TACVision

Something about us..

Sebastian Cachee:

Graduated high school in 2016. I joined the army in 2017 and entered the TMA in 2018. I will graduate in September 2021
Other: licensed sports instructor, rugby, cooking and outdoor activities

Michael Fleischhacker:

Graduated high school in 2016; joined the army in 2016 and studying at the TMA since 2018. Graduate them in autumn of 2021
Other: licensed sports instructor, trained firefighter, musician, ball-sport,

Felix Gassebner:

Graduated high school in 2016 and did an apprenticeship as an electrician. Beside that I gained 5 years of working experience in technical fields both national and international. Joined the armed forces in 2017 and studying at the TMA since 2018. Looking forward to graduating in autumn of 2021.
Other: licensed sports instructor, rugby, diving, weight lifting

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1. Executive Summary

TacVision has been officially founded in February 2018. We are proud to present you our latest innovation today. The TacVision Eyes is a solution for combatants across the globe. The idea is quite simple. At first sight, you might expect it to be ordinary glasses. But the first impression is deceptive because once you wear them, you'll immediately notice the difference. They will adjust to your head and will turn on themselves with measuring your retina. So what makes our product so outstanding? Talking to some soldiers in command and their issues on the battlefield, there is one thing you are likely to hear very often. Being able to lead your troops in combat with all the information and awareness of the environment, hostilities and your personal. So we tried to tackle the problem with technology. With our invention all of these three aspects are covered so you will never get lost in the battle no matter what time or weather condition. Let's say you are in charge of a squad, so 7 soldiers to lead and yourself. Our product will then connect with every other one and will then mark them blue for visibility. For orientatin purposes, we added a feature which is basically a map in the corner of the glasses which you can enlarge and make small again when you don't need it any longer. This was major to us because we didn't want an overload of information.

So your out in the terrain with your squad and one spots an enemy, but only he is able to see him. He can now tag the enemy for the others so everybody is talking about the same. But you can also tag friendlies which didn't connect just yet, points of interest in terrain but also vehicles, no matter if friendly, hostile or even whether ground-based or airborne. Your are also able to switch between normal sights, night sights and thermal sights with each mode being able to zoom with a maximum magnification of 20. That is a great feature we are very proud to present because it has simply been not existing until now. This makes it easier for reconnaissance operations too. With still in development we will offer glasses fitted for reconnaissance with a tool where the system will be able to notice movement and automatically tagging it on the map as well as on a visual bar at the top of the glasses which will pin you the information either left or right so by moving your head into that direction it will slowly get centred meaning you pointing your head directly on the information(target, objective,...). Furthermore, we added a feature for mechanized forces to guide vehicles directly to positions or waypoints which will make it much more efficient in terms of leading. As any project in this dimension it is important to manage the costs that have to be voted. Financial Challenges will definately be a part of this production. We defined them and separated them into two main parts: the hardware development part and the software development part. They are both indispensable and absolutely necessary for the success of the product. Investors and promotions have to be gained to bring this revolutionary technology to the market.

To sum it all up, our product is one of its kind. It is a new invention which has parallels to some older and mostly civilian tools, but has never been seen in a military branch like this before. We are looking forward to helping our customers and are excited how the potential of our product will change the way of military leadership.

2. Business Idea

TacVision, has developed eyewear designed for the soldier of the future. The frame is made of extremely flexible material. The lens is splinter and shock resistant. The glasses have an audio connector on the frame. This makes it possible to be in contact with the Kdt and the other comrades. Now to the details, what makes these glasses unique and irreplaceable.

The glasses produce a "MiniMap" in the left upper field of vision. So the soldier can always see where he is. The exact GPS position is always shown in the glasses. So the soldier can quickly communicate his position to his comrades. Another feature, which is included in the goggles is this. If the glasses are taken off, the position is sent to the Kdt after a 10 second break. This should bring the following advantage: If a soldier is wounded or injured, he can be found more easily. In order to prevent false reports, the soldier has 10 seconds to interrupt this emergency program. Another advantage of these glasses is the friend enemy recognition. Every soldier who wears these goggles will be recognized by the other goggles. This way the self firing is contained. Furthermore, special technology makes it possible to see better at night. Glare grenades have no effect on the soldier, because the flash of light is filtered and does not blind the soldier directly. The glasses are comfortable to wear and weigh 100g.

2.1 Easy Setup

Just put the glasses on. The Kdt glasses load the necessary maps for the respective area of application in advance. Put them on and have the tactical view.

2.2 Multi-Threat Sensors:

Our state-of-the-art sensors detect a variety of potential threats — including sudden and unusual temperature fluctuations, poisonous gas and emissions, toxic smoke, and more. Kdt receive alerts whenever unusual activity is in progress

2.3 Advanced Notifications:

In addition to notifying users if an appliance is left off by accident or if it detects a potential hazard, TacVision also reminds users anytime regular maintenance is required.

2.4 Cost-Saving Benefits:

By using our product, costumers will not only just save money, but will also save lifes too.

3. Company Description

Company name: TacVision AG

TacVision AG began in 2018 when Mr. Cachée, Mr. Fleischhacker and Mr. Gassebner startet their own company. At first it was just a simple thought, but the idea and the product behind it are world class and could save many lives.

