

GRDS-395 Business Plan

Process Book

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Prof. Casem
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Kami Kit

Originating from the Japanese word Kami, meaning paper, Kami Kit is a company dedicated to providing children with enjoyable learning experiences through the power of origami. By providing comprehensive kits with a wide range of subjects ranging from team building to mathematics, Kami Kit strives to make learning a fun activity for children and inspire new generations of creative minds for years to come.

Target Audience:

- Children ages 5-12
- Parents
- Educators

Competitors:

- OrigamiEDU
- KiwiCo



Harmony Hotel

Built with Brutalist ideology in mind, Harmony is a boutique hotel that combines aesthetics, both in architecture and visual communications, and sound to create a harmonious audio-visual experience. In true Brutalist fashion, Harmony is built with function in mind. It's free of unnecessary embellishments, and it's constructed using quality, raw materials. Located in Zurich, Switzerland, Harmony is a premier travel location creating irreplaceable experiences.

Target Audience:

- Upper middle class millennials
- Gen X and their families

Competitors:

- Hotel Josef
- Sorell Hotel
- citizenM Zurich



Hangover Diner

The Hangover Diner is a trendy breakfast restaurant located in Savannah, GA targeted towards a younger audience. The diner offers a peaceful and quiet ambience for people to dine, plenty of hydration options, and many hearty meal options. Open from the hours of 1am-1pm, the Hangover Diner is the perfect location to visit after a long night out.

Target Audience:

- Older Gen Z
- Younger Millenials

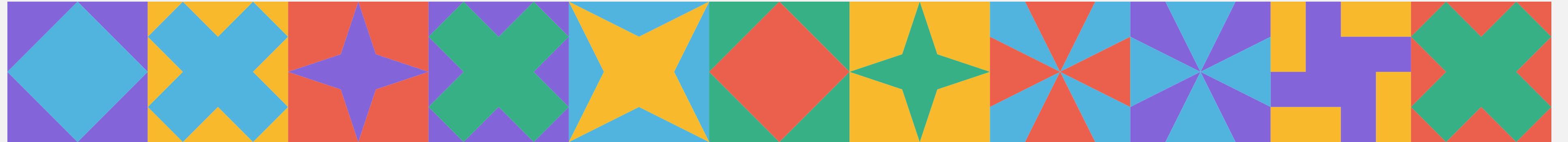
Competitors:

- Denny's
- Waffle House

Visualization Exercise

During the first visualization exercise in class, I envisioned myself working from home in a large studio apartment located in Minneapolis. Located on one side of the room was my desk, situated in front of two large windows that illuminated my working space with large amounts of natural light. Surrounding my desk was an abundance of houseplants, allowing the apartment to be filled with vibrant greenery and a pleasant organic smell. The walls of my workspace were adorned with a plethora of different posters, some designed by me, some by my friends. Situated in a corner by my desk was an orange tabby cat, laying in a sunbeam that radiated from the nearby window. My desk was neither completely organized nor in chaos but somewhere in between, with origami models and various notepads and papers placed semi-methodically across the large L-shaped desktop. I imagined meeting with a wonderful and hard-working team over video during midday, where we were able to amicably converse about the state of the company while drinking a warm cup of tea. The mood of the meeting was laidback and friendly. Although the size of the team was quite small, we were all focused and passionate about educating future generations in an impactful and positive way.





Overview

Since as early as the 1800s, origami has been recognized for its educational benefits, so much so that it was even used as a learning tool in schools. Friedrich Froebel, one of the first advocates for using origami in education, was associated with three types of folds: Folds of Life, which pertained to the basic folds used to introduce origami to children, Folds of Truth, which served to teach basic principles of geometry, and Folds of Beauty, which were more advanced and sought to instill a sense of creativity. Since then, origami has been proven to still be a great learning tool and a way to improve skills such as hand-eye coordination and problem-solving.

Kami Kit is a company striving to continue the trend of using origami as a learning tool using similar Froebelian categories. On the website, parents and educators are able to order various kits that pertain to a specific category of learning, whether it be basic folds, geometric principles, creativity, or team-building. By using bright, kid-friendly colors and creating playful, easy-to-understand experiences, Kami Kits serve as a fun way to get children excited about learning. Additionally, as parents, folding with your child can be a great bonding experience.

The main goal of Kami Kit is to teach children basic concepts, bolster their creativity, and improve social skills through origami. Kami Kit sells comprehensive kits centered around specific topics that contain everything needed for the lesson at hand. We strive to create fun learning experiences for children rooted in curiosity.

Target Market

Our target markets are as follows:

Children ages 5-12:

Our kits are designed in a way that appeals to younger, creatively-inclined children. The values and concepts taught through Kami Kit are most helpful for children during these crucial development stages, and they set children up for success later in life.

Parents of young children:

Kami Kits provide a great activity to do at home. As a parent, folding with your child can be a great bonding experience.

Educators:

Kami Kits are also great within a classroom setting. Students of all ages learn better when they are actively engaged in learning, and as Scholastic states, when children have busy hands, they have a busy brain. For educators, we offer special classroom sets.

Vision

Kami Kit and origami in general become commonplace in the educational system. Our kits are ubiquitous in retailers worldwide, and they become loved by children, parents, and educators everywhere. The impact of Kami Kit continues to become more and more apparent as children become more intelligent, creative, and sociable as a result of lessons taught by our kits.

Products

Kami Kit offers comprehensive educational origami kits for children that contain everything they need to complete a project from start to finish, and then some. We offer a wide range of kits for different ages and skillsets. Our customers may choose from any of our five learning subjects: origami basics, math, creativity, beauty, and team-building. In addition to single kits, we also offer classroom sets, allowing educators to purchase material for all of their students.

Prices range from **\$3** to **\$10** per kit, depending on kit complexity and quantity. Discounts are available for classroom sets.

Values

At Kami Kit, our core values are:

Approachability:

The concept of origami can be daunting! We strive to make the art of paper folding a reality for children by providing easy-to-understand and accessible instructions and providing additional assistance to those who may need it.

Education:

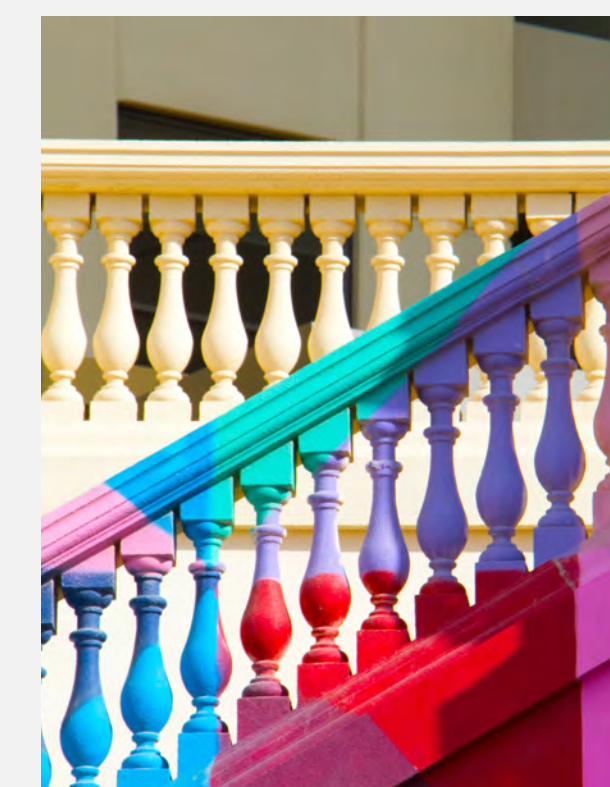
At our root, we are an educational company. We pride ourselves in the fact that we are teaching important concepts and values to the youth of today for a better future tomorrow.

Creativity:

Origami is a vessel for creativity. By demonstrating the endless possibilities that one can transform a single sheet of paper into, we hope children will then apply that concept to other facets of life, allowing them to be more explorative in their thinking.

Entertainment:

Although education is at the center of our company, that doesn't mean that it has to be boring! Our kits transform potentially mundane lessons into enjoyable learning experiences that children love and look forward to.



Employees

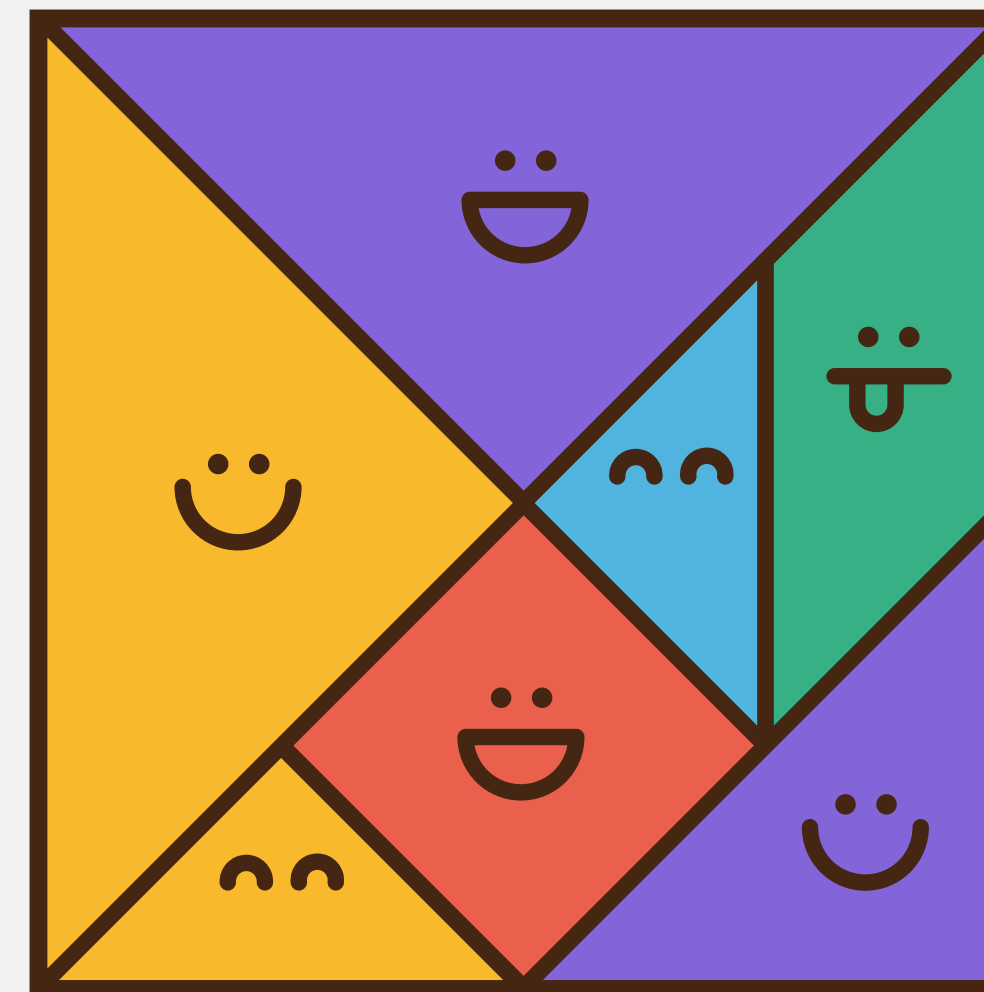
- Logistics staff
- Support staff
- Web developer(s)
- Designer(s)
- Marketing staff
- Financial staff

Promotion

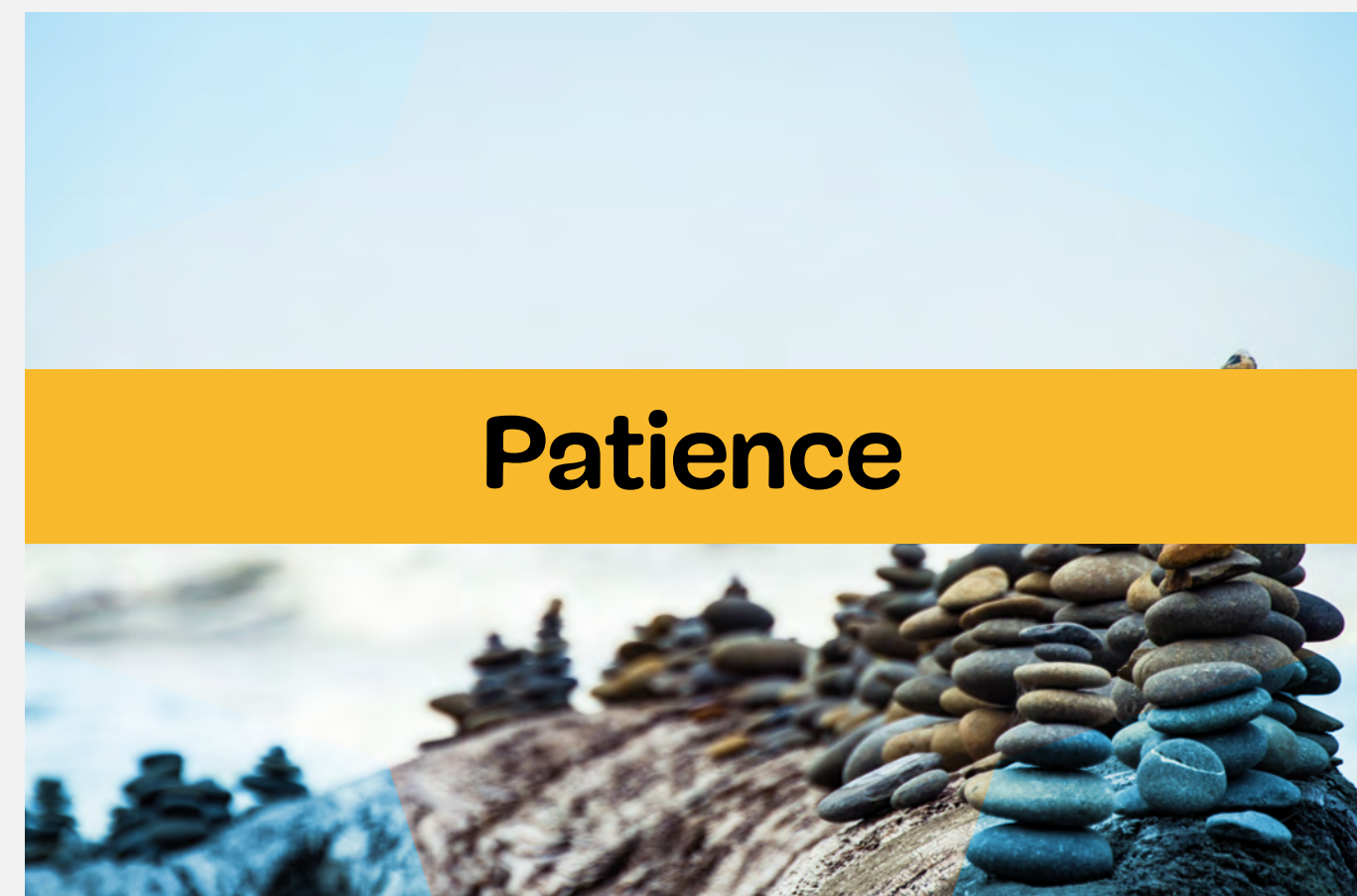
- Parents:
- Blogs
 - Social media
- Education:
- Conferences
 - Direct communication

Passion & Purpose Proclamation

At Kami Kit, we are passionate about about creating meaningful and enjoyable learning experiences for children. Our purpose is to teach children a variety of subjects through origami, educating and inspiring the future of the world.



