

Slide 1: Title & Team

Get their attention while they wait
for the presentation to start.



Simplift Corp.

Lifting you up in new ways.

Providing Solutions that are Safer,
Easier and Intuitive

FOR FURTHER INFORMATION
ON THE PRODUCT OR
INVESTMENT OPPORTUNITIES
PLEASE CONTACT US AT:

Simplift Corporation

simplift@yahoo.com

1-800-CAN-LIFT

(800-226-5438)

Founded in Detroit, MI in 2012 by:

Bob fdfads

Eric Glkdoi

Slide 2:

Start-ups and IP Sellers: What are the details of your product or service, and why does it resolve an unmet need?

Provide proof. Have you sold any?

Simplift's technology is new and novel

Protected Intellectual property includes:

- Soft-Touch jack pad: will not damage vehicle
- Tripod structure: increased stability
- Foot operation: easier and safer; operator remains standing



Slide 3

Start-ups: What business are you in?

IP Sellers: How does your proposal relate to the existing business?

Are you selling products?

Do you provide services?

Is there an existing market or will
this be something new?

Our product will fit in the automobile aftermarket business



This product will sell in the well-established market of aftermarket automotive products.

The product(s) can be distributed to retail outlets.

The market is entrenched in “tried and true” products (old technologies).

Slide 4: Transition Slide

What will you talk about next?

Show Agenda Here

Slide 5

Start-ups and IP Sellers: What do customers do now (unmet need) that is unsatisfactory?

Remember who your audience is.

Customers struggle with jack failures, which is an opportunity for our company



5000
Injuries per year
attributed to jack failure
NHTSA Not-In-Traffic
Surveillance System Report
Injuries Associated With Hazards Involving
Motor Vehicle "Jack Failures"
September, 1998



Problem:

**Hard to locate vehicle lift point under vehicle
Unstable; tend to fail under load
Simple but old fashioned technology**

Opportunity:

**250,000,000 registered cars in United States alone
Average age of a vehicle is 9 years
3 million new vehicles produced in US annually**

This problem was not solved previously because the time was not ripe for a change.

Now is the time:

