

Business Plan

Business Name: GlowGuard

Business Idea: GlowGuard, a cabinet that cleans children's toys using UVC lights. From the outside it looks like an everyday cabinet, but the inside provides a dual solution for storage and sanitization to keep your family safe.

Exhibit 1: Organization Chart

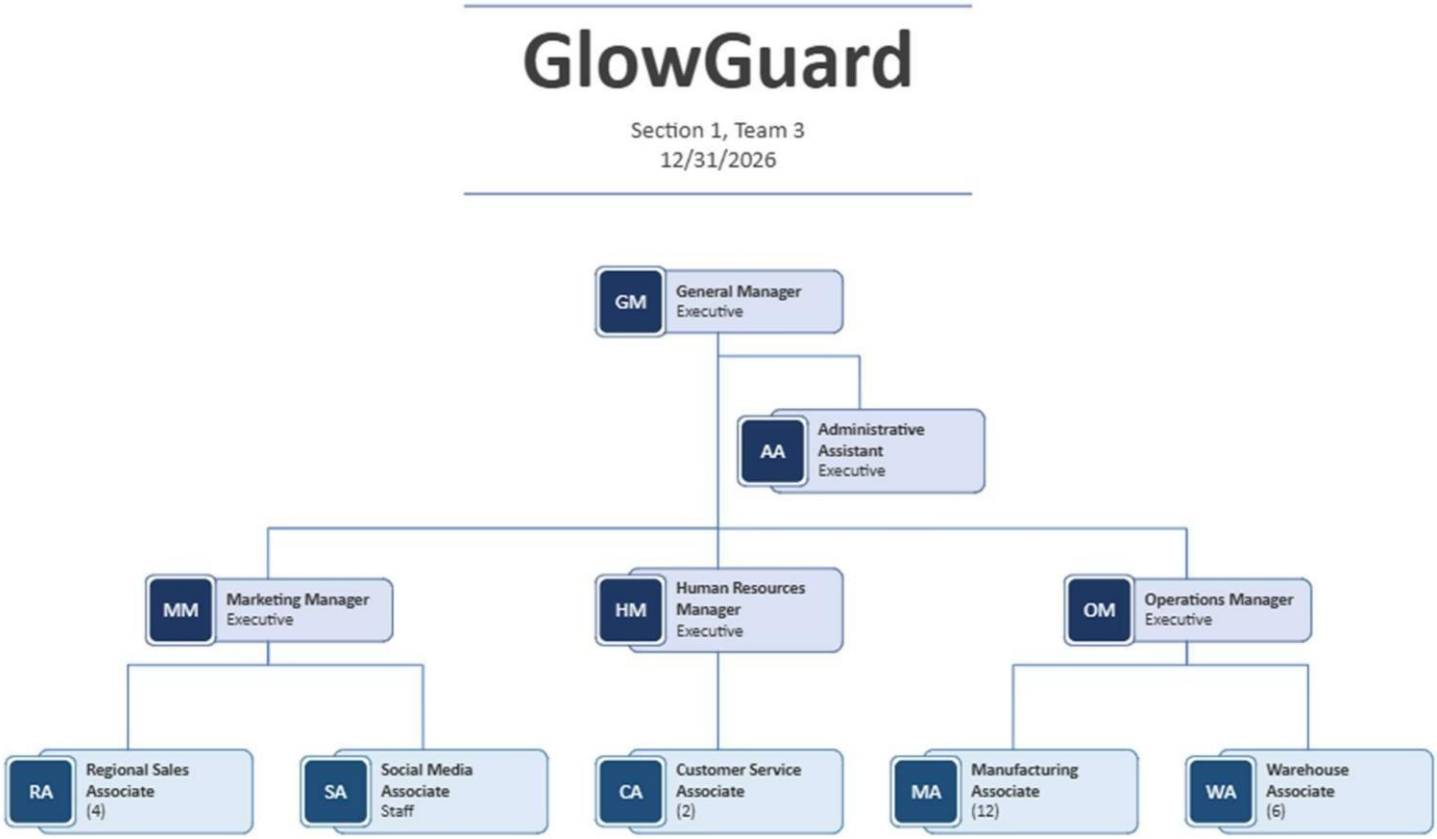


Exhibit 2: Pay and Benefits Table

Team Name: GlowGuard		YEAR 2		Section: 1		Team 3				Date (12/31/2026)					
Compensation						**Mandatory Payroll Deductions**					**Benefits**				
Position (Salary/Wage - W) (Full-time Assumed, Part-time - PT %)	Salary or Wage for position)	Bonus or Commission	# for position	Projected End of Year 2 Salary or Wage **including** bonus/comm. Each	Projected End of Year 2 Salary or Wage **including** bonus/comm. all positions	FICA	FUTA*	SUTA	WC	Mandatory Deductions Total	Benefits - Health Cost	Benefits - Retirement Cost	Benefits - Any other Benefit Cost	Benefits - Total	Total Cost per Employee	Total Cost for All Employees
General Manager	$ 115,000	$ 28,750	1	$ 143,750	$ 143,750	$ 12,291	$ 42	$ 435	$ 10,206	$ 22,974	$ 17,410	$ 6,480	$ 1,360	$ 25,250	$191,974	$ 191,974
Administrative Assistant	$ 60,000	$ 12,000	1	$ 72,000	$ 72,000	$ 5,508	$ 42	$ 435	$ 5,112	$ 11,097	$ 17,410	$ 3,870	$ 1,360	$ 22,640	$105,737	$ 105,737
Marketing Manager	$ 85,000	$ 17,000	1	$ 102,000	$ 102,000	$ 7,803	$ 42	$ 435	$ 7,242	$ 15,522	$ 17,410	$ 4,320	$ 1,360	$ 23,090	$140,612	$ 140,612
Operations Manager	$ 90,000	$ 18,000	1	$ 108,000	$ 108,000	$ 8,262	$ 42	$ 435	$ 7,668	$ 16,407	$ 17,410	$ 4,320	$ 1,360	$ 23,090	$147,497	$ 147,497
