



**Business Plan
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Table of Contents

EXECUTIVE SUMMARY

1. THE COMPANY & THE PRODUCT	1
1.1 OVERVIEW.....	1
1.2 BUSINESS MODEL.....	1
1.3 THE PRODUCT.....	1
1.4 PRODUCT VALUE	2
1.5 MARKET ENTRY AND GROWTH STRATEGY	2
2. MARKET RESEARCH AND ANALYSIS	4
2.1 MARKET DEFINITION	4
2.2 RESEARCH METHODOLOGY	4
2.3 MARKET SIZE	4
2.4 MARKETING STRATEGY.....	5
<i>Figure 1 - Early Adopter Market Segment Profile</i>	6
2.5 COMPETITOR PROFILE.....	6
<i>Table 1 - Competitor Profiles</i>	7
2.6 E•PEN™ 'S COMPETITIVE ADVANTAGES.....	7
2.7 MARKETING PLAN.....	8
3. FINANCIAL STATEMENTS	9
<i>Figure 2 Financial Statements Summary</i>	9
4. DESIGN AND DEVELOPMENT PLANS	10
4.1 DEVELOPMENT STATUS AND TASKS	10
4.2 CURRENT DESIGN GOALS ARE:	10
4.3 DIFFICULTIES AND RISKS	10
4.4 SENSOR INTERFACE MODULE.....	10
4.5 RANGE COMPUTATION	10
4.6 COMPUTER INTERFACE.....	11
4.7 SOFTWARE DRIVER	11
4.8 PRODUCT IMPROVEMENT AND NEW PRODUCTS.....	11
4.9 PROPRIETARY ISSUES	11
5. MANUFACTURING AND OPERATIONS PLAN	12
5.1 DEVELOPMENT STATUS: ALPHA PROTOTYPE	12
5.2 STRATEGY AND PLANS: PRODUCTION MODEL	12
<i>Figure 3 - Alpha Prototype Assembly Drawing</i>	13
<i>Figure 4 - Implementation Schedule</i>	14
6. MANAGEMENT TEAM	15
APPENDICES	III

Virtual Ink Corporation is a computer peripherals company whose lead product automatically transcribes what users write on existing chalk or whiteboards, thus enabling automatic, inexpensive, error-free, real-time transcription of handwriting and sketching. Virtual Ink was the first place runner-up in the 1997 MIT Entrepreneurship and Business Plan Competition for its primary product, the e•pen™. e•pen™ is a labor-saving, productivity and communication enhancement tool that could enable the automatic capture of valuable shared thoughts communicated daily between millions of office and academic users.

EXECUTIVE SUMMARY

**What is the product ?*

e•pen™ is a patentable human-computer interface tool that converts any common writing surface as large as 10 meters x 16 meters into an electronic transcription device. **e•pen™** links the writing instrument wirelessly to a personal computer replacing the need for subsequent manual transcription. Hand sketches and notes can be captured accurately, rapidly, and automatically during brainstorming sessions and incorporated directly into documents.

**What is the market size ?*

The estimated 50 million white-collar offices world-wide with both a personal computer and either a chalk or whiteboard are potential **e•pen™** sales candidates. We anticipate initial adoption by several hundred thousand team-oriented professionals such as management consultants, design engineers, academics, and industrial designers. Over time, the direct electronic capture of written group meeting notes will be as indispensable as a common conference call or document photocopying.

**What are the startup costs ?*

Virtual Ink anticipates initially requiring \$320,000 to complete the beta prototype of the **e•pen™**, provide for legal and infrastructure expenses related to startup and to cultivate potential customers. To finance start-up we intend to seek initial capital from venture capitalists and corporate partners. Further investment of \$2.0 million is needed for finalizing the product, further setting up company infrastructure, lining up lead vendor-channel relationships, landing significant corporate accounts, and accelerating global marketing efforts.

**What is the payoff ?*

Virtual Ink anticipates break-even within 2 years. In addition to our product sales, we expect royalty revenue from licensing our position sensing and software technology. Within 3 to 5 years, Virtual Ink anticipates an IPO or sale of the company to fuel further growth and to offer liquidity to investors.

** Management Team*

The technology component of the management team consists of MIT-trained engineers: Yonald Chery (product conceiver and Chief Technology Officer), William Moyne (Software Development Lead), Andrew Kelley (Manufacturing Development Lead), and Matthew Verminski (Hardware Development Lead). The business component of the management team currently consists of MIT Sloan-trained finance and marketing members: Michael Dixon (Chief Financial Officer) and Rosaline Gulati (Marketing Director). We are currently recruiting a chief executive officer and directors for our corporate board.