Type of business structure: AG

ownership/management team:

Sebastian Cachée

Michael Fleischhacker

Felix Gassebner

Location: Wiener Neudorf, Austria

Mission statement: TacVision AG provides that every soldier receive the necessary information everywhere and anytime.

Product and target market: Members of armed forces/police and security forces. From new recruits to combat experienced operators.

Vision statement: Every soldier should have the most necessary information about the battlefield in front of him at all times.

3.1 Company Milestones

With much of the heavy lifting already completed, TacVision has laid the groundwork.

3.2 Consumer Validated:

Our first generation product is market-ready and primed for commercial manufacturing. We have pre-sold 10,000 units. Our immediate customer base growing by the day and we have successfully proven that this is a product that consumers want and are enthusiastic about.

3.3   Strategic Partnerships:

We are in the process of building relationships with notable industry leaders, influencers, and development teams in the augmented reality sector. We are also in advanced-stage partnership discussions with a number of major name insurance providers.

3.4   Manufacturing:

An Austrian Based-contract manufacturer has been secured and is ready to begin production with the capacity to produce around 1K units per month.

4. Market & Competition

Is it attractive to introduce and offer user-optimized visual guidance tools for military use?

4.1   Macro-Analysis

Political Factor

The political environment will have a huge impact on Tac-Vision AG as it public present. Hence, the company must consider their PR strategy and their public performance in general.

Especially: Taxation and Manufacturing Rules, Import and Export laws, minimum wage rules,..

Tac-Vision needs to focus on employee branding to keep the young and motivated experts in the company and the product successful.

Economic Factor

Tac-Vision needs to focus on the conditions of economies where it offers its products.

It can target economies such as US, UK, Middle European Countries and others. All these countries have stable economy. Tac-Vision can find the customers with good purchasing power there.

Fast-growing nations are also an opportunity.

Social Factor

Nowadays, soldiers and commanders are confronted with a lot of information and have to make decisions in a few seconds to recognize, process and visualize information in the shortest possible time is crucial in such situations.

Tac-Vision must regularly come up with high-quality user-optimized military goggles. It must mould its products as per the customers´need to get the positive results.

Technological Factor

Tac-Vision gives importance to technology. It also need to keep an eye on the technology it manufactures. It will help the company in competing well in market.

R&D investment is the technological factor that affects Tac-Vision. The constant changes the technology is an opportunity, and threats as well.

Legal Factors

Tac-Vision should keep an eye on the copyright of designs of glasses and manufactures.

It also has to make sure it is not breaking employment rules same as health and safety rules.

Environmental Factors

At present, the environment is the prime concern globally.

Tac-Vision has to find a way for producing their products sustainable.

4.2 Micro-Analysis

Bargaining Power of Suppliers

+ - Great Demand => Stable Prices
=> High Prices

- Lack of Used Precious Metals

- No Backwards Integration Possible => high reliance

Five Forces by Porter – Analysis

Micro Analysis of the Market.

Result will be used in the SWOT-Analysis.

Threat of New Entrants

+ High Market Entry Barrier => stable market position

+ High Customer Loyalty

- Many Open Sales Channels

Industry Rivalry

- Few strong Competitors (e.g. Google)

+ No Competitors in Military Branch

- Possibility of Forward Integration by Army's

Threat of Substitutes

+ No Substitutes in Military Branch

- Few Substitutes in Civilian Use

Bargaining Power of Buyers

- Negotiating Position Against GOs

+ Big Civilian Market

+ High Conversion Costs

Made by TacVision

Threat of Substitutes

At the moment there are no direct competitors in the military branch. But there are some on the civilian market, with a lot of knowledge in the AR-sector, a huge budget and a big influence. Those could be dangerous competitors in the future.

The biggest competitors and the most dangerous possible substitutes:

● Google
   Google is developing the Google Glass since years. There are some similarities recognizable. This product is available in an explorer-version, for private customers, and an enterprise-version. Currently Google is selling this Glass just to partners and some testers. The current versions costs about 1100 USD. So Google could be a threat on the civilian-market, but not in the military branch at the moment.

● Intel Vaunt => North Focals
   Intel developed a new technologie to project an image to the customer. They used a weak laser and showed the image directly on the cornea. But Intel have never planned to launch a very own product, they wanted to sell this technologie. And they did. The Canadian company North bought all rights and created the modern styled North Focals, an inconspicuous AR-glass for the civilian market. All functions and the whole design are made for civilians.At the moment the North Focal is available for 600 USD. If they decide to enter the military market they could be a big threat. On the civilian market it will become a battle, who is able to win the public.

Bargaining Power of Suppliers

At the moment we still need some rare metals to produce the TacVision. This results in a high dependency on our suppliers, because we are not able to produce these metals ourselves. These are the main factors which influence our price policy the most. In order to counteract this pressure, we created a ranking of our potential distributors.

We are not able to disclose our suppliers in detail.

But we can assure that we are supervising our suppliers strictly. Our philosophy does not allow child labour and indecent working conditions. All our suppliers must prove that they comply with our specifications. And we control this randomly.
We avoid sourcing raw material from crisis areas (e.g. Congo).
And we also want to support the Austrian Region and try to buy as much as possible in Austria.

Bargaining Power of Buyers

We have to distinguish our Buyers, because we are serving to different markets. On the one hand we have the military branch/ governmental market on the other hand the civilian market. We put our emphasis definitely into the governmental sector. The biggest problem will be the negotiation position against GOs, but if we convince this customer group they will need the TacVision. But we also need to push the right buttons of our civilian market. We will need a cheaper entry type to bind them to our company.

