

The Application Form

1-What is the name of your company?

PT Screen

2-Where will your company be headquartered? (City/Country)

Faiyom – Egypt

3-Under which industry does your business fall?

High-Tech, Telecommunications, and Software

4-Briefly describe your idea for a new product/service.

PT Screen introduces an innovative computer input device in a form of a flexible transparent sheet that can be attached to the computer screen and connected to the computer by a USB to function as a portable touch screen that can detect the position of the user's finger on its surface to manipulate objects to move on the computer display with the finger movement.

5-How is the product/service you are providing innovative?

Our product is innovative for the following facts; 1. Our portable touch screen can be easily attached and detached to/from the computer display 2. The transparent sheet of our touch screen can be folded and stored in a small space 3. Our product detects the finger positions on its surface and the direction of the finger in 3D during touching the sheet. 4. Our portable touch screen can be operated by any other objects than the finger such as metal or wood opposite to traditional touch screen.

6-What steps have you taken to assess demand for your proposed product/service i.e. survey, customer contact, third party study, etc...)?

We tested our prototype with a number of users using different computer applications where this test proved that our touch screen is simple-to-use, moreover, it improves the user's interaction with various computer applications such as gaming applications and virtual reality applications

7-How will the business make money? What will be the primary source of revenue?

Our primary source of revenue is selling our product to the computer users through our website on the Internet, in addition to, direct B2B sales with the major computer stores and firms.

8-What is your geographical target market and who are your target customers? Kindly specify demographics, if applicable.

The Middle East is the primary region for our market. After that we will target the US market.

9-Give an estimate, in dollar terms, of the size of the target market.

The market size of the computer input device in 2009 is 4 billion dollar. This includes the mouse, touchpad, and touch screen.

10-What is the estimated annual growth of that market?

The annual market growth of the computer input devices is 5% that matches the increase of the computer users all over the world.

11-What is the amount of funds required to start up operations? Please provide an explanation.

\$400,000 is the funds required to start up the operations. That includes the cost for manufacturing the first 20,000 unit of the product, in addition to, the office equipments such as computers and furniture, in addition to, salaries, and marketing expenses including attending the CES in US in January 2012.

12-How much time will it take to generate your first sale from the time you start operations?

It will take 15 months to generate the first sale from starting the operation. 3 months for modifying our prototype, 6 months for manufacturing the product in China, and another 6 months for marketing.

13-Who are your competitors in that market? (Please consider both direct and indirect competition and do not say 'no competitors')

Our main competitors are the manufacturers of traditional touch screens that are integrated with the computer display where most those manufacturers are located in China and Twain

14-What are the advantages of your product/service when compared to that of the competitors?

Our touch screen is portable which means can be attached or detached easily to/from the computer display. It is much cheaper and simpler to use than other touch screens. It can function with any object such as wood or metal and not only with the user's finger like other touch screens. It also detects the direction of the user's finger in 3D and not only the position of the finger like traditional touch screens which is very important feature for 3D gaming applications.

15-For how long and in what ways are you able to maintain your competitive advantage?

Our patent protects our technology for the coming 17 years where three years already passed since we filled the patent application.

16-What are the major risks working against you, and how do you plan mitigating them?

We lack the experience of manufacturing such a product in a country like China. Our plan is to hire a manufacturing consultant who already managed manufacturing similar products in China to assist us in writing the technical specifications of the contract with the Chinese manufacturers, and supervising them during the process and also during receiving the final product.

17-Is there anything else you would like to mention?

Our product is patented and we have a working prototype that already tested with a number of users, and our team has the technical and business experience to manage this project. All these elements make us confident that this project will be a successful business.