



To provide customizable phone cases to those who live versatile lifestyles on the east and west coast and are interested in adding value to the world one step at a time.

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This is a sample for what the cases will look like.

Executive Summary

Mus is a limited liability company that makes modular, customizable and personal branded phone cases that are unique and interchangeable. The company will be successful because of the quality and unique product Mus has created, but most importantly the high demand among high school students, educators and administrators for a school sponsored phone case. This will ultimately boost school morale and a portion of profits will be donated (depending on sales) to various clubs and school supplies. This is just one of the markets that the company plans to incorporate itself into. The company has conducted extensive research which supports these claims and the company's belief in its future success.

The company's presidents are hardworking and strive to make a meaningful impact in their community. They not only see a problem and solution, but a method to help their community and raise funds for local schools. Wyatt and Kathryn want to help their community, they have managed service projects and feel they can make a larger impact with these phone cases

Mus is asking the investors for \$1,883, which will mainly go towards manufacturing our products (Supplies), selling at our school store, running a mall kiosk, and initial marketing, and managing our website/social media accounts.

Success will be measured by evaluating whether or not the company has met the goals defined in the following section and in the number of phone cases sold by the end of this year.

Investors will know that their investment created value by making it possible for this business to launch successfully, and in doing so provide a product and service to our schools and everyday people that will inspire them to achieve more.

The company's president, Wyatt Searle and vice president, Kathryn Cunningham, have loved the amazing capabilities of their phone cases and wanted to add value by branding school logos on their own cases. They quickly found that if they made the features of the phone interchangeable it would solve countless problems. Their friends loved the idea and supported them on their quest to start a business. They saw that there was not a high school in Jordan and Canyons school district that had personally branded phone cases. So, to add value and make the phone unique they combined modular phone cases with personal branding, ultimately starting a business.

Background

We picked this business because we were thinking how great it would be to be able to have a new look for your phone case without having to buy an entirely new case. Then Wyatt remembered that Google was working on a type of case that had interchangeable panels. Our idea blossomed from that, we thought about making something with the same principle but will be able to reach more audiences because for the most part we know what a teenager is looking for. Mus will market phone cases to high schools and colleges around the state of Utah, the demographics and research show that consumers are willing to purchase phone cases online and if personally branded with their school logo, they will be strongly encouraged to buy our phone case.

Mus is in the cell phone accessory business. With experience of having dealt with many different smartphone cases, Wyatt and Kathryn have developed a unique smartphone case that adds value in many ways. We saw that many people want to use their phone cases for multiple reasons, yet don't have a convenient way to use multiple accessories. Mus case offers a modular phone case that you can switch out any feature as necessary without having to buy other phone accessories. When selling to high schools / colleges we put their logos on the back of our phones. There are three interchangeable modules that we will offer in the beginning: a silicone wallet stash, a clip / holster, and a silicone Velcro armband.

What sets us apart from our competitors is that we not only offer a designable phone case, you can change any part of the phone case you want. The phone case will initially be made of soft silicone that is malleable and grips well to the touch. Each personal module is fit the customer's need and with the potential high school and college logos, it can show the pride of the consumer. The frames and modules are made from a special mold that is pressed to each and every phone. Then the design is pressed and is fitted to each module.

Value Proposition

Our phone case will allow you to be able to customize it so you can have what you want, you just need to go to our website and decide what you want the cases plates to look like. You will have your choice of either putting on a team logo or a photo from your computer. Then you are guaranteed a case you will love.

Wyatt did ask 30 students what they thought about their current phone cases and more than half felt compliant with their case but not great. Very few people were in love with their phone case and most would switch cases given the opportunity. The Mus case will be sold at school stores and events, this adds convenience and accessibility to our product. In school we are likely to make good profit because students have to stay there all day and after a while they get

bored with their phone case but places like Amazon take too long to ship it to you and Walmart and Target have a small selection.



This is an image of our arm band phone case.

every customer.

