

# POWR



**We Try To Save Your Money With  
The “Powr” We Give You**

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# Executive Summary

## What our business is:

We are “POWR”, a gaming computer company dedicated to delivering powerful, reliable machines for every type of gamer. We also supply a wide range of gaming accessories so customers can find everything they need in one place. Our focus is on providing high-quality products that enhance performance, comfort, and overall gaming experience. At the same time, we work hard to keep our prices fair and accessible, making premium gaming gear attainable for more people. We believe no customer should have to overspend just to enjoy the technology they love. By offering strong value across all our products, we ensure that customers leave satisfied and confident in their purchase. Our mission is to support gamers with the tools they need without draining their budget.

## Problem We Are trying to solve:

Gamer's today are tired of products that are overpriced and force them to spend far more than they should on a single purchase. Many players feel frustrated when high-end gear drains their budget instead of supporting their passion. What they truly need is a business they can trust, and one that delivers quality without unnecessary markups.

Gamers want prices that are honest, fair, and aligned with the real value of the product. They're looking for companies that respect their wallets as much as their gaming experience. By offering products that stay true to their price and avoid inflated costs, a business can earn long-term loyalty from its customers. This approach ensures gamers feel confident, supported, and never taken advantage of.

## Solution:

Powr solves the problem many gamers face: high-performance laptops are often priced far beyond what the average customer can afford. Our brand focuses on delivering powerful, reliable gaming laptops at a price point that makes advanced technology accessible to everyone. By carefully balancing performance, durability, and cost-efficient design, we ensure that customers never have to choose between quality and affordability. This approach allows gamers who are priced out of other brands to

finally experience smooth gameplay, strong hardware, and modern features without financial strain. Every Powr product is intentionally priced to match the real needs and budgets of everyday players, not the inflated margins of big competitors. As a result, Powr creates a fairer, more inclusive gaming market where high-quality laptops are available to more people. This commitment to value is what sets us apart and positions Powr as a competitive force in the industry.

### **Target market:**

Customers in this market want a strong, reliable gaming experience without feeling like they have to drain their savings to get it. Many people are frustrated by how expensive high-quality devices have become, so they look for products that balance performance with affordability. Our goal is to give them a setup that feels smooth and enjoyable for gaming while also supporting focus and productivity for school, work, or other responsibilities. We design our products to provide comfort, reliability, and versatility, making them useful across different parts of a customer's daily life. At the same time, we keep pricing fair so buyers can save money without sacrificing the quality they expect. This approach helps customers feel confident that they are getting real value rather than overpaying for features they don't need. By offering performance, comfort, and affordability together, we make gaming more accessible and enjoyable for everyone.

### **Competition and What We Have Against It:**

Other major companies like Razer, Dell, and Alienware dominate the gaming market, but we stand out by offering laptops that are both affordable and high quality. While many competitors focus on premium pricing, we focus on giving customers powerful devices at a cost that feels fair and accessible. This approach keeps people interested in our strong values, especially when they see that they can get excellent performance without overspending. It also draws attention to the wide range of accessories we offer, giving gamers more ways to enjoy and personalize their setup. By keeping our products enjoyable, reliable, and budget-friendly, we appeal to customers who want great technology without financial stress. This strategy gives us a major advantage because

**we listen closely to what our customers want and design our products around their needs. As a result, we build trust, loyalty, and a community that feels understood and supported.**

### **Revenue Streams:**

**Our revenue will primarily come from customers purchasing our gaming laptops, which are priced between \$1,500 and \$3,500 depending on performance and features. We will also earn income from selling accessories such as mice, keyboards, and headsets, which range from \$50 to \$300, giving customers affordable add-ons that enhance their setup. To expand our brand visibility and create additional income, we will offer merchandise both online and through major retail partners. Alongside direct-to-consumer sales, we will also sell our products through large retailers like Walmart, Target, and Costco, allowing us to reach a wider audience and build trust through familiar stores. Over time, we plan to introduce repair services for our laptops and accessories, creating a secondary revenue stream while supporting customers who need maintenance. We will also do sales on different days of the year to get people to come buy our products for an even better price. These combined revenue channels help ensure that our business earns money consistently while continuing to grow across multiple markets.**

