

Business Plan

Cupid's Cuddle

Just like you're there!

Word count: 3,468 (excl. Contents, Appendix and Bibliography)



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Introduction

During 2020, there was a global pandemic of Covid-19. This caused a huge separation from loved ones. Initially, from the elderly, as we knew the disease was especially harmful, and most likely to be fatal, for the older generations, above 60 years old. Already families were divided and, especially due to technology barriers, grandparents could not see their grandchildren, or their children, for the foreseeable future and were rife with worries and fear over the virus itself.

Next came the country's lockdown. Parents being kept away from their children who are away at University and away on work trips and couples being forced into a long-distance relationship that they weren't ready or prepared to handle. My own included. Research shows that 75% of college students have been in a long-distance relationship (Robers & Pistole, 2009) and that 60% of long-distance relationships work (Schmall & SWNS, 2018), however, it is reported that 37% of long-distance couples break up within 3 months of becoming geographically close. This figure is very similar for the reverse (Stafford, et al., 2006), which is more the figures we are looking at.

In my own experience, the biggest problem with switching between long-distance relationships and living close together is the difference in physical affection being received, as well as struggling to find entertainment together the same way as before. I believe if there was a better way to connect these two alternatives, so there is less difference between long-distance and close relationships, then many more relationships would survive and thrive. Making the couple a lot happier, secure, and intimate whether they are close or long-distance, being able to stay at the same level of intimacy, security, and enjoyment. No matter how physically far apart they become, they will be able to stay completely connected emotionally.

The Business – Cupid's Cuddle

Let's say, you're married and away on a business trip from your spouse. Let's say, you've moved away to University and won't see your family at home for a couple of months. Let's say you're in a committed relationship, forced to be long-distance by a global pandemic. My idea will keep that connection, security, and intimacy over a long distance, to simulate the feeling of emotional closeness between loved ones from any distance apart. It is a cuddly toy that connects to another, with an in-built speaker, microphone, heater, and heartbeat sensor (being able to change the features as wanted) that allows for a conversation, warmth, and intimacy while cuddling. As if your loved one is right there with you! This can be used as a sleeping aid, if you're used to sleeping next to your partner, it can be used on an online date while watching a movie or playing games, or as motivation and companionship while working alone, along with countless other uses! The toy will be a one-time purchase, with a set price for a toy, or a deal for a set! The product will also come in a variety of sizes, costing different prices for each, fully customisable with more or fewer features and different animals, shapes, and looks! The Cupid's Cuddle, just like you're there!

Why the product?

Other products have been designed remote connectible toys that allow for sexual intimacy, and some for standard intimacy, but all ideas fall short, as I believe there are uncomfortable and creepy themes within each one.

I have designed my product to avoid these flaws, by being an easily portable cuddly toy, that is not awkward or embarrassing to be carried around anywhere, is not wearable tech that has concern for getting broken, or going wrong while wearing it, is fully customisable, with no features that are unwanted by the customer and is capable of so much more than just short-term enjoyment. This product will also allow couples to be in touch often without the need for as much planning.

My branding is essential, as it will differentiate me from anyone attempting to repurpose my idea with less quality. As such, I attempted to create a logo design, which was improved upon by my friends Abbey and Simon. I will also use a consistent colour scheme and font so that the brand is easily recognisable and distinguishable from others. I also plan on copywriting and trademarking the name, logo, and as much of the branding as I can,

keeping my internal workings a trade secret on how I build them to be safe, secure, and most functional ([Appendix E](#)).

Unique Selling Point

My idea is unique, as it combines the very popular and widely used invention of a cuddly plush toy, with the remote, long-distance intimacy ideas that many different entrepreneurs around the world have been trying to perfect. (Rosenzweig, 2020) As they have shown, there is a market for the product, but none have been able to simplify and normalise the idea, nor make the product cheap enough to sell enough products. I believe my product will be more affordable, more accessible, and less intrusive.

The fact I believe that this is the case will mean I will have to make sure that I can keep my intellectual property safe from people trying to copy it. For this, I will adopt the same method as Shauna Richardson's Crochetdermy. As such, I will hold the IP rights to my brand's trademark, I will have the copyright of the idea and that trademark and each individual toy I sell will each come with their own unregistered design rights. Since they are all customised by the customer, there will be no purpose in registering the designs as it will cost me too much money and will not be required. I will hold the internal working and the way the electronics fit inside the body of the toy as a trade secret and have my workers sign non-disclosure agreements as part of the contract when creating them.

The fact that my idea allows the client to pay for exactly what they want, without having to spend more money on features they will not use or do not feel comfortable with, by being completely customisable. As well as designing their toy to be the exact size and shape they envision. This has been shown by some early market research I completed ([Appendix A](#)):

-
- It sounds a little creepy to be honest
10/16/2020 4:12 PM [View respondent's answers](#) [Add tags](#) ▼
 - Make sure the design isn't creepy 😬
10/16/2020 10:45 PM [View respondent's answers](#) [Add tags](#) ▼
 - The design of the plushy itself is key, it has to be cute with lots of design options or very simple
10/18/2020 11:31 AM [View respondent's answers](#) [Add tags](#) ▼
 - Add a vibrator 🙄
10/16/2020 1:10 PM [View respondent's answers](#) [Add tags](#) ▼

- Cuddly toys should not have heartbeats, it can be unsettling
10/16/2020 1:09 PM [View respondent's answers](#) [Add tags](#) ▼
- Expected price but hopefully a bit cheaper haha. Maybe a mini version like a keychain or mini version, something that can be taken out with you without getting weird looks? I mean I don't know how big it is to start but it could be good for anxiety, comfort, stress, age regression, etc.
10/20/2020 1:39 AM [View respondent's answers](#) [Add tags](#) ▼
- maybe customization similar to build a bear, colour/animal/size etc, also would be a cool idea if you could buy in store to make it a special experience and a cute memory
10/16/2020 1:12 PM [View respondent's answers](#) [Add tags](#) ▼
- The heartbeat would be a strange addition that may be unnecessary
10/16/2020 1:10 PM [View respondent's answers](#) [Add tags](#) ▼
-

Features of the Product

The Cupid's Cuddle will be a plush toy that can be customised similar to that of build-a-bear, except all online. There would be many options for the way the toy would look, with a wide variety of animal shapes to choose from, and cute accessories it can have, as well as varying size, colour, etc. To cover completely for the preference of the customer.

There will also be the options for many different features to be included, or not included, in the personalised toy. Based on how much money the customer will be willing to spend, and based on preference, as mentioned earlier. My own initial ideas for features to be chosen were as follows:

- Microphone/Speaker combo
- Heat Detector/Heater combo
- Heartbeat sensor/motor or speaker combo
- Grip sensor/motor combination

Some features I have been given as idea from my surveys and conversations about the product:

- An option for a pillow instead of a cuddly toy
- A vibrator/fleshlight combination

I have given my opinions and noted the pros and cons of each, individual feature in [Appendix B](#)

The product will have to come with a free one-year warranty, with options of purchasing a further warranty for a fee on all purchases. This is necessary

legally as the product has to be 'fit for purpose' and last a good time in comparison to the cost.

There will be different prices for each feature and the total cost of the product will be based on what features are to be used and what size and shape the customer would want.