Card Deck — Our Values



Detective Bulletin Board

The detective bulletin board looks deeper into the industries that Kami Kit is entering, including scoping out the competition for information that could be of value for our own business. Additionally, it contains information about our parent target market, going into detail about their buying habits.



Toys & Games Industry

\$102.7 Billion
2020 Value

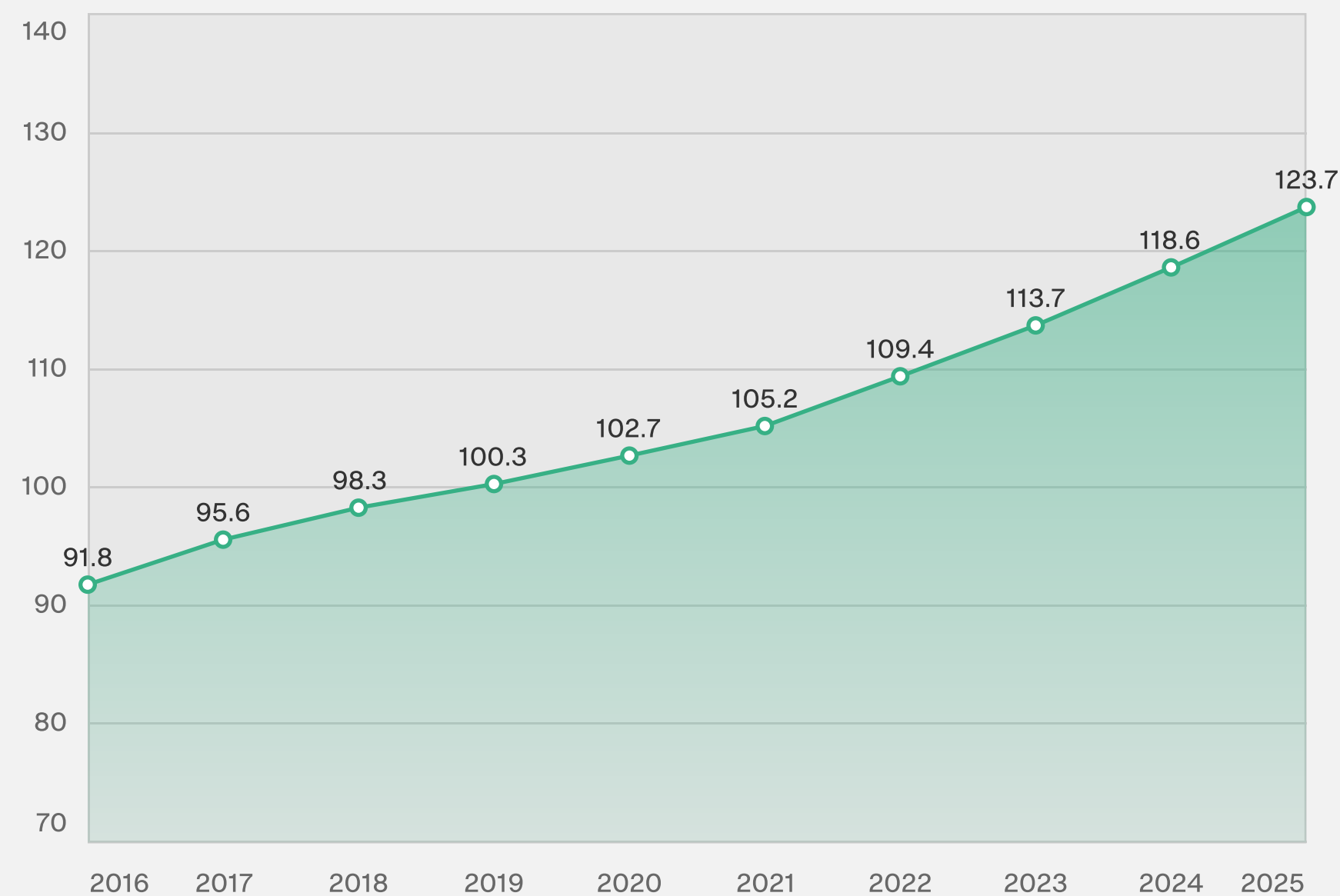
▲ 20.4%

\$123.7 Billion
Projected 2025 Value

In 2025 the global toys & games retail market is forecast to have a value of \$123.7 billion, an increase of 20.4% since 2020.

Within the last four years, the market has grown by over 10 billion USD with a CAGR of 2.8%

Global toys & games retail market value: \$ billion, 2016-2025

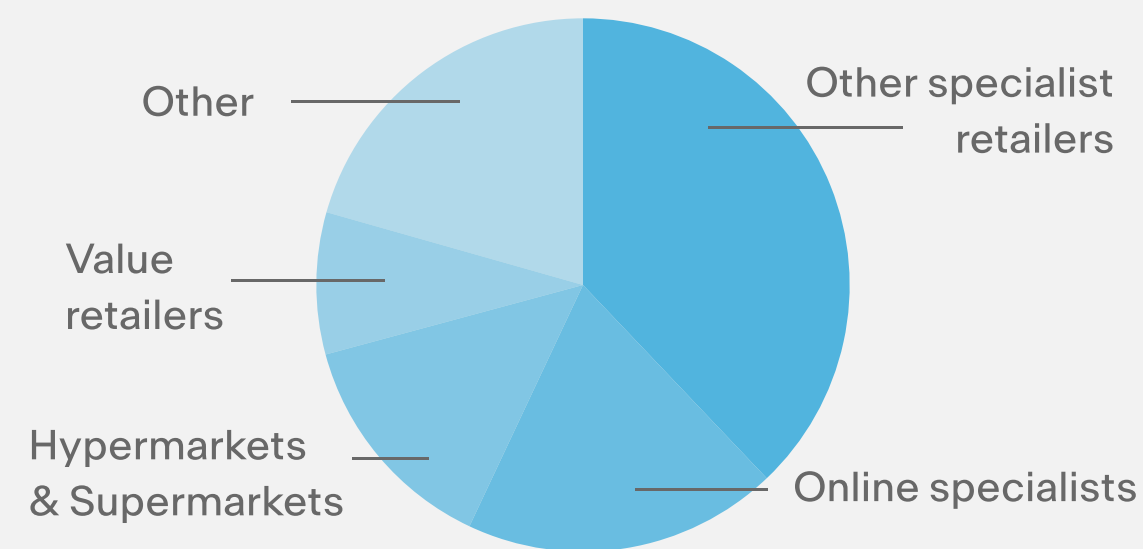


The toys & games market includes retail sales of action figures, activity toys, dolls, games, baby toys, miniature models, plush toys, puzzles, ride-on model toys, and toy vehicles.

Entry on a small scale is achievable – targeting niche markets (i.e. crafts or traditional wooden toys) or stocking the latest tech-savvy toys for teens can be lucrative options.

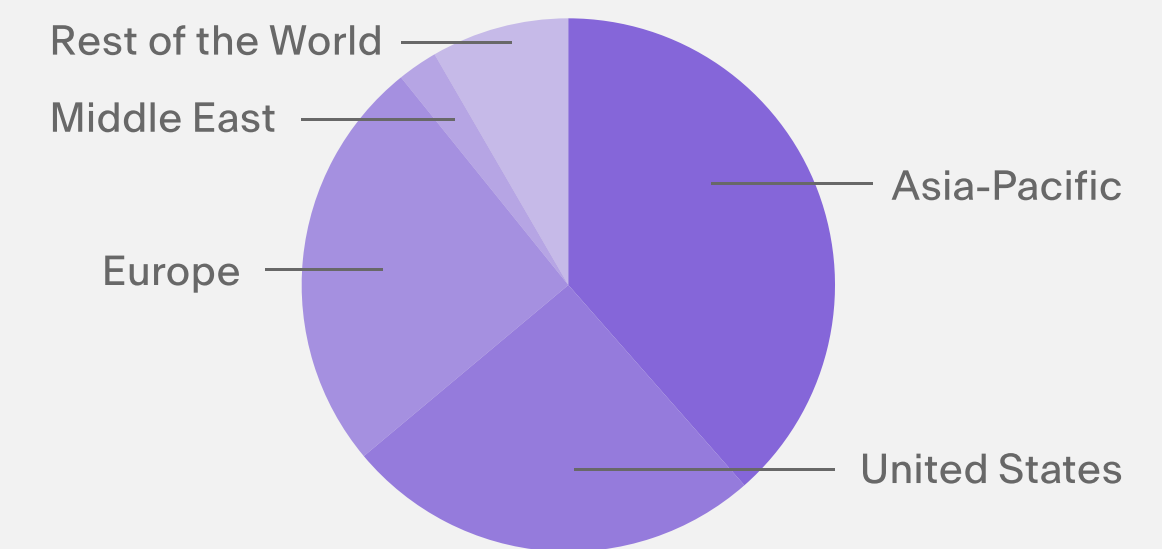
New market entrants may be faced with the struggle of competing with established brands and retailers of considerable size who benefit from economies of scale.

Retail Channels



Specialist retailers are the most popular point of sale of toys and games, followed by online sales channels. However, sales in hypermarkets are rapidly growing.

Toy Sales by Region



The Asia-Pacific region is the largest buyer of toys and games, followed by the US. The US is the country with the highest amount of toys and games sales.

Educational Toys Industry

\$19.2 Billion
2020 Value

▲ 60.7%

\$31.62 Billion
Projected 2026 Value

The educational toys market size to reach USD 31.62 billion by 2026, growing at a CAGR of 8.11% during the period 2021-2026.

62.03%

Market share of Indoor Educational Toys within the educational toy industry

34.47%

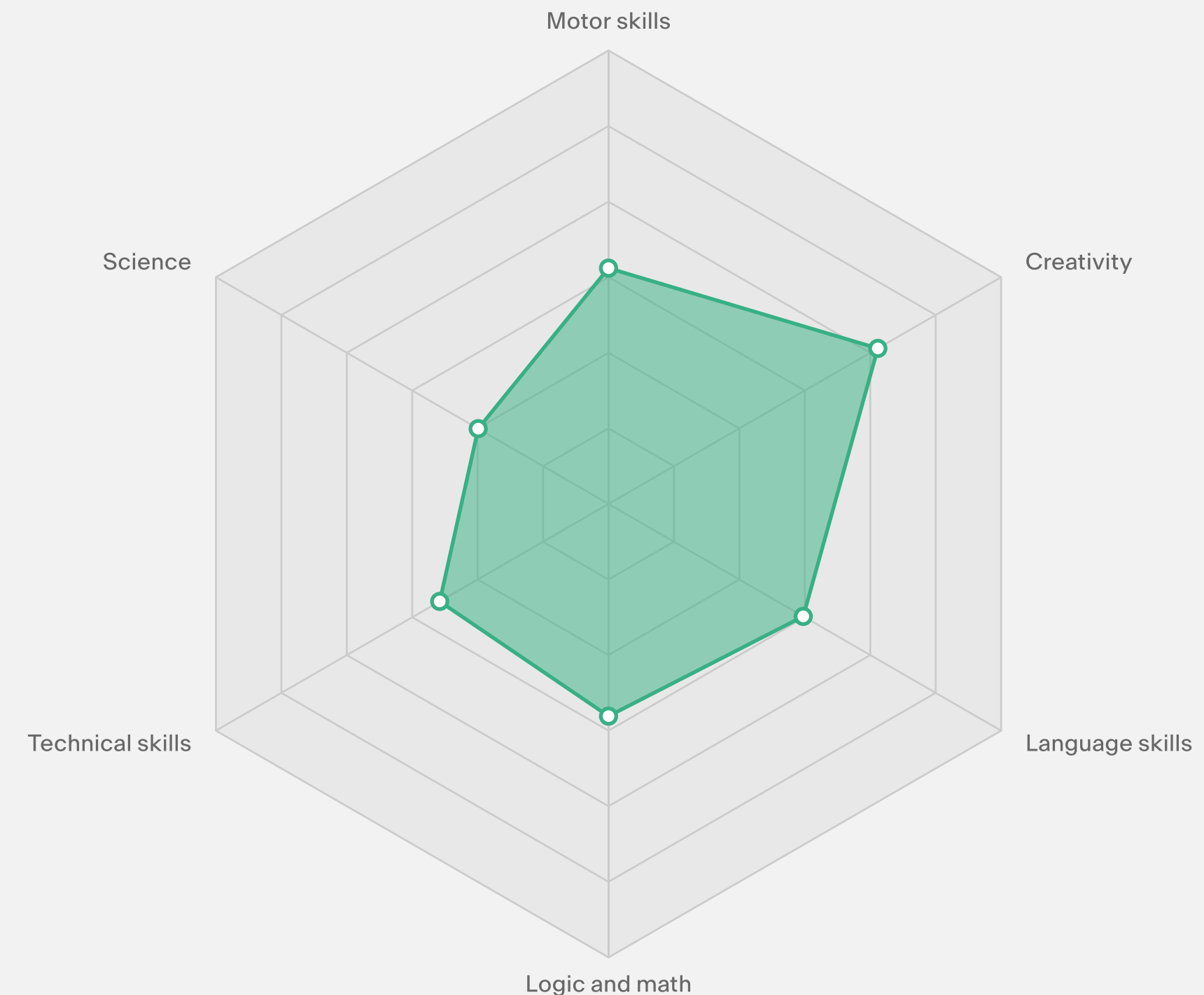
Market share of children ages 3-8 within the educational toy industry

The rising awareness among parents regarding the importance of quick and innovative minds thereby contributes to the growth of the indoor educational games segment. The products free from harmful toxins and environment friendly are likely to boost the demand for indoor educational toys.