- **MORE DO-IT-YOURSELF MECHANICS**
- **HIGH COST OF ROADSIDE ASSISTANCE**

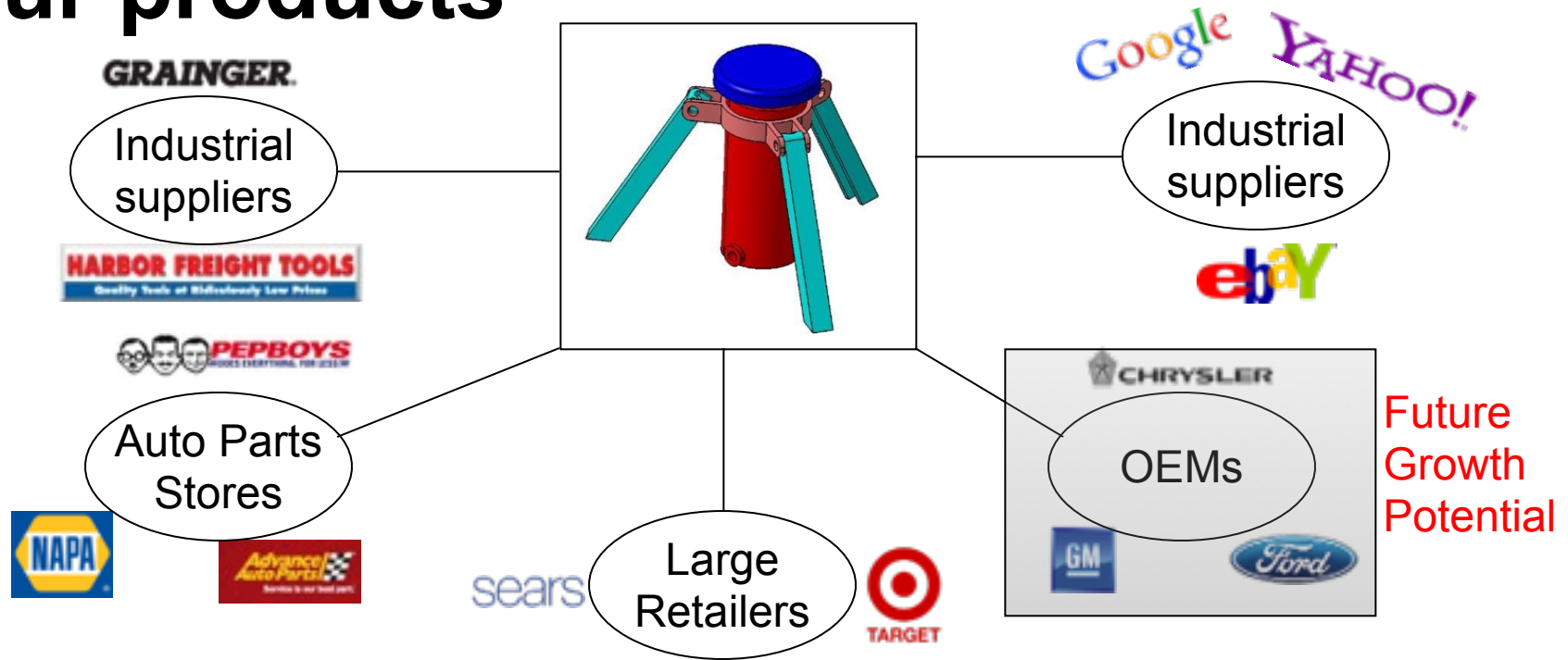
Slide 6

Start-ups and IP Sellers:

How will customers use your product, why will they pick yours, and how much money will they save?

Remember who the customers are.

Customers will easily find and select our products



- Our product is safer, easier, and cleaner than the competition
- The value is more than just a cash value
- We be creative reaching our customers:
 - trade shows
 - Infomercials
 - targeted advertising,
- Our jack will be competitively priced at \$50.00

Slide 7

Start-ups: What is the total market size for your new business?

IP Sellers: Will your proposal cannibalize the company's current market? How different is this new market and how big is it?

The market is broad and we are ready

- MARKET SIZE
 - 250 million vehicles registered in the United States as of 2010
 - 3 million vehicles produced annually in the United States
 - Average age of the vehicles on the road has increased to 9 years.
 - [Bureau of Transportation Statistics U.S. Department of Transportation](#)
- SEGMENTATION
 - Do-it-yourself mechanics
 - Small vehicle repair shops
 - Vehicle customizers
- We will make strategic alliances with selected customers to get exposure for our product
- We will provide demonstration product for use at key events
- **WE WILL GO TO WHERE OUR CUSTOMERS ARE**

Slide 8

Start-ups: Who will be copying and competing with you, and how will you stay ahead of them?

IP Sellers: Who are the company's existing competitors, why is your idea better than what you do today and how long will it take competitors to end-run your IP protection?

The cost to defend the IP is a real consideration.

We understand the competition



Competitor strengths:

- Established company and product line
- Established customer base

Competitors weaknesses:

- Entrenched in “tried and true” products (old technology)
- Cannot react quickly to market changes and demands
- Large overhead and operating expenses
- Large legacy costs

Our competitive advantages:

- Quick to react to market changes and demands
- Low overhead and operating expenses
- No legacy costs
- EXCITING NEW PRODUCT USING NEW TECHNOLOGY

Slide 9: Transition Slide

What will you talk about next?

You are about to explain the financial details of your product idea.

Slide 10

Start-ups: What are the projected annual revenues?

IP Sellers: What are the projected annual revenues AND what are the financial effects on existing business?

Remember who your audience is.

Current operations and manufacturing facilities will work

- SIMPLE and LOW COST production concept:
 - CROSS TRAINED EMPLOYEES to perform a variety of tasks as needed
 - SIMPLE ASSEMBLY TECHNIQUES that require little special training or tools
 - PURCHASED COMPONENTS with little need for additional machining or modification
- SMALL INITIAL CAPITAL INVESTMENT
 - Lease building and major assembly tools and aids
 - Use green strategies to reduce overhead costs
 - Take advantage of existing local incentives (Enterprise Zones)
- OUR REGULATORY REQUIREMENTS ARE;
 - OSHA
 - Industrial and commercial safety ratings (UL, etc)
 - Recognized customer advisory publications (CONSUMER REPORTS)

Slide 11

Start-ups and IP Sellers: What are the projected
Monthly Revenues vs Costs?