The products would have to be made individually as they are customised for the individual customer, and such would not easily be able to be stored but would have to be manufactured and shipped out accordingly. For simplicity for some of the customers, it may be easy to recommend some simple starting models, such as the pillow, which can be stored in warehouses and given out as a cheaper alternative. However, the individuality of a self-customised product is more rewarding, and is another unique selling point that should be advertised and be made a key feature!

My relevance to the industry

I have been interested in, and actively engaged with, learning Computer-Aided Design software and understanding the profession, for over 6 years. I have come to University to study this topic in-depth and have taken an interest in product design and architecture. This will allow me to create the design of my product, think more knowledgeably about the features, model prototypes, and gain further market research.

My time at University has also allowed me to meet and befriend many developers, artists, and business people that can help with creating the product and starting up a successful business.

I own many plush toys and often travel with them, using them as a sleeping aid wherever I go. I have also been in a nearby relationship, that was forced long-distance over the pandemic and fell apart as such. This allows me to design and plan my product knowledgeably, based on my preference, while understanding the importance of preference when it comes to cuddly toys and relationships, hence the need for strong customisability.

Competitors

As mentioned previously, many different companies and start-ups have tried to create ways of allowing intimacy between long-distance couples. Generally, they get the job done, but are gimmicky, expensive, have to be

planned for use, and are only used for a very short amount of time before being put down for potentially days or weeks. None of these ideas, however, are similar to mine, however, they all claim to do have the same effect.

The closest product I could find that simulates a cuddle with a loved one is CuteCircuit's HugShirt. This is a shirt that lets the wearer feel the pressure of a hug when a friend, family, or partner sends them a "virtual hug" through an app or messaging service.

DoCoMo's Taion Heart is a grippable heart that lets you feel your partner's heartbeat, creating that intimacy as if you're holding hands with the person and feeling their heartbeat, heating up and glowing, creating that intimacy from any distance.

Pillow Talk is a pillow and ring that senses when a couple gets into bed, so the pillow can faintly glow and quietly emit the partner's heartbeat, to show that they are both present and comfortable as a sleeping aid.

Lovotic's Kissenger is a small orb with lips, resembling a cow, that you kiss and it mimics your partner's movements to kiss back, allowing couples to kiss from any distance apart.

LovePalz, as briefly mentioned earlier, is a dildo/fleshlight combination that allows long-distance couples to have sex by linking the two products together.

There are many more potential competitors that I thought were less relevant, as they do not require a partner, in [Appendix G](#).

Cupid's Cuddle is more accessible, would get used more often, and can be used to link out-of-reach couples together in a meaningful way, and do so at a fraction of the price, while being more portable and customisable, improving upon all of the shortcomings of these others ideas. I have compared my idea and detailed the positives and negatives of all of the competitor's business models and plans in [Appendix C](#).

Starting up the Business

Due to the nature of my idea, it will initially be quite demanding, for little pay-off. It will require a moderate up-front cost, to pay for the electronics (around £20 for a basic toy, plus about £10 per feature of the product), stuffing, and fabrics (Bought in bulk, around £10 for a good number of toys) required to create the toys. This means, most toys will cost around £25-£50 to create,

based on how many features the customer wants, as well as the labour to have people create the toys, have someone originally create the code to join the two toys together, and combine the electronics to work through the internet and advertise the product, so sales can begin immediately. A small loan, investment, or Crowdfunder will be required for this, requiring an initial crowdfunding goal of around £15,000, this will allow me to happily make a profit and set up the business, with a steady income, employees, and workspace. It will also cover the costs of a freelance developer to create my website, as well as other initial up-front costs, such as warehouse security, furnishing, and advertising.

I decided to use crowdfunding as my initial source of income to gauge the potential customer reception, allowing me to test the potential of my business idea and see if it could be viable, as well as giving it some marketing early on (ipo.gov.uk, 2020).

Tier 1 pledge	£80.00	Tier 2	£100.00	Tier 3	£150.00	Tier 4	£200.00
	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21
Income							
Tier 1 pledge	1	2	5	8	10	13	20
Tier 2	1	2	6	10	12	16	24
Tier 3	0	1	2	3	4	5	8
Tier 4	0	0	0	0	1	1	1
Total Pledges	3	5	13	21	27	34	53
Customers Paying	£270.00	£540.00	£1,350.00	£2,160.00	£2,700.00	£3,510.00	£5,400.00
Money Made	£270.00	£810.00	£2,160.00	£4,320.00	£7,020.00	£10,530.00	£15,930.00

Funding the Business

The way the business will work is by keeping the team small, and only using as much labour as needed based on the demand for the product. This will allow the workers to be working full-time, with a steady income, allowing for outsourcing and part-time workers to come when needed. At this point, I will be expecting the workers to be making a single toy every two hours. This way I will be reducing costs as I will be allowing a small, adept team of people to be learning and progressing faster. This will allow the business to be making a small amount of profit and staying afloat, while word gets around and until there is more of a demand, at which case, the business can be expanded. At this point, the costs of the business will run exponentially lower than the price of the product, allowing larger profits to be made. I will expect most customers to pay for a cheap version of the toy, to begin with, testing the limitations of the product, before requiring an upgrade, at which point they will buy a more customised toy for themselves, with more features. Later, I plan to expand my business, or merge the idea with another, to create more, similar products, or add new available features, to gain more business.

The business will begin as a small team of 6 full-time workers. As the business grows, I will be expecting the workers to be creating one toy in just under an hour and will expect to require a couple more workers, to meet a steady demand, as well as outsourcing on months that are expected to be a particularly high demand. For this, I expect to make a deal with a company similar to HappyWorker (HappyWorker, 2020) in the future, to help me meet the demand for, particularly tough months.

Marketing Strategy

To market my product, I will have a strong Instagram, Facebook, TikTok, and Reddit presence. As well as advertising through the platforms, I will have my own account and pay for advertisements to be made on popular meme and influencer accounts. I will do this as I will aiming to push my product towards young adults in committed relationships as a primary audience, but also have it accessible to older parents, and grandparents that would be likely to purchase the product as a gift for their children and grandchildren, to stay in contact. Each advertisement on each platform will be different prices, estimating at around £10-£20 per day.

The advertisements will all immediately link to my own business' website, with no middleman, which will have a relevant and simple URL, so it is easy to find and trustworthy. The Website will have an SSL certificate and the website itself will immediately show the capabilities of the product and have an easy way to search through features, with a simple design for making a purchase. The website will be encouraging, but not forceful, for the potential customer to sign up for a newsletter to receive information on deals and updates on features and customisation options. This will be so that it is easily accessible to people that are not experts at using a computer, as well as being functional and simple and look up to the standard of people who use the internet often. The idea is to get the viewer to subscribe to the newsletter, so that reminders can be sent to the person's inbox to find if they would like to buy the product, giving them a slightly discounted price as and when there is a deal on the product, which would increase sales and begin attracting customer loyalty.

To keep the customer happy, there will be frequently asked questions readily available to find, along with contact information, with a phone number, and email address locked behind a captcha and a live chat service for troubleshooting and to answer any immediate questions, for both buyers and potential customers. This is on top of the free year warranty already supplied. Keeping previous customers happy will boost new customer sales.