### **Marketing:**

**We will create a dedicated social media page for our products and use it as the main hub for sharing updates, promotions, and new releases. Our strategy includes running ads on major platforms such as YouTube, NFL broadcasts, and other high-visibility channels to reach a wide audience. These ads will be designed to be visually appealing and attention-grabbing so viewers immediately notice our brand. By focusing on clean, aesthetic visuals, we aim to hook potential customers and make a strong first impression. We will also stay active on social media to keep people excited and curious about upcoming products. Posting consistently helps us build momentum and maintain interest throughout the year. With this combined approach, we strengthen our brand presence and make it easier for customers to discover what we offer.**

**Average cost for each ad:**

- **\$200-\$1000 for Youtube Ads**

- \$500-\$5000 for major TV Ads
- \$4-\$10 per thousand views on Youtube or any other social media

### Financial overview:

We are looking at around \$11,000 for our start up costs. This will mainly comprise the building of the website, logo and branding, cyber security tools, and storage for the products. Our monthly expenses will go from \$2,000-\$5,000. Most of our revenue comes from the money we make from selling our products on our website. We will also make quite a bit of our money from the merchandise we sell also on our website. We will also pay tech experts to polish up our website if needed to please our audience. There will also be costs that will change depending on the circumstances, such as merchandise, product fixing for customers, and a lot more.

### Costs for Business:

- **Startups costs:**

Gaming Computers	\$2,500.00
Gaming Headphones	\$120.00
	\$100.00
Gaming Mice	\$140.00
Gaming Keyboards	\$55,000.00
TV Ad for computer and other products	\$1,200.00
Registration and licensing for the business	\$900.00
Different computer components	\$24,000.00
Website for selling the products	<del>\$42,000.00</del>
Employees to build and test the products	

- **Variable Costs:**

Mice	\$700.00	\$8,400.00
Keyboards	\$800.00	\$9,600.00
Computers	\$2,500.00	\$30,000.00

Different accessories	\$400.00	\$4,800.00
Merchandise	\$1,000.00	\$12,000.00
Headphones	\$900.00	\$10,800.00
Different suppliers, and brands	\$2,800.00	
Shipping labels	\$300.00	\$33,600.00
The time it takes to make the products	\$2,200.00	
Getting workers to test the products	\$1,100.00	\$3,600.00
Fixing products for customers	\$2,800.00	\$26,400.00
Boxes, bubble wrap, tape, and more for packaging the products	\$345.00	\$13,200.00
Electricity for powering the factory that makes the products	\$390.00	
Tools, and equipment for making the products	\$40.00	\$33,600.00
Discounts, and other prices changes to products for special events	\$450.00	\$4,140.00
Workers that take care of the factory so that it stays up and running	\$959.00	
Refunds for certain products that customers might want to return	\$275.00	\$4,680.00
Restocking products, and other accessories	\$240.00	\$480.00
		\$5,400.00
		\$11,508.00
		\$3,300.00
		\$2,880.00

**Goals for the future:**

At POWR, our primary objective is to scale our digital presence internationally, ensuring that high-performance technology and accessible pricing are available to users regardless of their global location. To achieve this, we are overhauling our marketing strategy to cultivate a cohesive and striking visual identity across all social and digital platforms. Beyond aesthetics, we are deeply committed to the physical integrity of our hardware by sourcing superior materials that provide long-lasting durability for our customers. We are also pioneering the integration of advanced AI technology directly into our devices, creating an intuitive and highly personalized user experience that sets a new standard for budget-friendly systems. These strategic initiatives are designed to solidify our position in a competitive landscape while ensuring our business remains resilient and adaptable. By focusing on these key areas, we aim to consistently exceed market expectations and build lasting trust with our community. Ultimately, our mission is to fuse innovation with reliability, ensuring that the "POWR" brand becomes synonymous with the future of global gaming.

