



Business Plan

Business Name: CyberPharma

Business Idea: PharmaSafe, a medication management system and dispenser integrated with biometrics.

Team Members:

Email Addresses

Brendon Elmore	<i>Brendon Elmore</i>	Elmorebp@dukes.jmu.edu
Azariah Jackson	<i>Azariah Jackson</i>	jacks3af@dukes.jmu.edu
Bryce Kelso	<i>Bryce Kelso</i>	kelsoba@dukes.jmu.edu
Declan Leavy	<i>Declan Leavy</i>	leavyrd@dukes.jmu.edu
Nick Lynch	<i>Nick Lynch</i>	lynchna@dukes.jmu.edu
Sanskriti Naithani	<i>Sanskriti Naithani</i>	naithasx@dukes.jmu.edu
Ashlyn Rogowski	<i>Ashlyn Rogowski</i>	rogowsae@dukes.jmu.edu

Executive Summary

CyberPharma

Azariah Jackson

Address: 905 Holstead Blvd, Elizabeth City, 27909 Suite 5

Phone: (252) 539-2353

E-mail: cyberpharmainc@gmail.com

<p>Management: CEO, Marvelous Medication Marketer, Software Engineer, & Plant Manager are department heads.</p> <p>Industry: Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers</p> <p>Number of Employees: 23 (Year 2)</p> <p>Amount of Financing Sought: \$550,000 secure bank loan at 7%. \$200,000 in convertible notes at 5.5% and \$200,000 of equity from angel investors. \$400,000 from owners' personal funds. \$875,000 mortgage with a 20% downpayment at 6%</p> <p>Investment Sources: TowneBank, angel investors, owners' personal funding.</p> <p>Use of Funds: \$380,000 allocated to R&D, \$936,300 allocated to investing in capital, \$20,000 allocated into acquiring a patent, the rest of the cash is allocated for the safety of expected negative cash flows for the fiscal year 2025.</p> <p>Product/service selling price: \$1,800</p> <p>Legal Form of Business: C-Corporation</p>	<p>Business Description: CyberPharma is a medical equipment wholesaler that builds, develops software for, and sells the PharmaSafe to businesses like retirement communities and to older American consumers.</p> <p>Products/Services: The selling price of the PharmaSafe is \$1,800 and the cost per unit is 536.27, this gives a gross margin of 70.2%.</p> <p>Competitive Advantage: The PharmaSafe, an automated pill dispenser, revolutionizes medication management by combining facial recognition, connectivity, and precision dosage to optimize and improve health outcomes. The PharmaSafe enables individuals to stay on top of their medication regimen with ease and confidence, while enabling real-time monitoring and support through the PharmaSafe app.</p> <p>Markets: The target market for PharmaSafe is suburban neighborhoods and communities in the South and Midwest of the United States. They are typically older individuals who take multiple medications, are established homeowners with discretionary income, and prioritize ease of use. They may be apprehensive towards technology but have a desire for independence post-Covid-19. The target market is generally sedentary and places an emphasis on convenience and luxury products, making the baby boomer generation a key demographic.</p>
--	--

<p>Distribution Channels: To sell the PharmaSafe, CyberPharma will use its Mass Medication Messengers/direct sales force to connect with businesses like retirement homes. To sell to consumers, the CyberPharma website will be utilized.</p>																		
<p>Competition: Direct competitors include established companies such as Black+Decker and Lifeline Systems Company, as well as startups such as Hero Health Inc. and PharmaAdva, LLC. These companies offer similar solutions that incorporate technology to improve medication adherence and track patient data. Indirect competitors include traditional pharmacies, which offer manual pill dispensers and medication management services, as well as telemedicine companies that offer remote medication management services. The automated pill dispenser market is growing rapidly due to the aging population and rising rates of chronic diseases. The market is highly innovative, with companies continuously introducing new features to differentiate their products and gain market share. The competitive dynamics of the market are driven by factors such as product features, pricing, customer support, and marketing strategies. Companies that are able to offer unique and innovative solutions, while also providing high-quality customer service and competitive pricing, are well positioned to succeed in this market. Additionally, companies that are able to establish strong relationships with healthcare providers and insurers may have a significant advantage in terms of customer acquisition and retention. Overall, the automated pill dispenser market is highly competitive and dynamic, with numerous players vying for market share and seeking to differentiate their offerings through technological innovation and superior customer service.</p>																		
<p>Financial Projections (Unaudited):</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;"></th> <th style="width: 15%;">2024</th> <th style="width: 15%;">2025</th> <th style="width: 15%;">2026</th> <th style="width: 15%;">2027</th> <th style="width: 15%;">2028</th> </tr> </thead> <tbody> <tr> <td>Revenue:</td> <td>\$4,160,100</td> <td>\$4,576,110</td> <td>\$5,491,332</td> <td>\$6,589,598</td> <td>\$7,907,518</td> </tr> <tr> <td>EBIT</td> <td>(\$201,390)</td> <td>\$420,637</td> <td>\$707,490</td> <td>\$1,115,321</td> <td>\$1,340,924</td> </tr> </tbody> </table>		2024	2025	2026	2027	2028	Revenue:	\$4,160,100	\$4,576,110	\$5,491,332	\$6,589,598	\$7,907,518	EBIT	(\$201,390)	\$420,637	\$707,490	\$1,115,321	\$1,340,924
	2024	2025	2026	2027	2028													
Revenue:	\$4,160,100	\$4,576,110	\$5,491,332	\$6,589,598	\$7,907,518													
EBIT	(\$201,390)	\$420,637	\$707,490	\$1,115,321	\$1,340,924													

Narrative

1. Elevator Pitch: We at CyberPharma are here to introduce PharmaSafe, the 21st-century solution to the once mundane and meticulous matter of medication management.

PharmaSafe is the modern solution to the timeless problem of medication non-adherence, which kills as many as 125,000 people per year according to NCBI (Chisholm-Burns et al., 2012). Through the integration of facial recognition, PharmaSafe can dispense user's the medications they need, when they need them, and remind them when they forget. Even better, the PharmaSafe offers possible investment returns of up to 204%.

2. Product/Service Description: The PharmaSafe dispenses the medications consumers need, at the right time. This smart pill dispenser integrates facial recognition and connections to healthcare professionals to maintain proper medication intake regimes and send reminders when they slip up. Its internal components allow for up to twelve unique medications to be dispensed and are externally readily located within the home due to its 12 chamber design.

3. Competitive Advantage: Our camera, rather than sensor, based biometrics in PharmaSafe capture live footage to make sure the sole individual takes their medication, relieving the stress of medication theft or everyday accidents. In addition, our app allows patients to keep track of their medication schedule and sends alerts to them or their suggested caregiver(s). Next, our product's ability to measure consumers' medications would assist those of advanced age who may otherwise be especially prone to medication mismanagement. Finally, by maintaining a log of their medication habits, PharmaSafe provides doctors with a more accurate idea of the medications' effectiveness.

4. Value Proposition: We provide the opportunity to be at the forefront of an emerging industry with limited market competition combined with our added features. Due to this, there's potential for near-unlimited product and personal brand growth, as profit margins of similar products are currently as high as 20-30%, according to the Medicare Payment Advisory Committee. With the assisted living facilities market growing even larger due to

the aging population, our market potential is expected to steadily increase, projecting around 95 million by the year 2060 as well as an overall increased life expectancy to 79 years of age (Mather et al., 2019). So how do we plan on tapping into that market potential? Our expected sources of income include business to business retail sales and internet sales.

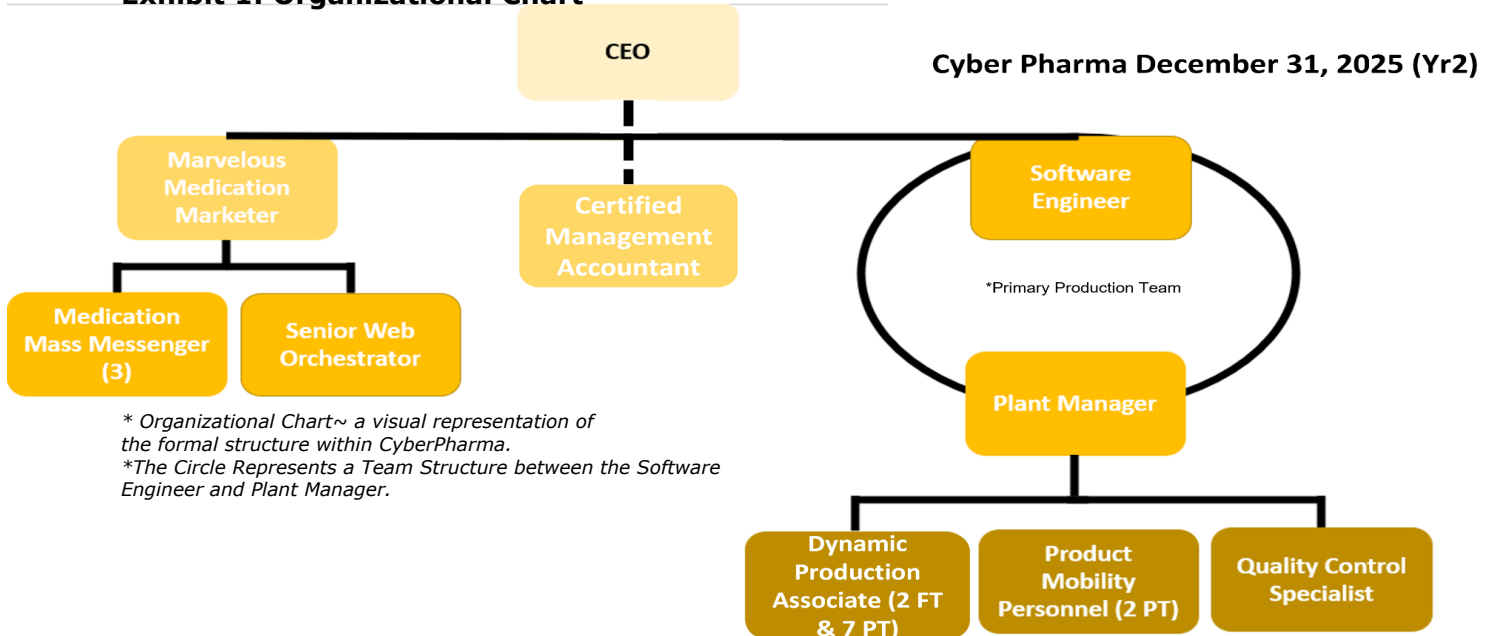
5. Business Strategy: As a medical equipment wholesaler that builds, develops software for, and sells the PharmaSafe, CyberPharma will utilize a differentiation approach. Therefore we'll strive to live at the frontier of technology. Through updates and improved attributes it will be clear to the consumers that we are the best product available. With an emphasis on product quality and technological features we aim to provide ever-improving patient outcomes and build lasting customer relationships. Being customer-focused will help us build a loyal customer base, and drive long-term growth for us and our investors.

