



POSEIDON EXECUTIVE SUMMARY

Poseidon was established as a Limited Liability Company on October 17th 2020, in Huntington, New York, with the goal of creating “**The Smarter Way To Shower.**” Our name **Poseidon** is easily recognizable and has a clear connection to water, durability, and the planet. **Poseidon’s** mission is to inspire the world with innovative solutions that not only save our planet's limited water supply, but also save our customers money. We strive to initiate an achievable solution to help save Earth’s most precious resource, one drop at a time.

Poseidon works towards our mission through our technologically advanced “**Trident**” shower head. The Trident shower head uses water aeration technology that reduces water consumption, while still feeling like a full high pressure shower. Water aeration technology works by forcing the water through small holes in the shower head and mixing it with air, to produce a powerful spray, while using less water volume. Using less water while taking showers means less water to heat - reducing heating costs for every shower in your home or any commercial enterprise such as hotels or gyms. Our Trident shower head pays for itself in a short period of time, making it a great home or business investment. Additionally, every Trident shower head is equipped with a sensor which monitors water usage and temperature on a mobile app. Not only does this allow users to maximize their comfort, but it gives insight as to how much water they are using and the cost of consuming and heating water; this allows users to save money every time they step into the shower.

Poseidon’s competitors, in both the real and virtual world, have vast differences from the product that we provide. Companies with similar products are either poorly established in the United States or limited in their design. This leaves **Poseidon’s** Trident shower head as a highly desirable branded product.

Our Trident shower head has widespread appeal throughout diverse global markets. This market consists of homeowners, tenants, landlords, hotels, corporations, and builders who are responsible for the utility billings. Specifically, we aim to sell to those that live in or operate homes or apartments in areas that are environmentally conscious or prone to droughts. These areas include California, Arizona, Chennai, Cape Town, and Rome, as they often experience water shortages and would benefit from the Trident. We would target older homeowners, tenants, and landlords, with the financial incentives that our product offers. This, along with a sleek and luxury design would make it the ideal shower head for anyone. Our Trident shower head comes in multiple finishes and designs.



As our product enables the consumer to save money on water and utilities, along with the enjoyment of a high-quality shower head, we plan to target our market to many different demographics. These demographics include specifically the younger generation, namely Millennials and Generation Z, when it comes to advertising the environment saving aspect of our product, as we found that they are the demographic that resonate most with that sentiment of the product. We have been successful in promoting our product to this market through Instagram and TikTok. We chose to market our product in this way because of the massive scale of people who can be reached through social media.

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61% of US homeowners have begun home improvement projects since March of 2020 (as of mid-August 2020). Due to the majority of home renovation being completed by contractors, and as they often play a pivotal role in a homeowners decision to purchase a shower head, we are marketing towards them with our Contractor Package. To make these sales we will promote our product in retail stores such as Home Depot, Lowes and Bed Bath & Beyond. And while individual renovators will be marketed in these stores, we aim to target them specifically through online retailers including Amazon, Ebay, and Etsy.

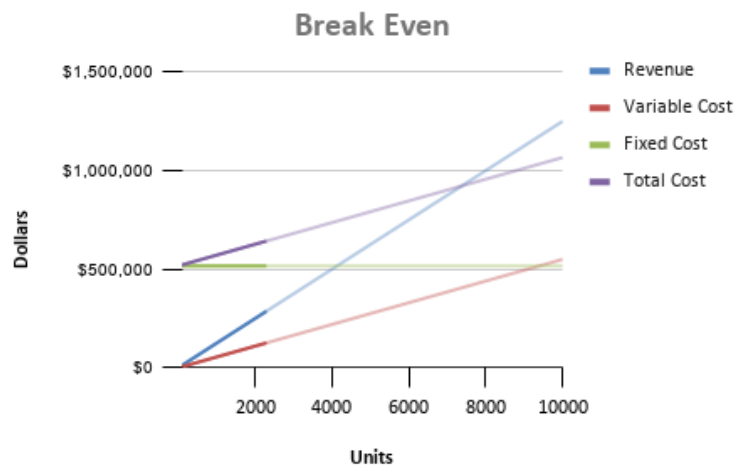
Poseidon is being heavily promoted on Instagram and TikTok, with our emphasis on Instagram. So far, our marketing tactics have been very effective, as we have more followers than any other VE Instagram account, which we have achieved through strategic marketing. Poseidon holds raffles to continue to establish our brand and mission through social media. This is a pivotal asset to any business because social media can be the deciding factor when determining what product to buy, and it provides **Poseidon** with an easy way to reach an audience. For Halloween, we had a candy giveaway where people had to follow us and tag three other friends. During the November trade show we raffled a \$50 Amazon gift card so we could attract more customers and make more sales. Our efforts so far have proven great success. During the November trade show alone, we achieved a net profit of **\$115,189.44**. We then made **\$216,937.25** at the National Trade Show on December 10th and **\$244,299.79** at the Long Island trade show on January 29th. At the recent February 11th Trade Show we sold over **\$400,000** worth of shower heads.

Along with helping the environment by enabling millions to use less water, we will also give back to charity directly to further our mission to alleviate water shortages and help the environment. Poseidon will donate 10% of its profits towards the environmental charity water.org.

According to a study conducted by Global Info Research, the shower head market is expected to grow from 3.6 Billion USD in 2019 to **4.2 Billion USD by 2025**. We are well positioned within a growing market, where we plan to develop a global brand, reach and customer loyalty leading to significant customer growth, low risk, and considerable room to expand.

Poseidon started with the financial support of three generous angel investors, and have since proven our ability to independently succeed. This is a result of our **64%** profit margin, with an average selling price of **\$125**, and our effective sales techniques. **We designed and custom coded a program** that we used to reach out to Virtual Enterprise companies all over the world to promote our product. So far, we've been able to contact over **3000 companies in 24 different countries** in their own languages and we will continue these efforts elsewhere. Through this, we have proven ourselves to be extremely competitive and vastly successful.

As **Poseidon** continues to grow, we see profitability coming soon. Based on our calculations **Poseidon's** break even in sales dollars is **\$807,000**, and our break even number of units sold is **6,456**. While these numbers may seem high, we continue to expand and grow our sales, as well as expect to increase our profit margin. Our primary cost is salaries, with a cost of **\$437,500** per year before taxes, but overall our current monthly expenses are **\$72,085.25**.



We project our sales to increase month on month, and expect great increases for months that have trade shows. Looking forward, we hope to continue to innovate on our product, establish our brand, and solidify our international presence.