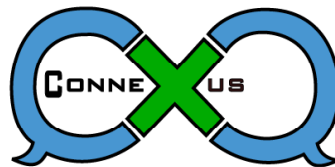


Connexus

Connecting The World Through Language



Marketing Plan 2017-2018

1410 S. Grand Avenue • Santa Ana • California • 29705

714-796-7433

www.connexus.world

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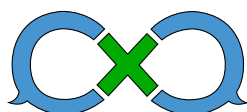
Pitch/Problem

We currently live in a world where intercommunication is challenged by cultural and linguistic differences. Although some advances in technology - apps and online translating websites- have simplified communication between people who speak different tongues, these platforms lack efficiency and accuracy. ConneXus is a new translation company that strives to facilitate communications among people who speak foreign languages. We are devoted to breaking down the language barriers and fulfilling the need for worldwide communication.

Our company is committed to create connections among people all over the world despite language differences. ConneXus has revolutionized the sector of innovative and technology communications around the world. We currently have three products in stock including: the Emmissary, the Diplomat, and the Ambassador. These earpieces contain specific features and languages that translate multiple foreign languages into one that is more familiar to the user. The Emmissary model comes with three pre-programmed languages including Spanish, English, and French; and is capable of holding two more languages bought separately. As for the Diplomat model, there are three available slots and comes pre-programmed with regional languages suited to the user's current location. Our third model, the Ambassador, is pre-programmed with music translation, contains five pre-installed languages into the earpieces, five slot storage, available in different colors, and has built-in cellular.

ConneXus has directed its market efforts to target international travelers, business people who need to travel abroad, and people interested in learning new languages. Our company is non-gender specific and faces no geographical limitations meaning that we are an e-commerce based company. We have divided our target market based on socio-economic status and have concentrated our focus to middle and upper class consumers ranging from young adults to seniors.

Considering how the U.S. economy is stable and growing, there is an ample opportunity for ConneXus to increase its market share in this sector. The high demand for intercommunication from a global standpoint assures that our company will have a positive return on investment and high profitability in the near future. We are seeking a \$50,000 investment for 10% equity in our company. This investment will be used to build our brand and to further develop our market research. We will invest in employee training to increase productivity and focus on innovating our technology to satisfy consumer needs.



About the Company

Company Overview

ConneXus is a start up company established in September 2017. Our company is a translating device provider that allows people who speak different languages to communicate with each other by using our earpieces. ConneXus is registered as a Limited Liability Company in the translation technology industry. Founding partners Wendy Arenas (Chief Executive Officer) and Daniela Barrios (Chief Operations Officer), are co-owners with equal shares of the company. Our company is currently located at 1401 South Grand Avenue, Santa Ana, CA 92705.

Mission Statement

Our mission is to promote communication between people who speak different languages by providing translation technology devices.

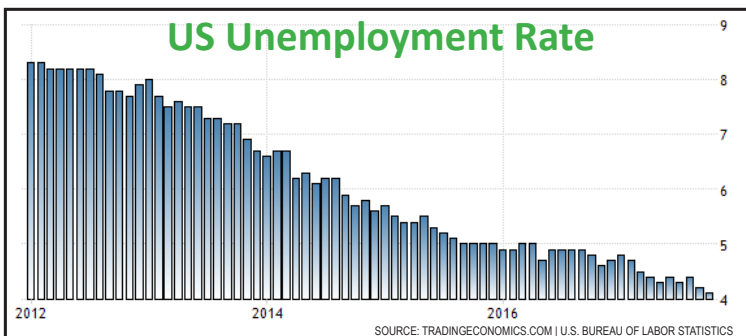
Target Market & Market Segmentation

The obvious target for our products is the international traveler, who needs help understanding a foreign language as they travel. Other areas would support international business, where business people need to negotiate sales and contracts within the global economy. Our devices will help them as they meet with international partners to conduct business. International travel hubs like airport and visitor centers could use our products to help staff communicate with international travelers. Lastly, with the high level of diverse cultures living in foreign lands, new immigrants and refugees could take advantage of our products to help them efficiently assimilate. The target age of our typical customer ranges from age 20 to early 50's. We are targeting young adults who are emerging travelers and backpackers and have grown up as digital natives comfortable with technology. The older range of adults typically have the financial resources to buy our products and the needs or desires to travel and interact with other cultures. We will focus on the middle to -upper-class as these group tend to have the resources to buy our products.

