

Play to Remember

Memory Connections Through Play

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Executive Summary

The Bachelor of Innovation (BI) program is a degree program at the University of Colorado at Colorado Springs that places emphasis on bringing people together of various unique backgrounds and skillsets to solve complex problems in the world. Business owners and local community members can partner with the BI program, enlisting the BI program's assistance with their business endeavors or other related projects. Community members (clients) apply for a BI student team and, if selected, will work together with that team on a 3-month project designed to assist the client in their business.

For this project, the client, Phyllis Campbell, was interested in creating a business to support dementia and Alzheimer patients, their families, and their caretakers. To do this, she wanted to create an easy way for the Dementia patients' caregivers to access games, puzzles, and other childhood activities that could help stimulate the patients' brains and help maintain their mental acuity. The BI program appointed a team to help turn her vision of assisting the caregivers of dementia patients, and their families, into a reality.

To help bring Ms. Campbell's idea to reality, the team performed research to figure out how her business would work logistically. The team determined the best method that the games and activities she had designed - which are primarily paper-based - could be printed cheaply and in bulk. The team also determined if Play to Remember would have any issues with copyright infringement, considering many of her games include pictures of restaurant logos and characters that other companies hold the rights to. Perhaps the most important objective for the team was to determine the best way for Ms. Campbell to sell these games and activities. It needed to be easy for the caregivers and family members to access and to be put in packaging that would be easy for them to transport. Once the research was completed, the

team shifted their efforts to formulating a written business plan, where they presented their findings and included the team's recommendations for how to proceed with the business.

In the proceeding weeks after meeting with the client, the team conducted research on various printing businesses. It was important that they determine which business would allow the client to obtain the product in bulk and for the best price. During the research the team also put together a "Pricing Options Table" that listed all the different quantities and paper types the client could potentially want including the different price points.

After inquiring with experts that were knowledgeable in the field of copyright and intellectual property (IP), the team determined that several of the client's games and activities that used flashcards infringed on some logo or symbol. The team strongly suggested that she remove these types of symbols from her game and replace them with something more general.

Finally, the team wrote a final document detailing their findings with print vendors and vendors that included all the pros and cons of using each location. This document also included the team's concern with using copyrighted symbols on the client's flashcard games. With this deliverable given to the client, the team was able to successfully accomplish their goals.

Ms. Campbell wished to form a business plan that would allow her to assist people suffering from dementia and Alzheimer's disease, as well as the caregivers that are working with them, and the team was successful in offering their expertise towards this end. The research that the team performed such as gathering information for potential marketing plans, alternative printing strategies formed the base that the client can use to successfully launch her business, Play to Remember.

Statement of Accomplishments

When Ms. Campbell spoke to the team during the earlier phases of the project, she indicated what she needed most was information on how to run her business as well as where to purchase materials for the business. By the end of the project this information was delivered in the form of Microsoft Word documents containing information on potential printers, places Play to Remember could buy materials, legal information about intellectual property, and a final business plan.

When searching for printer information, Play to Remember needed to accomplish two major tasks. The first was to find nearby printers and their pricing that Play to Remember could use to make its materials. The second task was to find out which stores had the best options in terms of buying in bulk and inquiring if all paper materials, present and future, could be produced there. The team investigated multiple different methods Play to Remember materials could be printed. This included print shops, multiple websites, shipment organizations that have printing ability, alternative printers like Walgreens and at home printing. The resulting information was compiled into a document that contains a table for easy comparison as well as an appendix full of additional information about each potential printing method. By the end of the project, Ms. Campbell had not made a decision about which method she will use to print her materials, but she indicated that she was satisfied with the information provided as it allowed her to make that decision at a later date.

During the project, the team performed extensive research on all the vendors that our client could potentially use for her business. The team investigated multiple organizations and put together the found information into a table that's easier for our client to read and make any comparisons. This information includes all the pricing, quantities, and different vendors that Ms. Campbell could use going forward with her business. Some of these businesses include well

established stores like Amazon, Target, Office Max and others included websites such as Etsy, and dhgate. The team also conducted further research on affiliate links which could help the client earn addition income in return for anybody that buys her products or uses her recommendations. Ms. Campbell stated that this information would be useful as she manages and grows her business since she wishes to sell many different materials and that the found information would help her in this endeavor as her business grows.

The team's legal information deliverable detailed intellectual property concepts that would assist Ms. Campbell in the running and growth of her business. This report is not professional legal advice, but rather, a compilation of free internet resources that Ms. Campbell could use to bolster her knowledge of intellectual property. The team was successful in communicating effectively with the client to acknowledge that any information discussed in the legal report should be verified with a lawyer or law professional before proceeding. When compiling the report, the team consulted with university professors and internet resources to determine which information was beneficial to Ms. Campbell in thinking about the legality of her products. At that time Ms. Campbell indicated that she had no additional questions and requested the information be sent to her.

For the final deliverable, the team compiled and refined the research conducted on the client's behalf during the duration of the project into a comprehensive business plan. The information presented in the business plan is intended to consult the client on moving forward with her business. All the aforementioned deliverables were refined and incorporated into the business plan. The business plan was also customized to meet Ms. Campbells exact needs by adding additional information about potential marketing options. The business plan discussed how Play to Remember could grow over the next few years as well as general information that any business that operates in this market should be aware of. The delivery of the business plan

marked the end of the project. Ms. Campbell Indicated that this business plan, along with all other provided materials, rendered sufficient information for her uses in her business.

Recommendations and Innovation Discussion

After completion of the project, the team has some recommendations for *Play to Remember* and Ms. Campbell that they may want to consider. The team recommends that *Play to Remember* continue using its current strategy of selling affordable products to allow Ms. Campbell to better compete against other, more expensive specialty products being sold in the market. Next, the organization should develop a website for buying *Play to Remember* materials while also providing links to buy additional games. This can be completed with a future Bachelor of Innovation team that would be able to assist *Play to Remember* in website design and online store setup. The team also suggests that Ms. Campbell networks within the senior care community while also putting her networking information and advertisements on the website to spread the word on her upcoming business. The team also recommends Ms. Campbell present her business at a workshop during a national conference, where she can sell her materials. This would help to get the word out about *Play to Remember* and help explain the products and services it provides. The team lastly recommends Ms. Campbell to seek an attorney and legal counseling for her IP (Intellectual Property) to be protected and free from infringement. The team worked to provide *Play to Remember* with legal information about intellectual property law, but this information does not constitute legal advice or definitive recommendations about how to proceed. These recommendations would help *Play to Remember* to grow and succeed in the future.

Conclusion

As detailed above, the BI team produced a business plan and supporting information that explain many options that Play to Remember could pursue in the future. The information provided included a list of print vendors that could manufacture her paper materials, vendors that could provide the needed materials, legal information about how intellectual property law pertains to Play to Remember products, and a working business plan. The success of this project could not have happened without working cooperatively with Ms. Campbell as she provided insight into how her business would operate in the short and long term. Her feedback was instrumental to the team's ability to compile this information for Play to Remember as well as make the teams ability to make suggestions about what could be explored in the future with additional BI teams. The team delivered the final deliverables and hopes that this project will help Ms. Campbell's business meet its goal of becoming one of the top 5 distributors of dementia games and materials in the next 5 years.

