

IncrediMask

Marketing Plan



Face Coverings

Face coverings are required for all Guests (ages 2 and up) in all indoor locations, regardless of vaccination status. This includes upon entering and throughout all indoor attractions and indoor queues and in Disney buses, monorail and Disney Skyliner, regardless of vaccination status. Face coverings are optional for Guests in outdoor areas.

All face coverings (whether disposable or reusable) should:

- Be made with at least 2 layers of breathable material
- Fully cover the nose and mouth and secure under the chin
- Fit snugly but comfortably against the side of the face
- Be secured with ties or ear loops and allow the Guest to remain hands-free

At this time, based on guidance from health authorities, neck gaiters, open-chin, triangle bandanas and face coverings containing valves, mesh material or holes of any kind are not acceptable face coverings.

Costume masks are not considered appropriate and are prohibited from being worn, in alignment with our [existing rules](#).

Face coverings may have an integrated transparent plastic panel to aid in viewing the wearer's mouth.

These face coverings should:

- Be a fabric face covering featuring a solid plastic panel containing no openings that is attached to the fabric on all sides using tight knit stitching
- Meet all face covering requirements listed above



CoVid is in Retreat

The New York Times
The Morning

October 4, 2021

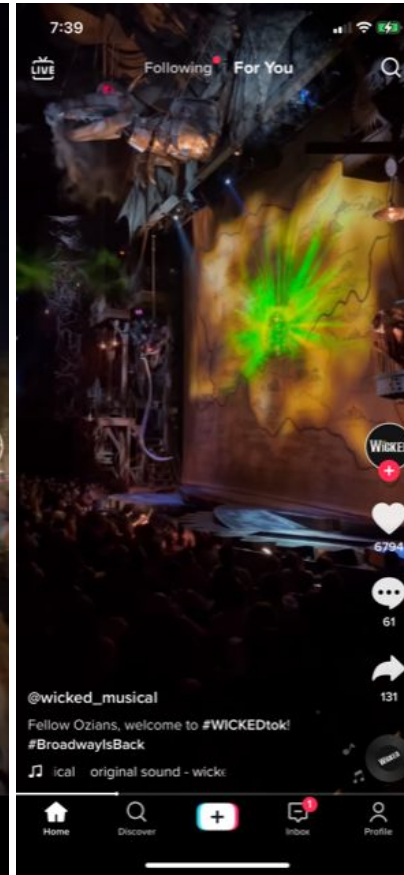
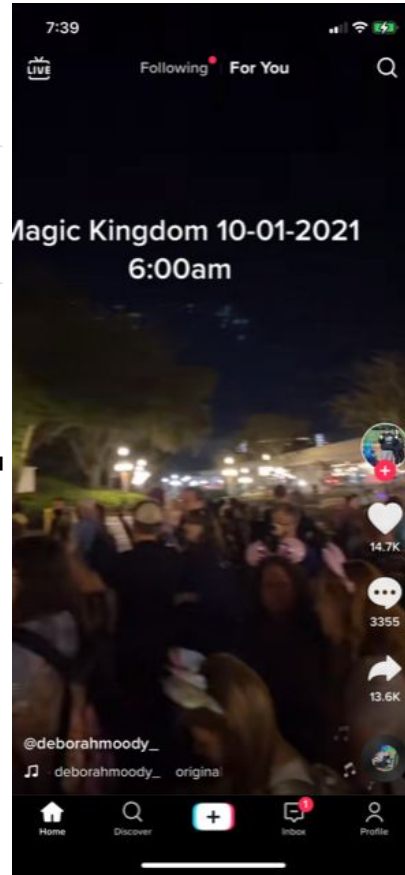


By David Leonhardt

Good morning. New Covid cases in the U.S. have fallen by more than a third in the past month.



A medic cleaning a stretcher in Houston after transferring a Covid-19 patient last month. John Moore/Getty Images



Disney World 50th Anniversary – October 1, 2021

Orlando: Crowds not masking outdoors



Market Segmenting for Business Plan

Demographic data needed current numbers and 3-5 year trends:

School-Aged Children

How many children in the U.S. under 12 years old?

