
Business Plan

Team 12 – Easy Life

Bekir Topalođlu
C. Serkan Baydin
Zeynep Gencer
Turgut Iřık
Sezen Sayođlu
Faruk Yurdusever



1. TABLE OF CONTENTS	1
2. Preliminaries	3
3. Executive Summary	4
4. Business Description	5
5. Organizational Structure	6
6. Market Analysis	6
7. Competition Analysis	8
8. Business Strategy	10
9. Marketing Strategy	11
10. Marketing and Sales Activities	15
11. Market Potential and Sales Projection	16
12. Funding Requirements	16
13. Financial Projections	16
14. SWOT Analysis	17
15. Critical Success Factors	18
16. Limiting Factors	19
17. Specific Risks and Alternative Solutions	19
18. Conclusion	20
19. Reference	20
20. Appendices	21

2. PRELIMINARIES

1. Contacts

For further information please contact C. Serkan Baydın, CEO Easy Life Co.

Tel: 0542 764 25 03

Email: easylife@gmail.com

2. Professional Advisors

Prof. Dr. Cevdet Aykanat

Tarık Reyhan

3. Definitions

Document Control			
Date	Originated December 2009		
Copy	Issued to	Format	Notes
1	File	ORIGINAL	
2	C.Serkan Baydın	DOC	
3	Bekir Topaloğlu	DOC	
4	Turgut Işık	DOC	
5	Sezen Sayoğlu	DOC	
6	Faruk Yurdusever	DOC	
7	Zeynep Gençer	DOC	

All rights reserved. The information contained in this document is confidential. It may also be proprietary and trade secret to Easy Life Corporation. Without the prior written approval of Easy Life Co. no part of this document may be reproduced or transmitted in any form or by any means, including but not limited to electronic, mechanical, photocopying or recording or stored in any retrieval system of whatever nature. Use of any copyright notice does not imply unrestricted public access to any part of this document. Easy Life is trademark of Easy Life Co.

Legal Notice

All the rights of the information available in this document is reserved for Easy Life Corporation.

Methods of Record Keeping

The GAAP is followed and the accrual basis of accounting is used as record keeping method.

3. EXECUTIVE SUMMARY

Easy Life is a start-up technology development company. The company has six partners who have engineering background and managerial experiences and currently run in Ankara. Therefore, the company states its objectives to innovate customized solutions for specific target customer segments. In this sense, company's main differentiation is its customer-centric product development philosophy.

Easy Life Co. targets people who do not have access of services because of their visual, speaking, hearing or physical disabilities. Their need is to have an alternative way of communication in order to reach emergency centers or service suppliers. Therefore, our solution is Easy Life Panel, which is a home type of home order platform is specifically designed to get orders from disabled people via a user interface and deliver those orders to suppliers.

Potential demand is projected to be 649.661 units for Ankara. For three years, sales are projected to be over a cumulative of 26000 units, which means profit generation comes before three years since the break even is 5500 units. The company gets a loan of 150000 and will be paying in 5 years with 10% interest. The loan does not disturb the liquidity in long term. Therefore, the company is not a risk investment with a ROI rate of 7.38% in the first year.

In order to increase awareness, Easy Life Co. aims to reach the target customer segment by use of mass media, public relations, word of mouth and internet. Promotional events will be a collaborative work with associations for disabled people.

4. BUSINESS DESCRIPTION

Company Overview

Easy Life Limited Corporation has been established by six undergrad entrepreneurs at Bilkent University in September 2009. Easy Life Co. is a start-up and a limited ownership. Headquarters is located in Ankara. Company operates in technology and concentrates on innovative product design and development. Easy Life Co. provides solutions in order to create an integrated communication channel between customers and suppliers. Therefore, customers perceive Easy Life Corporation as a superior value creator.

Vision

The vision of Easy Life Company is to become the number one producer of universally designed communication access systems to elevate society well being by adapting those solutions for an easier and a faster lifestyle.

Mission

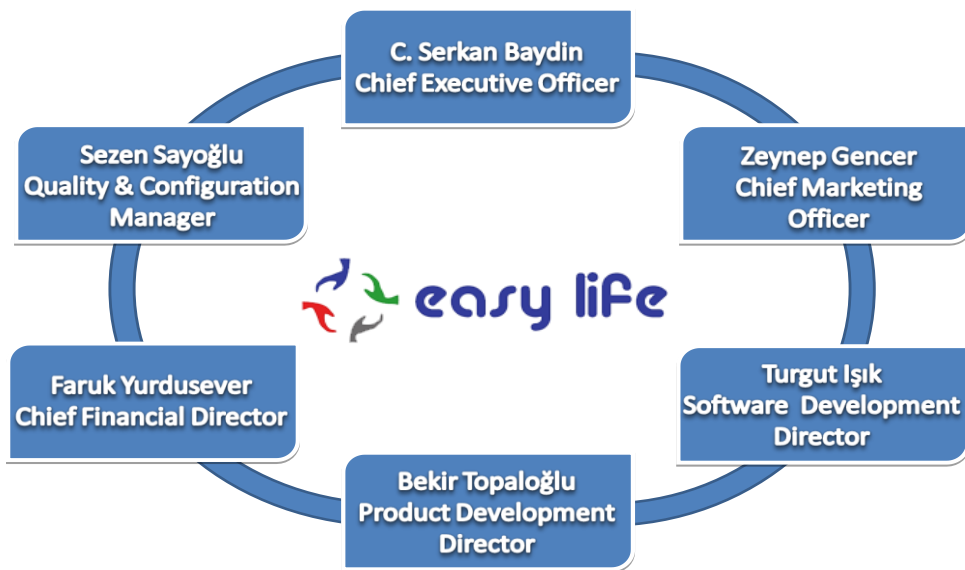
The mission of Easy Life Company is to provide communication access for physically handicapped individuals through offering fast and easy customer-centric applications.

Company Values

Easy Life's main concern on responsibility includes both business and society in general. In business, Easy Life fosters innovative thinking and entrepreneurship. Easy Life will strive to be perceived as both fair and credible by its stakeholders with its honesty and openness policies. That is why, Easy Life must have an active information policy and systematically tell the relevant interest groups what it does, what it is thinking of doing and why by respecting both international and local standards, regulations and legislation. In addition, Easy Life is interested in listening to customers in order to understand how the world regards it. For this reason, Easy Life achieves close proximity with strategic partners.

5. ORGANIZATIONAL STRUCTURE

The team is composed of six shareholders and forming a network organization with flexible structure that enables quick decision making and easier control between distinct departments. In fact there are mainly two teams as technical team that includes CEO, Product Development Director and Software Development Director and administrative team consists of Chief Marketing Officer, Chief Financial Officer and Quality and Configuration Manager. This structure is suitable for project oriented, small scale and dynamic companies in order to focus on continuous innovation. Each department heads are all in charge and equally responsible in the decision making mechanism. The organization chart is shown below and it is obvious that all departments are interconnected to prevent hierarchy between directors. The specified areas of responsibilities for each team member are also provided in the appendix1. The biographies can be seen in the appendix2.



