

May 1,

2026

SMARTTRACK

NEVER LOSE CONTROL

P4

Into to Business - Cross

Location

Website - SmartTrack.com
Your local Walmart or
HomeDepot

Contact

1(800)-300-4321
For any questions for concerns



Mission

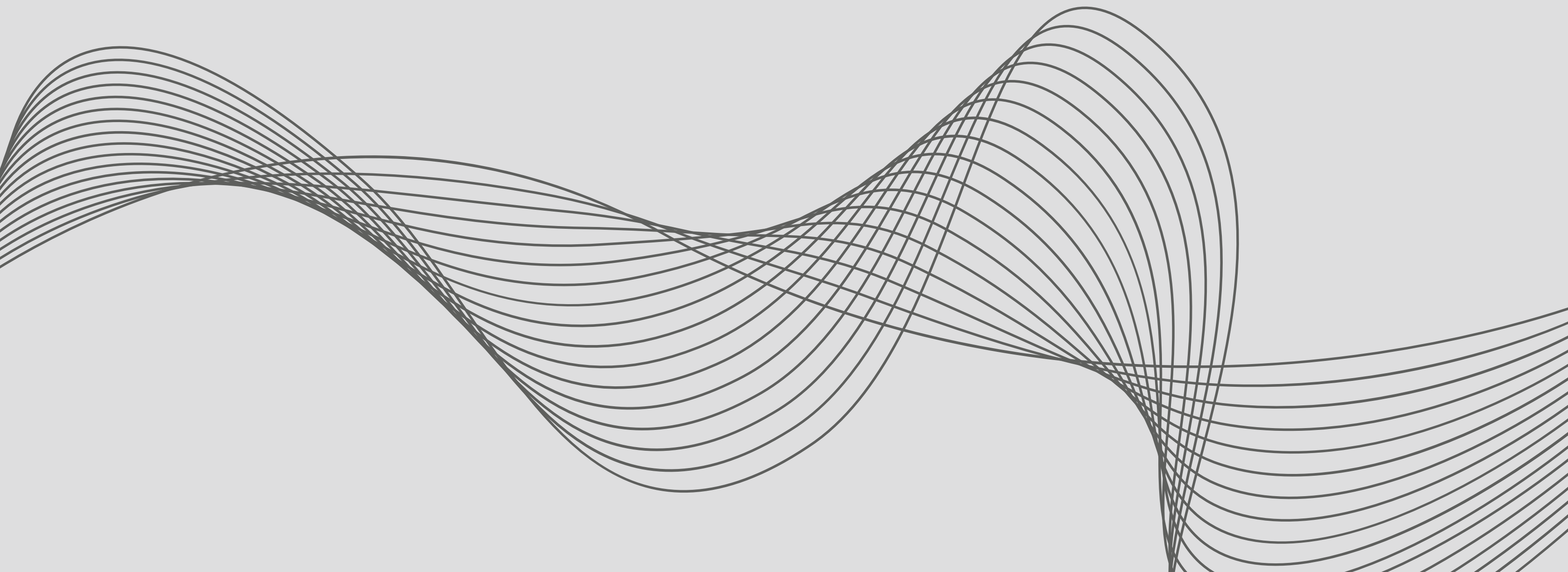
to eliminate the everyday frustration of lost remotes by delivering a simple, reliable, and beautifully designed tracking solution that keeps households connected and stress-free.

Vision

To become a well known product that is common tool in housholds

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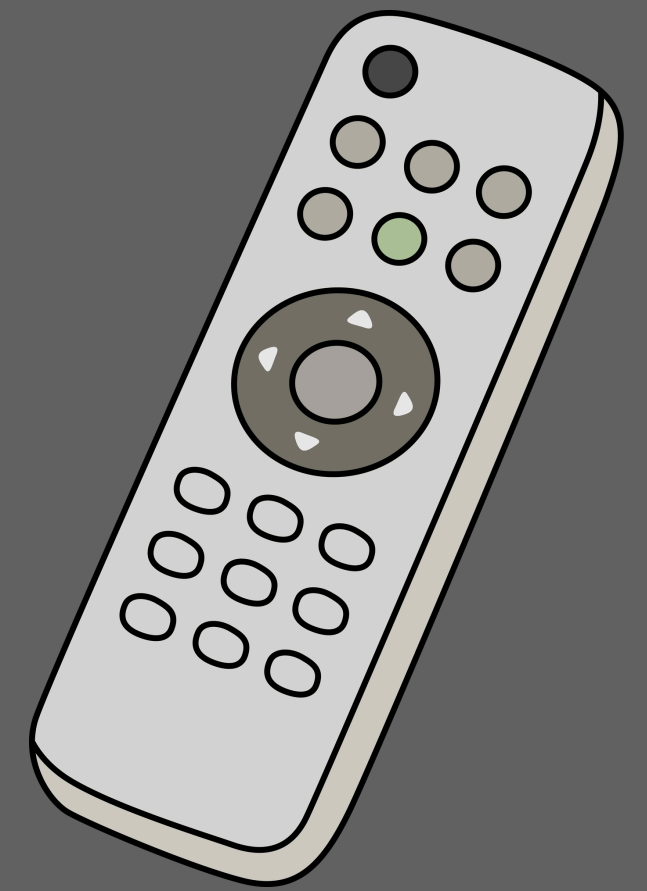
EXECUTIVE SUMMARY

SmartTrack is a home-tracking solution designed to help families and busy households quickly locate lost television remotes and other small items, eliminating the frustration of daily “remote hunts.” The product uses a small, durable pod that attaches to any remote and connects to a sleek master pad, which emits a clear beeping alert to reveal the remote’s exact location, saving users time and irritation. SmartTrack solves the common problem of unreliable existing trackers, which often suffer from weak signals, fragile components, and battery failures that render them useless when needed most. Our company targets busy adults, older adults, and households that value convenience and relaxation, offering a tool that prevents interruptions caused by misplaced remotes. By focusing exclusively on this specific problem, SmartTrack differentiates itself from competitors like Apple and Esky, delivering greater precision, durability, and ease of use. Revenue will come from retail sales, online purchases, and future B2B partnerships with TV manufacturers, hotels, and senior-living facilities. SmartTrack will build brand awareness through social media advertising, event demonstrations, magazine placements, and influencer partnerships. With clear milestones—including launching a website and securing retail placement within five months—SmartTrack aims to become a trusted household tool and establish strong sales both online and in stores.