Remember who your audience is.

Profit and loss statement looks favorable

Revenue (+)
Cost of Goods Sold (-)

Gross Profit:

Operating Expenses (-):
Research & Development
Marketing
Sales
General & Administrative

Expenses: **Total Operating**

Adjustments: **Net Before**

Interest (+)
Taxes (-)

Net Income:

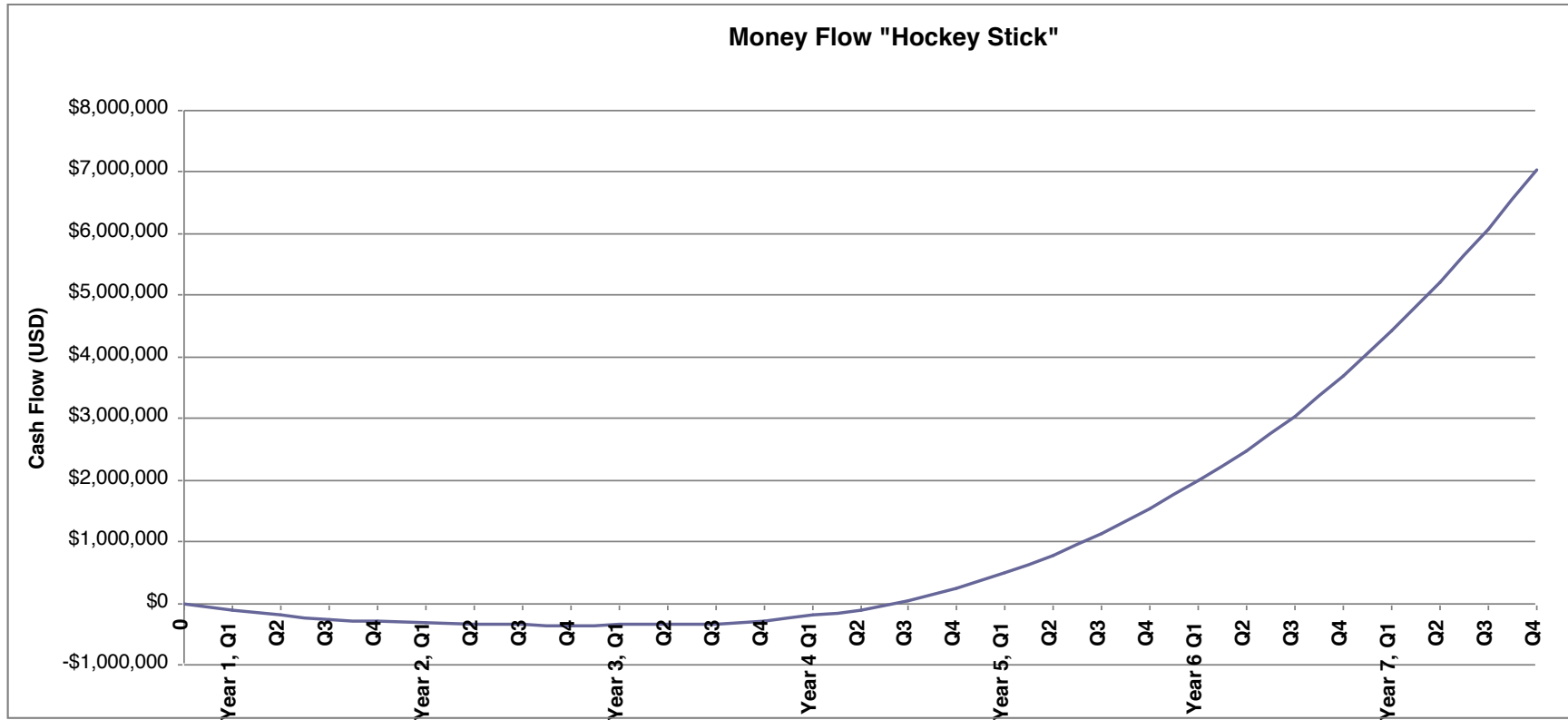
Slide 12

Start-ups: What is your financial model?