6. MARKET ANALYSIS

The Market

Easy Life creates a home delivery network between target customers and suppliers by offering the Easy Shop panel as an access platform and partners with strategic suppliers. Home delivery is an emerging industry in service sector and it's major trends have been call ordering and online shopping so far. However, while sales growth slowed at 12.0% in 2009, it will outstrip the only

other home delivery channel in positive ground TV shopping.¹ Home delivery is preferred by people who need their orders to be brought home for their comfort, time management or emergency reasons. Within these customer groups, we determined that 12.29% (8.500.000 people), of total population is disabled people, excluding mentally disabled category, who are the most service dependent customer segment in Turkey. Central Anatolia Region has 12.52% of Turkey's disabled population and 649. 661 of them who are Easy Life Co.'s main target market live in Ankara, see the appendix. Easy Life Co. learnt that first reason of disabled peoples' dependency is the need of communication in emergency situation that is faced to technological and design barriers of traditional communication devices.² The second reason of assistance necessitate when doing grocery shopping where those people are limited to hold and carry shopping bags because of their handicaps.

Easy Life Co. is inspired by Turkish government's legislation of "Law On Disabled People And On Making Amendments in Some Laws And Decree Laws" to remove the obstacles those people face and to make the necessary arrangements for the coordination of necessary services. The government also supports Turkish municipalities', which consulted Easy Life Co., to create the project "Model Municipalities For Barrier Free Physical Environment" to share best practices in terms of accessibility of disabled people in all provinces.³ According to Nilay Oğultürk, institutions' collaborative projects might be a chance to launch Easy Life panel since the product is a very strong tool that shares the common objective of increasing accessibility for disabled people.⁴ Before we interviewed with Yildiray Çınar, president of Institution for Working Disabled People, we specified two aspects to develop. First one is ordering procedure and home delivery as the second. However, Mr. Çınar and his colleagues who are physically disabled helped us to improve technical requirements in accordance with their requirements.⁵

The need is having an alternative way to become able in satisfying basic but essential demands since it is not always possible to ask somebody else to do her/his shopping or it is not easy to find anyone around to get help for carrying and also shelving those shoppings all the time. Therefore, user interface will be designed as simple and clear and hardware attributes are designed in

¹ <http://www.mindbranch.com/UK-Home-Delivery-R708-533/>

² Based on the interview with Sena Özel, Bilkent University social responsibility department disabled unit Coordinator

³ <http://www.ozida.gov.tr/>

⁴ Based on the interview with Nilay Oğultürk, Çankaya Municipality Social Service Unit Coordinator

⁵ Based on the interview with Yildiray Çınar, Association of working handicapped people

accordance with universal design requirements that aim the common usage of a device by people who have visual, speaking, hearing or physical disabilities.

7. COMPETITION ANALYSIS

1. Existing Competition

There is no exact competitor for Easy Life panel because there has been neither a product nor an idea exist in the literature. Therefore, Easy Life panel is a global innovation. However, direct competition segment consists of retailers and local businesses.

Pro & Cons of direct rivals

Retailer's order services	
Pro	Con
<ul style="list-style-type: none"> - Wide range of products available - Competitive price thanks to economies of scale - Resources and competence to manage home delivery network 	<ul style="list-style-type: none"> - Low margins compared to their regular activities (they may not be interested in home delivery business)
Local business	
Pro	Con
<ul style="list-style-type: none"> - Located closer to customers - Cover larger area - Personal relationship with customers - Their business model is more suitable to deliver orders to near customers 	<ul style="list-style-type: none"> - Narrow range of products available - Prices may not compete with large retailers - Usually don't have resource to handle home delivery service

Direct competitors:

For water and grocery shopping, Erikli, Hayat, Sucu Burada, Web Su, Kangurum and Gima are main competitors. All local taxi stations are also considered as competitors. Erikli, Hayat and Kangurum are strong competitors in product quality and home delivery. However, Kangurum, Gima, Sucu Burada and Web Su are available only on the web and consequently requires monthly internet connection expense, a technically available computer for disabled people, both computer and internet usage knowledge. Moreover, Kangurum's and Gima's interfaces are very complicated

and confusing for users and they are the reasons of reputation and online sales losses. Beyond, Sucu Burada and Web Su does not work properly. Erikli, and local taxi stations are available through phone order, which requires speaking, hearing and ability of holding an object, meaning that they are not for our target customers.

To conclude, none of the direct competitors are perceived as potential treats for Easy Life. On the contrary, Easy Life managers think of strategic partnering with those companies to get the benefit their experinces and market share advantages.

2. Similar Products

Yemeksepeti serves through the web; Burger King, Domino's Pizza and KFC have online and call ordering options to provide ready made home delivered food as an alternative to grocery shopping, yet they are an online system has the same negative aspects as it is mentioned for direct competitors above.

3. Possible Applications

Easy Life plans to launch two alternative applications according to survey results. Firstly, in order to increase mobility, interface can be integrated as a mobile application on cell phones. According to two respondents, refrigerator door is preferred as an alternative installation surface. In this way, place will be used efficiently. This also helps to give food&beverage orders when needs are recognized by the time consumers looked for a product in refrigerator or kitchen. Easy Life managers know that those applications increase sales availability of Easy Life panel where the target market can reach Easy Life free from specific shops or devices.

4. Future Competition

Hayat Su offers 'Hayat Su Order Line', which is a box to hang on the wall and has 1 and 2 buttons to let order demijohns of water, works in signaling. Today, its' usage is limited and available only for commercial firms not for home usage but might be a future competitor. For Easy Life's indirect competitors, EMN8®, Sispar, Nexus, Ideal Yazilim and we prefer to form a single group that is called as ESNIY. ESNIY's qualifications are determined as the combination of each company's dominant professions in order to penetrate home delivery market by including more product categories in a single automation system. Therefore, the group is assumed to be a model of possible future competitors and might have competitive advantages over Easy Life.

5. Competitive Advantage and Differentiation of Easy Life

Easy Life is the first and the only system that provides a single platform for home delivery of different service/product categories. The design of the panel is physically and technically customized for simple usage of disabled customer segment. The company's differentiation comes from its customer centric decisions on product design, service development and price setting. Further details are given below.

- The only product that is designed to increase accessibility for disabled people
- First rider in the market.
- Social Responsibility Aspect
- Universal design provides product sustainability
- Does not require any technical knowledge for users
- Adapts applicable solutions to changing life standarts
- Strategic partnering with disabled institutions maintain reliability. Easy Life promotes the product and makes sales over these channels

8. BUSINESS STRATEGY

Objectives and Operating Plan

There are three main elements to our operating plan, relating to production, marketing and sales, and administrative support. Daily assembly volume is assumed to be 10 products for one technician and total production volume is approximately 400 in a month. Cost of a prototype is assumed to be 400\$. For further details please see the appendice.

