



## Pocket Print

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## Pocket Print: The World's Most Convenient Printer

*Presented By: Holly Kiffer & Joseph Cassano*

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### Key Points

- Portable laser jet with printer and scanner
- Laser recognition to identify margins and customize documents
- Bluetooth technology
- Attached stapler
- Prints 10x more sheets per cartridge compared to your standard ink cartridge
- Fits in your briefcase or pocket
- Internal lithium ion battery capable of printing & scanning up to 100 sheets in 1 charge

### Market Opportunity

**Target Market:** 24-45 Sales Professionals

**Needs & Benefits:** No need to search for a printer, print and scan on demand anytime, anywhere

**Positioning statement:** To Business Professionals, Pocket Print is the revolutionary portable printer/scanner that has the ability of printing and scanning unlike the typical, bulky at home device

**Availability:** E-commerce, Select Large Retail stores, Exclusive specialty stores

**Price:** \$199.99

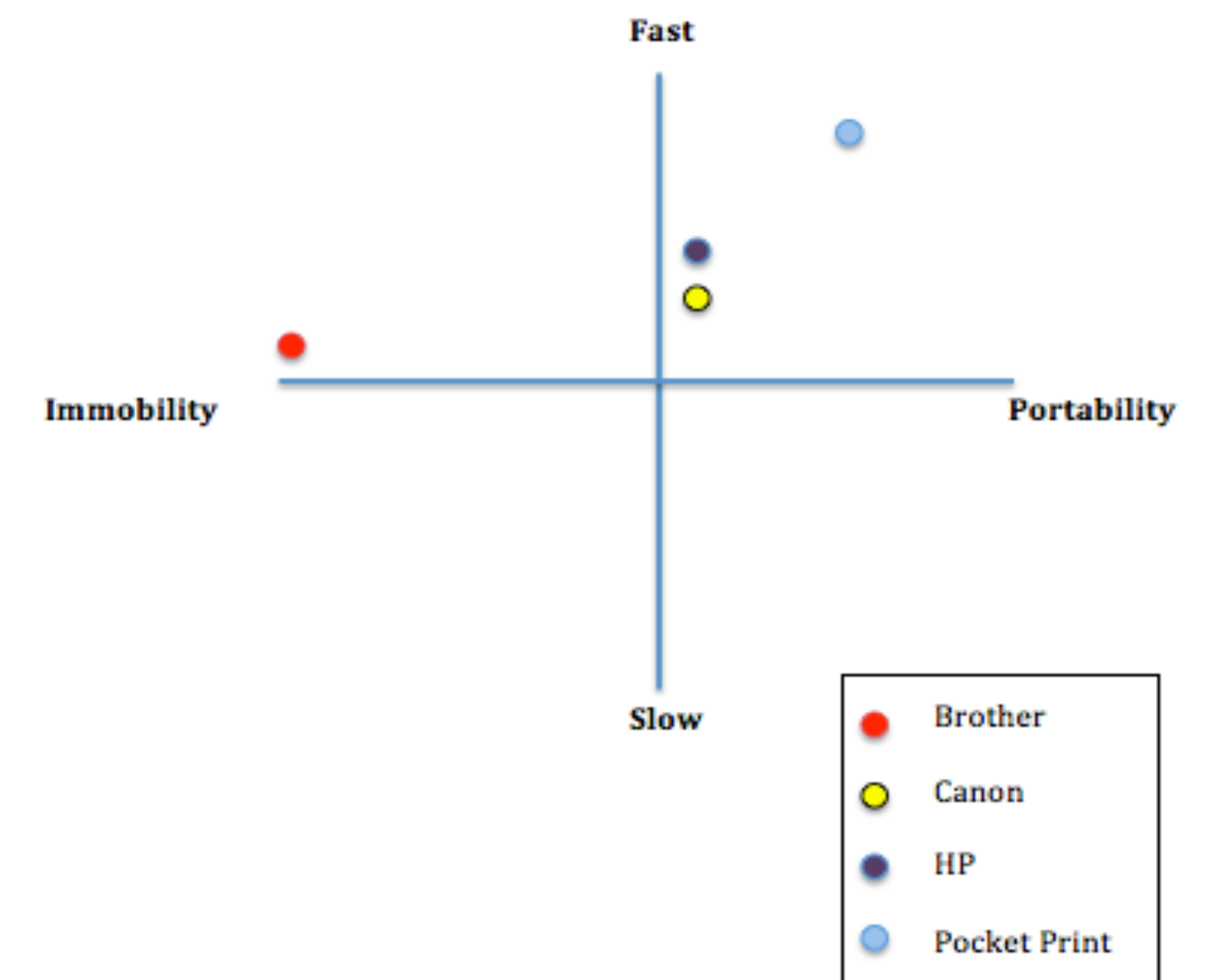
### Abstract

Introducing the new Pocket Print. A portable printer and scanner that allows you the convenience of printing and scanning wherever you are. Pocket Print uses Bluetooth technology and is compatible with your smartphone, tablet, or any device. Pocket Print accesses documents from your device and prints onto blank paper in minutes using laser sensors. Pocket Print can also scan documents for easy uploading onto your device. With up to 150 scans or prints on a single charge, this pocket-sized printer makes conducting business easy and efficient. The small, 6" x 4" x 2" shape of the Pocket Print is also equipped with a stapler making it easy to organize your papers. Pocket Print is available for \$199.99 wherever office supplies are sold. Pocket Print is the best new tool for your everyday convenience.

### Prototype



### Perceptual Map



### Background

The Pocket Print is the state-of-the-art technology that allows you to print and scan on the go, wherever you go. You will never have to stress whether or not you have printed out brochures for your next upcoming meeting or forgot an important article. With pocket print you can instantly send a signal from your phone to your printer, and have a paper printed out in a matter of seconds.

How often is a printer accessible, on a business trip, on the road, at a meeting? This never before technology saves the conventional time it would take for you to stop to find an office with a printer. With the accessibility of the pocket print you will have your brochure printed in a matter of seconds, with this fast and convenient printer at the palm of your hand.