DESCRIPTION

Our business, SmartTrack, provides homeowners—especially families with kids or multiple people sharing a living space—with an easy and reliable way to find lost remotes or other small household items. We aim to eliminate the frustration of tearing apart the house by offering a small pod that attaches to any remote and connects to a sleek, modern masterpad. With a simple press of a button, the pod emits a clear beeping sound to reveal its exact location, saving time and reducing irritation. Each pod also features a subtle light that changes color to show battery life, making the device both practical and user-friendly. Both the pods and the masterpad are designed to blend seamlessly into a modern home, giving customers a helpful tool that doesn't disrupt their space. SmartTrack focuses directly on this everyday problem and delivers a solution built specifically to solve it.



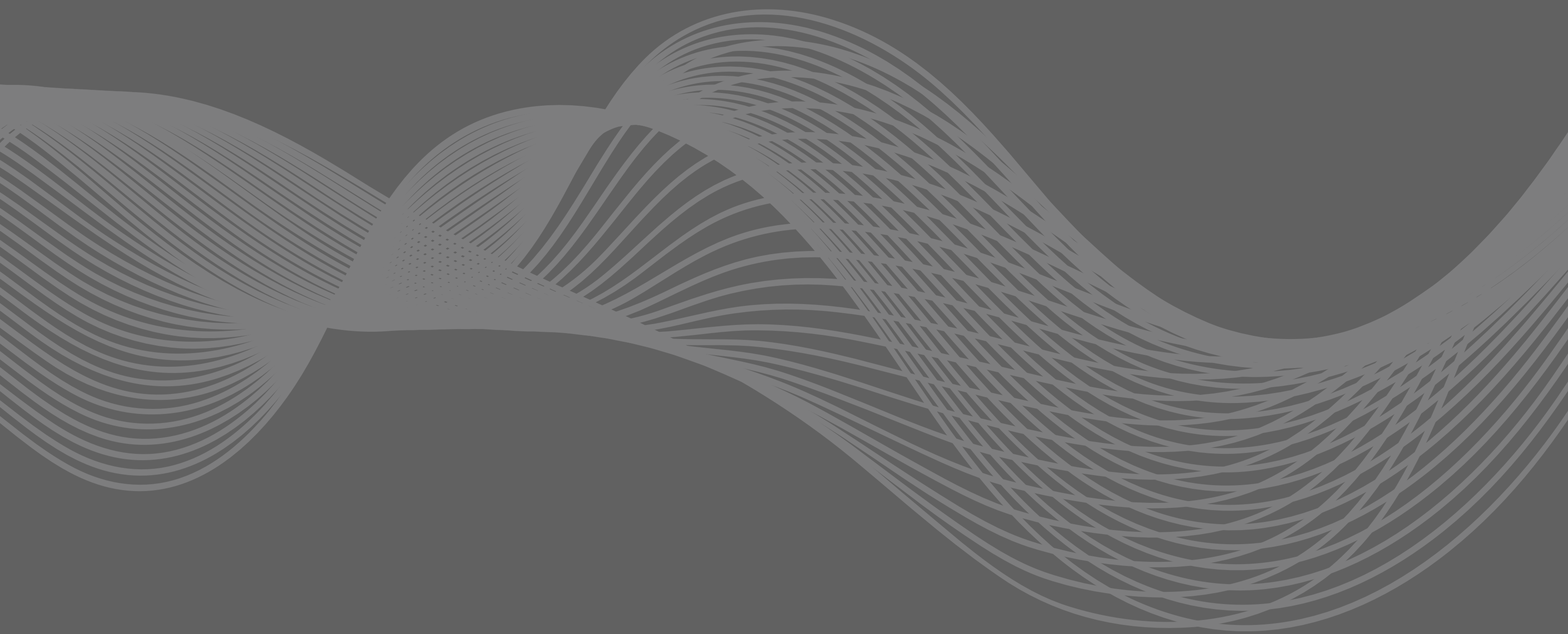
-PROBLEM-

In a busy household of four or more, the simple act of relaxing is frequently disrupted by the sudden, frustrating disappearance of the television remote. Whether it has been carried off by a child, buried deep within couch cushions, or tangled in bedsheets, the resulting "house hunt" creates immediate stress that ruins the intended mood. Current tracking solutions often exacerbate this tension rather than solving it, leaving users struggling with fragile components or alarms that are difficult to silence once the item is located. Many existing products fail in their most basic function due to poor signal range and unexpected battery failure, rendering them useless in the moments they are needed most. This lack of reliability turns a supposed convenience into a source of technical friction and additional chores. Ultimately, people are not just losing their devices; they are losing their limited time to unwind, forced instead into a cycle of manual searching and equipment troubleshooting. Our business solves this by providing a locator that prioritizes durability and consistent performance to ensure the relaxation process remains uninterrupted.



-SOLUTION-

SmartTrack offers a reliable, frustration-free way to end the constant search for missing television remotes in busy households. Our solution uses a durable, low-profile tracking device that attaches securely to any remote and connects to a central masterpad. When the remote goes missing, a simple tap on the masterpad triggers a clear, easy-to-hear buzzing alert that guides users directly to its location. Unlike many existing trackers that suffer from weak signals, fragile parts, or alarms that are difficult to silence, SmartTrack is engineered for consistent performance and effortless usability. Its long-lasting battery and strong signal range ensure that it works exactly when families need it most, without adding technical headaches or extra chores. By removing the stress and wasted time caused by daily “remote hunts,” SmartTrack helps households protect their limited moments of relaxation. Ultimately, our solution keeps entertainment flowing smoothly by making lost remotes a problem of the past.