# Mission and Vision

## Mission statement:

**Powr helps our high intensity gamers to get the most affordable prices through the pricing of what you should be getting so you don't have to break the bank with one purchase.**

## Vision Statement:

**We are looking for all gamers to have access to good quality gaming computers without losing all your money with one purchase.**

## Values/Qualities:

- **We try to focus solely on the happiness of our customers, and trying to do whatever we can to make our gaming community pleased**
- **We try to help our community with if their computer doesn't work, and we will help with whatever they need to fix their system**
- **We value our communities opinions, and ensuring that we get feedback from them, and use it to improve the products that we sell**

## Business Description:

**A gaming computer company dedicated to delivering powerful, reliable machines for every type of player. We also supply a wide range of gaming accessories so customers can find everything they need in one place. Our focus is on providing high-quality products that enhance performance, comfort, and overall gaming experience. At the same time, we work hard to keep our prices fair and accessible, making premium gaming gear attainable for more people. We believe no customer should have to overspend just to enjoy the technology they love. By offering strong value across all our products, we ensure that customers leave satisfied and confident in their purchase. Our mission is to support gamers with the tools they need without draining their budget. Gamers today are tired of products that are overpriced and force them to spend far more than they should on a single purchase. Many players feel frustrated when high-end gear drains their budget instead of supporting their passion. What they truly need is a business they can trust—one that delivers quality without unnecessary markups. Gamers want prices that are honest, fair, and aligned with the real value of the product. They're looking for companies that respect their wallets as much as their gaming experience. By offering products that stay true to their price and avoid inflated costs, a business can earn long-term loyalty from its customers.**

**This approach ensures gamers feel confident, supported, and never taken advantage of. Powr solves the problem many gamers face: high-performance laptops are often priced far beyond what the average customer can afford. Our brand focuses on delivering powerful, reliable gaming laptops at a price point that makes advanced technology accessible to everyone. By carefully balancing performance, durability, and cost-efficient design, we ensure that customers never have to choose between quality and affordability. This approach allows gamers who are priced out of other brands to finally experience smooth gameplay, strong hardware, and modern features without financial strain. Every Powr product is intentionally priced to match the real needs and budgets of everyday players, not the inflated margins of big competitors. As a result, Powr creates a fairer, more inclusive gaming market where high-quality laptops are available to more people. This commitment to value is what sets us apart and positions Powr as a competitive force in the industry.**

## **Market analysis**

### **Affordable Gaming and Performance**

**Our customers are people who want to enjoy a strong and reliable gaming experience without having to spend their entire life savings to achieve it. Many gamers today feel frustrated when high-quality devices are priced far beyond what the average person can afford. Our goal is to give customers a setup that helps them relax during gameplay while also staying focused when they need to work. We design our products to support both comfort and productivity, making them useful for school, work, and entertainment. At the same time, we offer great deals that allow customers to save money without sacrificing performance. By meeting these needs at a fair price, we help our customers feel confident in every purchase they make.**

### **Reliability and Versatility**

**Our customers are also individuals who want a gaming setup that feels enjoyable, smooth, and stress-free without the fear of overspending. Many people simply want a device that performs well and lasts long, but they don't want to go broke trying to get it. We aim to create an experience where customers feel relaxed while gaming and productive when handling professional tasks. Our products are built to support both sides of their lifestyle, giving them much-needed flexibility and reliability. The specific deals and pricing we offer help customers save money while still getting high-quality equipment. We believe that providing this balance of value and performance makes gaming more accessible for everyone.**

## Solving Market Overpricing

This business is focused on solving the problem of overpriced gaming laptops by offering powerful devices at the best price possible. Many people want a high-end gaming laptop but simply cannot afford the inflated prices that currently dominate the market. Customers need a solution that gives them strong performance without forcing them to overspend their hard-earned money. Other companies may offer high-quality laptops, but the cost often does not match what the customer is actually getting in return. People are actively searching for affordable options that still deliver great quality and long-term durability. Our business addresses this gap by providing fair pricing, honest value, and reliable performance across the board. By doing so, we help customers get the technology they need without unnecessary financial stress.