Customer Groups

GOs
- Ministry of Defence / Ministry of the Interior
- function-oriented
- virtually unlimited funds => guaranteed cash flow
- high public pressure
- Need reliable partners
- Need products which are marketable in the public to polish their image
- Power to dump the price

Civilian Customers
- male and female between 16 - 50 yrs
- military or scout background
- sporty
- design-oriented
- middle budget
- Need reliable service

Threat of New Entrants

In our opinion, the threat of new entrants is relative low because of a lot of required knowledge and required technology, especially in the military branch. The biggest threat inside this point is that a potential competitor defines a new market gap, but we are permanently working to analyse the market, our customers and competitors and us are researching to improve our technology and develop new ways to create new products.

5.   Technology/Production Processes

The technology used in our glasses is augmented reality. In our specific area (military) the friend/enemy representation is shown

5.1   Production Demand

An area of around 150 square metres is available for production. For the most part, computers are used. Special machines are used for the test phases.
An annual energy expenditure of about 20000kWh is expected
- consumption per working day (9h): 77kWH
- Consumption per week(5 days): 385kWH

The production figures depend on several factors. The pure assembly process for 1 piece takes 7 minutes. The blanks are recorded with the respective software. Depending on the development status of the software, the production schedule may change.

5.2   Input Materials:

- frame
- memory
- processor
- plug
- lenses
- sensors

5.3   Transportation and Logistics

For the transport we use forwarding agencies. Air traffic and motorways are the hubs here. Since we receive some of our components from overseas, we are dependent on air transport. For the transport from the airport to our company we use truck forwarding companies (LKW WALTER). For the delivery of our product we also use existing forwarding agencies.

5.4 Production Costs

We sell our glasses for 1000€.
The production costs are about 180€.
The price list of our individual parts is divided as follows:
- the specially made frame for our glasses is 22€.
- the memory costs 10€
- the processor costs 9,50€.
- the lenses come to a value of 80€ (40€ per lens)
- the other components (sensors) come at a price of 58.5€.

We receive the individual parts from our suppliers. Afterwards the parts are checked by us for usability. The parts are then assembled by our skilled workers. The highly sensitive electronic components are programmed by our IT - workers. Before the glasses leave the production facility, they are checked for all their functions.

5.5 Innovation,   Research   and   Development, University Cooperation

- We always try to make the impossible possible. We also work very hard on further development in the augmented reality area.
- We have signed a cooperation agreement with the Vienna University of Technology and organize a programming competition once every six months. The best ones get the opportunity to do practical training with us.

6. Project Personal Provision

Our Employees are our most important resources. With these stands and falls our product. That is the reason, why we try to find young, dynamic, intelligent and motivated coworkers which are experts in their sector and people who live for the product. We need innovative persons who have the abilities to make dreams true. We are a small core-team and we want perfection for our customers. Our performance must be without any mistakes, so we invest a lot of time and money into teambuilding and employee branding.
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6.1 HR Structure

We are trying to keep our workers together, we need the contact to their roots and the permanent exchange of the team. Because of that we keep the important production steps, like R&D, Design and assembling inside the company and we try to outsource as much as possible to sub-contractors. We don't have the capacity yet to produce every part on our own, so we decided to outsource the whole production-phase to different partners. It should be noted that we are looking at a certain redundancy to counteract against different disturbances.

We divided our company into two parts: Office + R&D and Manufacturing/ Logistic, but not strictly. For us it is very important that our employees recognize the synergies between all positions.

The office is the working place for:

- 3 founders
    - CEO
    - CFO
    - CMO
- 1 Accountant
- 1 Business Economist
- 2 office staff

R&D

- 3 IT Technicians

The Workshop + Storage is the working place for:

- 5 Electricians
- 1 Warehouse Worker

Standard working hours are from 9am to 5pm, Monday to Friday, as long as the work is done.

Regarding to overtime, days free and payment we strictly comply with the valid Austrian labor code.

- Arbeitsrecht inkl. 184. EL (Stand 1.4.2020)

6.2 Job Descriptions and Requirements

Depending on the area of application, we require adequate computer skills and German fluently. English language skills for all of our office staff (at least B2). Every other additional language is very welcome.

Accountant

Responsibilities:
- Recognition of current business cases:
  - Recording, checking and posting of incoming invoices
  - Booking and administration of bank and cash documents
  - Current accounts receivable and accounts payable
- Preparation of payment proposals and execution of payment transactions
- Dunning process
- Account reconciliation and various evaluations

Requirements:
- Completion of a commercial apprenticeship (HAK, HBLA)
- Existing examination as accountant (WIFI or Akademie WTH)
- Relevant professional experience in accounting
- IT experience, Ideally you already have experience with BMD 5.5 and BMD NTCS
- Friendly, team-oriented, highly committed and motivated

Our offer:
- Depending on qualifications and experience, we offer a salary from € 2,300 gross/ month for 40h/week - Willingness to overpay depending on qualifications and experience
- Good Atmosphere and flat hierarchy

Business Economist

Responsibilities:
- Implementation of project calculations and cost accounting
- Preparation of financial and annual reports for various stakeholders
- Participation in the development and implementation of business processes and tools
- Processing of funded projects, cooperation in the implementation of financing projects
- Cooperation in the conception and implementation of an ERP system
- Case-by-case support in other areas of accounting and controlling