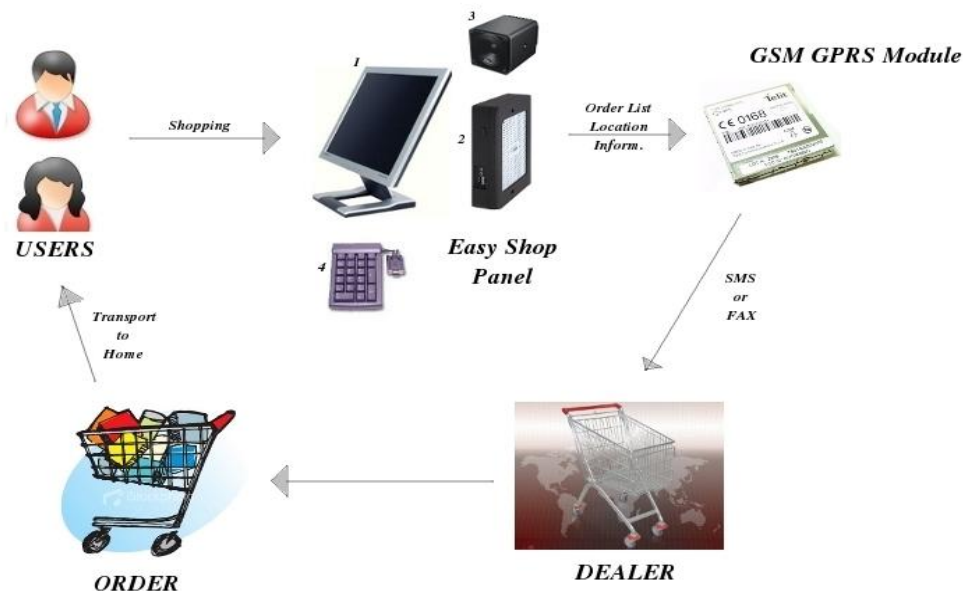
- Costs for production and design materials are estimates based on meetings with suppliers in Turkey and in China, contacted via Alibaba.com
- Since we have members capable of poster design with experience, we chosed not to outsource it since it will have financial burden for us.
- Our project requiries us to meet with NGOs, relevant Government organizations in order to get support, including financial, for our product. We have conducted 5 meetings so far, and we are planning one Istanbul visit to meet with companies to get a sponsorship our product or be our business parnters
- For printing and business cards we contacted to several printing houses in Ankara and presented estimates costs.

9. MARKETING STRATEGY

1. Product

Our solution is Easy Life Panel, which is a home type of ordering platform is specifically designed to get orders from disabled people via a user interface and deliver those orders to suppliers. Easy Life Co. offers Easy Life shopping and emergency panel as an assistant firstly to create an interaction between disabled people and suppliers/stations, secondly turn the interaction to action with the home delivery and placing of shoppings or giving the appropriate respond to emergency calls.

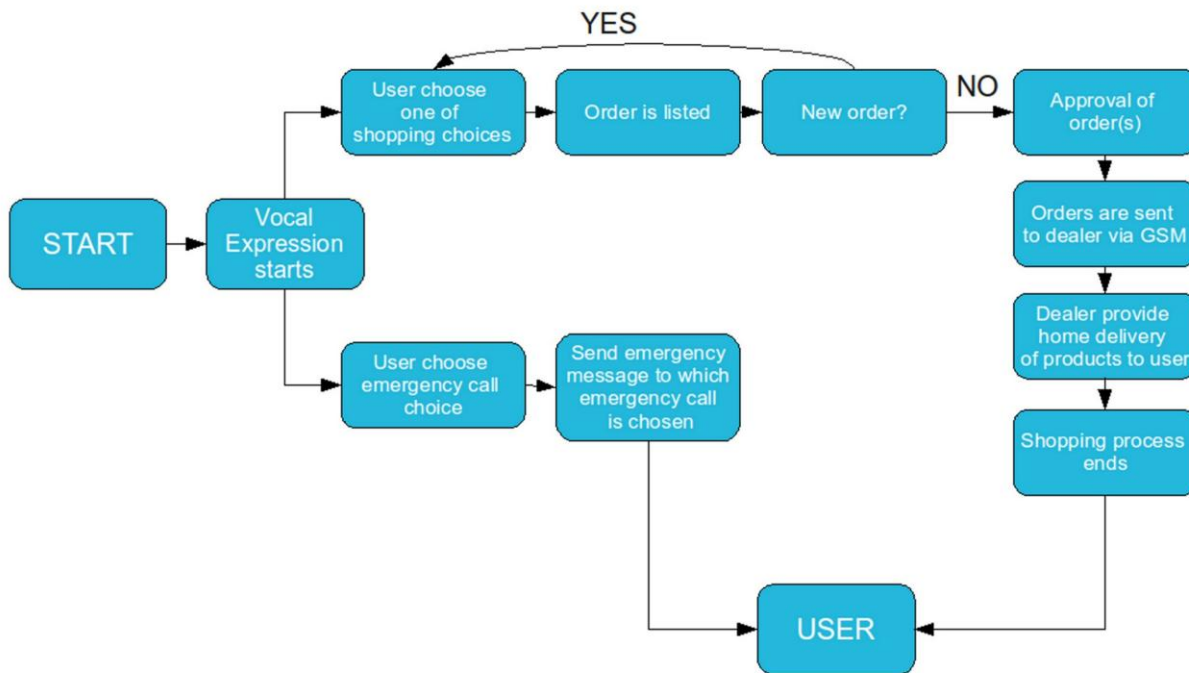
Easy Life consists of a touch screen monitor, a Braille Alphabet numpad, a loudspeaker, a mini computer, a GPS/GSM module and a battery. On the screen, there are options given as grocery shopping, purchasing demijohned water, calling a taxi and calling emergency stations that include fire station, police station and ambulance. Users decide on their shopping orders or emergent requests and choose their needs from the available list of products/services. Then, they send the order to the receiver of the supplier after they confirm their order of action through the screen. Services are given by the firms that provide home delivery of shoppings and emergency stations are expected to respond to received calls. The main idea can be seen in the schema below.



Product/service options that represent the choice alternatives on the screen are specified according to target customers' expectations. Easy Life Panel provides these options: Meat and Frozen Food,

Water, Detergent and Hygiene Products, Charcuterie, Drinks, Vegetables & Fruits, Legumes and Oil Products, Emergency Calls.

The flow chart of Easy Life System:



What Does Easy Life Co. Target and Develop?

Our first aim is to design Easy Life panel, produce it by combining different devices from different suppliers and make them work with Easy Life’s customized software efficiently. Easy Life Co.’s R&D and design based objectives are listed below.

