6.3M	£13.7M
Net Change in Cash	£2.1M	£4.2M	£7.4M	£12M
Cash at End of Period	**£2.1M**	**£6.3M**	**£13.7M**	**£25.7M**

COVID-19 RESPONSE

The novel coronavirus has changed our lives and the way we conduct business. I have always been extremely careful of the safety measures, and I'll maintain that practice for the USB Zap Case workforce.

My production facility and the people working there will have to wear all PPE equipment, despite the ease in regulations by the government itself.

I have and will always put the safety of people working with me as primary.

I intend to make the USB Zap Case a top-tier product on the market that entities may use to keep their data safe within the flash drives. As my business scales and my product grows,

I will move towards a full-fledged set up with a dedicated production facility.

I will also expand the workforce and ensure that my office and production facilities remain COVID-free zones. All staff will have to wear company-provided PPE equipment, particularly during their work shifts.