

Business Plan

Executive Summary

Our product idea is for a line of hard drives, with the unique feature of a built in screen and navigation buttons. These will allow the user to browse through their files and folders without the hassle of plugging in the hard drive to a computer and/or power source.

We designed this product in order to exploit the vast demand present in the IT sector: professionals and business users, as well as private users with a need for hard drive storage space.

We do not intend to start our own production facility. We believe a more viable option would be to patent this idea, and attempt to sell it to one of the existing hard drive manufacturers such as Western Digital. They have the pre-existing production facilities to mass produce this product.

The implementation of this idea should not be too problematic or expensive. The screen will be a small, basic monochrome display. The user will not be able to change any data on the hard drive. They will only be able to navigate the folder and file system, and see the names. It is purely an information display, it is not designed for user input. This will mean that the driver used to interact with the hard drive will be relatively simple and therefore cheap to produce. We hope to write our own driver to traverse the folder structure and display it on the screen. We would hope to hire a computer engineer to help us create a prototype screen and attach it to a hard drive to prove the concept.

We will be targeting multiple areas of the IT sector. We will have different models for each area, as shown in the table below:

Model	Price	Size	Suitable For
EXTREME	€119.99	1 TB	Home Use
PILEDRIVER	€179.99	2 TB	School Use
FUSION	€279.99	5TB	Office Use

As you can see, we are targeting many different customers. We have our lower end models for private users, with higher capacity models available for schools and offices. We hope to cover as much of the market as possible with our innovative product.

The benefit of this product is that it is a much simpler and streamlined way for the user to keep track of their data/information. The innovative screen will allow them to view their numerous folders and files on the go, allowing for a more flexible, storage solution. The user can see how much free space they have at a glance, with no need to connect to a PC.

When selling this idea, we would like an upfront payment of €20,000 to cover expenses accrued, along with a percentage of each hard drive sold. No doubt, there will be many companies competing to get the exclusive rights to our idea. We would leverage our advantageous position to get the best deal possible.