- Design objectives that are related to Easy Life’s physical characteristics include preventing sharp corners, adopting a light and portable product. We also target to overcome system overheat by using a Mini PC. Because mini PC helps to get a higher performance, prevents heating since it consumes less power than PC hardware.
- Product life time objective is more than 5 years and for battery it is more than 3 years.

- For environmental objectives, we aim an interval of 10 C° ~ 50 C° as the proper working condition, we choose materials which prevent electro-magnetic pollution and do not need frequent renewal.

- Accessories' design objectives include numpad and loudspeaker specifications.

Numpad control buttons have embossing stickers that are in Braille alphabet on them to increase convenience for visually impaired people. Numpad is used to navigate only with numbers to ease the usage. For example, 1 is used to choose "Meat and Frozen Foods", or 0 to complete the order. There is an appropriate space between each of the buttons.

Software mainly consists of user interface and logic. User interface is the part where users enter their orders. User interface design objectives can be seen below. Our main objective is to design user interface as clear as possible in order to ease interaction of target users who are handicapped in some ways without pre technological device knowledge. The illustration of the user interface is exposed below.



As it can be seen from the figure of GUI (Graphical User Interface) illustration, there are large buttons for user options. Also describing images are added to all buttons. System warnings are also given with large font and big images. The aim of using visual expressions is providing a user-friendly interface.

Sound system helps visually impaired and old people to command ordering process. User-interface starts a vocal expression and expresses the situation of user on process. For example, the system says: "Press 1 for meat and frozen foods", or "Press 0 to complete the order" or voice feature tells that user is at main menu of shopping process or asks if user approves the order to be sent. In this way, a loudspeaker guides users to follow the program.

- User interface is optimized for touch screen drivers by the Easy Life Co.'s software manager.
- Interface language is currently Turkish but options are planned to be developed in the future.

Software Logic formats user actions and documents them according to the GSM GPS module requirements. Logic design objectives can be seen below.

- Mini-Computer is the main part of the product where software is operated. Mini-computer's technical abilities support Linux Distribution, Java and USB connection. Main program and user interface codes are written in Java language. Mini-computer can be controlled optionally by both numpad and touch screen.

Logic part merely gets input from user interface as order types and amounts that are determined by users and then creates a text file that includes order list and location information of users. The identification information of each customer consists of the following details:

- Name and Last Name
- Citizenship, office which issued the citizenship of the person and the government issued citizenship number (if valid)
- Date of Birth and Place
- A recent passport photo
- Telephone Number
- 2 telephone numbers of relatives to be called in cases of emergencies

GSM GPRS module gets the text file in order to forward the text file to the dealers by SMS and/or Fax. Any changes in prices, suppliers or products are updated via GSM infrastructure.

Promotion and Placement Strategies

In order to increase awareness, Easy Life Co. aims to reach the target customer segment by use of mass media, public relations, word of mouth and internet. In order to convey Easy Life's reliable corporate identity and social responsibility initiative, promotional events will be a collaborative work with governmental institutions such as Ankara and İzmir municipalities, Republic of Turkey Prime Ministry Administration for Disabled People and The Association of Employed Disabled People.

Pricing Strategies

Easy Life panel price is set on the basis of customer demand that is projected to be between 275-400TL by the market analysis. In this manner, an affordable price with minimal profit margin is essential in order to make it affordable for everyone and increase market penetration. Therefore price is set to 320TL. Cost breakdown analysis is provided in the appendices. Possible applications are planned to be launched in a further date after the panel's launch. Hence, prices of mobile application and refrigerator integration models are not set yet.

Services

For the home delivery service, Easy Life does not face to problems since we plan to work with suppliers that already provide free home delivery services such as Erikli, Kangurum and cab stations, which locate around the regions that Easy Shop users live. For technical support, we prefer outsourcing. Outsourced firm will be a well known technology company, which has nation wide branches for technical service. The service is provided freely less than 2 years of warranty terms. For customer relations, we decided to form a center to arrange appointments for the maintenance of the panel and answer inquiries about the products and services we provide.

10. MARKETING AND SALES ACTIVITIES

Easy Life earns main portion of its income through direct sales of the product. Customers, who participate the promotion seminar or contacted us to inform them therefore already knows about the product, pay to the Easy Life bank account and Easy Life distributes products to customers in a week.

Second part of income is generated from commercial partners that are determined according to easiness and appropriateness of order procedure, fair price, on time home delivery, and service quality. Those companies will be Kangurum, Erikli, Aygaz, a specific local taxi station that owns lines in Ankara. For this reason, sales strategy is based on indirect sales through the service/product suppliers. We already contacted those companies and defined what we think as mutual benefits for the two sides of contract. Negotiations continue on partial earning percentage of Easy Life from each sale.

11. MARKET POTENTIAL AND SALES PROJECTIONS

Regarding that in the first 3 years the company only operates in Ankara market, the projected number of the market is 649.661 in Ankara. At first, we aim to reach 5% of these customers who are in contact with our institutional partners. For further details about Easy Life Co.'s sales forecast, the graph can be seen in appendices.

12. FUNDING REQUIREMENTS

In terms of liquidity, Easy Life Co.'s assets are frequently consist of most liquid ones, cash and accounts receivables. It provides a reliable structure to Easy Life Co. in terms of ability to pay short term debts. In the long term, Easy Life borrows \$150.000 bank loan to fund the project. The yearly loan amortization schedule for the loan can be found on appendix.

13. FINANCIAL PROJECTIONS

Easy Life Co. financial plans are based on financial statements' analysis. Therefore, we analyzed the first 3 years' financial statements and calculated the financial ratios. Assumptions for preparing the financial statements were based on the Central Bank expectancy for growth rate. The Balance Sheet, The Income Statement and The Statement of Cash Flow were prepared for the years 2009-2013 (the first five years). We would specifically like to point out that our cost of services is on average 0.02% of our sales. Ratios and financial statements are provided in appendix.

Ratio Analysis

For the analysis of company performance, it is better to look at the financial ratio analysis in the appendix that gives crucial information about the liquidity, profitability and assets. Initially, the

liquidity of the firm is declining during the time. For the liquidity calculations, we see that Easy Life Co. has a critical liquidity position throughout the year. To look how effectively Easy Life Co. manages or not, its assets, we can assume that they have good relationships with their assets and they can overcome their financial troubles. On the other hand, Easy Life Co. uses considerably debt financing that is increasing throughout the years and might cause the company hard to get bank credits when the firm needs to raise its funds. Additionally, it increases the riskiness of the company, meaning that there is a high chance to suffer from negative returns. To talk about the profitability of the firm, in general, the firm has not been maintaining its strength through the years. Using increasing debt financing plays a key role for the profitability in these years.

All in all, financial statements and ratios are leading to the conclusion that Easy Life Co. experiences a stable trend in proportion to the industry for the next 3 years.