Requirements:
- Completed business studies (FH, Uni)
- Secure handling of MS Office, especially MS Excel
- Good understanding of financial accounting
- Independent and structured way of working
- Willingness to assume responsibility for individual areas of activity
- A certain basic legal understanding is advantageous
- Precision and reliability, even when working under pressure
- Excellent German and English

Our offer:
- Depending on qualifications and experience, we offer a salary from € 2,300 gross/ month for 40h/week - Willingness to overpay depending on qualifications and experience
- Good Atmosphere and flat hierarchy

<u>IT-Technician</u>

Responsibilities:
- SQL database programming
- Development of operation control software
- Creating Software Modules
- Creating Augmented Reality

Requirements:
- Successfully completed apprenticeship (HTL | FH | TU) with focus on IT
- Relevant professional experience in this field or in a comparable environment
- Profound experience in database programming
- Routine with JAVA and C++
- Very good German and English language skills in spoken and written
- solution orientation | communication skills | independent + precise personality

Our Offer:
- Depending on qualifications and experience, we offer a salary from € 2,850 gross/ month for 40h/week - Willingness to overpay depending on qualifications and experience
- Professional exchange in a dedicated team of experts + specialists
- Varied tasks in a family environment with design possibilities
- Good Atmosphere and flat hierarchy

Office Administrator / Secretary

Responsibilities:

- Support of the office manager and the secretariat team
- Secretarial activities for a division manager such as invitations to meetings and preparation and follow-up work, appointment and participant management
- Reception and first contact person for members and customers
- Database support (various researches, entries, newsletter subscription and
- logouts, backup, etc.)
- Telephone exchange and postal administration incl. postal routes
- Administration of the personnel calendar
- Support of our seminar rooms in the house (putting on advertising and information material)
- General office activities such as copying, scanning, printing and messenger services

Requirements:

- Completed education and relevant professional experience
- Experienced handling of MS-Office like Outlook, Word, Excel
- Very good knowledge of German spoken and written
- Professional communication in direct contact and on the phone
- Accuracy, independent and structured working method
- Reliability and high sense of responsibility
- Competent and friendly appearance
- Enjoyment of team-oriented work

Our Offer:

- Depending on qualifications and experience, we offer a salary from € 1900 gross/ month for 40h/week - Willingness to overpay depending on qualifications and experience
- Good Atmosphere and flat hierarchy

<u>Electrician</u>

Responsibilities:
- Quality inspections of electronic assemblies
- Assistance in electronics development: creation and further development of circuit diagrams (analogue and digital) and layouts
- Development and commissioning of prototypes
- General assistance with projects and test measurements
- Cooperation in the production of electronic/optical devices
- Maintaining and improving documentation

Requirements:
- craftsmanship combined with precise and responsible working methods
- Completed technical education (HTL, FH, university) with focus on electrical engineering, electronics or equivalent
- Very good technical understanding
- Experience in electronic hardware development in the areas of circuit design, simulation and PCB layout
- Experienced handling of MS-Office
- English and programming skills are advantageous
- Prior knowledge of laser technology, acoustics and firmware development for microcontrollers is a plus
- Fun with constant development and innovation

Our Offer:
- Depending on qualifications and experience, we offer a salary from € 2100 gross/ month for 40h/week - Willingness to overpay depending on qualifications and experience
- Good Atmosphere and flat hierarchy

Warehouse Worker

Responsibilities:
- Sorting and picking the goods
- various storage activities
- various forklift activities

Requirements:
- Work experience in storage and picking
- Forklift license and practice
- PC knowledge
- independent working method
- Overtime availability
- adequate knowledge of German (spoken and written)

Our Offer:
- Depending on qualifications and experience, we offer a salary from € 1750 gross/ month for 40h/week - Willingness to overpay depending on qualifications and experience
- Good Atmosphere and flat hierarchy

In summary we want to say that we want to work with motivated experts who want to help us to produce and develop a part of the future. We are young and dynamic and are willed to overpay our employees if they are meeting our expectations. We offer them space for being creative and innovative.

It could be possible to hire some Part-time or temporary workers in order to fulfil the work to be done, but we always try keep our team compact.

Examples:
- Headhunters for recruiting new specialists and key workers
- Cleaning Crew for keeping our facilities clean and cozy
- temporary warehouse workers or technicians to fulfil some current orders

7.   Project Area Provision

Considering Austria's economic power located in and around the city of Vienna and due to the fact the 3 founders live close to it, we decided to take our first steps here. A business park 15 minutes south of Vienna was the destination of our choice. For getting the estate, we would already sit with the persons in charge of the park and found the best solution for our business. The park provides a new building which will be built on our specific needs and will be executed in close collaboration. The building will demand everything we are looking for and is tailored just to that. Due to the parks conditions, this will only happen if we rent the building for 10 years at least, which we are positively looking forwards to. Our estimated amount of area is about 250 square meters. Approximately 100 for offices and 150 for storage and assembling. For extensions, the park offers to do just so if our business is growing so strong that we would need new facilities. That was one very important thing for starting our business because we didn't want much scattering. So the planning and building is the responsibility of the park and we pay the leasing fee.