How many children in U.S. under 12 years old attend public school?

How many children in U.S. under 12 attend private school?

How many children in U.S. are homeschooled?

How many schools in the United States are requiring masks?
How many children ages 4-20 engage in indoor intramural sports and activities?

Volleyball

Basketball

Dance/Cheerleading

Gymnastics

Choir

Theater

Band

Orchestra

Wrestling

Hockey

Indoor gym training (weight lifting, etc.)

Etc.

Market Segmenting for Business Plan

Demographic data needed current numbers and 3-5 year trends:

College-aged young adults

How many college students attend a college campus and/or trade school?

Adults General Population

How many people employed in public-facing occupations?

- Hospitality
- Gastronomy
- Public Transportation, incl. Airlines/Trains/Cruise ships/Buses other transportation sector
- Retail
- Services Hairstylists/Manicurists/Aestheticians
- Health & Wellness, e.g. fitness instructors, massage, trainers, chiropractors, physical therapists
- Nursing home, home healthcare, hospice care
- Entertainment incl. Amusement parks, water parks, music venues, live theater, cinema
- Public safety incl. Police, fire, EMT, security guards
Education (teachers, aids, administrative, maintenance, coaches etc.)
- Etc. ...

Market Segmenting for Business Plan

How many people employed in “**close quarters**”
occupations?

Maritime
Platform drilling

How many people participate in “**high contagion risk**”**activities?** (Indoor activities with traditionally no social distancing)

Fitness gyms
Clubgoers/Bars/Music Venues
Etc. ...

How many adults have **compromised immune systems** and/or live with individuals with compromised immune systems incl. People undergoing chemo, bone marrow transplant therapy, organ transplant, MS, Crohns/Colitis, fibromyalgia, rheumatoid arthritis, diabetes, etc.

Other Data Points

SARS CoVid-19 mutates every 11 days and fixates about every 3-6 months when **herd immunity** is not achieved.

WTP

Market Potential

Public-Facing Occupations	2020	1%
Waitstaff	2,023,200	20,232
Flight Attendants	102,500	1,025
Commercial Pilots	159,000	1,590
Retail	4,092,900	40,929
Barbers, Hairstylists, and Cosmetologists	622,700	6,227
Nursing home staff	1,610,650	16,107
Amusement parks	122,576	1,226
Live Music industry	30,529	305
Public schools	6,646,292	66,463
Private schools	896,961	8,970
University employees (instructional and non-instructional)	3,602,258	36,023
Cruise Ships	223,914	2,239
Seafarers MM	1,647,500	16,475
Gyms & Healthclubs	850,279	8,503
Hotels	1,361,490	13,615
Casinos	750,000	7,500
SUBTOTAL	24,742,749	247,427
Students		
College students (full time)	12,000,000	120,000
K-12 students	50,000,000	500,000
SUBTOTAL	62,000,000	620,000
TOTAL	111,485,498	867,427

What is reusable mask market?

According to a new report published by Grand View Research, the rapid surge in the number of Covid-19 (coronavirus) cases in the country and the favorable directives by various government agencies for the usage of face masks and hand sanitizers are expected to drive the market growth.



""Grand View Research, Inc. – Market Research And Consulting.""

The **U.S. disposable face mask market** size is anticipated to reach **USD 6.21 billion** by **2027**, expanding at a **CAGR of 60.8%** over the forecast period, according to a new report by **Grand View Research, Inc.** The growth is attributed to the rapidly surging number of Covid-19 (coronavirus) cases in the country.





Kids!

It's time to get back out there! Time to go back to your favorite restaurant, to Grandma's house, and, yes, back to school!

But we still need to be really careful.

There are **five big ways** to stay safe from the Covid-19 virus:

- When you're old enough, get a vaccine shot
- Wash your hands frequently
- Keep your fingers out of your mouth and nose
- Stay four monster steps apart from people
- **Wear a face mask!**



“#StaySuper” “#IncrediMom” “#IncrediBarrista” (etc.)