Manufacturing Associate (12 FTE)	$ 60,000	$ 4,500	12	$ 64,500	$ 774,000	$ 59,211	$ 504	$ 5,222	$ 54,954	$119,891	$208,926	$ 3,870	$ 16,315	$ 229,110	$ 93,583	$ 1,123,002
Warehouse Associate (6 FTE)	$ 60,000	$ 4,500	6	$ 64,500	$ 387,000	$ 29,606	$ 252	$ 2,611	$ 27,477	$ 59,946	$104,463	$ 3,870	$ 8,157	$ 116,490	$ 93,906	$ 563,436
Regional Sales Associate (4 FTE)	$ 47,000	$ 3,525	4	$ 50,525	$ 202,100	$ 15,461	$ 168	$ 1,741	$ 14,349	$ 31,719	$ 69,642	$ 3,032	$ 5,438	$ 78,112	$ 77,983	$ 311,930
Customer Service Associate (2 FTE)	$ 65,000	$ 4,875	2	$ 69,875	$ 139,750	$ 10,691	$ 84	$ 870	$ 9,922	$ 21,568	$ 34,821	$ 4,193	$ 2,719	$ 41,733	$101,525	$ 203,050
Social Media Associate	$ 65,000	$ 4,875	1	$ 69,875	$ 69,875	$ 5,345	$ 42	$ 435	$ 4,961	$ 10,784	$ 17,410	$ 4,193	$ 1,360	$ 22,963	$103,621	$ 103,621
Human Resources Manager	$ 110,000	$ 22,000	1	$ 132,000	$ 132,000	$ 10,098	$ 42	$ 435	$ 9,372	$ 19,947	$ 17,410	$ 6,480	$ 1,360	$ 25,250	$177,197	$ 177,197
Totals			30		$ 2,130,475	$ 164,275	$ 1,260	$ 13,056	$ 151,264	$329,855	$522,314	$ 44,627	$ 40,786	$ 607,727		$ 3,068,057

Vacation Policy and time off: 21 vacation days, 7 personal days *Bonuses: General Manager = 25%, all other managers = 20% , all other employees (Associates)= 7.5%. Commissions: All sales employees= 10% per employee
Holidays off: (Chrstimas, New years, Labor day, Memorial day, Independence day, Thanksgiving)

Other Benefits: Employee discount (50%), Gym Membership ($323.88 per employee per year), Summer Picnic, End of Year Holiday Party, Level 5 suite tickets to NY Jets ($26,600 for 30 tickets)