Supporting Materials

Printer Information**PRINTING PRICING COMPARISON:**

	4X6 Index Cards (284 cards)			8 1/2x11" Pages	
	10 sets (2.5x3.5)	50 sets (2.5x3.5)	100 sets (2.5x3.5)	Plain Paper (85 pages)	Cardstock (15 pages)
SmartPress (Flashcards)	\$144.84 (2.5x3.5)	\$345.54 (2.5x3.5)	\$565.88 (2.5x3.5)	—	—
Simple prints* (Staples)	**Custom Postcards** \$37.99 (100, 4x6) \$55.99 (250, 4x6) \$101.99 (500, 4x6) //Backside Printing: \$10 and Glossy: \$5//			\$46.75	\$11.07 (15pg 24lb) \$62.05 (85pg 110lb)
Office Depot	—	—	—	\$44.20	\$9 (15pg 65lb) \$9.60 (15pg 110lb) ----- \$51 (85pg 65lb) \$54.40 (85pg 110lb)
UPrinting *	**You pick the dimensions and paper type** \$33.93 (500, 4x6 pgs. 70lb Uncoated Paper) \$53.25 (500, 4x6 pgs. 10pt Cardstock Gloss) \$62.45 (500, 4x6 pgs. 10pt Cardstock Matte) //This is a good option for the set that has multiple sizes// ----- **Postcard Option** \$37.72 (250, 4x6, 14 pt Cardstock Gloss) \$43.36 (500, 4x6, 14pt Cardstock Gloss) \$63.57 (250, 10pt Cardstock Matte) \$65.57 (500, 4x6, 10pt Cardstock Matte) //Front side print only//			\$44.84 (100pg 70lb Uncoated)	\$20.05 (25pg 10pt Cardstock Gloss) \$28.68 (25pg 10pt Cardstock Matte) ----- \$44.88 (100pg 10pt Cardstock Gloss) \$83.19 (100pg 10pt Cardstock Matte)
Walgreens	—	—	—	~\$21.25 (85pg black and white)	They provide 32lb laser and 40lb silk for paper options
FedEx (Can Print in sets)	\$99.99 (250, 5.5x4.25 Note Card) \$143.99 (500, 5.5x4.25 Note Card) //The Note Card option allows to upload a "design"//			\$42.50 (laser 24lb)	\$18.75 (15pg Ultra Bright White 80lb) \$106.25 (85pg Ultra Bright White 80 lb) ----- \$29.85 (15pg Water-Resistant, Menu Paper ~1.99 per sheet)
The Copy Store (4X6)	\$1,022.40	\$5,112.00	\$10,224.00	\$46.75	\$10.80

(Two per sheet)				(Plain white Paper)	
The Copy Store (4.25 X 5.5) (Four per sheet)	\$511.20	\$2,556.00	\$5,112.00	\$46.75	\$10.80
UPS (Can Print in sets)	**Postcard Printing option** 4x6, 5x7, 5.5x8.5, 4.25x9 //to obtain pricing you must make an account//			\$49.30 (28lb Laser Paper) //\$0.58 Unit Price	\$12.00 (15pg 80lb Cardstock, \$0.80 unit price) \$68.00 (85pg 80lb Cardstock, \$0.80 unit price)

ADDITIONAL PRINTING INFORMATION:

SmartPress

SmartPress is an online printing on-demand retailer. Their product called “School Flashcards” prints sets of cards from sizes 2x6 all the way to an 8.5x11 sheet. In the table above is the pricing information for the 2.5x3.5 card size option for 10, 50, and 100 sets. The pricing for a 4x6 card gets pricey fairly quickly but removes the guest work of printing duplicates and arranging them into sets as well as the option to add different versions of sets. There are many options available for printing and finishing of the cards which can be accessed at <https://smartpress.com/offering/school-flashcards> .

Shipping to Colorado Springs is around \$10.75 with 2-4 business day production time plus 4-6 shipping period.

Simple Prints with Staples

Simple Prints is a basic paper printing service offered by Staples in standard letter (8.5x11), legal (8.5x14), ledger sizes (17x11). The order can be done completely online or in-person.

Paper Types:

Basic White (24lbs) | Standard White (28lb) | Executive White (32lbs) | White Cardstock (110lb)

Staples also offers a postcard option with 4x6, 5.5x4.25, and 8.5x5.5 sizes available. Backside printing is \$10 and glossy finish is \$5.

Simple Prints | <https://www.staples.com/services/printing/copies-documents-printing/simple-prints/>

Postcards | <https://www.staples.com/services/printing/sales-marketing/custom-postcards/>

UPrinting

UPrinting is an online OnDemand printing company that offers dimensional printing (aka custom product builder) and postcard printing. The dimensional printing option allows you to pick the dimensions of the paper including 4x6 and 8.5x11 sizes. The postcard option also includes multiple sizing options including 4x6 and custom sizing.

Both types offer:

10pt/14pt/16pt Cardstock Gloss/Matte | 14pt High Gloss (UV) Front & Uncoated

Back | 14pt/17pt Cardstock Uncoated

Dimensional Printing | <https://www.uprinting.com/custom-printing.html>

Standard Postcard Printing | <https://www.uprinting.com/standard-postcard-printing.html>

Walgreens

Walgreens only offers printing sizes 8.5x11 and 8.5x14 and provides 32lb laser and 40lb silk paper. It is about \$0.25 for a black and white document (for in color pricing information you must login with your Walgreens account). Stapled, 2 or 3-hole punch, and wire bound 8.5x11 with frosted vinyl cover for up to 75 sheets, options are also available. {.pdf, .ppt (PowerPoint), .doc (Word), .txt (Notepad) files are supported}

Volume Pricing Discount (Black and White, Standard Paper, Single-Sided):

Total sheets per order	8.5x11
1-99	\$0.25

10-499	\$0.22
500-999	\$0.21
1000+	\$0.20

Document Printing | https://photo.walgreens.com/store/business-documents-details#/pdpview?sku=CommerceProduct_94202

FedEx

FedEx offers printing for 5.5x4.25 flat single- and double-sided notecards. They also offer regular document printing for 8.5x12 copies. Document printing can print in sets through the upload of multiple files in one order. The *some* of the paper types they offer are:

24lb/32lb Laser | 24lb Laser Recycled | 30%/100% Recycled | 80lb Ultra Bright White Card (Cardstock) | 32lb Gloss Text (brochure paper) | 110lb Index (for cards...) | 24lb Standard Color Papers | 7.7 Mil Water Resistant Paper (Menu Paper)

Notecard | <https://www.fedex.com/apps/printonline/#!/templates/Stationery/Note-Cards/1538668686060> “Upload your Design”

Document | <https://www.fedex.com/apps/printonline/#!/upload/multiple/pid%3D1456773326927/f>
[also](#)

The Copy Store

The Copy Store is a small business local to Colorado Springs. Index cards would just be cut from card stock. Since the size of the card heavily affects price there are two sizing options in the chart above. This organization can laminate paper at a cost of \$1.50 per sheet. Shipping is possible from this company but is infeasible since they don't ship very far. For this Organization a PDF file is the preferred method of sending the file that is to be printed. This organization can be contacted at this phone number (719) 550-1078 or can be found here <https://www.thecopystore.com/>

Large Printer Shops

Large-scale printers like Cheetah, Rhodesco, and Minuteman Press may be a valuable option in the future. Since these companies require samples to be able to give a quote, a quote could not be given at the time this information was found. One of these companies could potentially save your business a lot of money in the future when the paper materials for sale have been finalized.

The organizations mentioned above can be found here:

Cheetah Paper (719) 4573-7800 | <https://www.cheetahprinting.net/>

Rhodesco (719) 630-1234 | <https://www.rhodescoprint.com/>

Minuteman Press (719) 638-2920 | <https://northcs.minutemanpress.com/>

Office Depot

[Print & Copy Services \(officedepot.com\)](https://www.officedepot.com)

Office Depot gives you options to print a multitude of materials which include paper copies, flyers, documents, presentations. When you get printing from Office Depot you can choose the specific number of copies you want printed for a reasonable price. However, the drawback is that a select few of these materials can be delivered on the same day you ordered them.

- Office Depot can print paper and cardstock, but not index cards.
- They cannot print complete sets. Different materials must be printed separately.
- 85 pages of 8 ½ x 11” Plain Paper costs \$44.20, \$442, \$2210, and \$4420 respectively.
- 15 8 ½ x 11” cardstock costs \$13.20, \$132, \$660, and \$1320 respectively.

Copy Printing | <https://www.officedepot.com/a/products/870284/Copies/>

Staples

[Staples In-Store Printing & Marketing Services](#)

Staples has options for printing in-store or having your printed product delivered to your door. The only possible drawback is that the cost of the ladder can range from \$4.99 to over \$44.99 depending on how soon you want your printed copy. However, one can get his printed product in-store for very little (tax included).

- Staples can print cardstock as long as it's 67 lbs. and/or 110 lbs. They can also print index cards as long as they're 8 ½ x 11"
- Staples can also print complete sets as long as a print-ready file is set up.
- Delivery takes 3-5 business days.

UPS

**[The UPS Store | Ship & Print Here > 2316 N Wahsatch Ave](#) // UPS can help you print your products the way you want it when you meet with them in person. If you upload the paper you want to print online on their website, you can even get your paper laminated.

- They can print copies with sizes 8 ½ x 11", but not copies with sizes of 4 x 6".
- 85 pages of plain paper costs a total of \$196.49.
- Cannot do cardstock or index cards

UPS offers printing in sets through the upload of multiple files in one order.

