

Market potential for GoPad

Size of the market

Over 1,000,000,000 tablets have been sold so far around the world. New tablets are being introduced into the market at the rate of 100,000,000+ per year. 1/10 of 1% of the existing market volume represents 1,000,000 GoPads that can be retroactively sold to consumers. 1% of new tablet sales represents another 1,000,000 GoPads that can be sold, annually.

Made in Ottawa of aluminum, the cost of manufacturing the GoPad is between \$100 and \$200 each. Made in China in aluminum the cost may be on the order of \$35 per GoPad, or in plastic, \$20. These cost figures for China include packaging, e.g. in a blister pack with a pseudo-tablet image displayed inside.

GoPad features

Comparable products for price comparison are the now-available receiving cases into which tablets snap in position. Often, such receiving cases have a folding lid partitioned into 3 portions, originally an Apple design. Apple sells such receiving cases for \$35. A receiving case of equivalent design is included in a GoPad, at a cost of \$3-\$4 when GoPads are manufactured in bulk in China.

The "cage" of the GoPad structure extends past all 4 corners of the tablet, whether parked or deployed. This means that a GoPad-mounted tablet can be dropped on the floor without the tablet striking the floor surface directly at any time. There's a video showing this being done on a tiled floor. The chances that the tablet will be damaged are extremely low, much lower than they would be if the tablet were mounted in a receiving case alone. This safety feature is in addition to the GoPad shoulder strap that will save a GoPad, and the tablet contained therein, if it slips out of someone's grip. These features should have great appeal since it will preserve data stored on the tablet.

GoPad accessories and embellishments include the fittings to attach a camera along its outer edge, and the GoBag, which masks the industrial look of the GoPad when carried in shoulder-bag format. The camera fittings cost on the order of \$.50 and the GoBag \$2-\$3 when ordered in large volumes.

The GoBag has a printable outer surface which can display a logo. Optionally, for consumers, white-faced GoBags can be printed with an individualized image of the user's choice. This can be done remotely, e.g., in Icelandic, with the supplemental GoBag being sent to the customer by first-class mail. This could be a profitable aftermarket; people may wish to have 3 or 4 alternate GoBags for use on different occasions.

Competing alternatives

Numerous computer support systems have been described in patent applications. On the market, there are only a rare few "hands free" computer or tablets supports. So far, they appear all to be based on strap-supported carrying cases that serve as a kind of box to receive the computer. None of them have the special benefits associated with the extension to the swingarm that repositions the carrying-point between a deployed and parked configuration; none have a swingarm that can serve not only as a body propping member but also as a table prop, and even as a mount for placing a tablet on the dashboard of a car.

None purport to provide support for a tablet-mounted camera. None are represented as being mountable on a tripod or monopod for operation of a tablet in camera mode. None include a detachable bag suited for carrying a compact mechanical keyboard. And no suggestion has been made that the outer surface of such a bag have an area for displaying an image of the user's preference.

Marketing pathways

There are multiple marketing pathways for GoPad. These include:

- 1) direct sales to consumers over the Internet. 1000 original GoPad's were distributed this way. The GoBag complements this market path
- 2) traditional sales to consumers through retail distribution networks. This entails dealing with distribution channel demands, e.g. advertising.
- 3) bulk sales to large customers such as airlines, construction companies, the military, school boards, departments of education etc.
- 4) sales to customers wishing to co-market the GoPad with other products. These other products could include:
 - a) software. Giatech Engineering with its concrete-testing software in Ottawa is a good example;
 - b) book chains; book chains are increasingly selling book readers and e-books;
 - c) telcos; Telcos are selling tablets in order to induce people to commit to long-term Internet data service contracts. GoPads help sell tablets.
 - d) tablet manufacturers. This includes not only possibly Apple, but also the variety of Asian tablet manufacturers, and now Noikia of Finland has re-entered the tablet market; and
 - e) drone manufactures.
- 5) sales through special distributors; an example is the new program for Uber drivers and other competing rideshare companies

Category 4) has the advantage that the value of the GoPad is potentially amplified if it facilitates a high-priced transaction, e.g. the sale of an Internet service contract is influenced by the sale of a GoPad-enhanced tablet. In the same sense, under category 5) a GoPad has additional value if it makes the driver-experience of working for a specific ride-share company attractive because the drivers can make extra money on the side - selling GoPads.

Separately licensed marketing channels.

An advantage of categories 4 and 5 is that patent rights can confer exclusive status on a chosen licensee within a specific category of market use. An exclusive licensee has most of the benefits of a full owner within their allocated exclusive field of use. Effectively, patent rights can be cut-up and licensed to multiple categories of users on a piecemeal basis.

Patent enforcement

If the GoPad were to become immensely popular, it could be vulnerable to many micro-infringers producing equivalent products. This could occur in most countries around the world. As a barrier-to-entry, manufacturing could move from the anodized aluminum design to an injection molded plastic version that will cost much less to manufacture. This will allow customer prices to be reduced, making infringement less attractive. While this may provide a temporary barrier to entry, even if competition were to eventually arise from competitors who produce injection molded imitations, patent exclusivity would still be available in respect of large-volume customers.

A patent would still be valid against any of the large categories of users under categories 3), 4) and 5) above. The reason is that exclusive licensees could still sue their competitors if they started to buy infringing GoPads by making sales in these categories. This might not be as practical in the case of numerous micro-infringers but it would be effective against large volume users.

Patent applications are pending in the United States, Europe, China, Taiwan, India, Australia and Brazil. The patent has issued in Canada.

Conclusion

The GoPad is a product which, once it has gripped the attention of the public could be a big seller. There is plenty of scope for cost reduction, which will place a high volume producer in an almost unassailable competitive position. As an attractive accessory, the GoPad could substantially increase the sale of other products, e.g., tablets, software, cameras, drones.

All of the engineering aspects associated with the design of the GoPad have been addressed. Technically, the GoPad is fully developed. Favorable marketing feedback has been received from the first thousand customers who received early versions of the

GoPad. The GoPad is ready to go.

Visionary-Technology Inc.
Ottawa, Canada
June 14, 2016