Motivating Employees

We believe fully that a motivated employee is a productive employee, thus we want to keep high levels of motivation and morale in our team. We strive to use positive reinforcement and set high, but attainable goals for our employees. By reinforcing positive behaviors, we strive to ensure that each employee and their contributions feel valued to our team. Twice a year, we will throw a picnic/party to celebrate our employees and their hard work with prizes and great food. We will also provide our employees with suite-level access to New York Jets games, adding another aspect of motivation through entertainment to our employees' lives. Lastly, we are providing our employees with 21 vacation days, above the national average of 10-11, we believe that workers return from vacation refreshed and motivated to provide quality work. Not only do these initiatives promote high morale, but they also give employees a time to socialize with each other outside of the workplace and make new friends or strengthen existing relationships – promoting a sense of community that is GlowGuard.

Business Strategy

Our overarching business strategy is one of differentiation and innovation. We plan to burst into the consumer home products market with an exciting new product – the GlowGuard. The GlowGuard aims to solve problems of toy cleanliness and storage at the same time, using UV-C lights to sanitize and providing a storage solution that can fit into the aesthetics of any room. Our human resources team helps to hire creative minds and provide training to promote a sense of innovation and sustainability. Our operations team aims to reduce costs through efficient but environmentally friendly production. Our marketing team will highlight our innovative product, while promotion our environmentally conscious brand identity. Lastly, our finance team will prioritize environmentally responsible investments and promote the financial growth of our company. Together, these teams will combine to make GlowGuard innovative leaders in the consumer home product market while promoting environmental responsibility.

Exhibit 3: Market Segmentation and Targeting

Segment Name	Size (# of People or Households in Segment)	Growth Projection	Description	Priority level for Targeting	Justification for Targeting
Segment 1 (Licensed Day Care)	~130,000	~1-2%	Business buyers with strict hygienic standards for children. These services are located nationwide, predominantly in suburban areas. Purchase decisions are driven by safety, compliance, and parental trust.	1	They have a high need for disinfection products, especially during the fall months because of flu season.
Segment #2 (Affluent Families)	~40 million households	~1.5%	Suburban and urban families with young children. They prioritize their children's safety and health, with added convenience. They are most likely to invest in premium home appliances.	2	It is a large segment with strong purchasing power. With lots of hygiene concerns for children, it will drive investment in disinfection products.

Exhibit 4: Market Quantification

Year	Tot Mkt Potential (Customers) *	Mkt Growth Projection**	Market Share***	Product	Annual Unit Sales	Unit Price or Weighted ASP	Annual $ Revenue
Year 1	40,130,000	12%	0.0005	UVC Cabinet for families & daycares	20,065	$999.00	$22,857,120
Year 2	41,730,000	11.8%	0.0005	Same product, early adopters' plateau	20,865	$999.00	$24,935,040
Year 3	43,330,000	13%	0.0005	Expanded marketing, new features	21,665	$999.00	$27,012,960
Year 4	44,930,000	12.4%	0.0005	Premium version introduced	22,465	$999.00	$28,051,920
Year 5	46,530,000	11.7%	0.0005	Institutional contracts begin	23,265	$999.00	$31,168,800

*How did you determine your market potential? Identify key sources and assumptions …show calculations.

We determined our target market would be middle to high income families with a population of 40 million people and licensed daycares which has a population of 130,000 establishments.

**Actual market or market potential. How did you determine the growth projection(s)? Identify key sources and assumptions.

The global UVC disinfection product market is projected to expand significantly from USD 12.66 billion in 2025 to USD 39.64 billion by 2035, reflecting a CAGR of 12.1% during the forecast period

***How did you determine your market share? Indicate key sources and assumptions

We got market growth potential by researching how much our competitors control the market. We determined that Pottery Barn Kids and West Elm controls no more than 5% of the market. We decided on 0.05% because we are a start-up company with nothing similar. Our total market potential comes from the combination of how many middles to high income families there are in the United States which is 40 million and added that to 130,000 which represented how many licensed daycares there are in the United States.