Another aspect of choosing the location was the infrastructure. We wanted it to be close to other industrial companies and markets and also looking at aspects of transportation and an easy access approach. The highway is 5 minutes away and the airport of vienna(capital) is a 30 minutes drive.

For our employees it is very simple to get there. Already mentioned the highway for travelling by car, but it's also possible to get there by train or by bus. The parking area in the business park is huge, you will always get one.

Energy supply was also something we would have to care about and this will also be conducted by the park demanding our needs. Our calculated cost estimate is about 2500 - 2700 Euro per month.

7.1   Facts

- excellent site
- tailored to the companies needs
- perfect infrastructure
- modern building with the potential of extension

7.2   Location
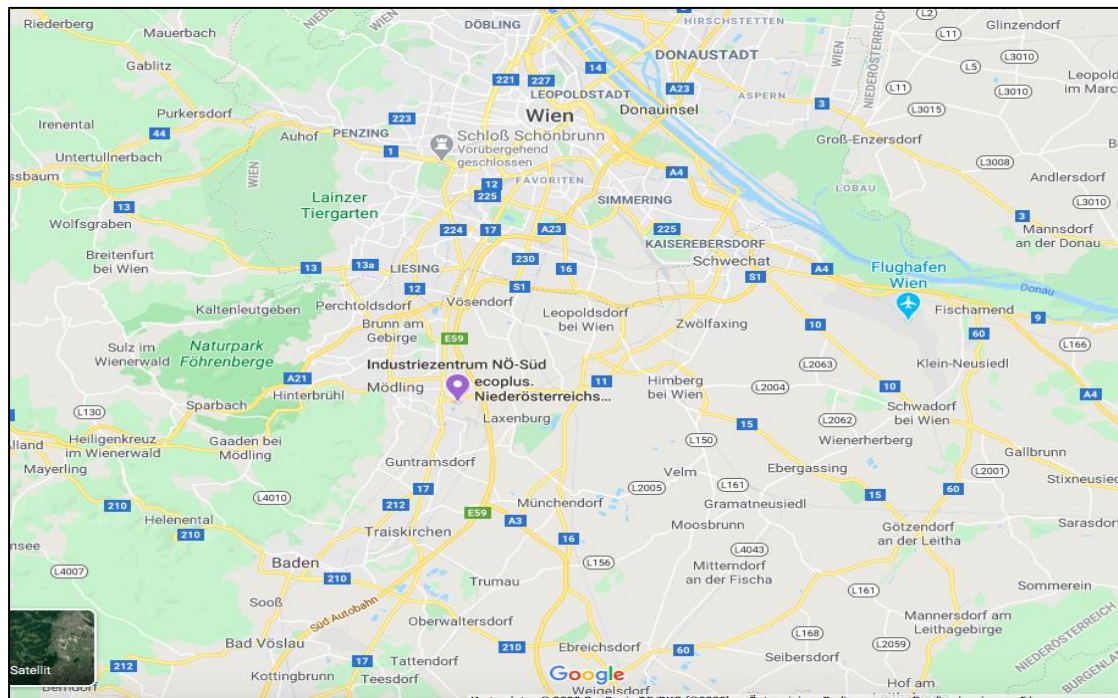
7.3   Operational costs

2700€ rent including Gas, Water and Heating
700€ for electric current
500€ for cleaning services

3900€ in total

8.   Sales and Marketing Mix

Product: TacVision stands for Tactical Vision, which is also registered as an international brand. At the moment the emphasis is put on the eyewear for soldiers, but in the future the assortment will expand to other innovative smart hardware. A product type is also available for the civilian market (e.g. hikers, mountain climbers, or other outdoor activities), it opens a new chance to expand your perception.

Price: At the moment the net sales price is around 1000€ for the military base model. This price results from the production in Central Europe to keep the added value in the own region, moreover the high-end technology is not cheaper to produce yet. However, we are striving every day to make production more sustainable and lower prices for the benefit of our customers. It is expected that the production costs can be reduced by about 20% in the next 5 years.

Place/Distribution: Right from the start we will try to use as many different marketing channels as possible to achieve the highest possible level of awareness. On the one hand we will inform our contacts in ministries and armies via classic print media, but also online newsletters and other similar media. We will also try to acquire new contacts in companies of a military nature and armed forces of other nations through lobbyists.

To address the civilian buyer's market, we will spread information via social media. We will also use influencers to speak specifically to young people interested in technology. In this way, we are trying to gain and maintain the greatest possible influence on the market at the lowest possible cost.

Promotion: At the beginning, we are planning a guerrilla marketing strategy to become famous. Via flash mobs, internet activities, sweepstakes and the integration of civilian beta-testers as ambassadors in the public we will have the best success.

People: Currently there are we 3 persons in the management-level who are controlling and planning the first phase of development and distribution. But we are not alone we have our employees. Everybody of these is an expert, everybody has a part to play and we are very proud to be the heads of such a young and dynamic team.

Ways and Costs of Promotion

As we mentioned above, at the beginning we keep the marketing costs low and using guerrilla marketing strategies. We are planning with a marketing budget, for the first year, about 15.000 € for Austria and the neighbouring countries. With this budget all mentioned promotion actions can be started without any problem.

Ways and Costs of Distribution

In the course of the distribution, we work together with the neighbouring forwarding agency LKW Walter, which distributes the goods to be delivered to the corporate customers / major customers. The costs here are borne by the customer and are already included in the 1000€. The civilian market will be served after launch of our online shop and will also be served by the usual delivery services.

