



**Practical Creations for All**

# **UNIQUE PRACTICAL INVENTIONS**

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# I. Executive Summary

## *Inventor Profile*

Hanging a picture, a plaque, a clock or other decorative object on a wall can be a complicated process. The frame must be hung at the proper level and centered so it looks attractive. It can take at least two people, one to hold the frame where it might be placed and another to stand away to see if it is positioned correctly. A measuring tape, a level, and pencil to mark the wall may be used before driving a nail or picture hanger into the wall. If a mistake is made, the pencil marks and incorrectly positioned nail holes permanently damage the wall. Hanging a television screen on the wall requires even more careful planning and assistance. Being a creative problem solver, Antoine Chouiefati has developed a way to simplify this complicated process.

Mr. Chouiefati the inventor passionately feels a sense of pride about this concept and believes that it deserves immediate attention. Because of the great market that exists for such a concept, he wholeheartedly believes in the positive impact its development and production will have on individuals and the market(s) to which it will be promoted.

## *What is the Concept?*

The name of the concept the inventor has chosen is **EZHANG**, as the official name. Branding is important, of course, but the concept is the official foundation for the invention and any forthcoming applications of the invention.

The concept Mr. Chouiefati has envisioned is using a material, similar to play dough, and temporary ink to mark the wall, so the person hanging the decoration on the wall can determine where to insert nails or picture hangers without needing assistance from others. When this product is attached to the back of the decorative object, small, washable marks will be made on the wall to indicate where the nail or picture hanger should be placed. A further, more detailed and video explanation of the functionality of this invention is included in the company website at [www.ezhangframes.com](http://www.ezhangframes.com)

## *How Does it Work?*

Mr. Chouiefati has been designing and documenting this concept for quite some time. He has several "mock-up" drawings of the product, which have provided the inventor with a sense of how the concept will appear once brought into production. This is beneficial for making any necessary modifications and revisions for improvements; thus promoting a more satisfactory and overall accommodating product.

As currently designed in the technical drawings and 3-D models, the invention has unique features not presently available in the marketplace.

**EZ-Hang** is designed to make decorating the walls in a home or commercial space easier to do. It consists of pre-cut squares of a material similar to play dough, with one side covered with temporary ink and protected by paper or film, which is peeled-off when the product is used. The sticky side of a square is attached to the hanging plates on the back of the picture frame, plaque, clock or television screen. If the frame hangs on a string attached to these hanging plates, an EZHANG square would also be attached to the top

of the string where a nail would be needed when the frame is installed on the wall. The paper or film is peeled off, exposing the temporary ink, and the user would hold the frame against the wall in the desired location. The user would then apply enough pressure as the pivotal points to cause the ink to leave marks on the wall where nails or picture hangers need to be placed in the wall. The decorative item can then be removed from the wall, nails or picture hangers installed, and the item can then be hung, and it will be positioned perfectly.

### **What Problem(s) Does it Solve?**

The unique features of this product will provide the following benefits for consumers worldwide:

- An affordable and simple way to mark the wall before installing nails or picture hangers when decorating the walls in homes and commercial spaces
- Provides a way for a person to place and install decorative items without needing the assistance of others
- Marks on the walls can be made without needing tools for measuring
- The ink is temporary, and the object can be re-positioned before installing nails or hangers without causing cosmetic damage to the walls

### **Business Overview**

**I am sure you have mounted and installed a frame whether it is a picture or a fixture or even a T.V wall frame and your experience was not a very pleasant one.**

**You have used a tape measure and a pencil to measure the distance between the top edge of the frame and the hook, then from the side edge of the frame to the hook. Your second step was to take those same measurements and apply them to the wall. The third step was to hammer nails or hangers to where the measurements were marked on the wall. Your big deception was when you tried to hang the frame and the wall measurements were not exact and not quite matching the frame measurements. Disappointed and had to re-do it all over again!**

**With EZHANG a Unique, Easy, Practical, and Low-Cost way in hanging frames you would have done it RIGHT regardless of the size and type from the first time in less than two minutes.**

**Our customers are from any age and from any household or business as they all have pictures and frames mounted on their walls.**

**We are proud to mention that our product is unique and there are no other similar product available on the market worldwide today and it is being patented.**