Financial Forecast

If I have the crowdfunding goal set to around £10,000 - £15,000, which I thought would be excessive if it was not for similar crowdfunding ventures pricing similar amounts (Dür, 2020). it would give me a good life-off and allow me some grace period, while expecting a higher initial turnover of customers right from the get-go of the business, allowing the business to start with a work-space and full-time workers and allow the business to expand much larger:

I expect to be sharing the workspace with another small business to cut down on costs in that regard, as it can get very expensive, especially for a growing team (InstantOffices, 2020) (propertylink, 2020) (Chesterfield, 2012).

Next came the time to calculate how much each toy would make to create. For this, I found the price to buy all of the components on their own to calculate the cost to make one and then dropped that price slightly as I expect to be buying in bulk (Amazon, 2020) (Etsy, 2020).

Lastly came tax, which was very easy to calculate at the very end (gov.uk, 2020), especially for the profit/loss expectations for the ends of the years:

Year 1			Year 2			Year 3		
Product Sales		£280,240.00	Product Sales		£483,600.00	Product Sales		£700,600.00
Insurance Sales		£9,040.00	Insurance Sales		£15,600.00	Insurance Sales		£22,600.00
Total Sales		£289,280.00	Total Sales		£499,200.00	Total Sales		£723,200.00
Direct Product Cost		£72,037.50	Direct Product Cost		£124,312.50	Direct Product Cost		£180,093.75
Ongoing Server Costs	£1,300.00		Ongoing Server Costs	£1,300.00		Ongoing Server Costs	£1,300.00	
Total Purchases		£73,337.50	Total Purchases		£125,612.50	Total Purchases		£181,393.75
Rent	£13,000.00	£13,500.00	Rent	£13,000.00	£12,450.00	Rent	£13,000.00	£12,450.00
Labour Costs	£139,696.00		Labour Costs	£199,584.00		Labour Costs	£199,584.00	
Commissions	£44,917.50	£2,050.00	Commissions	£77,512.50	£1,900.00	Commissions	£112,293.75	£1,900.00
Total Direct Expenses		£213,163.50	Total Direct Expenses		£278,996.50	Total Direct Expenses		£313,777.75
Gross Profit / Loss		£2,779.00	Gross Profit / Loss		£94,591.00	Gross Profit / Loss		£228,028.50
Tax		£528.01	Tax		£17,972.29	Tax		£43,325.42
Net Profit / Loss		£2,250.99	Net Profit / Loss		£76,618.71	Net Profit / Loss		£184,703.09

The whole spreadsheet is available to view [here](https://docs.google.com/spreadsheets/d/1l6h3MZU5alGB2X6yiG-zJ_sTQfJm-yxm9m3kqrz6ZrQ/edit?usp=sharing):
(https://docs.google.com/spreadsheets/d/1l6h3MZU5alGB2X6yiG-zJ_sTQfJm-yxm9m3kqrz6ZrQ/edit?usp=sharing).

SWOT Analysis

There are many positives towards this idea, and me being the one to create it. I know a lot about young couples and am close to my family, being able to draw from my own experiences and the timing for the idea is amazing, with a global pandemic keeping loved ones from seeing each other, allowing Cupid's Cuddle to help connect them and calm any insecurities. Social media is popular, especially with the target market, allowing for advertising

opportunities. However, I don't know the first thing about creating plush toys, or electronics, so it would require a lot of research to begin working. It would require a considerable amount of start-up funds, and as it is new, the business model is untended and could go very wrong. Also, many people have already found alternatives, like virtual date nights and facetime, that feel more personal to them and can pose a threat to sales.

A full, detailed SWOT analysis is available in [Appendix F](#).

Panel Feedback

Will the business work?

I can quantify the success of the business through the earning of a total net profit and the amount of profit produced. If I can stick to my financial forecast and expand my business, I will call my business a success and conclude that it is working, so long as I am continually on the up during the expected good months.

My end goal is to sit in a comfortable position in the company where I do not have to work and can live comfortably with minimum effort, based on the profits of the company, that is still growing on its own legs, with my only contribution being, for now, product ideas and minor admin work.

Alternatively, I would aim to have my company bought out for a very large sum, to the point I would not need to work for the rest of my life and my family's foreseeable future.

I would expect Cupid's Cuddle, if executed correctly, to achieve these goals.

Timeline

	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12
Brainstorming Ideas												
Researching the idea												
Building upon the Idea												
Creating Showcase Video												
Creating Presentation												
Presentation												
Business Plan Mock Write-up												
Business Plan Write-up												
Business Plan editing												
Review and Hand-in												

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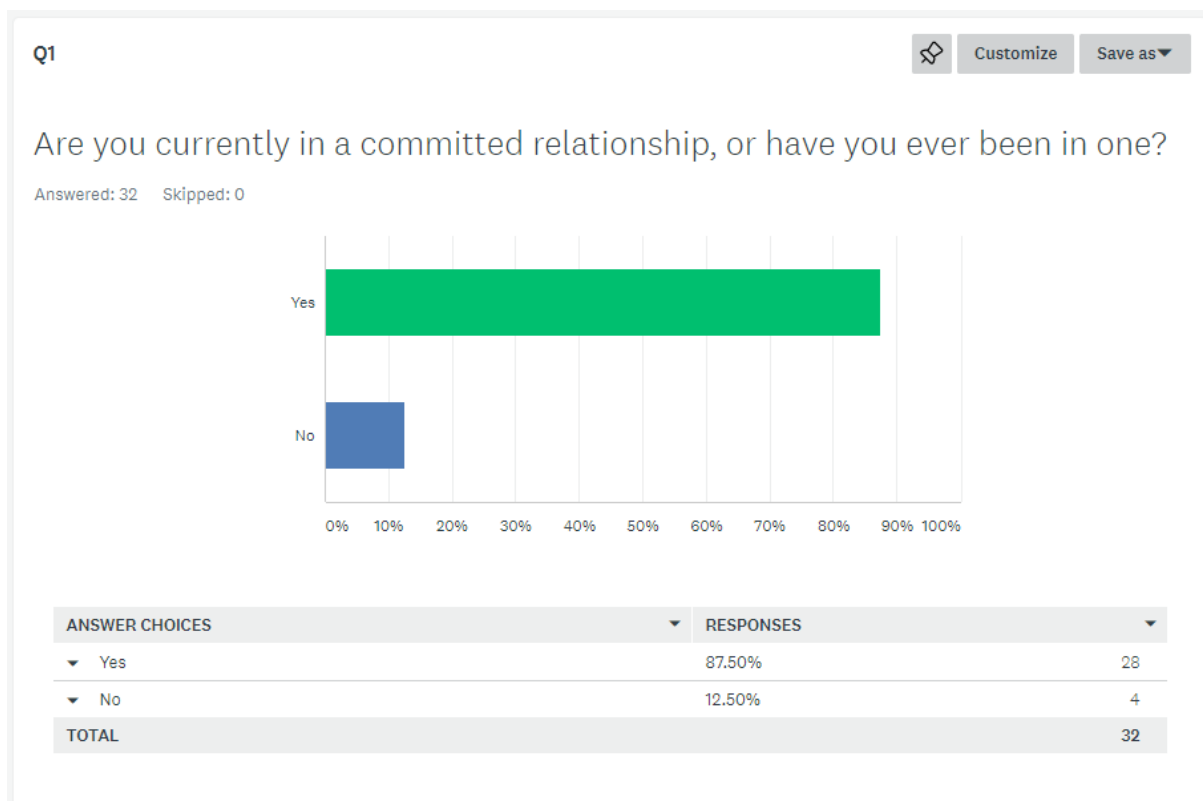
Available at: <https://nypost.com/2018/10/31/long-distance-relationships-are-more-successful-than-you-think/>