Definition of Goals and Milestones of Success in Time:

For 2020 we consider a sales volume of 1000 units (military use). This results in total sales of €1,000,000 and a gross profit of €220,450 p.a. Our goal is to raise our sales figures up to 2000 units (military use) and launch our civilian model (500€ / piece) with sales figures up to 1000 units. So we plan to have a gross result of 1.450.000 €. We know that the market will be saturated in the next 10 years, and new technologies will reach the market. Therefore, a large part of the profit will be reinvested in R&D to keep its finger on the pulse.

We have to distinguish the market share into two parts. Military branch is completely untouched and we will have 100 %. The Civilian Market isn´t new and we are planning to gain a market share of 40%. For the future it is important to stay tuned and we know our R&D investments will guarantee our success.

9.   Finance Analyses - Project Budget

Cost Calculation:
Pruduction Costs: 180€
Selling Price: 1000€

- the specially made frame for our glasses is 22€.
- the memory costs 10€
- the processor costs 9,50€.
- lenses come to a value of 80€ (40€ per lens)
- other components (sensors) come at a price of 58.5€.

| Pieces	Profit	Pieces	Profit
	1 000 €		1 000 €
70	70000	350	350000
80	80000	375	375000
90	90000	400	400000
100	100000	425	425000
125	125000	450	450000
150	150000	475	475000
175	175000	500	500000
200	200000	550	550000
225	225000	600	600000
250	250000	700	700000
275	275000	800	800000
300	300000	900	900000
325	325000	1000	1000000

Because of the investment of 1.5mil€ to start the business we have to sell a lot of our glasses to get profit from our idea. The best for us would be if we sell around 1000 pieces a year. The optimal way would be if we sell 1000 pieces with a profit of 1000€ each. So we would earn 1mil a year.

