Team Yellow
ModuWall
Overview

- Product Description
- Technical Details
- Business Assessment
Customer Need

- Target market: overcrowded living spaces
- Target customer: DIY
Technical Challenges

- Fit: Vertical and Horizontal
- Non-damage
- User Installation
Product Capability and Design

Product Overview
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Post

• Strong, lightweight aluminum

• Built to fit 7’ -12’

• Aligned using post level
Product Capability and Design

Extension Cap

• Individual adjustment

• Provide 80 lbs. force on the floor & ceiling

• Tightening extension cap lengthens posts

• Compression spring

• Visual indicator
Product Capability and Design

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Product Capability and Design

Panel

• Sturdy yet lightweight

• Inner layer:
  Cardboard & Foam
  • Sound damping, lightweight

• Outer layer:
  Laminate
  • Durability, look & feel, variety of colors

• Can be cut to size
Product Capability and Design

Vertical Trim

• Holds panels in place

• Attached with industrial strength Velcro
Product Capability and Design

Details

• Baseboard
  • Uneven floors, hides gap

• Doors
  • Wide variety of styles
  • Lightweight & easy to install

• Corners
  • Greater freedom

• Robustness
  • Accommodate errors in measurement up to 1½”
## Business Case

### Manufacturing Cost Assessment

<table>
<thead>
<tr>
<th>Standard 12’ package</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Panels</td>
<td>$75</td>
</tr>
<tr>
<td>4 Posts</td>
<td>$68</td>
</tr>
<tr>
<td>1 Starter Kit</td>
<td>$62</td>
</tr>
<tr>
<td>2.6 Hours Labor</td>
<td>$65</td>
</tr>
<tr>
<td>Production Overhead</td>
<td>$27</td>
</tr>
<tr>
<td>Shipping</td>
<td>$13</td>
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<tr>
<td>TOTAL COST</td>
<td>$310</td>
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</table>

<table>
<thead>
<tr>
<th>Per foot</th>
<th>Typical Room (12 ft)</th>
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<tbody>
<tr>
<td>Cost</td>
<td>$26</td>
</tr>
<tr>
<td>Price</td>
<td>$79</td>
</tr>
<tr>
<td>Profit</td>
<td>$53</td>
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</tbody>
</table>
Business Case

Competitors
Business Case

Distribution Channels

- Design website
- Shipped to home
- Target NYC realtors, landlords
Business Case

Market Assessment

- First year volume of 1,000 units, 5% market share
- Breakeven in Year 3
- NPV: $2.0 M
ModuWall
Acknowledgements

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Questions?