

## **Business Plan**

**Business Name:** Blur Blade

**Founder:**

**Grade:**

### **1. Executive Summary:**

The Blur Blade is an innovative, automatic food chopper designed to make food preparation faster, safer, and more convenient. Many people struggle with cutting and chopping food, either because it takes too long or it can be dangerous. The Blur Blade solves this problem by offering an automatic chopper with built-in safety features and customizable settings.

Our product is perfect for families who want a reliable, safe, and easy way to prepare food. By securing an investment, we will be able to manufacture more units and bring the Blur Blade to kitchens everywhere.

### **2. Product Description:**

The Blur Blade offers the following features:

- **Automatic Chopping:** The chopper automatically cuts vegetables, fruits, and other ingredients with just the push of a button.
- **Safety Features:** It includes a child lock, a finger guard, and will not operate unless the lid is securely closed, making it safe for families.
- **Easy to Clean:** All parts are dishwasher safe, so cleaning up after cooking is simple and fast.
- **Compact Design:** The chopper is small enough to fit in any kitchen and easy to store.
- **Design:** It is available in many beautiful colors and themes to fit everyone's style.

### **3. Target Market:**

The target market for the Blur Blade includes:

- **Families:** Especially those with children who want a safe, easy way to prepare meals quickly.
- **Busy Professionals:** People who need to prepare food in less time but still want fresh, healthy meals.
- **Seniors:** Older adults who may have difficulty with manual chopping and cutting.
- **Cooking Enthusiasts:** People who love cooking and want to Old gadgets that have come back to life to make the process more fun and efficient.

### **4. Unique Selling Points (USPs):**

- **Safety First:** The Blur Blade includes important safety features like the child lock

and finger guard, ensuring that it's safe for all family members to use.

- **Time-Saving:** Automatically chops food in seconds, making meal preparation faster and easier for busy people. Allowing for you to be able to chop, slice, and dice in a matter of seconds.
- **Easy Maintenance:** The dishwasher-safe parts make cleaning up quick and hassle-free.

## 5. Revenue Model:

We will generate revenue by selling the Blur Blade through both online platforms and in local stores. Here's how we plan to make money:

- **Product Sales:** Sell the Blur Blade for \$45.29 each.
- **Extended Warranties:** Offer customers extended warranties for \$5 to cover repairs and replacements.

## 6. Marketing Plan:

Our marketing plan includes the following strategies:

- **Social Media Campaigns:** We'll promote the Blur Blade on social media platforms by showing how easy it is to use, with demonstrations and testimonials from families.
- **Influencer Partnerships:** Work with cooking influencers to show off the versatility and safety of the Blur Blade in real-life kitchen scenarios.
- **Local Demonstrations:** Hold live product demonstrations at local stores and farmer's markets, allowing potential customers to try the Blur Blade before buying.
- **Online Advertising:** Use targeted ads on Google and social media to reach people looking for kitchen gadgets and solutions to make meal prep easier.

## 7. Financial Plan:

- **Startup Costs:**
  - Product development and prototypes: \$2,000
  - Manufacturing (initial run of 500 units): \$18,655
  - Packaging and branding: \$1,000
  - Marketing and website setup: \$2,000
  - Total Startup Costs: \$23,655**
- **Revenue Projections:**
  - First-year goal: Sell 500 units at \$45.29 each = \$22,645
  - Extended warranties (100 warranties at \$5 each) = \$500
  - Total First-Year Revenue: \$27,645**

## 8. Future Plans:

- **Expand Product Line:** We plan to expand the Blur Blade line to include larger models for restaurants or caterers and smaller, more portable models for on-the-go food prep.

- **New Features:** Future models could include digital timers, food storage options, and even Bluetooth connectivity to integrate with kitchen apps and smart home devices. Also, expand on different theme blur blades that incorporate a variety of blades for the chopper.
- **Retail Expansion:** We will work to get our product in major retail stores like Walmart, Target, and kitchen specialty shops across the country.

## **9. Conclusion:**

The Blur Blade is a game-changer in the kitchen, making food preparation fast, safe, and easy. Our innovative features set us apart from competitors, and with your investment, we can bring this product to families, seniors, and cooking enthusiasts everywhere. We are confident that the Blur Blade will become a must-have kitchen tool, and we look forward to working together to make this a reality.