**The markets are extensive for an innovative product like EZ-Hang, as consumers worldwide will appreciate the benefits of using this product. Home-improvement stores, like Home Depot and Lowes, general supply stores, like Walmart and Target, business supply stores, like Office Depot and Staples, as well as hardware stores, picture framing shops, and stores selling decorative artwork for homes and business, would all be logical retailers for this product. Shop-at-home television stations, such as QVC and HSN, provide good venues for advertising and**

**demonstrating this product. The Internet provides an important platform for the advertising and marketing of this innovative product with many retail sites as well as sites for informative videos**

## **Success Factors**

Unique Practical Inventions - EZHANG is uniquely qualified to succeed due to the following reasons:

- **Products and/or Services:** Our Product is superior to our competitors because there is no similar or 'like' product on the market worldwide.
- **Human Resources:** Our management style and marketing teams has unique experience in marketing and managing even tougher products with thirty years in marketing and sales.
- **Location:** Our location allows us to better serve customers because we are based in THE United States and in Houston, Texas.
- **Operational Systems:** We have developed EZHANG that enable us to provide a high quality product at a low cost to the consumer.
- **Intellectual Property (IP):** We have Intellectual Property that gives us an advantage since we are UNIQUE and own such product. Our IP includes the chemical composition of the product and is in the process of being patented.
- **Customers:** We are now ready in serving key customers which our competitors are not since no such product exist worldwide. These customers include: Households and Businesses around the Globe.
- **Marketing:** We have unique marketing skill sets that enable us to attract new customers at a low cost These skill sets include Web design and SEO (Search Engine Optimization) allowing our websites to be found on search engines on top of the search list. We also have established selling stores in Social Media and Ebay and Amazon and Google and others.

- **Successes achieved to date:** We have already accomplished the following which positions us for future success. Design the product, tested the product, manufactured and packaged the product.
- We currently have a few thousand packages in our inventory ready for sales
- We have received inquiries from several investors interested in the product and we are looking for Equity and Licensing Partners willing to help in getting the product on the shelves of retailers and also wholesalers and distributors.

## Financial Plan

Below is an overview of our expected financial performance over the next five years:

To achieve these projections, we need to raise \$100,000 in financing.

**Figure 1: Annual Financial Summary – 3 years projection**

Explanation	FY1	FY2	FY3
Revenues	\$249,500	\$299,400	\$389,220
<b>Total Revenue</b>	<b>\$249,500</b>	<b>\$299,400</b>	<b>\$389,220</b>
Direct Cost			
Product Manufacturing	\$39,500	\$47,400	\$50,700
<b>Total Direct Costs</b>	<b>\$39,500</b>	<b>\$47,400</b>	<b>\$50,700</b>
<b>GROSS PROFIT</b>	<b>\$210,000</b>	<b>\$252,000</b>	<b>\$338,520</b>
GROSS PROFIT %	84%	84%	87%
<b>Other Expenses</b>			
Salaries	\$48,000	\$48,000	\$72,000
Marketing Expenses	\$20,000	\$24,000	\$28,000
Rent and Utilities	\$15,000	\$15,000	\$15,000
Other Expenses	\$10,000	\$12,000	\$14,000
<b>Total Other Expenses</b>	<b>\$93,000</b>	<b>\$99,000</b>	<b>\$129,000</b>
<b>EBITDA</b>	<b>\$117,000</b>	<b>\$153,000</b>	<b>\$209,520</b>
Depreciation	\$0	\$0	\$0
Amortization	\$0	\$0	\$0
Preliminary Exp Written Off	\$0	\$0	\$0
<b>EBIT</b>	<b>\$117,000</b>	<b>\$153,000</b>	<b>\$209,520</b>
Interest Expense	\$1,932	\$1,932	\$1,932
<b>PRETAX INCOME</b>	<b>\$115,068</b>	<b>\$151,068</b>	<b>\$207,588</b>

Net Operating Cost	\$0	\$0	\$0
Use of Net Operating Cost	\$0	\$0	\$0
Taxable Income	\$115,068	\$151,068	\$207,588
Income Tax Expense	\$40,000	\$45,320	\$62,276
<b>NET INCOME</b>	<b>\$75,068</b>	<b>\$105,748</b>	<b>\$145,312</b>
Net Profit Margin	30%	35%	37%

