

Business Plan Project
First Report

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EXPANSION GOALS

The team's entrepreneurial project makes use of an existing product which is currently only available to Canadians through Amazon: Rocketbook. What originally started as a Kickstarter is now a fully fledged product marketed as a sustainable alternative to notebooks. Given the potential for growth into the Canadian market and the current strategy of prioritizing individual sales, the team feels there is an excellent opportunity to expand Rocketbook. By capitalizing on a modern trend towards corporate social responsibility and sustainability, the ultimate goal is to make Rocketbook a staple of the way Canadian businesses interact with paper products.

In the first year, the plan is to shift focus towards corporate customers and break into the Canadian marketplace. This can be achieved by marketing to businesses looking to become more environmentally friendly and developing new Rocketbook formats which are geared towards bulk orders for offices. In year two, Rocketbook will look to spread to more businesses across the country. Custom orders can be incorporated to afford customers the benefit of the reusable paper technology in their preferred formats. An example of this would be adapting the notebook format to yield reusable service receipts. In this way customers would be able to sign on paper and then receive a digital copy shortly thereafter. The paper copy, now backed up to the company's server, would then be erased and available to reuse. Year three will see Rocketbook well on its way to the long term goal. Provided the expansion has been successful thus far, we will look to establish Canadian production and distribution networks. This should increase the cost advantage which Rocketbook currently has and further the barriers to potential competition.

ROCKETBOOK

Rocketbook is a notebook that allows its users to transfer their handwritten notes, sketches or graphs online. Through the Rocketbook application users can have access to their notes and sketches on iCloud, google drive, OneNote, or even send them as an email (Pugh, 2018). What is fascinating about the Rocketbook is that they allow their users to indefinitely erase and reuse them, when written on with pens from the Pilot FriXion line (Pugh, 2018). It takes a simple moist microfiber towel to wipe off the writing (Pugh, 2018). What really differentiates this product from its competitors is its affordability; the Rocketbook retails for \$32.00 USD including a FriXion pen and a microfiber cloth (Pugh, 2018).

The geographical focus is the Canadian market. The product is currently available in 19 countries through Rocketbook online stores. While it can be bought from Amazon, Staples, and Walmart in the US, the company is not established in Canada (info.getrocketbook.com). Within Canada, our target market is innovative Canadian entrepreneurs, corporations and professionals. Thus far, the rocketbook has been primarily aimed at individuals. This project looks to market to corporations who focus on sustainability, transparency and ease of use.

The industry NAICS code is 32223CA : Office Stationery Manufacturing in Canada. This product is also associated with the paper, plastic, erasable pen and microfiber cloth industries. Partnerships with these could facilitate expansion, maintain affordability and allow Rocketbook to better compete with: *Laptops* (Laptops are ideal for interacting with notes and modifying them), *Tablets* (A tablet user can type, highlight readings and take handwritten notes with a smart pen) and *Note Scanning Applications* (Available apps do not require a special notebook/pen).

PRELIMINARY INDUSTRY ANALYSIS

General Trends (PEST Analysis)

Political:
<ul style="list-style-type: none">● Canada is a well developed country● Canada will be holding its 43rd Federal elections this October 21st, 2019. (Election Canada). This could affect our geographical focus economically, and environmentally.● Political leaders in the elections are currently debating about a “Carbon tax” to combat environmental issues. (Geddes, 2018).
Economic:
<ul style="list-style-type: none">● The relationship between the United States of America and Canada after the elections. We would benefit from a better economical relationship between the two countries (i.e. better exchange rates, stronger Canadian Dollar).● Canada’s real GDP grew 2.0% in the third quarter of 2018, Canadian businesses have been spending less on inventory in the past year (Statistics Canada, 2019).● Employment rate went up by 1.8%. This is mostly amongst young citizens 14 to 25 years old (Statistics Canada, 2019).
Societal:
<ul style="list-style-type: none">● Paper is used as a means of communication between departments of an office and is a standard for personal reminders.● Corporate Social Responsibility is a prominent trend urging businesses to curtail waste.
Technology:
<ul style="list-style-type: none">● A current trend is the transition from paper copy to digitized records.

Market/ Customer Information
(preliminary estimate of the market/ opportunity size)

Our main focus are big firms that are following strict protocols regarding the environment and using Rocketbook will highly support their case. In Canada, there are over 1.17M operating companies. We will want to focus on the medium (100 – 400 employees) and large companies (500+ employees). In that case, our opportunity size involves over 24,000 companies in Canada (Small Business Tourism, 2017). If ever, we want to go on a more granular level, we can even focus on office companies in the provinces of Ontario and Quebec, as they respectively have the most firms out of all the provinces. Collectively, we will be looking at around 4,900 firms in Quebec and over 9,626 firms in Ontario, which is around 50% of the medium and large employers’ market (Small Business Tourism, 2017).