- For the **"story"** behind IncrediMask, I was thinking about being "super".
- We all have "superpowers" -- invisible attributes, talents, personality traits, and so on -- which contribute to the greater good.
 - The connection there is that IncrediMask's power is not immediately visible as well).
- In terms of an advertising campaign, I would feature everyday superheroes saying what their super power is and then donning a mask:
 - Working woman: "My superpower is taking the credit for my own work. Right, Mark?"
 - Single dad: "My superpower is braids." (finger twirls comb, darling daughter in frame)
 - Police officer: "My superpower is hugs."
 - Special needs preschool teacher: "My superpower is Running Man straight into the Kriss Kross. And wait for it...Hammer time!"
 - Barista: "My superpower? Extra shot, splash of caramel, light foam, half oat milk, drizzle, extra cup, two stirrers, raspberry scone with no burnt berries on the bottom and even glazing, four napkins. Have a great day, Sharon."
- IncrediMask: "Our superpower is nanotechnology...blahblah...."
- Social Media #StaySuper : People nominate everyday superheroes
- Have a portion of proceeds go to everyday superheroes:
 - Chris of SBSK
 - Bishop Koyoo
 - Etc. ...

"That person who helps others simply because it should or must be done, and because it is the right thing to do, is indeed, without a doubt, a real superhero."

– Stan Lee

New Mask Design

Incorporates prefabricated earpieces, one continuous bias binding:



Damask Tag (upper LH corner)



COGS

Materials Cost Incredimask					
20211019					
ITEM	Description	PROS	CONS	USD/m	USD/mask
Cara FOE	Matt black FOE	Best quality, best looking	Made in Italy	0.75	\$ 0.75
Earpieces	Prefabricated elastic earpieces				\$ 0.08
Nylon Protective Layer	Pellon 380				\$ 0.03
Outer fabric	Black football jersey				\$ 0.10
Lining fabric	White power mesh				\$ 0.10
Membrane	Nanolayer sprayed onto PET				\$ 1.00
Tag	Damask folded logo label				\$ 0.20
Care label					\$ 0.10
Poly bag custom printed	Transluscent, biodegradeable				\$ 0.20
Package insert	Instructions, disclaimers				\$ 0.02
Mailer	Mailing envelop or box				\$ 0.10
					\$ 3.80
Sewing					\$ 7.00
Admin				10%	\$ 1.08
Marketing				25%	\$ 2.02
Logistics				25%	\$ 2.70
SUBTOTAL					\$ 16.60

Marketing

		Metric		Multiplier	Subtotal
Variable					
	Tiktok	CPC	\$ 0.02	25,000	\$ 500.00
	YouTube	CPC	\$ 0.30	10,000	\$ 3,000.00
	Instagram	CPC	\$ 1.00	10,000	\$ 10,000.00
	Other				\$ 5,000.00
Subtotal					\$ 18,500.00
Fixed/One Time					
	Production				\$ 5,000.00

Packaging



Custom Logo Printing Slide Matte/ Frosted Biodegradable Zipper Plastic **Bag** Clear Clothing Tshirt **Poly...**

\$0.01-\$0.05

100 Pieces (MOQ)

2 YRS  CN Supplier >

★ 4.7 (227) | "Customer service"

Contact Supplier

 Chat Now!

compare


Vaccines for Kids under 12 expected within weeks:

Children Under 12 Could Be A Step Closer To A COVID-19 Vaccine Shot

September 29, 2021 · 5:04 AM ET
Heard on Morning Edition

 **5-Minute Listen**    

NPR's A Martinez talks to Sarah Ash Combs, an attending physician at Children's National Hospital in D.C., about what's at stake with Pfizer submitting its COVID-19 vaccine data for kids ages 5-11.

