

Infinity Ink LLC

Prospectus

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EXECUTIVE SUMMARY

Infinity Ink LLC is a Boston-based technology company focused on the creation of enabling products for fashion and industry.

Our mission is to offer innovative solutions that demonstrate environmental sensitivity and the utmost creativity.

Our ideal customers are large retail and warehousing chains as well as wealthy fashion connoisseurs.

Our product will be a synthesis of current retail and fashion techniques and E Ink display technology. E Ink offers a form factor as thin and light as that of paper with the benefit of digital information management. The technology is suited for digital shelf labels, animated marketing materials, wristwatches, and many products in between.

Our product will make marketing, pricing, and inventory management in large retail and grocery outlets considerably more efficient. It will improve supply chain and promote the sale of products that might have otherwise gone unnoticed. Our solution will therefore reduce cost *and* increase revenue.

In another incarnation, our product will serve as a highly aesthetic and innovative fashion statement.

Our firm will be a sole-proprietorship. I will serve as the President/CEO.

The President will act as the Sales Manager and the Head of Product Development. For all other responsibilities Infinity Ink will commission work-for-hire. Infinity Ink intends to add no employees within the first year.

Our marketing approach will be digitally based; focused primarily on internet markets. The sale and negotiation of our industrial solutions will be through personal contact via our website. The sale and marketing of our fashion products will occur through a network of online and offline vendors.

My focus on the customer and my experience with technology synthesize a winning combination of customer service and technological innovation.

COMPANY OVERVIEW

Business Name

Infinity Ink LLC

Mission Statement

The mission of Infinity Ink LLC is to provide an innovative and environmentally sensitive product to enhance the processes and increase the revenue of fashion and industrial companies.

Description of Business

Infinity Ink will be a technology company dedicated to the development of creative industrial solutions for wide application from marketing to POS systems. High-fashion technology products will also be developed. Our products will center around E Ink Technology's electronic paper display.

Form of Business Ownership

Infinity Ink will be a sole-proprietorship. Its President will seek out important leads and develop corporate relationships, coordinate the design and maintenance of its website, and manage the development and manufacturing of its product line.

Ideal Customer

Infinity Ink's ideal customers are established industrial and fashion chains. Our product will serve as an enabler for large retail outlets, fashion designers, and industrial warehouses. Our ideal customers will use our technology in the products and services they *already* offer to streamline operations and increase revenue.

Our Advantages

The technology in our product is an upcoming one and for this reason has yet to achieve a great deal of circulation. The advantages of the technology are many, including -

- Energy efficient
- Thin and light form-factor
- Relatively inexpensive
- High contrast/high resolution

Social Responsibility

Our firm believes in the protection of our environment. We will not only offer a recyclable product, but will strive to reduce the amount of non-recyclable materials used in the manufacturing process.

Global Issues

Being that our products will be manufactured chiefly in Asiatic nations it is important that we select suppliers that conform to all international regulations. Further, we believe in the fair pay and treatment of employees and intend to select our suppliers based on these ideals. As

mentioned, reduction of environmental footprint will be our chief global concern. We intend to both better ourselves and our customers by offering product that demonstrates the utmost refrain from non-renewable resource.

Corporate Culture

Being that we are a small firm, great pride will be reflected in our initial production runs. By maintaining a small feel and by continuing to place importance on customer satisfaction, protection of our environment, and development of compelling product we hope to marry quality *and* profitability.

Leadership Philosophy

It is this company's belief that delegation is a critical part of running a successful business. The president will commission graphic, industrial, and web designers to develop concepts and promotional materials. He will negotiate prototyping and manufacturing with external firms. This work-for-hire philosophy will, in the company's youth, reduce cost and simplify company management.

Business Goals -

First Year Goals:

1. To design and begin the manufacture of our product
2. To seek out and develop a customer base
3. To become profitable

Intermediate to Long-Term Goals:

1. To develop more products in the consumer electronics market
2. To increase our market share by attracting big-name affiliates
3. To consolidate design and manufacturing

FINANCE

Raw Materials and Supplies

Overhead will remain extremely low until Infinity Ink requires an office. This is not expected to occur within the first 12 months.

We will hold no inventory as our first six months will be spent in development and orders thereafter will drop ship from the manufacturers.

Cost of Doing Business - (speculative)

Expenses	Expected Monthly Cost	Expected Yearly Cost
Rent	0	0
Salaries and Wages	2000	24000
Supplies	200	2400
Advertising and Other Promotions	1000	12000
Utilities: Heat, Electricity, etc.	0	0
Telephone and Internet	200	2400
Insurance	250	3000
R&D	15000	200000
Total	18650	245800

Pricing

Our pricing strategy for our target markets is as follows -

Industrial - In this field, we will rely heavily on volume pricing. Our product will be what we consider semi-proprietary. It will fit on top of the computer system that a large retailer or industrial company has in place but will require our additional hardware, software, and technical support. For these products and for our support, we will charge three times our cost, bearing in mind that our customer's expense will be approximately 12 months recoupable in print and labor savings.

