



The Frontier

📅 Date



The Complete Overview

Presented by  Person, Title

The Frontier
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EXECUTIVE SUMMARY

The Frontier is a new technology company focused on solving one of the most persistent problems in personal computing: the gap between **slow, unreliable budget devices** and **overpriced high-end machines**. As stated in the document, many users feel stuck choosing between computers that “run slow, crash unexpectedly, or overheat when I need them most” and premium devices that are “far outside my budget” . The Frontier eliminates this trade-off by delivering **high-performance, reliable computers at affordable prices**, giving customers the power they need without financial strain.

The company’s solution is built on a simple promise: **top-tier performance, long-term reliability, and accessible pricing**. By using high-quality components and efficient system design, The Frontier offers devices that avoid the lag, breakdowns, and compromises common in low-cost models while undercutting the inflated prices of major competitors. This approach directly addresses a growing global demand for technology that is both capable and financially accessible.

The Frontier’s target market includes **tech-forward young adults in the U.S.** as well as **higher-income, mobile-first consumers across Africa and Asia**, where smartphone adoption and AI-driven digital behavior are rapidly increasing. These customers rely heavily on technology for productivity, education, and communication, yet often struggle with tools that can’t keep up. They seek innovative, reliable, and convenient devices that help them stay competitive in a fast-moving digital world.

In a market dominated by giants like Google, Apple, and Samsung, The Frontier differentiates itself through **transparency, repairability, sustainability, and user-first design**. Competitors often sacrifice longevity, customization, or clarity, while The Frontier focuses on clean software, durable hardware, and systems that remain fully in the user’s control. As the document notes, The Frontier aims to be “the alternative that listens,” offering technology that is powerful, sustainable, and respectful of the user’s needs .

While the company currently faces significant startup costs—over **\$82 billion** in total expenses—the long-term financial model anticipates steady improvement, with annual gains of **\$51.295 billion** projected to reduce losses year over year. Marketing efforts will focus on high-visibility streaming platforms like Prime Video and Hulu, ensuring repeated exposure and clear messaging about the brand’s affordability and quality.

In summary, The Frontier positions itself as a bold, user-centered alternative in the tech industry: a company committed to delivering **high-performance, affordable, sustainable devices** for a global audience that depends on reliable technology every day.

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PROBLEM

- Computers are essential for almost everything I do now, but too many of them still run slow, crash unexpectedly, or overheat when I need them most. I’ve tried looking for affordable options, yet the cheaper models often struggle with processing power or long-term reliability. On the other hand, the high-end devices that perform well are usually far outside my budget. Even when I read reviews of popular mid-range laptops—like Chromebooks that people say feel great to use—I notice that each one still has trade-offs, whether it’s charging issues, heavy designs, or missing features. Some models are praised for

speed and battery life, while others are criticized for being bulky or having mediocre components. What I really need is a computer that sits perfectly in the middle: powerful enough to handle real work, but affordable enough that I don't have to compromise. That's why a company like **The Frontier**, offering top-tier performance at lower prices, feels like exactly the solution I've been searching for.

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Our Solution

Note the Total Addressable Market (TAM) size.

The Frontier solves the issue of expensive high-end computers and slow low-cost devices by creating machines that combine strong performance with affordable pricing. We design our devices with high-quality parts and efficient systems so customers no longer have to choose between power and price. This directly addresses the frustration many people have with computers that lag, freeze, or break down because they were the only affordable option. At the same time, we eliminate the financial barrier that keeps people from buying high-end devices that work well but cost too much. Our approach works better than what's currently available because we deliver both reliability and affordability in one product. With most people relying on digital devices every day, offering better technology at better costs meets a growing demand for accessible, capable computers. The Frontier gives customers exactly what they've been asking for: a device that performs well without draining their budget.

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Target Market

Paragraph 1

The Frontier targets higher-income consumers between the ages of 18 and 35, a group shown by Pew Research Center to be especially active in adopting new technology. While gender does not significantly influence who purchases devices, Pew's findings suggest it does shape how different users interact with technology, which informs how The Frontier designs its user experience. The company's primary market will be the United States, where device usage rates remain among the highest globally. By focusing on U.S. consumers, The Frontier can align its products with the digital habits and expectations of a highly connected population. The brand expects its devices to appeal most strongly to individuals with higher incomes, as these consumers are more willing to invest in premium technology. This audience also tends to be more open to experimenting with innovative features and can better absorb the financial risk of early adoption. Together, these factors shape a marketing strategy centered on affluent, tech-forward young adults in the U.S.

Paragraph 2

Your ideal customers are higher-income adults aged **18–64** who live in rapidly digitizing regions of **Africa and Asia**, where mobile connectivity and smartphone adoption continue to rise. They tend to be tech-curious, value convenience, and rely heavily on mobile devices for work, communication, and daily tasks — a trend supported by Africa's growing mobile internet base and expanding 4G/5G networks . These customers are interested in emerging technologies like **AI**, especially as the region sees increasing investment in AI-driven solutions across sectors such as agriculture, energy, and climate resilience . Their lifestyle is fast-paced and digitally connected, making them eager for tools that improve productivity, efficiency, and access to information. They value innovation, reliability, and products that help them stay competitive in a tech-driven world. Many are students or working professionals who already use smartphones daily — a behavior reflected in global data showing extremely high smartphone usage among adults aged 18–49 GSMA. Overall, they seek solutions that solve real problems, enhance their digital capabilities, and align with their upward-mobility goals.

https://www.gsma.com/solutions-and-impact/connectivity-for-good/mobile-economy/africa/?utm_source=copilot.com

https://developingtelecoms.com/telecom-business/operator-news/17017-mobile-networks-key-to-unlocking-ai-growth-in-africa-says-gsma.html?utm_source=copilot.com