 **Transcript**

A MARTINEZ, HOST:

Kids under 12 could be one step closer to a COVID-19 vaccine shot. Pfizer says it'll put in the formal request for emergency authorization for kids 5 to 11 soon, and the FDA could make its decision in just a few weeks. Now, this comes as the delta variant significantly increased hospitalizations of children. Joining us to get some perspective on all this is Dr. Sarah Ash Combs. She's a pediatric emergency physician at Children's National Hospital in Washington, D.C. Good morning, Doctor.



PBS NEWS HOUR 2.76M subscribers [SUBSCRIBE](#)

As the U.S. continues inoculating adults and adolescents, questions remain about vaccinating the 48 million kids under the age of 12. With the delta variant raging, almost five times as many children are being hospitalized for COVID-19. The American Academy of Pediatrics has called on the FDA to pick up the pace. William Brangham discusses with Dr. Lee Beers, president of the academy.

[PBS](#) 
[NPR](#) 
[Fortune](#) 

HEALTH · CORONAVIRUS
3 things you should know about the timeline for kids' COVID vaccines
BY SY MUKHERJEE
September 16, 2021 1:00 PM PDT

In short: Expect a cascade of increased COVID vaccine eligibility among children under 12, beginning with the Pfizer vaccine, within the next six weeks to two months. In the meantime, hold tight as medical officials parse the data and issue their formal decisions.

WTP :

1860s – OTG- LA, CA

QTY: 4M

\$2.15 – 10% commission available

- S.I. – 8.33% - Open
- B.I. – 16.67% - Open
- Buyer Mandate – 33.33% - Open

Do you have a vetted & qualified buyer? 11:55 AM

Intco 3-ply masks

Price to client:\$1.90 per box (all in)

Commission :

\$0.10 available

QTY : 600K OTG

Color : Blue

Location : in the US on the ground (OTG)

Note* : Qme is Seller Mandate for the Title Holder

3M 1860 masks

Price to client: \$2.15 per box (all in)

Commission: \$0.10 available

Qty : 4 million boxes

Note* : Qme is Seller Mandate for the Title Holder

WTP :



SONOMASK

★★★★★ 150 reviews

Sonomask™ is made with our patent-protected antiviral fabric and has been proven to block out a wide range of germs.

- ✓ Remains effective for the duration of 55 washes
- ✓ Dual-layered: blocks out bacteria and viruses
- ✓ Nose-wire and earloops adjust for a perfect fit and protection
- ✓ High breathability

Strap Type: Ear Loop

EAR LOOP HEAD STRAP

Color: Classic White



Size: S

S M L

[View Size Guide](#)

3M Company Advanced Filtering Face Mask

• Unavailable at Rolling Hills - In stock nearby

★★★★★ 4.8 3 Questions

\$8.99

Save 5% every day
With RedCard

4 interest-free payments
On orders over \$35 with Sezzle

Count 3pk

1pk

3pk

5pk

Pickup

Not available

Delivery

Not available

Shipping

Get it by Fri, Oct 8



FITNESS MASK

\$24.99 \$17.43 AVAILABLE

★★★★★ 150 reviews

Color - Steel Blue



Size

M L

[Size Guide](#)

1 + -

ADD TO CART

3M HEALTH CARE PARTICULATE RESPIRATOR & SURGICAL MASK 20 EA BACKORDERED. NO ETA

by 3M

☆☆☆☆☆ No reviews

\$119.99

SKU QAR-860-S



3M Health care mask particulate respirator and surgical mask, is designed to help provide respiratory protection for the wearer. It has a filter efficiency level of 95% or greater against particulate aerosols free of oil.

School market:

U.S. | EDUCATION

Child Covid-19 Cases Rise in States Where Schools Opened Earliest

Number of infections climbed in states where school has been in session for weeks; thousands of students see closures and quarantines



Most business



CALIFORNIA

LAUSD reports 3,255 student coronavirus cases in 'baseline' back-to-school testing

The Economist

Menu Weekly edition Search

United States

Sep 25th 2021 edition >

Safety in numbers

Return to school has caused a surge in covid-19 cases in under-vaccinated counties

Our model finds that case rates increased more than expected after the start of term



NPR

US prepared to get COVID-19 vaccines to children age 5-11 : Coronavirus Updates

2 days ago



KHOU-11

Houston providers preparing to roll out COVID-19 vaccines for kids under 12 years old

1 day ago



THE WALL STREET JOURNAL

Pfizer-BioNTech Covid-19 Vaccine for Kids Was Safe and 90.7% Effective, Companies...