6. Business Location: Our business headquarters reside in Elizabeth City, North Carolina has been carefully selected for the distribution of PharmaSafe to retirement homes and healthcare facilities along the east coast. This location provides us with access to major transportation routes, such as I-95. This enables us to efficiently and cost-effectively distribute our product to our target market and access talent in surrounding areas.

7. Outsourcing: We outsourced the fabrication of the chassis and, due to our proximity, we are eligible for FOB Destination. Additionally, we've outsourced our digital marketing to an agency. Lastly, we've outsourced a CMA for our accounting needs.

8. Financial Performance: The business has performed extraordinarily well financially over the first 5 years. In the fiscal year 2024, the net loss was (\$284,840), but net income was \$986,600 in the fiscal year 2028. We have a gross margin percentage ~10% above the industry average and our return on assets is substantially higher than the industry average in the fiscal year 2028, being 37.37%. We are also highly liquid with a current ratio above the industry average for every projected year, meaning we will have minimal issues fulfilling debt obligations.

Exhibit 1: Organizational Chart



Position Descriptions:

- **CEO**~ Responsible for managing a company's overall operations. Tasks include delegating and directing agendas, driving profitability, managing company organizational structure, strategy, and communication throughout the organization, ensuring the quality of organizational processes, and ensuring the quality of service provided.
- **Marvelous Medication Marketer**~ Responsible for marketing for the entire organization. Tasks include undertaking market research, understanding trends and customer preferences, creating marketing strategies and budgets, and overseeing the creation of marketing materials and content.
- **Medication Mass Messenger**~ Responsible for stimulating and growing sales with potential business partners. Tasks include traveling to businesses, establishing contact, and developing relationships with prospects. It is required that they maintain relationships with clients by providing support, information, and guidance to prospects.
- **Senior Web Orchestrator**~ Responsible for creating and maintaining a website. Tasks include ensuring the website looks good and functions properly, monitoring website traffic, analyzing website analytics, troubleshooting website problems, and updating the website.
- **Outsourced Certified Management Accountant**~ Responsible for ensuring financial records comply with federal, state, and local laws and regulations. Tasks include but are not limited to, analyzing financial records to prepare tax returns, creating budget reports, and conducting audits.
- **Software Engineer**~ Responsible for designing, creating and maintaining software that is app compatible and integrated into the PharmaSafe. Works in tandem with the Plant Manager. In command of Dynamic Production Associates, Product Mobility Personnel, and Quality Control Specialist.
- **Plant Manager**~ Responsible for overseeing all daily operations of the plant from production and manufacturing to ensuring policies and procedures are followed. Works in tandem with the Software Engineer. Is the *primary* command the Dynamic Production Associates, Product Mobility Personnel, and Quality Control Specialist report to.
- **Dynamic Production Associates**~ Responsible for assembling the PharmaSafe. Tasks include putting inputs together for production and ensuring products are well made. Until year five, one new part-time associate will be added each year. In year five, a full-time associate will be added.
- **Product Mobility Personnel**~ Responsible for shipping and inventory. Tasks include loading inventory and managing inventory.
- **Quality Control Specialist**~ Responsible for inspecting and/or testing products before, during, and after the manufacturing process to ensure that products align with company and legal standards. Tasks include identifying defects and making improvements.

Exhibit 2: Pay, Mandatory Deductions, Benefits, Knowledge, Skills, Abilities, & Motivation

Team Name: CyberPharma		Section		2 Team		11		Date: 12/31/2025										
Compensation				Mandatory Payroll Deductions				Benefits										
Position (Salary/Wage - W) (Full-time Assumed, Part-time - PT %)	Last Year's Salary or Wage (For position)	Pay Increase (5 % Bonus or Commission)	# For position	Projected End of Year 2 Salary or Wage including bonus/comm. Each	Projected End of Year 2 Salary or Wage including bonus/comm. all positions	FICA Per Worker	FUTA* Per Worker	SUTA Per Worker	WC Per Worker	Mandatory Deductions - Total	Benefits - Health Cost Per Worker	Benefits - Retirement Cost Per Worker	Time Off Per Worker (Annual Wage / 260 days a year) * Days Off	Plad Training Per Worker Added (Annual Wage / 260 Days of work) * \$	Other Benefits Per Worker	Benefits - Total	Total Cost Per Worker	Total Cost for All Employees
CEO	\$ 145,000.00	\$ 7,975	1	\$ 152,975.00	\$ 152,975.00	\$ 11,702.59	\$ 420.00	\$ 562.40	\$ 3,059.50	\$ 15,744.49	\$ 14,400.00	\$ 15,500.00	-	-	\$ 13,834.00	\$ 43,734.00	\$ 212,453.49	\$ 212,453.49
Software Engineer	\$ 117,000.00	\$ 6,435	1	\$ 123,435.00	\$ 123,435.00	\$ 9,442.78	\$ 420.00	\$ 562.40	\$ 2,468.70	\$ 12,893.88	\$ 14,400.00	\$ 10,000.00	-	-	\$ 13,834.00	\$ 38,234.00	\$ 174,562.88	\$ 174,562.88
Marvelous Medication Marketer (Marketing Manager)	\$ 110,000.00	\$ 6,050	1	\$ 116,050.00	\$ 116,050.00	\$ 8,877.83	\$ 420.00	\$ 562.40	\$ 2,321.00	\$ 12,181.23	\$ 14,400.00	\$ 10,000.00	-	-	\$ 13,834.00	\$ 38,234.00	\$ 166,465.23	\$ 166,465.23
Plant Manager	\$ 100,000.00	\$ 5,500	1	\$ 105,500.00	\$ 105,500.00	\$ 8,070.75	\$ 420.00	\$ 562.40	\$ 2,110.00	\$ 11,163.15	\$ 14,400.00	\$ 10,000.00	-	-	\$ 13,834.00	\$ 38,234.00	\$ 154,897.15	\$ 154,897.15
Quality Control Specialist	\$ 90,000.00	\$ 4,950	1	\$ 94,950.00	\$ 94,950.00	\$ 7,263.68	\$ 420.00	\$ 562.40	\$ 1,899.00	\$ 10,145.08	\$ 14,400.00	\$ 9,495.00	-	-	\$ 13,834.00	\$ 37,729.00	\$ 142,824.08	\$ 142,824.08
Senior Web Orchestrator	\$ 81,000.00	\$ 4,455	1	\$ 85,455.00	\$ 85,455.00	\$ 6,537.31	\$ 420.00	\$ 562.40	\$ 1,709.10	\$ 9,228.81	\$ 14,400.00	\$ 7,192.50	-	-	\$ 13,834.00	\$ 35,426.50	\$ 130,110.31	\$ 130,110.31
Medication Mass Messengers (Advertising Sales Agents)	\$ 50,000.00	\$ 52,750	3	\$ 102,750.00	\$ 308,250.00	\$ 7,860.38	\$ 420.00	\$ 562.40	\$ 2,055.00	\$ 32,693.33	\$ 14,400.00	\$ 5,275.00	-	-	\$ 13,834.00	\$ 100,527.00	\$ 147,156.78	\$ 441,470.33
Dynamic Production Associates (Electrical, electronic, and electromechanical Assemblers) (FT)	\$ 50,000.00	\$ 2,750	2	\$ 52,750.00	\$ 105,500.00	\$ 4,035.38	\$ 420.00	\$ 562.40	\$ 1,055.00	\$ 12,145.55	\$ 14,400.00	\$ 2,030.88	-	-	\$ 13,834.00	\$ 60,529.75	\$ 89,087.65	\$ 178,175.30
Dynamic Production Associates (Electrical, electronic, and electromechanical Assemblers) (PT)	\$ 38,500.00	\$ 2,118	7	\$ 40,617.50	\$ 284,322.50	\$ 3,107.24	\$ 420.00	\$ 562.40	\$ 812.35	\$ 34,313.92	-	\$ 2,030.88	5,034.62	-	\$ 4,834.00	\$ 83,296.43	\$ 57,418.98	\$ 401,932.85
Product Mobility Personnel (Shipping, Receiving, and Inventory Clerks) (PT)	\$ 37,500.00	\$ 2,063	2	\$ 39,562.50	\$ 79,125.00	\$ 3,026.53	\$ 420.00	\$ 562.40	\$ 791.25	\$ 9,600.36	-	\$ 1,978.13	4,903.85	-	\$ 4,834.00	\$ 23,431.94	\$ 56,078.65	\$ 112,157.30
Totals	\$ 819,000.00	\$ 95,045	20	\$ 914,045	\$ 1,455,563	\$ 69,924	\$ 4,200	\$ 5,624	\$ 18,281	\$ 160,110	\$ 115,200	\$ 73,502	\$ 9,938	\$ -	\$ 120,340	\$ 499,377	\$ 1,311,055	\$ 2,115,089

*Table 1: Payroll~ a visual representation of the pay for employees of CyberPharma.

For the year-end of 2025, CyberPharma will have 20 employees. The total cost of these employees is \$2,115,089 in annual pay with deductions and benefits included. Annual pay for all 20 individuals is \$1,455,563 and is 68.818% of the total cost of employment. Deductions including FICA, FUTA, SUTA in North Carolina, and Worker's Compensation make up 7.570% of the total cost of employment and equal \$160,110.

Benefits differ between employees. Salaried employees receive health care policies that cover dental, vision, prescriptions, standard checkups, and specialists. There is a \$1,500 deductible, a \$40 copay for primary care providers, and an \$80 copay for specialists. Salaried employees also receive retirement funding that is 7 to 12% of their pay, 15 paid vacation days, 10 paid sick days, 15 days of in-house paid training, and benefits package one. Benefits package one includes the bi-weekly cost of direct deposit, a monthly child care stipend or cash equivalent of \$1,000, a weekly catered meal at \$35 per person, and a birthday gift card valued at \$50. Part-time employees receive retirement funding that is 5% of their pay, 7 paid vacation days, 15 days of in-house paid training worth up to \$2,472.20, and benefits package two. Benefits package two includes the bi-weekly cost of direct deposit, an annual 529 deposit of \$3,000 or cash equivalent, a weekly catered meal at \$35 per person, and a birthday gift card valued at \$50. When all benefits are accounted for, they total \$499,377. Benefits make up 23.610% of the total cost of employment.

All salaried employees are knowledgeable and have obtained at least a bachelor's degree from an accredited college in their specified fields. These individuals will also have a minimum of 1 year of experience regarding how to best operate in their environments prior to filling their positions. All wage-earning employees will have at least a high school diploma or equivalent. Prior experience for wage-earning employees is preferred, but not mandatory. All salaried employees will have interpersonal skill abilities, basic computing/technological abilities, and a zest for learning the PharmaSafe inside and out. All wage-earning employees must have basic communication abilities, machine operating abilities, and the desire to make PharmaSafe the best product possible.