UPS also offers "Upload your design" for postcard printing for 4x6, 5x7, 5.5x8.5, and 4.25x9.

Postcard Printing | <https://www.upsstoreprintshop.com/DSF/SmartStore.aspx#!/CategoryHome/>

[50](#)

UPS Online Document

Printing | <https://store3063.upsstoreprintshop.com/DSF/SmartStore.aspx?6xni2of2cF31QISx6T4SkLWU3ls9b/U9IfQhAf/CYf/NZ1NPgzDM5K8N8mQkXYqt#!/Storefront/Copies%20and%20Quick%20Prints/388/product>

At Home Printing Options

Although the clients existing printer, the HP Officejet 6970, is a highly capable printer plain paper as well as card stock, our team was able to find a few other printers on the market that are recommended for professional at home printing. These options are just for if something happens to the existing HP Officejet 6970 printer and an alternative is needed. Following are the recommended printers, their prices, and the links to their Amazon pages:

- Canon TS9521C - \$468.80
 - https://www.amazon.com/Canon-TS9521C-Wireless-Crafting-Printing/dp/B07G6BH2C7/ref=as_li_ss_tl?ie=UTF8&linkCode=s11&tag=proactivecr0e-20&linkId=3784d94f6b7b97b3227dc50d99b117d6&language=en_US
- HP Officejet 3830 - \$194.98
 - https://www.amazon.com/HP-OfficeJet-Wireless-Replenishment-K7V40A/dp/B013SKI4EM/ref=as_li_ss_tl?&linkCode=s11&tag=proactivecr0e-20&linkId=a7beefcd81795ed4d482655cfb35244c&language=en_US
- HP Officejet Pro 9015 - \$219.99
 - [https://www.amazon.com/HP-OfficeJet-Productivity-Replenishment-1KR57A/dp/B07QPWKYG9/ref=as_li_ss_tl?dchild=1&keywords=HP%2BOfficeJet%2BPro%2B9015%2BAll-in-One%2BWireless%2BPrinter%2C%2Bwith%2BSmart%2BHome%2BOffice%2BProductivity%2C%2BHP%2BInstant%2BInk%2C%2BWorks%2Bwith%2BAlexa%2B\(1KR42A\)&qid=1610989640&sr=8-1&linkCode=s11&tag=proactivecr0e-20&linkId=2bc3525ce8697b901252374d05d94b43&language=en_US&th=1](https://www.amazon.com/HP-OfficeJet-Productivity-Replenishment-1KR57A/dp/B07QPWKYG9/ref=as_li_ss_tl?dchild=1&keywords=HP%2BOfficeJet%2BPro%2B9015%2BAll-in-One%2BWireless%2BPrinter%2C%2Bwith%2BSmart%2BHome%2BOffice%2BProductivity%2C%2BHP%2BInstant%2BInk%2C%2BWorks%2Bwith%2BAlexa%2B(1KR42A)&qid=1610989640&sr=8-1&linkCode=s11&tag=proactivecr0e-20&linkId=2bc3525ce8697b901252374d05d94b43&language=en_US&th=1)

Cardstock paper (8 1/2x11):

Once again, the best deals on Cardstock paper in various volumes was on Amazon. Although there are various sellers the most prominent brand on Amazon appeared to be PrintWorks, selling in quantities of 100 (\$9.99), 250 (\$17.87), 500 (\$24.99), and 1250 (\$55.99). A set of 10 printed materials would require the 250 option, a set of 50 would require the 1250 option, and a set of 100 would require exactly the 1250 and 250 options together.

Link to online offer:

- https://www.amazon.com/Printworks-Cardstock-Certified-Projects-00554/dp/B076BG8RRV/ref=sr_1_4_sspa?dchild=1&keywords=cardstock%2Bprinting%2Bpaper&qid=1634810697&sr=8-4-spons&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUEwVkNSR0NLSjhQNE80JmVuY3J5cHRlZElkPUEwOTMxMTMyMVVXRlZGREI3TElaSyZlbnNyeXB0ZWRBZEIkPUEwNDg1NzcxMIFBRUo2U1ZBV1owVyZ3aWRnZXROYW1lPXNwX2F0ZiZhY3Rpb249Y2xpY2tSZWRpcmVjdCZkb05vdExvZ0NsaWNrPXRydWU&th=1

Index Cards (4x6):

The index cards are where things get a bit trickier. It looks like most companies really only sell 4x6 index cards in sets of around 100-1000, which at most is enough for 3 sets of the needed materials. The best option we could find in this regard is to purchase a bulk case of index cards. The company Oxford offers 48 packs of 500 index cards each, for a total of 24,000, for the price of \$163.20. This ends up being \$3.40 per pack of 500 and a total of 24,000 index cards. This is 4,400 short of what would be needed for 100 sets of all the needed printed materials and is far more than what is needed for 50 sets.

Link to online offer:

- https://www.bluestarempire.com/48-Bulk-Oxford-Index-Cards-4x6-500-Pk-White-Unruled-each-100-Wrapped-Individually/p-1202407.asp?refid=Google&msclkid=c1fcb00e26ed10a25016d17f668a199f&utm_source=bing&utm_medium=cpc&utm_campaign=*Shopping-C&utm_term=4587025077099200&utm_content=All

Legal Information

NOTE: The following information is used to inform Play to Remember LLC. of some of the legal considerations the business should think about upon start up. All information comes from the sources listed below. No information provided in this document constitutes legal advice or counsel to Play to Remember LLC but rather, the information provided is a compilation of information from freely available articles on the internet.

As Play to Remember LLC. moves forward, it is important to consider the legal information surrounding intellectual property (IP) law, and how that could affect the business. The following points are topics or terms that could assist Play to Remember LLC. from infringing on IP owned by other organizations.

- **Substantial Similarity**: A factor in deciding whether something infringes on someone else's IP is if the two properties are "substantially similar". Two products are "substantially similar" if a jury were to inspect both materials and find that they are similar. While producing and maintaining materials, Play to Remember LLC. should consider if their materials are "substantially similar" to the products it is referencing.
- **Fair Use**: Fair use is a defense against IP infringement. This defense states that an author may make limited use of the original authors work without asking permission. Play to Remember should be aware of this while drafting and maintaining materials. This defense is very dependent on why the content is being used, the amount that is used, and the quality of content used, on a case-by-case basis. There are five considerations regarding fair use.
 - Rule 1: Are you creating something new?
 - Rule 2: Are you competing with the source your copying from?

- Rule 3: Giving the author credit doesn't always let you off the hook.
- Giving credit can be helpful but won't necessarily allow something to qualify for fair use.
- Rule 4: The more you take, the less likely fair use can be used.
- This can be thought of as a ratio of used material/total material.
- If you take 10 words from a 10,000 word work, it would more likely qualify for fair use than if 1,000 words were used from the 10,000.
- Rule 5: The Quality of the material is just as important as the quantity.
- If the small portion used is extremely vital to the original author's work, then it may not qualify for fair use.
- **Fair use cont.:** The International Trademark Association defines two types of fair use. This is descriptive and nominative fair use. Descriptive fair use states that another trademark can describe the user's product or services rather than the trademark to indicate the source of services. An example of this would be a company using the term inhibitor to describe its corrosion-inhibiting product despite the fact WD-40 has the registered trademark "the inhibitor". The second type of fair use is nominative. This allows another trademark to refer to the trademark of the owner's goods and services. This is usually OK as long as 1) the product/service can't be identified without the mark; 2) only so much of the mark as is reasonably necessary to identify the product or service is used; 3) use of the mark does not suggest sponsorship or endorsement by the trademark owner. If materials sold by Play to Remember LLC fall into the aforementioned fair use types, there is a good chance that the materials will fall under fair use.
- **Good Practices:** There are some practices that may help Play to Remember LLC avoid a lawsuit. The wording used to describe a product should be heavily considered. Wording

that causes confusion about a products purpose, source, owner, or any other confusion about the source should be avoided. Be aware of the IP holders enforcement strategy. Some IP holders (I.E. NFL, Olympic committee) are much more strict about enforcing their IP then other organizations. If an organization Play to Remember wishes to use materials from is known for strict IP control, then this should be considered more heavily how the materials are used. Disclaimers and strong markings should be considered as it will help a product qualify for fair use more easily.