3 hours ago

POS appeal



Plastic Doll PVC Mini Plastic Unique Cute Little Doll Toy For Baby Kids Gifts

Ready to Ship

\$3.50-\$7.80 / Piece

8 Pieces (Min. Order)

🚚 **\$1.94**/Piece (Shipping)

🇨🇳 CN Shenzhen Meiyang Technolog...

3 YRS 🏆💰

4.8 ★ (8) | "Good Service"

Contact Supplier



Ad

ens



1/6 ▶

Plastic Custom Made Doll Manufacturer Supply Plastic Kawaii

\$0.80-\$1.50 / Piece

2000.0 Pieces (Min. Order)

🇨🇳 CN Ens Toys (Huizhou) Co., Ltd.

2 YRS 🏆💰

5.0 ★ (1) | "good service"

Contact Supplier



1/6 ▶

Factory Custom Made Rubber Vinyl Safe CE PVC Plastic Action Figure Dolls

\$2.09-\$2.99 / Piece

2000.0 Pieces (Min. Order)

🇨🇳 CN Ens Toys (Huizhou) Co., Ltd.

7 YRS Verified 🏆💰

5.0 ★ (7) | "kindly service"

Contact Supplier



Ac



1/6 ▶

3D relief PVC soft plastic doll custom animation plastic doll 3D cartoon doll

\$1.50-\$2.50 / Piece

1000 Pieces (Min. Order)

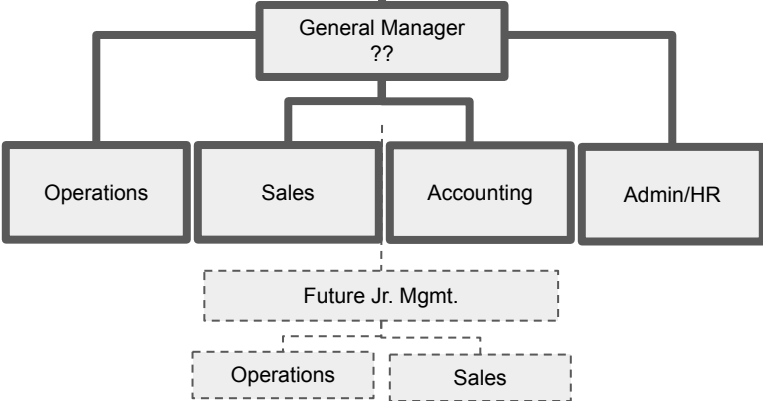
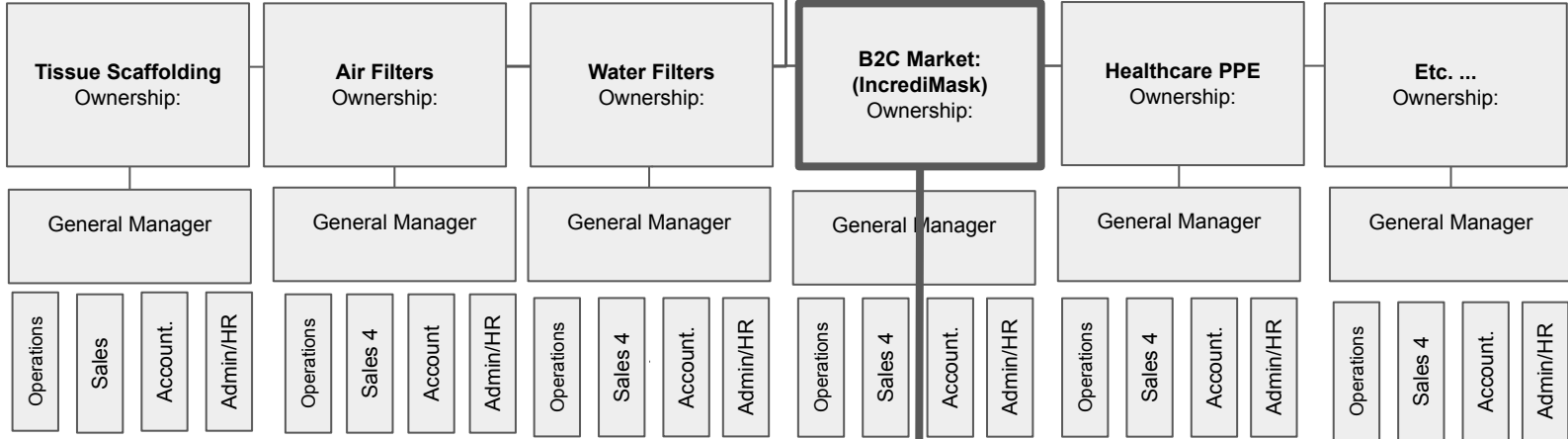
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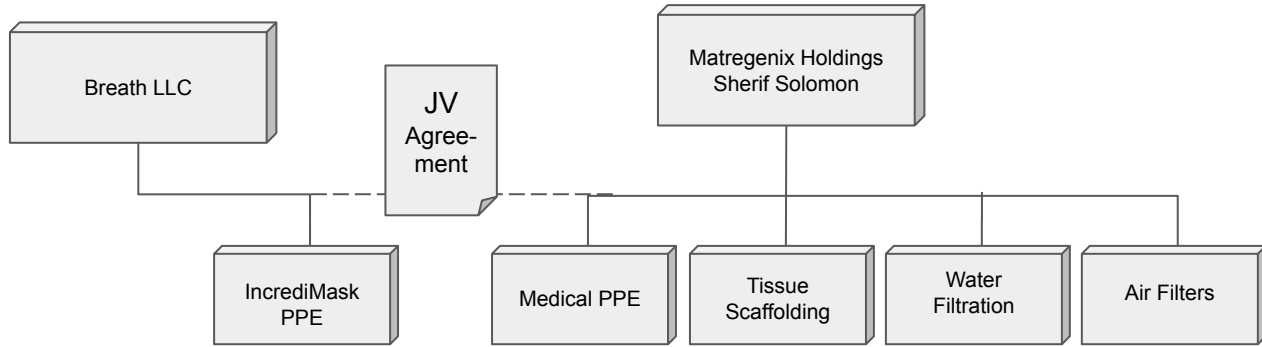
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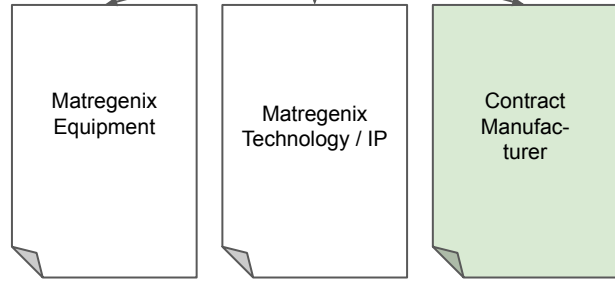
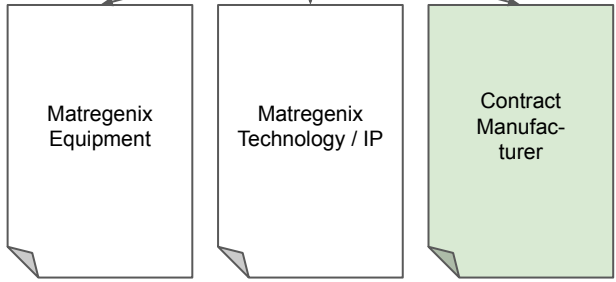
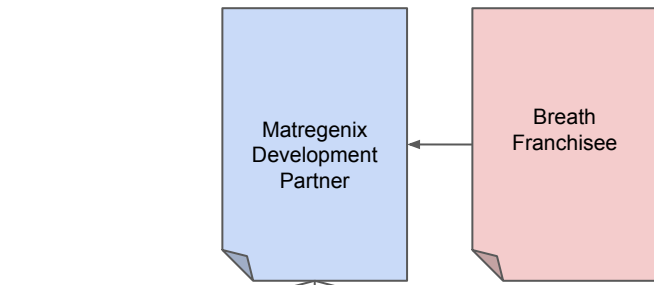
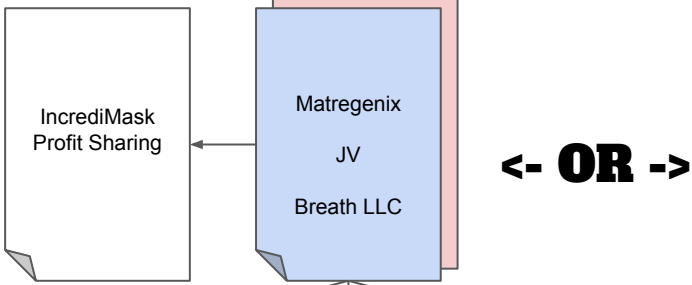
Contact Supplier