NOTE: Based on selling 50,000

Units

Interest 7.47%

Income Tax 35%

2d growth 20%

3d growth 30% manufacturing cost decreased by 10%

3d year hired on more staff



## II. Company Overview

- Date of formation: September 30, 2015
- Legal structure: Currently privately owned to be converted to a LLC late 2016
- Office location: 781 Country PI Dr – Unit 2087 – Houston, Texas 77079
- Business stage: Started sales on-line through website and S0cial Media and stores on Ebay and Amazon and Shopify.
- Prior funding rounds were received: NONE
- Products and services were launched: EZHANG sales launched on February 1<sup>st</sup>, 2016
- Revenue milestones were reached: No milestones at this time. Working on optimizing our sales websites
- Key partnerships were executed: Currently looking for Equity and/or Licensing Partners
- Key customer contracts: None at this time as we are looking for partners that have access to Wholesalers, Distributors and Retailers
- Key events: Looking forward to participate in Exhibitions and hopefully after achieving sales to be on the Shark Tank how.

### III. Industry Analysis












#### Market Overview

The market in which Unique Practical Inventions is operating can be characterized by the following:

EZHANG market is unique and spans across a huge market in the United States and Worldwide. EZHANG can be categorized as a 'tool' which can be used by people of any age and is used in any and all households and businesses.

Since it is so widely and generally used it is impossible to have any market research and study done to evaluate the market prospective. EZHANG potential has no limit due to the following facts and figures.

This is a **list of countries by number of households**. The list includes households occupying housing units and excludes persons residing in collective living quarters, such as hotels, rooming houses and other lodging houses, institutions and camps

Country	Household population	Households	Household size	Year
 <a href="#">China</a>	1,367,820,000	455,940,000	3.0	2012
 <a href="#">India</a>	1,200,536,286	248,408,494	4.8	2011
 <a href="#">United States</a>	304,130,000	117,538,000	2.6	2009
 <a href="#">Indonesia</a>	237,641,326	61,157,592	3.9	2010
 <a href="#">Brazil</a>	189,790,211	57,324,167	3.3	2010
 <a href="#">Russia</a>	142,754,098	52,711,375	2.7	2002
 <a href="#">Japan</a>	124,973,207	49,062,530	2.5	2005
 <a href="#">Germany</a>	80,219,695	37,571,219	2.1	2011
 <a href="#">Bangladesh</a>	149,772,364	31,863,396	4.4	2011
 <a href="#">United Kingdom</a>	N/A	26,473,000	N/A	2011
 <a href="#">France</a>	N/A	25,253,000	N/A	2005

I have included the top 11 countries and the number of households and population. 1,164,000 (One billion one hundred and sixty four million) households and over three billion in population.

The opportunity of EZHANG to be in every of the above households depends and rely on the marketing capabilities in reaching out to those households through websites and major worldwide distributors.

- Industry Sales (\$) Assumptions: If we take only the USA market and the number of households of 117,538,000 million with the assumption of reaching 50% (59,000,000) of them and 25% (30,000,000) will be a goal to reach.
- As for businesses in the USA: There are 27.9 million small businesses and 18,500 with 500 employees or more. In the USA there are 135,984,712 firms and 158,565,394 establishments employing 1,870,701,236 people.
- A marketing challenge will be reaching the business space in the USA.
- Market Trend: Most consumers have about 20 framed pictures on display in their home Family photographs and original art are the most frequently custom framed items. 5.3M U.S. households purchased custom frames in 2008. 37% of U.S. households currently have a custom frame in their home. On average, these households have 6.5 framed items. Based on a household population estimate of 113 million in 2005, there are 250 million custom frames in U.S. homes

## ***Relevant Market Size***

Our relevant market size is the annual revenue that our company could attain if we owned 100% market share.

Our relevant market size is calculated as follows:

1. Number of customers who might be interested in purchasing our products and/or services each year: As explained any and all household in the US and Worldwide have purchased and hanged wall picture frames. Our goal is to sell a minimum of 1,000,000 (one million) unit the first year.
2. Amount these customers might be willing to spend, on an annual basis, on our products and/or services: The purchase of EZHANG is conditioned by the number of picture or TV frames or any wall mounting product consumers'

purchase annually. Based on the above analysis our estimate will be two packages on average.

3. Our relevant market size: dependent on our marketing effort in reaching the millions households and businesses in the US and Worldwide.

As the analysis shows, our relevant market is large enough for our company to enjoy considerable success.

## **IV. Customer Analysis**

Below is a description of who our target customers are, and their core needs.