## Strategic Reach and Feedback

Our products will be sold online and across multiple reseller platforms so more people can easily discover what we offer. Selling through different channels increases visibility and helps us reach customers who prefer shopping on various websites. We will also create social media ads to share our brand with millions of potential buyers across the globe. These ads may appear on major platforms such as YouTube or during major sporting events like the NBA and NFL. Our pricing is influenced by customer satisfaction, meaning we adjust and improve based on reviews and community feedback. By combining online sales, advertising, and customer-driven improvements, we build a strong and trustworthy presence in the market. We are committed to growing alongside our community to ensure we always meet their evolving needs.



# Products and Services

## What we're selling:

**Our business specializes in providing a comprehensive ecosystem of high-performance gaming hardware, centered around premium laptops that range from \$1500 to \$3500. By keeping our price points significantly lower than major competitors, we offer professional-grade computing power that remains accessible to the average gamer. Beyond just the machines, we provide a full suite of essential peripherals including precision mice, mechanical keyboards, high-fidelity headphones, and durable mousepads. Each of these accessories is engineered to the same rigorous standards as our laptops, ensuring a seamless and reliable experience across your entire setup. To maintain a strong connection with our community, we implement strategic sales events throughout the year to celebrate major holidays and gaming milestones. These promotions allow us to maximize our reach while ensuring our customers get the best possible value on the technology they need. Ultimately, we serve as a one-stop shop for high-quality digital tools that empower both competitive play and professional productivity.**

# POWR

Gaming equipment, and other rgooo stuff

## Gaming Computers

- **Powr 16 PowerFull-**  
**\$1,900-\$3500**

**Specs:**  
240 hz  
graphics card options-  
RTX 5070, RTX 5080, RTX  
5090  
OLED Display  
Intel core i9 processor  
Storage: 1TB, or 2TB  
32GB of memory

- **Powr 18 PowerFull-**  
**\$2,500-\$4,200**

**Specs:**  
420 hz  
Graphics Card Options  
RTX 5070, RTX 5080TI,  
5090TI  
OLED Display  
Intel core i9 Processor  
Storage: 2TB, 4TB  
64GB of Memory

## Other Gaming Equipment

- **Powr Slide Response 1-**  
**\$149.99**

One of the fastest  
response times from any  
wireless mouse/can

- **Powr Keyboard Response-**  
**\$149.99**

Very fast responsive  
time for each keyboard  
press

- **Powr Headset Wireless-**  
**129.99**

Wireless connectivity,  
and makes for the best  
wireless experience.  
Also includes a hgh  
quality micorphon with  
surround sound for the  
best qwuality sound  
experience.

## **Future Products of Services:**

- **Monitors that have better refresh rates, and a better OLED display**
- **A service to allow users who have an older model of one of our laptops to get a newer for refreshed one by trading in their old one.**
- **We will also make faster charging batteries within the laptops so that they will last longer than the original laptops**
- **Integrating a cooling mechanism for laptops so that they don't overheat as much, and to keep the longevity/power of the system your using**

# **Organization and Management**

## **Owner and Team Members:**

**As the proprietor of the organization, I oversee a multifaceted team of industrial personnel, technical specialists, and dedicated administrative supervisors. Each member of this collective plays a vital role in maintaining the operational integrity of the firm, ensuring that all logistical and digital frameworks function without interruption. Our technical specialists are tasked not only with the continuous maintenance of our online infrastructure but also with the refinement of the user interface to ensure a sophisticated and aesthetically pleasing digital experience. To complement these efforts, a specialized cybersecurity division provides constant oversight to protect our systems against unauthorized access and potential data breaches. These professionals implement rigorous defensive protocols to mitigate the risks of data theft and other emerging cyber threats that could jeopardize our stability. By integrating these diverse skill sets, we establish a robust foundation capable of sustaining long-term growth and technical resilience. This comprehensive staffing structure ensures that every facet of the business remains secure, visually engaging, and operationally efficient.**