- **Company Logos:** Without the express permission of another organization, it is bad practice to use other organizations logos or anything that may be used to identify an organization. Use of such materials without consent could constitute IP infringement and a subsequent lawsuit could follow.
- **Fonts:** The font used by Play to Remember should be considered for any and all paper or web materials. Fonts used on webpages are handled a bit differently then paper materials because font generation can happen on the client machine (the computer that connects to the web page). For web pages, it should be considered what fonts are being seen by whom (I.E. am I using a windows only font on a page that someone on a mac could see?). For paper materials Microsoft specifically states, “Unless you are using an application that is specifically licensed for home, student, or non-commercial use, we do not restrict you from selling the things you print and make using the Windows-supplied fonts”. This statement is also applied to logo creation, but it should be noted that Play to Remember LLC. would not be the owner of the font.
- **Play to Remembers Logo:** The current logo of Play to Remember LLC. is constructed entirely inside of Microsoft PowerPoint. This may not present a legal risk to Play to Remember LLC. This is because fonts are acceptable to use, with proper license, and

there is existing precedent that the “shapes” provided by Microsoft can be sold (see source). The picture may be acceptable to use because it is a picture that was taken by a member of the organization. It may make copywriting this logo for the use of Play to Remember LLC. more difficult. It may be worth considering, if Play to Remember LLC. wishes to copywrite its own logo then it may be beneficial to seek the creation of a logo made of non-Microsoft materials.

NOTE The writer of this document is in no way saying or implying that the current Play to Remember LLC. logo is definitively safe to use. The info attached appears to show that the current play to remember LLC. logo is safe. For actual conformation that the logo is safe to use, please seek legal counsel.

- **Images:** Images generally are either free use or non-free use. An image that is considered free use is in the public domain and can be used for any commercial, personal, or other use. It should be considered by Play to Remember LLC. where any images used in its own materials comes from. A work is considered public domain if one of the following criteria applies.
 - It is not eligible for copyright:
 - This includes things that are only facts or work created by any US government authority.
 - The copyright has expired:
 - For the U.S. this includes anything published before January 1st 1923.
 - The copyright expiration should be heavily considered as it is different in different countries.
- The creator transferred it to the public domain

- **Game Names:** There is a very good chance that explicitly stating who owns the IP will allow you to mention the name of the game in your materials. This may fall under the nominative fair use category. It should be clear to any reader, however, that Play to Remember LLC. is not endorsed or sponsored by the owner.

NOTE All information on this document is pulled from free websites on the internet. All information on this document is intended to inform Play to Remember LLC. about some of the legal aspects of IP. This information does not constitute legal advice or counsel. For definitive information on how Play to Remember LLC. should proceed, legal council should be sought out.

Vendor Information

Games

- Kerplunk
 - Amazon - \$14.99 <https://www.amazon.com/kerplunk/s?k=kerplunk>
 - Target - \$14.99 <https://www.target.com/p/kerplunk-game/-/A-15350215>
- Trouble
 - Amazon - \$9.89 <https://www.amazon.com/Hasbro-A5064-Trouble-Game/dp/B00D7OAOYI>
 - Target - \$9.89 <https://www.target.com/p/trouble-board-game/-/A-13697576>
 - Walmart - \$8.97 <https://www.walmart.com/ip/Hasbro-Trouble-Board-Game-Board-Game-for-2-to-4-Players-for-Kids-Ages-5-and-Up/334768093?step=cart>
- Qwirkle
 - Oriental Trading - \$29.99 <https://www.orientaltrading.com/mindware-qwirkle-tile-game-a2-13791699.fltr?keyword=Qwirkle>
 - Amazon - \$24.95 <https://www.amazon.com/MindWare-MDS-32016W-Qwirkle-Board/dp/1933054395>
 - Target - \$24.99 <https://www.target.com/p/qwirkle-board-game/-/A-10968755>
 - Bed Bath & Beyond - \$27.99 or \$22.39 with membership <https://www.bedbathandbeyond.com/store/product/qwirkle-game/1045923159>
- Connect 4
 - Amazon - \$9.84 <https://www.amazon.com/Hasbro-A5640-Connect-4-Game/dp/B00D8STBHY>
 - Target - \$10.99 <https://www.target.com/p/connect-4-game/-/A-13697926>
 - Walmart - \$14.26 <https://www.walmart.com/ip/Hasbro-Classic-Connect-4-Game-Ages-6-Up/258512187>
- Topple
 - Amazon - \$9.97 https://www.amazon.com/Topple-Board-Pieces-Balancing-Family/dp/B08TBS6X4H/ref=sr_1_3?keywords=topple+game&qid=1636012618&sr=8-3
 - Walmart - \$14.99 <https://www.walmart.com/ip/Pressman-Topple-Game/33397273>
- Kids wooden puzzles (Not Hasbro)
 - Lakeshore
 - Set for \$49.99 <https://www.lakeshorelearning.com/products/infants-toddlers/cognitive-development/big-knob-first-puzzle-set/p/EE439>

- Amazon – varies starting around \$8.79 https://www.amazon.com/s?k=kids+wooden+knobbed+puzzles&ref=nb_sb_noss
 - Target – varies starting around \$7.99 <https://www.target.com/s/kids+wood+puzzle>
- Crocodile dentist
 - Amazon - \$12.99 https://www.amazon.com/s?k=Crocodile+Dentist&i=toys-and-games&ref=nb_sb_noss_2
 - Target - \$9.99 <https://www.target.com/p/crocodile-dentist-game/-/A-47015254>
- Pop up pirate (Not Hasbro)
 - Amazon - \$14.99 <https://www.amazon.com/TOMY-T7028A1-Pop-Up-Pirate/dp/B00000JICB>
 - Walmart - \$22.09 <https://www.walmart.com/ip/TOMY-The-Classic-Pop-Up-Pirate-Game-Fun-Game-For-Kids-and-Family-Game-Night/191739230>
 - DHGate – has a wholesale option starting at around \$1.55 - \$1.97 per unit, must buy at least 20 https://www.dhgate.com/product/kids-funny-gadget-pirate-barrel-game-parent/726588205.html#dspm=pcen.seo-onsh.list.2.aUVryVThd5XZ9rUnGz92&seo_type=1&resource_id=#s1-1-1;onsh|4265025307
- Perfection
 - Amazon - \$19.82 https://www.amazon.com/Hasbro-C0432-Perfection-Game/dp/B01NALEP04/ref=sr_1_6?keywords=perfection+the+game&qid=1636044947&sr=8-6
 - Target - \$20.99 <https://www.target.com/p/perfection-board-game/-/A-52119991>
 - Walmart - \$19.82 <https://www.walmart.com/ip/Perfection-Game-for-1-or-More-Players-Board-Game-for-Kids-Ages-5-and-up/54056470>
- Ring toss (Not Hasbro)
 - Lakeshore - \$24.99 <https://www.lakeshorelearning.com/products/games/outdoor-games/super-safe-ring-toss-game/p/VR240>
 - Oriental Trading – varies from \$9.77- \$19.99 <https://www.orientaltrading.com/web/search/searchMain?keyword=ring%20toss>
 - DHG has some wholesale options but nothing that seemed better than buying individually, also mostly holiday or pool themed <https://www.dhgate.com/wholesale/ring+toss+game.html>
 - Amazon – starting around \$18.99 <https://www.amazon.com/ring-toss/b?node=7427951011>
 - Target – varies around \$9.99 - \$15.99 <https://www.target.com/c/lawn-games-outdoor-toys/ring-toss/-/N-5xt5pZw0krl>
- Magnetic fish (Not Hasbro)

- Lakeshore – varies around \$19.99 - \$29.99 <https://www.lakeshorelearning.com/search/products/page-1/sort-best/num-96/loc-024?view=grid&Ntt=magnetic%20fish%20game>
- Oriental Trading - \$10.49 <https://www.orientaltrading.com/web/search/searchMain?keyword=magnetic%20fish%20game>
- DHGate – wholesale starts around \$4.68 <https://www.dhgate.com/wholesale/magnetic+fish+game.html>
- Amazon – lots of options as cheap as \$11.99 <https://www.amazon.com/magnetic-fishing-game/s?k=magnetic+fishing+game>

Art

//Amazon Business

<https://business.amazon.com/en/find-solutions/simplify-buying/selection/wholesale>

*Business account is free with no minimum turnover

*Bulk discounts, and 5% on recurring item orders

Amazon

Dot Markers:

12ct 3oz \$13.95 (blue, green, red, purple) "Dad-o-ink"

<https://www.amazon.com/Dab-Ink-Bingo-Dauber-Purple/>

Watercolors:

