



# BUSINESS PLAN

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Next \$30M MoodTech Device

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## Inspired by the High-Five Machine?

**Why stop there? Take it to the next level—innovate next \$30M MoodTech Device, patent it, and turn it into a thriving business! Below, you'll find innovative improvements to make it even better. Plus, a full business plan to guide you on your exciting entrepreneurial journey.**

## Potential Patentable Ideas

**Here are some exemplary product ideas for the Next \$30M MoodTech Device. This should help you to structure your thoughts.**

### 1. Compliment Cannon

- A motion-activated gadget that shouts randomized compliments every time someone walks by. Perfect for entryways, hallways, or your morning routine.

### 2. DanceFloor Doormat

- A musical welcome mat that plays a random 5-second dance beat when stepped on. Add-on disco light module encourages movement breaks and spontaneous joy.

## Now it's your turn.

**Step 1 - Brainstorm to come up with unique improvements.**

**Step 2 - Claim your free patent strategy call with Patent Yogi Team. Book via this link**

<https://calendly.com/patentyogi>

# Business Plan

## Executive Summary

**JoyBlaster Inc.** is a lifestyle and novelty tech company that turns **everyday spaces into feel-good zones**. Our mission: to inject microbursts of happiness into homes, offices, and schools using fun, interactive gadgets that trigger smiles, movement, and connection.

We're launching with two flagship products:

1. **Compliment Cannon**– A motion-activated gadget that **shouts randomized compliments** every time someone walks by. Perfect for entryways, hallways, or your morning routine.
2. **DanceFloor Doormat**– A musical welcome mat that plays a **random 5-second dance beat** when stepped on. Add-on disco light module encourages movement breaks and spontaneous joy.

Our goal is to become the go-to brand for “**tiny tech that makes your day.**” Think: Big Mood meets Big Smile.

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## Company Overview

- **Business Name:** JoyBlaster Inc.
  - **Founded:** 2025
  - **Headquarters:** Austin, TX
  - **Structure:** Delaware C-Corp
  - **Mission:** To design gadgets that trigger joy, boost morale, and break routines in the best way possible
  - **Vision:** Become the “Funko of feel-good tech”—a go-to brand for emotionally interactive micro-devices
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## Market Analysis

### 🎯 Target Segments:

- Gen Z and Millennial consumers
- Dorm rooms, apartments, home offices
- Teachers, therapists, HR departments
- Gifting market (birthdays, holidays, white elephant)
- Corporate wellness programs

## Market Size:

- U.S. novelty & gag gift market: \$18B+
  - Smart home gadget market: \$28B+
  - Corporate gifting: \$3.8B in the U.S.
  - TikTok-driven gift discovery & impulse buys: rapidly expanding
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## Market Trends

- 🎁 Growth in **fun, personality-driven tech gifts**
  - 💡 Increased interest in **mental wellness tech** (micro-happiness tools)
  - 📱 Viral, “shareable” product design dominating TikTok and Instagram
  - 🎧 Sound-based and motion-triggered gadgets on the rise
  - 🕺 Movement-based mood boosters gaining traction post-pandemic
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## Product Description

### 1. Compliment Cannon

- Motion sensor activates device when someone walks by
  - Built-in speaker randomly plays from **50+ pre-recorded compliments**
  - Voice options: Default, Robot, Celebrity-style, Sarcastic Pack (add-on)
  - USB-C rechargeable; optional wall mount
  - Custom upload feature via app (Bluetooth sync)
  - Use case: office halls, home entryways, classrooms, dorms
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### 2. DanceFloor Doormat

- Pressure sensor in mat activates random **5-second dance beat**
  - Options: Funk, Pop, EDM, 80s Synth, or User Upload (via app)
  - Optional add-on: **USB-powered disco light puck** w/ suction mount
  - Weatherproof version for porch use
  - Use case: entryways, offices, classrooms, dance studios
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## Marketing & Sales Strategy

### 🔥 Launch Plan:

- TikTok & Instagram Reels: Viral "doorway dance" and "compliment challenge" campaigns
- Partner with feel-good influencers, mental wellness creators, and dorm room TikTokers
- Sell via **Shopify D2C + Amazon Launchpad**
- Gift guides & placements: BuzzFeed, UncommonGoods, The Grommet
- Pop-up experiences in malls, campuses, and wellness conferences

### 🔑 Distribution:

- D2C via Shopify
- Amazon Prime
- Retail trial at Urban Outfitters, Target (fun lifestyle section), Hot Topic
- B2B: teacher supply stores, therapy offices, corporate HR gifting

## Management and Organization

- **CEO** – [Your Name]
- **COO** – Operations manager with experience in sourcing and fulfillment
- **CMO** – Social commerce expert, formerly at a D2C brand that went viral
- **Product Lead** – Industrial designer + audio systems background
- **Advisors** – Toy manufacturer, viral brand strategist, behavioral psychologist

## Financial Plan

### Year 1 Startup Costs:

Category	Estimated Cost
Product prototyping	\$100,000
Manufacturing & tooling	\$250,000
App + firmware development	\$100,000
Salaries (core team)	\$500,000
Marketing & launch campaigns	\$300,000
Legal/IP/Compliance	\$100,000
Packaging & fulfillment setup	\$150,000
<b>Total Year 1 Costs</b>	<b>\$1.5M</b>

## Funding Requirements

- **Seed Round Ask: \$1.8M**
  - **Use of Funds:**
    - Complete final product development
    - Secure tooling and first 20,000 units
    - Launch influencer marketing & retail partnerships
    - File patent and trademark protections
    - Hire app developer + fulfillment partner
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## Revenue Streams

1. **Product Sales** (Compliment Cannon™, DanceFloor Doormat™)
  2. **App Upgrades & Sound Pack Downloads**
  3. **Corporate/Bulk Orders (HR, schools)**
  4. **Holiday Gift Bundles + Accessories (lights, custom covers)**
  5. **Brand Collaborations (e.g., with musicians or comedians)**
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## Revenue Projections

Year	Units Sold	Avg Price	Revenue
Y1	25,000	\$35	<b>\$875,000</b>
Y2	100,000	\$39	<b>\$3.9M</b>
Y3	250,000	\$42	<b>\$10.5M</b>

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## Intellectual Property

- **Utility Patent(s) Filed:**
  - Motion-activated randomized compliment playback device
  - Pressure-sensitive musical doormat with modular audio control
- **Trademarks:**
  - Compliment Cannon™, DanceFloor Doormat™, JoyBlaster™
- **Design Patents:**
  - LED ring layout for lights
  - Branded speech bubble speaker casing

## Milestones (Year 1)

Month	Milestone
M1	Finalize prototype + file provisional patents
M2	Conduct beta testing + refine compliments/music pack
M3	Launch Shopify + Amazon stores
M4	Send test units to influencers
M5	Kick off TikTok “Doorway Compliment” Challenge
M6	Begin production of 20K units
M9	Launch in 2 major retail chains
M12	Reach \$800K in revenue and prepare for Series A

Interested in taking your idea further?

[Book a free consultation with our experts](#)