## **Salary/Wage:**

**At POWR, we believe in rewarding the dedication of our team with a compensation structure that reflects both industry standards and the vital role each member plays in our success. Our foundational factory roles offer a starting salary range of \$33,000 to \$38,000, ensuring a stable and fair wage that honors the hard work behind every system we build. For those overseeing our digital fortress, Cybersecurity Supervisors earn premium salaries reaching \$100,000 annually, with monthly earnings of approximately \$8,200 tailored to their specialized experience and shift commitments. Similarly, our Technical Specialists are highly valued, with the potential to earn between \$5,500 and \$7,600 monthly, totaling an impressive annual ceiling of roughly \$114,000. These figures are not static; we utilize a performance-based model where total pay scales upward based on a worker's depth of expertise and the excellence with which they execute their duties. By prioritizing competitive pay across every department, we ensure that our team remains motivated to pioneer the future of AI-driven gaming. This commitment to financial growth allows us to attract top-tier talent while maintaining the high standards of reliability that define the POWR brand.**

## **Future needs and hiring needs:**

- **Machine learning engineer for learning more about how we can improve the performance of our technology to make our products the best quality possible.**
- **Market research analysts for looking into possible future markets, and also current ones to see what we need to change to bring in that specific market for the best sales.**
- **Immersive interface specialists will ensure the best possible experience for the most seamless experience for our customers, and they also try to improve the software for of our consumers to where it is the most satisfying experience they could have**
- **DevOPS Engineers help with the best AI tools for the easiest and most efficient user experience without having to struggle one bit.**



## Marketing and Sales

### Plans for Marketing our products:

We are planning on launching a dynamic social media presence for our global community of gamers. Our strategy involves deploying high-octane advertisements across premier platforms like YouTube and during high-visibility events such as the NFL to ensure maximum brand saturation. We are meticulously crafting aesthetically stunning, "flashy" visuals that utilize futuristic AI-inspired motifs to instantly hook viewers and command their full attention. By maintaining a constant, high-energy stream of content on social media, we aim to keep our audience on the edge of their seats, eagerly anticipating our next technological breakthrough. We will also include links to our websites to make it easy for our viewers to click to the website. These campaigns are specifically engineered to showcase our budget-friendly yet high-performance systems to a worldwide demographic, making "POWER" a household name in the tech industry. We are also leveraging targeted YouTube integrations to upscale our reach, ensuring our story is told to those who value both innovation and reliability. Through this multi-platform approach, we will not only get the word out but also cultivate a brand identity that feels like the pulse of the future.

**Prices for these items will range from \$1,500-\$3,700, and for the gaming accessories the prices will range from \$50-\$280. These prices will vary on some dates of the year, and will go down from different special events that will make the prices different for our customers.**



## **Customer retention:**

**We set our prices with one goal in mind: delivering powerful gaming performance at a cost that genuinely feels fair to the people who matter most to our community. Instead of locking prices in place, we actively adjust them based on real feedback from players, ensuring every change reflects what customers believe is reasonable and valuable. This creates a pricing system that feels transparent, responsive, and built around trust rather than profit-first thinking. To support that same philosophy after the sale, we're also introducing dedicated repair services that keep every computer and accessory running smoothly for the long haul. By helping customers maintain their gear instead of pushing them toward replacements, we show that we're committed to protecting their investment and respecting their budget. This approach demonstrates that our business isn't just selling products—it's building long-term relationships rooted in care, loyalty, and genuine customer support. It also reinforces our mission to keep customers confident in choosing us over competitors, knowing we'll stand by them every step of the way.tgo**

