



**(Kylie) Slide One Ideas:** Think of a color that represents how you are feeling right now. Is anyone feeling green, feeling sick? Or, has anyone felt green during this semester? Did you want to walk, drive, or ride the FAB all over Farmville in order to get medicine and other supplies?

The problem with Longwood's campus community is the lack of access students have to healthcare and supplies. BOXE seeks to promote and maintain a healthier society by providing low cost care to as many Longwood students as possible through the use of care packages.

**(Sydney) Slide Two Ideas:** Our idea came from each of our own individual feelings and experiences about the lack of healthcare items readily available to students here on the Longwood campus. Each of us felt the need to make a change here on campus and we wanted to start that by helping the students because we are what makes Longwood great.

To see if our product had a market at Longwood, we surveyed students and found that over 85% of the students answered that the 'get well' care packages would be beneficial to campus health. With the 5,000 students currently attending Longwood and the projected numbers to continue to increase we can estimate that 4,200 students in the next three years will have purchased at least one BOXE.

**(Hailey) Slide Three Ideas:** Our product is a customizable care package, with products selected for either cold/flu symptoms or a stomach bug and will have free, same day hand delivery.

**\*Demonstration of Product\***

Our company strives on consumer satisfaction which is why we have implemented the idea of adding a personalized message with each BOXE. We know how important it is to hear from your loved ones at any

time away from them, which is why with each product comes the option to personalize a message to your own BOXE. Whether it be parents sending you a package or someone who loves you, they are able to give a message to you specifically for you!

**(Sydney) Slide Four Ideas:** There are competitors on and off the Longwood campus. Students are able to purchase health care supplies at CVS or Walgreens, go to the Longwood Health Center, or purchase traditional care packages from the Parents' Council. However, we are the least expensive option, especially since students will not have to leave the comfort of their dorm to receive our product. None of these competitors have the true personal connection with college students like our company does.

**Slide Five Ideas (Kylie):** What we are doing here today is asking for your help. We need people like you to purchase our BOXE during your times of need. With your help we can go through and continue to create our products and potentially grow to other campuses across the United States. I know there are many people out there who can tell you the same thing but I believe because we, ourselves are college students, we know your struggles and we want to help you overcome them.