15pack (16 colors + paint brush) \$22.99

https://www.amazon.com/dp/B08RYSKL6S?pd_rd_i=B08RYSKL6S&pd_rd_w=kSwR6&pf_rd_p=7ea8e9d0-fed1-49e8-a002-f2d3f5cb151d&pd_rd_wg=LbEN0&pf_rd_r=TFBTYJ579MP2F3VZ543X&pd_rd_r=d0777333-546d-4904-929d-ba73cbb44fc9&th=1

Craft Buttons:

600/700ct assorted colors and shapes \$10.39

<https://www.amazon.com/Dshengoo-600-700-Buttons-Assorted-Decorations/>

1500ct assorted buttons \$16.99

<https://www.amazon.com/Greentime-Assorted-Childrens-Painting-Handmade/>

100pack scrambled assortment of buttons \$6.99

<https://www.amazon.com/Scrambled-Assortment-Decoration-Collections-Different/>

Dry Erase Board:

8.5x11 10pack Board \$29.99 black or blue(also offer 2, 4, and 6 pack)

comes with 1 board, 2 magnets, a maker with attached eraser

<https://www.amazon.com/Magnetic-White-Board-Marker-Magnets/>

Sicky dots:

2800pc 3//4" 10 neon colors, removalble \$6.99

<https://www.amazon.com/Chicase-Colored-Dot-Stickers-2800/>

Watercolor markers:

Colorations 256 classroom set \$51.96(16 sets of 16 colors)

<https://www.amazon.com/Colorations-Washable-Classic-Markers-Classroom/>

Jumbo Craft sticks:

500box woodcrafts sticks \$13.99

<https://www.amazon.com/Chenille-Kraft-Natural-Sticks-3776-01/>

100pc colorful jumbo sticks \$8.99

<https://www.amazon.com/PAXCOO-Colored-Jumbo-Craft-Sticks/>

Velcro Dots:

250 pair w/sticky backs \$9.99

<https://www.amazon.com/Adhesive-500Pcs-Diameter-Sticky-Viscosity/>

Crayola Supplier-

*Free shipping for orders over \$30

Crayola watercolor 12pk \$19.99 or \$2.99 a piece (from Crayola's website)

Target-

*Online ordering, generally the quantity limit is 20

over \$35 free shipping, in store pickup

Craft buttons:

<https://www.target.com/p/800-pieces-round-rainbow-flatback-colorful-craft-resin-buttons-0-6-3cm-with-4-holes-for-diy-crafts-sewing-and-scrapbooking/>

800pc buttons Rainbow \$24.99 (not sold in store)

Watercolor:

Mondo Llama watercolor set \$1.75 (8 colors)

Crayola watercolor \$1.99 (8 colors + a paint brush)

Crayola watercolor \$3.49 (16 colors + a paint brush)

Crayola paint brush pen (the brush is the paint) 5ct \$5.19

Other suppliers for arts and craft materials:

*Discount School Supply <https://www.discountsschoolsupply.com>

*Raft Resource area for teaching <https://www.raftstore.net/> (Subscription based online shopping based in San Jose, California)

*School Specialty, Art Supplies/Craft Supplies <https://www.schoolspecialty.com/art-supplies-craft-supplies>

*Blick Art Materials for educators <https://www.dickblick.com/educators/>

*Michaels, there is a 15% teacher discount...not sure if this counts for former teachers

Building (Math Manipulatives)

- Bristle blocks can be found wholesale at Alibaba.com: [112pcs Abs Plastic Assembled Toys Diy Educational Children Hedgehog Building Blocks High Quality Soft Bristle Blocks - Buy Bristle Blocks,Hedgehog Blocks,112pcs Blocks Product on Alibaba.com](#)
 - Price ranges from \$7.30-\$8.90/piece.
- Crystal Climbers Blocks can be found at Lakeshorelearning.com:[Crystal Climbers at Lakeshore Learning](#)
 - Price is \$29.99.
 - Delivery:
 - Standard - \$6.99 and ships within 2 business days
 - 2nd day air - \$14.99 and ships same business day if order place by noon EST
 - Next day air - \$24.99 and ships same business day if order place by noon EST
- Wooden table blocks can be found wholesale at Casey's Wood Products: [Wholesale Wood Blocks & Wooden Cubes | Caseyswood.com](#)
 - Block sizes range anywhere from ½ to 4 inches.
 - Can save money depending on how many blocks you buy.

- Wooden table blocks also found Lakeshore learning: [Hardwood Blocks - Starter Set at Lakeshore Learning](#)
 - Starter Set
 - Price: \$69.99
 - NOT wholesale
 - Shipping Time
 - Standard - \$10.50 and ships within 2 business days
 - 2nd day air -\$17.50 and ships same business day if order placed by noon EST
 - Next Day Air - \$24.99 and ships same business day if order placed by noon EST
- Pegboards can be found at also be found at Alibaba.com: [Peg Board Stacking Toddler Toy Education Puzzle Toy Plastic Peg Toys - Buy Peg Toys,Plastic Peg Toys,Peg Board Toys Product on Alibaba.com](#)
 - Made of plastic.
 - Prices range from \$2.70-\$3.20/set.
- Pegboards can also be found in Lakeshore:[Easy-Grip Jumbo Pegs & Pegboard Set at Lakeshore Learning](#)
 - Price is \$16.99
 - NOT wholesale
 - Includes jumbo 2inch plastic pegs and an 8 ½ inch x 8 ½ inch board
 - Board is flexible and has 30 easy to grip pegs.
 - Delivery
 - Standard: \$6.99 and ships within 2 business days
 - 2nd day air - \$14.99 and ships same business day if order placed by noon EST
 - Next day air - \$24.99 and ships same business day if order placed by noon EST.
- Pipe builder toys can be found at AliExpress: [plastic pipe blocks building toys, plastic pipe blocks building toys Suppliers and Manufacturers at Okchem.com](#)
 - Price is 10.28/pack
- Pipe builder toys can also be found in Alibaba.com: [Stem Plastic 180pcs Pipe Building Blocks For Kids,Activity Diy Safe Blocks Early Education - Buy Pipe Building Blocks For Kids,Safe Blocks Early Education,Activity Safe Blocks Early Education Product on Alibaba.com](#)
 - Price ranges from \$6.59 (for anything less or equal to 37 pieces) to \$7.53 (12-36 pieces).
- Pipe Builder Toys can also be found at Lakeshore: [Lakeshore Pipe Builders at Lakeshore Learning](#)
 - Price \$24.99
 - NOT Wholesale
 - Straight pieces measure 1 ½ in length
 - Consists of 4 different shapes and 4 vibrant colors.
 - WARNING: Choking hazard, not for kids under 3 years old.
 - Delivery
 - Standard: \$6.99 and ships within 2 business days
 - 2nd day air - \$14.99 and ships same business day if order placed by noon EST
 - Next day air - \$24.99 and ships same business day if order placed by noon EST.
- Magnetic Toys can be found at DHgate: [Similar Blocks Pure Magnetic Building Blocks Triangle Square Rhombus Shapes And Wheels Magnet Toys Children From Chengzi520, \\$20.50 | DHgate.Com](#)
 - Price for one lot is \$20.05-\$24.43/piece.