What Will Motivate CyberPharma Workers to Continue Working:

Salaried	<ul style="list-style-type: none"> - Benefits & salary increase of 5.5% to compete with prospective 2% inflation. - Recognition & achievement for all. - 17 Days off for Holidays
Wage Workers	<ul style="list-style-type: none"> - Benefits & salary increase of 5.5% to compete with prospective 2% inflation. - A yearly \$1,000 bonus - Semi-flexible scheduling - 17 Days off for Holidays

Exhibit 3: Market Segmentation Analysis/Target Market Selection

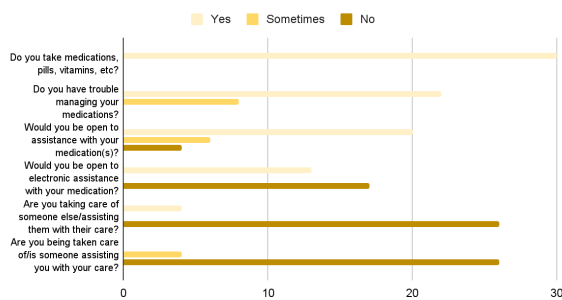
To find and analyze the target market of the PharmaSafe, a technologically integrated medication dispenser that uses biometric face identification implementation, several secondary sources were needed to analyze potential markets. According to *Statista*, the number of prescriptions dispensed to individuals is increasing steadily, with 6.4 billion prescriptions dispensed in 2021. *Statista* also states that 55% of older Americans use 4 or more prescription drugs. Additionally, as shown by O’Donnell in *Mintel’s Baby Boomers & Technology- US - 2022 : Consumer Market Research Report*, Baby Boomers have 53% of the share of wealth in the United States and 59% of baby boomers report having discretionary income/healthy financial situations.

From the secondary data reviewed, it can be surmised that Baby Boomers make up a large share of the individuals that take medications in the United States. Furthermore, the secondary data also establishes that the Baby Boomer generation is financially fit and able to spend their money on more expensive purchases.

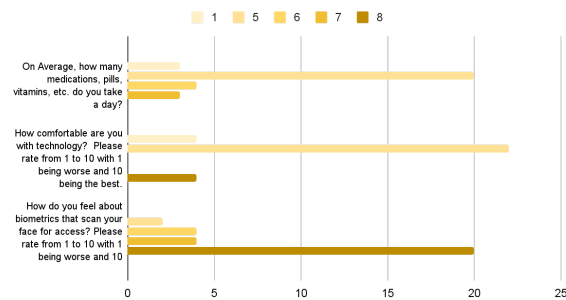
To better understand the target market’s needs, a survey titled *Defining our Target Market* was conducted. Available in the appendix, the full survey was designed to address the needs and medication-taking practices of elderly individuals. To conduct the survey, 30 American participants over the age of 65 were contacted. The answers to the questions are in the graphs below. The survey shall be referenced in the text as “(Defining our Target Market 2023)” henceforth.

Question Results:

Results of Our Surveys With Simple Answers



Results of Our Surveys with Numeric Answers



With the secondary data and the primary data collected, geographic, behavioral, and psychographic information was found. Geographically, there is a trend in our target market, medication using American consumers that are 65 and older, retiring closer south to warmer states and living in suburban communities. Behaviourally, the target market is somewhat apprehensive towards technology, dependent on routine, and has a desire for independence post-Covid-19. Psychographically, the target market is generally sedentary, potentially less physically capable, and places an emphasis on ease of use for a product like the PharmaSafe.

To summarize, with this information, it was concluded that the appropriate target market consists of medication using baby boomers that can afford to prioritize luxury shopper products and take more than 4 types of medication. To address our target market, our company will sell to retirement communities, expand towards consumers interested in a leveraged sense of independence, and build credibility to increase trust in older consumers.

Exhibit 4: Market Quantification

The market we are tapping into has grown increasingly in the past decade. Our unit price of \$1800 is higher than most of our competition, however we stand out on the basis of value and long-term cost effectiveness. With PharmaSafe, we provide more innovative features like biometric face scanning and app-pairing capabilities that helps reflect the price we have determined. Additionally, other companies charge subscription fees that surpass the initial purchase, whereas we just charge a flat price which makes our product more affordable in the long term. With these initiatives, our pricing strategy undertakes a hybrid approach that accounts for our higher costs while also staying competitive in the market. Our pricing objective is set to build our ROI over the next 5 years in response to our high upfront payments to secure quality equipment and facilities in North Carolina. After we have paid off most of our initial investments, we will shift our pricing objective to help compete against similar companies who will eventually try to start adopting some of our technology into their units.

Year	Total Market Potential	Market Share	Purchase Amount	Annual Unit Sales	Unit Price	Annual Revenue
2024						
B2B	\$ 1,300,000,000	0.32%	60	1,618	\$1,800	\$2,912,000
B2C	\$ 1,300,000,000	0.32%	1	694	\$1,800	\$1,248,000
Total	\$ 1,300,000,000	0.32%		2,312	\$1,800	\$4,160,000
2025						
B2B	\$ 1,361,100,000	0.35%	70	1,780	\$1,800	\$3,408,000
B2C	\$ 1,361,100,000	0.35%	1	763	\$1,800	\$1,330,000
Total	\$ 1,361,100,000	0.35%		2,543	\$1,800	\$4,576,000
2026						
B2B	\$ 1,425,071,700	0.38%	85	2,136	\$1,800	\$3,930,000
B2C	\$ 1,425,071,700	0.38%	1	915	\$1,800	\$1,467,000
Total	\$ 1,425,071,700	0.38%		3,051	\$1,800	\$5,491,000
2027						
B2B	\$ 1,492,050,070	0.41%	100	2,563	\$1,800	\$4,582,000
B2C	\$ 1,492,050,070	0.41%	1	1,098	\$1,800	\$1,566,000
Total	\$ 1,492,050,070	0.41%		3,661	\$1,800	\$6,589,000
2028						
B2B	\$ 1,562,176,423	0.45%	100	3,075	\$1,800	\$5,248,000
B2C	\$ 1,562,176,423	0.45%	1	1,318	\$1,800	\$1,754,000
Total	\$ 1,562,176,423	0.45%		4,393	\$1,800	\$7,907,000

The Market Potential was estimated at roughly \$1.3 billion by 2024 (Market Research Future, 2021). Internationally, the market potential was estimated at 3 billion, however we are only targeting North America for now due to lack of resources and lack of market research of foreign countries. For the projected market share, startups in our industry are projected to occupy around 1.46%. We decided to shrink this down based on our target market of people aged 65+ in the US who make up about 16.9% of the population. After adjusting based on the target market we will approximately attain a .32% market share year 1 with a growth rate of around 8.79% annually based on the growth rate of the market share for startups in our industry of the last 3 years (Bizminer), this number has also been amplified for expected inflation over the next 5 years. Purchase amounts fluctuate between our two sales initiatives, B2B and B2C. We expect more companies (specifically targeting assisted living homes) to buy in bulk compared to single usage by consumers. Based on purchasing power and long term utility, we plan on over 70% of our revenues to come through B2C sales and the remaining 30% through B2B.

Exhibit 5: Positioning/Competitive Analysis

Competitive Analysis:

Competitor Overview	Pharma Safe	Pria	Hero	Philips Lifeline	MedaCube
Company	CyberPharma	Black+Decker	Hero Health, Inc	Lifeline Systems Company	PhamAdva,LLC
Product Offering	Our product is a smart pill dispenser that integrates biometric sensors and connections to healthcare professionals to maintain proper medication intake regimes	provides a voice-activated pill dispenser with voice assist, a built-in camera for video calls, and a microphone.	provides a automated pill dispenser with artificial intelligence features, programmable scheduling, and remote control via a smartphone app.	offers capacity-varying pill dispensers; at one end of the range, clients can purchase a basic dispenser, while at the other end, they can choose an advanced dispenser with automated dose dispensing features and daily reminders.	provides a variety of medication dispensers with different capacities and capabilities, like voice reminders and Wi-Fi connectivity.
Pricing	The automated pill dispenser is competitively priced at \$1800, with no additional fees to avail its features	The dispenser is priced at about \$700, plus there is a monthly fee for the voice assistant and customer service	The dispenser is priced at about \$1,000, plus there is a monthly fee for the smartphone app and customer service.	The dispenser and medication monitoring service are priced at \$60-\$80 per month, with additional one-time installation and setup costs.	The base model is priced at roughly \$1,000; Wi-Fi connectivity and customer assistance require separate monthly membership fees.
Features	Biometric sensors to protect and secure prescriptions, mobile app for remote management of medication schedules with an alerting system for the patient or suggested caregiver. Sub-milligram precision in dispensing of medication, log system for capturing prescription history to assist doctors with future prescription	Voice-activated dispenser, a built-in camera for video calls, voice assistance capabilities, and medication reminders through voice or text.	Artificial intelligence capabilities, customizable medication schedules, lockable compartments, tamper-proof sensors, and remote management through the mobile app.	Medication reminders, flashing light and audible alerts, automatic dose dispensing medication monitoring service.	Customizable medication schedule, voice reminders, Wi-Fi connectivity, touchscreen interface.
Customer Support	Provides customer assistance via phone and email, offers financing over 12-24 month periods to relieve some of the high-cost burdens.	Provides thorough user guides, video lessons, and customer assistance via phone and email.	Provides comprehensive user guides, how-to videos, and round-the-clock phone and email customer service.	Provides comprehensive user guides, how-to videos, and round-the-clock telephone and email customer service.	Provides a customer service hotline, email assistance, a thorough user manual, and instructional videos.
Strengths	<ul style="list-style-type: none"> PharmaSafe provides a higher selling price to its customers unlike its competitors who have lower base prices but subscription costs. The one-time transaction helps customers get a return on their investment and not worry about unnecessary costs. The Biometric sensors installed is a niche technology introduced to the pill dispenser industry ensuring double layer security and patient protection. Provides excellent customer support to assist with the higher pricing by offering payment plans of 12-24-month periods to its customers. 	<ul style="list-style-type: none"> Pria benefits from Black+Decker's established brand, which has a loyal customer base and reputation for quality products, potentially helping it gain traction in the market. Pria is user-friendly and easy to set up, making it an attractive option for individuals who struggle with medication management. The product has robust security features that protect sensitive patient data and medication information, giving users peace of mind. 	<ul style="list-style-type: none"> Hero employs artificial intelligence to generate personalized medication schedules, which is an innovative approach. A user-friendly mobile app enables remote medication management. The products are made of high-quality materials and have a well-designed appearance. 	<ul style="list-style-type: none"> Philips Health offers an affordable automated pill dispenser, making it accessible to a wider customer base. The company has an established brand recognition and reputation in the healthcare industry, which can help increase customer loyalty. Philips Health's pill dispenser has a simple and easy-to-use design, making it an attractive option for individuals who struggle with medication management. 	<ul style="list-style-type: none"> Medacube offers a diverse selection of medication dispensers that can be tailored to suit various needs. The medication dispensers have advanced capabilities such as customizable alerts and multi-language support. The company provides reliable customer service and support.
Weaknesses	<ul style="list-style-type: none"> As a premium product, PharmaSafe's high cost may not be affordable for everyone, potentially limiting its customer base. The company has a limited range of product offerings in the medication management space, which could impact its ability to compete with other players in the market. As a relatively new product, PharmaSafe may experience technical issues that could impact its reliability and user satisfaction. 	<ul style="list-style-type: none"> Pria's market is limited to individuals who require regular medication, which may restrict the product's reach. As a premium product, Pria's high cost may not be affordable for everyone, potentially limiting its customer base. As a relatively new product, Pria may experience technical issues that could impact its reliability and user satisfaction. 	<ul style="list-style-type: none"> Both the dispenser and subscription fees have a high price point, which could deter potential customers. Compared to some competitors, Hero has limited customization options. 	<ul style="list-style-type: none"> Philips Health's pill dispenser has fewer customization options compared to some competitors, which may limit its appeal to some customers. The company has a limited range of product offerings in the medication management space, which could impact its ability to compete with other players in the market. 	<ul style="list-style-type: none"> Some of Medacube's products have a steep price point. The brand has less recognition compared to certain competitors.
Threats	PharmaSafe faces competition from established companies in the healthcare and technology industries.	Data Privacy concerns and any security breaches could significantly damage Pria's reputation and sales	The Hero conducts all its operations through a screen, there is an imperfect separation between the Dispense interface and the filler interface. This may cause navigation issues for users with cognitive impairments. Therefore, making the product scope narrower for its customers if not taken care of	In terms of technology with newer automated pill dispensers taking advantage of the technological advancements Philips Health model may become obsolete. The lack of ease of use technology may cause loss of sales and market share in the industry.	The healthcare industry is subject to increasing regulatory oversight, which could pose challenges for Medacube's operations.

