

Executive Summary Innovative Concepts, Inc.

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I. EXECUTIVE SUMMARY

Concept

Innovative Concepts management has conducted research into the lawn care market and has identified a need for a better lawn-trimming product. Innovative Concept's product is uniquely positioned to serve a large segment of the market because it is affordable, easy to install, and it removes a tremendous amount of pressure from your back and shoulders. This is a new invention that has been copyrighted and patented by Innovative Concepts.

Company description

The company was formed as a C-Corporation. It is currently in the start-up stage and expects to move rapidly toward further growth and profitability during the 1st and 2nd quarters of 2007.

Mission Statement

Innovative Concepts Inc. is a creative maker of the ez-trim device that offers unparalleled quality, and value. We value integrity and respect our relationships with each other, our customers, and the world at large.

Products & Services

Innovative Concept's main product is the ez-trim line trimmer accessory. The product is unique in that it has no competition in the market; it is adaptable to almost any type of line trimmer.

The ez-trim is customizable and can be configured to meet a wide variety of customer needs:

- Proven to remove up to 200 pounds of pressure off the shoulders and lower back
- Allows elderly and women to use line trimmers independently with ease
- Easy to install and adjust for any trim height
- Affordable

Target Market

Innovative Concept's management recognizes an enormous unmet need in the lawn care market for a unique product like this one. 100% of customers surveyed recently said they were either very likely or likely to purchase this product if it were available. This segment of the market has tremendous potential that has been untapped by any competitors in the industry. The general public is our primary target audience.

Marketing & Sales Strategy

Innovative Concepts marketing strategy is to represent its product as the best and most logical solution to customers' needs. We are positioning the company as the low-cost, highest quality, best value provider of ez-trim line trimmers in the marketplace. The company will use a variety of marketing approaches and materials including brochures, trade shows, magazine ads for dealers and retailers, television spots etc.

An internal sales force will handle sales of the company's products. A telemarketing, and advertising firm is under consideration to be hired to assist with building brand awareness and generating sales leads as needed.

Competition

Innovative Concepts currently faces no competition in the market for this type of line trimmer accessory. This is a completely new product that we believe will revolutionize the lawn care industry for years to come. We have copyrighted and patented this product and are currently working with many retailers to place this product in their retail stores.

Management

Timothy Cassetty is CEO. His experience includes many of years of landscaping and lawn care through owning his own company in this type of industry.

Operations

Innovative Concepts fulfills orders from a facility located at 1233 Northgate Parkway, Madison, TN. The product is actually made at a facility in Portland, TN called Western Plastics. This is where all manufacturing, assembly and packaging takes place. The Madison, TN facility, handles quality control and distribution to customers.