At sporting events you will able to buy a plate that shows your support for your team and it raises money for the team. When you sell them at dances you can put a date on them and then everyone will know that you were at that dance. Also with the purchases our phone case, the company will send hand written letters to

In the beginning we will also add a coupon for 15% off your next order. This will help people to want to buy more plates from us, we will also offer a referral system. Then for every person you refer to our website and they buy something you will get a dollar off your next purchase. We also have multiple uses for the case, it has a compartment for your ID and credit cards, so you won't have to carry a wallet or purse. A clip for your phone will help you from having to put it in you back pocket and either ripping a hole in your pockets over time or bending your phone from you sitting on it. We also have made a Velcro arm band. This is another alternative way to carry your phone and it is convenient for the people to like to go jogging with their phones.

Business Model Blocks

Customer Segment

Our market can expand to all ages, the fact that you can personalize it with logos and/or photos then it reaches sport fans, high schoolers with school spirit and proud grandmas. Both high schoolers and sports fans want to support their team and make sure that everyone knows that they should support that team. Next it is common knowledge that newlyweds and new grandparents like to have pictures from their wedding or of their grandchildren. This is the case that will allow you to do that, now you can pick which photos you want to be on your case and show off to others. Some things that people do not like is the fact that if you want to get a new plate for your phone with a new photo we do have to charge for it, but we will make it a goal to be able to sell multiple tiles at once. There have also been concerns about losing a case panel through your day, we will make the case in a way so that, that risk is lowered. We cannot use magnets for fear that they could mess up your phone, but we can use clips so your plate clips in or Velcro so they stick together. People see value in our product because there are a lot of generic phone cases and they can be great, but nothing is better than being able to make your own. Also a lot of phone cases get dirty, you get tired of them or they break over time. With this case, if a plate gets scratched or dirty you can just trade it out for a new one and then it looks new again. Or when you get tired of the art that is on your case instead of buying a whole new case when it is not necessarily needed, you can just get a new plate and then the case is brand new.

Channel

Mus will market phone cases to high schools and colleges around the state of Utah, we will also be marketing on social media, Etsy, Shopify and on our own website. Through primary and secondary research, we have found our specific niche of phone case users in Utah. That niche is a high schooler and college student who lives an active and versatile lifestyle. The demographics and research show that consumers are willing to purchase phone cases online and if personally branded with their school logo, they will be strongly encouraged to buy our phone case.

Key Partnerships

By this year Mus is planning on partnering with as many school districts in Utah and is going to be involved in raising school funds by selling school branded modular phone cases. By September of 2017, Mus will have sold over 570 phone cases and will have established strong relationships with Jordan school district, Canyon school district and countless colleges. We will be helping raise money for sporting events, and school supplies. By November of 2017, Mus will be planning on expanding to more school districts and planning on helping raise money for more schools.

Key Resources

**Please note that these numbers reflect an average. As the price of each Mus case will vary due to size and intricacy of design and customizability, the company has opted to present its average numbers instead of separate financials for each particular product. These averages come from Alibaba.com.*

Definition of One Unit: 1 Mus Case Frame

Mus Case	Cost /qty	Cost per Unit (\$)
Silicone Frame	\$.0456/Ounce	\$.0456
Blue Frame Coloring	\$.17/ounce	\$.17
Black Frame Coloring	\$.18/ounce	\$.18
White Frame Coloring	\$.16/ounce	\$.16
Magnetized Metal	\$.50/ounce	\$.25
	TOTAL	\$.45-\$0.47

Definition of One Unit: Wallet Module

Wallet Module	Cost/qty	Cost per Unit (\$)
Wallet Silicone Module	\$.0456/ounce	\$.0456
Wallet Blue Module Coloring	\$.17/ounce	\$.17
Wallet Black Module Coloring	\$.18/ounce	\$.18
Wallet White Module Coloring	\$.16/ounce	\$.16
Magnetized Metal	\$.50/ounce	\$.25
	TOTAL	\$.45-\$475

Definition of One Unit: Clip/Holster Module

Clip/Holster Module	Cost/qty	Cost per Unit (\$)
Clip Silicone Module	\$.0456/ounce	\$0.0456
Clip	\$.75/clip	\$.75
Clip Blue Module Coloring	\$.17/ounce	\$0.17
Clip Black Module Coloring	\$.18/ounce	\$0.18
Clip White Module Coloring	\$.16/ounce	\$0.16
Magnetized Metal	\$.50/ounce	\$.25
	TOTAL	\$1.20-\$1.22