Classroom toys have been getting increasingly popular within the last decade due to their ability to promote learning in a playful manner that prevents children from getting bored. Learning institutions are increasing the usage of board games and toys to foster regular education, boosting the demand for such products.

The process of quick learning among children with the help of educational toys is easier, which is expected to fuel the educational toys market growth across the globe.

Skills parents want to encourage through educational toys

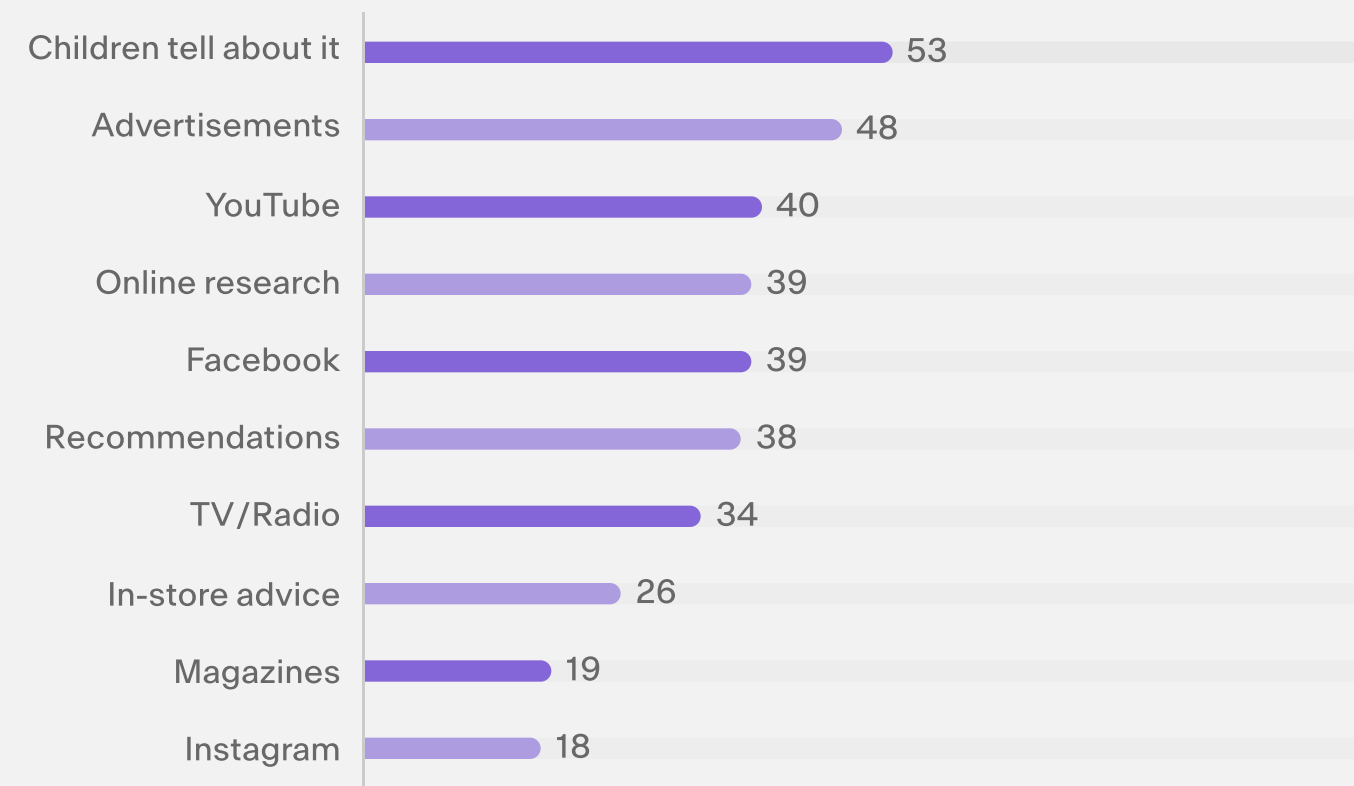


When shopping for educational toys, parents value toys that are able to enhance motor skills and build creativity in children. Language and math skills follow not far behind, with technical and science skills being the most unpopular among parents.

Parent Buying Habits

The most common channel for learning about new toys among parents is through their children, followed by advertisements and YouTube.

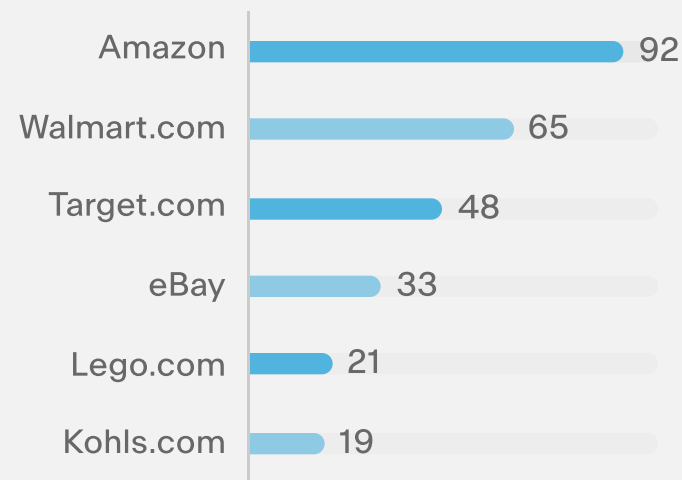
Sources of inspiration and information



Offline retailers



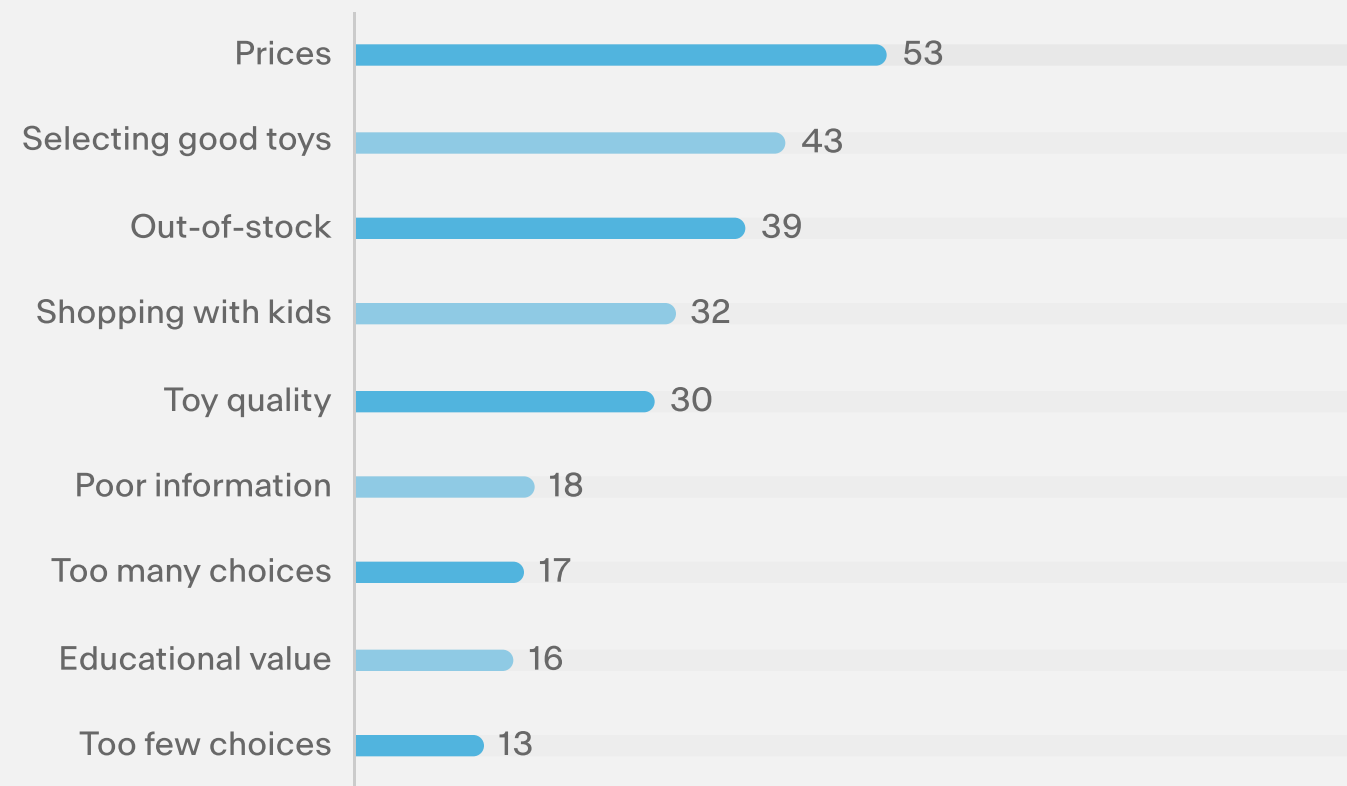
Online retailers



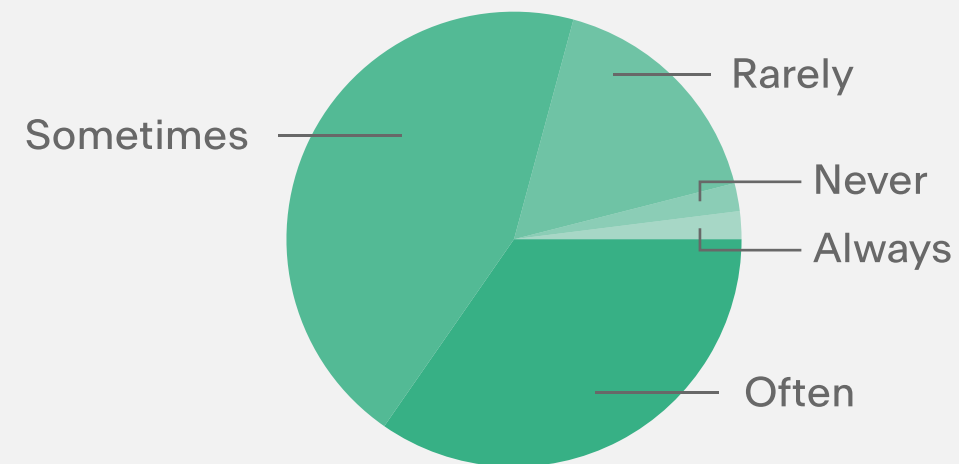
Walmart is by far the leader of in-store toy purchases, while Amazon is the clear leader of the online toy retail space followed by Walmart.com.

When asked what frustrations mothers have when buying toys for their children aged 5-12, price was the most common response.

Frustrations when purchasing toys

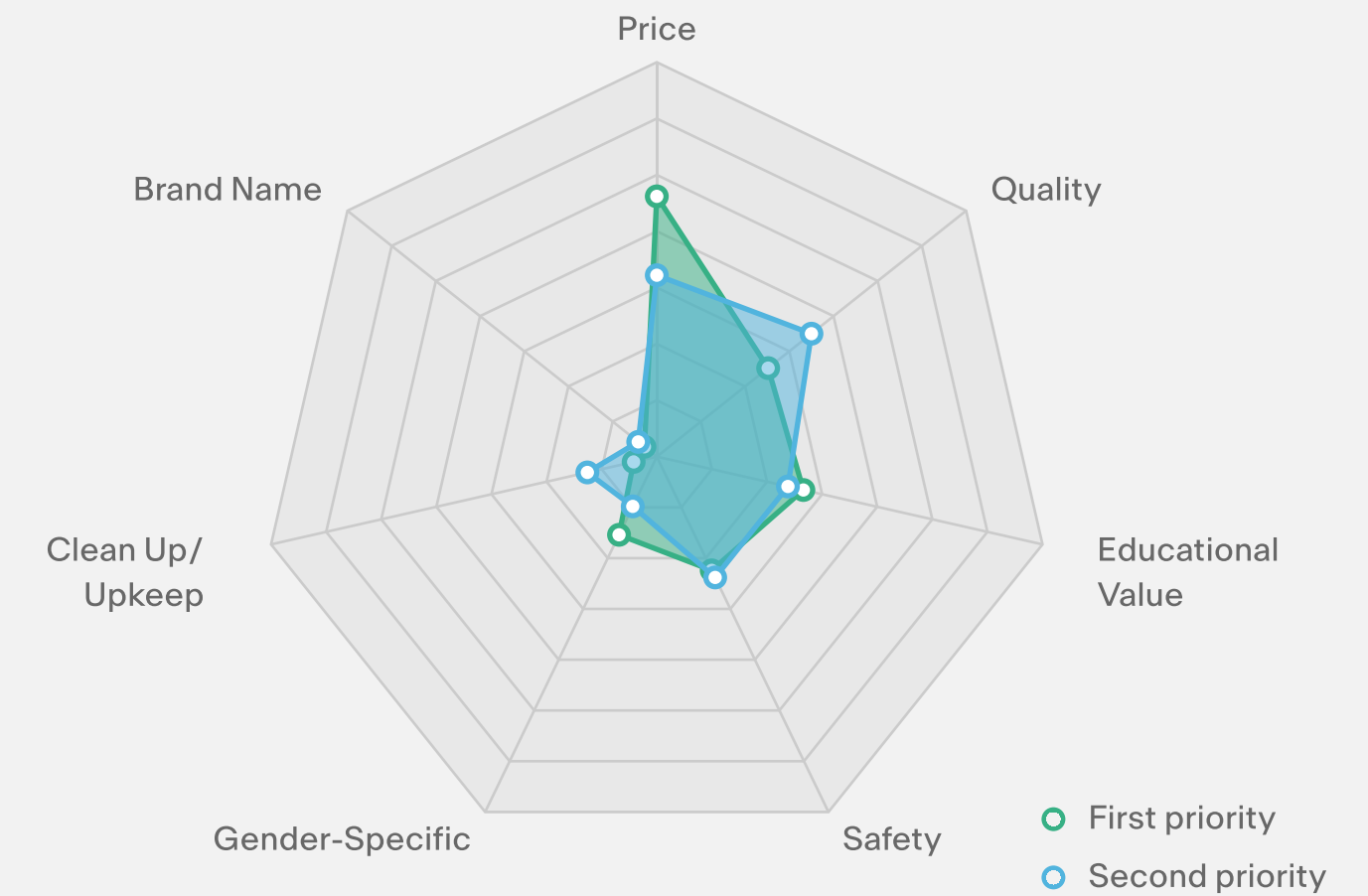


Online toy shopping frequency



Buying toys online is extremely common among parents. 35% of moms shop online often and 45% shop online occasionally.

Purchasing priorities



Price is overwhelmingly the top priority of parents buying toys for their children, with their second priority commonly being the quality/durability of the product. Surprisingly, brand name has little impact when parents are deciding to buy a toy.