### ***Target Customers***

Below is a profile of our target customers:

- Age: From teenagers to senior ages (16 – 80)
- Income: EZHANG is not expensive and is affordable to any income.
- Gender: Any gender.
- Location: In the US and Worldwide.
- Marital status: Any status.
- Family size: Singles and any size family or business.
- Occupation: Any occupation.
- Language: Any language.
- Education: Any education.
- Values/Beliefs: Any.
- Activities & Interests: Any.
- Business size: Any.

Our target customer is any and/or ALL households whether renting or owners as well as ALL business size.

### ***Customer Needs***

Below is a profile of the needs that our target customers have:

- Speed: Speed is the strongest feature of EZHANG as it eliminates the need of measurement tools and a frame can be mounted correctly from the first try in less than two minutes.
- Quality: Perfect quality 100% guaranteed with zero flaw.
- Location: Any wall or panel where frames can be mounted.
- Reliability: 100% guaranteed reliability.
- Comfort: Very easy and comfortable to use.
- Price: at \$4.99 price from our websites. A very low-cost and affordable price.
- Customer Service: Our website will have live chat 8 hours a day.
- Convenience: Unbelievable and unreal convenience when compared to traditional mounting procedures requiring measurement tools and precision.
- Ease of use: Unique, Simple and very Easy to use.
- Other: Simple to store does not require any meaningful space.
- Other: High Return on Investment (ROI)

## **V. Competitive Analysis**

### ***Direct Competitors***

**NONE.** As of today this product is unique and is the only one in the market and is currently being patented.

### ***Competitive Advantages***

**NONE.** As of today this product is unique and is the only one in the market and it is currently being patented

## **VI. Marketing Plan**

Our marketing plan, included below, details our products and/or services, pricing and promotions plans.

### ***Products, Services & Pricing***

#### **Product Name: EZHANG**

- Product Features: Patented '*putty*' with fading colored ink
- Product benefits: Help in hanging any size frame accurately without measurement tools – a one-man-job in less than two minutes
- Product price: Retails on-line for \$4.99
- Product expected purchase frequency/quantity: Depends on Households and Businesses frequency in purchase frames
- Product strengths: Resolves the problems of mounting and hanging any size frame
- Product weaknesses: None

### ***Promotions Plan***

Unique Practical Inventions will use the following tactics to attract new customers:

- Blogs, Podcasts, etc.
- Social Media
- Classified Ads
- Coupons
- Direct Mail
- Door Hangers
- Email Marketing
- Exhibitions
- Flyers



- Gift Certificates
- Networking
- Newsletters
- Online Marketing
- Partnerships/Joint Ventures/Equity Partners/Licensing
- Press Releases/PR
- Trade Shows
- Word of Mouth / Viral Marketing
- Websites
- Ebay Store
- Amazon Store
- Google Store
- Cell Phone Apps

### ***Distribution Plan***

Customers can buy from us via the following methods:

- Retail location: Currently Searching for Partners who has connections with Retailers, Distributors, and Wholesalers
- Company website: [www.ezhangframes.com](http://www.ezhangframes.com)
- Facebook
- Ebay Store
- Amazon Store
- Google
- Cell Phone Apps

## VII. Operations Plan

### ***Key Operational Processes***

The key day-to-day processes that our business performs to serve our customers are as follows:

- Product Development: Currently we have 3000 units in our inventory
- Sales: Currently all sales are through on-line websites and stores
- Marketing: Currently the marketing plan is to optimize our website by hiring a company to do so and a new product marketing company searching for partners.
- Finance: So far we have invested a few thousand dollars and have a small capital and cash-on-hand.
- Customer Service: EZHANG does not require a Customer Service department. We will be handling all consumer questions through a Live Chat on our website.
- Manufacturing: EZHANG is manufactured in China.
- Administration: All administrative work is handle by one volunteer staff member.
- Accounting/Payroll: Currently we have no staff on payroll.
- Legal: Our attorney is currently filing the EZHANG patent.
- Purchasing: N/A

### ***Milestones:***

The key business milestones that our company expects to accomplish as we grow include the following:

- *New product introductions*
- *Find interested Equity or Licensing Partners*
- *Raise funds by selling 3000 units from our inventory*
- *Find Distributors, Wholesalers, and Retailers*
- *Hiring key marketing resources*

## **I. Accomplishments:**

- Accomplishment #1: Created EZHANG website and On-line Stores
- Accomplishment #2: Patent in process
- Accomplishment #3: Manufactured 3000 units in China
- Accomplishment #4: Hired Internet and website optimize company
- Accomplishment #5: Hired a New Product marketing company

## ***VIII. Management Team***

Our management team has the experience and expertise to successfully execute on our business plan.