Positioning Statement:

For our end consumers who are less physically abled and rely on a minimum of four medications per day, PharmaSafe is an automated pill dispenser that along with advanced technological features like biometrics offers one of the highest pill capacities unlike some of its competitors, although bulkier than few. The essential use of a pill management system is to efficiently dispense maximum pills for those who may have trouble with the same and our product offers just that with an added bonus of cutting edge technological features to ease this process.

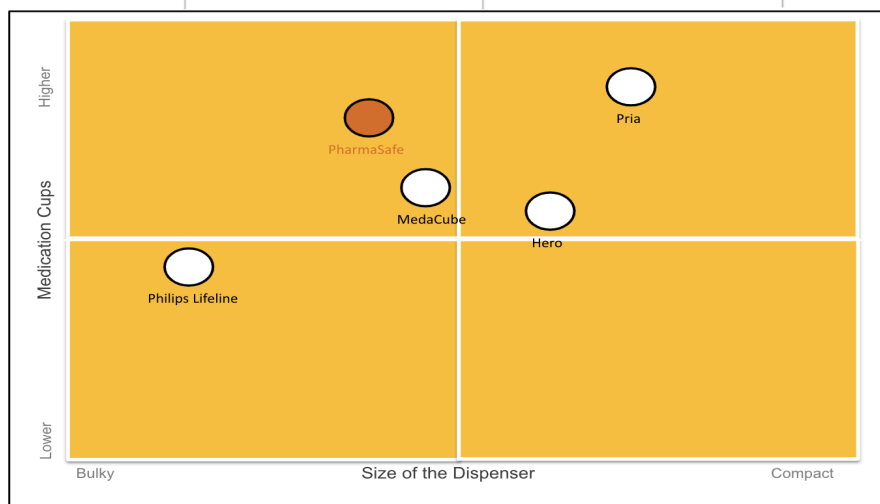


Exhibit 6: Marketing Mix

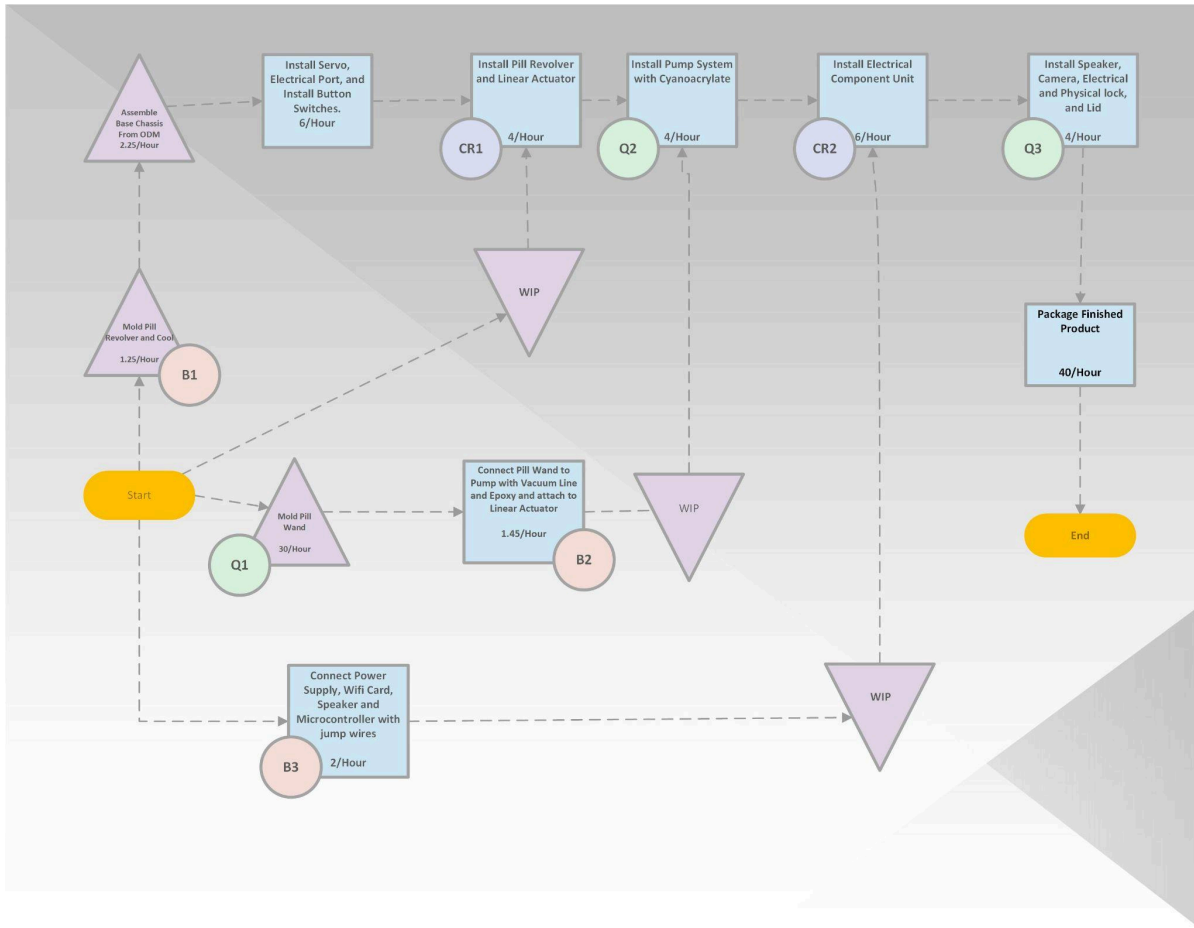
Product: PharmaSafe prides itself on providing precise accountability to individuals who regularly take medication through its advanced facial biometric technology. In addition to this, PharmaSafe includes features such as smart tracking that allows the individual to not only correctly time their medication, but always be virtually connected through app connectivity to medical records and professionals in case something alters in their routine. The accessibility of the technology lies in its components, being a revolving pill antechamber able to hold up to twelve medications, a camera that can capture multiple user-faces in the household, and a chute for pills to be dispersed through onto a tray. In addition, we have implemented multiple storage containers and an ease-of-use side door for medication refills. The dispenser uses a sleek aluminum exterior with minimalistic features and the “CyberPharma” business logo branded on the side. Our company concluded from our market survey research that American elderly individuals post-COVID-19 are yearning for an increased sense of independence in regard to their pharmaceutical and healthcare products. Instead of relying on other individuals in the home and in elderly communities to keep up with the medication, we’ve developed a medication dispenser that uses facial biometrics to selectively transfer pills to the correct user. Our product differentiation derives from our features that appeal to users from general old age to those with dementia and arthritis.

Price/Place: PharmaSafe’s current selling price is \$1,800. Our product has the most available features on the market; the integration of facial biometric security measures, database integration, and focus on durability justify our increased price tag. Maintaining a higher price than previously stated competitors sustains our credibility in the market while also appealing to our market of individuals and institutions with a higher income, around the upper-middle class. Therefore, we would categorize and price our product as one that belongs in the “luxury” category, which supports the advanced technology and breadth of features built into the PharmaSafe. To help make our product more accessible to those hesitant to buy “luxury” products, we would offer financing over 12-24 month periods to relieve some of the high-cost burdens. Additionally, we are targeting more healthcare facilities that require accuracy assured by our focus on research and development. We will implement competitor-based pricing alongside the ROI pricing objective of our product. We project 70% of our sales will come from B2B, mostly from sending sales personnel and print marketing materials to high-end assisted living facilities where we can sell in bulk. In order to encourage bulk purchases, we have designed the below function to decrease our price from \$1800 for one unit, to \$1600 for 300 or more units. The close degree of customer contact gives us the opportunity to explain why our product costs more, increasing the credibility of our pricing even further having seen the R&D, product features, and attention to consumers’ needs present. Distributing to living-assisted communities in highly-populated areas along the East coast and Southern/Midwest states is where we will focus the B2B strategy.