- Price for 3 lots is \$21.24/piece, and the total price is \$276.12.
- Price for 42 lots is \$20.50/piece and the total price is \$861.
- Magnetic Pattern Blocks can be found at Alibaba.com: [Neo Education Magnet Kids Toys 166 Pcs Building Blocks Magnetic Tiles - Buy Neo Tiles Magnetic Toys, Magnetic Building Tiles Toy, 166 Pcs Education Toy Magnetic Product on Alibaba.com](#)
 - Pricing ranges from \$9.35 - \$13.10/ Set.
- Magnetic Pattern Blocks can also be found at Constructive Playthings: [Magnetic Foam Pattern Blocks \(constructiveplaythings.com\)](#)
 - Price is \$20.99
 - CHOKING HAZARD: Not for kids under 3 years old

Movement/Sensory

Dancing Scarves:

Multi Color Scarves(pack of 12)- \$8.95

-Colors Included: red, yellow, orange, blue, purple, & green

-Size: 60cm x 60cm

<https://www.amazon.com/Rhythm-Band-Large-Scarves-Multi-Color/dp/B0002F7JV6/ref>

Square Dance Scarf(pack of 30)- \$16.59

-10 colors included

- Size: 60cm x 60cm

<https://www.amazon.com/Blovec-Juggling-Movement-Performance-Accessories/dp/B07K67WTCL/ref>

Texture Balls:

Sensory Balls for Kids(6 soft and squeeze sensory toys)-\$20.29

-6 different textures

-6 colors(pink, purple, blue, green, yellow, orange)

<https://www.amazon.com/Sensory-Balls-Kids-Textured-Toddlers/dp/B08KT79KJG/ref>

Bedwina Puffer Stress Balls (pack of 12)- \$18.79

-same texture

-Colors: pink, orange, purple, blue, green,

<https://www.amazon.com/Bedwina-Puffer-Balls-Pack-12/dp/B07CNMLJV1/ref>

Stress balls for kids(4pack)- \$12.99

-4 different textures

-Each are multi color

<https://www.amazon.com/Fansteck-Squeeze-Sensory-Anxiety-Different/dp/B075P27JNT/ref>

Bean Bag Toys:

Bean Bag Toy Set(24 pack)

-Size: 5" x 5"

-Colors: 6 blue, 6 yellow, 6 red, & 6 green

<https://www.amazon.com/Super-Outlet-Cornhole-Weights-Assorted/dp/B07LFKN6PK/ref>

Educational Bean Bags(12 pack)- \$15.95

-12 shapes and colors included

-Colors are written on the shapes

-Size varies on the shape

<https://www.amazon.com/Educational-Toddlers-Preschool-Learning-Montessori/dp/B088KKVVF8/ref>

Fidget Toys:

Mini Squeeze Pop Bubble Fidget Sensory(15 pieces)- \$19.99

-Different combination of colors

-Small in size and easy to carry

<https://www.amazon.com/Squeeze-Sensory-Silicone-Keychain-Relieve/dp/B09CYSVT7N/ref>

Sensory Fidget Toys, Stress Relief & Anxiety Relief Tools Bundle(42 pieces)- \$16.99

-19 different fidget toys

-2 wacky tracks, 3 marble/meshes, 6 stretchy strings, 2 puzzle ball, 4 spiky balls, 6 foam putty, and many more

-Size: varies on object

<https://www.amazon.com/Hobby-Stars-Fidget-Autistic-Infinity/dp/B086CBQD2M/ref>

Sensory Fidget Toys(24 pieces)- \$17.99

-Different types

-Perfect toys for autistic, adhd, and/or antistress kids

-Colors and sizes vary

<https://www.amazon.com/Sensory-Set-Liquid-Stretchy-Autistic-Anti-stress/dp/B07YJF17C9/ref>

Fidget Balls Wholesale(price per toy) -\$0.77 each- \$140.50 total for 150

-Same type of toy and texture

-Bought in bulk

<https://www.4allpromos.com/product/baseball-squeezies-stress-reliever>

Fidget Bundles for sale in bulk- Prices vary based on price per fidget and the quantity

-They all vary in shape and size

<https://chieeon.com/fidget-toys/>

Plastic Dough Cutters:

Kiddy Dough Tool Kit(42 pieces)- \$9.99

-Letters, numbers, shapes, rollers, and cutters

-Safe and easy

-Easy to clean

<https://www.amazon.com/Kiddy-Dough-42-Piece-Letters-Numbers/dp/B0758159B3/ref>

Maykid Play Dough Tools Set for Kids(50 pieces)- \$13.99

-Shapes, stamps, and other tools

-Partially different tools from the other ones on amazon

<https://www.amazon.com/Maykid-PlayDough-Accessory-Rollers-Scissors/dp/B08NDT723S/ref>

Plastic Dough Tools for Kids(61 pieces)-\$13.99

-Shapes, stamps, animals, & whole alphabet in individual letters,

-Multi-color

-Easy to clean

-Cheapest bundle for more quantity on Amazon

<https://www.amazon.com/FRIMOONY-Plastic-Capital-Letters-Multi-Color/dp/B0871XQ85F/ref>

Affiliate Information

Amazon

- earn up to 10% with select items

- Bloggers, publishers and content creators with a qualifying website or mobile app can participate in this program.

<https://affiliate-program.amazon.com/>

Blick

- a large website or a single homepage
- Up to 10% per item

<https://www.dickblick.com/affiliates/>

Michaels

<https://www.michaels.com/affiliates>

Discount School Supply

- They provide customers that use the affiliate links with extra savings
- They give the affiliate coupons and discounts
- 9% conversion rate

<https://www.discountchoolsupply.com/affiliate>

AliExpress

<https://portals.aliexpress.com/>

Walmart

- Generate ads for the affiliates

<https://affiliates.walmart.com/#!/>

Target

- Up to 8%

<https://partners.target.com/>

Etsy

- If there is a one-of-a-kind product on Etsy, that you want customers to have access to

<https://www.etsy.com/affiliates>

Google AdSense

//This is not an affiliation

- Ads tailored to your content, or similar items
- Ads you don't like can be blocked
- Tries to match your content with the highest paying ads

<https://www.google.com/adsense/start/>

Helpful Affiliate Information Articles:

What to know | <https://www.cloudways.com/blog/what-to-know-about-affiliate-marketing/>

<https://www.persuasion-nation.com/blog/9-things-must-know-become-affiliate-marketer>

Common Mistakes | <https://inter-growth.co/affiliate-marketing/mistakes/>

Website/Webpage/Blog Information

Wix www.wix.com

*Includes Templates and easy to use features to build a website as well as a blog

*Wix can create a business email too

- With the Free plan you get:
 - assigned a domain name (accountname.wixsite.com/siteaddress)
 - Wix ads
 - Customer Support
 - 500MB of storage
- With the Premium plan you get:

- Custom domain
- Ability to remove Wix ads
- Ability process online payments (Business Premium Plan)
- Access to the Google Analytics of your site (shows how well your site is doing and how many visitors you get)

For more information on Free vs Premium Site: <https://support.wix.com/en/article/free-vs-premium-site>

Wix Premium Plans | <https://www.wix.com/upgrade/website>

**You can also create an online store with wix: <https://www.wix.com/ecommerce/website> **

SquareSpace www.squarespace.com

//Can use for a Blog, website, or a place to sell products kind of like an Esty shop

*Compatible with Google AdSense

Pricing: <https://www.squarespace.com/pricing>

Email Marketing: <https://www.squarespace.com/email-marketing>

Create a Blog: <https://www.squarespace.com/websites/create-a-blog>

Templates Offered: <https://www.squarespace.com/templates>

- The blog will have a shop tied to it, with many templates to choose from
- There are four plans Personal, Business, Commerce Basic, and Commerce Advanced (\$16-\$54 per month, less if purchased annually by 30%)
- Email Marketing, Social Media Tools, and other tools they have to get the word out about your business

Zyro

//Offers websites and eCommerce shop (mobile-friendly)

https://zyro.com/?ppc_campaign=brand_search&gclid=Cj0KCQiA-K2MBhC-ARIsAMtLKRtE4O86JUlC6uezOOYHvGzMXxQJ1v_e2NMMYJCFk99GCDThTN1oDS4aAIJVEALw_wcB

- Plans include Personal Brands, Business, eCommerce, and eCommerce Plus
- There are many ways for customer payments
- Uses many search engines like Google

WordPress <https://wordpress.com/>

//For Websites and Blogs, also mobile-friendly, and has the ability to turn the website into a store

*Simple to add to, much like posting to Facebook, the ability to post with your phone

Plan Options: <https://wordpress.com/pricing/?ref=logged-out-homepage-lp>

This is a very cost-effective option

Weebly <https://www.weebly.com/>

//Similar to WordPress, there is a free website builder with limited features

*Offers websites, online stores, and Marketing

Pricing: <https://www.weebly.com/pricing>

Plans include Basic Use (Free), Personal (custom domain), Professional, and Performance

Business Plan

Part 1: Executive summary

Play To Remember was made to help people with Alzheimer's/Dementia reconnect their memory through numerous tools to keep patients' memories active. This business was founded by Phyllis Campbell and her vision is for *Play to Remember* to grow into one of the top five providers of dementia games and activities. Ms. Campbell also wishes to grow her business into one that trains caregivers on how to use these suggested activities to help those with dementia within the United States. The main mission for *Play to Remember* is to provide families and caregivers with dementia patients with a variety of ideas, materials, and strategies so that interactions can continue to be easy, purposeful, and fun while the patients regain their memory, hence the name *Play to Remember*.