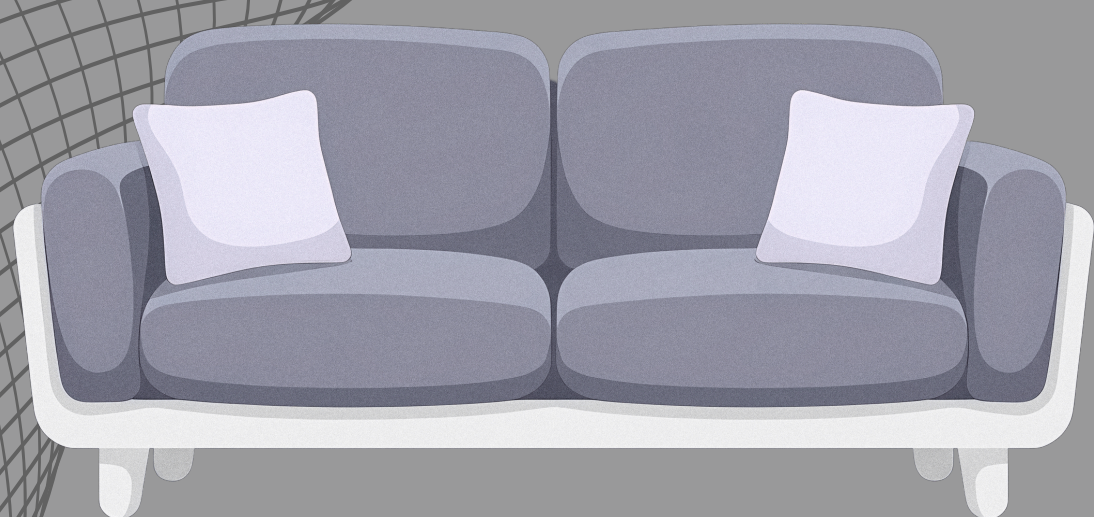
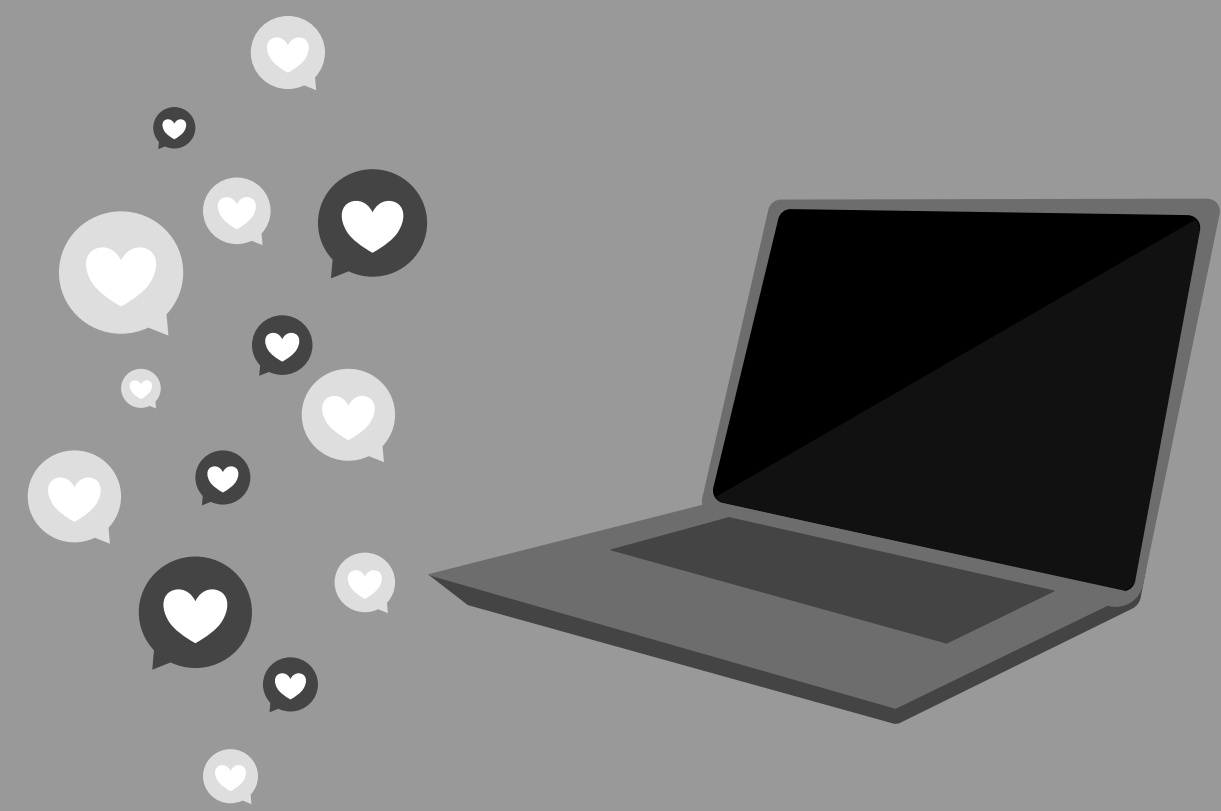