IP Sellers: What is the company's financial model?

Remember who your audience is.

Financial plans are consistent with company strategies



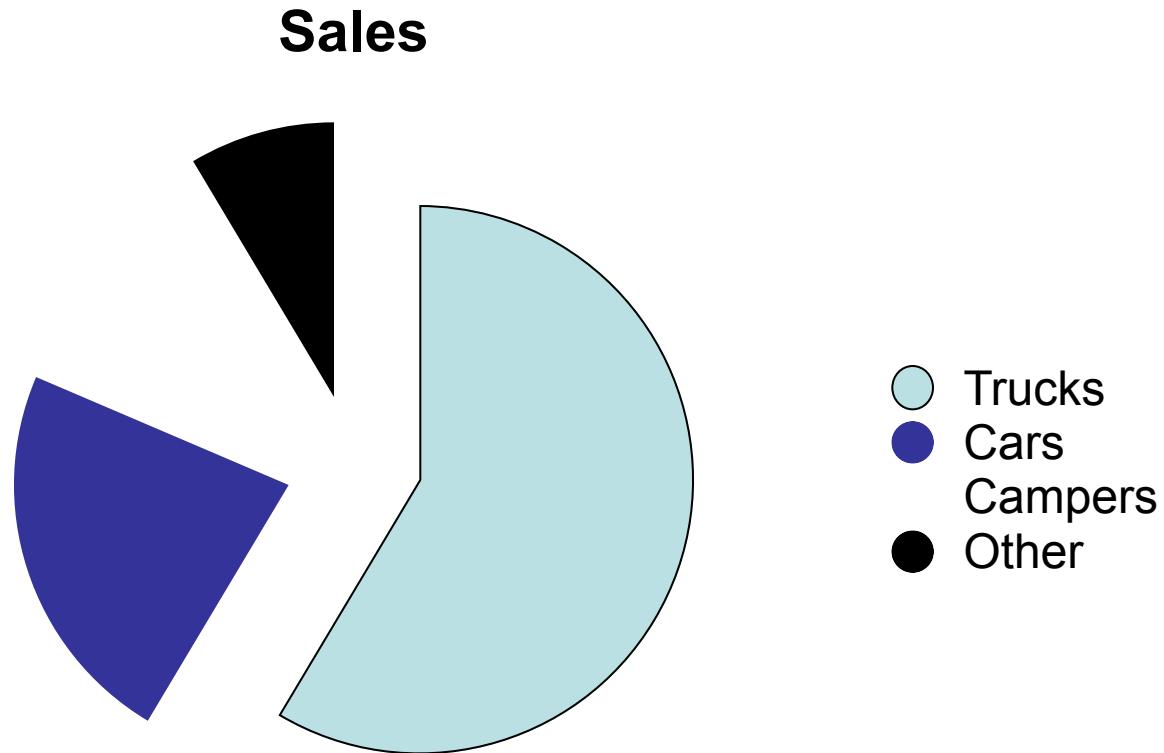
- \$500,000 initial investment for start up
- Operation turns profitable in Year 4, Q3
- 10X Investment return in Year 6, Q4

Slide 13

Start-ups and IP Sellers: What are the sales volumes sorted by the various channels?

Remember who your audience is.

The product fits many market segments



Slide 14

Start-ups and IP Sellers:
How far along is your product?
How much work lies ahead?

Strategic issues are manageable

Contacts for non-competitive but related industries

- Chemical engineering firm
- Air bag supplier and manufacturer

– Contacts for Marketing advise

– Contacts for Make/Buy advising

– \$400,000 investment for initial start up costs

- Research, development and design finalization
- Facility and equipment acquisition
- Start up material purchasing
- Labor

Slide 15

Start-ups and IP Sellers: Review the high points!

Remember who your audience is.

