

## Written Report for Project

**Tuesday: 4:00 p.m. - 6:30 p.m.**  
**<http://www.mst.edu/~canisr/legalenvironment>**

Assignment: Complete a written report for the project. In general, the report should contain 2-3 pages of written material (including any applicable charts/graphs) per group participant. The content of the report should reflect the assigned in-class topics, along with other content that completes the point of the report—namely, to pitch for funding for your group.

Here are suggested points to consider for your written report:

- Table of Contents
- Executive Summary
- Mission Statement
  - Problem/Solution
- Company Description
- Business Structure
- Management
  - Who is on the team and what do each of you do
- Product/Services
  - Background of the Product/Services
  - Purpose of the Product/Services
  - Advantages of the Product/Services
- Intellectual Property/Industry Research
  - Trade Secrets
  - Copyright
  - Domain Name
  - Patent Applications/Patents
  - Manuals, Artwork, etc.
- Marketing and Sales Strategy
- Financials
- Sources and Uses of Funds

## Examples of some of the sections from past student reports

### **Introduction**

“Inventors think outside the box”, this is a famous saying about inventions. An invention is a creative idea that can be applied to a certain issue of life. It can be developed on a paper or through a computer, in order to be brought into life. During this semester, we have been able to identify an invention for our project, and in this paper we will discuss the invention’s trade secret, copyright registration, and its domain name. Our company “Company X” was founded on June, 2005 and we have been developing our trade secret for almost 5 years. One of our workers was able to invent a XXXXXdevice with groundbreaking new technology; this technology allows the monitor to XXXXXX, so it doesn’t need to be XXXXXX. This invention is called XXXXXX.

### **Trade Secret**

**XXXXXX Formula:** The materials we use to make the XXXXXX. This formula allows our screens to have strength, durability, and makes it XXXXXX.

**XXXXXX:** The technology we developed also helps XXXXXX using XXXXXX and helps XXXXXX.

**XXXXXX technique:** The process of XXXXXX the XXXXXX and how we tie in the technologies together to make them work in conjunction.

### **Works for Copyright Registration**

1. Advertisement image (See Figure 1 Appendix A)
2. Collar design patterns (Distinctive combination, coordination of colors, schemes, etc...)
3. Jingle

To qualify as a copyright something must be fixed in a tangible medium, be original, and have involved a minimum amount of creativity. All three of the above works qualify and could be protected by copyrights. The advertising image and jingle are important to copyright so that our product does not get confused with other offerings; it has distinct connections to certain images and sounds in consumers’ minds. The collar designs would be copyrighted so that our product is distinctive from the stereotypically bland collars that come in solid colors.

### **XXXXXX Sports Drink**

In today’s society sports drinks are used as aids of replacing fluids and electrolytes lost during exercise. When exercising, the body loses fluids (water), glucose (sugar), and electrolytes (salt). When an individual sweats or is performing a high intensity workout for 45 minutes or more, electrolytes must be replenished in order to maintain proper hydration for the body. This high intensity activity depletes the body of certain nutrients such as water, sodium, and potassium. These individuals are the targets for the initial trials of our product for proper research and development of the product in its totality.

The company has created a logo to be affiliated with the new product. The logo was created with the mindset of providing a prolific view on the instant snap back of the body to its original hydration prior to endurance training or high intensity workouts. 360 degree rehydration is the goal of this product and we strive to be more than just a ‘souped up’ soda.

**Business Organization**

Company X would be registered with the state of Missouri as a Limited Liability Company. Because of the nature of the work of the company, the ability to enter into contracts and act as an entity in a lawsuit would be integral to the business. As Company X hopes to have long term contracts with clients, it may be important to have the company be able to continue on in the event of the death of the original partners. At the current small state of the business, Company X will be member managed, with a potential change in the operating agreement to come later.

**Financials**

There is a potential market of about 4500 students (75% of the 6000 student population at Missouri S&T). Of those 4500, the company has forecasted sales of 300 glasses annually. The proposed sale price of the glasses is \$150.00. We estimate overhead and labor costs of \$15,000 per year and a product ordering cost of \$33.56 per unit. The company is expected to break even at 1.25 years of production. Currently, our company is looking for investors to help introduce this revolutionary product. If interest, please contact our sales representatives at [www.companyX.com](http://www.companyX.com).

**Financials**

By achieving its sales targets, COMPANY X will position itself for exceptional profitability and self-funded growth. The table below is a brief summary of the COMPANY X Profit and Loss Statement for the years 2010-2012.

<b>Profit and Loss Statement</b>			
<b>Projected</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>Sales</b>	\$ 700,000	\$ 2.5 M	\$ 3 M
<b>Gross Profit</b>	\$ 450,000	\$ 2 M	\$ 2.6 M
<b>Operating Expenses</b>	\$ 150,000	\$ 300,000	\$ 350,000
<b>Pre-tax Income</b>	\$ 100,000	\$ 200,000	\$ 250,000

**Sources & Uses of Funds**

COMPANY X's management is seeking an investment of \$900,000 in addition to the \$500,000 already invested by the individual investors. Venture Capital funding will be used to finance the COMPANY X's ongoing start-up expenses, product development, the enhancement of COMPANY X Software, and company overhead expense, and meet unanticipated cash shortfall.