MARKET ANALYSIS

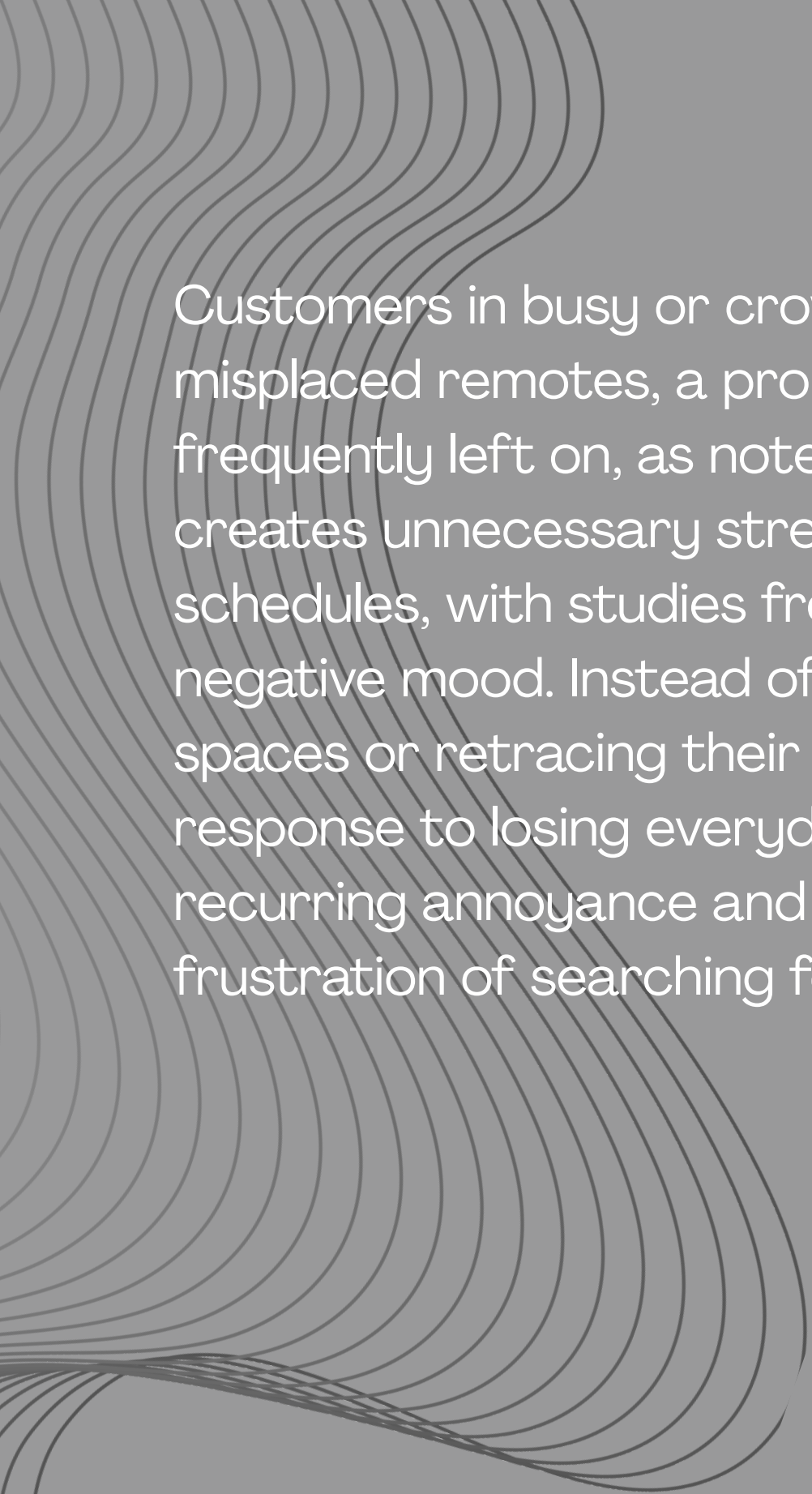
-TARGET MARKET-

SmartTrack's primary target market includes busy adults ages 30–60, along with older adults who are more likely to misplace household items, as supported by U.S. Census data on family and household demographics. These customers are located across the United States, purchasing online and most commonly living in urban and suburban areas, where television ownership and usage rates are consistently high. Income level is not a limiting factor for this product, as research shows that televisions are common across all income brackets, making SmartTrack accessible to households regardless of financial status.

SmartTrack customers primarily shop online through major e-commerce platforms and social media marketplaces, where convenience and constant product exposure shape their buying habits. Since social media is one of the most widely used digital spaces, advertisements that appear repeatedly across these platforms significantly increase the chances of customers discovering SmartTrack, as highlighted by AOL's expert insights on social media marketing. Their purchasing decisions are strongly influenced by visible customer reviews, which help them understand product quality and build trust before buying. Forbes reports that reviews and ratings play a major role in shaping consumer confidence, making transparent feedback an essential factor in convincing customers that SmartTrack is a reliable solution for their household needs.