WE ARE THE RIGHT TEAM

TARGET ANNUAL SALES = 20,000 UNITS

@ \$50/UNIT = \$1,000,000 In annual sales

Focused and committed

Low cost, high quality product

Strong management team

Made in the USA of US components

EXCITING NEW PRODUCT USING NEW TECHNOLOGY

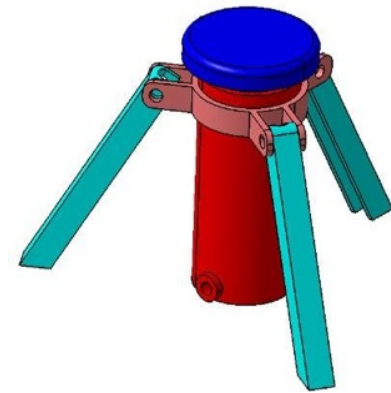
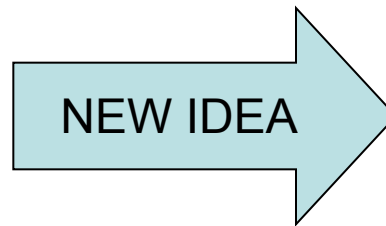
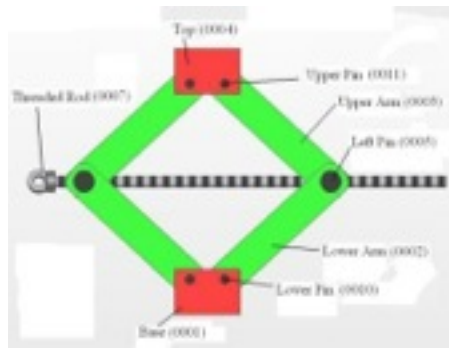
Slide 16

Start-ups: ASK – *Know what you want* and ask for it!

IP Sellers: ASK – *Be reasonable*, but remember you can always go lower, never higher.

Remember who your audience is.

Adopt this cool new product and business plan



Protected Intellectual property includes:

- Soft-Touch jack pad
- Tripod structure
- Foot operation

Appendix

Supporting Data

Mangement Team, Board of Directors, Advisory Board

Name	Board Position	Experience	Strengths
Donald Kotula	Board Chair	Founder, Chairman of the Board, and Chief Executive Officer at <i>Northern Tool + Equipment Company, Inc.</i>	<ul style="list-style-type: none"> *Ability to oversee a large supply company *Experience with the start-up of a company *Good knowledge of the industry
Roxanne Austin	Vice Chair	Former President and Chief Executive Officer at <i>Move Networks, Inc.</i>	<ul style="list-style-type: none"> *Leadership in moving towards "uncharted territories" and new marketplaces.
Linda Lane	Committee Chair	Superintendent of <i>Pittsburg Public Schools</i>	<ul style="list-style-type: none"> *Ability to oversee multiple sectors
Ken Tarlow	Board Member	President at <i>Tarlow Design</i>	<ul style="list-style-type: none"> *Oversees the running of an innovations company *Expertise in small, local business *Understands engineering aspects and process of bringing customer products to market.
John Koski	Secretary	Global Chief Legal Officer at <i>SNR Denton US LLP.</i>	<ul style="list-style-type: none"> *Risk management experience *Expertise in employment matters and insurance issues
McRae Banks II	Treasurer	Dean of School of Business and Economics at the <i>University of North Carolina Greensboro</i>	<ul style="list-style-type: none"> *High level business experience *Entrepreneurial experience (professor)

Strategic Alliances Will Drive Us

We will take advantage of strategic alliances in as many areas of our business operations as prudent, such as:

- Non-Competitive but related industries and information sources



- Independent design engineering firms and consultants



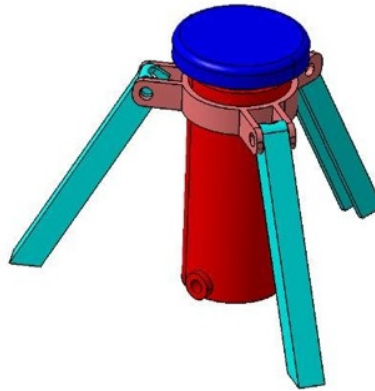
- Key customers



Our Core Competencies



**Testing &
Development**



**Innovative
Designers**



**Materials
Research**



**Government
Lobbyist**



**Safety
Regulations**

Future Technology

Protected Intellectual property includes:

- Miniature versions to lift toy cars
- Maxi versions to lift houses
- Auto power-up features