Matregenix GROUP / CEO Sherif Solomon







Marketing

Sales

Order Processing

Customer Order



After Sales Service

Key Acct. Mgt.



Casting
Packaging

“Matrigenix Inside” or “Powered By Matregenix”

Matrigenix is entering the **air filter** market

A group promoting **one-time use accordion fold masks** is making some expensive marketing moves

Inclusion in film premier swag bags

Our opportunity to **coat-tail**:

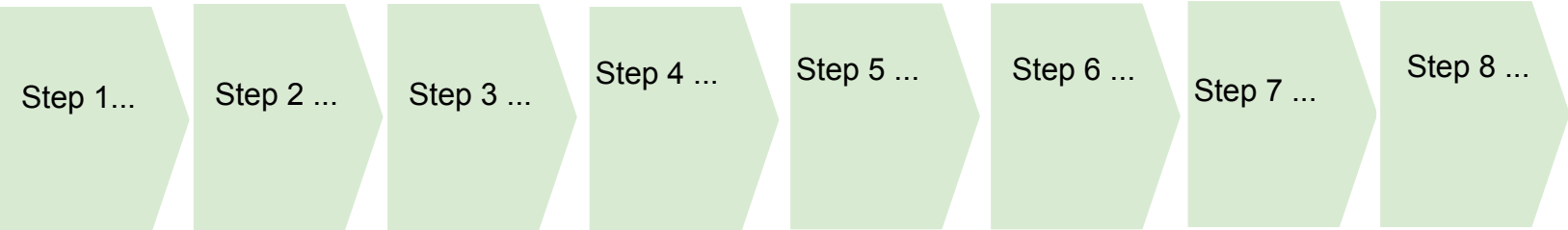
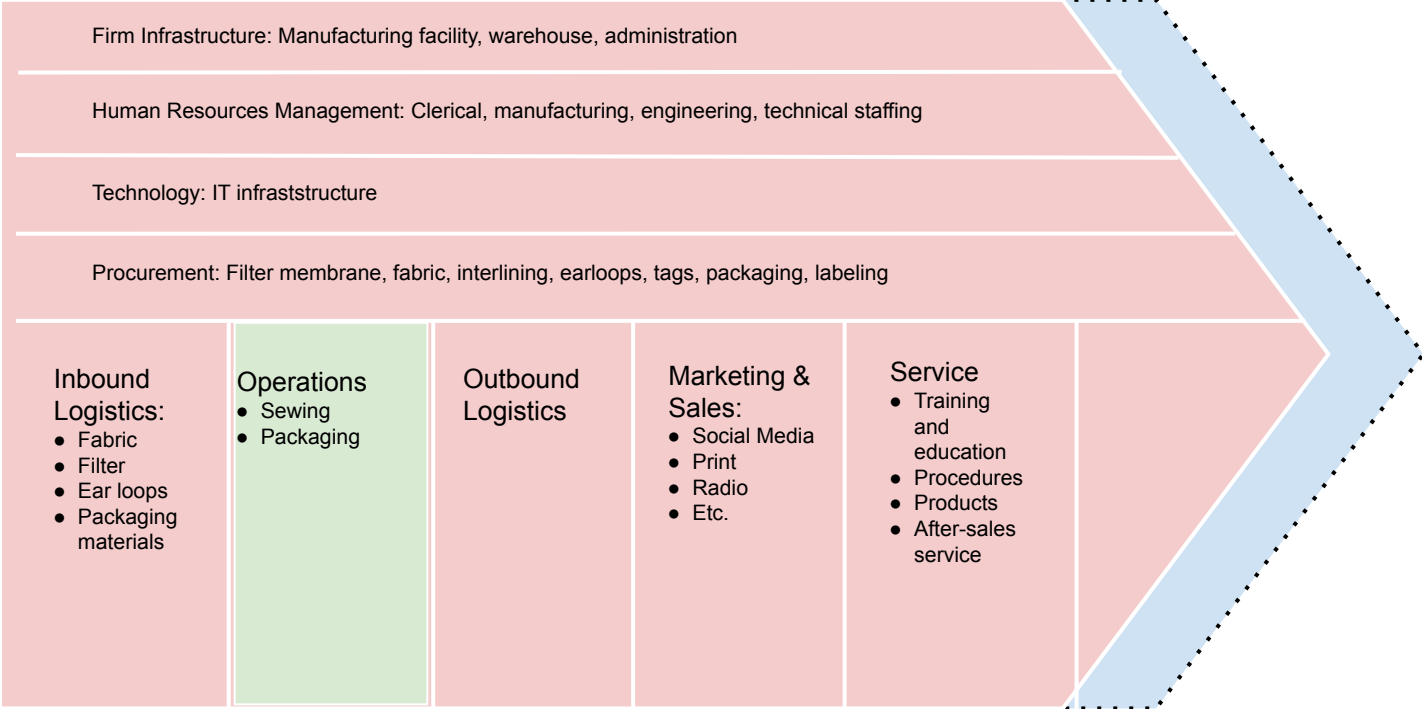
*If other groups sell the benefits of Matrigenix in the market, we can use that **brand asset** to our advantage.*

i.e. “Intel inside” or “Cotton—The Fabric of our Lives”

“**N99**” on outside of mask, e.g. “N99 IncrediMask”



IncrediMask Value Chain