If we calculate to earn around 750.000€ a year to pay back our credit we need about 2-3 years. After the 2-3 years we are going to make profit.
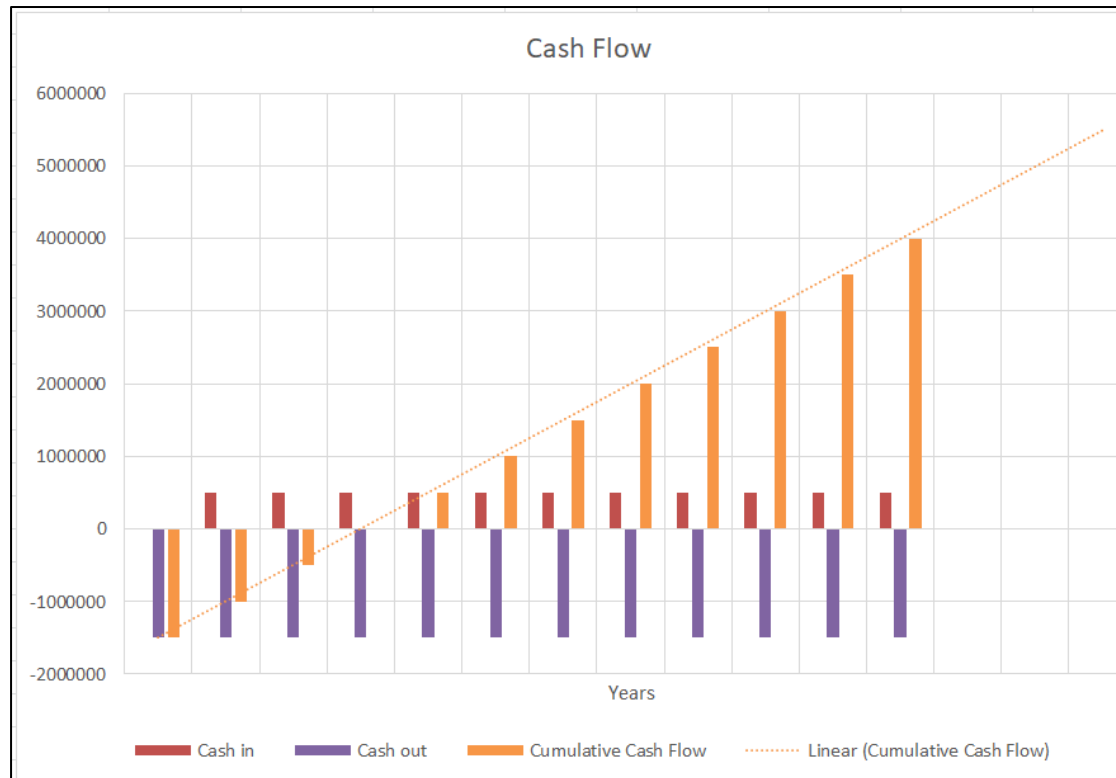
Our company must sell at least 732 pairs of eyeglasses a year in order to generate a turnover.
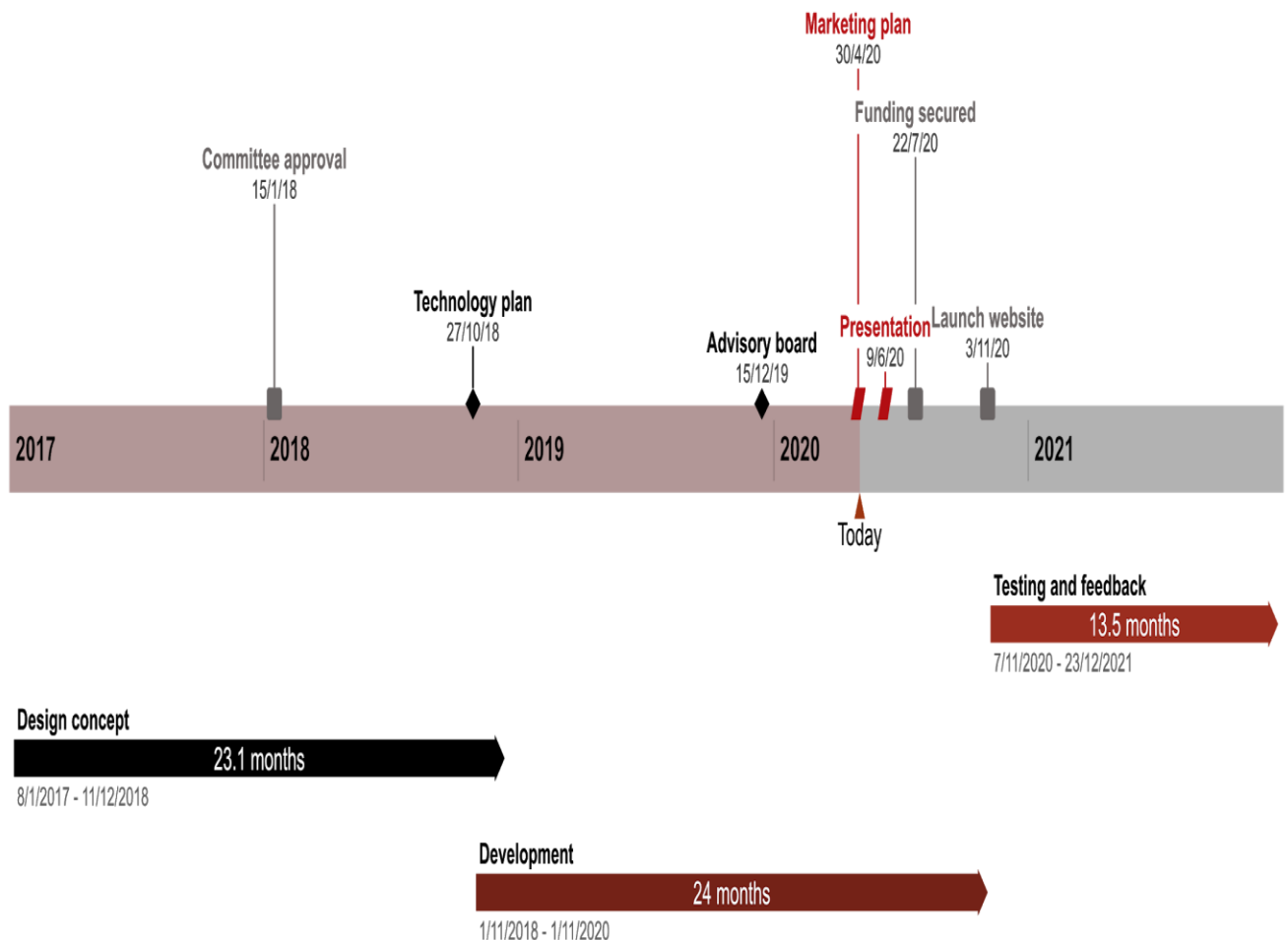
Break Even- Analyse

Basisdaten :		Stückzahl	variable Kosten	fixe Kosten	Gesamt-kosten	Umsatz	Deckungs-beiträge
Preis je Stück	1000	250	45000	599550	644550	250000	205000
Fixkosten	599550	500	90000	599550	689550	500000	410000
variable Kosten	180	750	135000	599550	734550	750000	615000
		1000	180000	599550	779550	1000000	820000
Ergebnisse :		1250	225000	599550	824550	1250000	1025000
		1500	270000	599550	869550	1500000	1230000
Deckungsbeitrag	820	1750	315000	599550	914550	1750000	1435000
Break Even- Punkt	731,158537	2000	360000	599550	959550	2000000	1640000