In terms of materials, Ms. Campbell and *Play to Remember* offer a multitude of materials, games, and activities that caregivers can choose from. This can range from toys that are focused on communication to games that help patients with thinking and recognition. There are also certain games focused on helping patients exercise small brain functions. Both types of materials are in different sets each sold separately. *Play to Remember* also plans to offer lessons on how their and other materials can be used to their fullest extent.

Since the market for dementia patients is growing, *Play to Remember* will need an accurate and innovative business strategy for its business to keep up. Ms. Campbell plans to sell these materials at an easily accessible price for premium products unlike her competitors who sell specialty products at much higher prices. She also plans to develop a website for selling these materials, wherein she can provide affiliate links to other sites for customers to purchase additional games that utilize *Play to Remember's* teachings. In terms of business, Ms.

Campbell plans to build a growing network and relationship within the senior care community and with owners/managers of home care agencies. To help grow the business' employment, Play to Remember plans to train at least 3 groups of caregivers that work in the form of patient service. Once these goals are accomplished, Ms. Campbell plans to present a workshop of her business and exhibit and sell materials at a national conference which will grow her business even more.

Part 2: Business description

Play to Remember aims to fill a need that is often overlooked in the dementia care business by providing toys and paper materials to dementia patients that serve as a source of stimulus to the patient and an impactful connection tool for families with someone who suffers from dementia. Dementia patients often have far less stimuli each day than a healthy person. *Play to Remember* materials would help a person with any kind of dementia, maintain a healthier level of stimulus during the rest of their life. These materials also serve as a medium for family interaction with dementia patients that is easily understood by people of all ages and ability level. This can be an invaluable service that helps to bring a family together despite the stress and strain that dementia can cause. These materials plan to be sold on a website alongside easily accessible expert training on how these materials can be used to their full potential. This training aims to help caregivers and family members the information they need to help a dementia patient as much as they can.

Play to Remember aims to compete in this market space by making its materials easily accessible, having a large variety of materials on sale, and having a price point better than its competitors in this market. Having both materials and training on its website will make *Play to Remember* a more easily accessible option for the person overwhelmed with a dementia diagnosis of their loved one or even the experienced caregiver who is looking for new tools. The expertise that *Play to Remember* has in dementia activities and stimuli allows it to create a variety of materials that other competitors would lack to provide in this market. Many toys designed to be sold to dementia patients are specialty toys. These specialty toys are often very expensive. *Play to Remember* materials can be purchased at a lower price point than their competitors who sell specialty toys. These three criteria is what sets *Play to Remember* apart from its competition and will allow it to grow and be profitable over time.

Part 3: Market and Competitive Analysis

Play to Remember is in a unique position because it aims to fulfill a unique value proposition in its market. *Play to Remember* aims to sell toys and paper materials to patients with any type of dementia as a means to provide a source of stimuli to dementia patients as well as a means for the family of dementia patients to connect to their loved one in a simple way. The market this pursuit most fits into is the dementia care market. This market is segmented into multiple sub areas but *Play to Remember* aims to sell products in the memory exercises & activity products market as well as the daily reminder market (Straits).

Since the business wishes to operate online, it is reasonable to consider the worldwide market since it is accessible through the internet. Worldwide there are about 47.5 million cases of dementia with a growing number of diagnoses (Hillis). This market was estimated to be worth 19.14 billion dollars worldwide in 2020 and is estimated to grow to 29.55 billion dollars by 2027. This market has a compound annual growth rate (CAGR) of 5.87% based off these projections (Maximize). The market is growing worldwide due primarily to increasing work pressure and the rising prevalence of neurological diseases such as Parkinson's and epilepsy. The largest share of the dementia market is present in North America while the Asian market is expected to grow the fastest. There is little information about the potential of the Latin America, Middle East, and Africa markets partly due to lack of development in some of these places but there is still some interest in the market.

The major players in this market are Best Alzheimers Products, Healthcare products LLC., Find Memory Care and other organizations. *Play to Remember* aims to compete with these organizations on three fronts. First it aims to be the most easily accessible source for dementia games & activities while also offering training about how to use their materials to their fullest extent. *Play to Remember* will become the most accessible through search engine optimization

and marketing of their products so people will know about *Play to Remember* before they need to purchase dementia care products. Secondly, *Play to Remember* aims to offer a wide variety of products that their competitors would not have so they can keep customers interested long term. Lastly, *Play to Remember* aims to have better price points than its competitors. Many of these organizations sell specialty products that are especially expensive. *Play to Remember* will offer its products at a cheaper price point than its competitors while still offering value to its target market. These three criteria will appeal to both the experienced elder care worker who is in need of materials as well as the overwhelmed family member who has to deal with the diagnosis of a loved one. The aforementioned information indicates that *Play to Remember* has ample opportunity and plans to succeed in the dementia care market.

Part 4: Operational Structure

Play to Remember is an LLC operating in Colorado Springs and is run by Phyllis Campbell. Materials developed by Phyllis Campbell, including game instructions and pictures are printed and put together before being sent out to any buyers via the online website. Other arts and crafts materials will be bought and resold as part of the sets and bundles. Phyllis Campbell will also offer and schedule training/workshop sessions to customers who desire it.

Part 5: Product Description

There are various types of product sets and bundles that *Play to Remember* sells in order to aid caregivers and family members in taking care of those with dementia. The types of products are broken down into two primary sets titled Communication and Building. Each of these sets contains different games and toys that fit into their respective sets. For example, the Communication set contains games such as picture cards to focus on naming, sorting, and recalling the images depicted on the cards. On the other hand, the building set includes games such as pattern blocks to stimulate small muscles and creative thinking. The sets, their included games, and what each game focuses on, and their costs are as follows:

Communication Set (\$130/ with tote bag):

1. Picture Cards

naming, sorting, recall

10 picture cards in each

of 7 categories

Instruction card

2. Concept Cards

Games for recall, classifying and language

Logos

Rhymes

Opposites

Go Togethers

Sizes

Instructions for each game

3. Picture Bingo games

Each set has cards for 5 players and call out cards

Food

Clothes

Household

4. Write, Draw & Think

Set 1 or 2

Worksheets for small muscle work, thinking skills

Connect the dots & line Designs

Word Find

Same or Different

Plastic sleeve

Dry erase marker

5. Color Creations

Small muscle work

17 Coloring pages

17 Dot coloring pages

6. Behind the Doors

Picture guessing game

2 picture holders w/clips

15. Pictures

Instruction card

7. **8x10 dry erase board**

Building Set (\$130/ with tote bag):

1. **Fidget Toys**

Use for sensory input, stress, anxiety

2. **Craft Stick Designs**

Small muscles, creativity, thinking

Set of 20 building sticks

Design cards and

Instruction card

3. **Wooden Blocks**

Small muscles, creativity, thinking

Set of table blocks

Design cards and

Instruction card

4. **Pattern Blocks**

Small muscles, creativity, thinking

Set of magnetic blocks

Design cards and

Instruction card

5. **Button Hunt**

Small muscle work, thinking

Set of colored buttons

3 Sorting sheets

Instruction card

6. Sorting/classifying

Small muscles, creativity, thinking

3 sets of counters

Divided plate for sorting

Training and work shops

\$175/hour

Teach users how to use products to their fullest potential

Along with these two sets, *Play to Remember* will also offer a training/workshop session. These sessions cost \$175/hour (one hour minimum) and include information on how a caregiver or family can utilize the materials purchased from the Communication and Building sets. Along with this, tips on how caregivers can use and modify other games and activities for people with dementia.

These sets and trainings are also sold in different bundles that include the two sets and training sessions. Some of the bundles allow customers to purchase specific games they might want without having to purchase the whole set. The bundles, what they include, and their prices are as follows:

Custom Packs:

Cards - \$100

Idea Cards

Picture Cards

Concept Cards

Building Set - \$70

Velcro Sticks

Wooden Blocks

Pattern Blocks

Bingo Games - \$40

Clothes

Food

Household

Color Creations - \$30

Coloring pages

Dot markers

Write, Draw & Think - \$40

Sets 1 and 2

Dry erase sleeve & marker

Games - \$40

Sort and Classify set

Behind the Door game

Today We Can ... Idea Cards - \$40

104 idea cards/6 categories

Kombo Kits

1 kit/with cards -- \$165

2 kits/no cards -- \$255

2 kits/with cards -- \$290

Play to Remember's primary way of selling these products is through our online store. *Play to Remember* will also offer links to any existing games and activities that caregivers and families can learn how to utilize and alter in the training/workshop sessions. The strategies *Play to Remember* will implement to promote these products will include a social media presence that highlights modifying materials for dementia patients, building a professional relationship with senior care communities and owners/managers of home care agencies, and attending national conferences to promote and sell the products.