14. SWOT ANALYSIS

Strengths

- Unique product/service
- No competitors
- Customer centric innovation
- Customer relationship management
- Social responsibility aspect
- Management capabilities
- Strategic partners

Weaknesses

- Possible applications
- Accreditations and Standardization
- Intellectual Property Rights
- Sales Predictability
- Production capacity

Opportunities

- TC government released a new policy for disabled people and supports municipalities and associations to improve those peoples' access
- Technological advances
- Distribution channels
- Suppliers
- Business partners
- Change in living conditions/trends

Threats

- Change in government policies
- Technological advances
- Suppliers
- Distributors
- Vital contracts and Business partners

15. CRITICAL SUCCESS FACTORS

The aim is to be able to accepted by the market and sustain viability in terms of finance. In order to achieve this, we decide on factors that would have effects on future demand. These are high product quality and long product life cycle.

Another factor is the acceptability. Therefore, creating a product and brand awareness is going to be the key success factor for sustainability of the product and the company. Establishing a high-quality product is very essential for having a place in a new market, which we overcome by quality deployment and testing.

Another issue is a possible decrease in demand by the time where the product gets mature in a certain market. We plan to expand the usage by creating new markets and new customer segments in order to sustain target sales volumes. Easy Life panel can be used by different customer segments such as busy business people, pregnants, singles and students where Easy Life Co. Can generate profit.

16. LIMITING FACTORS

There are some limiting factors in production. Workshop and labor capacities are limited. Producing huge amounts of products will require a bigger and more efficient production facility and more labor and equipment of course. Those increases long term debt and expenses, which decreases liquidity and rises risks.

Sales estimations are based on the 2002 statistical study by Turkish Statistical Institute. Data is reliable and belongs to the last studies but it is still not up-to-date, which is the main concern about its appropriateness.

17. SPECIFIC RISKS AND ALTERNATIVE SOLUTIONS

Privacy concerns of customers is a risk because customer purchases the panel has to provide us their basic identification information including their home address and phone numbers of their close relatives. Additionally, in case of emergencies id information is supplied to the rescue teams to be used only for life saving purposes. Therefore, we plan to clear any doubts that may have arisen due to privacy protection by assuring it with a strict contract between the company and customers.

GSM GPRS module helps to prevent internet connection expense but it makes it difficult to update the software. Although we thought that there will be no cost of the ordering procedure now we try to find a solution to prevent the monthly SIM card expense for the customer. For this reason, we plan to collaborate with Turkcell in social responsibility initiatives.

Today's middle age and young generations who are also potential future users of Easy Life are already stuck with technology and internet usage. Therefore, they would prefer to use internet as a shopping platform since their living conditions also seem to change into be more mobile.

People might reject the panel since they are conservative and do not want to maintain a non-traditional appliance at home. Therefore, we would like to think of alternative market fields to broaden the range of the current marketing area. We can modify and integrate the system into refrigerator or mobile phones in the future as we mentioned in possible applications part.

18. CONCLUSION

As a company we know that Easy Life Co. offers a unique system to the world that change disabled peoples' common handicap of dependency on other people by improving their access of products and services. The three year financial plans also show the potential sales volume of 649.661 as the total target customer population, for further details please see the appendices. In order to achieve our corporate objectives we see the deep market knowledge as our prior to assess Easy Life Co.'s product and corporate abilities in terms of design, production, finance, customer relations, sales and after sales services. We believe that our expertise and potential market will be the company initiative to expand in İzmir Turkey within years and then globally. Though there may seems to be some risks, these risks can be eliminated with qualified management, product differentiation, marketing and sales strategies. It is important that this device addresses a need of a mass market, it is comprehensible and profitable.

19. REFERENCES

<http://www.ozida.gov.tr/>

http://tuik.gov.tr/VeriBilgi.do?tb_id=5&ust_id=1

<http://www.mindbranch.com/UK-Home-Delivery-R708-533/>

<http://www.izmir.bel.tr/StandartPages.asp?menuID=1916&MenuName=>

Interview with Sena Özel, Bilkent University social responsibility department disabled unit Coordinator

Interview with Nilay Oğultürk, Çankaya Municipality Social Service Unit Coordinator

Interview with Yıldırım Çınar, President of Association of working handicapped people

20. APPENDICES

Appendix 1

Physical Characteristics of The Main System

Technical Properties of Easy Shop Panel	
Screen Wide	15" diagonal
Weight	6.5 kg (screen) + 3.4 kg (mini-pc) + 1kg (loudspeaker+numpad) = 10.9 kg
Screen Resolution	800x600 for best view
Response Time	10~15 ms
Total Dimension	40 cmx30 cmx45 cm (width – height – length)

Power Supply of The Main System

Technical Properties of Easy Shop Panel	
Power Source	19V 3.4A DC
Power Consumption	90 W maks
Output Power for Loudspeaker	60~70 db

Appendix 2

Technical Attributes of Hardware Components

Monitor

- Screen Wide: 15" diagonal
- Total Dimension: 40 cm x 30 cm x 45 cm (width – height – length)
- Weight: 6,5 kg
- Resolution: 800x600
- Response Time: 10~15 ms
- Input port: RGB or USB

Numpad

- USB port
- Weight: < 1kg

Loudspeaker

- Output power: 60-70 dB
- Weight: < 1 kg

Mini PC

- Weight: 3,4 kg
- CPU: 1-1,66 Ghz
- Output ports: USB and RGB

GSM GPS Module + External SIM Card

- Dimensions: (30x36.2x3.2 mm)
- Weight: 3,2g – 6,1g (including shielding)
- Supply Voltage range: 3.22 V - 4.2 V, nominal: 3.8 V
- Power consumption: Idle mode: <2.6 mA, speech mode: 270 mA (average)
- Circuit Switched Data (CSD) up to 14.4 kbps
- Packed Data (GPRS class B, class 10) up to 115 kbps
- 50 Ohm antenna connector
- External SIM card
- Control via AT commands (ITU, GSM, GPRS and manufacturer supplementary)
- SMS Mobile Originated (MO), Mobile Terminated (MT) and Cell Broadcast (CB - DRX)
- Analog audio for microphone, speaker and hands free set plus digital voice interface

Appendix 3

Market Statistics

The proportion of disability, 2002

A. Total B. Male C. Female

	Total disabled population			Orthopedically, seeing, hearing, speaking disabled			Population having chronic illnesses		
	A	B	C	A	B	C	A	B	C
	Türkiye-Turkey	12,29	11,10	13,45	2,58	3,05	2,12	9,70	8,05