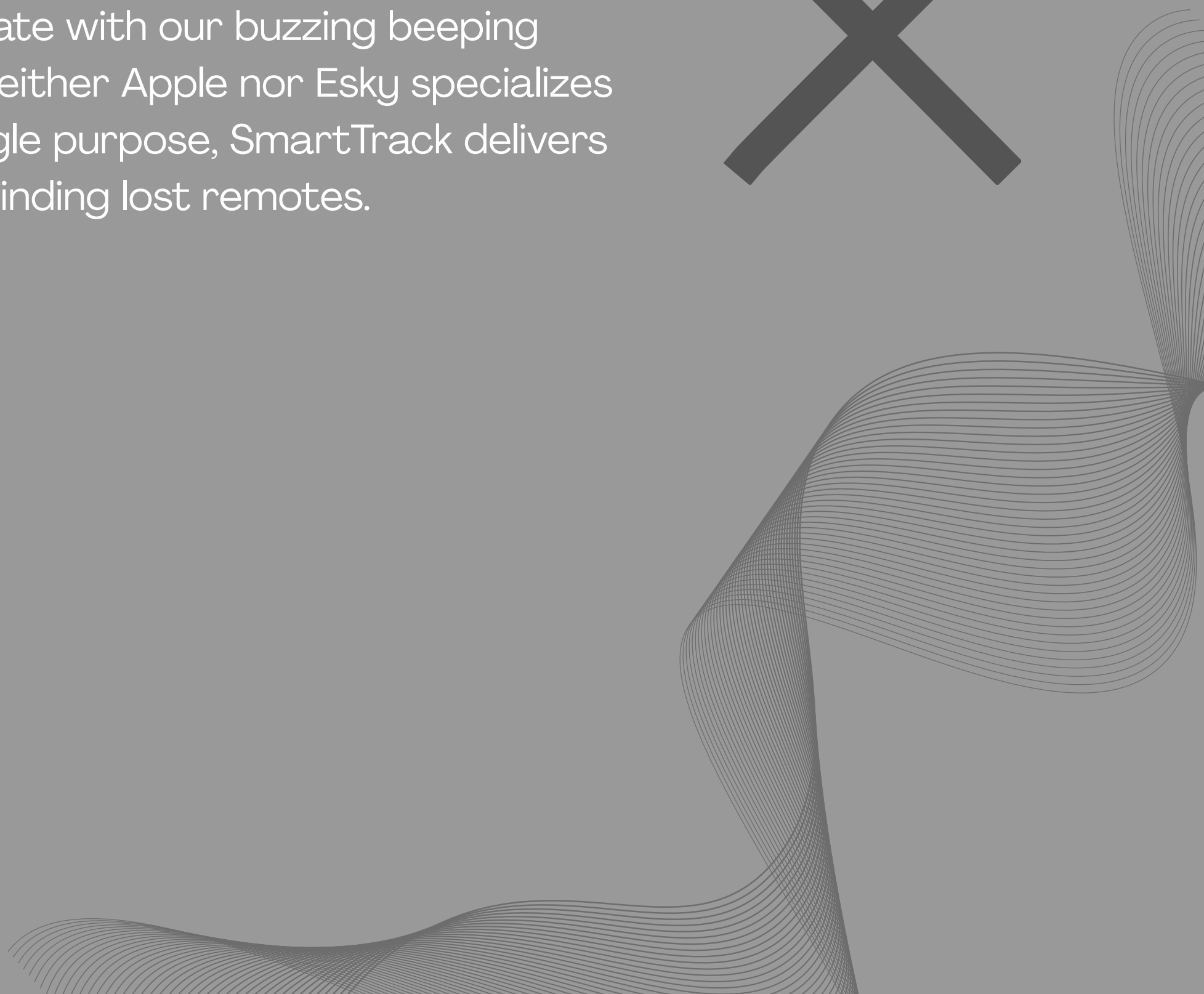
SmartTrack appeals to customers who value relaxation and entertainment, particularly those who enjoy unwinding by watching TV after a long day. Many of these households experience busy, fast-paced lifestyles where the television is a central source of leisure, background noise, or family bonding, as highlighted in research from Georgetown University on constant TV usage in crowded homes. These customers place a high value on convenience and minimizing daily frustrations, making tools that reduce clutter and save time especially meaningful. Their lifestyle centers around rewarding themselves with simple comforts—like watching their favorite shows—so a device that prevents interruptions caused by a lost remote aligns directly with their priorities.



Customers in busy or crowded households often struggle with the constant frustration of misplaced remotes, a problem made worse by high daily screen-time and televisions frequently left on, as noted in research from Georgetown University and Magnet ABA. This creates unnecessary stress for parents and working adults who already juggle demanding schedules, with studies from Columbia University showing how daily stressors amplify negative mood. Instead of relaxing, people often waste time rummaging through cluttered spaces or retracing their steps, a behavior highlighted by the New York Times as a common response to losing everyday items. SmartTrack provides a needed solution by eliminating this recurring annoyance and helping customers reclaim their downtime without the added frustration of searching for a lost remote.

-COMPETITION-

SmartTrack competes with both major brands like Apple and smaller Amazon-based companies such as Esky. Apple's AirTags are powerful long-range trackers, but they don't solve the specific problem of locating items within a home, often giving only a broad area instead of an exact spot. Esky offers simple key finders, but their products suffer from inconsistent quality and divided focus because they produce many unrelated devices. These competitors show there is demand for tracking tools, yet they leave gaps in precision, durability, and design. SmartTrack stands out by focusing exclusively on one product and perfecting it rather than spreading attention across multiple categories. Our device is sleek, discreet, and built for highly accurate with our buzzing beeping sound, small-area locating—something neither Apple nor Esky specializes in. By dedicating all resources to this single purpose, SmartTrack delivers a more reliable and refined solution for finding lost remotes.



PRODUCT & SERVICES

SmartTrack will generate revenue primarily through product sales, both in major retail stores like Walmart and Home Depot and through direct-to-consumer purchases on your website. Each device sold — including the master pad and its connected locator pods — contributes to the core revenue stream. As the company grows, you can expand into business-to-business (B2B) sales by partnering with TV manufacturers, streaming-device companies, hotels, and senior-living facilities that benefit from offering your product to their customers or residents. These partnerships create additional revenue channels beyond individual consumer purchases. Later we may also introduce bulk-order pricing for businesses, opening another steady income path. Over time, SmartTrack could explore licensing opportunities, allowing other companies to incorporate our locating technology into their own products. Together, these revenue streams create a strong foundation for both immediate sales and long-term growth.

This product provides customers with efficient qualities including:

- A plug in master pad with a tap to touch surface
- Pods connected to the master pad with battery life light (red - low, green - good)
- The pods' titanium outside material to give that high quality finished look
- Single A battery for the pods (which is easily obtainable)

-BUSINESS MENU-

SMARTTRACK

BASIC PACK - \$35

-Includes-

- 2 SmartTrack Pods
- Plug in SmartTrack MasterPad
- 4 A batteries

PRO PACK - \$45

-Includes-

- 3 SmartTrack Pods per Master Pad
- 2 Separate plug in SmartTrack MasterPads
- Total of 12 A batteries



MANAGEMENT

SmartTrack is owned and led by founder Madelin Phillips, who currently oversees the major responsibilities needed to launch and grow the business. In the early stages, I will manage key roles such as sales management and supervising production to ensure everything runs smoothly. SmartTrack's team will include sales consultants who represent the company at trade shows and events, online customer service workers who assist customers with questions or troubleshooting, and assembly line workers who help build and package the product. As the company expands, I plan to hire a dedicated sales manager to take over sales operations and strengthen our outreach. We will also bring on an accountant to manage budgeting, expenses, and financial planning as revenue grows. In the future, additional roles such as digital marketing specialists or a co-CEO may be added to support larger-scale operations and continued innovation. This structure ensures SmartTrack has the right people in place to deliver a reliable, high-quality product and strong customer experience.