56%
Number of households with experimental, science, and educational toys available to play with

Competition



Lego is one of the largest toy companies in the world, famous for their interlocking bricks. They offer a variety of products in a range of categories, including educational building kits.

Strengths

Lego is a globally recognized and respected brand with licensing deals with many other brands and products spread across multiple forms of media.

Weaknesses

- Educational kits happen to be quite expensive
- Many cheaper copycats available on the market

Opportunities

- Marketing to schools as an educational toy
- Focus more on toys that build creativity

Threats

- The possibility of copycat brands taking more of their market share
- Increasing popularity of online learning tools



KiwiCo is an online retailer offering subscription based hands-on educational kits for a wide range of subjects such as STEM, STEAM, science, and art that celebrate kids' creativity and curiosity.

Strengths

Kits created by experts for children of various ages that are fun and educational with several different categories of kits within the STEAM model.

Weaknesses

- Several reviews state that the price does not justify the cost of the materials in some kits

Opportunities

- Sell kits at different price points
- Reach out to sell at retailers

Threats

- Customers can potentially make the same products at home with household items



LeapFrog Enterprises is an industry leader in the sector of educational toys, creating a large variety of products, both digital and physical, to help children in their developmental journey.

Strengths

Wide range of toys and innovations within the education sector including many interactive toys and their tablets and smart pads

Weaknesses

- Inability to target low income buyers
- Their tablet offerings are slow and not durable

Opportunities

- Lessen their product range to increase quality
- Expand their market globally

Threats

- Increased production costs due to environmental regulations
- Downward price pressure from customers



Kami Kit is a company dedicated to providing children with enjoyable learning experiences through the power of origami by providing comprehensive kits with a wide range of subjects ranging from team building to mathematics.

Strengths

- Environmentally friendly, minimal plastics use
- Kits for a range of ages and subjects
- Sets available for classroom settings

Weaknesses

- New to the market
- Many competitors, although not many utilizing origami
- Potentially high packaging/shipping costs

Opportunities

- Subscription kits
- Learning institutions are increasing their usage of classroom toys and games
- Educational toys are very popular in the age of COVID

Threats

- Online learning tools are becoming increasingly popular
- Paper costs increasing

Barriers to Market Entry Although low cost switching for buyers makes market entry relatively simple, the market has a high level of product differentiation. This may make it hard to attract buyers away from existing companies.

Market Trends

Classroom games hold a sizable share of 21.39% in the learning toys market.

Classroom toys promote learning in a playful manner which prevents children from getting bored. The institutions are increasing the usage of board games and toys to foster regular education. This is expected to boost the demand for classroom games from various schools ranging from kindergarten to secondary schools across the countries.

As educational settings were forced to close there was a surge in educational toy sales to enhance learning at home.

As COVID-19 forced children to start learning from home, educational toys became much more popular in Australia, the United States, the United Kingdom, and the Netherlands as a way for parents to keep their children engaged in learning and further enhance their online learning.

Inspirational and aspirational toys see rapid growth

Inspirational and aspirational toys are rapidly growing as parents want their children to learn about various career options. Thereby, this segment is surging the learning and educational toys market growth across the globe.

Supermarkets and Hypermarkets are rising distribution channels recently

Shopping for toys at hypermarkets is becoming increasingly common as parents are able to shop for food, clothing, and other items in one stop.

In recent years plastic toys have come under scrutiny as many countries are committing to reduce the amount of plastic waste they produce.

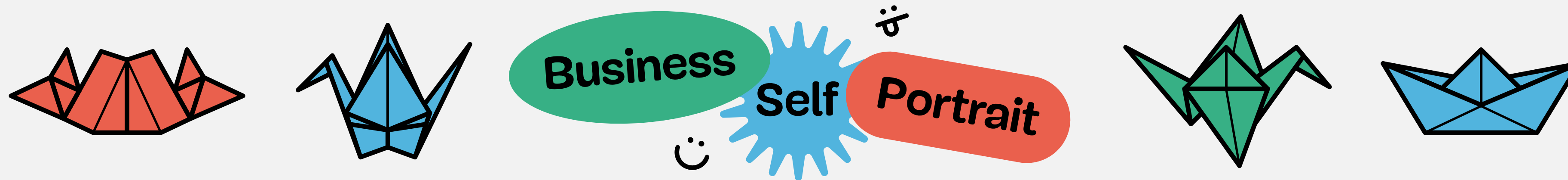
The continuous government efforts of several countries to reduce plastic usage is likely to shift the consumer's spending from plastic to sustainable materials that can be easily recycled. There are various retailers such as Frida & Fritiof focusing on providing eco-labeled non-toxic products which are environmentally friendly.

Advertising on YouTube

Advertising through social media, particularly on YouTube, is becoming increasingly popular and items such as Shopkins and LOL Surprise Dolls are unlikely to have become a hit if it was not for these videos. One of the top toy review sites on YouTube, 'Ryan's World', has over 30 million subscribers as of August 2021.

An increase in demand for educational toys

The process of quick learning among children with the help of educational toys is easier, which is expected to fuel the educational toys market growth across the globe. The recent trend towards Augmented Reality (AR) learning toys is likely to boost the demand for learning toys in the near future.



Background

As a child, I loved origami. I learned how to fold at a young age, and it's been a great creative outlet for me ever since. Moreover, my experience with origami as a child acted as a catalyst for other creative endeavors later in my life and ultimately is what led me to pursue a career in design.

Special skills and talents

My eye for design will be instrumental in building a cohesive and recognizable brand. I have a vision for the company overall, and combined with my passion for the subject and experience with leading and organizing teams, I have no doubt that Kami Kit will find success in the market.

How we help our customers

We help children learn valuable skills through the power of origami, transforming learning experiences to fun activities. Additionally, we help educators by providing materials to teach in their classrooms in order to create engaging lessons for their students.

Products & Services

We provide comprehensive educational origami kits for children for a variety of learning subjects such as team building, creativity, mathematics, and more. Also, we provide classroom sets to learning institutions for group sessions.

Challenges

As a new business in the toy industry, it will be fairly challenging to advertise and grow a customer base. Additionally, for our products to be successful, we will need a skilled team to oversee the lesson creation process and sample groups to test the overall engagement and enjoyment of the product.

How we stand out

Although the educational toy market is fairly saturated, origami products in this industry are almost unheard of. Furthermore, many companies are moving towards digital and online educational products. While the market is growing for these types of products, the benefits from learning with physical media such as motor skills development cannot be understated.

Opportunities

The educational toy industry is quickly expanding, as both parents and educational institutions are becoming increasingly aware of the benefits of such products. Our biggest sale opportunity is selling directly to educational institutions, where we would be able to sell many kits at once.

Analogous Brands

KiwiCo, Djeco, Klutz, LEGO, OrigamiEDU, Noggin

Perfect Customers

The ideal customer for Kami Kit falls into one of two categories: Parents and educators. Our initial target market will be located in the United States, but we plan to expand internationally as the company grows.

Parents

One of our main target markets are parents with children ages 5-12. Despite the fact that our kits can be used without a parent present, our kits provide a great bonding experience between parents and children, so our product is perfect for parents looking for a worthwhile activity to take part in with their children. The ideal customers in this market are either single or married parents that are looking to provide an engaging learning activity for their kids. They are generally middle or high class and have creative tendencies with either a singular child or multiple children in their household. They are forward-thinking and value their children's education and creative capabilities. Since parents' toy buying habits often are influenced heavily by their children, we also need to be able to get their children excited about our product.

Educators

Because our kits are designed for children ages 5-12, educators that teach kindergarten or elementary school classes are another large target market of ours. Our classroom kits provide valuable lessons in an enjoyable and engaging way, with team building exercises available. A huge sales opportunity for Kami Kit is also targeting education boards, where it's possible to sell a large quantity of kits for many classrooms within a single order.



Jenny

Age 34, Providence

Located in Providence, Rhode Island, Jenny is a stay-at-home mother and lives with her husband and her seven year old daughter, Jamie. During her spare time, Jenny works on crochet projects to sell on her Etsy store and loves attending various craft events in her area. She is very eco-conscious, buying products that are sourced responsibly, and loves her sizeable houseplant collection. Jenny is extremely loving and caring, and she does everything she can for her family. Her daughter's education is very important to her, as well as keeping up with her hobbies.



Isaiah

Age 39, Columbus

Located in Columbus, Ohio, Isaiah works as a woodworker and is a proud father of two boys, Jordan and Alex, ages five and eight. He loves spending time with his family, hosting weekly game nights with his children and his wife. He's always on the lookout for fun activities to do with his children, often shopping online looking for new toys and games in his spare time.



Marissa

Age 55, Portland

Located in Portland, Oregon, Marissa is a 1st grade teacher at a local elementary school. She very much values creativity, and she often tries to plan lessons that revolve around it. She feels the most fulfilled when she is able to see the sense of accomplishment on her students' faces after completing the projects that she tasks them with. Therefore, she's always looking for new ways to inspire her students and keep them busy while inspiring creativity in an educational way.



Getting the Word Out

Goals

Within the first year, we ideally want to attract the attention of educational boards to get Kami Kit into classrooms around the country and establish our online brand presence to garner the attention of parents.

Customers

As stated earlier, we want to reach kindergarten and elementary educators and parents of children ages 5-12 that value education and creativity.

Marketing mediums

To reach our target parent market, we want to use social media such as Facebook and Pinterest. Facebook is widely used by a majority of parents in our target market, and Pinterest is used by a large amount of creatively-inclined mothers. We also want to gain the attention of blogs ran by mothers, as they have a lot of influence on other younger mothers. To reach educators, we will want to reach out to districts and schools directly through email or phone and set up in-person or virtual meetings as well as taking part in educational events.

Main message

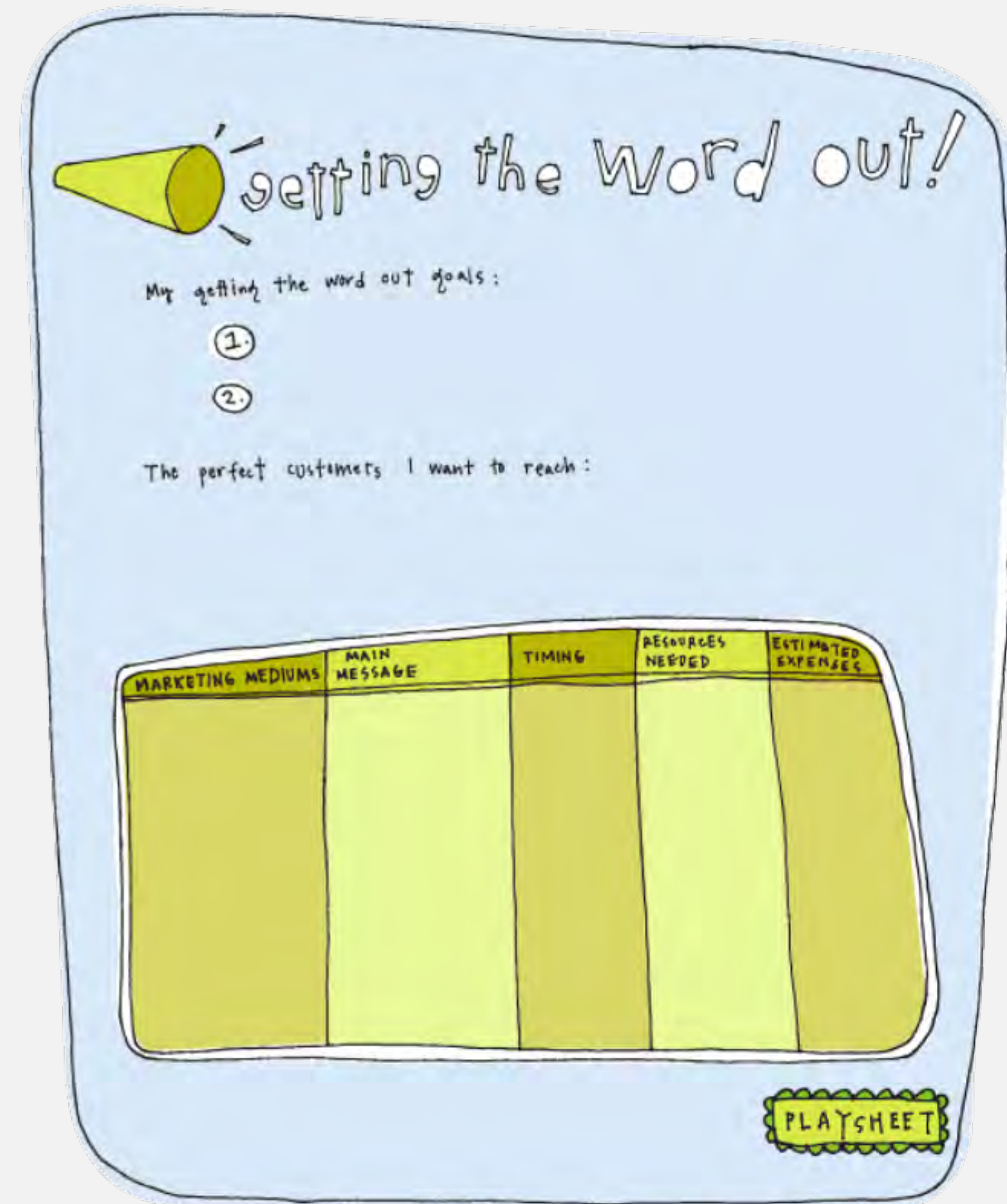
We want to demonstrate the joy and sense of accomplishment that it brings children, as well as show the educational benefits of our kits.

Timing

- Posts on Facebook every 2-3 days
- Pinterest ads during the first three months of launch
- Features on blogs within the first month
- Get into several school districts within the first six months

Resources needed

- PR manager
- Social media manager
- Designer(s)



Reframing Money Beliefs

Limiting Thoughts

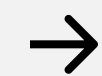
Managing money is a stressful and daunting task.



Reframing

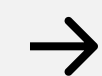
Managing money is a very achievable task, and there are tools and people available to aid me.

Making money is extremely hard.



With an organized plan and an understanding of my business model, I will be able to make money more easily.

With the pressure of making a profit, money will take priority over core values.



Customers today appreciate companies with strong values and are willing to spend money towards them.

