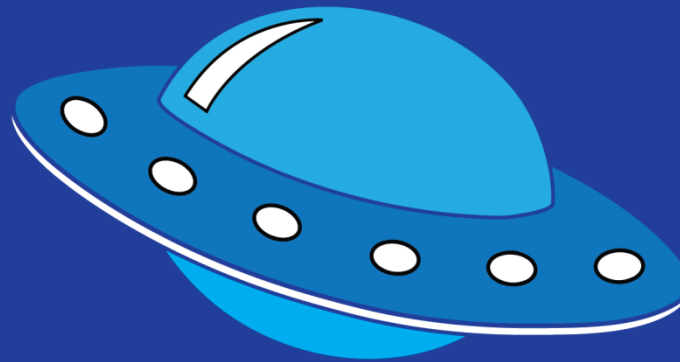


BLUE B

SKETCH MODEL REVIEW

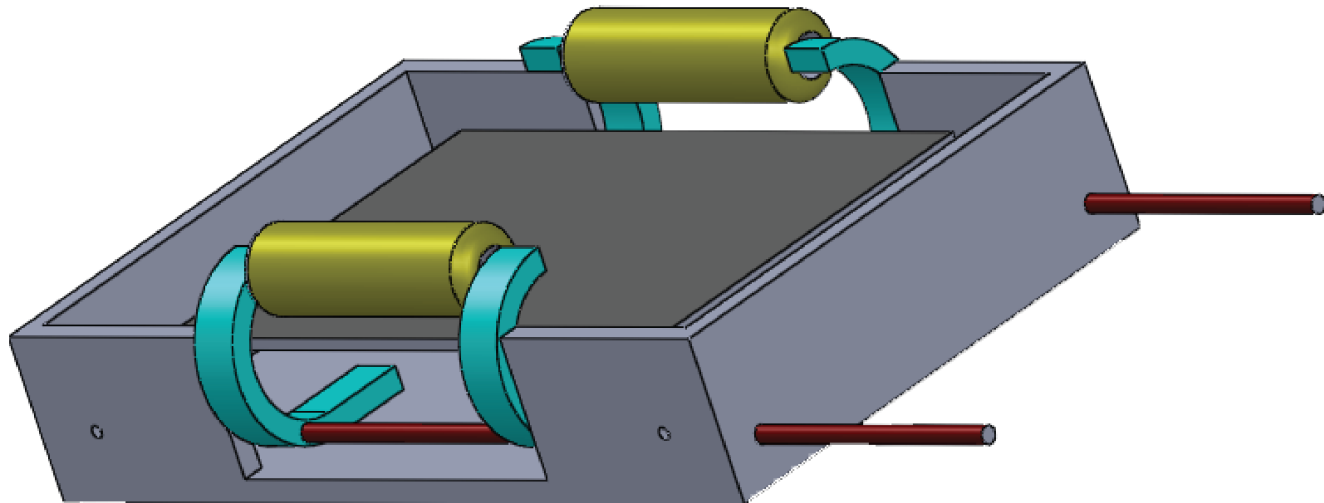


2.009
FALL 2013



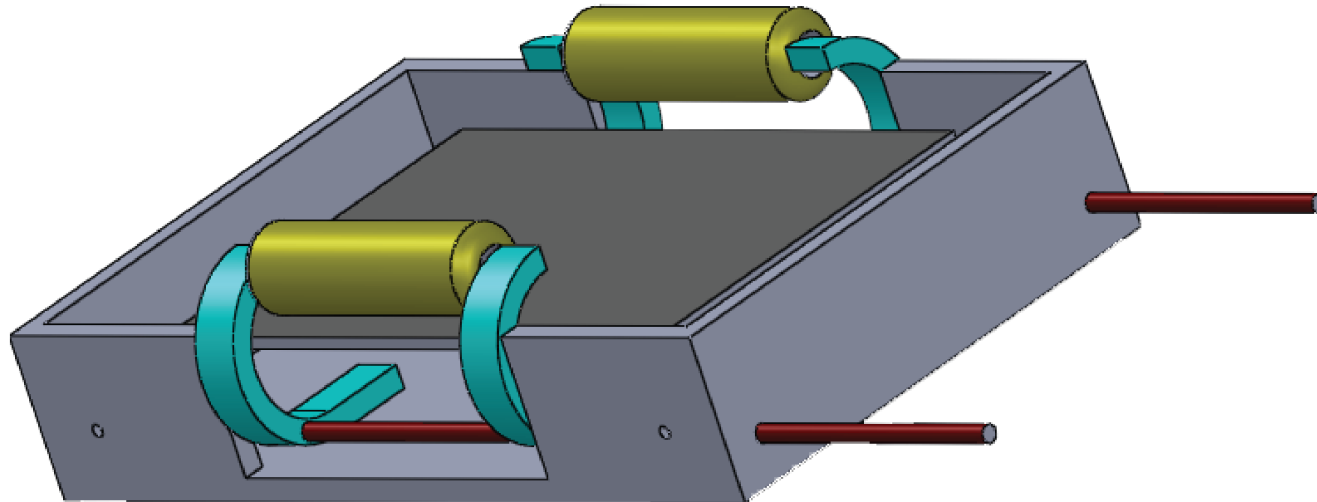
POLISHINE

Professional Shine, Less Time



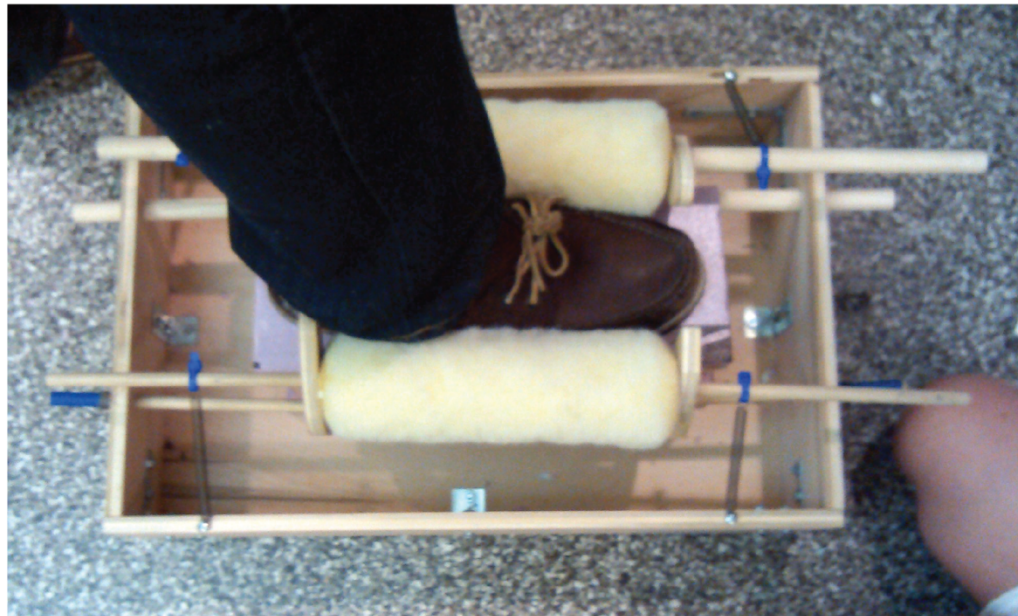


PoliShine is the first automated efficient, hands free shoe shiner for today's professional





Spring loaded mechanism allows product to be used on any size shoe.





~15million Americans age 22-35
work in office environments

1.5million US bank employees

- 400k are back office
- 100k are senior exec



1million potential consumers
in banks alone



Our Consumer

In preparation for work businessmen
shine their shoes every day!



That's 5-10 minutes every morning...
as opposed to 5-10 seconds!



Consumer Needs



saves time by cleaning entire shoe in seconds



comparable devices >\$100 require more user time and effort (no multitasking)



hands free capabilities, allows for multitasking



Benchmarking

Kalorik Shoe Polisher



\$130

manually position shoes under brushes

~1 minute to clean

\$5-15 for hired shoe shiner

~5 minutes

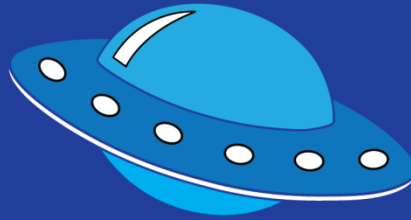




Next Steps

- apply polish (while protecting clothing)
- automation
- brush motion
- front and back brushes
- foot free as well

THANK YOU



SANISURF + POLISHINE

Presented by Blue B