### ***Management Team Members***

- **Name: Antoine ‘Tony’ Choufati**
  - Title: President - Owner
  - Key Functional Areas Covered: Management and Marketing
  - Past positions, successes and/or unique qualities: IBM Marketing Territory Manager
  - Educational background: Master’s Degree in IT – 25 years marketing with IBM

## **IX. Financial Plan**

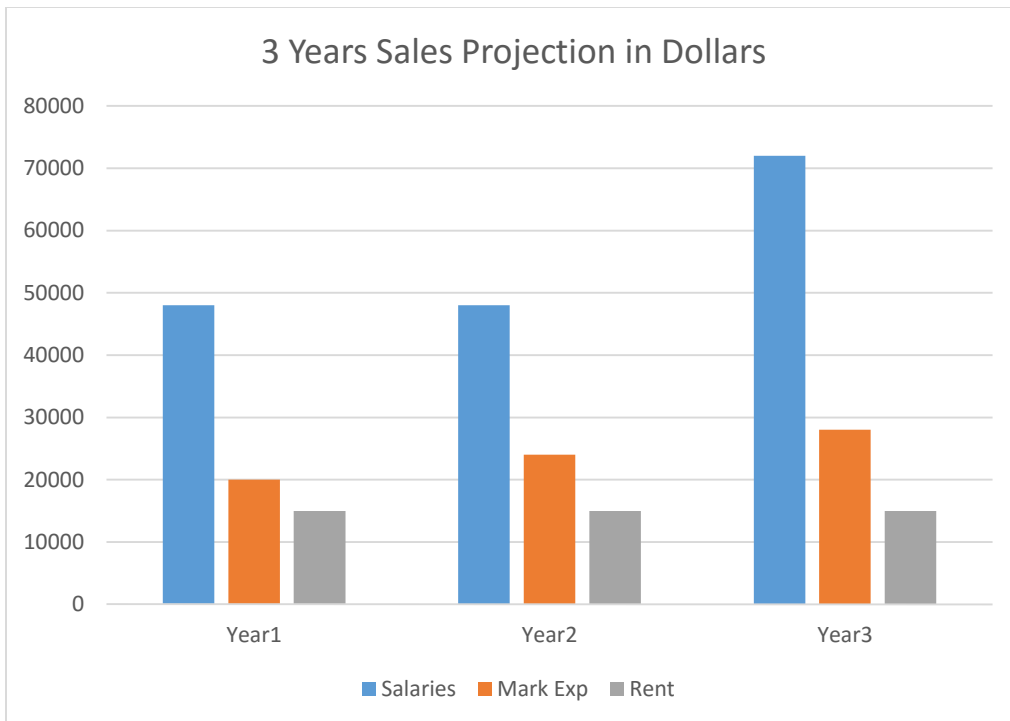
### ***Revenue Model***

- Sales of products/services: On-line Sales and Retail when contracts are available
- Referral revenues: 20% commission for referrals

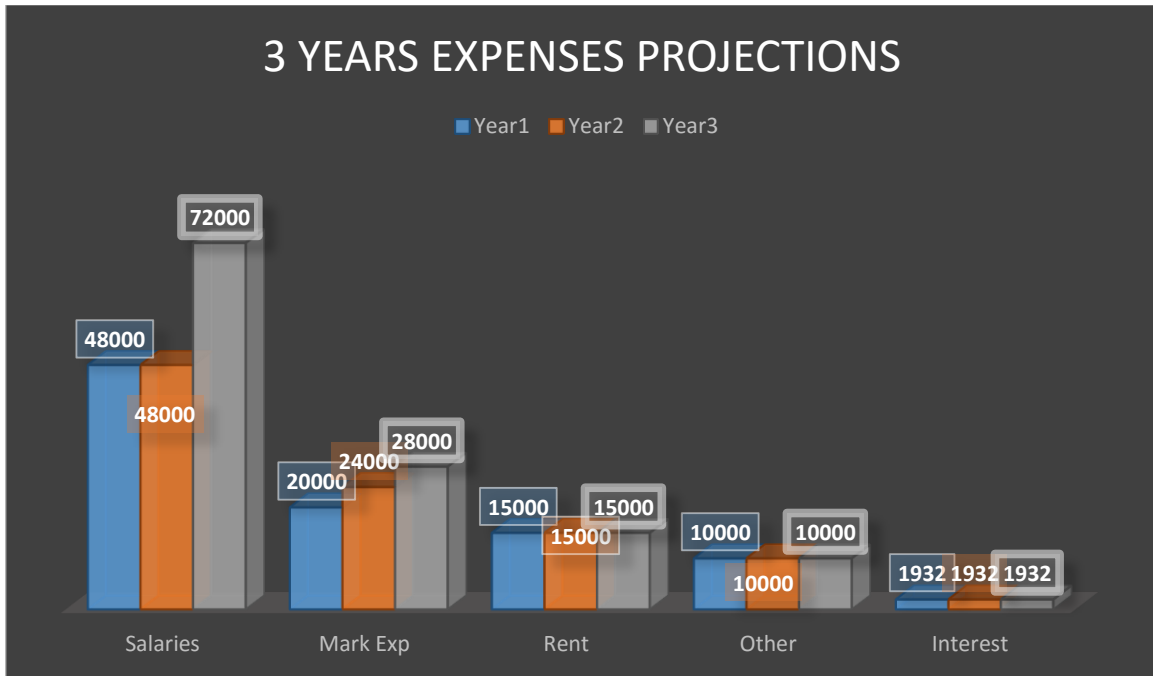
- Licensing/royalty/commission fees in process offering options to investors or partners in Equity or licensing.
- Donations: We offer 10% of our sales to National Cancer Organizations