Market Analysis

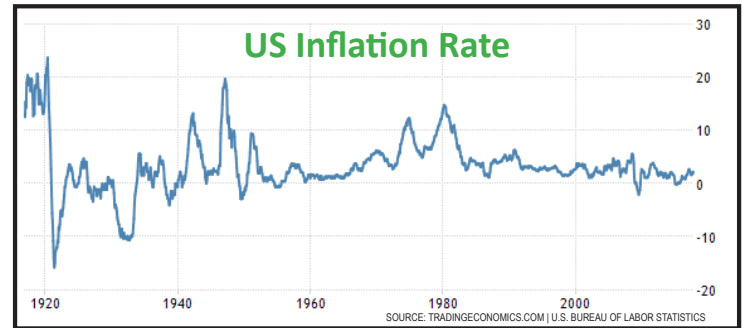
Current Economic Conditions

The current United States economy is continuing to grow and the Gross Domestic Product (GDP) is currently at 18.7 trillion dollars. This current period of economic growth is the second longest period of growth in U.S. history with this trend, we are anticipating growth in our company. Due to this robust trend, this is a good time for emerging businesses to stake their claim in the global economy. This trend will benefit the consumer and as a result;



consumer spending will continue to rise. In addition, the unemployment rate is at 4.2% of the working population. With greater employment comes greater consumer spending and that leads to a more robust and vital economic environment for new small businesses.

The inflation rate is at 2.2%. The rate has essentially “flat-lined” in recent years, which encourages consumers to buy goods and businesses to invest and borrow money. Now that more people are working, inflation is essentially nonexistent and consumer spending is strong which all leads to a vital and strong economy.

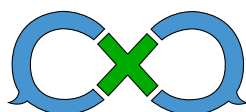


Industry Analysis

ConneXus has found a niche in the language translation industry proven to have high profit margins. The translating industry has been growing since 2008. According to a report by IbisWorld, the translation industry is projected to reach revenues of \$37 billion by 2018 and estimates of up to \$45 billion by 2020 due to the increasing demand for translating services. The U.S. Bureau of Statistics predicts that the translation industry will grow by 42% within a 10 year interval from 2010 to 2020. The Globalization and Localization Association forecasts an annual growth rate of 6.5% to 7.5% through 2018. With more than 3,000 translating firms in the U.S. and counting employing over 55,000 people, this industry promises a high volume of job opportunities as it continues to flourish. With technology efficiency increasing allowing for innovative improvements of translating devices. The industry presents a promising opportunity for our company.

Competitive Analysis

There are few companies similar to ConneXus in the translation technology industry. Google, Clik, and Waverly Labs are currently developing devices which are already the main products of our company. Current situated in the market are app based translators. iTranslate is an app that allows translation of words typed into the app, but does not have verbal recognition translation technology is advancing rapidly in the global marketplace, which is why more companies are working on creating translating devices to get in on the ground floor of this growth industry. Our main competitor is Waverly Labs. Waverly Labs has many strengths such as the ability to listen to music, make calls, and translate languages with the use of their earpieces. The primary product designed by Waverly Labs is called the Pilot Translating Earpiece. Their product has yet to come to market and is in the pre-order stage. However, ConneXus and Waverly Labs also have differences. ConneXus has multiple models of the earpieces with different languages and features.