Source: TUIK

Appendix 4

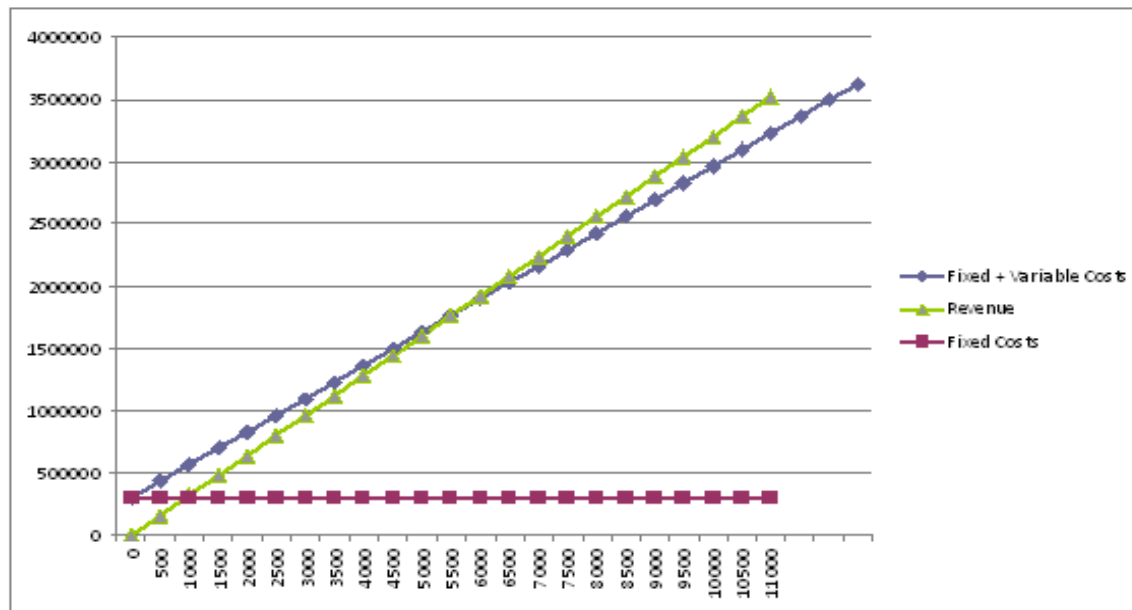
Potential Demand

Turkey Population December 2008					
	E-K Toplam	Disabled %	# of People	Target TR	Target Ank.
0-4	5.998.258	4.15%	511.130	511.130	29.207
5-9	6.318.132				
10-14	6.472.197	4.63%	586.033	586.033	33.488
15-19	6.185.104				
20-24	6.256.558	7.30%	932.604	932.604	53.292
25-29	6.518.837				
30-34	5.810.107	11.44%	1.274.484	1.274.484	72.828
35-39	5.330.484				
40-44	4.740.250	18.07%	1.630.714	1.630.714	93.184
45-49	4.284.175				
50-54	3.643.173	27.67%	1.804.437	1.804.437	103.111
55-59	2.878.104				
60-64	2.188.298	36.96%	1.437.626	1.437.626	82.150
65-69	1.701.384				
70-74	1.274.681	43,99%	1.404.178	3.192.039	182.402
75-79	1.110.782				
80-84	571.179				
85-89	175.221				
90+	60.176				
Total	71 517 100	Total	9.581.206	11.369.067	649. 661

Source: TUIK

Appendix 5

Break Even Analysis



Appendix 6

Easy Life Corporation Balance Sheet

	2009	2010	2010	2010	2010 - 2011	2011 - 2011	2011 - 2012
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	3 rd Half	4 th Half	3 rd Year
Current Assets							
Cash	2.293	4.532					
Accounts Receivable	0	1.000					
Fixed Assets							
Tools and Equipment	1.000	1.000					
Intellectual Property	46.707	98.200					
TOTAL ASSETS	50.000	100.200	0	0	0	0	0
Current Liabilities							
Accounts payable	0						
Short term notes	200	200	0	0	137.005	146.667	599.181
Long Term Liabilities							
Long term loans	25.000	50.000	75.000	100.000	125.000	150.000	175.000
Equity							
Owner's Equity	25.000	50.000	75.000	100.000	125.000	150.000	175.000
Retained Earnings							
TOTAL LIABILITIES	50.200	100.200	150.000	200.000	387.005	446.667	949.181

Appendix 7

Easy Life Corporation Income Statement

	2009	2010	2010	2010	2010 – 2011	2011	2011 – 2012
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	3rd Half	4th Half	3rd Year
Revenue	0	0	0	0	856.283	916.669	3.744.878
CGS	0	0	0	0	685.026	733.335	2.995.903
Gross Profit	0	0	0	0	171.257	183.334	748.976
OPEX	47.707	48.416	49.135	50.390	183.606	189.229	189.229
Depredation							
EBIT	-47.707	-48.416	-49.135	-50.390	-12.349	-5.896	559.746
Interest	0	639	1.896	7.556	6.389	15.250	5.069
EBT	-47.707	-49.054	-51.031	-57.946	-18.738	-21.146	554.677
Tax	0	0	0	0	0	0	110.935
Net Income	-47.707	-49.054	-51.031	-57.946	-18.738	-21.146	443.742

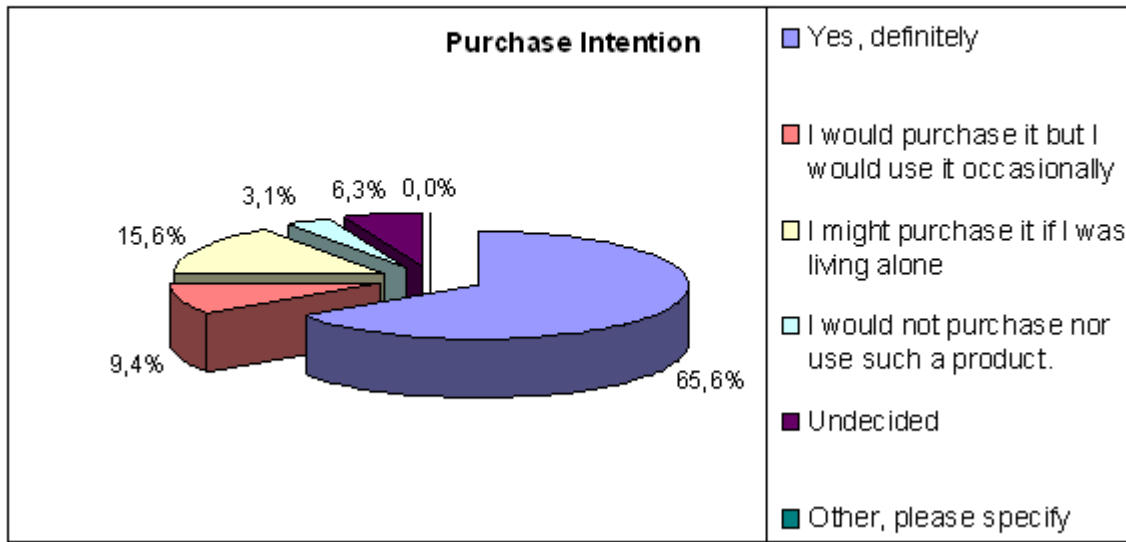
Appendix 8

Cash Flow Statement

	2009	2010	2010	2010	2010 - 2011	2011	2011 - 2012
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	3 rd Half	4 th Half	3 rd Year
Operations	-47.707	-49.054	-51.031	-57.946	-18.738	-21.146	443.742
Financial Activities	50.000	50.000	50.000	50.000	50.000	50.000	-150.000
Capital Expenditures	-	-1.000	-	-	-2.500	-2.500	5.000
Net Cash Flow	2.293	-54	-1.031	-7.946	28.762	26.354	298.742
Cumulative Cash Flow	2.293	2.239	1.208	-6.737	22.024	48.379	347.120