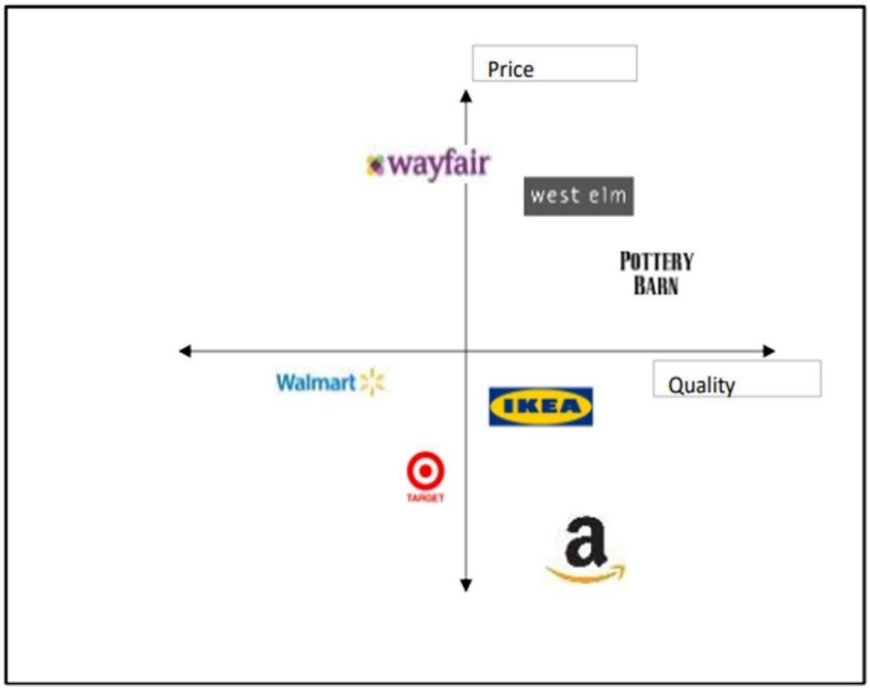
How did you determine your unit forecast? Indicate key sources and assumptions …show calculations!

To determine the unit forecast, we had to first specify the units we plan to sell and by year 3, we applied the 12% compound annual growth rate from industry projections for the UVC disinfection market. This approach works well because we start with a practical entry point for a premium product.

Forecast by Month	Units	Revenue ($)
May '25	900	$899,100
Jun	880	$879,120

Jul	2100	$2,097,900
Aug	2200	$2,197,800
Sep	2100	$2,097,900
Oct	1600	$1,598,400
Nov	2200	$2,197,800
Dec	2100	$2,097,900
Jan '26	1600	$1,598,400
Feb	1500	$1,498,500
Mar	1200	$1,198,800
Apr	1685	$1,683,315
SUM	20065	$20,044,935

Exhibit 5: Perceptual Map and Positioning Statement



Positioning Statement: For families and childcare providers who cannot afford to compromise on the cleanliness of toys, GlowGuard delivers hospital-grade disinfection within minutes, without the harsh chemicales, the hassle and the anxiety associated. Whether in a home or at a daycare, it is a safer and smarter way to protect children from invisible germ threats while keeping the bliss of play and childhood.

In environments where childrens health is vital, our UVC cabinet offers a reliable solution for disinfecting toys. Our strength is UVC light technology has been proven to eliminate 99% of pathogens and germs without the harsh chemicals. Our weaknesses may occur with the higher upfront costs compared to traditional cleaning methods. GlowGuard has noticed from environmental scanning that there has been explosive growth with the UVC market due to the post-pandemic hygiene culture.

Exhibit 6: Marketing Mix

Product/Service Branding

GlowGuard is a discreet, duty-free, self-sanitizing household appliance that uses UVC light technology to eliminate harmful germs. Our branding centers on a clear brand promise: providing households and daycare centers with a safe, simple, science-backed way to maintain cleaner spaces for children. The brand name "GlowGuard" reflects both protection ("guard") and sanitizing ("glow"), while the logo emphasizes cleanliness and trust through minimalist, health-oriented design. Our slogan, "Sanitize Smarter. Live Healthier.", reinforces the brand's commitment to both convenience and well-being. We are pursuing an individual branding strategy, as GlowGuard stands as a distinct product identity in the marketplace. Within the market, GlowGuard is at the Introduction stage of the Product Life Cycle, as it is a new, innovative solution that requires strong branding to build awareness and adoption.

Pricing

	2025	2026	2027	2028	2029
Unit Variable Price	$717.51	$717.51	$717.51	$717.51	$717.51
Wholesale Price					
Retail price	$999	$999	$999	$999	$999

Justify your pricing strategy and price point(s)…illustrate price calculation from a cost & market basis.