Murphy's Law:

“The more you fear something, the more it will happen.”

Charles Kettering:

“A problem well stated is half solved.”

Walson's Law:

“If you put information and intelligence (business intelligence) first at all times, the money will flow in.”

"Because the purpose of business is to create a customer, the business enterprise has two--and only two--basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business." - Peter Drucker

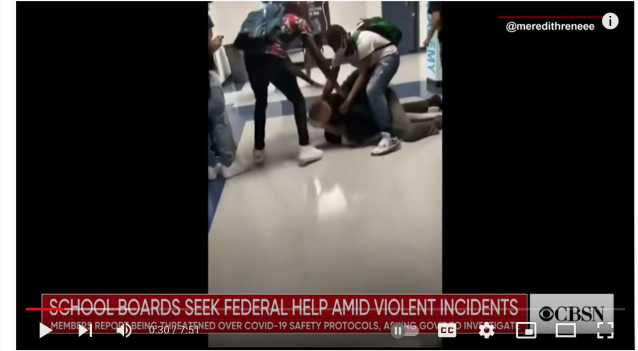
PR : Entering the school masking fray...



School boards look for federal help amid violent incidents

23,192 views • Oct 4, 2021

👍 351 💬 1.7K ➦ SHARE ≡+ SAVE ...



School boards look for federal help amid violent incidents

23,192 views • Oct 4, 2021

👍 351 💬 1.7K ➦ SHARE ≡+ SAVE ...