Moola Map

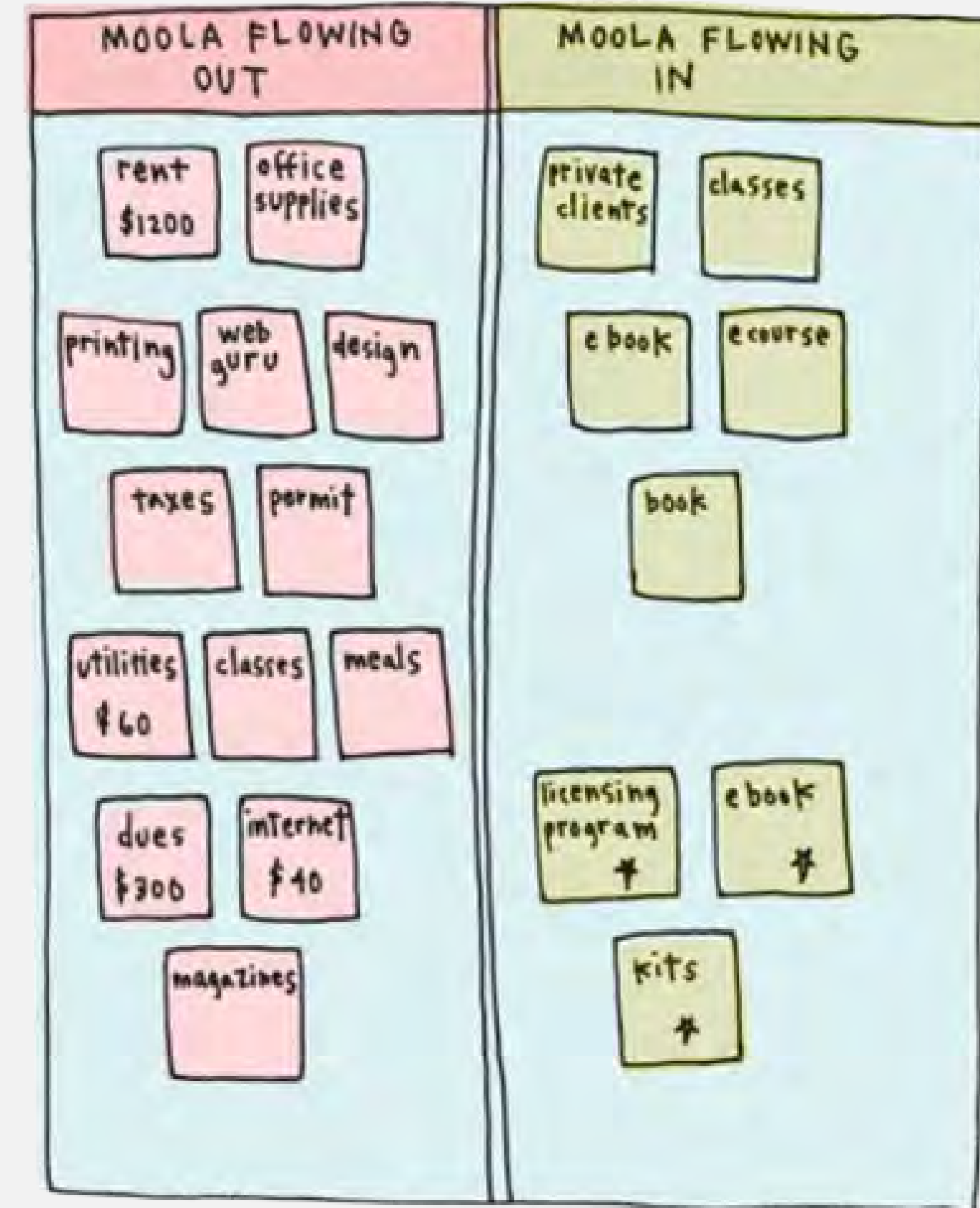


Money Out

- Rent
- Utilities
- Payroll
- Kit production
 - Materials
 - Printing
 - Packaging
- Design
 - Web
 - Graphics
- Marketing
- Shipping

Money In

- Individual kit sales
 - Basic folds
 - Mathematics
 - Creativity
 - Beauty
 - Team-building
- Box subscriptions
- Folding classes
- Classroom set sales





Question

Subject Line

Rhyme

**Who said education
has to be boring?**





Question

Subject Line

Rhyme

Why does education have to fall flat?





Question

Subject Line

Rhyme

How can we craft the next generation of creatives?





Question

Subject Line

Rhyme

How can one sheet of paper provide limitless learning opportunities?





Question

Subject Line

Rhyme

**How can a sheet of paper
provide limitless lessons?**





Question

Subject Line

Rhyme

Creating playgrounds out of classrooms.





Question

Subject Line

Rhyme

Unfold your creative potential.





Question

Subject Line

Rhyme

Unfolding children's creative potential.





Question

Subject Line

Rhyme

**Transforming the mundane
into food for the brain.**





Question

Subject Line

Rhyme

**Educating young brains
by folding flat planes.**



Helping Hands Wish List

- Money management
- Legal help
- Managing inventory
- Shipping
- Marketing
- Public relations
- Packaging manufacturing
- Web design
- Graphic design
- Class instructors
- Janitorial
- Child testers

Hired Positions

Founder/CEO

Position: Full-time

Pay: Salary — \$54,000/yr

In-house Designer

Position: Full-time

Pay: Salary — \$56,400/yr

PR Specialist

Position: Full-time

Pay: Salary — \$69,600/yr

Office Manager

Position: Full-time

Pay: Salary — \$75,600/yr

Warehouse Supervisor

Position: Full-time

Pay: Salary — \$50,000/yr

Warehouse Workers

Position: Full-time

Pay: Salary — \$30,000/yr

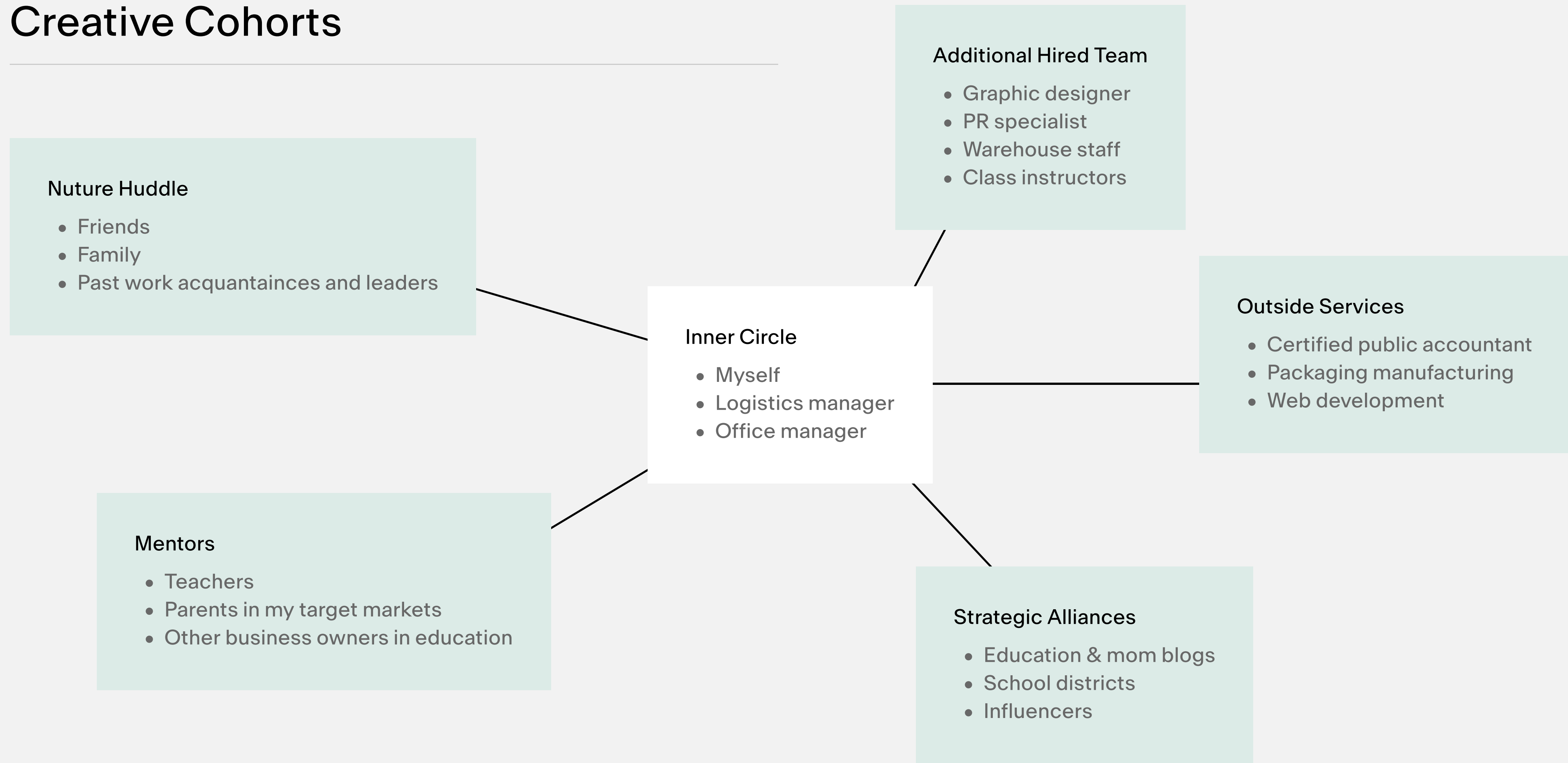
Instructors

Position: Part-time

Pay: \$16/hr ~\$12,000/yr



Creative Cohorts



Goals & Strategies

Get featured in at least five large publications

Get Kami Kit into school districts around the country

Generate \$900,000 in sales

Goal 1

Get featured in at least five large publications

Strategies

- Garner the attention and approval of parents around the country
- Utilize a public relations team to reach out to publications

Support

- PR and marketing team
- Popular mom-owned blogs that customers trust
- Support of parents and educators

Action Steps

- Reach out to publications in the education and parenting sectors
- Provide quality products and ensure customer satisfaction to gain the public's approval of Kami Kit

Target Date

We hope to achieve this by the first three months of operations.

Goal 2

Get Kami Kit into school districts around the country

Strategies

- With help of PR specialist, communicate and make connections with educators and educational institutions
- Host meetings face-to-face with educational officials in and out of office

Support

- Educational institutions
- Educators
- Parents
- PR and marketing team

Action Steps

- Attend educational conferences
- Reach out directly to educational districts

Target Date

Because this is a crucial market for our products, we should ideally achieve this within the first six months after company launch.

Goal 3

Generate \$900,000 in sales

Strategies

- Keeping and organized and effective log for money management
- Stay attuned to company trends and adapt to industry trends

Support

- Accounting team
- Office manager
- Bookkeeping and financial analysis

Action Steps

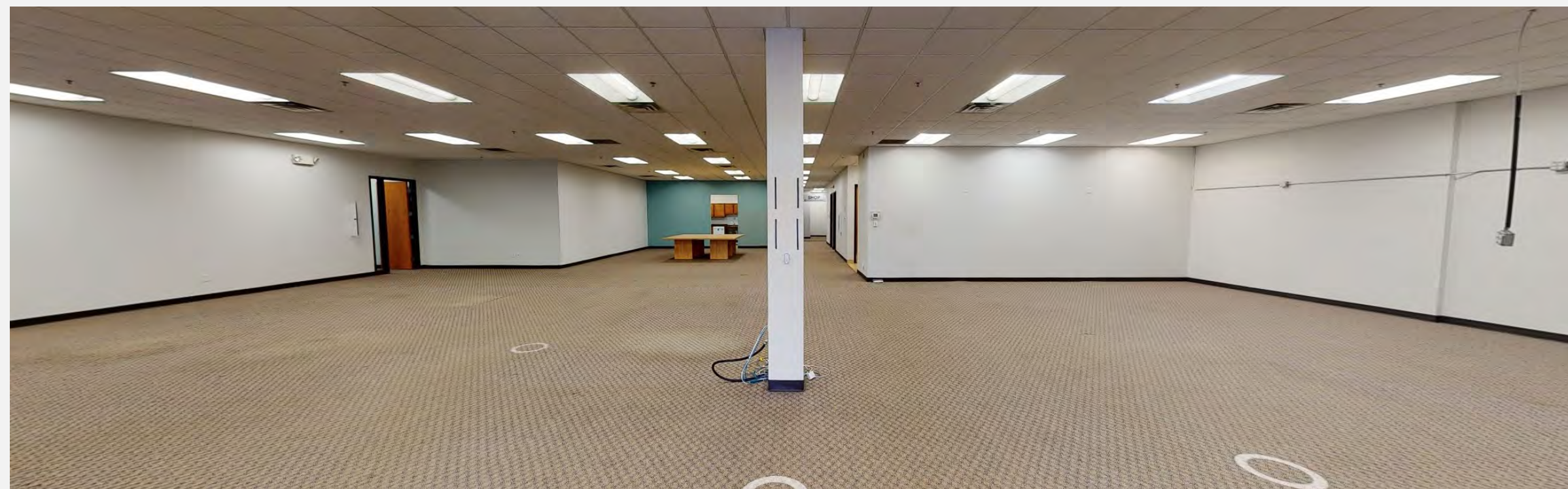
- Keep organized financial documents
- Ensure customer satisfaction to create recurring purchases
- Utilize advertising team to spread buzz about the company

Target Date

To comfortably cover operating costs, the target date for this goal is within the first year of company operations.

Location

Kami Kit's offices and warehouse will be based near Minneapolis at 2663 Patton Rd, Roseville, MN 55113. The space will act as both warehouse and office space, 8655 square feet available for our use. Because Kami Kit will not own a retail space, customers are able to purchase products directly from partnered retailers or order anytime from the website. Online orders will only be fulfilled during business hours, 9am to 5pm, Monday through Friday. The products are designed in-house, while the manufacturing and printing of our products is outsourced and ordered in bulk.



Startup Costs & First Year Expenses

Based on research of supply, manufacturing, and similar businesses, comprehensive expensive sheets were created to estimate the size of loan required to realistically start the business.

Startup Costs

Category	Amount	Freq	Quantity	Cost
Office				
Rent	\$ 4,327.50	/mo	6	\$ 25,965
Router	100	/yr	1	100
Office Chair	300	/yr	4	1,200
Desk	500	/yr	4	2,000
Printer	1,200	/yr	1	1,200
Printer Ink	230	/yr	1	230
Computer	1000	/yr	4	4,000
Monitor	300	/yr	4	1,200
Peripherals	200	/yr	4	800
Renovations	20,000	/yr	1	20,000
Microwave	70	/yr	1	70
Coffee Maker	100	/yr	1	100
Mini Refrigerator	200	/yr	1	200
Microsoft Office 365 Standard (4)	150	/yr	4	600
Conference Table	500	/yr	1	500
Conference Chair	300	/yr	8	2,400
Warehouse				
Shelving	200	/yr	50	10,000
Inventory				
Packaging	7,812.50	/mo	2	15,625
Kit Contents	5,833.33	/mo	2	11,666.66
Utilities				
Water & Electric	240	/mo	6	1,440
Internet & 3 Phone Lines	200	/mo	6	1,200

Startup Costs (cont.)