## **Sales Process:**

**We plan to build a powerful, community-driven sales process by actively involving gamers in shaping our products and prices from the very beginning. Through interactive social media forms and polls, we will ask players what components they want to see, what features matter most, and what price ranges feel genuinely fair for the performance they expect. This feedback will guide our pricing strategy, allowing us to adjust costs transparently based on what the community believes delivers the best value, creating a system that feels honest, responsive, and built around real player needs. By showcasing these community-influenced builds with clear spec breakdowns, performance benchmarks, and high-energy visuals, we make it easy for customers to understand exactly what they're getting and why it's worth the price. To strengthen long-term trust, we will also offer repair services, free diagnostics, and upgrade guidance that keep every system running at peak performance long after purchase. This commitment to ongoing support shows that we care about our customers' experience, morale, and investment—not just the initial sale. Together, these strategies create a sales process that feels personal, fair, and deeply connected to the gaming community we serve.**

# Financials

## Revenue streams:

We generate most of our revenue through our website, where customers purchase our high-performance gaming computers built for speed, power, and long-term reliability. Alongside our flagship systems, we also earn income from a wide range of accessories—including mice, keyboards, headsets, and other essential gear—that enhance the overall gaming experience. These add-on products not only increase convenience for customers but also raise the average value of each purchase. In addition to hardware, we operate a dedicated merchandise storefront featuring apparel and branded items that help fans represent the POWR community. This merchandise line expands our brand presence while creating an additional, steady revenue stream. Together, these channels allow us to serve customers at multiple levels, from full gaming setups to everyday accessories and lifestyle products. This multi-layered approach strengthens our business and keeps our community engaged across every part of the brand.

## Start up costs:

The main start-up costs for this type of business begin with securing a proper facility where the computers and electronics can be assembled safely and efficiently. Alongside the physical space, we also need to invest in a fully functional website that will serve as our primary storefront and customer hub. Hiring skilled factory workers and technicians is another essential expense, as they will be responsible for building the computers and assembling the accessories we plan to sell. Additional costs include product testing, where specialists evaluate durability, performance, and reliability to ensure our systems can handle the demands of intense gamers. We also need a steady supply of restock materials and components so production can continue without interruption. On top of these operational needs, obtaining the proper legal licenses and certifications is crucial to ensure the business runs smoothly and complies with all regulations. Together, these start-up investments create a strong foundation for a professional, trustworthy, and scalable gaming-computer company.

## Fixed expenses:

- Inventory restock for more computers built-
- We will have to pay rent for the factory, and workspace we are using-\$900
- Software subscriptions for the best website models-\$140
- Cleaning and maintenance for ensuring our business is not falling apart- \$200
- Insurance for when something happens to the factory, and anything else- \$110
- Phone communication to speak with other people about the sales, and more-\$60-\$80

## Variable Expenses:

- Packaging supplies for shipping products- \$50
- Restocking on different items for the website- \$10,000
- Shipping costs vary depending on where we ship the products- \$400
- There are also payment processing fees for the cost of all costs we make-\$300
- Payments for marketing and different ads we are going to do- \$1,200

## Profit Estimates:

Projected Expenses	Projected Income	Profit/Loss
Year 1	Year 1	Year 1
\$282,290.00	\$113,400.00	-\$168,890.00
Year 2	Year 2	Year 2
\$266,040.00	\$147,420.00	-\$118,620.00
Year 3	Year 3	Year 3
\$266,040.00	\$234,738.00	-\$31,302.00

## Sales Forcasst

Our primary product lineup is positioned at a standard price point of approximately \$2,500, though this figure fluctuates to reflect the specific production costs of each unit. To complement these high-performance systems, we offer a curated selection of essential accessories ranging from \$30 to \$180. We believe our competitive pricing strategy demonstrates a deep respect for our community's investment in their gaming setups. By carefully balancing value with technical excellence, we aim to build lasting trust with our fellow enthusiasts. As the year concludes, we plan to implement strategic seasonal promotions to assist those looking for the perfect holiday gifts. These diverse revenue streams are designed to ensure the long-term financial stability and growth of the organization. Collectively, this approach allows us to maintain a sustainable business model while consistently delivering top-tier hardware to our customers.

# Appendices

