

# HLFN



## Helpen Company



**Let other people know  
that you're in danger**

# Members

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# Company Description

- The Helfen Company aims to provide protection to men and women: the handicapped, elementary to college students, and those who are into adventures in the wild, like hikers and campers, by producing life-saving products.

# Company Description

- The Helfen Company offers the **HelpMePen**, a device, designed like any other pens but not intended for writing, which diffuses a colored smoke upon contact with fire.
- It comes in four different colors of pencases and smoke with respective meanings:
  - Yellow: “Help me. Someone is after me.”
  - Red: “Help me. I am injured.”
  - Green: “Help me. I think I will be abducted.”
  - Blue: “Help me. I am lost.”

# Company Description

- The [HelpMePen](#) will be selling at a reasonable price for its target customers.
- Aside from the purpose to protect and save people from danger, The Helfen company aims to save nature from destruction by encouraging customers, especially the students, to ***turn over their empty pencases*** in exchange for the scrap value of the pencases.
- Through this ***“Donate Your Pencases”*** campaign, the Helfen Company reduces the cost of making the product, and also helps in saving nature through incorporating the 3Rs(Reduce, Reuse, Recycle).

# Helpfen Company



## Key Partners

1. Main investors
2. Website creator (for website)
3. Customers (through the **DonateYourPencases** campaign)



## Key Activities

1. The product is patterned to what the user's need.
2. Can't recognize by others as a self defense thing.



## Key Resources

1. Buyer's interest in product
2. Customer's satisfaction



## Value Propositions

1. Very unique item
2. Very helpful in times of needs
3. We always think of our customer so as to fit what they really need



## Customer Relationships

1. Social Media
2. Customer Support



## Channels

1. Official Website of Helpfen Company
2. Facebook
3. Instagram
4. Advertisements
5. Word of Mouth



## Customer Segments

1. Junior and Senior High School and College Students especially girls.
2. Customers who are unable to defend themselves
3. Physically Handicapped
4. Hikers

## Cost Structure



1. Customer acquisition
2. Cost of selling and marketing
3. Product Development
4. Brand Promotion

## Revenue Streams



1. Product revenue
2. Advertisement Fees (From companies who are into producing products related to safety and self-defense.)

<b>Problem</b> <ol style="list-style-type: none"> <li>1. We live in a world that is frightening to live in.</li> <li>2. It is difficult to ask for help during the most crucial time without being obvious.</li> <li>3. Expensive prices are offered by other business institution for self-defense weapons.</li> </ol>	<b>Solution</b> <ol style="list-style-type: none"> <li>1. The product is concerned with immediate response from the people around the area to see if there is a problem.</li> <li>2. You could let the people around the area know that you are in danger.</li> <li>3. At very reasonable price.</li> </ol>	<b>Unique Value Proposition</b> <ol style="list-style-type: none"> <li>1. Very unique item</li> <li>2. Very helpful in times of emergency</li> <li>3. We put the protection and safety of our customer be the primary goal of the company.</li> <li>4. We are taking part in saving the environment from pollution by doing the 3Rs.</li> </ol>	<b>Unfair Advantage</b> <p>Can't easily be copied as it involves materials that are hard to find and the device itself is hard to create.</p>	<b>Customer Segments</b> <ol style="list-style-type: none"> <li>1. Elementary, Junior and Senior High School, and College Students especially girls.</li> <li>2. Customers who are incapable of defending themselves</li> <li>3. Handicapped</li> <li>4. Hikers/Camper s/Trekkers</li> </ol>
<b>Existing Alternatives</b> <ol style="list-style-type: none"> <li>1. Kadlagan Outdoor Shop</li> <li>2. Victorinox</li> <li>3. Amazon</li> </ol>	<b>Key Metrics</b> <ol style="list-style-type: none"> <li>1. Buyer's interest in product</li> <li>2. Customer's satisfaction &amp; feedback</li> </ol>		<b>Channels</b> <ol style="list-style-type: none"> <li>1. Official Website of Helpen Company</li> <li>2. Facebook</li> <li>3. Instagram</li> <li>4. Twitter</li> <li>5. Advertisements</li> <li>6. Word of Mouth</li> </ol>	
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<b>PRODUCT</b>		<b>MARKET</b>		