



mEASies

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Problem

- ▶ A significant number of mechanical pencils go to waste each year because their eraser has worn out long before the lifetime of the pencil expires.
- ▶ Plastic from discarded mechanical pencils (as well as the waste from the plants that produce them) is harmful to the environment



Solution: mEASies – Made Easy Mechanical Pencil Erasers

- ▶ Create a device (mEASies) that extends the life of mechanical pencils.
 - Pencil-shaped device “stamps out perfectly sized pieces of eraser to fit into mechanical pencil.
 - Reduces plastic waste by reducing the number of mechanical pencils students need to buy in their school career/lifetime



Consumer and Market

- ▶ Target Market : High school and University Students ages 14-25
 - ▶ This group of students who rely on sharp pencils during long lecture periods and homework sessions
- ▶ Increase in Pencil Sales
 - ▶ Sales of pencils in the U.S. increased 6.8 percent last year(2012), according to a study by the NPD Group.
- ▶ Ageless and Priceless Tool
 - ▶ “ Unlike pricey iPads and other tablets and electronic devices, a new pencil is a guilt-free indulgence that provides high quality at a low cost.” –Fox News



Competition

- Our competitors are manufactures of the expensive replacement eraser nubs for mechanical pencils
- Our solution is different because it is environmentally friendly and also is cost effective, since the consumer does not need to buy replacement nubs or more mechanical pencils
- Nothing else on the market is sold to cut erasers and make new erasers nubs like the mEASies does



Economic Model

- ▶ By paying the price for our product once and increasing the lifespan of their mechanical pencils, we would generate revenue and consumers would save money on pencils.
- ▶ The materials to make our product are very inexpensive and we could easily sell it for a higher price than the production cost.



Initial Cost of Eraser is LESS than refills AND more individual erasers can be made from the block



INVESTMENT

- ▶ Currently our project has only developed into a computer model that has not been made or tested. The product is still in the beginning stages of development.
- ▶ What do we need to take off \uparrow to the next level?
 - Investors
 - Money

Once the investments and partnerships have arisen from companies we will have

- More money for advertisements and product designing
- A growing market for the tool to be sold in
- Enough means to expand the company and make more money and find more customers and store or companies to sell too
- If enough income comes from the tool and companies find it useful and profitable there could come a time when the tools rights could be bought out by another company for certain costs.

Business Canvas

mEASies (Made Easy Erasers for Mechanical Pencils!)

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<p>Partners to supply</p> <p>Eraser/Pencil companies such as Pentel & PaperDirect</p>	<p>Logistical processes</p> <p>Benefits to the manufacturer need to be made evident</p>	<p>What</p> <p>A tool used on blind erasers to cut and mold a smaller eraser for mechanical pencils</p>	<p>Get Customers</p> <p>Advertise free samples and giving away eraser made on mechanical pencils etc</p>	<p>Who</p> <p>High School and College Students - students who rely on pencils for a long period of time during lectures, homework assignments etc.</p>
<p>Key Resources needed</p> <p>Name, brand and resources in which they distribute to - (i.e. Walmart, Target, Home's)</p>	<p>Process</p> <p>Plastic waste in the cell factories are needed</p>	<p>Who</p> <p>Built for students who love making mistakes (when writing).</p>	<p>Include</p> <p>Include for free in eraser packs for a limited time, free samples on college campuses, in stores etc.</p>	<p>Who would they buy?</p> <p>Money spent on mechanical pencils eventually increases the cost of the tool</p>
<p>Key Activities</p> <p>Distribution of tool & marketing of tool</p>	<p>Equipment available for plastic production/molded?</p>		<p>Value</p> <p>Ensure that the product is not faulty, will last for the life of the eraser</p>	<p>Why</p> <p>Save time and money by avoiding trips to store to buy more mechanical pencils</p>
	<p>Key Resources</p> <p>Recycle</p> <p>Environmental</p> <p>Recycle</p> <p>Eraser</p>		<p>Low</p> <p>High school and college users via social media</p>	<p>Problem solving</p> <p>Quick fix to eraser made on mechanical pencils saving environment through reduced need of plastic</p>
			<p>Channels</p> <p>School</p> <p>Free samples</p> <p>Word of mouth</p> <p>Social Media</p>	