For GlowGuard, we took on a compound pricing strategy that combines penetration pricing and cost-plus pricing. This approach allowed us to set foot in the market aggressively by setting our price slightly below comparable offerings, while still ensuring a warranted profit margin. Our product is priced at $999, with a unit cost of $717.51, which yields a 28.2% margin, a healthy total for a startup aiming to scale, the margin also accounts for operational maintenance. Key material inputs include wood, magnetic locks, wire racks, aluminum, and UV-C lightbulbs, all of which contribute to the product's durability and functionality. Based on forecasted sales, current market share, and rising demand trends, the $999 price point aligns with perceived market value, offering an adequate exchange for both the producer and consumer. It positions GlowGuard as a premium yet accessible solution in a rapidly expanding market segment. This strategy supports early adoption and future for brand loyalty.

Product Teams: Describe and defend your distribution strategy; determine the wholesalers/distributors/retailers (online or offline) through which you would distribute your products.
Service Teams: Justify the choice of your service center location selections. If you choose to provide your services only through an online service center, explain why.

Product Teams: GlowGuard will execute a hybrid distribution model concentrated on direct-to-consumer sales through ecommerce on our own website, targeting retail customers and daycares. This approach will reduce costs, expand our reach, and offer considerable convenience while allowing us to maintain command over pricing, branding, and interactions with customers. By diversifying wholesalers, GlowGuard ensures the best interests of equity holders are met through organized sales, valuable data collection, and coherent scaling, while also responding directly to feedback from our trusted customers.
Service Teams: GlowGuard will operate exclusively through our online service center, providing the most cost-effective and flexible solution for a startup. This approach allows us to expand outreach, reduce operational costs, and deliver greater convenience to customers while maintaining 24/7 access to live chat ran by AI, email, and an easily accessible phone number for customer service. Since our UVC-enabled product is low-maintenance and tech-friendly, support can be delivered effectively through remote troubleshooting such as video walkthroughs and chat-based diagnostics. Operating online also gives us direct access to customer insights, enabling us to track issues, analyze support trends, and continuously improve customer experience.

Promotional Strategy

	2025	2026	2027	2028	2029
Total IMC Budget	$1,667,000	$1,722,011	$1,778,837	$1,837,539	$1,898,178
Advertising Expense	$1,000,000	$1,033,000	$1,067,089	$1,102,303	$1,138,679
Sales Promotion Expense	$333,000	$343,989	#355,341	$367,067	$379,180
PR Expense	$167,000	$172,511	$178,204	$184,085	$190,159
Other Promotional Expenses	$167,000	$172,511	$178,204	$184,085	$190,159

Describe and defend the promotional strategy you will execute with your promotion budget. Include key elements such as: the key theme or message you intend to communicate; the frequency you seek to achieve with your advertising and promotional tactics; key promo timing elements; the rationale for your promotional choices, etc.

Promotional strategy is designed to position GlowGuard as a modern, health-conscious solution for families and licensed daycares, with the consistent message: "Sanitize Smarter. Live Healthier." This brand promise emphasizes both safety and convenience, reinforcing our value as a trusted solution for cleaner, healthier spaces. We allocated $1.67 million for promotions, derived from benchmarking West Elm's 3% market share and applying our 0.05% projection. From there, we used a growth rate of 3.3% per year
Digital-first campaign that maintains weekly ad placements and social media content across Google, Facebook, Instagram, TikTok, and Nextdoor. This ensures GlowGuard stays top-of-mind for busy parents, caregivers, and daycare managers who are constantly seeking practical, health-conscious products.

Timing is central to our strategy (Seasonal moments) Back-to-School: “Start the year off clean. Sanitize Smarter. Live Healthier.” Flu Season: “Cold & flu season is here—sanitize smarter with our storage solution.” Mother’s Day / Parent Awareness Days: “The smart gift for parents who care.” Beyond advertising We will leverage social media content creation, PR outreach at tradeshows, email campaigns, and targeted sales promotions to reinforce brand visibility and credibility. This integrated approach is both scalable and cost-efficient, balancing outreach, conversion, and customer engagement. By aligning messaging with customer needs and market timing, we maximize impact while building long-term trust and loyalty.
Of Salespeople: 4
Compensation Method: $47,000 + 10% Commission