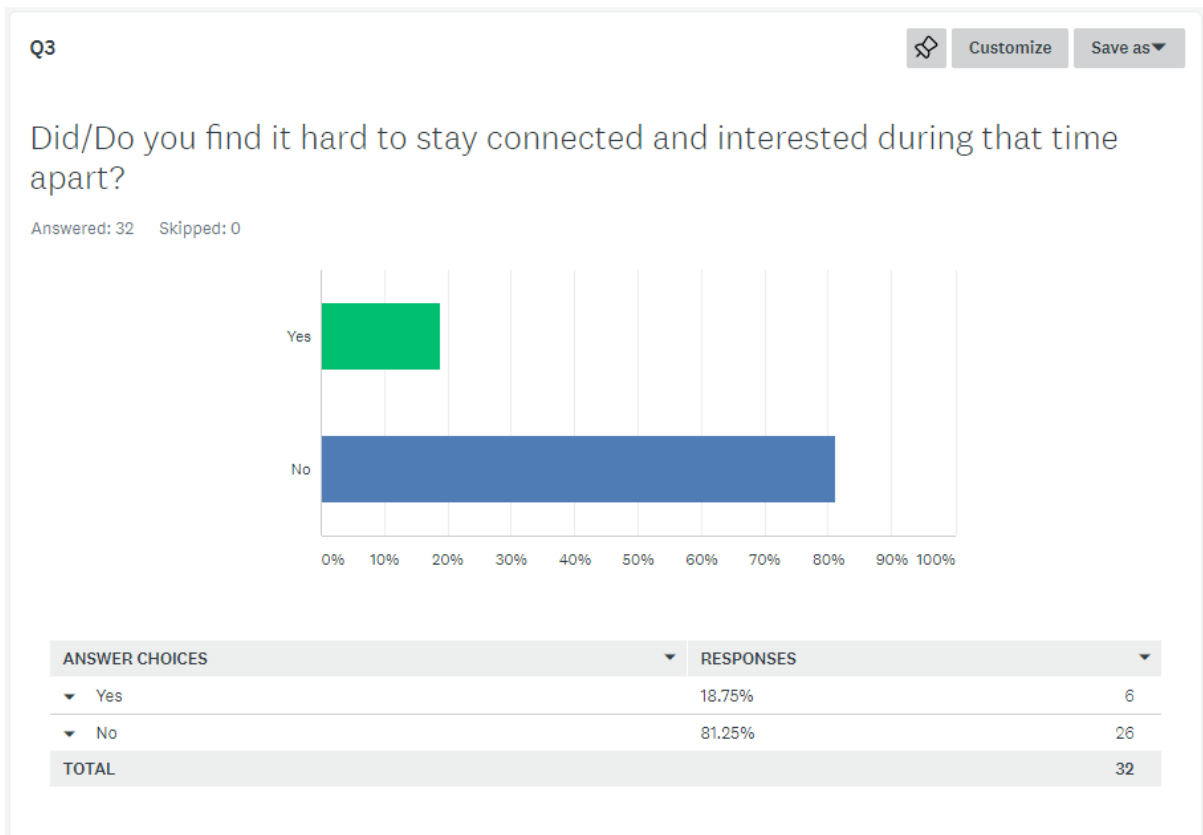
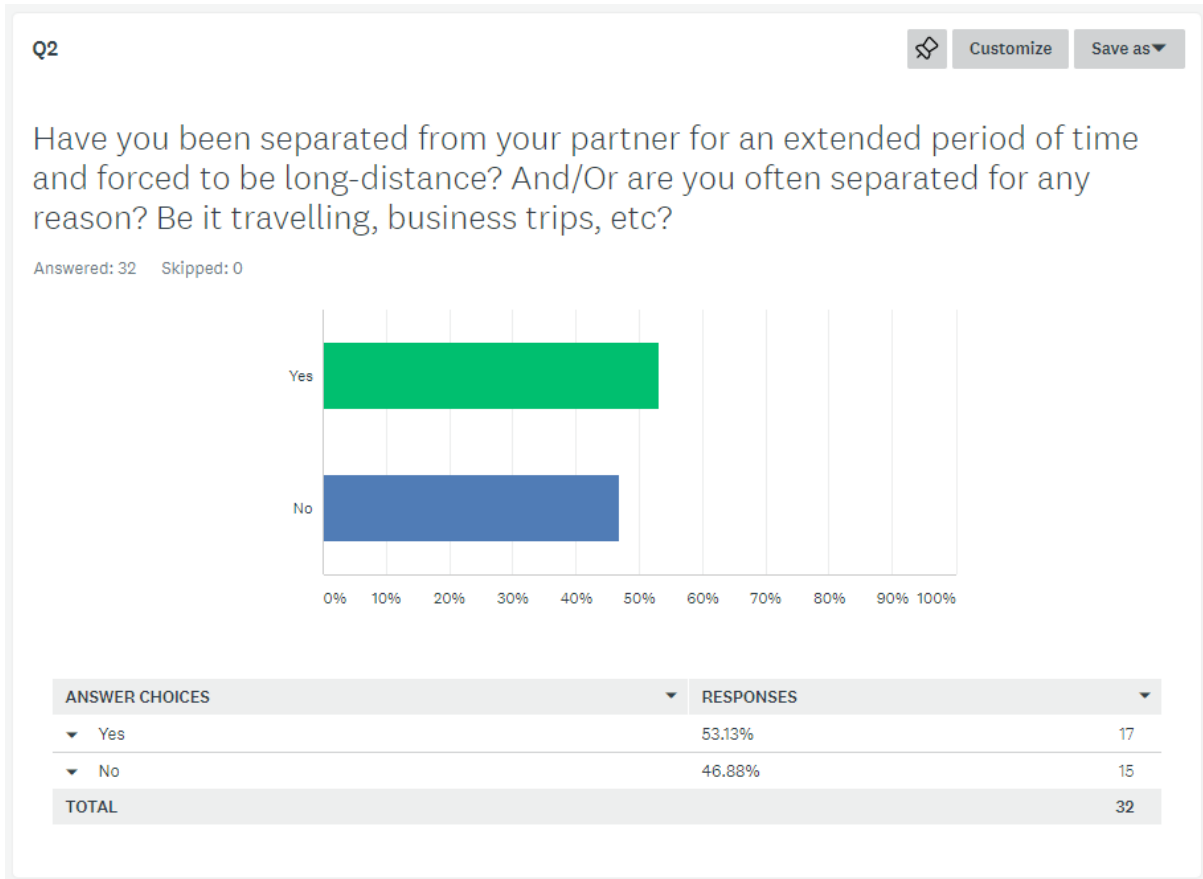
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Appendixes

Appendix A





Q4 📌 Save as ▾

What is your go-to method for staying connected during any time apart from the people close to you?