Definition of One Unit: Armband Module

Armband Module	Cost/qty	Cost per Unit (\$)
Armband Silicone Module	\$.0456/ounce	\$0.09
Armband Velcro Strap	\$.35/Meter	\$.12

Armband Pouch	\$.20/Pouch	\$.20
Armband Blue Module Coloring	\$.17/ounce	\$0.34
Armband Black Module Coloring	\$.18/ounce	\$0.36
Armband White Module Coloring	\$.16/ounce	\$0.32
Magnetized Metal	\$.50/ounce	\$.25
	TOTAL	\$.99-\$1.02

Definition of One Unit: Packaging		
Ink (Print logo on package)	\$19.99/cartridge	\$.20
Phone Case Box	\$5.99/32	\$.19
	TOTAL	\$.39

Company Strengths

1. The majority of the world's attention lies within their phones and most people want to protect their valued possessions. There are many companies that have grown their business to protect a variety of devices. Mus's greatest strength is being able to adapt to every variety of phone.

Goal #1: To be able to compete in a saturated and competitive market, Mus is going to diversify and create uniqueness to set itself apart from the rest of the cell phone accessory cases. By August 2017, we're going to strive to make our phone cases pop out to potential investors and customers by having a creative and sleek design. This will show our customers that we only produce quality phone cases that will adapt to any business and physical situations.

Goal #2: To accomplish our goal of diversifying our company we will need to be able to keep up with current trends and have the skills or better yet an employee with the skills to achieve our goals. By December of 2017, we will participate in influencer marketing who will promote our phone cases over social media and hire a graphic designer to design our cases.

2. With the number one cause of a broken phone lies within low quality and weak phone cases, there are many businesses striving to make a very durable phone case. While trying to make a durable phone case businesses cut costs in design. Mus's strength is the ability to have a unique design with strong materials, saving people's money by saving their phones.

Goal #1: By June 2017, we will partner with groups such as MyCustomCase to create a partnership and promote high quality phone cases and benefit both of our

values. We also want to reach out to high schools to offer specialized cases for their schools. . We'll start with our two home high schools Brighton and Herriman then branch to our friends at other school like Bingham and Alta. The main objective is to get 35 schools to use our product.

Goal #2: To better promote our product we will post Instagram pictures and will be active on Snapchat by making an account for our business. We will have some of our friends make funny videos featuring our case so if they go viral then our case will be advertised.

Company Weakness

1. Our logo isn't well known. We want to simplify our logo so it is better known across the different platforms and can be easily recognized in any store.

Goal #1: By September 2017, we are shooting to network with smaller companies such as Mophie and MyCustomCases then start working our way up to bigger companies like Del Sol and Zagg.

Goal #2: Increase our market and sell our idea to companies like OtterBox to get promoted. We also hope that by selling our idea, these companies would want to incorporate the adaptability idea into their own product, so we can receive a royalty.

2. Having an underdeveloped team is one of our biggest weaknesses. We only have a small handful of employees to help sell our product and no direct distributor, nor a certified public accountant.

Goal #1: Find unemployed and competent friends to sell in a mall kiosks and pay them based on commission. By July of 2017, we need to hire five more people to

expand the business by getting another kiosk and reach out to as many people as possible.

Goal #2: Hire better financial analyzers by March 2018. The owner's capabilities to get into the finance world is very limited and hiring a CPA would help us make better financial decisions about how we should grow.

Summary

We feel our business will be successful because the cell phone accessory business is quickly growing. We also feel this way because there are always new phones coming out and people want to protect their valued possessions. We want to help people adapt to any situation by offering interchangeable phone cases. We also feel as though students will appreciate our product because we can put the schools personal branding on our phone case. We know what our strengths and weakness are and we believe that with this knowledge, we can better propel ourselves into the future with attainable goals that can help us achieve this life changing business. Our market is saturated enough and we are confident that we will be able to still make a difference in people's lives.