Fashion - Because the tooling and manufacturing of specialty fashion items will be more expensive than that of the industrial solutions, fashion customers will pay a premium for our product. Limited production runs and partnerships with exclusive fashion designers will also serve as cause for increased retail price. We intend to charge no less than \$250 per fashion item, bearing in mind that many of our innovative pieces of art may sell for higher.

Expected Revenue

Our expected revenue for our target markets is as follows - (bearing in mind the first six months of operation will be spent in development)

Industrial - We believe we can attract and serve two industrial customers in the first year. We believe that these companies will be interested in a limited implementation of our solution in order to evaluate it.

To further speculate:

If our product is being implemented in 3,000 unit parcels per retail store in 20 stores per customer and our margin is \$3 per unit our gross profit on the units themselves will be approximately \$180,000 per customer. This results in a gross \$360,000 in first year industrial sales.

Fashion - Our fashion products will be sold in limited numbers at a high price. For this reason, we believe we can sell two units per day globally. Our development schedule results in approximately 180 serviceable days in the first twelve months.

To further speculate:

If our margin on each fashion item is \$100, and the projected 360 units are sold, gross fashion revenue for the first year will be \$36,000.

Startup Costs

With 6 months intensive and 6 months of ongoing R&D at a projected cost of \$200,000, Infinity Ink will require start capital of approximately \$70,000 and an additional \$170,000 to operate for the first year..

Financing

The whole of the necessary start capital, approximately \$240,000, is being sought after by private investment.

Accounting

Infinity Ink will hire a licensed accountant upon contract with its investors.

MARKETING & OUR CUSTOMER

IT Resources

Our website has been built by an external firm. Through interaction with this firm Infinity Ink will maintain the website and manage the customer database that it accumulates. A contact form on the site will capture business leads and connect with us with investors and relevant partners.

Target Market

Infinity Ink will have two target markets:

1) Industry

Big-name chain operations can save hundreds of thousands of dollars by improving their supply chain and/or internal processes. Infinity Ink's product stands to decrease cost and increase revenue for a variety of industrial companies including large retail stores, the grocery industry, and any company that requires warehousing of goods. Also, large operations have much greater budgets for process innovation. It will be easier to market our product to companies with said financial capacity.

2) Fashion connoisseurs

The unsaturated nature of the technology in our product and its stunning visual qualities make it very desirable in the fashion industry. For this reason, the high-end consumer with greater expendable income will serve as our second target market. This customer wants the latest and greatest but also wants to look stylish. Our product stands to turn the heads of fashion connoisseurs but also the heads of the techno-savvy.

Product Features and Benefits

The display technology in our product offers many revolutionary features. For most applications in which a standard LCD display has been deemed inappropriate or impractical, The E Ink display in Infinity Ink's product will fit beautifully.

Product Differentiation

The display technology in our products is a new one, so its lack of viable competition is its primary differentiation. To enumerate a few of its many feature -

- The electronic display is high contrast with no backlight making it legible from any angle under nearly any lighting condition
- The electronic display reads like paper, eliminating eye strain
- The electronic display consumes so little energy that devices based on it run for weeks on a single charge
- Some forms of the electronic display are fully flexible, making it possible to bend it into curves and other shapes that a traditional display cannot accomplish

Advertising

Our advertising strategies for our target markets are as follows -

Industrial - Our website will serve as the hub for our industrial customers. Here they will be able to contact us, research our product, and link to all of our affiliates. We will advertise with Google using a pay-per-click ad placement strategy. Our initial industrial deals will be conducted personally. Infinity Ink intends to contact and establish meetings with firms that we believe to have relevant needs.

Fashion - Our website will also serve as a means to peruse our fashion line. Google pay-per-click advertising will attract interested parties. However, our primary means of marketing fashion products will be through affiliation with high-end designers and fashion companies. Incorporating their name and artwork into exclusive products, we will earn advertisement on their respective websites and promotion through their networks. Additional fashion advertising will come through partnership with upscale, local shops and boutiques. These established businesses have wealthy clientele that are always looking for the next fashionable item.

Customer Service

Our customer service strategy for our target markets is as follows -

Industrial - Our industrial customers will expect service that is tailored to their firm's individual needs. Because Infinity Ink will begin as a small, local company, this type of service will be possible. The president will travel to meet with customers and connect his design team with interested parties to discuss personalized solutions. With a product of this nature, one that must be so carefully integrated, paying very careful attention to each customer, their networks, and their needs will be critical.

Fashion - Our fashion customers will desire a chic, modern company with young representatives and a certain casualness. For this reason we will offer only web support for our fashion products. We will make information about our product and the technology readily available to our vendors so that *they* might offer face time to the customer. Marketing materials that we place in the establishments of our vendors will be extremely modern with illustration and casual text about our company, our process, and our product.

*In both markets, we will make ourselves available to speak personally with our customers if such is necessary. As mentioned, our industrial customers will receive this personal interaction from the start.

Thank you for your interest.

Please visit www.infinityink.com to browse our concepts and contact us.