-JOB ROLES- (MONTHLY)

- Marketing Manager - \$7,000
- Finance Manager - \$7,000
- Engineers - \$7,000
- Operations Manager - \$6,600
- Sales Consultants - \$4,300
- Online Service - \$3,500
- Assembly Line Workers - \$3,200



MARKETING

SmartTrack will build brand awareness through a multi-channel marketing strategy that includes targeted social media ads, in-person event promotions, magazine placements, and influencer partnerships. We will begin by advertising on platforms like TikTok, Instagram, and Facebook, where 95% of teens ages 13–17 are active, allowing us to reach a large audience of entertainment-focused users who frequently watch TV and are likely to benefit from a device that prevents lost remotes. Our ads will feature sleek, modern visuals that show SmartTrack in action, while paid targeting ensures our content reaches busy households and frequent TV users. At events such as the Small Business Expo, we will showcase live demonstrations at a modern, well-designed booth staffed by friendly team members who can explain the product clearly and build trust through hands-on interaction. To expand our reach further, SmartTrack will appear in weekly mailed magazines with clean product photos, short descriptions, and links to our website and social media, giving readers a simple and engaging introduction to the device. Finally, partnerships with social media influencers will allow us to tap into their loyal audiences as they demonstrate how SmartTrack works, highlight its benefits, and direct viewers to where they can purchase it, strengthening credibility and driving interest across multiple platforms.

-MARKETING STRATEGIES-

I. SOCIAL MEDIA

SmartTrack will launch its marketing strategy through targeted social media advertising and event promotions, reaching a wide audience—especially the 95% of teens ages 13–17 who actively use platforms like TikTok, Instagram, and Facebook. Because teens who follow influencers and entertainment content are also frequent TV watchers, they represent a strong early adopter group for a device that prevents the frustration of losing remotes. Our ads will highlight SmartTrack’s sleek, modern design with clean visuals that show the device in action inside real homes, while paid placements will target busy households and frequent TV users who are most likely to benefit from our product. By combining precise audience targeting with high-quality, modern content, SmartTrack’s social media presence will quickly build awareness and drive strong early interest.

The image displays two social media posts for SmartTrack. The left post features a close-up of the SmartTrack device on a wooden TV stand, with a cityscape background. The right post shows the device in a living room setting, with a large TV and a sofa in the background. Below the posts are icons for Instagram, TikTok, Facebook, and X.

SMARTTRACK
The SmartTrack system is a game changer for tracking objects in your home. Unmatched precision and reliability in a sleek, modern design. #SmartTrack #HomeTech
View all 7 comments

SmartTrack
982 likes
SmartTrack Tracking has never been this easy and reliable! With the ultra-sleek SmartTrack system, keep track of your assets effortlessly in the comfort of your own home. 📱💡
#SmartTrack #HomeTech #AssetTracking
View insights

Instagram, TikTok, Facebook, X

2. EVENT MARKETING (TRADE SHOWS)

SmartTrack will also market through in-person events such as the Small Business Expo, where we will demonstrate the product and show customers exactly how simple it is to set up and use. Our booth will feature a modern, sleek design that immediately communicates product quality, while friendly, knowledgeable staff will provide hands-on demonstrations and clear explanations. This face-to-face interaction helps build trust by allowing customers to see the device in action, ask questions, and become familiar with how SmartTrack fits into their daily lives, ultimately strengthening confidence in both the product and the brand.