Analysis of the Competitors
(Threats)

The Rocketbook has two main smart notebook competitors:

Moleskine Writing Set	Wacom CDS810S Bamboo Slate Tablet
<ul style="list-style-type: none"> ● Priced at \$347 on Amazon.ca ● Well-known brand ● Pen uses smart technology and an embedded infrared camera to track the movements when writing on the paper (Looper, 2018). ● Standard Ink refills (can use any ink refill) ● Needs specific Moleskine refill paper ● Partnership with Evernote, Adobe and Livescribe (Wilson, 2015) 	<ul style="list-style-type: none"> ● Priced at \$199.99 on Amazon.ca ● Compatible with any pen and paper ● Pen stroke tracking technology is built into the clipboard notepad (Looper, 2018). ● Digital transfers can become misaligned if paper is not inserted properly ● Mostly favoured by artists

INTERVIEW WITH AN ENTREPRENEUR

The Birth of an Entrepreneur

Nicolas MacIsaac did not think that entrepreneurship was the lifestyle he would pursue. After he graduated from Dawson College, he landed a position in a Marketing firm. He resigned from the position and decided to go to university to pursue a bachelor in Economics. During his undergrad, he realized that education would just lead him to another nine to five job and that he was not enjoying what he was doing. He reconnected with a good friend, who asked him to work on a project together because of his social skills and ability to connect with people. Through initiative, he was introduced to the idea of being his own boss and the entrepreneur lifestyle. Something that began as an idea, became a plan and later on, a company.

A New Beginning

Nicolas MacIsaac became the Director of User Experience for the company BizBiz Share. The company is a networking company which uses the largest resource sharing platform in Canada. Their main objective is to connect employers/companies with a new strategy for acquiring the necessary resources needed, using the platform they developed. One great example he provided to illustrate the process of their business plan involved a situation with a manufacturing company. He realized that this particular company was getting their material from a firm located in Ontario, which was costly for them in terms of logistics. With their platform, BizBiz Share was able to connect this manufacturing company to a firm who can deliver the same material, but located across the street, which cut their transportations cost enormously.

When the company began its operations, his role involved working on the platform and making improvements. In addition, he was in charge of finding and acquiring customers, which involve many market analyses. Eventually, as the company grew, and so did his role. After acquiring many customer through Mr. MacIsaac, it made sense for him to take care of the relationship by ensuring their satisfaction with the platform. Today, the company has decided to go further and see what opportunities they can have in other cities. BizBiz Share has gone from a local company to expanding their resources out West.

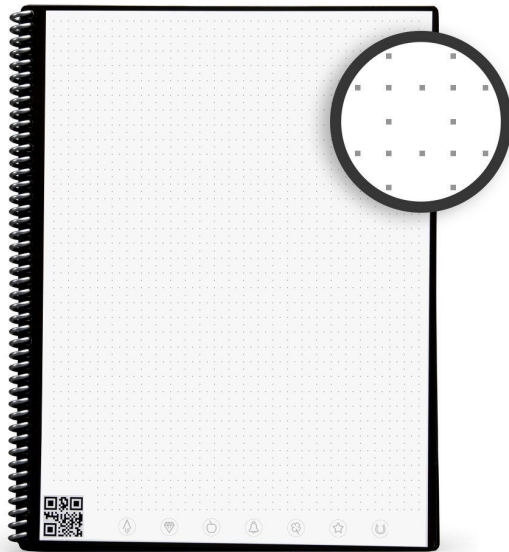
Connecting Two Distinct Ideas

Rocketbook and BizBiz Share are in two different industries, however, there are some similarities among the products/services. To start off, both products are not new to the market, as they already have a few indirect competitors. Mr. MacIsaac claimed that BizBiz Share was not necessarily new but rather a “better mousetrap” for the market, which is also the case for Rocketbook. He advised us make sure that we really differentiate ourselves from the other indirect competitors which will give us an edge in the long term. The other similarity is involving the use of big companies. BizBiz Share had a higher demand so they acquired bigger customers. In our case, our strategy for RocketBook involves going for corporate companies making our product their “go to” tool. He expressed how important it is to start off small and then move on to the bigger name companies. He explained how it’s important to make mistakes early, where the margins are not as sensitive. Once you are comfortable with the process, the product can move on to bigger companies where the margin for mistakes is slim. Rocket Book and BizBiz Share are two different companies but the advices of entrepreneur can be applied to both scenarios.

APPENDIX I: Rocketbook

“The Everlast notebook provides a classic pen and paper experience, yet is built for the digital age. Although it feels like a traditional notebook, the Everlast is endlessly reusable and connected to all of your favorite cloud services.

When you write using any pen from the Pilot Frixion line, your writing sticks to Everlast pages like regular paper. But add a drop of water... and the notebook erases like magic.” (Everlast Notebook | Rocketbook Website) <https://getrocketbook.com/products/everlast-rocketbook>



APPENDIX II: FriXion Pen

“The erasable **Pilot FriXion** Clicker is a unique retractable gel **pen** that contains thermo sensitive gel ink. With no damage to the paper, you can erase and instantly re-write over your mistakes.” (FriXion | Pilot Pen Website) <https://pilotpen.com.au/collection/frixion/>



APPENDIX III: Interview Questions

1. What is your story - what inspired you to become an entrepreneur?
2. What was your first idea?
3. Were you the individual who came up with the idea initially? If not, what made you believe you had the right product?
4. What is your product/service about?
5. What differentiates you from other entrepreneurs?
6. Did you ever encountered difficulties/failure? If so, how did you overcome them?
7. What do you think about the product we will be pitching?
8. Any advice for us before we complete the entrepreneur journey?

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