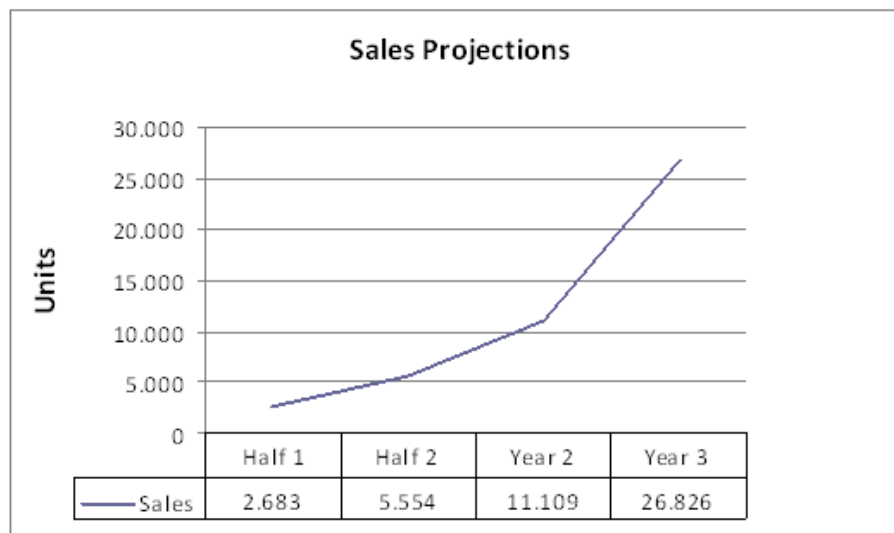
Appendix 9

Customer Survey Result



Appendix 10

Sales Assumptions Based on Demand



Appendix 11

Expenditure Plan

Item	Amount	Estimate Cost (TL/unit)	Total Expected Exp. (TL)
Production and Design			
Mini PC	1	120	120
Monitor	(1 borrowed from Tarik Reyhan)	100	100
GMS Module&Cables	1	10	10
SIM Card	1	10	10
Speaker and numpad	1+1	20	20
Packaging	TL/unit	0,5	0,5
Installation	TL/unit	5,5	5,5
Marketing and Advertisement			
Poster Design	1 (internal sourcing)	-	-
Poster Printing	10	10	100
Promotional CDs with Easy Life Logos	100	0,7	70
Business Cards for Managers	6 X 25 Packages	5	30
Hand-outs	500	0,06	30
Letterhead paper	100	0,1	10
Stickers			
Travel Costs and Meeting Expenses	1.in İstanbul & 10.in Ankara	150 for İstanbul Meetings and 10 for Ankara Meetings	250
Web-Site Management and Design	(internal sourcing for design and university sources for hosting)	-	-
Total Budgetary Expenditure			756

Appendix 12

Budget for the First Year

	October - December 2009			January - March 2010			April - June 2010			July - September 2010		
	Actual	Budgeted	Difference	Actual	Budgeted	Difference	Actual	Budgeted	Difference	Actual	Budgeted	Difference
Revenue												
- Sale of product												
Variable costs												
- Raw materials and finished products		0			0			0			0	
- Salary - only for workers in production		0			0			0			28.233	
Gross Profit		0			0			0			-28.233	
Fixed costs												
- Wages - for staff in shops and offices		45.000			45.675			46.360			47.056	
- Rent - for buildings												
- Electricity, heat, water		0			0			0			0	
- Cleaning												
- Travel costs		50			50			50			50	
- Stationary telephone		0			0			0			0	
- Mobile phone		360			360			360			360	
- Internet-connection		0			0			0			0	
- Web site subscription/hosting		25			25			25			25	
- Marketing/advertisement		0			0			0			500	
- Insurances		0			0			0			0	
- Equipment		0			0			0			0	
- Consultancy		0			0			0			0	
- Unexpected costs 5% of costs		2.272			2.306			2.340			2.400	
Profit		-47.707			-48.416			-49.135			-78.623	

Appendix 13

Budget for the 2nd and 3rd Years

	October 2010 - March 2011			April 2011 - September 2011			October 2011 - September 2012		
	Actual	Budgeted	Difference	Actual	Budgeted	Difference	Actual	Budgeted	Difference
Revenue									
- Sale of product		856.283			916.669			3.744.878	
Variable costs									
- Raw materials and finished products		713.569			763.891			3.120.732	
- Salary - only for workers in production		114.627			118.066			364.824	
Gross Profit		28.087			34.712			259.322	
Fixed costs									
- Wages - for staff in shops and offices		95.523			98.388			202.680	
- Rent - for buildings		60.000			60.000			240.000	
- Electricity, heat, water									
- Cleaning									
- Travel costs		1.000			1.000			5.000	
- Stationary telephone		600			600			12.000	
- Mobile phone		1.440			2.880			11.520	
- Internet-connection		50			100			200	
- Web site subscription/hosting		250			250			1.000	
- Marketing/advertisement		10.000			10.000			50.000	
- Insurances		2.500			2.500			10.000	
- Equipment		2.500			2.500			5.000	
- Consultancy		1.000			2.000			10.000	
- Unexpected costs 5% of costs		8.743			9.011			27.370	
Profit		-155.519			-154.517			-315.448	

Appendix 14

Loan Payment Schedule

Date	Credit	Balance	Principal Payback	Interest
1-Oct-2009	25000	25000		
1-Jan-2010	25000	50000		638,89
1-Apr-2010	25000	75000		1250
1-Jul-2010	25000	100000		1895,8
30-Mar-2011	25000	125000		7555,6
30-Sep-2011	25000	150000		6388,9
30-Sep-2012		50000	100000	15250
30-Sep-2013		0	50000	5069,4

Appendix 15

Ratio Analysis

Years	2009	2010	2011	2012
Liquidity Ratios				
Current Ratio	0.72	0.82	0.85	0.81
Asset Management Ratios				
Fixed Assets Turnover Ratio	1.69	2.79	3.83	4.06
Total Assets Turnover Ratio	0.40	0.45	0.48	0.50
Debt Management Ratios				
Debt Ratio	93%	92%	91%	91%
Times Interest Earned Ratio	22.28	37.07	60.42	82.37
Profitability Ratios				
Profit Margin on Sales	18.40%	18.62%	18.72%	18.51%
Basic Earning Power	38.66%	43.09%	45.40%	46.40%
Return on Total Assets	7.38%	8.39%	8.93%	9.17%
Gross Profit Ratio	99.77%	99.81%	99.81%	99.81%
Return on Investment	7.38%	8.39%	8.93%	9.17%