Category	Amount	Freq	Quantity	Cost
Marketing				
Website	1,000	/yr	1	1,000
Web Hosting	70	/mo	6	840
Adobe Creative Cloud (2)	110	/mo	6	660
Business				
S Corp	2,000	/yr	1	2,000
CPA	8,000	/yr	1	8,000
Miscellaneous				
Auto Expenses	2,000	/yr	1	2,000
			Total	114,996.66

First Year Expenses

Category	Amount	Freq	Quantity	Cost
Inventory				
Packaging	\$ 7812.50	/mo	12	\$ 93,750
Kit Contents	5833.33	/mo	12	70,000
Payroll				
Owner	4,500	/mo	12	54,000
Warehouse (4)	11,666.66	/mo	12	140,000
Office Manager	6,300	/mo	12	75,600
Designer	4,700	/mo	12	56,400
PR Specialist	5,800	/mo	12	69,600
Part-time Instructors (4)	4,000	/mo	12	48,000
Utilities				
Internet & 3 Phone Lines	230	/mo	12	2,760
Water & Electric	200	/mo	12	2,400
Refuse Service	50	/mo	12	600
Marketing				
Web Hosting	70	/mo	12	840
Social Media	1,000	/mo	12	12,000
Auto Expenses	500	/mo	12	6,000
Entertainment & Meals	5,000	/yr	1	5,000
Printed Materials	300	/mo	12	3,600
Adobe Creative Cloud (2)	110	/mo	12	1,320
Office				
Rent	4237.50	/mo	12	51,930
Supplies	150	/mo	12	1,800
Printer Ink	230	/yr	1	230

First Year Expenses (cont.)

Category	Amount	Freq	Quantity	Cost
Microsoft Office 365 Standard (4)	50	/mo	12	600
Janitorial	300	/mo	12	3,600
Miscellaneous				
Unanticipated Costs	20,000	/yr	1	20,000
Travel Costs	10,000	/yr	1	10,000
Total				\$730,030

Second Year Expenses

Category	Amount	Freq	Quantity	Cost
Inventory				
Packaging	\$ 8,750	/mo	12	\$ 105,000
Kit Contents	6,533.33	/mo	12	78,400
Payroll				
Owner	4,500	/mo	12	54,000
Warehouse (5)	14,166.66	/mo	12	170,000
Office Manager	6,300	/mo	12	75,600
Designer	4,700	/mo	12	56,400
PR Specialist	5,800	/mo	12	69,600
Part-time Instructors (5)	5,000	/mo	12	60,000
Utilities				
Internet & 3 Phone Lines	230	/mo	12	2,760
Water & Electric	200	/mo	12	2,400
Refuse Service	50	/mo	12	600
Marketing				
Web Hosting	70	/mo	12	840
Social Media	1000	/mo	12	12,000
Auto Expenses	500	/mo	12	6,000
Entertainment & Meals	5,000	/yr	1	5,000
Printed Materials	300	/mo	12	3,600
Adobe Creative Cloud x2	110	/mo	12	1,320
Office				
Rent	4237.50	/mo	12	51,930
Supplies	150	/mo	12	1,800
Printer Ink	230	/yr	1	230

Second Year Expenses (cont.)

Category	Amount	Freq	Quantity	Cost
Microsoft Office 365 Standard x4	50	/mo	12	600
Janitorial	300	/mo	12	3,600
Miscellaneous				
Unanticipated Costs	20,000	/yr	1	20,000
Travel Costs	10,000	/yr	1	10,000
Total				\$791,680

Projected Income

Item	Sales	Price	Freq	Quantity	Earnings/yr
Consumer Kits	1,202	~\$10	/wk	52	\$625,000
Class Kits	15,000	\$8	/yr	1	\$120,000
Classes	390	\$10	/wk	52	\$202,800
Total					\$947,800.00

Item	Sales	Price	Freq	Quantity	Earnings/yr
Consumer Kits	1,345	~\$10	/wk	52	\$699,400
Class Kits	16,800	\$8	/yr	1	\$134,400
Classes	390	\$10	/wk	52	\$202,800
Total					\$1,036,600.00

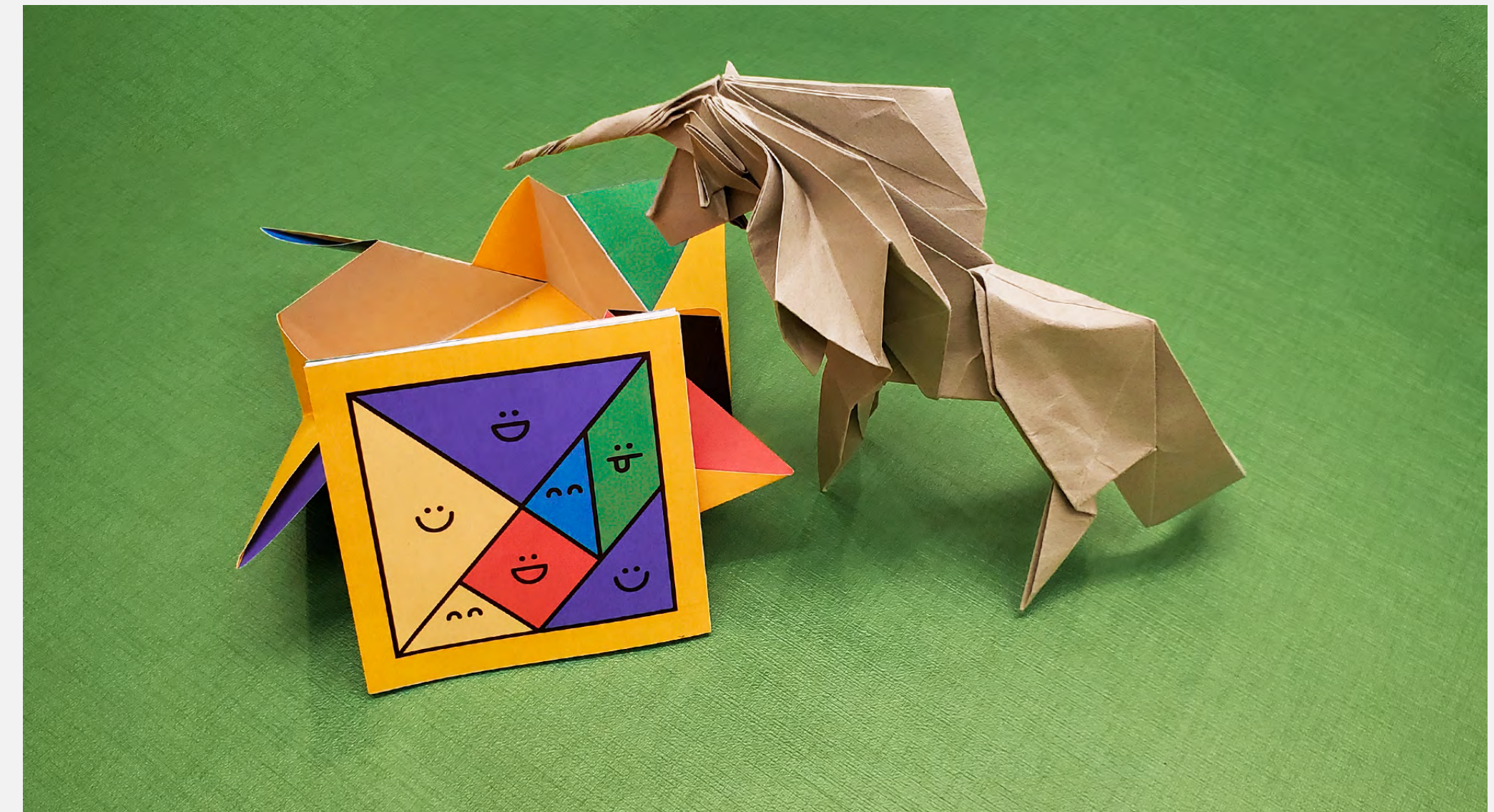
Category	Cost
Startup Costs	\$114,996.66
First Year Expenses	\$730,030.00
First Year Expenses + Startup Costs	\$845,026.66
First Year Gross Income	\$947,800.00
First Year Net Income	\$102,773.34
Second Year Expenses	\$791,680.00
Second Year Gross Income	\$1,036,600.00
Second Year Net Income	\$244,920.00

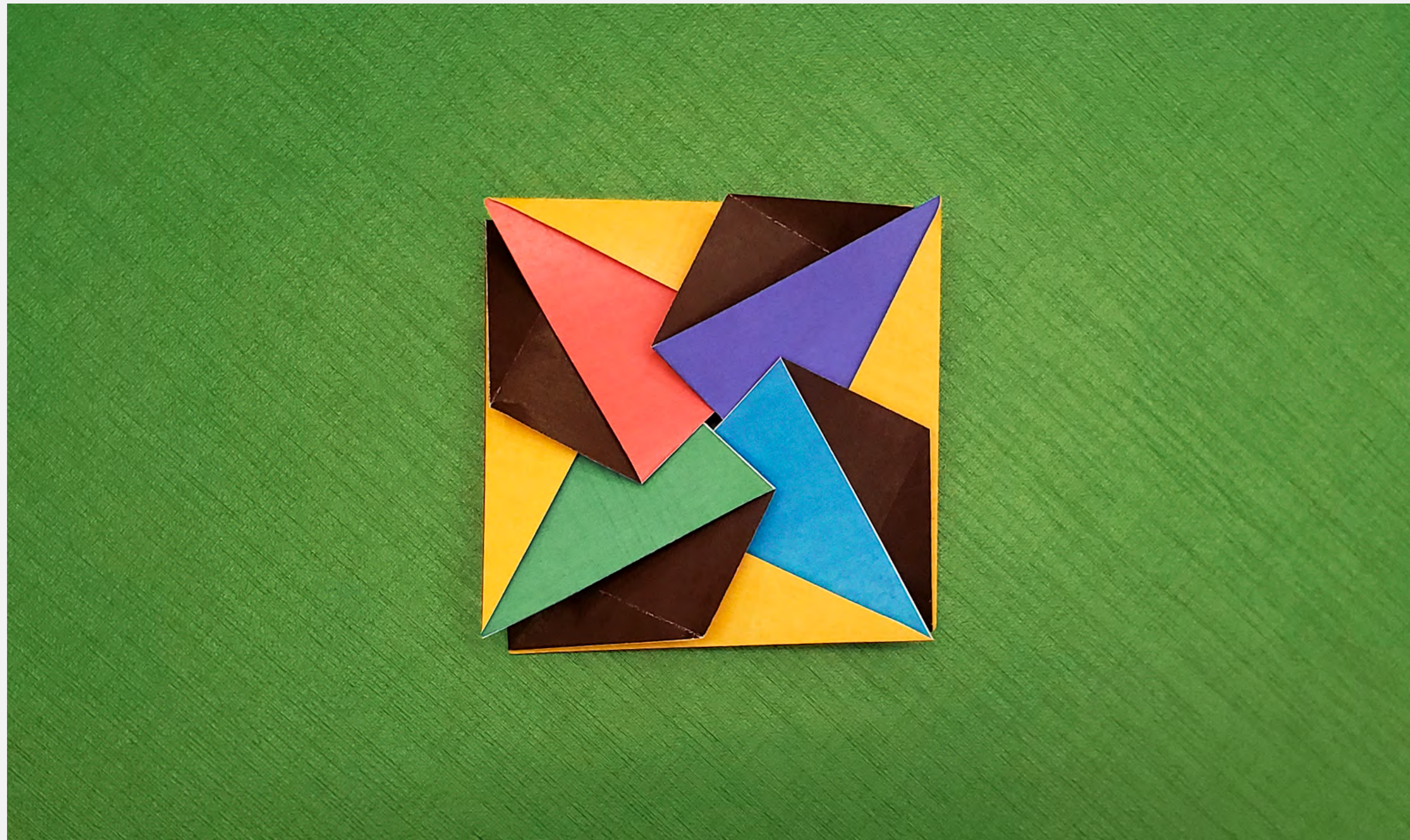
Final Ask: **\$850,000**

Kami Kit is seeking a loan of \$850,000 based off the projections of company startup costs and first year expenses.

Promo Items

The leave-behind items for Kami Kit consist of a more complex origami model that a banker may use to decorate their desk with, as well as a unique folded enclosure that holds a small book detailing some of the company info.





Folding Envelope

Backside Print



Front Print



Folded Result



Mini Book

Front Cover



Spread 1

Business Description

Originating from the Japanese word Kami, meaning paper, Kami Kit is a company dedicated to providing children with enjoyable learning experiences through the power of origami. By providing comprehensive kits with a wide range of subjects ranging from team building to mathematics, Kami Kit strives to make learning a fun activity for children and inspire new generations of creative minds for years to come.

Spread 2

Products and Services

The initial product offerings will consist of five different learning categories: basic folding skills, creativity, math, beauty, and team building. Each category will have a range of projects to choose from, with kits designed for children from 5 to 12 years old.

Tier 1 Kit	\$7.00
Tier 2 Kit	\$11.00
Tier 3 Kit	\$15.00
Guided Classes	\$10.00/per participant

Beauty

These kits teach children how to make a wide range of stunning models, perfect for being displayed around the house or as gifts.

Creativity

Creativity kits allow children to use their own ingenuity to create unique models and solve problems.

Basic Folds

Basic Folds kits help make origami accessible to as many children as possible with friendly beginner-friendly instructions.

Mathematics

Mathematics kits teach children a range of mathematical concepts, from basic functions to geometry.

Team-building

Team building kits allow children to work together to create collaborative models by combining their work with others.

Spread 3

Opportunities

Kami Kit plans to enter the rapidly growing educational toy industry. In 2020, the industry was valued at \$19.2 billion, and it's projected to reach \$31.62 billion in 2026, a 60.7% increase in just six years. COVID-19 was a considerable proponent of this growth, as parents began to turn towards educational toys to enhance their children's online learning experience and keep them engaged while doing so. Additionally, with class set offerings, Kami Kit will be able to capitalize on the ever-growing demand for classroom toys within learning institutions. Origami has a history of being very successful at teaching children various concepts from math to creativity and is a great tool for developing motor skills. Although the toy market has a high level of competition with educational toy companies, origami based products are completely unique within the educational toy industry.