Answered: 29 Skipped: 3

RESPONSES (29) WORD CLOUD TAGS (0) 🔒 Sentiments: OFF

PAID FEATURE
Text Analysis lets you search and tag comments and see word clouds of frequent words and phrases. To get this feature, upgrade to a paid plan. ✕

UPGRADE [Learn more >](#)

Apply to selected ▾ Filter by tag ▾ Search responses 🔍 ⓘ

Showing 29 responses

<input type="checkbox"/> Skype, calls, text, making time for each other, making most of time together. 10/24/2020 5:54 PM	View respondent's answers Add tags ▾
<input type="checkbox"/> FaceTiming 10/24/2020 5:52 PM	View respondent's answers Add tags ▾
<input type="checkbox"/> Watching things together 10/20/2020 1:21 AM	View respondent's answers Add tags ▾
<input type="checkbox"/> Video calls + video games 10/18/2020 11:29 AM	View respondent's answers Add tags ▾

Q5

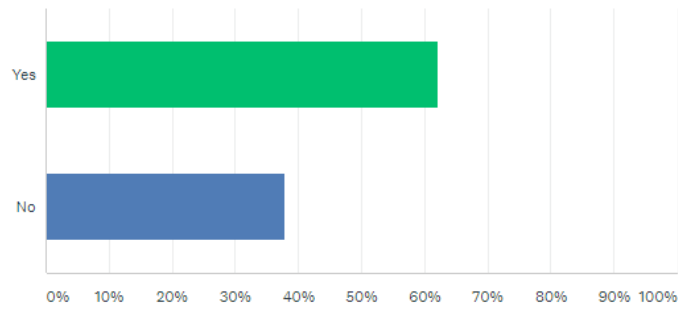


Customize

Save as ▼

My idea is for a cuddly toy that lets you talk, feel the warmth of, and heartbeat from your long-distance partner, through an interactable and fun plushy animal, allowing you to cuddle with your partner from anywhere! Do you think you would find use for this?

Answered: 29 Skipped: 3



ANSWER CHOICES	RESPONSES
▼ Yes	62.07% 18
▼ No	37.93% 11
TOTAL	29

Q6 🔒 Save as ▼

What use would you have for the Cupid Cuddler? If not, what would stop you from using it?

Answered: 24 Skipped: 8

RESPONSES (24) WORD CLOUD TAGS (0) 🔒 Sentiments: OFF

PAID FEATURE
Text Analysis lets you search and tag comments and see word clouds of frequent words and phrases. To get this feature, upgrade to a paid plan. ✕

[UPGRADE](#) [Learn more »](#)

Apply to selected ▼ Filter by tag ▼ Search responses 🔍 ⓘ

Showing 24 responses

<input type="checkbox"/>	Rather be with my partner for real.	10/24/2020 5:55 PM	View respondent's answers	Add tags ▼
<input type="checkbox"/>	I'd prefer to facetime, would find it strange having a cuddly toy	10/24/2020 5:53 PM	View respondent's answers	Add tags ▼
<input type="checkbox"/>	During cuddle time (where we both lay in bed and talk, usually near the end of the day)	10/20/2020 1:21 AM	View respondent's answers	Add tags ▼
<input type="checkbox"/>	I'd use it when I was upset or couldn't sleep and wanted support from my partner	10/18/2020 11:30 AM	View respondent's answers	Add tags ▼

Q7

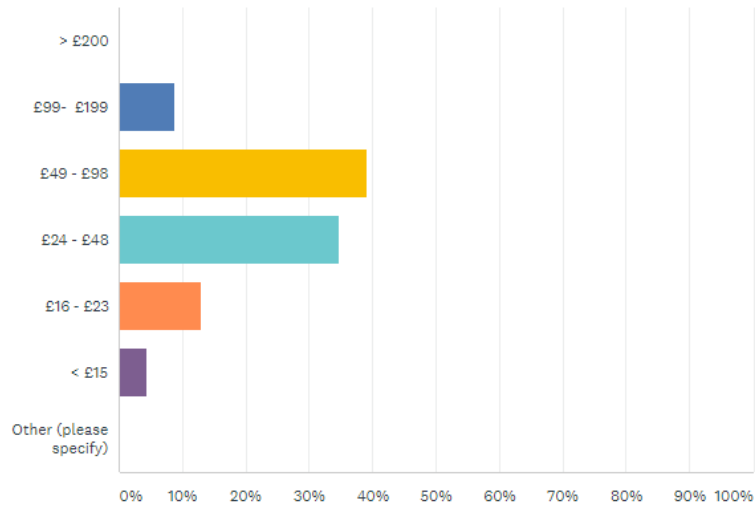


Customize

Save as ▾

What price range would you expect of a pair of products such as Cupid Cuddlers?

Answered: 23 Skipped: 9



ANSWER CHOICES	RESPONSES
▾ > £200	0.00% 0
▾ £99- £199	8.70% 2
▾ £49 - £98	39.13% 9
▾ £24 - £48	34.78% 8
▾ £16 - £23	13.04% 3
▾ < £15	4.35% 1
▾ Other (please specify)	Responses 0.00% 0
TOTAL	23

Q8 Save as ▼

Do you have any additional comments on the idea, or anything you would change if you were designing the Cupid's Cuddle?

Answered: 23 Skipped: 9

RESPONSES (23) WORD CLOUD TAGS (0) Sentiments: OFF

PAID FEATURE
Text Analysis lets you search and tag comments and see word clouds of frequent words and phrases. To get this feature, upgrade to a paid plan. ✕

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Showing 23 responses

<input type="checkbox"/>	No	10/24/2020 5:59 PM	View respondent's answers	Add tags ▼
<input type="checkbox"/>	I think a pillow would be better than a cuddly toy	10/24/2020 5:53 PM	View respondent's answers	Add tags ▼
<input type="checkbox"/>	Expected price but hopefully a bit cheaper haha. Maybe a mini version like a keychain or mini version, something that can be taken out with you without getting weird looks? I mean I don't know how big it is to start but it could be good for anxiety, comfort, stress, age regression, etc.	10/20/2020 1:39 AM	View respondent's answers	Add tags ▼
<input type="checkbox"/>	The design of the plushy itself is key, it has to be cute with lots of design options or very simple	10/18/2020 11:31 AM	View respondent's answers	Add tags ▼

Appendix B

- Microphone/Speaker combo – To listen to each other and have a conversation while cuddling. Varying quality and sensitivity based on price and preference, to be able to hear each other's breath as well as talking, or just to be able to have a conversation as well as everything in-between.
- Heat Detector/Heater combo – To detect the companion's presence and warmth and simulate that through the heater on the partner's counterpart, feeling the warmth of the cuddle from any distance away.
- Heartbeat sensor/motor or speaker combo – To feel your partner's heartbeat in real-time and feel that they are there and feel/listen to them react to things you are saying and your warmth being exerted, etc.

- Grip sensor/motor combination – So the plush toy will move its arms and squeeze back when cuddling based on the amount of pressure your companion is squeezing their toy counterpart by.
- An option for a pillow instead of a cuddly toy – A cuddlable/body pillow in place of a plush animal, just a customisation option that would make the idea feel less childish and more adult. That way the pillow does not have a face and doesn't feel like a 'replacement' but instead a representation. – As a continuation, a pillow could be used to interlace a screen to allow the partners to see each other, similarly to facetime through the pillow too. A very good option.
- A vibrator/fleshlight combination – Similar to that of a recent and now discontinued idea 'LovePalz' If placed discreetly it would not jeopardise the lack of awkwardness or portability of the product and would be a key selling point to couples wanting a lot of sexual intimacy as well as what the product already offers, This idea will also allow the couple to stay and cuddle afterward, and use the other features after, to simulate the security and intimacy felt after, which other alternatives would not offer. – As a continuation, this idea can be integrated and used but would have to be hidden and locked behind child-safe walls when ordering and advertising, as to not be included in family plans or underage couples' options.