Marketing Plan

Products

ConneXus Earpieces :

ConneXus specifically designed an international language interpretation device that assists customers with offline translation mobile network as well a communication device. As a company we work together to expand our customers desire to communicate with people & travel to different regions all over the world. Our product is similar to ili[®], & iTranslate[®], however, we concentrate on each individual's necessity, with the option to choose what language or region the consumer wants to interrupt. With an advantage of wireless bluetooth connection there is no limit to the translation device

Ambassador Model



The Ambassador model is our premium model that translates three languages, which are five pre-installed languages of your choosing and includes five extra slots. It also has music capability and phone calls. Also included in the features of the earpiece is a charger and a carrying case.

Diplomat Model



The Diplomat is our regional model that translates languages from regions of the globe that include Europe, Asia, America, and the Middle East. It also includes three extra language slots and comes with a charger and carrying case.

Regional Options: Europe, Asia, America, and the Middle East

Emissary Model

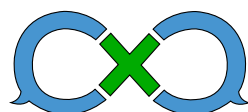


The Emmisary model is our starter translation device. It translates three languages, which are English, Spanish, and French. This earpiece includes two extra slots. The features of this earpiece are a charger and a carrying case.

Color Options: Quartz, Emerald, Saphire, Diamond, Midnight, Ruby

Pricing

Our pricing focuses on a affordable pricing range for our customer so number of sales increase as well as customer satisfaction, it will also be based on similar products in our industry, we'll have an advantage on competitive rates to compete against similar companies. Our range will start at \$200 - \$300 depending on the choice of product & region . We will be using bundle pricing strategies for our products , this type of strategy will motivate customers to purchase more bundles of languages for a cheaper price. Once sales increase we will began to reduce bundles as prices will also increase.



Placement

ConneXus products are available through our website in which you place an order and buy our products. Our products are also available at trade show events where you can physically look at our devices and purchase them. We will be working with international travelers and technology products who are interested in our company or partners.

Promotion

ConneXus will be promoting through online, TV commercials, and billboards. We will look at demographics to develop a clearer picture to promote in our company. Since ConneXus is mainly for travelers, we can advertise inside airports to catch the traveler's attention. Apps and social media campaigns will play a key factor in promotion since technology use is an everyday necessity. We will also promote our products at trade shows as we have estimated that this is where most of the purchases for our products will occur. Our product benefits and features will aid the customer on a personal level because it's a customizable personal device to meet each customer's needs. Some promotion strategies could be: Online advertising, and visual merchandising. ConneXus will be contacting customers on a personal level and also accepting feedback from customers. ConneXus may offering discounts to exclusive customers.

Company Social Media



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Connexus CHS



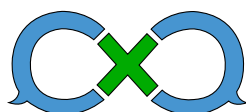
Connex_us

Positioning

ConneXus has developed multiple earbuds that are assential for people that want to communicate with one another all around the world. Our language based products are specifically desgined to target international and business travelers to make easier for them to break down the language barriers.

In Advertising

ConneXus's main goal is to make it easier for people to communicate with one another. Our main target is people that travel often but we want to open up the doors for people that are too afraid to travel because of the language barriers. Think about a device that's affordable, easy to use, and requires no memorization of any specific language. The possibilities are endless, our product wants to find an easier solution for people to travel and communicate with one another that will eventually lead to a bigger population of people that travel.



In Sales Locations

ConneXus has sales locations in tradeshows, online, and buissness to buisness deals. At trade shows we represent a substantial component that help us gain more customers, which give promotion to our company. Shopping Online gives the consumers the ability to buy goods worldwide without meeting the consumers physically thus bringing in a huge profit. Business to Business deals allow our company to trade and make deals with other companies in order to build better relationships with different companies.

Through Price

ConneXus has a premium pricing strategy that targets business travelers and the upper middle class. Our technology is brand new and innovative. It's unlikely that you'd find something similar to our product in stores. We want our customers to know how affordable our product is, we want to give them the satisfaction of how well our product has been developed.

