

leapTM

The word "leap" is written in a lowercase sans-serif font. The letters have a vibrant gradient fill, transitioning from green on the left to teal, blue, and finally orange on the right. A small, solid orange circle is positioned at the bottom center of the letter "p". A trademark symbol (TM) is located in the upper right corner of the word.

To more in life.

I DON'T KNOW MAYBE...

5 - 8 HOURS

1 - 3 HOURS

6 - 10 HOURS

5 - 6 HOURS

3 - 4 HOURS





96.3%

**of millennials expressed a
strong desire to decrease their
screentime.**



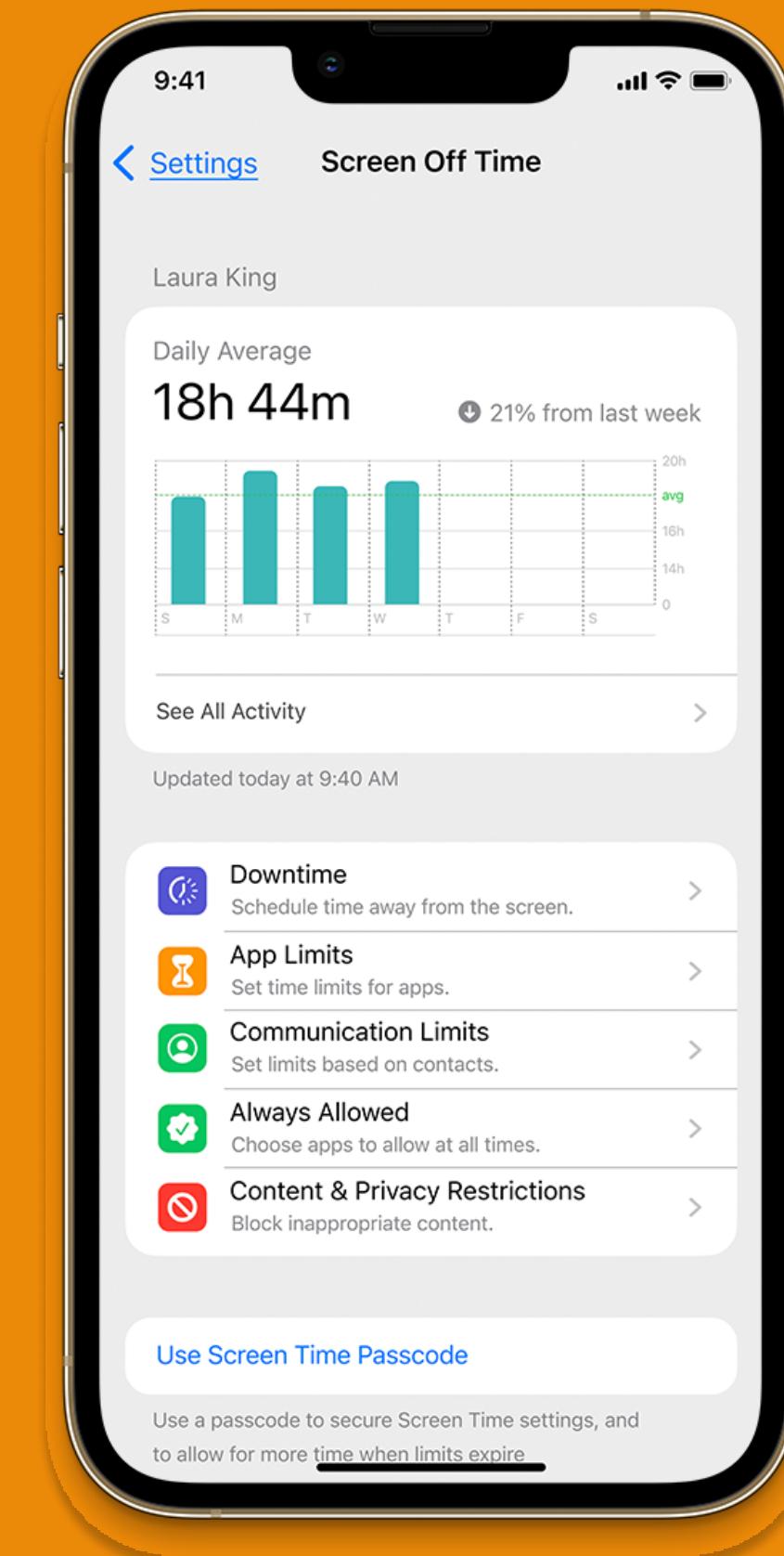
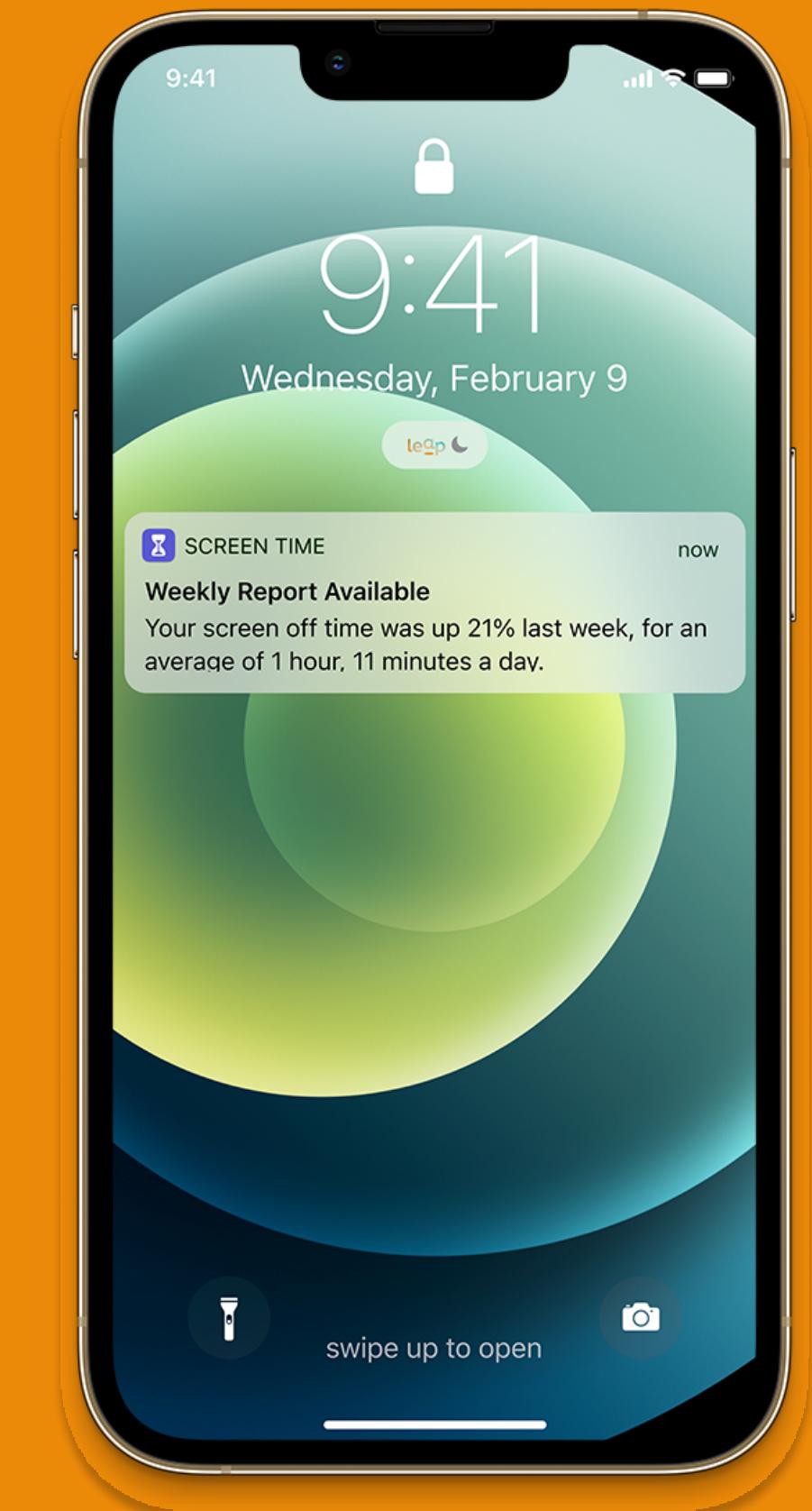
We. Are. Losing. Control.