Break Even- Punkt

Break Even- Punkt
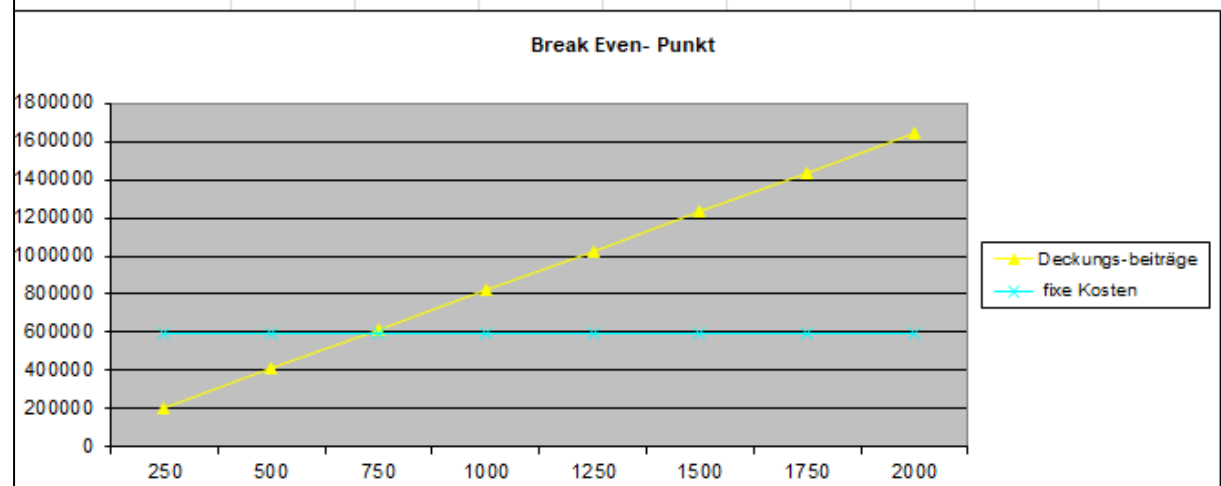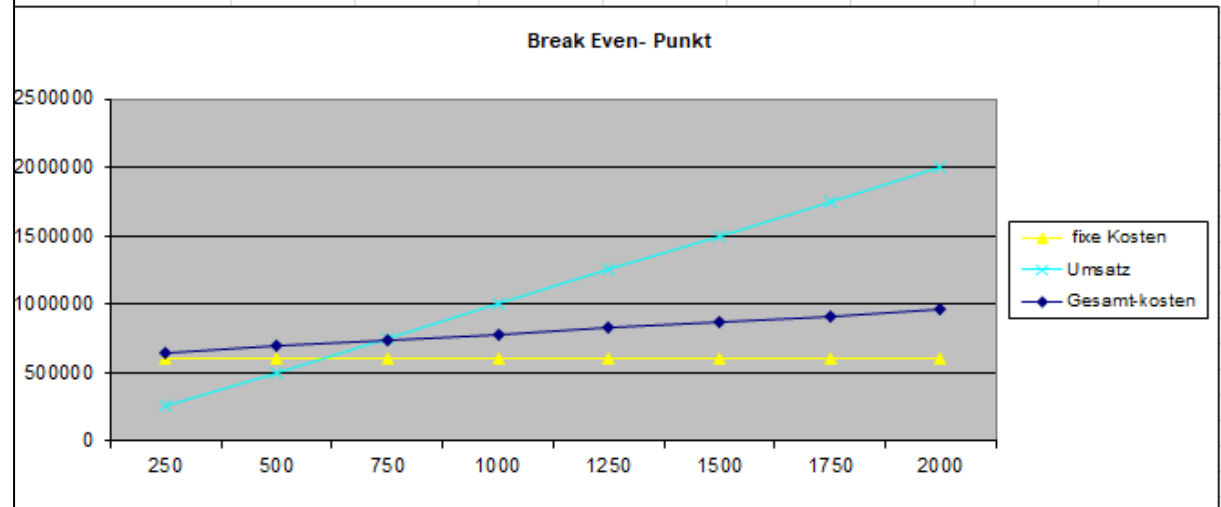
9. Project Realization Timeline

The timeline above shows the most important milestones of our company. It was created to give awareness of the implementation of our unique product. As shown, our current goal was the finalization of our marketing plan.

9.1 Swot Analysis

Strengths	Weaknesses
+ new design	- no reputation yet
+ strong product	- Quick expansion
+ intense preparation	- hiring qualified staff
+ close collaboration with military branch	- high performing product to get new costumers will be difficult
+ international clientele	- establishing on the market
+ Know-How	
Opportunities	**Threats**
+ available market	- External factors (tax, regulatory structure)
+ opportunity for a niche in market	- Price fluctation
+ establish costumer support for internationals	- competion of other enterprises
+ potential for facility growth	

Strength's

new design: light-weight, easy handling

strong product: overall use of smart glasses like never before

intense preparation: focusing on the important things

working in close collaboration: due to our military backgrounds, fitting the special needs of armed forces no matter the weather or time of day

international clientele: will be distributed and demanded around the globe

Know-How: due to the hiring process of staff which will conduct our assembling

Weaknesses

reputation: due to our young appearance on the market

quick expansion: amount of time to grow

hiring qualified staff: getting people with experience in common working environments and fields

getting new customers: gaining reputation, considering marketing aspects

establishing on the market: remaining our market position after successful business and becoming a top brand

Opportunities

available market: bringing evolution to the international military branch

niche market: finding the gap and going for it

customer support: will be essential for customer satisfaction

facility growth: developing at a higher rate, quality and revenue

Threats

external factors: considering taxes but also macroeconomics aspects such as political changes

price fluctuation: due to the request of our resources from different countries

competition of other enterprises: sustain our product effectiveness against others

10. Identification of success factors/Risk minimizing

Due to our new appearance on the market, it will be essential at first to get the proper investment. We are looking forward to extending our investors relationship
and therefore making it easier for future investments and company growth.
Another success factor is the development of of our technology. This will be essential because it is whats driving us forward so our first priority when it comes to investment issues. The better we can handle the development, the more and at first even more important will be the reduction of time to get more of the markets share.

In our view it is important as a new company to have reliable partnerships. So because of that, we created a distributors ranking, which will assure that our resources come on time and with the the quality that we need. Getting offers about quality,prices and time of shipment were criteria points we were looking at very carefully.