Appendix 16 - MANAGERIAL RESPONSIBILITIES

Partners	Job Function	Education	Areas of Responsibility
C. Serkan Baydin	Executive Officer	Electrics and Electronics Engineering	Coordination of Directors Product Development Material Acquisition Prototyping Web Design Documentation Office and Production Plant contracting Technical Recruitment
Bekir Topaloğlu	Product Development Director	Electrics and Electronics Engineering	Product Development Strategic Business Partnering Technical Recruitment Prototyping
Turgut Işık	Software Development Director	Computer Engineering	Software Development Configuration Control Test engineering Prototyping Technical Recruitment
Zeynep Gençer	Chief Marketing Officer	Business Administration	Assistant Coordinator Business Planning Sales&Marketing Strategizing Customer Relations Management Schedules events and deadlines Schedules meetings Assigns tasks Documentation
Faruk Yurdusever	Chief Financial Officer	Computer Engineering	Financial Statements Reporting Budgeting Pricing Risk Analysis Regulative conformance controls Internal Auditing Strategic Business Partnering
Sezen Sayoğlu	Quality&Configuration Manager	Computer Engineering	Quality Management Autocad drawing Patenting

Appendix 17 - BIOGRAPHIES OF TOP MANAGEMENT

C. Serkan Baydin - EE

Serkan Baydin was born in 4 June 1986 in İzmir. He graduated from Ankara Atatürk Lisesi and is a senior student in Bilkent University at Electrical and Electronics Engineering Department. He has worked at Gate Elektronik and Tübitak UEKAE İltaren. At both of these work experiences, he worked as R&D (Research and Development) engineer with project teams. He is a member of IEEE and IEEE Computer Society since 2005, and being a volunteer at IEEE. He had roles of vice-chair (2007-2008), chair (2008-2009) and mentor of Bilkent IEEE Student Branch. Additionally, he is an educator at IEEE, and gives national and international educations to IEEE students during international congresses and workshops. During these activities, he gained experiences of leadership, project management, human resources, and communication skills. He is advanced level of English, intermediate level of Japanese and basic level of German and Italian. He is the Chief Executive Officer of Easy Life Corporation.

Bekir Topaloğlu – EE

Bekir Topaloglu was born in Izmir, on 30 July 1988. After graduating from Izmir science High School in 2005, he was accepted to Electrical and Electronics Engineering at Bilkent University with a full scholarship. He is currently a senior student in his department. He is a member of IEEE for 3 years and voluntarily participated in Bilkent IEEE Student Branch. As the Corporate Relations and Sponsorship Committee Coordinator at Bilkent IEEE Student Branch, he worked for establishing beneficial relationships with companies and raising money for the events that aims social and academic development of Bilkent students. He is also participating in Young Guru Academy(YGA) that is a nongovernmental organization, aiming to cultivate socially responsible future leaders. As the Ankara servant leader, he has been devoting 15 hours weekly to lead the social responsibility projects conducted by YGA. He attended two internship programs at Aselesan Military Electronics A.S in June 2008 and Turkcell Communication Services A.S in July 2009. He had also worked as Apple Bilkent Campus representant in 2008 to create brand awareness in universities. He knows advanced level of English and basic level of German. He is working as Product Development Director in Easy Life Corporation.

Sezen Sayođlu - IE

Sezen Sayođlu was born in Eskiřehir, Turkey in 9 November 1987. She graduated from Eskiřehir Fatih Science High School in June 2005. She is currently a senior student at Bilkent University Industrial Engineering where she accepted with full scholarship. She actively involved in ESTIEM (European students of Industrial Eengineering and Management) as designer and representative of Bilkent University IE department in five council meetings in different cities of Europe. In April 2008 she has been elected as the ESTIEM Magazine Project Leader by the council to lead an international team. During her leadership she organised international case competitions, workshops and parties. Her first internship was in the airplane engine producer Turkish Engine Industry Co.'s production planning and inventory control department in 2008. She has worked as an intern for Italian white appliance company Indesit in 2009 summer. She can speak English fluently and understands basic Italian. Her hobbies are graphical design, phlisophy and traveling. She is working as Quality and Strategy development director in Easy Life Corporation.

Faruk Yurdusever - IE

Faruk Yurdusever was born in Samsun, on May 26th 1987. He graduated from Samsun Science Highschool in 2005 and currently is a senior student at Industrial Engineering Department in Bilkent University. He worked for Tepe Betopan A.ř. as an intern for a month in R&D Department in 2008 and was an intern for 3 months in Garanti Bank's Project & Acquisition Finance Department in 2009. He served as Working Group Leader, Local Group Responsible and Project Leader of Summer Academy project in ESTIEM between 2006-2009. He was also Vice President & Board Member of Operational Research Club in 2007 and Advisory Board Member in 2008. His professional interests are corporate finance, M&A and investment management. He holds upper-intermediate degree in martial arts (namely Wing Tsun & Judo), intermediate level in Tango, Salsa and Viennese Waltz. He is fluent in English. He is working as the Chief Financial Officer in Easy Life Corporation.

Turgut Işık – CS

Turgut Işık was born in Ankara in May 4th 1988. He received his high school education at Gazi Anadolu Lisesi in Ankara. Now he is a senior student in Bilkent University at Computer Science Department. His work experiences are internship at Havelsan; software and systems company in military defense and IT sectors, internship at Microsoft Turkey division and independent software engineer. He also worked as a research assistant at iVis visualization group lead by Uğur Doğrusöz at Bilkent. His hobbies are travelling, sports and reading. He knows Turkish (native), English (fluent), Spanish (basic), Arabic (basic). He is the Software Development Manager of Easy Life Corporation.

Zeynep Gençer – MAN

Zeynep Gençer was born in Bursa, on Jan the 5th, 1987. She graduated from Bursa Anatolian High School in 2005 and currently is a senior student at Faculty of Business Administration in Bilkent University. She worked as a part time sales and marketing assistant in EES Ltd. Şti. in Bilkent Cyberpark for 6 months in 2008. She has been working in Grundfos Turkey-Ankara Region Sales Office as a part time sales assistant since August 2009. She is a part time assistant R&D project manager and giving consultancy to firms for TUBITAK R&D support programmes in Prolog Consultancy in Bilkent Cyberpark since. She is a member of ESN Bilkent since 2006 and has a membership in AEEGE-Ankara since Sep 2009. Her interests are traveling, experiential marketing, short films and acting. She is fluent in English and knows basic Italian. She is the Chief Marketing Officer of Easy Life Corporation.