

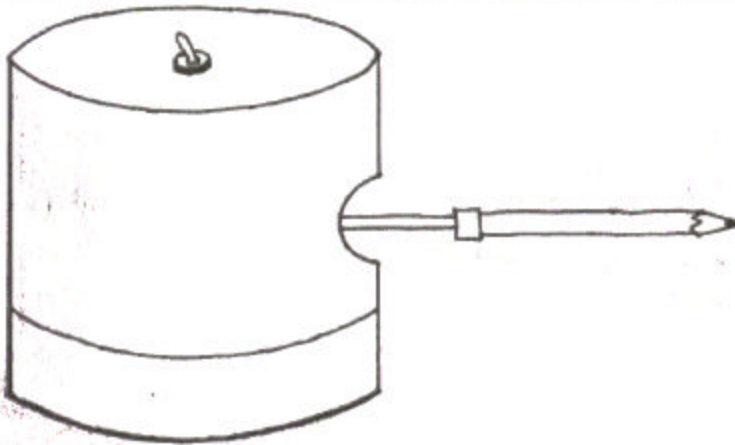
## MY PLAN TO BUILD

# THE RUBBER PENCIL MACHINE

## OVERVIEW

### MISSION STATEMENT

With my Rubber Pencil Machine, I plan on reaching new learning heights as I explore the ins and outs of entrepreneurship. I wish to create a prototype, learn how to patent and copyright, as well as put my advertising and marketing skills to the test.



### WHAT THE HECK IS THE RUBBER PENCIL MACHINE?

When you take an ordinary pencil and place it between your index finger and thumb, and wave it up and down in a certain way, the pencil will appear to be rubber. This illusion is so amazing that I decided to make a machine that recreates this illusion with the simple flip of a switch. This novelty item is perfect for any office, bedroom, or family room. It makes the ideal gift for the person who has everything. The illusion can have an extremely soothing effect, too!

### WHAT WILL I LEARN?

My project holds many opportunities for me to expand my knowledge. As I build my prototype I am discovering all the time and effort it takes. Budgeting will be a fairly new concept with my advertising campaign and marketing plan. I have to find the most cost-efficient way to make the product and to advertise it. The patent and copyright processes are the newest concepts that I must learn in order to complete this project. For my advertising campaign, I will be challenging myself with new forms of advertisement such as the shelf display and a box design. My creativity will really be put to the test. Because I am so experienced with marketing plans, there will definitely be higher expectations. This will especially challenge me to put out my best plan ever.

### MY BUSINESS PARTNERS

Lee Willis is a product engineer for Steelcase Inc. He has been running an invention company on the side for about ten years and is very innovative. He will assist me with building the prototype. Mr. Willis will take me step by step through the patent and copyright processes.

I have contacted another person to assist me on my advertising campaign. Mr. Ramirez is a Creative Director for Foote Cone and Belding, one of the top advertising firms in the nation. He will give me the same kind of constructive criticism that he gives his copywriters and designers.