Summary
Key Tech Labs is a mobile education lab that provides children and young adults education with hands on experience with new emerging technologies. We bring new tech such as Rapid prototyping, Augmented reality, Digital imaging and Green technologies right to their places they already go. We know that technology evolves fast and most children, especially urban youth, do not have access to these tools of the future. That is why we travel to them, and let them work with our technologies in order to learn, imagine, and create the key to their futures.

Market Opportunity
The Global market for education in technology has been rising with the emerging technologies that have become relevant in the last several years. This includes Physical technologies such as 3d printing (3.4 billion), Digital Imaging and Digital Technologies such as Virtual reality & augmented realities (35 million). Since Key Tech Labs is a Non profit education and promotions company we work within the Nonprofit sector's $887.3 billion contributed to the US economy (1). The White house is also providing incentives for states and districts to identify and close opportunity and achievement gaps, as well as provide Grants supporting other strategies that mitigate the effects of concentrated poverty. This plus the STEM (Science Technology Engineering Math) Learning 2013 incentive Race to Top has brought another 4.3 billion to Stem Development business providing for STEM access. On top of this the Maker movement backed by the Nation of Makers initiative, has provided over 1,000 community centers called Makerspaces that provide community access of manufacturing grade machinery (2). Key Tech Labs utilizes each one of these initiatives as a non profit education program focused on emerging technologies. Over the next 5 years 3d printing and maker services is estimated to become a 8.4B by 2020 (3).

Target Market
The target range of Key Tech labs is 7-18, students of the next generation whose mobile lifestyle already puts them in a world away from their parents and teachers who use analog systems in this digital world. According to Atmel, a major backer of the Maker movement, there are approximately 135 million U.S. adults who are already makers (4). The average student will be a maker, an individual with a desire to produce their own material or modify something readily available for their own more specific use or need. As youtube, facebook, and other social media go to show, people want their connections and access to the world but have their own way to express it, their own way to possess it. This segment of users covers youth already involved or interested in DIY enthusiast, Designers ,Gamers, Film Makers, Fashion Designers, and Entrepreneurs. These markers act as the demand for more Makerspaces and the need for education in these new markets. In Key Techs third year we will have our own makespace to provide as a central hub for our manufacturing makers and small businesses. Before that, Key tech labs will be focusing on building the demand for the emerging tech through education and promotions. The Users for this aspect are the organizations that cater to our demographic of students. Organizations such as Schools, Libraries, Community Center, Churches and Makerspaces themselves. It is also been pushed by the top Fortune 500 companies like Boeing, Microsoft, and Google, who are using 3d printing and other emerging technologies within their company and are now pushing for education as a main focus. These same companies are preparing to capitalize on these future markets and gaining hold in it and its future workforce. We have started the education of this work force through our mobile promotions and education model by presenting classes at The Highline Homeschool Center, and interviewing and researching the needs of the local Libraries, Makerspaces, and Community Centers. Through our research we have verified the need for preliminary education and promotions of these local spaces as resources for further education and use.

Problems/Opportunities
Mass production fails to cover the needs of individuals and, as the world becomes more connected, unique content becomes more desirable as the youth now know and need more access to connecting technologies. This brings us to the gap, in coherence with the wage gap, the technology gap is about availability. Drones, solar panels, 3d printers, virtual reality are all technologies beginning their commercial market, but there accessibility is based on cost first and the learning curve of equipment second. Where the latter might be based on time, cost is based on income. As families, small business, and communities struggle with mortgage, debts, healthy living, the immediate necessities out trump the future precedents. On top of this, schools, especially in the poorer areas, lack necessity for current standard practices and have no budget for digital advancement. This is where Key Tech labs jumps into the ring. A company that provides mobile education on technology and their emerging economic factors, and then provides open source alternatives that can be used in practical and accessible ways, pushing forward the revitalization of our education system and technological education that companies and organization such as Microsoft, Amazon, and Google as well as government organizations like the board of education, have been pushing for the last decade.
Product/service solution
Key Tech Labs is a mobile makerspace that brings emerging tech to underprivileged youth. We provide educational organizations with classes that teach youth how to become makers in their own communities. At the same time we create a demand for the business that sell products and services to the makers market. Our company creates a bridge between the makers and the companies that provide the tools and resources for the maker movement. Our services not only provide much needed education for the community, but fuels the economic growth of local and corporate business in the tech industry.

Competitors/comp advantage
Key tech Labs' competitors consist of groups and companies that participate in technological educations and development, these include Makerspaces as well as mobile educations organizations and our three main competitors:

- Pop Science - One of the first mobile education model to emerge in the northwest, Pop science extendeds itself as interdisciplinary science based teaching. They teach a variety of STEAM classes to youth in libraries, public locations, and community centers. June 2012

- Sodo MakerSpace - The largest fabrication lab in King County with public access to a multitude of small manufacturing tools and electronic components. The business consist of open space and tools for constructing and fabricating unique objects, products for or by individuals. One of the few makerspaces in Washington to have small manufacturing capabilities. June 2013

- HiveBio - A Biology lab in Seattle that allows access and education on personal or small organization lab testing and experimenting. Focused on providing laboratory space and education for all that desire it. Acting as a DIY space for tinkers and scientist alike, making it a perfect add on to the maker revolution.