Promotion: During our first two years, our advertisements will be targeted towards raising awareness of our brand. After breaking even, we will shift our advertising towards increasing sales as our marketing budget increases each year. Over 80% of our IMC budget will be paid towards commissioning an agency to manage our social media advertising across mainly Facebook and YouTube. We’ll also be advertising through several website advertisements that cater to the interests of our target market, (upper class, elderly consumers) as well as pages that relate to consumer health and pill management. We also dedicated a portion of our budget towards commissioning designers to create web banners and design our digital and print ads. Since we’re targeting an older consumer group, we want to incorporate some print advertisements towards consumers who may be less trusting of digital advertising. These print ads will be in the form of pamphlets and brochures that we’d be mailing to subscribed consumers, alongside ad placements in routine magazine subscriptions like Reader’s Digest and AARP. We’ll also be looking into displaying them in doctor’s offices, other healthcare facilities, and in the hands of owners/managers of these living communities to further engage the population in our product in a trusting, convenient way. Appealing to the door-to-door selling tactics and personalized demonstrations of the product during the B2B stage of our product exclusively will best gain the trust of our target market, as this will prove the product worth to some much more than a generalized advertisement. Our advertising objective will rely on mostly informative and reminder-based themes rather than persuasive ones. The target market for PharmaSafe as a new product in its B2C stage seeks to capture interest by way of website ad placement, Facebook & other networking explore page impressions/clicks, and call-to-action ad spots in print, for example.

	Year 1	Year 2	Year 3	Year 4	Year 5
Total IMC Budget	\$ 65,000	\$ 70,000	\$ 75,000	\$ 80,000	\$ 85,000
Strategic Advertising Expenses	\$ 54,000	\$ 57,000	\$ 60,000	\$ 63,000	\$ 66,000
Pamphlet/ Mailing Initiatives	\$ 10,000	\$ 11,000	\$ 12,000	\$ 13,000	\$ 14,000
Ad Design/ Commission Costs	\$ 1,000	\$ 2,000	\$ 3,000	\$ 4,000	\$ 5,000
Yearly Increase	\$ 5,000				

Exhibit 7: Flow Chart



Quality Step	What is Measured?	How Often?	How will you ensure Quality
Q1	Epoxy Seal Strength	All Units	Pressure in Hose Lowered to 500 Microns, if unable, pump and or tubing will be replaced.
Q2	Pump to Chassis Glue Seal	All Units	Load Tests on Potentially Vulnerable parts of the chassis.
Q3	Component Integrity	All Units	Turning on Machine and Testing Functionality, ensure all drivers are properly installed.
Q4	Raw Material Functionality	All Mechanical Materials	Button Switches, Servos, Actuators, and Locks are all tested for functionality upon unboxing

Critical Resource	Brief Description	Unit Price	How Many
Pill Revolver Mold	Mold which is used to cast the Pill Revolver	\$50,000	1
Soldering Machine	Used to assemble electronic components	\$11,300	2

Our main facility is a 22,000 Sq/Ft warehouse in Elizabeth City, made up of 19,000 Sq/Ft of Manufacturing Space, and 3,000 Sq/Ft initially intended to be office space, which we will repurpose as WIP storage. The main Room will be divided into a further 3,000 Sq/Ft of finished goods inventory, and 16,000 Sq/Ft dedicated to manufacturing.

Operations Exhibit 8: Quality Assurance

Indicate the Dimensions of Quality on which you will focus.	Why is this dimension important, given your industry & target market?	Identify the Quality Step(s) on the Process Flowchart / Service Blueprint to which this corresponds.
Durability	Durability is an important aspect of our product during the design phase of our business. Nursing homes hold a large quantity of people meaning our product was going to be used very often. We used strong epoxy to ensure a durable, long-lasting product.	This corresponds to quality step 1 (Q1) on the flow chart.
Performance	Performance is important due to the quantity of people our product will be serving too. To ensure the quality of our product, the vacuum system will enable it to perform quickly and accurately without any delay. This will make giving medication at nursing homes much more efficient.	This corresponds to quality step 2 (Q2) on the flow chart.
Special Features	Outside of the nursing home market, the special features of our product will attract an at-home audience as well. The biometrics, WIFI compatibility, and electrical makeup of our product will make medicating at home easier and safer.	This corresponds to quality step 3 (Q3) on the flow chart.

Use the space below to describe any additional Proactive Quality Assurance Plans that are not connected to a specific activity on your Process Flowchart / Service Blueprint.

The ease of use that will be involved in the use of our product is our proactive quality assurance plan. Technology is not always the easiest of things for seniors these days, so we made our product tech-friendly. It also comes with a system that will remind the user of when to take the medication at a specific time. In relation to the nursing home industry, the ease of use will make work life for the nurses a lot easier and more efficient. This type of quality will prevent issues from occurring with our customers and consumers.

Describe any reactive quality assurance plans. Include a recovery plan should a customer receive poor-quality goods and/or services.

In terms of reactive assurance plans, all the assembly line workers will go through an extensive training program. This not only will ensure better safety practices but will also ensure that every product is assembled to perfection every time. This will lead to a longer-lasting and more reliable product, which will then give us even more quality than our competitors.

If you will utilize a quality/process improvement methodology, indicate which:

- NA TQM Six Sigma ISO Benchmarking
 Other (specify what):

Provide a specific explanation of how your chosen quality methodology relates to your business and how it will be applied:

CyberPharma will utilize the Six Sigma improvement methodology. We plan to put our workers through an extensive training program which will improve efficiency and also reduce the number of defects possible.

Exhibit 9: Inventory, Suppliers & Distribution

Item	Supplier Name/Location	Reason For Picking	Supplier Lead Time (In Days)	Frequency of Replenishment (In Days)	System of Management	Mode(s) of Transportation
Actuator	Ledex: Canada	Long life, Great bulk pricing	126	180	Fixed Order Quantity	Train
Aluminum	Suffolk Iron Works Inc. US	Can supply and fabricate the chassis; Close to Factory	45	45	Fixed Order Quantity	Ground Transport
Breakout Board	Riverdi, Poland	Compatibility	21	28	Fixed Order Quantity	Water
Button Switches	Mouser Electric, US	Quality, as all suppliers were cheap	5	180	Fixed Order Quantity	Train
Camera (Functions as Sensor)	Arducam, Nanjing, CN	High enough quality for basic facial recognition	7	28	Fixed Order Quantity	Water
Cord	Schruter, Switzerland	longevity	5	28	Fixed Order Quantity	Water
Electrical Lock	Henan Wlan, CN	Required Sourcing from CN as it was the best fit for our design	3	28	Fixed Order Quantity	Water
Hose	Fischer Sciences, US	Very durable, Used for Medical Systems	2	120	Fixed Order Quantity	Ground Transport
Kevlar Line	US Netting, Pennsylvania, US	Kevlar unlikely to break over time, this supplier had the bulk and quality we needed	5	120	Fixed Order Quantity	Ground Transport
Microcontroller	Microchip Technology, Chandler, Arizona, US	Perfect fit for our generally relaxed computational needs	33	60	Fixed Order Quantity	Train
Physical Lock	Richelieu Hardware, US	Couldn't compromise quality of security.	5	28	Fixed Order Quantity	Train
Power Supply	Advanced Electronics Denver, US	Compatibility, Price, Low Lead time	5	28	Fixed Order Quantity	Train
Pump	Kamoer, CN	Limited Selection of pumps small enough to fit in our product.	14	60	Fixed Order Quantity	Water
Memory	Digi-Key Electronics, Thief River Falls, Minnesota, US	Compatible Porting with our breakout board and microcontroller.	42	60	Fixed Order Quantity	Train
Servo	Terasic Inc., Hsinchu, Taiwan	Industry Standard for Consumer Robotics	21	60	Fixed Order Quantity	Water
Speaker	PUI audio, Dayton, Ohio, US	Quality, Price	77	90	Fixed Order Quantity	Train
Wifi Card	Espressif Systems, CN	Price, Compatibility	35	60	Fixed Order Quantity	Water
AC Port	Schruter, Switzerland	By buying from the same supplier as our cords we save shipping expense	35	120	Fixed Order Quantity	Water

	Finished Goods per Hour	Frequency of shipping finished goods	Average Level of Finished Goods on site	Amount of Safety Stock on Site
At the end of Year 1	1.25/Hour	As B2B orders are expected to be larger, they will be served on an individual basis, B2C sales will be Shipped twice weekly	210	100
At the end of Year 2	1.25/Hour	B2B Individual Basis, B2C Twice Weekly	214	104
At the end of Year 3	1.25/Hour	B2B Individual Basis, B2C Twice Weekly	218	108
At the end of Year 4	1.45/Hour	B2B Individual Basis, B2C Twice Weekly	223	114
At the end of Year 5	2/Hour	B2B Individual Basis, B2C Twice Weekly	228	117

Name of transportation provider/carrier	Reason(s) for selecting this provider/carrier	Frequency of Pick Up / Drop off
United States Postal Service	Price and Flexibility	Twice Weekly

What is the lifespan of your finished goods inventory	N/A	Due to our Choice to use Aluminum, we don't have to worry about the chassis rusting over time.
How will you manage perishability of Finished Goods Inventory	N/A	N/A

Exhibit 10: Capacity & Resources

End of Year X	Demand (per hour)	Capacity (per hour)	Utilization %	Hours of Operation	Bottleneck Name and Description	How will you manage/adjust the bottleneck to ensure you can appropriately serve or supply your customers
1	.803	1.25	64.2%	9:00 AM - 5:00 PM	Molding and Cooling Pill Revolver	N/A
2	.882	1.25	70.6%	9:00 AM - 5:00 PM	Molding and Cooling Pill Revolver	N/A
3	1.059	1.25	84.7%	9:00 AM - 5:00 PM	Molding and Cooling Pill Revolver	Buying another Mold, moving out bottleneck to Connecting the Pill Wand
4	1.27118	1.45	87.67%	9:00 AM - 5:00 PM	Connecting Pill Wand	We will add a Worker to Assembly, changing the bottleneck to Assembling the Electrical Component Unit
5	1.53	2	76.5%	9:00 AM - 5:00 PM	Assembling Electrical Component Unit	N/A

Hours of operation/month	Demand/Month	Demand/Hour	Capacity / Month	Capacity / Hour	Utilization
8*30=240	2311/12 =192.67	192.67/240=.803	1.25*240=300	1.25	.803/1.25 = 64.2%

Additional Resources (beyond your bottleneck) must be allocated appropriately to support operations. Identity which resources have a significant impact on capacity at start-up and describe why these are appropriate amounts of resources at start-up:

Labor will be our most limited resource upon startup, with 9 positions to be filled on day one, it is likely that not all positions will fill up instantly, and as such, procedures must be created to operate with fewer personnel.

Describe adjustments you will make as resource requirements vary with time. Be specific regarding which key resources (beyond your bottleneck) will be adjusted, when, and how. If you will make multiple adjustments, explain each:

By selecting a facility this large and utilizing a most flexible workshop setting, we have significant long-term production potential, unlike with an assembly line where increasing production requires significant investment capital. In the long term, we would benefit from having facilities dedicated to creating each module, and a final assembly location, allowing further worker specialization.

