**Problem**
Younger generations of consumers focus more on fitted watchstraps than previous ones. Consumers are searching for a new watchstrap that provides a better fit while avoiding the irritation and underlying tension of traditional watchstraps. EE is the answer!

**Market Opportunity**
The target market for EE is any college student at a university in the state of Kentucky. That is roughly 257,000 each year according to the Kentucky Postsecondary Education Data System. We chose Kentucky schools as a starting point, due to the location of the owner of EE and their understanding of the state. EE would make its primary location in Morehead, Kentucky.

After successful sales and expansion, EE could expand to nearby universities.

**Management Team**
The key members of EE would consist of two partners: Brody Eller and Blake Adkins. Personnel will need to include someone knowledgeable about the fashion industry to help EE realize their vision.

**Product/Services**
Eller Essential Watchstraps (EE) is a Kentucky-based company that manufactures magnetic watchstraps. These watchstraps use small rare earth magnets, roughly three millimeters by one millimeter, inside the fabric of the strap to provide a more personalized fit. This no-hole design results in a longer life use of the strap. As a courtesy, the watch face is included with each purchase of the watchstrap. EE plans to position itself as a unique brand that, to date, is the only brand that personalizes its fit precisely to the individual wearing the EE watchstrap.

**Operating Strategies**
Special promotions, coupons, and discounts will be available to encourage sales. EE's primary sales will come from the website, as well as pop-up shops on college campuses across Kentucky. SquareSpace will provide the online store and can offer different shipping options for the business. Social media platforms will be used to promote their products.

**Profit Potential/Scalability**
EE is seeking an investment of $60,000 to cover the startup costs, and to produce 5,000 units through contract manufacturing. Selling all 5,000 units of the first run would result in $110,000 of sales. After developing the market, EE will begin to differentiate itself from competitors by realizing the company's vision of sharing the history and culture of Appalachia by incorporating timber and coal into the design of the watchstrap.