Part 6: Financial Analysis and Projections

For *Play to Remember*, financial stability will be achieved by the organization purchasing all the necessary games/objects wholesale and at cheaper prices than selling them at profitable rates that are reasonable enough for customers to purchase. Donations or investment will further enable the business to get up and going as it will assist in providing dementia patients with all the helpful tools to improve their memory abilities.

A similar business that is in the same market as *Play to Remember* would be Memory Care Home Solutions. They also carry the same mission to deliver the needs towards all patients who have dementia, memory loss, impairment, and Alzheimer's disease. However, they only assist that population through donations and their efforts into the community. *Play to Remember* will open new opportunities by giving caregivers an easier way to assist all patients with any type of memory loss. The client will be looking to bundle their products or sell these games separately. Another similar business is The Alzheimer's Store, Best Alzheimer's Product, and Find Memory Care. They provide information to help these patients and promote their activities for sale. The Alzheimer's store is the number 1 store with safe products designed specifically for patients with Alzheimer's, dementia and other memory related conditions. This company website is the one of the main competitors and upon reading their reviews, there's many areas where *Play to Remember* can gain an advantage over them.

From a financial standpoint, *Play to Remember* needs very little startup funds to succeed. Since there is no physical location and the products that *Play to Remember* wishes to sell are already made no money needs to be spent on a stores rent or product development. All funds will be used to make and ship materials. In January of 2022, *Play to Remember* will use \$1,642.00 to purchase materials for their first kits. It is expected that 3 kits worth of materials will sell in January and this number will increase slowly until August where it is expected that 20 kits worth

of material will be sold per month through the rest of 2022. The materials purchased previously should last until September of 2022 where \$4,214.00 dollars will be used to purchase more materials for more. If more kits worth or materials are sold then materials may need to be purchased earlier and this can be done with the funds made from these kits selling.

The exciting thing about *Play to Remember* is that they can become profitable on a small scale almost instantly due to the lack of costs associated with this business. After the initial investment of \$1,642.00 the business can sell products and acquire funds that will pay for this initial investment. It is projected that the business will turn a profit by March and will continue to be profitable from there. For a comprehensive view of the business financials please see the table attached. These figures show express the potential that *Play to Remember* has not only as a business but as an organization that can help individuals with any type of dementia.

[Play to Remember Cash flow chart should be attached here]

Project Charter

Name of the Project: Play to Remember

Name of the Sponsor: Phyllis Campbell

Purpose of the Project: Our client, Phyllis Campbell, is in charge of an upcoming business that helps people who are diagnosed with Dementia by providing their caregivers with games and other activities that can maintain their mental acuity. The purpose of this project is to provide her with a business plan as well as assist in finding printers and vendors of the materials she needs to construct these activities. The business plan and attached supporting materials will serve to help the client start and grow her business and give caregivers of Demetia patients easier access to her games and activities.

High-level Project Description and Boundaries:

Play to Remember provides a business plan for our client, Phylliss Campbell, so that she may help people struggling with dementia and the individuals that care for them. It starts off with giving our client business advice on subjects regarding market competition, potential suppliers, etc. Then, it'll provide the client with a spreadsheet of helpful resources/products and where to buy them for the right price. Lastly, Play to Remember looks into the legalities of the business to ensure that the business is not at legal risk.

This project consists of various in-scope items that the team carry out periodically. The team will locate a printing company that can produce the paper-based products the client wishes to sell. The team shall also conduct research and get consultation for legal business advice to pass along to the client. This team also provides a spreadsheet listing off the various products the client wishes to sell along with feasible wholesale sellers to acquire these items in bulk. And finally, the team will write and provide a written business plan report that includes essential information such as marketing strategies, financial requirements/expectations, and supplier information. Out of scope items include purchasing or selling products for the business, creating new materials for the client to use, and speaking to potential clients.

Objectives and Success Criteria:

- *Objective 1: Provide the client with business advice on subjects such as potential marketing strategies, financial requirements, and supplier information.*
 - *Success Criteria: A word document will be provided detailing the research and recommendations the team has gathered.*
- *Objective 2: Give the client a spreadsheet on where to buy requested products whole-sale.*
 - *Success Criteria: Deliver a spreadsheet on the location where the client can buy the suggested items whole sale.*
- *Objective 3: Provide information to the client on what a business can and/or can't legally do.*
 - *Success Criteria: Figuring out legalities and presenting them to the client in the form of a Microsoft Word document.*

High-level requirements:

- Requirement 1: Complete research on how to best print a marketable product from the materials that the client made. This will include looking into printing company options, which is to be completed by October 14th.
- Requirement 2: Conduct research about the wholesale and legality of the client's proposed materials, which is set to be completed by November 4th
- Requirement 3: Complete the business plan that lays out the specifics and milestones for how the client should proceed forward with the business, which will be completed by December 2nd.

Assumptions:

- Assumption 1: The project team has access to UCCS faculty or staff who can assist with providing legal knowledge about the project.
- Assumption 2: There will be enough free information online to produce a business plan with the client's products and the target demographic.

- Assumption 3: Wholesale license is purchasable and affordable for the client's organization.

Constraints:

- Constraint 1: The scale of the business is solely limited to one person. The team must adhere to providing the client with business options that are accomplishable by one person.
- Constraint 2: The business options outlined in the business are restricted to the client's budget.
- Constraint 3: Meetings for the team members to work in person is limited due to COVID-19. The team must complete a majority of the team work in a virtual environment.

High-level Risks:

- Risk 1 Unable to access Market Information
 - o Team members do not have access to extensive information on client's target market. If team members can't access information about the market, then the final Business plan may not be accurate.
 - o Probability: High
 - o Impact: Medium
 - o Planned mitigation actions: The team will use information that is free online to conduct as much research as possible and use this information to make recommendations to the client. Other sources of free research can be used such as speaking to dementia care nurses or care homes to help gauge potential market. The UCCS Library could also be used to gather information.
- Risk 2 Potential Product Idea Could Infringe on Copyright
 - o Product that the client wishes to sell could put the client at risk of a lawsuit by toy manufacturers. If a product that the client sells infringes on some copyright, then the client is at risk of a lawsuit and losing the business.
 - o Probability: Medium
 - o Impact: High
 - o Planned mitigation actions: If the product idea is found to be illegal, then the team will recommend other ways the client can make money from her target demographic.
- Risk 3 Non-approval of Any Licenses
 - o Client is unable to get approved for any necessary licenses needed to run the business.
 - o Probability: Low/Medium
 - o Impact: High
 - o Planned Mitigation Actions: The team will gather further information on any places to get the required licenses and/or look for other potential routes to get the business where the client desires it to be.

Summary Milestone Schedule:

- Milestone 1 Printer Report
 - o A word document describing the best printers and prices for the client to print her materials she wishes to sell will be delivered.
 - o October 14,2021
- Milestone 2 Legal Report

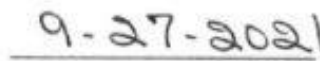
- o A word document and client meeting designed to explain the legality of her business with the products she wishes to sell.
 - o October 21,2021
- Milestone 3 Potential Vendor
 - o An Excel spreadsheet or word document explaining where and how materials can be bought and sold for client's business.
 - o November 4,2021
- Milestone 4 Business Plan
 - o An extensive business plan describing how the business will make money and grow over the next few years will be completed for the client.
 - o December 2,2021


Stakeholder List:

- Stakeholder 1 Phyllis Campbell
 - o Phyllis Campbell will rely on the information provided by the team to run her business and therefore will need information provided to be accurate.
- Stakeholder 2 Bachelor of Innovation consultation team
 - o The information provided by the team will affect how the business is run and how it grows in the future.
- Stakeholder 3 Suppliers of Materials
 - o The price comparisons and the company we choose to buy materials from, will reassure us that Phyllis Campbell receives the highest quality of products at the most reliable price.

Approvals: By signature below, the project team and the client agree to this project charter:


Client


Date



Team member

09/28/2021

Date

Nahum Mendis

09/28/2021

Team member

Date

Harren Bishu

09/29/2021

Team member

Date

Hub

09/29/2021

Team member

Date

Elm M.

09/29/2021

Team member

Date

Bart

09/29/2021

Team member

Date

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