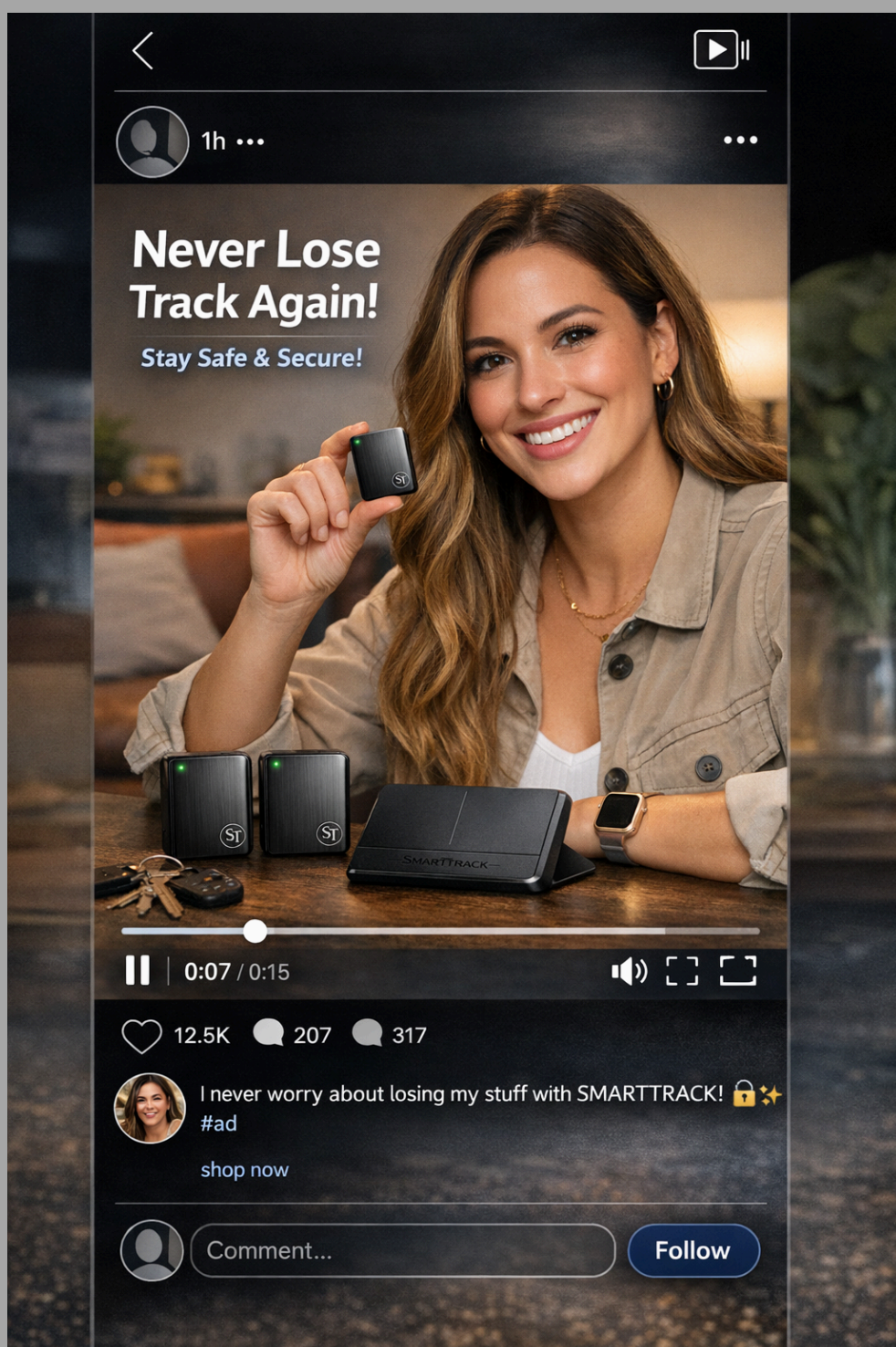
2. MAGAZINE MARKETING

SmartTrack will also expand its reach through magazine advertising, taking advantage of the fact that many households receive weekly mailed issues and naturally browse through them. Our magazine placement will feature high-quality product photos paired with short, engaging descriptions that clearly explain what SmartTrack does without overwhelming the reader. Each ad will also include our website and social media handles to drive viewers toward our digital platforms. This approach delivers a simple, visually appealing introduction to the product, increasing awareness while keeping readers interested and informed.



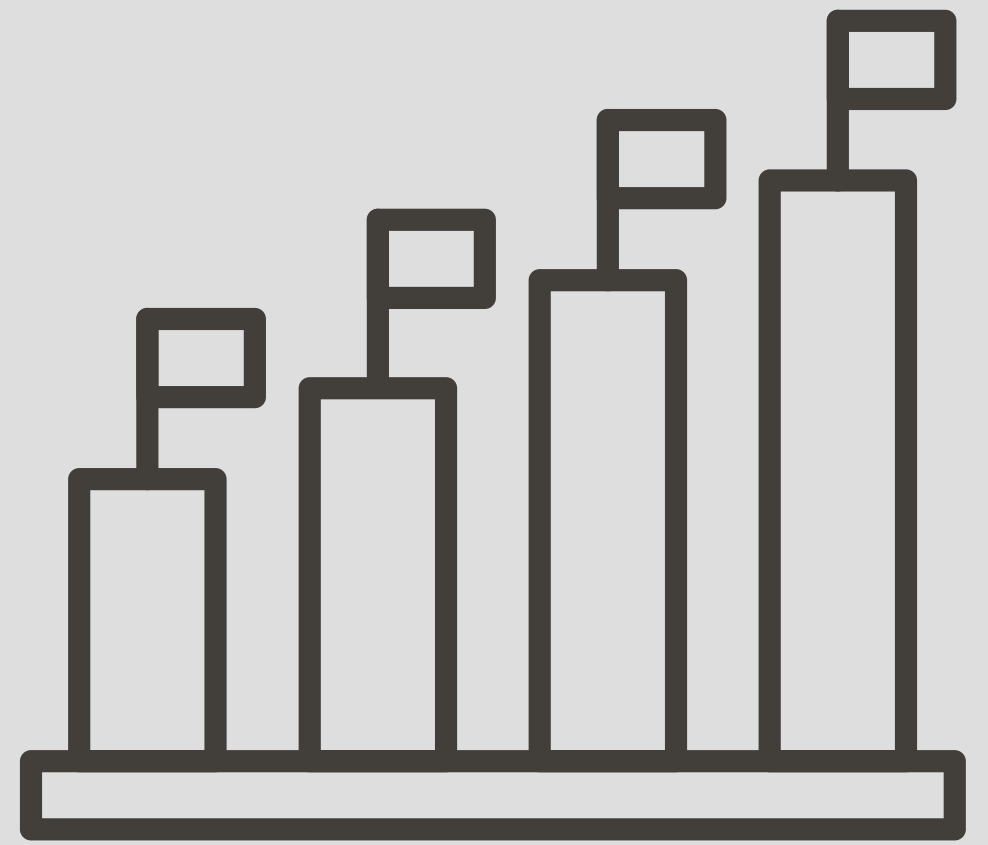
2. INFLUENCER MARKETING

SmartTrack will also grow its visibility by partnering with social media influencers who can authentically introduce the product to their audiences. Viewers who follow entertainment-focused creators are often frequent TV watchers, making them a natural fit for our target market. Influencers will explain how SmartTrack works, demonstrate its benefits, and showcase high-quality images of the device along with clear directions on where to find it. This approach leverages the trust and credibility influencers have built with their followers, helping SmartTrack reach engaged viewers who are already interested in products that improve their everyday entertainment experience.