Exhibit 11: Income Statement

	Fiscal Year				
	2024	2025	2026	2027	2028
Sales Revenue	\$ 4,160,100	\$ 4,576,110	\$ 5,491,332	\$ 6,589,598	\$ 7,907,518
COGS	\$ 1,239,710	\$ 1,363,681	\$ 1,636,417	\$ 1,963,700	\$ 2,356,440
Gross Profit	\$ 2,920,390	\$ 3,212,429	\$ 3,854,915	\$ 4,625,898	\$ 5,551,078
Operating Expenses					
Salaries, Wages, FICA, Benefits	\$ 2,317,654	\$ 2,115,089	\$ 2,455,263	\$ 2,796,158	\$ 3,164,377
Depreciation and Amortization	\$ 34,794	\$ 43,051	\$ 35,205	\$ 30,497	\$ 30,497
Property Tax	\$ 13,630	\$ 13,630	\$ 13,630	\$ 13,630	\$ 13,630
Advertising and Promotion	\$ 65,000	\$ 70,000	\$ 75,000	\$ 80,000	\$ 85,000
Office Rent	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000
Website	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
Commision Expense	\$ 83,202	\$ 91,522	\$ 109,827	\$ 131,792	\$ 158,150
General Insurance	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000
Travel, Meals and Entertainment	\$ 109,500	\$ 109,500	\$ 109,500	\$ 109,500	\$ 109,500
Research and Development	\$ 380,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 500,000
Ousourced Accountant Expense	\$ 24,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000
Office Supplies	\$ 5,000				
Total Operating Expenses	\$ 3,121,780	\$ 2,791,792	\$ 3,147,425	\$ 3,510,577	\$ 4,210,154
Earnings Before Interest and Taxes	\$ (201,390)	\$ 420,637	\$ 707,490	\$ 1,115,321	\$ 1,340,924
Interest	\$ 83,450	\$ 75,400	\$ 67,350	\$ 59,300	\$ 51,250
Earnings Before Taxes	\$ (284,840)	\$ 345,237	\$ 640,140	\$ 1,056,021	\$ 1,289,674
Income Tax	\$ -	\$ 81,131	\$ 150,433	\$ 248,165	\$ 303,073
Net Income (Loss)	\$ (284,840)	\$ 264,106	\$ 489,707	\$ 807,856	\$ 986,600

Exhibit 12: Balance Sheet

	As of	Fiscal Year				
	Inception	2024	2025	2026	2027	2028
Assets						
<i>Current Assets</i>						
Cash and Cash Equivalents	\$ 1,093,700	\$ 405,801	\$ 450,954	\$ 540,722	\$ 768,837	\$ 278,663
Accounts Receivable	\$ -	\$ 346,675	\$ 381,343	\$ 457,611	\$ 549,134	\$ 658,960
Inventory	\$ -	\$ 110,638	\$ 114,855	\$ 119,068	\$ 124,863	\$ 129,078
Total Current Assets	\$ 1,093,700	\$ 863,114	\$ 947,152	\$ 1,117,401	\$ 1,442,835	\$ 1,066,701
Fixed (Long-Term) Assets						
Patent	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Machinery	\$ 61,300	\$ 61,300	\$ 61,300	\$ 61,300	\$ 61,300	\$ 122,600
Building	\$ 875,000	\$ 875,000	\$ 875,000	\$ 875,000	\$ 875,000	\$ 1,604,900
Total Gross Fixed Assets	\$ 956,300	\$ 956,300	\$ 956,300	\$ 956,300	\$ 956,300	\$ 1,747,500
Less: Depreciation and Amortization	\$ -	\$ 34,794	\$ 77,845	\$ 113,050	\$ 143,547	\$ 174,044
Net Fixed Assets	\$ 956,300	\$ 921,506	\$ 878,455	\$ 843,250	\$ 812,753	\$ 1,573,456
Total Assets	\$ 2,050,000	\$ 1,784,620	\$ 1,825,606	\$ 1,960,651	\$ 2,255,588	\$ 2,640,157
Liabilities						
<i>Current Liabilities</i>						
Accounts Payable	\$ -	\$ 55,319	\$ 57,428	\$ 59,534	\$ 62,432	\$ 64,539
Accrued Salaries and Wages	\$ -	\$ 89,141	\$ 81,350	\$ 94,434	\$ 107,545	\$ 121,707
Total Current Liabilities	\$ -	\$ 144,460	\$ 138,778	\$ 153,968	\$ 169,977	\$ 186,246
<i>Long Term Liabilities</i>						
Bank Loan	\$ 550,000	\$ 495,000	\$ 440,000	\$ 385,000	\$ 330,000	\$ 275,000
Mortgage	\$ 700,000	\$ 630,000	\$ 560,000	\$ 490,000	\$ 420,000	\$ 350,000
Convertible Debt	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000
Total Debt	\$ 1,450,000	\$ 1,325,000	\$ 1,200,000	\$ 1,075,000	\$ 950,000	\$ 825,000
Total Liabilities	\$ 1,450,000	\$ 1,469,460	\$ 1,338,778	\$ 1,228,968	\$ 1,119,977	\$ 1,011,246
<i>Owners' Equity</i>						
Founders' Equity	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000
Investors' Equity	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000
Retained Earnings	\$ -	\$ (284,840)	\$ (113,171)	\$ 131,683	\$ 535,611	\$ 1,028,911
Total Owners' Equity	\$ 600,000	\$ 315,160	\$ 486,829	\$ 731,683	\$ 1,135,611	\$ 1,628,911
Total Liabilities and Owners' Equity	\$ 2,050,000	\$ 1,784,620	\$ 1,825,606	\$ 1,960,651	\$ 2,255,588	\$ 2,640,157

Exhibit 13: Cash Flow Statement

	Fiscal Year					
	As of Inception	2024	2025	2026	2027	2028
Cash Flows From (For) Operations						
Net Income	\$ -	\$ (284,840)	\$ 264,106	\$ 489,707	\$ 807,856	\$ 986,600
Depreciation and Amortization	\$ -	\$ 34,794	\$ 43,051	\$ 35,205	\$ 30,497	\$ 30,497
<i>Changes in Current Accounts</i>						
Change in Accounts Receivable	\$ -	\$ (346,675)	\$ (34,668)	\$ (76,269)	\$ (91,523)	\$ (109,826)
Change in Inventory	\$ -	\$ (110,638)	\$ (4,217)	\$ (4,213)	\$ (5,795)	\$ (4,215)
Change in Accounts Payable	\$ -	\$ 55,319	\$ 2,109	\$ 2,107	\$ 2,898	\$ 2,108
Change in Accrued Salaries and Wages	\$ -	\$ 89,141	\$ (7,791)	\$ 13,084	\$ 13,111	\$ 14,162
Net Cash Flow From (For) Operations	\$ -	\$ (562,899)	\$ 262,590	\$ 459,621	\$ 757,043	\$ 919,326
Cash Flow From (For) Investing						
Fixed Asset Purchases	\$ (956,300)	\$ -	\$ -	\$ -	\$ -	\$ (791,200)
Net Cash Flow From (For) Investing	\$ (956,300)	\$ -	\$ -	\$ -	\$ -	\$ (791,200)
Cash Flow From (For) Financing						
Issuance of Common Stock	\$ 600,000	\$ -	\$ -	\$ -	\$ -	\$ -
Long Term Debt Borrowings (Repayments)	\$ 1,450,000	\$ (125,000)	\$ (125,000)	\$ (125,000)	\$ (125,000)	\$ (125,000)
Dividends Paid To Stockholders	\$ -	\$ -	\$ (92,437)	\$ (244,854)	\$ (403,928)	\$ (493,300)
Net Cash Flows From (For) Financing	\$ 2,050,000	\$ (125,000)	\$ (217,437)	\$ (369,854)	\$ (528,928)	\$ (618,300)
Net Change In Cash	\$ 1,093,700	\$ (687,899)	\$ 45,153	\$ 89,768	\$ 228,115	\$ (490,174)
Beginning Cash Balance	\$ -	\$ 1,093,700	\$ 405,801	\$ 450,954	\$ 540,722	\$ 768,837
Net Change In Cash	\$ 1,093,700	\$ (687,899)	\$ 45,153	\$ 89,768	\$ 228,115	\$ (490,174)
Ending Cash Balance	\$ 1,093,700	\$ 405,801	\$ 450,954	\$ 540,722	\$ 768,837	\$ 278,663

Exhibit 14: Financial Statement Notes

Note 1: Accounting methods

The company uses MACRS recovery periods and rates for depreciation for its tangible fixed assets and straight-line amortization for its intangible fixed assets.

Note 2: Assumptions

- Warehouse will be depreciated using the MACRS straight line mid-month convention with a recovery period of 39 years
- Machinery will be depreciated according to the MACRS half-year convention with a recovery period of 5 years.
- Patent will be amortized using a straight-line method over a useful life of 20 years.
- Accounts receivable is assumed to be 1 month of previous years' sales.
- Employees are compensated bi-weekly, Accrued Salaries will be 2 weeks of annual salaries.
- Commissions for Marketing personnel assumed to be 2% of total sales for the period.
- 35% of Net Income will be allocated to payment of dividends for the first 2 years, then 50% thereafter.
- 50% of ending inventories are purchased on account and credited to accounts payable.
- Sales growth expected to be 10% first and second year, 15% third year and 20% fourth and fifth year.

Note 3: Investment capital

The initial costs are funded by a \$550,000 secured bank loan at 7% to be paid off over 10 years. The warehouse will be purchased using a mortgage loan of \$700,000 at 6% to be paid off over 10 years, this includes a down payment of \$175,000. We will also issue \$200,000 of convertible notes at 5.5%. Equity funding will be done through an initial \$400,000 investment from the owners and a \$200,000 investment from an angel investor.

Note 4: Capital investment

The initial capital investment for CyberPharma is \$956,300, with additional capital being purchased at the end of the fiscal year 2028 for \$791,200 in anticipation of the need for more productivity.

Note 5: Risks

Risk regarding liability. We are making a product that administers medications that are essential to our customers. This puts us at a risk related to malfunctions in the functionality of our product.

Risk regarding the patent. Our product is new and innovative, this requires us to acquire a patent for our product to protect our idea from imitation. Any issues regarding the procurement of a patent for our device could reduce our market share.

Risk regarding economic downturn. Our product is targeted toward high-income citizens, with the volatility of the economy since the pandemic, an economic recession would result in dramatic volatility in our forecasted sales.

Risk regarding maturity. The company is entering a market that is very fresh which makes it difficult to truly project the sales we will acquire, this could result in volatility over our ability to meet debt obligations and handle expenses.

Risk regarding labor availability. The processes involved in creating our product require a highly skilled labor force. This could cause our wages to be more than assumed if assembly line workers demand more compensation.

Risk related to the production process. The product has many detailed and small parts that are fragile and needed to be handled with care. There are protocols in place for this, but this still puts us at risk for any defects after delivery to the customer which could affect our sales and reputation.