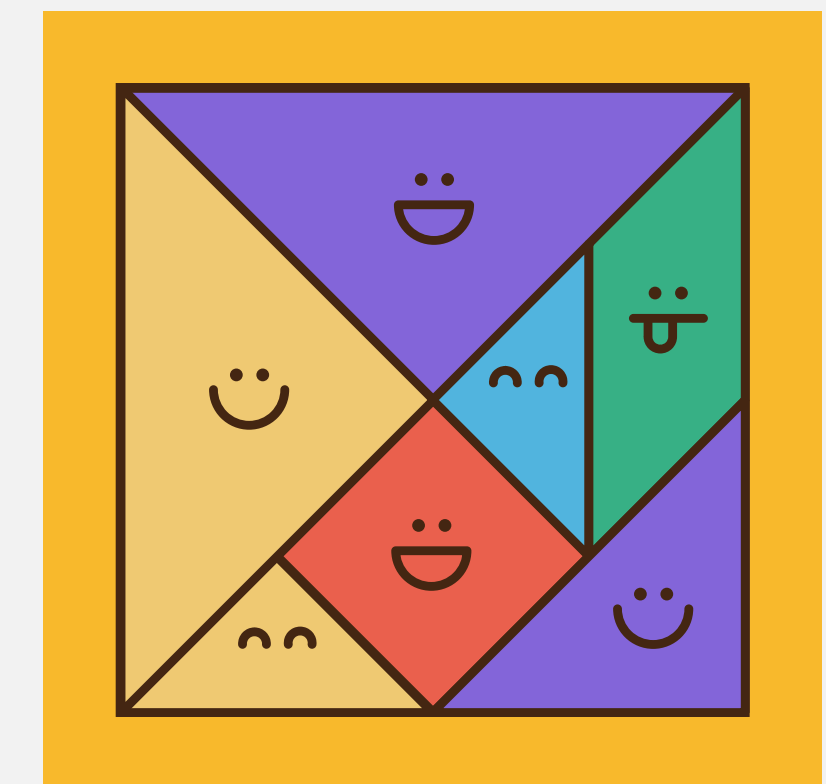
Money

Startup Costs	\$114,996.66
First Year Expenses	\$730,030.00
Second Year Expenses	\$791,680.00
First Year Profit	\$102,773.34
Second Year Profit	\$244,930.00

Spread 4

Final Ask: \$850,000

Back Cover



Category	Amount	s	Quantity	Cost
Office				
Rent	\$4,327.50	/mo	6	\$25,965
Router	100	/yr	1	100
Office Chair	300	/yr	4	1,200
Desk	500	/yr	4	2,000
Printer	1,200	/yr	1	1,200
Printer Ink	230	/yr	1	230
Computer	1000	/yr	4	4,000
Monitor	300	/yr	4	1,200
Peripherals	200	/yr	4	800
Renovations	20,000	/yr	1	20,000
Microwave	70	/yr	1	70
Coffee Maker	100	/yr	1	100
Mini Refrigerator	200	/yr	1	200
Microsoft Office 365 Standard (4)	150	/yr	4	600
Conference Table	500	/yr	1	500
Conference Chair	300	/yr	8	2,400
Warehouse				
Shelving	200	/yr	50	10,000
Inventory				
Packaging	7,812.50	/mo	2	15,625
Kit Contents	5,833.33	/mo	2	11,666.66
Utilities				
Water & Electric	240	/mo	6	1,440
Internet & 3 Phone Lines	200	/mo	6	1,200
Marketing				
Website	1,000	/yr	1	1,000
Web Hosting	70	/mo	6	840
Adobe Creative Cloud (2)	110	/mo	6	660
Business				
S Corp	2,000	/yr	1	2,000
CPA	8,000	/yr	1	8,000

Miscellaneous				
Auto Expenses	2,000	/yr	1	2,000

Total \$114,997

RIGHT-BRAIN BUSINESS plan

Rid the Red, Grow the Green: A Very, Very Basic Look														
Some left-brain details for my Right-Brain Business Plan														
	For the Year	January	February	March	April	May	June	July	August	September	October	November	December	
How much moola will I bring in?														
Income, or moola flowing in														
Kami Kits	\$625,000	\$20,000	\$35,000	\$40,000	\$50,000	\$50,000	\$55,000	\$55,000	\$55,000	\$60,000	\$60,000	\$60,000	\$85,000	~ 62.5k kits per year ~5,200 kits per month ~171 kits per day
Online Classes	\$120,000	\$7,000	\$8,000	\$9,000	\$10,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$10,000	\$10,000	\$10 per person. ~30 people classes. ~33 classes per month.
In Person Classes	\$82,800	\$6,000	\$6,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,800	
Classroom Sets	\$120,000	\$40,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$80,000	\$0	\$0	\$0	
Subscriptions	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Brand Deals	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Total income	\$947,800	\$73,000	\$49,000	\$56,000	\$67,000	\$68,000	\$73,000	\$73,000	\$73,000	\$158,000	\$78,000	\$77,000	\$102,800	
How much moola will I spend?														
Expenses, or moola flowing out														
Advertising	\$16,672	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	
Auto expenses	\$6,000	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	
Bank service charges	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Entertainment and meals	\$5,000	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Internet hosting	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Legal fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Licenses and permits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Membership dues	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Office furniture	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	4 desks, 4 chairs, 1 conference room table, 8 chairs
Office supplies	\$1,800	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	
Office Renovations	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Printing	\$230	\$46	\$0	\$46	\$0	\$0	\$46	\$0	\$46	\$0	\$46	\$0	\$0	
Professional fees (accounting, design, coaching, etc.)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Rent, office	\$51,930	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	https://www.loopnet.com/Listing/2501-2699-Patton-Rd-Roseville-MN/19606929/ Suite 2663: 6,564 SF Office/other space, 2091 SF warehouse, \$6 SF/yr https://my.matterport.com/show/?m=xmrGUnv5ZHX \$4327.50/mo \$51930/yr
Sales tax	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Software	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Subscriptions	\$1,920	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	
Janitorial	\$3,600	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	
Refuse	\$600	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	
Travel expenses	\$10,000	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Utilities	\$2,400	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	
Internet & 3 Phone Lines	\$2,528	\$230	\$230	\$230	\$0	\$230	\$230	\$230	\$230	\$230	\$230	\$230	\$230	
Printer	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Computers & Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	4 Computers/monitors + keyboard/mouse/headsets
PR Specialist	\$69,600	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	
Packaging	\$93,750	\$7,813	\$7,813	\$7,813	\$7,813	\$7,813	\$7,813	\$7,813	\$7,813	\$7,813	\$7,813	\$7,813	\$7,813	
Kit Contents	\$70,000	\$5,833	\$5,833	\$5,833	\$5,833	\$5,833	\$5,833	\$5,833	\$5,833	\$5,833	\$5,833	\$5,833	\$5,833	
How much moola will I pay myself? (Salary)	\$54,000	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	
Warehouse & Shipping Worker x 4	\$140,000	\$11,667	\$11,667	\$11,667	\$11,667	\$11,667	\$11,667	\$11,667	\$11,667	\$11,667	\$11,667	\$11,667	\$11,667	\$30,000/yr & \$50,000/yr
Designer	\$56,400	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	
Office Manager	\$75,600	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	
Part Time Instructors x 4	\$48,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	
Unanticipated Costs	\$20,000	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Total expenses	\$730,030	\$92,965	\$57,919	\$57,965	\$57,689	\$57,919	\$57,965	\$57,919	\$57,965	\$57,919	\$57,965	\$57,919	\$57,919	
Total income minus total expenses	\$217,770	(\$19,965)	(\$8,919)	(\$1,965)	\$9,311	\$10,081	\$15,035	\$15,081	\$15,035	\$100,081	\$20,035	\$19,081	\$44,881	
Income taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Bringing home the bacon (Profit)	\$217,770	(\$19,965)	(\$8,919)	(\$1,965)	\$9,311	\$10,081	\$15,035	\$15,081	\$15,035	\$100,081	\$20,035	\$19,081	\$44,881	

RIGHT-BRAIN BUSINESS plan

Rid the Red, Grow the Green: A Very, Very Basic Look 2 s													
Some left-brain details for my Right-Brain Business Plan													
	For the Year	January	February	March	April	May	June	July	August	September	October	November	December
How much moola will I bring in?													
Income, or moola flowing in													
Kami Kits	\$699,400	\$58,283	\$58,283	\$58,283	\$58,283	\$58,283	\$58,283	\$58,283	\$58,283	\$58,283	\$58,283	\$58,283	\$58,283
Online Classes	\$120,000	\$7,000	\$8,000	\$9,000	\$10,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$10,000	\$10,000
In Person Classes	\$82,800	\$6,000	\$6,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,800
Classroom Sets	\$134,400	\$44,800	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$89,600	\$0	\$0	\$0
Subscriptions	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Brand Deals	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total income	\$1,036,600	\$116,083	\$72,283	\$74,283	\$75,283	\$76,283	\$76,283	\$76,283	\$76,283	\$165,883	\$76,283	\$75,283	\$76,083
How much moola will I spend?													
Expenses, or moola flowing out													
Advertising	\$16,672	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389	\$1,389
Auto expenses	\$6,000	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Bank service charges	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Entertainment and meals	\$5,000	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Internet hosting	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Legal fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Licenses and permits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Membership dues	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Office furniture	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Office supplies	\$1,800	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Office Renovations	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Printing	\$230	\$46	\$0	\$46	\$0	\$0	\$46	\$0	\$46	\$0	\$46	\$0	\$0
Professional fees (accounting, design, coaching, etc.)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rent, office	\$51,930	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328	\$4,328
Sales tax	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Software	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subscriptions	\$1,920	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160
Janitorial	\$3,600	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Refuse	\$600	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Travel expenses	\$10,000	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Utilities	\$2,400	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Internet & 3 Phone Lines	\$2,528	\$230	\$230	\$230	\$230	\$230	\$230	\$230	\$230	\$230	\$230	\$230	\$230
Printer	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Computers & Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
PR Specialist	\$69,600	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800
Packaging	\$105,000	\$8,750	\$8,750	\$8,750	\$8,750	\$8,750	\$8,750	\$8,750	\$8,750	\$8,750	\$8,750	\$8,750	\$8,750
Kit Contents	\$78,400	\$6,533	\$6,533	\$6,533	\$6,533	\$6,533	\$6,533	\$6,533	\$6,533	\$6,533	\$6,533	\$6,533	\$6,533
How much moola will I pay myself? (Salary)	\$54,000	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500
Warehouse & Shipping Worker x 5	\$170,000	\$14,167	\$14,167	\$14,167	\$14,167	\$14,167	\$14,167	\$14,167	\$14,167	\$14,167	\$14,167	\$14,167	\$14,167
Designer	\$56,400	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700
Office Manager	\$75,600	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300	\$6,300
Part Time Instructors x 4	\$60,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Unanticipated Costs	\$20,000	\$20,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total expenses	\$791,680	\$98,103	\$63,057	\$63,103	\$62,827	\$63,057	\$63,103	\$63,057	\$63,103	\$63,057	\$63,103	\$63,057	\$63,057
Total income minus total expenses	\$244,920	\$17,981	\$9,227	\$11,181	\$12,457	\$13,227	\$13,181	\$13,227	\$13,181	\$102,827	\$13,181	\$12,227	\$13,027
Income taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Bringing home the bacon (Profit)	\$244,920	\$17,981	\$9,227	\$11,181	\$12,457	\$13,227	\$13,181	\$13,227	\$13,181	\$102,827	\$13,181	\$12,227	\$13,027



I. Business Category

Educational Toys

II. Executive Summary

Originating from the Japanese word Kami, meaning paper, Kami Kit is a company dedicated to providing children with enjoyable learning experiences through the power of origami. By providing comprehensive origami kits with a wide range of subjects ranging from team building to mathematics, Kami Kit strives to make learning a fun activity for children and inspire new generations of creative minds for years to come.

Kami Kit plans to enter the rapidly growing educational toy industry. In 2020, the industry was valued at \$19.2 billion, and it's projected to reach \$31.62 billion in 2026, a 60.7% increase in just six years. COVID-19 was a considerable proponent of this growth, as parents began to turn towards educational toys to enhance their children's online learning experience and keep them engaged while doing so. Additionally, with class set offerings, Kami Kit will be able to capitalize on the ever-growing demand for classroom toys within learning institutions. Origami has a history of being very successful at teaching children various concepts from math to creativity and is a great tool for developing motor skills. Although the toy market has a high level of competition with educational toy companies such as LEGO, KiwiCo, and Leapfrog, origami-based products are completely unique within the educational toy industry. The initial product offerings will consist of five different learning categories: basic folding skills, creativity, math, beauty, and team building. Each category will have a wide range of projects to choose from, with kits designed for children from 5 to 12 years old and three tiers of kits ranging from \$7-\$15 each. Additionally, Kami Kit will also provide online guided group lessons at \$10 per participant.

Kami Kit will focus on two main target markets: parents and educational institutions. Because the products are designed for children from ages 5 to 12, Kami Kit will

directly aim to appeal to parents with children of those ages as well as kindergarten and elementary learning facilities. The main customers of the products value giving children entertaining and engaging learning experiences, and they are attuned to the education of children as well as the environmental impact of electronic and plastic toys. They are often creatively inclined and in tune with the latest and greatest kid products. In the process of marketing to these groups, we plan to extensively focus on public relations, working to get featured in various blogs and other media sources in the educational and parenting sectors while also working to connect with various educational institutions to establish healthy business relationships that will provide us with recurring sales. Additionally, Kami Kit will also work to establish a strong online presence by utilizing social media such as Facebook and Pinterest. Facebook is widely used by most parents in our target market, and a large amount of creatively inclined mothers use Pinterest.

Kami Kit's initial start-up team includes me acting as the business owner, five warehouse and shipping employees, an office manager, an in-house designer, a PR specialist, and four part-time instructors.

Kami Kit is seeking a loan of \$850,000 based off the projections of company startup costs and first year expenses.

III. Business Description

Providing approachable and entertaining educational experiences that spark creativity in children is Kami Kit's core goal. Kami Kit offers a wide range of comprehensive educational origami kits for children ages 5 through 12 that contain everything they need to complete a project from start to finish in a variety of subjects. Customers may choose from any of the five learning subjects: origami basics, math, creativity, beauty, and team building. In addition to single kits, Kami Kit also offers classroom sets, allowing educators to purchase material for all their students as well

as guided instructional classes where children and their guardians can follow along with a certified instructor online or in-person.