Appendix C

The closest product I could find that simulates a cuddle with a loved one is CuteCircuit's HugShirt. This is a shirt that lets the wearer feel the pressure of a hug when a friend, family, or partner sends them a "virtual hug" through an app or messaging service. The idea is similar, in that aims to simulate a hug, but many people are concerned it could crush, or choke a person, that it would be a weird experience to wear in public and that it could get claustrophobic, and scary not knowing when it will get tighter. This idea is different from my own as it is wearable, which creates the initial fear, and the product is for very short-term hugs, rather than being for cuddles of extended duration. It does not do well to connect people lacking intimacy and closeness. The product has not yet been put on the market, as it attempts to change public opinion.

DoCoMo's Taion Heart is a grippable heart that lets you feel your partner's heartbeat, creating that intimacy as if you're holding hands with the person and feeling their heartbeat, heating up and glowing, creating that intimacy from any distance. People found this idea to be gimmicky, short-lived, difficult to hold onto, as it does not look or feel at all like a hand, and slightly creepy,

that its main feature is a heartbeat detector. The product has not yet been put on the market, as it attempts to change public opinion.

Pillow Talk is a pillow and ring that senses when a couple gets into bed, so the pillow can faintly glow and quietly emit the partner's heartbeat, to show that they are both present and comfortable as a sleeping aid. This idea is good and similar to my own, however, it is not hugely intimate and does not 'connect' the two people together, it seems a little gimmicky and basic. The glowing may be distracting when going to sleep, as well as the fear of having tech in the pillow that could malfunction right next to the user's head, possibly disrupting sleep as much as it would help. Pillow Talk is expected to release soon, but the pricing is still unknown.

Lovotic's Kissenger is a small orb with lips, resembling a cow, that you kiss and it mimics your partner's movements to kiss back, allowing couples to kiss from any distance apart. This idea is good for intimacy, simulating a connection that can only be found in person otherwise, but it requires a lot of planning to set up, the usage would only last for a couple of seconds, minutes maximum, and not much reason to use often to warrant the purchase. The design also looks strange and not entirely kissable, the idea could be improved upon, but there isn't any more use from the product than just kissing. The product has not yet been put on the market, as it attempts to change public opinion.

LovePalz, as briefly mentioned earlier, is a dildo/fleshlight combination that allows long-distance couples to have sex by linking the two products together. The idea is good, allowing sexual intimacy and security from anywhere, however, it is purely sexual and allows for nothing before or after the fact and is embarrassing to travel around with. It has similar positives as the kissenger, but also comes with the same flaws, except arguably more. It would be more used than the Kissenger, however, it would be less portable and useful for the aforementioned reasons. It is also quite expensive, being \$94.95 for a set, however, the product is now discontinued, due to the reason stated before.

ElliQ, a robot sidekick for the elderly and/or lonely. It is a table light with an orb-like face, ElliQ will nag her owner with friendly reminders to drink water or take medication or will encourage you to play games for cognitive stimulation. Occasionally, she'll just play some music for fun. This idea is interesting, helpful, and fun, giving constant companionship and helpfulness to a lonely person as if having a roommate, or a parent there with you constantly. However, the idea does not link two people together, it is only AI. As such, there is a limit to how much companionship the robot will be able to give. It may not be able to hold a good conversation, will not be able to

allow for intimacy, or physical contact, it will just be a friendly, non-intrusive reminder to live healthily, which may be hard to use, could go wrong, and potentially could cause more need for companionship, or cause the person to become more isolated, as they find less need for other people.

Hatsune Miku is a holographic Japanese pop-star that is not a real person. She sells out shows concerts around the world. Shoppers, for about \$2,800 plus a monthly fee, you can purchase a "black orb" containing the pop-star, meant to be an in-home girlfriend. This idea is interesting, as it allows for companionship and intimacy, however, it has the same flaws as ElliQ, not allowing for anything physical, as well as only having very limited options for conversations and companionship options, as it does not link to another person. It is also not exclusive, which may bother a lot of people, as well as being slightly creepy to an outside observer. This is a good alternative for people who do not have anyone to turn to in their life but may discourage and remove the need of other people in their life, causing a social barrier, which may not be healthy.

Paro, an interactive fluffy white seal that provides the same proven benefits as red-blooded therapy animals. Paro has five kinds of sensors: tactile, light, audition, temperature, and posture sensors, with which it can perceive people and their environment. It also mimics the sounds of actual baby seals. This idea is very good as a replacement for therapy animals. Using similar technology I plan to use for the Cupid's Cuddle, it can react accordingly and prove a better alternative to a cuddly toy, that can be kept and used whenever, unlike a real therapy animal. However, the idea is limited, in that it will not be able to move on its own, it may have some flaws a real animal would not, it also comes with the same shortcomings as the other robotic idea, with the fact it does not link to another person. This is a good alternative for people who do not have anyone to turn to in their life but may discourage and remove the need of other people in their life.

'Woman's Hand' iPhone Case is a phone case that has a plastic, modeled hand attached to the back, so as you use your phone you can feel as though you are holding hands with someone. This idea allows for intimacy, very simply recreating the hand-holding of talking to someone that you may be messaging or calling, but is no substitute for the real thing, as it will be cold and lifeless, not to mention looking creepy and will be weird when holding your phone in any other situation.

Body Pillows featuring anime characters are used for cuddling and simulating a companion, however, this comes with the same problems as the robots, except less viable, but a cheaper alternative, as it allows an intimacy with a

fictional person, especially when used with imagination, but may seem creepy and weird to outsiders, as well as potentially cause a social barrier. It will also likely be cold and feel somewhat lifeless, like the woman's hand iPhone case. This is kind of where the continued idea of a pillow could be used for Cupid's Cuddle.

The Tranquility Chair is a chair that hugs and massages you as you sit down into it. This idea is good, as it can feel intimate and relaxing, which is what these products all aim to achieve, however, it is not a solution to loneliness, it is more just a better version of a massage chair.

Boyfriend-for-Rent businesses allow women to rent out a man that will act and be their boyfriend, as long as they are being paid. It can be used to combat loneliness but is expensive and not ideal. However, it is more used to convince others that the lady is not single and alone, as such this could be more harmful than helpful to the customers. The idea is a strange one, as it allows a person to achieve everything they wish for, but it is on a time limit and not permanent, as well as costing them a lot of money. This business would not be viable in the current climate anyway, as well as having no use in connecting couples who are long-distance.

Drew Ackerman's Sleep With Me Podcast sets out to achieve a sleeping aid, for lonely people. This is a good idea, but it does not connect couples, it is helpful for sleeping and companionship, especially when finding yourself lonely as you sleep, however, a podcast is not personal and is very one-way, which can be off-putting and unhelpful.

Cam Boys and Cam Girls, allows a customer to watch a person act intimate, as if with them. Can also be personalised towards the viewer, for a price. This idea is cheap, however, it is a lot like porn, except more personalised. If used to combat loneliness, it could have an adverse effect and act as a social barrier towards achieving what is wanted, as well as costing money. Similar downsides to the rent-a-boyfriend business ideas.