Business model
Key tech labs will contract with two main parties, the 1st being organizations seeking technical educations in emerging new tech. The second party consist of business the sell a product or services around technology or the use of it. Our initial contact with the King county library system and the Tacoma Fab labs shows us that there is a high demand from both parties. We will first contact technical companies such as makerspaces and contract with them to act as a non profit wing of their organizations. We will then travel to the locations of the educational organizations and hold workshops that provide students with knowledge to produce and use maker technology. Once we have built up a demand for the makers market we will be driving traffic to our business partners. We monetize our process and receive revenue from both parties. The average workshop will cost $500 per 4 hour class with an estimate of four class held per week. The business will pay $2000 per month for the basic business sponsorship package. Within the second year we expect to add multiple level of sponsorship for ranging from $200 a month for basic consulting to $10,000 for white label van/services advertising and promotions. By the third year we expect to have a brick and mortar location directly across from Federal Way light rail stations and bringing in 25,000 local members and over 50,000 virtual members per month. We have already contacted the Burien King County Libraries and the Bellingham Foundry and verified our price points for the first year of operations.

Sales & Marketing
- Represent Key Tech Labs at technological trade shows
- We will setup relationships with all current and future makerspaces in the washingtons area.
- We will represent at at 5 Maker Faires in the WA state per year
- We will hire volunteer through Upwork and freelances website to market or Mobile lab to our clients
- We will hire students from our class to volunteer and promote our services to other schools and business.
- We will build and create lesson plans that we will monetize through e-learning platforms such as udemy.
- Write and submit applications for corporate and federal grants in the fields of technology, youth & minority educations.

We plan to reach our clients through direct marketing and intend to contact the educational organization directly
Company Financials (3-5 years)/ Funding needed, Use of Funds
Our startup cost will be focused on licensing and resources and equipment totaling $16k. We plan in the first year to acquiring main revenue from workshops and grants as well as utilizing crowdfunding to accumulate the needed funding for annual expenses. With a Libraries, schools and business using our services of workshops, Virtual services, and Promotional services, we plan on securing break even revenue $112K, and by the third year we will purchase our first location as a Makerspace. At the five year mark we will have combination of eight main avenues for funding. Workshops & classes, Virtual Membership, Digital Services, business sponsorship and Grants, Merchandising, & Crowdsourcing and have 3 location of Operation. See appendix (5)

Team & Advisor

Andrew Powers, (Founder & Executive Director)
- A Seattle University graduate, he has experience within Computer science, 3d printing, Digital Design, Animation. A nerd always pushing towards future learning and education, he has made his goal to connect generations and communities through interdisciplinary education and believes knowledge is the Key to a better future. With this ideal, he has started multiple companies in order to connect the two worlds, Creative Pen studios; Graphic design company, Powers of Promotions; a mobile promotions, Final Scene Productions; a media and film company. Now he is taking his experience and combining the efforts to instruct the next generation on key skills to advance and grow alongside technology.

Adam Powers (Founder & Executive Director)
- Has been running Key Tech Labs as non profit educations for over 2 years. As the approach of the next generations and his son came to being, he realized this world will be changing to a fully digital world and the underrepresented communities will not receive the skills and knowledge for their future. Coming from a household of education, he knows that the technological education will not reach the urban communities until it is too late. So helped co-created Key tech labs to shift the scales and give the keys to the next generation, so that they may open their own doors of opportunities.

Advisor

Kristie Powers has 25+ years in the education field. She is the Facilitator/Teacher for the Highline Homeschool Center and She is the Middle school social studies teacher for The Highline CHOICE Academy. She is also a mother of 3 children whom she home schooled herself, teaching them STEM based education as early as 1990.

Glenn Powers PharmD, MD. has spent 25 years in the medical field and 20 of those years at Highline Medical Center. Dr Powers holds two doctorates, one in Pharmacology and one in Medicine. He also serves as an associate professor at the University of Washington Hospital.

Nathaniel Powers, The late Nathaniel Powers was a master of many trades, Computer Scientist, Self taught Archer, Air Force, he is the inspiration for Key Tech labs. Nathaniel Powers acted as the main STEM educator for Kristie Powers Homeschooling for 10 years in it was his focus to make self actualized students with a love for learning and integrating technologies into the everyday life.

Russell Powers specializes in technologies sales at M3 a microsoft affiliate where he has dominated. As a graduate of Seattle University, he seeks to give back to his community and provide guides to the next generation.
Appendix

1. https://www.councilofnonprofits.org/
5. https://docs.google.com/spreadsheets/d/1q-R2JGzppSPV19Nxtb-fXz3lqczOlWdsCRRNF8gAf/edit#gid=0
## Revenues

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<th>Year 3</th>
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## Expenses

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### Federal Income Tax

- $0
- $0
- $0
- $0
- $0
- $0

### Net Income

- ($16,100)
- ($33,100)
- $4,900
- $36,900
- $721,900
- $1,273,900
Small Manufacturing Capability

Large Manufacturing Capability

Low level of company’s percent of market share

High level of company’s percent of market share

SODo

Key T.e.c.h

Hb

Tesla Truck

Pop Up Science