



Company Report NEXUS

'Arben Broci' High School, Tirana
2022

Executive Summary





Our company brought to market *Lumos*, the product that came after long and numerous trials & experiments that still continue having in mind the best solution for customers.

Lumos is versatile and simple! We created this product as the first of our company to mirror the simplicity, innovation and versatility of one tool for different purposes and a wide impact.

You can find Lumos in the classroom helping the teacher, within a great group of friends who enjoy movies together, or used by parents to give their kids an enjoyable time with their favourite videos without harming their neck or eyes.

This is our mission, to build simple solutions that bring joy and innovation.

Problem!

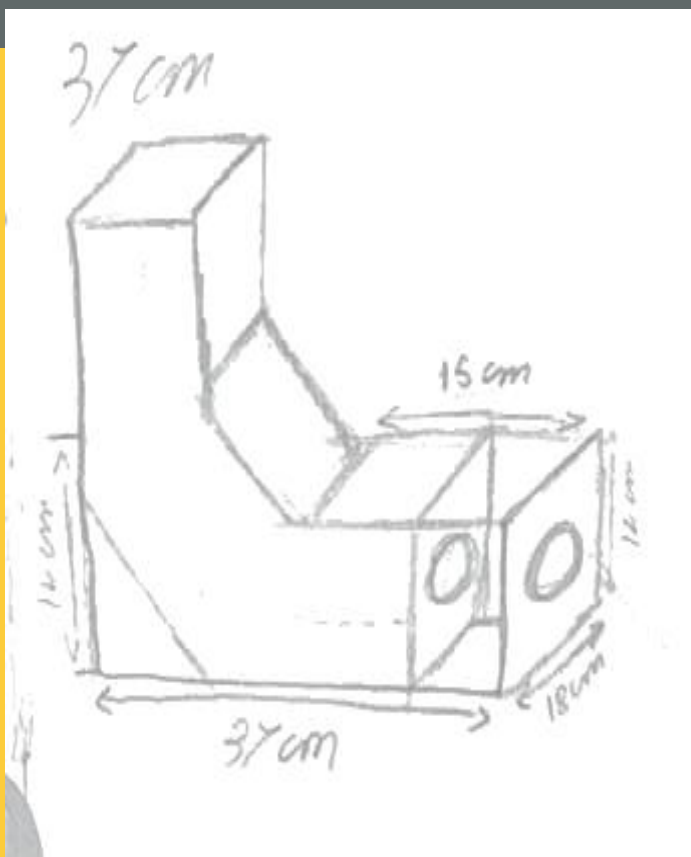
-  More than 50% of schools in Albania can not afford or it might take too much of burocracies to purchase a projector for teaching purposes.
-  Looking down at your smartphone, with your chin to your chest, can put about 27 kilograms of force on your neck
-  Mobile phone eye strain may cause dry eye and irritation, painful throbbing headaches around the eye region, and even blurred vision
-  The internal hardware is more niche than that of televisions, which means it costs more to create the item. Projector prices are set to exceed overhead costs, which means that prices need to be higher than TV prices to pay for extensive labor and hardware.

Solution

Projectors are not yet affordable for our schools, teachers and students, yet their need is quite big. This is where Lumos is the solution, think of a projector using your phone, a couple of lenses and a box in a classroom.

Lumos is a great tool for movie lovers who are on the move and enjoy sharing their passion for movies with friends and more.

Lumos is also a solution to everyone who enjoys seeing long videos or movies on their phone but don't like neck pain or any other pain that comes from holding your phone close.



Market & Marketing Strategy

43%

Based on our research, 43% of youngsters prefer to see their favourite movies or shows through their phone

56%

56 % of them feel tired after watching a movie on their phone.

Instagram

Youngsters are found on social media platforms mostly, where 97% of them have at least 1 social media account. Therefore all of the company's efforts have been directed towards Instagram as the main channel, locally, to showcase as well as sell the product.

70%

70% of teachers in our school would love to use our product for their teaching

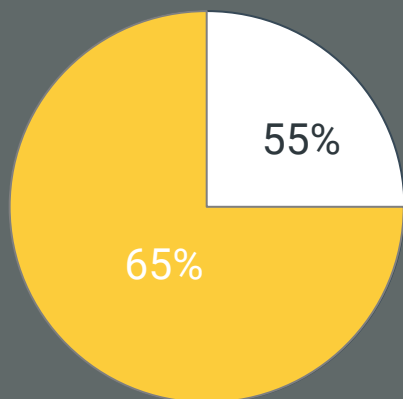
Operations

After conducting multiple researches on the potential partners and suppliers we valued to work with those who understand the innovative mindset of experimenting and finding what best works for the client.



Sales/Promotions

Promotional campaigns both online and offline have helped us understand the adoptions we needed to make and willingness of different target groups to buy our product.



Readiness to buy the full product 65%

Readiness to buy the prototype 35%



Our team



Arsi Zani

CEO

The higher the rank the greater the responsibility



Paola Pjetri

Marketing Manager

Ideas take value when tested



Amantia Lezaj

Finance Manager

Never say no to a new challenge



Doris Jakova

HR Manager

A company is a sum of the values and energy of it's people



Ledion Salku

Production Manager

Asking the right questions is crucial when building a product

Business Performance and Financial Figures



Total Revenues

During a **3 months** period we have sold **13 products**



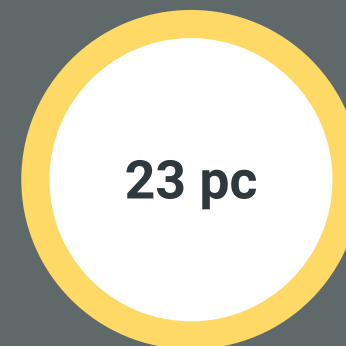
Fixed Costs

465 hours of work from the memebbers of the company
75 hours of work from the leading team of the company



Cost per Unit

Total cost of producing the product (**lenses, mirror, body**)



Break Even Point

Sustainability and Continuity

New products

We are aiming to launch 2 new products, Lumos Plus & Lumos Eyes in the next 12 months

New website

We are looking to build a strategical digital online presence with our website in order to give our clients the full digital information on our company and products

Scalability

Within the next 24 months we are looking to expand our collaborations with other online retailers on the international markets for both entertainment and classroom purposes of our product





Thank you!

Do you have any questions?
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