Our Business

- Founded in 2006 by Filip Rege and Alexis Rodriguez-Carlson
  - Goal 1 - To incorporate as an LLC with the Venture Capitalist Group, LLC
  - Goal 2 - To command a strong marketshare for our software, *Apples & Oranges 1.0™*
  - Goal 3 - To expand *Apples & Oranges 1.0™* to the Macintosh platform
  - Goal 4 - To develop new integrated measurement / data systems
Who is *Apples & Oranges 1.0™* for?

- Anyone who deals in bulk goods sold by weight
  - Coffee Shops
  - Tobacco Shops
  - Delicatessen
  - Produce Vendors
How Will We Advertise *Apples & Oranges 1.0™*?

- Trade magazines
- Pay-per-click internet advertising
- Founders will attend local vendor shows
- Website
- Donations to charity auctions
- Sell on pre-existing internet marketplaces such as Ebay and Amazon Marketplace
The Competition

- Price-calculating Scales
  - Priced at about $500 per unit
  - Average size 12”x12”x5”, weighing 15 lbs
  - Load limit ranges from 30 to 60 pounds
  - Digital display of weight, unit price and final price is a standard feature
  - Digital display is in a pre-determined size
  - Does not store or print information
The Competition

- Point of Sale Software
  - Priced at about $500
  - Systems are complex with a range of business management tools
  - Information such as weight may be automatically entered from hardware interface such as a load cell or barcode reader
Why is *Apples and Oranges 1.0™* better?

- **Portability**
  - Size is determined only by size of load cell
  - Can distribute load cells at multiple sites and carry only laptop

- **Reliability**
  - Self-calibrating, so accuracy will not be affected by environmental conditions
  - Load cell can be replaced without reconfiguring the software
Why is *Apples and Oranges 1.0™* better?

- **Versatility**
  - Can be used with any load cell
  - Can measure extremely heavy or very light weights
  - Preset product names and prices can be easily changed
  - Display size can be changed for easy viewing
Why is *Apples and Oranges 1.0™* better?

- **Simplicity** – “*Do one thing, do it well.*”
  - User interface is easy to use
  - Virtually no learning curve
  - Easy to set-up
  - Interface not clogged by excess features

- **Price**
  - Software alone will sell for $150
  - Complete System (including load cell) will sell for $300
Apples and Oranges 1.0™ User Interface

START

<table>
<thead>
<tr>
<th>Item</th>
<th>Item Weight</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apples</td>
<td>3.7474</td>
<td>4.68</td>
<td>8.124</td>
</tr>
<tr>
<td>Oranges</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bananas</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pineapples</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check out customer</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Technical Information

- Uses pre-existing, easy to obtain hardware
  - Load cell
  - Solid State Relay
  - Light Bulb

- Plug-and-play hardware interface

- Warning for overloaded load cell

- Easy calibration for different load cells
Software

START

- Item
- Item Weight
- Item Price
- Total Price

- Apples: 3.7474 4.66
- Total: 8.124

START

- Item
- Item Weight
- Item Price
- Total Price

- Apples: 3.7474
- Oranges: 4.66
- Total: 8.124

OVERLOADED!
Software

START

- Item
- Item Weight
- Item Price
- Total Price

- Apples
  - 3.7474
  - 4.58

- Oranges
- Bananas
- Pineapples
- Check out customer
Financial Plan

- One-time capital expenses
  - $31,742

- Monthly Expenses (1st 6 months)
  - $72,366

- Total Start-up Costs
  - $104,108