leap



integrates into native screen-time capabilities

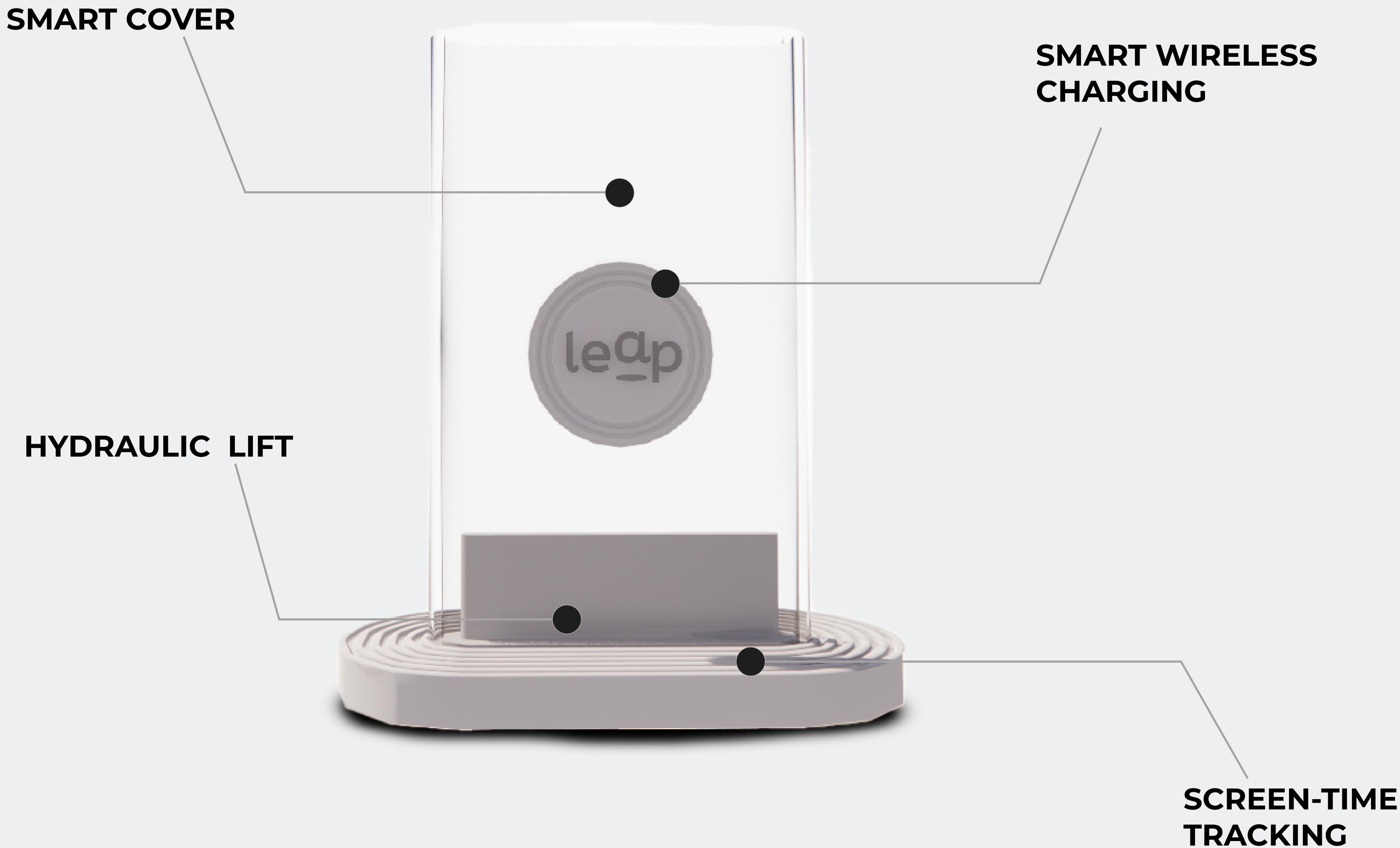
motivates users to improve by showing them their progress



integrates into native screen-time capabilities

motivates users to improve by showing them their progress





Set your screenless time goal and see it progress in the timer loop



40%



60%



80%



100%



SMART COVER

leap

HYDRAULIC LIFT

SMART WIRELESS
CHARGING

leap^{plus}

+ UV light sanitization

SCREEN-TIME
TRACKING

leap



We Value
Customer
Connection





Influencers, Healthy Technology



A photograph of two young women laughing together on a couch. The woman on the left has long dark hair and is wearing a white t-shirt. The woman on the right has dark hair and is wearing an orange turtleneck sweater. They are both smiling broadly. In the background, there is a record player and some flowers.

leap

To more in life

Fab5



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KEY PARTNERS

Key Partners: Apple/ Microsoft

Key Suppliers: Loop Industries

Key Resources: We are partnering with Apple and Microsoft to utilize and integrate into existing screen time tracking technologies. Loop Industries will produce our product at a low cost while maintaining sustainability.