Exhibit 15: Financial Ratios

	Fiscal Year					Industry
	2024	2025	2026	2027	2028	
Liquidity Ratios						
Current Ratio	5.97x	6.82x	7.26x	8.49x	5.73x	1.88x
Quick Ratio	5.21x	6.00x	6.48x	7.75x	5.03x	1.15x
Operating Cycle	62.99	61.16	56.97	53.63	50.41	72.93
Leverage Ratios						
Debt/Equity	4.20	2.46	1.47	0.84	0.51	0.43
Times Interest Earned	-2.41x	5.58x	10.50x	18.81x	26.16x	1.24x
Asset Management Ratios						
Inventory Turnover	11.21x	11.87x	13.74x	15.73x	18.26x	12.52x
Receivables Turnover	12.00x	12.00x	12.00x	12.00x	12.00x	10.35x
Fixed Asset Turnover	4.51x	5.21x	6.51x	8.11x	5.03x	19.21x
Profitability Ratios						
Gross Profit Margin	70.20%	70.20%	70.20%	70.20%	70.20%	60.40%
Operating Profit Margin	-4.84%	9.19%	12.88%	16.93%	16.96%	14.20%
Return on Assets	-15.96%	14.47%	24.98%	35.82%	37.37%	8.59%
Dupont Analysis						
Net Profit Margin	-6.85%	5.77%	8.92%	12.26%	12.48%	14.60%
Total Asset Turnover	2.33x	2.51x	2.80x	2.92x	3.00x	3.12x
Equity Multiplier	5.66x	3.75x	2.68x	1.99x	1.62x	0.39x
Return on Equity	-90.38%	54.25%	66.93%	71.14%	60.57%	17.77%

Valuation

The estimated value of the company:

	2028
Multiple	4.26
Projected Revenue	<u>\$7,907,518</u>
Estimated Valuation	\$33,686,027

Exhibit 16: Financial Analysis

Liquidity:

CyberPharma maintains a current ratio that averages ~3.3 times the industry average for the first two years of operation. The current ratio then jumps to an average of almost 4 times more than the industry average over the next three years of operation due to the big increase in cash. The same trend applies to our quick ratio when comparing our company to the industry average. Our quick ratio has an average of around quintuple the industry average during the first two years. The following three years include an increase to an average of 6 times greater than the industry average. Our operating cycle is also much less, which makes us a more efficient business in our industry. The high current ratio makes us able to pay off our short-term liabilities and the high quick ratio ensures we are not reliant on our inventory. Our cash and account receivables help us maintain these high ratios.

Financial Leverage:

In terms of leverage, our debt-to-equity ratio was much higher than the industry average in our first year, which was due to our mortgage and loan. It then began to decrease as our debt decreased from paying off the loan and mortgage, and our equity increased from a constant increase in retained earnings over all years of operation. By 2028 we will be around 8% higher than the industry average. Our time interest earned is less than the industry average in the first year of operation. It then exponentially increases consistently to around 20 times the industry average by 2028. This comes from our interest expense slowly decreasing while our sales and profits constantly increasing over the years of operation.

Asset Management:

When looking at our inventory turnover, our first year of operation is the only year we fall below the industry average. The following 4 years show a steady increase which leads us to be 1.46 times better than the industry average in 2028. Our receivables turnover remains steady at 1.15 times the industry average over the course of our operation, but our fixed asset ratio remains significantly less than the industry average. The high inventory and receivables turnover show that our product is not sitting on the shelf waiting to be sold and that we get paid more often than the rest of the industry does. This increases our cash as an effect. The low fixed assets turnover is due to our building costs, meaning we are not utilizing the building enough to drive sales.

Profitability:

Our gross profit remains around 10% higher than the industry average consistently throughout the years of operation. This is due to the higher revenue we generate from each unit we sell. In terms of operating profit margin, our first year was considerably lower than the industry average, due to a lower amount of sales revenue. It then steadily increases to around the same level of industry average by 2028. This is due to our revenue increasing at a much faster rate than our expenses do over time. Finally, our return on assets was much lower than the industry average in our first year due to our expenses which led to a low net income. But it steadily grows to be around 29% higher than the industry by 2028 due to a low fluctuation in total assets and a huge growth in net income. This shows that our assets are being utilized appropriately over time.

Dupont Analysis:

Our net profit margin starts off below the average over the first 3 years of operation, but by the 5th year we are only 2% lower than the industry average. Our total asset turnover stays below the industry average, which means we are not driving revenue enough with all of our assets compared to our competitors. Our equity multiplier steadily decreases over the years of operation due to a consistent increase in retained earnings, but we are still above the industry average by year 5. This means we are getting rid of our debt as time passes on. Finally, our ROE starts off very negative, but increases to 3 times higher than the industry average, meaning our shareholders are very happy.

Valuation Method:

Our valuation is based on the price-to-sales ratio of our industry which is 4.26. When multiplying that by our projected revenue, CyberPharma is valued at \$33,686,027.

Bibliography

- American Express. "Average Small Business Travel: Expenses & Trends." American Express, 30 Dec. 2019,
<https://www.americanexpress.com/en-us/business/trends-and-insights/articles/average-small-business-travel/>
- Bee, Ne & Garter, P.C. "R&D Expense Capitalization Remains Applicable for 2022: Are You Prepared?" Beene Garter, 1 Jan. 2022,
<https://beenegarter.com/rd-expense-capitalization-remains-applicable-for-2022-are-you-prepared/#:~:text=Taxpayers%20are%20now%20required%20to,years%20for%20research%20conducted%20abroad.>
- Bizminer. "Industry Financial Profiles." Bizminer, n.d.,
<https://app.bizminer.com/new-profile/industry-financial-profile.>
- Business Wire news article: MedaCube Inc. Raises \$10 Million Series A Funding to Fuel Its Innovative Medication Adherence Solutions. (2021, July 20). Business Wire.
<https://www.businesswire.com/news/home/20210720005121/en/MedaCube-Inc.-Raises-10-Million-Series-A-Funding-to-Fuel-Its-Innovative-Medication-Adherence-Solutions>
- Chisholm-Burns, M. A., Kim Lee, J., Spivey, C. A., & Slack, M. (2012). Herrier RN. US pharmacists' effect as team members on patient care: systematic review and meta-analyses. *Medical care*, 50(10), 923-933. doi: 10.1097/MLR.0b013e31825cfdcf. PMID: 22960230; PMCID: PMC3234383.
- CNET product review: Steele, B. (2021, January 25). MedaCube dispenses medication to keep you on schedule. CNET.
<https://www.cnet.com/health/medacube-dispenses-medication-to-keep-you-on-schedule/>

CNET product review: Wollerton, M. (2018, July 19). The Pria is a voice-activated medication dispenser for seniors and their caregivers. CNET.
<https://www.cnet.com/health/the-pria-is-a-voice-activated-medication-dispenser-for-seniors-and-their-caregivers/>

Crexi. "North Carolina - 883 Forest Park Road." Crexi, n.d.,
<https://www.crexi.com/properties/892096/north-carolina-883-forest-park-road>.

Fiona, O'Donnell. "Baby Boomers & Technology - US - 2022 : Consumer market research report | Mintel.com." *Mintel Store*, Mintel, 6 Feb. 2023,
<https://store.mintel.com/report/us-baby-boomers-technology-market-report>.

Forbes product review: Knapp, A. (2020, July 16). Hero is a smart pill dispenser that wants to end the opioid epidemic. Forbes.
<https://www.forbes.com/sites/alexknapp/2020/07/16/hero-is-a-smart-pill-dispenser-that-wants-to-end-the-opioid-epidemic/?sh=6dddb36f5630>

FierceHealthcare news article: Landi, H. (2019, November 20). Startup Hero unveils smart pill dispenser for chronically ill patients. FierceHealthcare.
<https://www.fiercehealthcare.com/tech/startup-hero-unveils-smart-pill-dispenser-for-chronically-ill-patients>

Innovolo. "Why Do Prototypes Cost More Than the Product Itself?" Innovolo Ltd, n.d.,
<https://www.innovolo.co.uk/article/why-do-prototypes-cost-more-than-the-product-itself#:~:text=The%20cost%20of%20a%20prototype%20can%20be%20anywhere%20from%2010,higher%20than%20the%20final%20product>.

Internal Revenue Service. "Publication 946: How to Depreciate Property." IRS, 2022,
<https://www.irs.gov/publications/p946#idm140334975502064>.

Investopedia. "Modified Accelerated Cost Recovery System (MACRS)." Investopedia, 29Mar.2021,
[https://www.investopedia.com/terms/m/macrs.asp#:~:text=The%20modified%20accelerated%20cost%20recovery%20system%20\(MACRS\)](https://www.investopedia.com/terms/m/macrs.asp#:~:text=The%20modified%20accelerated%20cost%20recovery%20system%20(MACRS))

%20is%20a%20depreciation,that%20have%20set%20depreciation%20periods.

Knoema. "US Inflation Forecast 2022-2023 and Long-Term to 2030: Data and Charts." Knoema, 2022,
<https://knoema.com/kyaewad/us-inflation-forecast-2022-2023-and-long-term-to-2030-data-and-charts>.

Mather, M., Scommegna, P., & Kilduff, L. (2019, July 15). *Fact sheet: Aging in the United States*. PRB. Retrieved March 6, 2023, from
<https://www.prb.org/resources/fact-sheet-aging-in-the-united-states/>

Medicare Payment Advisory Commission. (2017). Report to the Congress: Medicare and the health care delivery system (Chapter 7: Medicare's role in improving drug prescribing). Retrieved from
https://www.medpac.gov/wp-content/uploads/import_data/scrape_files/docs/default-source/reports/jun17_ch7.pdf

Mikulic, M. (2022, February 14). Multiple drug prescriptions among older adults worldwide 2021. Statista. Retrieved February 6, 2023, from
<https://www.statista.com/statistics/1289726/multiple-drug-prescriptions-among-older-adults-worldwide/>

Mikulic, M. (2022, July 27). Total drug prescriptions dispensed U.S. 2009-2021. Statista. Retrieved February 6, 2023, from
<https://www.statista.com/statistics/238702/us-total-medical-prescriptions-issued/>

MobiHealthNews news article: Aiello, M. (2021, February 1). MedaCube touts connected medication dispenser for smooth operations. MobiHealthNews.
<https://www.mobihealthnews.com/content/medacube-touts-connected-medication-dispenser-smooth-operations>

MobiHealthNews news article: Aiello, M. (2019, November 20). Hero launches smart pill dispenser, remote patient monitoring app. MobiHealthNews.

<https://www.mobihealthnews.com/content/hero-launches-smart-pill-dispenser-remote-patient-monitoring-app>

“Multiple Drug Prescriptions among Older Adults Worldwide 2021.” *Statista*,

<https://www.statista.com/statistics/1289726/multiple-drug-prescriptions-among-older-adults-worldwide/>. Accessed 6 Feb. 2023.