Paragraph 3

Your customers struggle with staying productive and informed in a world where technology evolves faster than they can keep up. They can't afford these problems because falling behind digitally affects their job performance, academic success, and ability to compete — especially in regions like Africa and Asia where mobile-first behavior is rapidly increasing. Research shows that AI adoption is accelerating globally, making it even more important for individuals to stay updated with new tools and trends (Source: https://www.comptia.org/en-us/blog/top-tech-trends-to-watch-in-2026/?utm_source=copilot.com). At the same time, smartphone usage is extremely high among adults aged 18–49, meaning customers rely heavily on mobile devices but often lack efficient systems to manage information or tasks (Source: https://www.demandsage.com/smartphone-usage-statistics/?utm_source=copilot.com). Their current solutions usually involve juggling multiple apps, manually searching the internet, or using outdated tools that slow them down. Some try free online resources, but these are often unreliable or too generic to solve their specific needs. As a result, they are actively seeking smarter, faster, and more integrated solutions that reduce stress and help them stay competitive.

Paragraph 4

Your customers primarily shop online through mobile-friendly platforms, since smartphone usage is extremely high among adults aged 18–49, making mobile commerce their most convenient option (Source: https://www.demandsage.com/smartphone-usage-statistics/?utm_source=copilot.com). They often discover new products through social media, tech blogs, and AI-related trend articles, especially as interest in emerging technologies continues to grow globally (Source: https://www.comptia.org/en-us/blog/top-tech-trends-to-watch-in-2026/?utm_source=copilot.com). Recommendations from influencers, peers, and online reviews strongly shape their decisions because they value credibility and real-world experiences. They also pay close attention to product features, innovation, and ease of use, especially when a tool promises to save time or improve productivity. Convenience is a major factor, so they prefer digital products that are easy to access, download, or subscribe to on their phones. Price matters less than value, since higher-income customers are willing to pay for tools that genuinely improve their daily lives. Overall, their buying decisions are shaped by technology trends, trusted recommendations, and the desire to stay ahead in a fast-moving digital world.

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Competition

- The Frontier enters the tech market competing with giants like Google, Apple, and Samsung, but it stands out by focusing on what those companies often overlook: transparency, repairability, and user-first design. While Google excels at organizing information, its growing issues with accuracy and trust leave many users frustrated. Apple offers a premium experience, but concerns about worker ethics and declining product longevity make customers question the value behind the price. Samsung delivers impressive hardware, yet its software can feel bloated and overly processed. The Frontier positions itself as the alternative that listens, building devices that are powerful, sustainable, and easy to repair. Instead of locking customers into closed ecosystems or overwhelming them with unnecessary features, The Frontier prioritizes clarity, efficiency, and long-term reliability. This commitment makes it a smarter, more responsible choice for customers who want technology that respects both them and the world around them.
- The Frontier also differentiates itself by embracing innovation without sacrificing user control. Where competitors often push updates that limit customization or introduce unwanted changes, The Frontier designs systems that stay fast, clean, and fully in the user's hands. Its hardware avoids the oversaturation and artificial enhancements common in other brands, focusing instead on natural color accuracy and balanced performance. The company's dedication to sustainability—through repairable components and durable materials—gives customers confidence that their devices will last far beyond the typical upgrade cycle. By avoiding the shortcuts and compromises seen in larger corporations, The Frontier builds trust through consistency and honesty. Customers who choose The Frontier aren't just buying a device; they're supporting a company committed to quality, responsibility, and genuine innovation. That combination makes The Frontier the clear choice for anyone seeking technology that truly puts people first.

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Revenue Streams

COSTS (fixed)	
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Office	1,125,000,000\$
Computers	275,000\$
Charging cords	275,000\$
Furniture	275,000\$
Corporate start up	75,000\$
Trademarks	275,000\$
Patent	275,000\$

Custom logo	275,000\$
Security audit	50,000\$
Total	1,126,775,000\$
COSTS (multiple)	
Electricity bill	5000000000
Water bill	5000000000
Innovation	4500000000

Chips burning out	2000000000
Content moderator	2000000000
Data transfer systems	3000000000
Stocks	22000000000
Legal defense	125000000
Cybersecurity	750000000
Real estate upkeep	4000000000

Marketing	7500000000
Salaries	7000000000
Collective Cost	80875000000
TOTAL COST	82,001,775,000\$

Currently 82,001,775,000 \$ in the hole	
Year one income	-482,001,775,000
Year two income	-430,706,775,000
Year three	-379,411,775,000
Year four	-328,116,775,000

Year five	-276,821,775,000
year six	-225,526,775,000
l gain 51295000000 a year	

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Marketing



This is my TV ad. It will explain how my devices are cheaper than other places, and much better quality than most companies. It will not run on specific channels, instead going to specific broadcast companies, like Prime and Hulu, channels that run ads. From there, it will appear in TV shows and movies. Most people don't really comprehend an ad unless they see it a bunch of times, which is why I need it on these sites, because people watch the shows and movies a lot, and they have a lot of ads. Plus, if they do rewatch a show or movie, the ads will be there again, so they watch them again. It'll have an explanation that the devices are quality yet cheap, and showcase them being used by people for various tasks, such as business, homework, and video games. I'll then put up the website name and link, and possibly a phone number to a person who will explain more in-depth information about our devices, prices, plans, and the like.

Key Roles

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- Software developer
 - Develops the apps
 - Product manager
 - Decides what to build
 - Data scientist
 - Makes predictions with data
 - Cybersecurity specialist
 - Prevents hacking as well as they can
 - IT
 - Helps employees navigate tech
 - Marketing manager
 - Promotes product
 - CEO
 - Chief Executive Officer
 - CFO
 - Manages finance
 - HR manager
 - Keeps workplace running