MILESTONES

SmartTrack's milestones for the next year focus on turning the product into a trusted household tool while building a strong brand presence. The first major step will be launching a clean, easy-to-use website that introduces the product, explains how it works, and allows early customers to learn more. Within the first five months, SmartTrack aims to secure placement in major retail stores such as Walmart and Home Depot to expand access and visibility. During this time, the business will also grow its online presence through social media marketing and community outreach to build awareness before entering retail. Another key milestone is increasing household adoption by positioning SmartTrack as a simple, everyday solution for families who frequently misplace remotes. To reach these goals, the business will bring on a small team focused on marketing, outreach, and customer engagement. By the end of the first year, SmartTrack plans to establish steady sales, strengthen partnerships, and prove that the product can succeed both online and in retail environments.

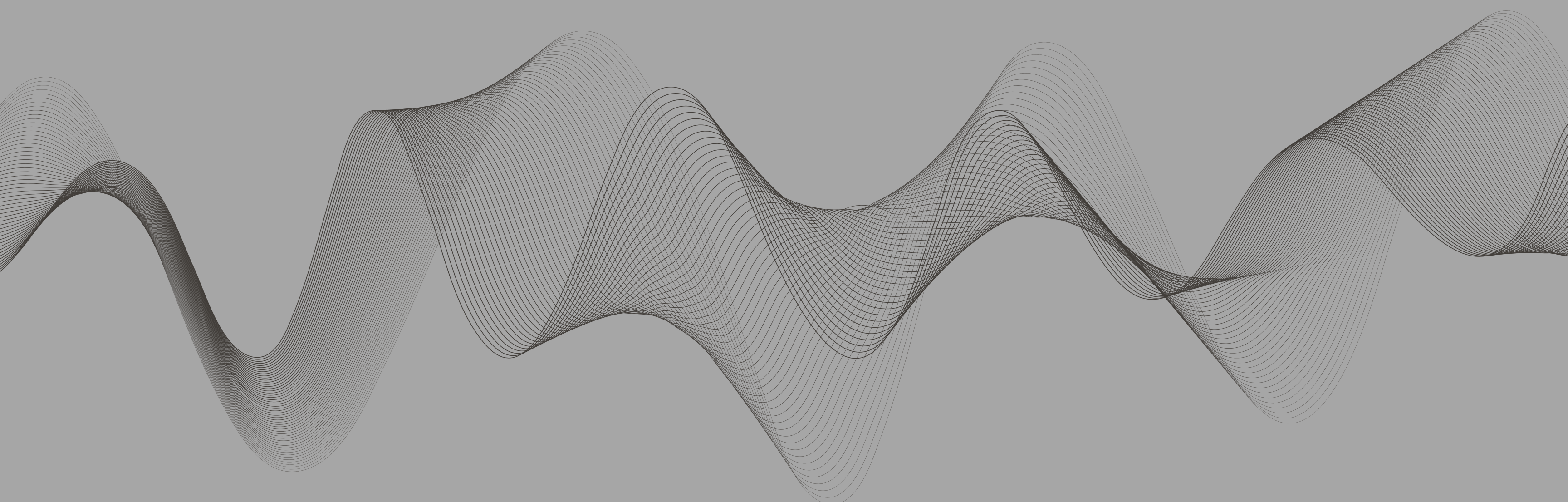


FINANCES

SmartTrack's expenses include a mix of startup, fixed, and variable costs that allow the business to build, produce, and deliver its remote-tracking devices. Our startup costs cover major one-time investments such as purchasing a warehouse, buying delivery trucks, developing our firmware, building our website, and securing initial inventory and branding. Once the business is operating, we will have fixed monthly expenses like staff salaries, online service fees, and maintaining our workspace and equipment. We also have variable expenses that change based on how many units we produce, including titanium, circuit boards, lithium-ion batteries, packaging materials, and other components needed to assemble each tracker. Additional variable costs include marketing, advertising, and shipping supplies, which increase as sales grow. Together, these expenses form our operating costs and ensure SmartTrack can consistently manufacture high-quality products, deliver them to customers, and maintain a strong presence in retail and online markets. By planning for all three categories of expenses, SmartTrack can manage its budget responsibly and support long-term growth.

COSTS (fixed)	Price			
Website	\$3,000.00			
3 Delivery Trucks	\$105,000.00			
2,500 ft Warehouse	\$350,000.00			
Entity Formation	\$500.00			
Branding	\$6,000.00			
Firmware Development	\$35,000.00			
Initial inventory (1,000 units)	\$20,000.00			
License/Permits	\$500.00			
Firmware Development (RF) - Team	\$15,000.00			
Inventory Shelves	\$1,000.00			
TOTAL	\$536,000.00			
COSTS (variable)	Monthly	Yearly		
Brushed Titanium	\$700.00	\$8,400.00		
Glass Epoxy	\$200.00	\$2,400.00		
Lithium-Ion	\$2,000.00	\$24,000.00		
Boxes	\$350.00	\$4,200.00		
Plastic (for packaging)	\$75.00	\$900.00		
Zinc	\$150.00	\$1,800.00		
Plastic	\$300.00	\$3,600.00		
PC-ABS with Matte Soft-Touching	\$600.00	\$7,200.00		
Marketing	\$800.00	\$9,600.00		
Marketing Manager	\$7,000.00	\$84,000.00		
Operations Manager	\$6,600.00	\$79,200.00		
Finance Manager	\$7,000.00	\$84,000.00		
Assembly Line Workers	\$3,200.00	\$38,400.00		
Sales Consultants	\$4,300.00	\$51,600.00		
Engineers	\$7,000.00	\$84,000.00		
Online Service	\$3,500.00	\$42,000.00		

TOTAL		\$525,300.00		
Sales Numbers				
Selling Price per Unit	\$35.00			
Cost per Unit	\$0.50			
Profit per Unit	\$28.00			
		Number of Units per Year:	14,000	
Projected Income				
Year 1	\$490,000.00			
Year 2	\$563,500.00			
Year 3	\$648,025.00			
Projected Expenses				
Year 1	\$532,300.00			
Year 2	\$585,530.00			
Year 3	\$644,083.00			
Profit/Loss				
Year 1	-\$42,300.00			
Year 2	-\$22,030.00			
Year 3	\$3,942.00			



APPENDANCIES

Sources:

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