North Carolina - May 2021 OEWS State Occupational Employment and Wage Estimates. (2022, March 31).

https://www.bls.gov/oes/current/oes_nc.htm#00-0000

O'Donnell, F. (2023, January 25). Baby Boomers & Technology- US - 2022 :

Consumer Market Research Report: Mintel.com. Mintel Store. Retrieved February 6, 2023, from

<https://store.mintel.com/report/us-baby-boomers-technology-market-report>

Salary.com. (n.d.). Plant Manager Salary in North Carolina | Salary.com.

<https://www.salary.com/research/salary/benchmark/plant-manager-salary/nc>

Tax Rate Information | DES. (n.d.).

<https://des.nc.gov/employers/tax-rate-information>

“Total Drug Prescriptions Dispensed U.S. 2009-2021.” *Statista*,

<https://www.statista.com/statistics/238702/us-total-medical-prescriptions-issued/>. Accessed 6 Feb. 2023.

TechCrunch product review: Heater, B. (2018, September 28). The Pria robotic companion helps the elderly keep connected. TechCrunch.

<https://techcrunch.com/2018/09/28/the-pria-robotic-companion-helps-the-elderly-keep-connected/>

TechCrunch product review: Heater, B. (2020, October 20). Hero's smart pill dispenser is a life saver for vulnerable patients. TechCrunch.

<https://techcrunch.com/2020/10/20/heros-smart-pill-dispenser-is-a-life-saver-for-vulnerable-patients/>

Suppliers Cited:

Advanced Energy. (n.d.). XS1. Mouser Electronics.

<https://www.mouser.com/ProductDetail/Advanced-Energy/XS1?qs=7%252B9h8EK%252Bkyt0AufZwIk0gw%3D%3D>

Alibaba. (n.d.). Aluminum Sheets 12mm Aluminum Plate 5mm Thick. Alibaba.

https://www.alibaba.com/product-detail/Aluminum-Sheets-12mm-Aluminum-Plate-5mm_1600570454350.html?spm=a2700.galleryofferlist.normal_offer.d_title.113953818vRIbn&s=p

Alibaba. (n.d.). Button Switch664.3H Normally Open Black Button Switch. Alibaba.

https://www.alibaba.com/product-detail/Button-Switch6-6-4-3H-Normally_1600521422837.html?s=p

Alibaba. (n.d.). DC 5/12/24 V Electromagnetic Electric Control Lock. Alibaba.

https://www.alibaba.com/product-detail/DC-5-12-24-V-Electromagnetic_1600383800318.html?spm=a2700.galleryofferlist.normal_offer.d_title.77f37e11e2XXsP

Alibaba. (n.d.). Factory Hot Sell 5V 1A US Plug USB Wall Charger. Alibaba.

https://www.alibaba.com/product-detail/Factory-Hot-Sell-5V-1A-US_16

Alibaba. (n.d.). Focuses In Stock PVC Fast Charging Cable Type C. Alibaba.

https://www.alibaba.com/product-detail/Focuses-In-Stock-PVC-Fast-Charging_62450134210.html?spm=a2700.7735675.0.0.6270364a0e1eG2&s=p

Arducam. (n.d.). Arducam Mini Camera Module w/ 2MP Plus OV2640 for Arduino.

RobotShop.

<https://www.robotshop.com/products/arducam-mini-camera-module-w-2mp-plus-ov2640-arduino>

CabinetHardware.com. (n.d.). CompX National C8703-26D Mailbox Lock.

CabinetHardware.com.

<https://www.cabinethardware.com/ProductDetails.asp?ProductCode=1198>

Commercial Search. (n.d.). Winchester Station. Commercial Search.

<https://www.commercialsearch.com/commercial-property/us/nc/elizabeth-city/winchester-station/>

Espressif Systems. (n.d.). ESP32-S2-MINI-2-N4R2. Mouser Electronics.

<https://www.mouser.com/ProductDetail/Espressif-Systems/ESP32-S2-MINI-2-N4R2?qs=vvQtp7zwQdMvxoWH1ueCWQ%3D%3D>

Fisher Scientific. (n.d.). Pumpsil Platinum-Cured Silicone Tubing. Fisher Scientific.

<https://www.fishersci.com/shop/products/continuous-thinwall-biopharm-tubing-pumpsil/14283225#?keyword=>

IEEE Xplore. (2020). An IoT-Based Smart Pill Dispenser Using Mobile Application.

IEEE. <https://ieeexplore.ieee.org/document/9292235>

Ledex. (n.d.). 195202-234. Mouser Electronics.

<https://www.mouser.com/ProductDetail/Ledex/195202-234?qs=FESYatJ8odKYbTfJdbnsWQ%3D%3D>

LoopNet. (n.d.). 103 Impact Dr, Elizabeth City, NC 27909. LoopNet.

<https://www.loopnet.com/Listing/103-Impact-Dr-Elizabeth-City-NC/26710645/>

Microchip Technology. (n.d.). AVR32DD28-I-SP. Mouser Electronics.

<https://www.mouser.com/ProductDetail/Microchip-Technology/AVR32DD28-I-SP?qs=8WIm6%252BaMh8S3bds1AGwVKg%3D%3D>

Mouser Electronics. (n.d.). Pushbutton Switches. Mouser Electronics.

<https://www.mouser.com/c/electromechanical/switches/pushbutton-switches/?q=push%20button%20switch&qty=10000>

Neurotechnology. (n.d.). MegaMatcher SDK. Neurotechnology.

<https://www.neurotechnology.com/prices-megamatcher.html>

PUI Audio. (n.d.). AS04004MR-F-WP-R. Mouser Electronics.

<https://www.mouser.com/ProductDetail/PUI-Audio/AS04004MR-F-WP-R?qs=By6Nw2ByBD0GHt03wvEkqQ%3D%3D>

Reading Plastic. (n.d.). Custom Plastic Fabrication Services. Reading Plastic.

<https://readingplastic.com/>

Riverdi. (n.d.). UNIVERSAL BREAK-OUT BOARD. Mouser Electronics.

<https://www.mouser.com/ProductDetail/Riverdi/UNIVERSAL-BREAK-OUT-BOARD?qs=7D1LtPjG0i2YZJxZPv3oDA%3D%3D>

Terasic Technologies. (n.d.). FXX-3037-TOP. Mouser Electronics.

<https://www.mouser.com/ProductDetail/Terasic-Technologies/FXX-3037-TOP?qs=oIMkNKxjiKXvB5uXdyEV2A%3D%3D>

Wintec Industries. (n.d.). 3FMUSD8GBC10-R. Digi-Key Electronics.

https://www.digikey.com/en/products/detail/wintec-industries/3FMUSD8GBC10-R/525398700736626149.html?spm=a2700.galleryofferlist.normal_offer.d_title.db9a22ccen67d5&s=p

Appendix:

BUSINESS TIMELINE

Date.....	Task.....
Day -30	Finalize business plan
Day -30	Secure key leadership (President, Secretary, Treasurer)
Day -14	Apply for federal ID number (EIN)
Day -7	Apply for business license
Day -5	Secure Location (preferably North Carolina as their population is aging, they are in a centralized location, and their corporate income tax is 2.5%)
Day 1	Open bank account, deposit funding, start books
Day 2	Begin hiring management, project management, and R&D personnel
Day 5	Make facility improvements
Day 44	Bring accountant, management, project management R&D on board- research on product begins - expected to finish in 90 days
Day 134	Build Production Line
Day 140	Develop Marketing & Sales Plan
Day 189	Bring Lower-Level Supervisors on Board
Day 210	Develop Website!
Day 269	Hire Employees
Day 274	Begin Marketing Promotion and Launch Website
Day 283	Provide Employee Orientation
Day 284	Train Employees
Day 289	Kick Off Business and Product
Day 304	Deliver the first product

COB 300
Section 2 - Team 11
Target Market survey

1. Do you take medications, pills, vitamins, etc?

YES NO

2. On Average, how many medications, pills, vitamins, etc. do you take?

3. Do you have trouble managing your medications?

YES NO

4. Would you be open to assistance with your medication?

YES NO

5. Would you be open to electronic assistance with your medication?

6. How open would you be to a machine that assists you with your medication?

7. What would make you excited to use a machine that assists with your medication?

8. How would you want a machine that assists with your medication to be customized to best suit your needs?

9. How comfortable are you with technology? Please rate from 1 to 10 with 1 being worse and 10 being the best.

10. How do you feel about biometrics that scan your face for access? Please rate from 1 to 10 with 1 being worse and 10 being the best.







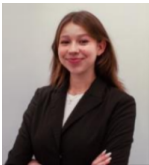
11. Are you taking care of someone else/assisting them with their care?

YES NO

12. Are you being taken care of/is someone assisting you with your care?

YES NO

Meet the Team - Section 2, Team 11

	<p>My name is Brendon Elmore, I am a Junior at James Madison majoring in Finance and Computer Science with a minor in business analytics. I am a member of the JMU volunteering club and in my free time, I like to listen to podcasts and cook.</p>
	<p>My name is Azariah Jackson, and I am from Henrico County, Virginia. I am now a Marketing Major at James Madison University. In my spare time, I enjoy reading, singing, calisthenics, and watching Netflix.</p>
	<p>I'm Bryce Kelso, a Junior at James Madison University who enjoys fashion and design. I recently transferred to Harrisonburg, from my hometown Williamsburg Virginia, in pursuit of finishing my Bachelors in Marketing. I involve myself in various clubs and organizations that promote art and lifestyle and hope to further my career in the same field.</p>
	<p>My name is Declan Leavy, and I am from Portsmouth, Va. I am currently a Finance Major at James Madison University. On campus, I am involved in my fraternity Pi Beta Chi. In my free time, I enjoy watching and playing sports, hunting, and hanging out with my friends.</p>
	<p>Hi, my name is Nick Lynch, and I am from Yorktown, Virginia. I am a Computer Information Systems major concentrated in Information Systems. On campus, I am involved in my fraternity Beta Theta Pi and am part of the finance committee. In my free time, I enjoy watching and playing sports, lifting at the gym, and watching movies.</p>
	<p>My name is Sanskriti Naithani, and I am an international student from Dubai, United Arab Emirates. I am currently a junior majoring in Business Management with a concentration in Human Resource Management. I am an Honor's Student and on campus, I actively contribute to Women in Business(member), SafeRides (member), and South Asian Student Association (Member). I like to travel and explore new destinations and play soccer during my free time.</p>
	<p>I am Ashlyn Rogowski from Richmond, Virginia. I am a Marketing major with plans to pursue a Digital Marketing concentration. At JMU, I am a Student Ambassador, a member of Scratchpad, and a campus manager for Student-Made JMU. I enjoy traveling, reading, and spending time with friends and Family.</p>