Product Market

- 140,000 egg farms in the US with less than 3,000 chickens
- Currently wash and dry by hand

Happy Egg Washer

- 800 eggs/hr
- Only product that washes and dries eggs
Tray
Egg Cleaning
Brush Automation
Drying: Air Flow
Drying: Absorbent Roller

After drying cycle, drop of water remains

Absorbent roller is used to eliminate the last drop
Competitors

- Does not heat egg
- Does not soak egg

- Kuhl Egg Washer
- Clean Egg Washer
- Happy Egg Washer

Dries Egg
Our Business Model

- License our product to existing egg washer manufacturer

Initial costs
- $100,000 for patent and legal

Revenue streams
- $100,000 license
- 8% royalty
- Sell custom brushes / egg trays
- Offer repair and consulting services

Five-year exit strategy
- Buyout: economies of scale
Sales Forecast

- Assumptions: 1% market capture in first year; 20% growth in years 2 and 3; 10% expansion in year 4

Total: 1,400
Sales Forecast

Assumptions: 1% market capture in first year; 20% growth in years 2 and 3; 10% expansion in year 4
Sales Forecast

Assumptions: 1% market capture in first year; 20% growth in years 2 and 3; 10% expansion in year 4

Total: 4,800
Sales Forecast

Assumptions: 1% market capture in first year; 20% growth in years 2 and 3; 10% expansion in year 4

Total: 7,000
Net Present Value

- Assumptions: 1% market capture in first year; 20% growth in years 2 and 3, and 10% expansion in year 4

- NPV: $1,074,700
- Discount Rate: 30%
- Target Price: $4,000
- Unit Cost: $1,000
Thank You

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- Sangbae Kim
- Dick Fenner
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