## ***Financial Highlights***

**Figure 2: Financial Highlights**



**Figure 3: Projected 3 Years Expenses**



### ***Funding Requirements/Use of Funds***

To successfully execute on our business plan, we require \$100,000 in outside funding.

The primary uses of this funding include:

- Product Manufacturing:
- Marketing:
- Staffing:
- Renting an office location
- Participate in Trade Shows and Exhibitions
- Create numerous on-line websites and the cost of Search-Engines-Optimization

## ***Exit Strategy***

We offer three different plans to our partners but we are also open to any offer:

We have three tiers of service tailored to meet the needs of businesses of different size, complexity, and lifecycle:

### **Basic Plan**

Finance the production of the product, Market the product, Share 50% of the net revenue.

### **Plus Plan**

Partnership. Buy the royalty to produce the product. Develop it, Market it the product, Pay Royalty

### **Platinum Plan**

Purchase and own the product. Develop it, Produce it, and own 100% of the revenue

## X. Appendix

### Patent information: Patent is currently being filed by:

#### **PLAGER SCHACK LLP**

**Your Business Partner<sup>SM</sup>**

16152 Beach Boulevard, Suite 207  
Huntington Beach, California 92647

Tel: (714) 698-0601

Fax: (714) 698-0608

Email: [Info@plagerschack.com](mailto:Info@plagerschack.com)

### Companies who has shown interest and have requested additional information:

- Tim Barrett (Optimum Capital Funding)
- Camacho Mauricio (Credit and Investment Agency)
- Mark Mangurian (First Capital)
- Cathy Evangelista (Global Star Capital)
- Jake Moor (Mountain Boy Capital)
- Shuretechh

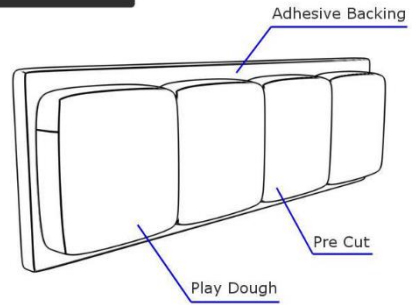
### Videos to watch:

<https://www.powtoon.com/online-presentation/g58uvFGIBQv/ezhang-frames/#/>

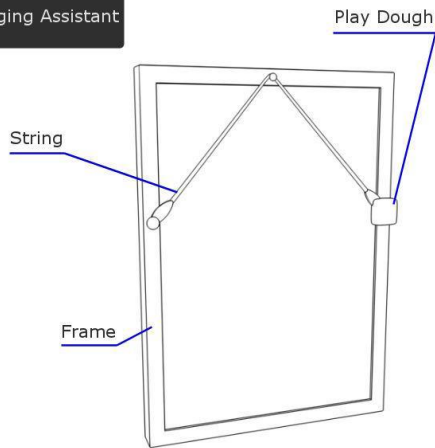
<http://www.ezhangframes.com/DEMO.html>



Frame Hanging Assistant



Frame Hanging Assistant



To purchase EZHANG: <http://ezhang.myshopify.com/> and [www.buyezhang.com](http://www.buyezhang.com)