

## Target Customers

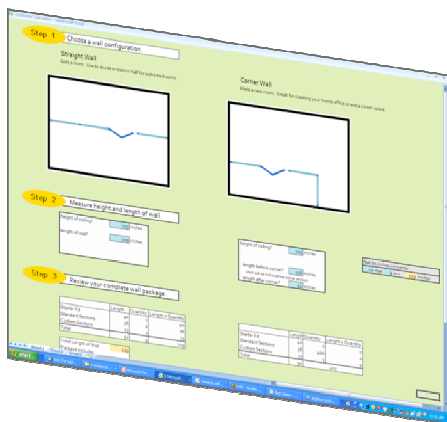
Our target customers are apartment dwellers who need an extra room but cannot damage or permanently alter their building.

## Benefits

With ModuWall, users can easily divide up a room creating an extra bedroom, home office or walk-in closet.

## User Experience

The product is sold online at our website, in a similar fashion as customizable closets. The user enters his desired configuration and room dimensions to within an inch. When our product arrives, two people can assemble a 12-foot section in about an hour. Unlike our competitors' products, ModuWall can also be taken down and reused.

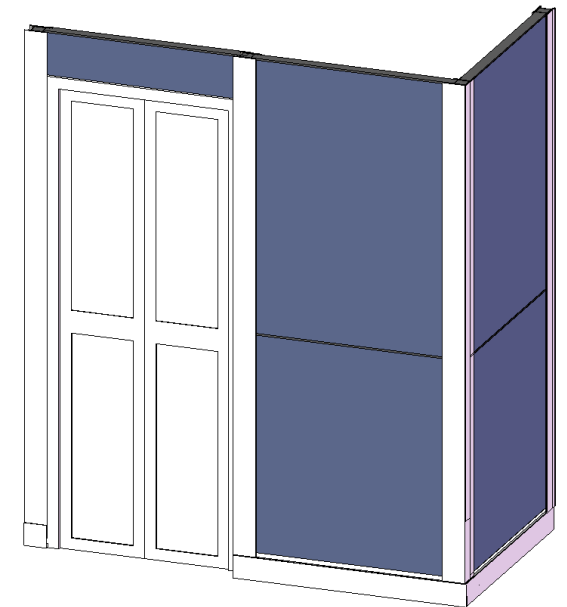
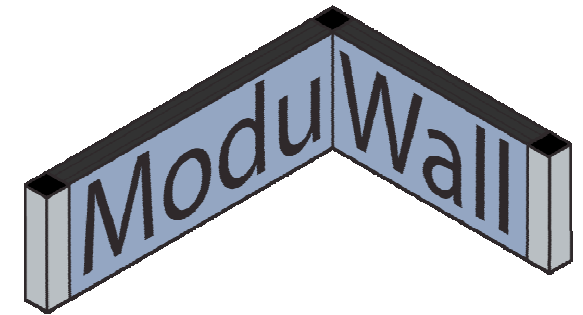


## Yellow Team

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## Acknowledgements

Many thanks to Kim, Rich, all our instructors and the Pappalardo staff!  
Special thanks to the residents of East Arlington neighborhood.



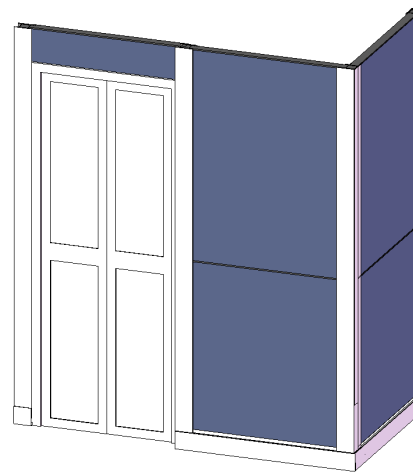
## Yellow Team



## Product Attributes

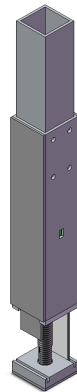
### Post

- Strong and light aluminum
- Protective foam protects ceiling and wall
- Self-lock mushroomhead Velcro attachment is intuitive and strong



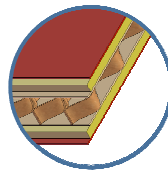
### Extension Cap

- Allows for 6" of variability in ceiling height
- Compression spring to accommodate seasonal height shifts
- Simple force indicator window to ensure pressure fit and prevent ceiling damage
- Easy to tighten—low torque required



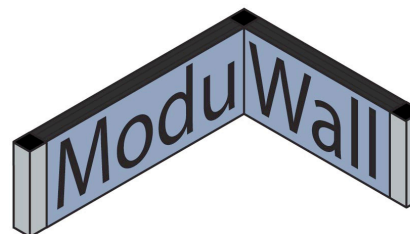
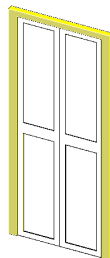
### Panels

- Sturdy yet lightweight materials
- Different layers attenuate different frequencies
- Variety of colors in professional finish
- Can be cut on a table or panel saw



### Doors

- Pre-assembled panel for easy installation
- Bi-fold design applies lower loads to posts than traditional doors



### 10 Easy Steps!

- 1) Map out your wall with tape.
- 2) Place extension cap into post.
- 3) Tighten post into place, using level to keep vertical.
- 4) Affix one side vertical trim, matching Velcro.
- 5) Place panel next to post.
- 6) Install second post one panel width away from first post.
- 7) Lift panel to ceiling and secure using panel brackets.
- 8) Attach the other side of vertical trim.
- 9) Affix floor trim using Velcro.
- 10) Place the next panels section!

## Manufacturing Cost Assessment

Typical Room (12 ft)	
3 Panels	\$ 75.00
4 Posts	\$ 68.00
1 Starter Kit	\$ 62.00
2.6 Hours Labor	\$ 65.00
Production Overhead	\$ 27.00
Shipping	\$ 13.00
<b>TOTAL</b>	<b>\$ 310.00</b>

## Business Model

We will first target the 2 million apartment dwellers in New York City, whose high rents make our product more attractive. We will focus marketing efforts on realtors and landlords. The product is purchased exclusively online and shipped directly to the customer.

	Per foot Typical Room (12 ft)	
Cost	\$26	\$310
Price	\$79	\$950
Profit	\$53	\$640

### Cumulative Cash Flow

