



BUSINESS PLAN

**Next Million \$ Ridiculous Product
For Men**

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Inspired by the Larq's Success?

Why stop there? Take it to the next level—innovate next \$1M ridiculous product for men, patent it, own 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 Improvements

Here are some exemplary product ideas for the next \$1M ridiculous product for men. This should help you to structure your thoughts.

1. BroTie

- A stylish silk tie that secretly unfolds into an inflatable travel neck pillow. It's the first dress accessory that lets you go from boardroom to baggage claim *without sacrificing your nap*.

2. SuitSuit

- A full business suit that folds into its own integrated garment bag backpack. When you're done wearing it, just unzip, fold, and carry it like luggage. Ideal for business travelers who hate suit bags (i.e., everyone).

Now it's your turn.

Step 1 - Brainstorm to come up with unique improvements – add new features or modify features listed above.

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

<https://calendly.com/patentyogi>

Business Plan:

Executive Summary

Gentlemen on the Go is a U.S.-based novelty fashion startup building **functional, funny, and travel-friendly men's attire**. We're launching two viral-ready hero products:

- **BroTie** – A stylish silk tie that secretly unfolds into an inflatable travel neck pillow. It's the first dress accessory that lets you go from boardroom to baggage claim *without sacrificing your nap*.
- **SuitSuit** – A full business suit that folds into its own integrated garment bag backpack. When you're done wearing it, just unzip, fold, and carry it like luggage. Ideal for business travelers who hate suit bags (i.e., everyone).

Our goal: **Make men's attire less miserable and more memeable—without losing function.**

Company Overview

- **Name:** Gentlemen on the Go Inc.
 - **Founded:** 2025
 - **Headquarters:** Austin, Texas
 - **Structure:** Delaware C-Corp
 - **Mission:** To design hilariously practical attire that turns airport headaches into punchlines
 - **Vision:** Become the “Shark Tank meets REI” of men's fashion travel gear
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Market Analysis

🎯 Target Customers:

- Business travelers
- Frequent flyers, consultants, trade show presenters
- Young professionals (22–40) who love functional fashion
- Gag gift shoppers (Father's Day, groomsmen gifts, Secret Santa)
- Viral shoppers from TikTok, Instagram, and Reddit

Market Size:

- **Men's travel accessories market (USA):** \$4.2B and growing
 - **Gag/novelty gift industry:** \$18B+ globally
 - **Men's workwear apparel:** \$11B+ in the U.S.
 - **Travel pillow market:** \$840M (mostly dull—ripe for disruption)
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Market Trends

- ☹ Surge in **work-from-anywhere** and business travel
 - G **Bleisure** travel (business + leisure) growing rapidly post-COVID
 - 🎁 High demand for **personalized and novelty gifts**
 - ➡️📱 Products with **built-in virality** outperform on TikTok & Instagram
 - ☐ **Packable + multi-functional gear** is hot in male travel products
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Product Description

1. BroTie – The Emergency Neck Pillow Tie

- Silk tie exterior with standard Windsor length
- Quick-release clasp and hidden inflation valve
- Inflates to ergonomic U-shape in under 5 seconds
- Foldable pocket inside for breath mints, boarding pass
- Carry pouch included (looks like a tie clip box)
- FAA-safe and TSA-approved materials

2. SuitSuit – The Wearable Garment Bag Suit

- Fully tailored polyester/wool-blend suit
 - Zipper system allows it to **transform into a backpack**
 - Foam-padded back panel, built-in laptop sleeve
 - Hidden USB charging port pass-through
 - Water-resistant lining & anti-wrinkle zones
 - Detachable collar insert to reduce “suit sag” in carry mode
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Marketing & Sales Strategy

★ Go-to-Market Strategy:

- TikTok, Reels & meme marketing: *“Business in the boardroom. Nap in the Uber.”*
- Collaborate with comedians, travel influencers, YouTubers (e.g. Yes Theory, Nas Daily)
- PR push: *“Shark Tank-worthy men's fashion that actually works”*
- Pop-up installations in airports, coworking spaces, and WeWork
- Bundled groomsmen gift edition of BroTie

Sales Channels:

- D2C via Shopify site
- Amazon Launchpad + novelty marketplaces (UncommonGoods, Firebox)
- Travel/airport retail: Brookstone, Hudson News
- Gifting partnerships: Hammacher Schlemmer, Sharper Image
- B2B co-branding for corporate swag or consulting firms

Management and Organization

- **Founder & CEO** – [Your Name], former creative director at a menswear brand
- **COO** – 10+ years in apparel production and supply chain
- **Head of Product** – Ex-designer from Samsonite or Columbia
- **CMO** – Viral marketer behind multiple successful D2C launches
- **Advisors** – Shark Tank alum, TikTok creator, fashion-tech patent attorney

Financial Plan (Year 1)

Category	Estimated Cost
Product Development (R&D, Prototypes)	\$200,000
Initial Manufacturing (10K BroTies, 5K SuitSuits)	\$500,000
Branding & Marketing	\$300,000
Team Salaries	\$400,000
Legal + Patents	\$100,000
Fulfillment + Logistics	\$200,000
Total	\$1.7M

Interested in taking your idea further?

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