Appendix D

My original finance summary looked a bit like this:

To begin, I will be at a loss. I then plan to plateau towards steady sales:

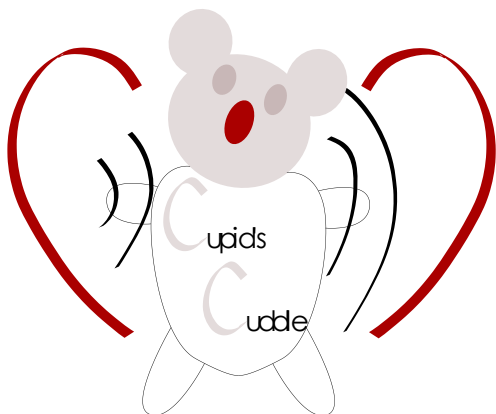
Cost per pair	50-100		Cost of Basic Features		£70.00 Cost of Medium Features		£90.00 Cost of most features		£150.00 Cost of all features		£200.00 Cost of 3-Year Warranty		£20.00								
Expense per pair	20-50	10-20	Expense of Basic Features		Expense of Medium Features		Expense of most features		Expense of all features		Expense of 3-Year Warranty										
Income	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23
Basic Parts Sold	1	4	18	25	10	38	40	10	30	20	10	10	10	10	20	60	20	80	100	30	100
Medium Parts Sold	1	5	18	30	12	42	46	12	36	24	12	12	12	24	72	24	72	120	36	120	
Deluxe Parts Sold	0	2	6	10	4	14	16	4	12	8	4	4	4	8	24	8	24	40	12	40	
All Features Parts Sold	0	0	1	1	1	2	2	1	2	1	1	1	1	1	3	1	3	5	2	5	
Total Sales	3	11	40	66	27	93	106	27	80	53	27	27	27	53	150	53	150	265	80	265	
Customers Paying	£240.00	£862.00	£3,720.00	£5,250.00	£2,460.00	£8,560.00	£9,820.00	£2,460.00	£7,440.00	£4,960.00	£2,460.00	£2,460.00	£2,460.00	£4,960.00	£14,880.00	£4,960.00	£14,880.00	£24,480.00	£7,440.00	£24,480.00	
Insurance / Warranty	£0.00	£32.00	£120.00	£200.00	£80.00	£280.00	£320.00	£80.00	£240.00	£160.00	£80.00	£80.00	£80.00	£160.00	£480.00	£160.00	£480.00	£800.00	£240.00	£800.00	
Loan / Investment	£5,000.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Total	£5,261.00	£1,042.00	£3,919.00	£5,552.00	£2,619.00	£9,145.00	£10,452.00	£2,619.00	£7,680.00	£5,220.00	£2,620.00	£2,620.00	£2,620.00	£5,220.00	£15,879.00	£5,220.00	£15,879.00	£26,130.00	£7,680.00	£26,130.00	
Expenses																					
Number of staff	1	1	2	2	1	3	3	1	3	2	2	1	1	1	2	5	2	5	8	3	8
Hours Working per Day	3.00	4.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	
Days per Month	8.00	11.00	20.00	22.00	17.00	21.00	24.00	18.00	18.00	18.00	20.00	18.00	18.00	20.00	22.00	20.00	22.00	21.00	20.00	21.00	
Hourly Rate	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	
Workers make X singular units / day	0.9	1.9	2.0	3.0	3.1	2.9	2.9	2.9	2.9	2.9	2.7	2.9	2.9	2.7	2.9	2.7	2.9	4.2	2.7	4.2	
Toys Made / Worker / Hour	0.3	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.5	0.5	0.4	0.4	0.5	0.5	
Manufacturing Parts	£63.75	£255.00	£995.25	£1,583.75	£637.50	£2,231.25	£2,550.00	£637.50	£1,912.50	£1,275.00	£1,275.00	£637.50	£637.50	£1,275.00	£3,825.00	£1,275.00	£3,825.00	£6,375.00	£1,912.50	£6,375.00	
Packaging	£13.25	£53.00	£198.75	£331.25	£132.50	£463.75	£530.00	£132.50	£397.50	£265.00	£265.00	£132.50	£132.50	£265.00	£795.00	£265.00	£795.00	£1,325.00	£397.50	£1,325.00	
Accounting Fees	£0.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	
Insurance	£0.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	
Worker Costs	£180.00	£440.00	£1,800.00	£2,840.00	£1,020.00	£3,780.00	£4,320.00	£1,020.00	£3,240.00	£2,160.00	£2,400.00	£1,080.00	£1,080.00	£1,080.00	£2,160.00	£6,800.00	£2,400.00	£6,800.00	£10,080.00	£3,800.00	£10,080.00
Developer	£4,000.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Website	£1,000.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	
Advertising	£100.00	£100.00	£250.00	£280.00	£100.00	£250.00	£250.00	£100.00	£250.00	£100.00	£100.00	£100.00	£100.00	£100.00	£200.00	£100.00	£200.00	£250.00	£100.00	£250.00	
Factory Rent	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Site Fees	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Waste Removal and Security	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
License Costs	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Tax	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	
Shipping	£28.50	£105.00	£387.50	£662.50	£288.50	£927.50	£1,060.00	£288.50	£865.50	£570.00	£288.50	£288.50	£288.50	£570.00	£1,760.00	£570.00	£1,760.00	£2,850.00	£865.50	£2,850.00	
Loan Repayment	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Loan Repaid	£5,000.00	£5,000.00	£4,800.00	£4,400.00	£4,300.00	£3,800.00	£3,300.00	£3,300.00	£2,800.00	£2,700.00	£2,800.00	£2,800.00	£2,800.00	£2,800.00	£2,800.00	£2,800.00	£2,800.00	£2,800.00	£2,800.00	£2,800.00	
Total Expense	£4,963.50	£1,304.00	£3,892.00	£5,327.50	£2,800.00	£9,502.00	£9,960.00	£2,800.00	£7,440.00	£4,960.00	£2,620.00	£2,620.00	£2,620.00	£5,220.00	£15,610.00	£5,220.00	£15,610.00	£26,430.00	£7,680.00	£26,430.00	
Profit	£677.50	£258.00	£87.00	£205.00	£8.00	£643.00	£892.00	£8.00	£840.00	£860.00	£208.00	£8.00	£8.00	£8.00	£208.00	£8.00	£208.00	£1,798.00	£300.00	£1,798.00	
Money in Bank	£877.50	£419.00	£488.00	£99.00	£99.00	£1,942.00	£2,234.00	£2,282.00	£2,878.00	£3,122.00	£3,328.00	£3,378.00	£3,424.00	£3,472.00	£3,878.00	£3,748.00	£3,952.00	£5,720.00	£5,420.00	£4,279.00	

I will then make consistent sales before I expect a boom in demand. I will then begin renting a workspace, which is where it will be hard to stay afloat. I predict this change will look a lot like the initial start of the business:

Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24
100	30	50	30	30	30	40	200	100	150	200	75	200	100	100	100	75
120	36	60	36	36	36	48	240	120	180	240	90	240	120	120	120	90
40	12	20	12	12	12	16	80	40	60	80	30	80	40	40	40	30
5	2	3	2	2	2	2	10	5	8	10	4	10	5	5	5	4
265	80	133	80	80	80	106	530	265	398	530	199	530	265	265	265	199
£24,800.00	£7,440.00	£12,400.00	£7,440.00	£7,440.00	£7,440.00	£9,920.00	£49,600.00	£24,800.00	£37,200.00	£49,600.00	£18,800.00	£49,600.00	£24,800.00	£24,800.00	£24,800.00	£18,800.00
£800.00	£240.00	£400.00	£240.00	£240.00	£240.00	£320.00	£1,600.00	£800.00	£1,200.00	£1,600.00	£600.00	£1,600.00	£800.00	£800.00	£800.00	£600.00
£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
£26,130.00	£7,839.00	£13,065.00	£7,839.00	£7,839.00	£7,839.00	£10,452.00	£52,260.00	£26,130.00	£39,195.00	£52,260.00	£19,597.50	£52,260.00	£26,130.00	£26,130.00	£26,130.00	£19,597.50
6	3	5	3	3	3	3	6	6	6	6	6	6	6	6	6	6
8.00	6.00	6.00	6.00	6.00	6.00	6.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00
21.00	18.00	18.00	18.00	18.00	18.00	18.00	21.00	21.00	21.00	21.00	21.00	21.00	21.00	21.00	21.00	21.00
£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00
4.2	2.9	2.9	2.9	2.9	2.9	3.9	8.4	4.2	6.3	8.4	3.2	8.4	4.2	4.2	4.2	3.2
0.5	0.5	0.5	0.5	0.5	0.5	0.7	1.1	0.5	0.8	1.1	0.4	1.1	0.5	0.5	0.5	0.4
£6,375.00	£1,912.50	£3,187.50	£1,912.50	£1,912.50	£1,912.50	£2,550.00	£12,750.00	£6,375.00	£9,562.50	£12,750.00	£4,781.25	£12,750.00	£6,375.00	£6,375.00	£6,375.00	£4,781.25
£1,325.00	£397.50	£662.50	£397.50	£397.50	£397.50	£530.00	£2,650.00	£1,325.00	£1,987.50	£2,650.00	£993.75	£2,650.00	£1,325.00	£1,325.00	£1,325.00	£993.75
£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00
£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00
£10,080.00	£3,240.00	£5,400.00	£3,240.00	£3,240.00	£3,240.00	£3,240.00	£10,080.00	£10,080.00	£10,080.00	£10,080.00	£10,080.00	£10,080.00	£10,080.00	£10,080.00	£10,080.00	£10,080.00
£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00
£250.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£250.00	£100.00	£250.00	£250.00	£100.00	£250.00	£100.00	£100.00	£100.00	£100.00
£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00
£150.00	£75.00	£125.00	£75.00	£75.00	£75.00	£75.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00	£150.00
£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00
£250.00	£250.00	£250.00	£250.00	£250.00	£250.00	£250.00	£250.00	£250.00	£250.00	£250.00	£250.00	£250.00	£250.00	£250.00	£250.00	£250.00
£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00
£2,650.00	£795.00	£1,325.00	£795.00	£795.00	£795.00	£1,080.00	£5,300.00	£2,650.00	£3,975.00	£5,300.00	£1,987.50	£5,300.00	£2,650.00	£2,650.00	£2,650.00	£1,987.50
£500.00	£0.00	£100.00	£0.00	£0.00	£0.00	£500.00	£800.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
£-1,400.00	£-1,400.00	£-1,300.00	£-1,300.00	£-1,300.00	£-1,300.00	£-800.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
£23,430.00	£8,620.00	£13,000.00	£8,620.00	£8,620.00	£8,620.00	£10,155.00	£36,080.00	£24,780.00	£30,105.00	£35,280.00	£22,192.50	£35,280.00	£24,780.00	£24,780.00	£24,780.00	£22,192.50
£2,700.00	£-781.00	£65.00	£-781.00	£-781.00	£-781.00	£297.00	£16,180.00	£1,350.00	£9,090.00	£18,980.00	£-2,595.00	£18,980.00	£1,350.00	£1,350.00	£1,350.00	£-2,595.00
£6,979.00	£6,198.00	£6,263.00	£5,482.00	£4,701.00	£3,920.00	£4,217.00	£20,397.00	£21,747.00	£30,837.00	£47,817.00	£45,222.00	£62,202.00	£63,552.00	£64,902.00	£66,252.00	£63,657.00

Appendix E

Respectively, my initial idea, then Simon's improved idea, after, Abbey's final idea.





Appendix F

Strengths

I know a lot about young people, couples, and am close to my family. I have a lot of friends in relationships that were long-distance throughout the pandemic, and others who have been long-distance for longer, to question. I have also been in a long-distance relationship suddenly from the pandemic and can draw from my own experiences as well as my friends'. I sometimes suffer from restless nights and struggle to sleep, I found sharing a bed with a partner helps me, as well as cuddling a toy. I know many other people that suffer from insomnia and these people will help with my market research.

Weaknesses

A weakness of my idea is that I do not know anything about designing plush toys and would not know about the logistics of putting a heater, speaker,

microphone, etc. inside the toy. But this is something I can easily research, test, and investigate. The business is not an immediate start, or one-time, low-cost creation. It would require a lot of constant manufacturing and shipping right off the bat, and as such it would need a considerable amount of up-front cost, meaning I would need to seek funding. Also, although it is primarily good that the idea is original and has never been done, it does mean that the business model is untested and could go wrong.

Opportunities

The timing of my invention is good, as there is a global pandemic, and many families and loved ones have been separated, making the need for Cupid's Cuddle that much higher, boding well for the business. The modern world of social media also has many people worrying about security in their relationship and some distrust between partners, especially new and long-distance partners during these uncertain times, and with a lot of partners and families being separated often for traveling and business trips. My idea will give some peace of mind. The fact there is no competition in the market is an opportunity for the business to thrive and grow quickly from the get-go.

Threats

Everyone has a phone now and is capable of using FaceTime, or similar apps. Because of this, people may find the idea slightly gimmicky and expensive, when they are already used to, and happy putting up with, facetime and video calls, as well as other alternatives they have already found, due to this idea being quite late to the pandemic and long-distance relationship scene.

Appendix G

ElliQ, a robot sidekick for the elderly and/or lonely. It is a table light with an orb-like face, ElliQ will nag her owner with friendly reminders to drink water or take medication, or will encourage you to play games for cognitive stimulation. Occasionally, she'll just play some music for fun.

Hatsune Miku is a holographic Japanese pop-star that is not a real person. She sells out shows concerts around the world. Shoppers, for about \$2,800 plus a monthly fee, you can purchase a "black orb" containing the pop-star, meant to be an in-home girlfriend.

Paro, an interactive fluffy white seal that provides the same proven benefits as red-blooded therapy animals. Paro has five kinds of sensors: tactile, light, audition, temperature, and posture sensors, with which it can perceive people and their environment. It also mimics the sounds of actual baby seals.

Body Pillows featuring anime characters are used for cuddling and simulating a companion.

The Tranquility Chair is a chair that hugs and massages you as you sit down into it.

Boyfriend-for-Rent businesses allow women to rent out a man that will act and be their boyfriend, as long as they are being paid.

Drew Ackerman's Sleep With Me Podcast sets out to achieve a sleeping aid, for people that are lonely, giving them someone to listen to and to be accompanied by, while drifting to sleep.