Key Activities: Manufacturing

KEY ACTIVITIES

Key Activities: Intergration with Apple
Interaction with product

Distribution Channels: Online store, sell at Apple

Customer Relationships: Pop-ups stores, meeting people in person. Anti-social media.

Revenue Streams: Physical product markup

VALUE PROPOSITION

What do we deliver to the customer: We deliver a product that facilitates a mindset shift in the human relationship to technology. We also provide charging and sanitation of their devices. Which one of our customers problems are we working to solve: We are seeking to solve the epidemic of technology addiction. We want to help our users regain control of their tech.

What bundles of products and services are we offering to each Customer Segments:

Our main users users (Millennial and Gen-Z) are being offered by the Leap physical product. and it's integration to their existing screentime settings. Our future customer, Parents, are being offered a way to encourage and teach healthy habits to their children, as well as track their screen time consumption. The Leap device also charges and cleans phones when they are not in use.

Customer needs: Desire to deal with technology addiction, Overall better health

KEY RESOURCES

Key Resources: Access to settings in Apple and Microsoft technology

Distribution Channels: Online website, physical stores.

Customer Relationships: Access to meeting people onground. Consider purchasing a mobile office when producr takes off

Revenue Streams: Revenue streams require that the product be made less expensive.

CUSTOMER RELATIONSHIPS

Relationship to customer segments: We are establishing a relationship built on trust by sticking to our word. We encourage in-person interactions with our product and AVOID social media. Which ones have we established: We are known for our interactive marketing approach which involves going out as a brand and interacting with clients to make meaningful connections.

Integrations:

These connections are essential to the success of our business model. By interacting in person with our audience and bringing them joyful experiences we connect our concept and product to an emotional place within our users, prompting more sales.

How costly are they:

By partnering with other brands interested in a popup, we keep costs down.

CHANNELS

Channels to Customer Segments: Ordering online, purchasing in store, pop-up collaborations.

How are we reaching them now: Website, in person interactions

How are our channels integrated: Our channels work together to build a customer experience that aligns with our values

Which ones work best: In person interactions

Which ones are the most cost efficient: Website

How are we integrating them with customer routines: In person interactions encourage our users to build a strong connection with our brand. Our advertisements on 3rd party sites bring users directly to us via other sites while spreading our message

CUSTOMER SEGMENTS

For whom are we creating value? There are two users that this product can benefit we will begin by targetting one, with the possibility for expansion and targetting the second. The first and primary user group is the young adults and milenials. These people have been vastly impacted by the effects of extended screen time use and screen addictions. Our research proves that these users understand this is a problem, and are interested in finding a solution. Our researc also shows frustration with existing solutions, and a truly deep seated addiciton to the screens within this group, so much so that they cannot imagine their lives without their phone.

Our second user group which we will target as the first successful launch is parent of children who are being introduced to technology for the first time. As generations are born who have never lived in a world without technology, we beleive it to be essential to be brainstorming methods of teaching healthy phone habits to children at the first introduction. It is essential for childrens wellbeing that they learn the self control needed to put down a phone, and our project will ensure this. The care taker is the target group, as they will see this product as a tool to teach their children.

Who are our most important customers? Currently, young adults (millennial and gen z) are our most important customers, as they are the source of the most intense need.

COST STRUCTURE

Inherent Costs: Building the physical product

Most Expensive Key Resources: Technological parts, including wireless charging and UV bulb.

Most expensive Key Activities: Charging and sanitation of the phone.

REVENUE STREAMS

For what value are our customers really willing to pay: based on our data, there is a high interest among a relitively low income age group. We believe that our users would be willing to pay a maximum \$25 based on our research polls and interviews. We will be offering two models, one with UV cleaning abilities for \$35 and one model without, a \$25.

For what do they currently pay: Our clients currently need to pay for chargers and cleaners seperately, with no tracking abilities. They do have tracking in their OS natively.

How would they prefer to pay: We will be accepting apple pay, and online purchases.

How much does each revenue stream contribute to overall profits: According to our research, there is a 40% markup on the lower model, and a 42.8% markup on the higher end model, This is what makes the profit of the business.