Concepts:

Basic Folds

Basic Folds kits help make origami accessible to as many children as possible, with friendly and comprehensive instructions to create fun projects while slowly introducing children to origami.

Mathematics

Mathematics kits teach children a range of mathematical concepts, from basic addition, subtraction, multiplication, and division to more advanced geometry-based lessons including shape recognition, tessellations, and more.

Creativity

Creativity kits allow children to use their own ingenuity to create unique models and solve problems, giving them a great sense of achievement.

Beauty

These kits teach children how to make a wide range of stunning models, perfect for being displayed around the house or given as gifts.

Team Building

Team building kits allow children to work together to create collaborative models. They can each work on their own pieces, and then coordinate to assemble and bring their pieces together to a whole.

Despite a plethora of competitors within the toy industry, the concept of origami kits is a unique offering, setting Kami Kit apart from the competition. Additionally, due to the simplicity of origami, the kits are simple and cheap to produce, allowing us to offer our products for cheaper than adjacent companies. Kami Kits will be available in three different variations. Basic kits will be priced at \$7, Intermediate kits will be priced at \$11, and advanced kits will be priced at \$15. Also, Kami Kits will be especially attractive to the growing amount of environmentally conscious buyers, as more

people move away from purchasing toys made from plastics. Kami Kit's offices and warehouse will be based near Minneapolis at 2663 Patton Rd, Roseville, MN 55113. The space will act as both warehouse and office space, 8655 square feet available for our use. Because Kami Kit will not own a retail space, customers are able to purchase products directly from partnered retailers or order anytime from the website. Online orders will only be fulfilled during business hours, 9am to 5pm, Monday through Friday. The products are designed in-house, while the manufacturing and printing of our products is outsourced and ordered in bulk. Kami Kit's initial start-up team includes me acting as the business owner, five warehouse and shipping employees, an office manager, an in-house designer, a PR specialist, and four part-time instructors.

IV. Market Analysis

Kami Kit plans to enter the rapidly growing educational toy industry. In 2020, the industry was valued at \$19.2 billion, and it's projected to reach \$31.62 billion in 2026, a 60.7% increase in just six years. COVID-19 was a considerable proponent of this growth, as parents began to turn towards educational toys to enhance their children's online learning experience and keep them engaged while doing so. Additionally, with class set offerings, Kami Kit will be able to capitalize on the ever-growing demand for classroom toys within learning institutions. Origami has a history of being very successful at teaching children various concepts from math to creativity and is a great tool for developing motor skills. Although the toy market has a high level of competition with educational toy companies such as LEGO, KiwiCo, and Leapfrog, origami-based products are completely unique within the educational toy industry. The initial product offerings will consist of five different learning categories: basic folding skills, creativity, math, beauty, and team building. Each category will have a wide range of projects to choose from, with kits designed for children from 5 to 12 years old and three tiers of kits ranging from \$7-\$15 each. Additionally, Kami Kit will also provide online guided group lessons at \$10 per participant.

Target Markets

Because our products are designed for children ages 5-12, our two main target markets include parents and educational institutions.

Parents

Gender: Male or female

Age: 30-50 Marital

Status: Single, married, couples

Education: Bachelor's equivalent or higher

Location: United States

Income: \$35,000-\$100,000

The parents Kami Kit is looking to market towards have either one or multiple children between the ages of 5 and 12. They are often creatively inclined and in tune with the latest and greatest products for children. They are very involved with raising their children and pay close attention to the quality of their child's education.

Educational Institutions

Location: United States

Kami Kit's other main target audience includes educational institutions, specifically kindergarten and elementary learning facilities. By targeting learning institutions such as these, Kami Kit is taking advantage of the growing demand for educational classroom toys as more and more educators are seeing the benefits of using toys to create engaging learning opportunities for their students.

Competitive Analysis

Lego

Lego is one of the largest toy companies in the world, famous for their interlocking bricks. They offer a variety of products in a range of categories, including educational building kits.

Revenue: 6.9B USD

Years in Business: Founded in 1932

Location: Sold in 130 countries around the world

Strengths: LEGO is a globally recognized and respected brand with licensing deals with many other brands and products spread across multiple forms of media. They are one of the highest grossing toy companies of all time, and they are universally loved by children. Their partnerships with other franchises have allowed them to enter many different niches to reach children with a wide range of interests.

Weaknesses: Their simple brick design has led to many cheaper copycats. Because of their high price point, these copycats may be more attractive to lower income families. Despite their huge size as a toy brand, their main focus is not on education, and their education centric kits are very expensive, with most costing over \$100. Additionally, due to their use of ABS plastic, LEGO blocks are not biodegradable, and they are quite bad for the environment.

LeapFrog

LeapFrog Enterprises is an industry leader in the sector of educational toys, creating a large variety of products, both digital and physical, to help children in their developmental journey.

Revenue: 2.17B

Years in Business: Founded 1995

Location: Worldwide

Strengths: Leapfrog provides a wide range of toys and innovations within the education sector, including many interactive toys. Their tablets and smart pads are quite popular, and their products are available in retailers worldwide.

Weaknesses: There are plenty of customer reviews that complain about the poor quality of their electronic products, both in build quality and functionality.

Additionally, their electronic products contain many other micro-transactions for apps and other functions. Combined with their high prices, this turns away lower

income buyers. Also, most of their products are constructed of non-biodegradable plastics.

KiwiCo

KiwiCo is an online retailer offering subscription based hands-on educational kits for a wide range of subjects such as STEM, STEAM, science, and art that celebrate kids' creativity and curiosity.

Revenue: 10.13M

Years in Business: Founded 2011

Location: Online

Strengths: KiwiCo's kits are designed by experts in their fields for children of a wide range of ages. Their kits cover many different subjects within the STEAM model, and their online marketing campaigns across YouTube and other social media has been very successful.

Weaknesses: Their products are sold online only and not available in any retailers. Additionally, several customer reviews complain about the pricing of their kits, most of which are \$25 or more.

Kami Kit sets itself apart from its competitors by using origami as a teaching vessel as opposed to other learning methods such as building or electronics toys. The pricing of Kami Kit's products gives the company further strength against its competitors; the affordable cost of kits allows for a wider target market and is extremely advantageous in a market where price is mothers' number one concern when shopping for toys.

V. Market Strategies

Kami Kit offers kits in five different categories: basic folds, mathematics, creativity, beauty, and teambuilding. The kits will be available through retailers such as Walmart and Target nationwide as well as on the Kami Kit website. We will also offer in-person and online guided learning lessons as another revenue stream, allowing groups of up

to 30 people to participate and receive any additional help that they may need. Promotion In the process of marketing to these groups, we plan to extensively focus on public relations, working to get featured in various blogs and other media sources in the educational and parenting sectors while also working to connect with various educational institutions to establish healthy business relationships that will provide us with recurring sales. Additionally, we will also work to establish a strong online presence by social media such as Facebook and Pinterest. Facebook is widely used by most parents in our target market, and Pinterest is used by a large amount of creatively inclined mothers. Kami Kits will be available in three different tiers. Basic kits contain the paper and instructions needed to complete a specific project at a \$7 price point, intermediate kits contain more paper and stickers at a \$11 price point, and advanced kits contain extra activities as well as extra stickers and materials at a \$15 price point. Guided lessons will be priced at \$10 per participant. Each class will contain 30 participants and run for up to two hours.

VI. Organization and Management

Founder/CEO

Position: Full-time

Pay: Salary — \$54,000/yr

Responsible for payroll, hiring and firing, and expanding company through business outreach and expansion of products. Sources distributors and communicates with business partners while acting as the face of the company.

In-house Designer

Position: Full-time

Pay: Salary — \$56,400/yr

Responsible for creating the contents of new kits and keeping the website updated. Works to keep the Kami Kit brand recognizable and consistent throughout multiple mediums and collaborates with PR specialist to create effective advertisements.

PR Specialist

Position: Full-time

Pay: Salary — \$69,600/yr

Responsible for creating and maintaining Kami Kit's public image. Develops effective advertising campaigns with the in-house designer and builds connections with crucial partners such as educational contacts and influencers.

Office Manager

Position: Full-time

Pay: Salary — \$75,600/yr

Responsible for overseeing office operations and procedures and supervising staff. Records and analyzes crucial company information such as payroll and expenditures. Identifies trends within the company and creates action plans to accomplish company goals.

Warehouse Supervisor

Position: Full-time

Pay: Salary — \$50,000/yr

Responsible for overseeing warehouse operations and keeping warehouse employees on track. Oversees overall product supply and coordinates buying orders with office manager.

Warehouse Workers

Position: Full-time

Pay: Salary — \$30,000/yr

Responsible for fulfilling online customer orders and shipping orders out.

Instructors

Position: Part-time

Pay: \$16/hr ~\$12,000/yr

Responsible for leading online and occasional in-person group folding sessions.

Outsourced work: Accounting, legal, janitorial

VII. Funding Request

Kami Kit is seeking a loan of \$850,000 based off the projections of company startup costs and first year expenses.

VIII. Financial

Startup Costs

Category	Amount	Freq	Quantity	Cost
Office				
Rent	\$ 4,327.50	/mo	6	\$ 25,965
Router	100	/yr	1	100
Office Chair	300	/yr	4	1,200
Desk	500	/yr	4	2,000
Printer	1,200	/yr	1	1,200
Printer Ink	230	/yr	1	230
Computer	1000	/yr	4	4,000
Monitor	300	/yr	4	1,200
Peripherals	200	/yr	4	800
Renovations	20,000	/yr	1	20,000
Microwave	70	/yr	1	70
Coffee Maker	100	/yr	1	100
Mini Refrigerator	200	/yr	1	200
Microsoft Office 365 Standard (4)	150	/yr	4	600
Conference Table	500	/yr	1	500
Conference Chair	300	/yr	8	2,400

Category	Amount	Freq	Quantity	Cost
Warehouse				
Shelving	200	/yr	50	10,000
Inventory				
Packaging	7,812.50	/mo	2	15,625
Kit Contents	5,833.33	/mo	2	11,666.66
Utilities				
Water & Electric	240	/mo	6	1,440
Internet & 3 Phone Lines	200	/mo	6	1,200
Marketing				
Website	1,000	/yr	1	1,000
Web Hosting	70	/mo	6	840
Adobe Creative Cloud (2)	110	/mo	6	660
Business				
S Corp	2,000	/yr	1	2,000
CPA	8,000	/yr	1	8,000
Miscellaneous				
Auto Expenses	2,000	/yr	1	2,000
			Total	114,996.66

First Year Expenses

Category	Amount	Freq	Quantity	Cost
Inventory				
Packaging	\$ 7812.50	/mo	12	\$ 93,750
Kit Contents	5833.33	/mo	12	70,000
Payroll				
Owner	4,500	/mo	12	54,000
Warehouse (4)	11,666.66	/mo	12	140,000
Office Manager	6,300	/mo	12	75,600
Designer	4,700	/mo	12	56,400
PR Specialist	5,800	/mo	12	69,600
Part-time Instructors (4)	4,000	/mo	12	48,000
Utilities				
Internet & 3 Phone Lines	230	/mo	12	2,760
Water & Electric	200	/mo	12	2,400
Refuse Service	50	/mo	12	600
Marketing				
Web Hosting	70	/mo	12	840
Social Media	1,000	/mo	12	12,000
Auto Expenses	500	/mo	12	6,000
Entertainment & Meals	5,000	/yr	1	5,000
Printed Materials	300	/mo	12	3,600
Adobe Creative Cloud (2)	110	/mo	12	1,320
Office				
Rent	4237.50	/mo	12	51,930

Category	Amount	Freq	Quantity	Cost
Supplies	150	/mo	12	1,800
Printer Ink	230	/yr	1	230
Microsoft Office 365 Standard (4)	50	/mo	12	600
Janitorial	300	/mo	12	3,600
Miscellaneous				
Unanticipated Costs	20,000	/yr	1	20,000
Travel Costs	10,000	/yr	1	10,000
			Total	\$730,030

Second Year Expenses

Category	Amount	Freq	Quantity	Cost
Inventory				
Packaging	\$ 8,750	/mo	12	\$ 105,000
Kit Contents	6,533.33	/mo	12	78,400
Payroll				
Owner	4,500	/mo	12	54,000
Warehouse (5)	14,166.66	/mo	12	170,000
Office Manager	6,300	/mo	12	75,600
Designer	4,700	/mo	12	56,400
PR Specialist	5,800	/mo	12	69,600
Part-time Instructors (5)	5,000	/mo	12	60,000
Utilities				
Internet & 3 Phone Lines	230	/mo	12	2,760

Category	Amount	Freq	Quantity	Cost
Water & Electric	200	/mo	12	2,400
Refuse Service	50	/mo	12	600
Marketing				
Web Hosting	70	/mo	12	840
Social Media	1000	/mo	12	12,000
Auto Expenses	500	/mo	12	6,000
Entertainment & Meals	5,000	/yr	1	5,000
Printed Materials	300	/mo	12	3,600
Adobe Creative Cloud x2	110	/mo	12	1,320
Office				
Rent	4237.50	/mo	12	51,930
Supplies	150	/mo	12	1,800
Printer Ink	230	/yr	1	230
Microsoft Office 365 Standard x4	50	/mo	12	600
Janitorial	300	/mo	12	3,600
Miscellaneous				
Unanticipated Costs	20,000	/yr	1	20,000
Travel Costs	10,000	/yr	1	10,000
			Total	\$791,680

First Year Sales

Item	Sales	Price	Freq	Quantity	Earnings/yr
Consumer Kits	1,202	~\$10	/wk	52	\$625,000
Class Kits	15,000	\$8	/yr	1	\$120,000
Classes	390	\$10	/wk	52	\$202,800
Total					\$947,800.00

Second Year Sales

Item	Sales	Price	Freq	Quantity	Earnings/yr
Consumer Kits	1,345	~\$10	/wk	52	\$699,400
Class Kits	16,800	\$8	/yr	1	\$134,400
Classes	390	\$10	/wk	52	\$202,800
Total					\$1,036,600.00

Category	Cost
Startup Costs	\$114,996.66
First Year Expenses	\$730,030.00
First Year Expenses + Startup Costs	\$845,026.66
First Year Gross Income	\$947,800.00
First Year Net Income	\$102,773.34
Second Year Expenses	\$791,680.00
Second Year Gross Income	\$1,036,600.00
Second Year Net Income	\$244,920.00

IX. Appendices

Packaging





Location



