

## Cloop 2.0 Value Proposition Outline

Value Proposition for Cloop 2.0 to be launched on Kickstarter April 24, 2015

### Problems ideal customer may have without Cloop:

1. Has to constantly untangle headphones before use
2. Has a desk or bin full of messy wired/cables/cords
3. Cables make living area unsafe for children and pets
4. Disorganized office desk
5. Chargers become tangled in carryon when traveling
6. Gaming consoles w/ wired remotes will always be in the way
7. Cable life is minimized if not coiled properly

### Benefits ideal customer will get from using Cloop:

1. Will not have to untangle wires
2. Increases utility in desk and drawer space
3. Keeps desktop space tidy
4. Keeps cables off the floor for pets to chew
5. Keeps cables out of the way for kids to trip over
6. Cloop cuts down on cost of new headphones bc it increases lifespan of wires
7. Cloop helps busy people save time
8. Increases usable space in luggage
9. Makes it easier for traveler to pull items out of briefcase or bag
10. Keeps wired gaming controllers from taking up couch space/tv stand space
11. Keeps headphones from falling to the ground while exercising
12. Keeps iPad, iPod, Kindle, smartphone and tablet charging cables neatly coiled
13. Keeps headphones from slamming into gym equipment when working out.
14. Cloop is 100% reusable and this makes it a green product
15. Keep camera/video cords neat and undamaged

### How is Cloop different from it's competitors?

1. MaCo's cable ties exhibit color transfer onto desks and cables
2. Most current cable ties on the market are not reusable
3. Cloop has a patent filed
4. MaCo's magnets are exposed which may scratch the base
5. Cloop has done extensive product testing
6. Cloop has covered magnets and thickened the silicone to prevent breakage
7. Cloop has a loop which prevents loss and helps it stay attached to cables whether in use or not
8. Cloop magnets are very strong
9. Cloop can be attached to your shirt while working out
10. Cloop can be placed on a base to keep cords off the floor
11. Cloop comes in two different sizes for small to med. large cables
12. Cloop is made from an elastic silicone and is super durable & flexible



## Cloop 2.0 Value Proposition Outline

13. Cloop quality is unmatched

14. Inventors are Italian engineers who took great care in design implementation

### Headline Examples:

#### Cloop 2.0

*A handy little magnetic cable tie for busy people.”*

*Keep your cables and chargers organized. Increase their usability and workflow with our magnetic cable tie.”*

*Cloop was built to help keep busy people organized and keep cables and cords, such as, headphones and smartphone chargers, neat and tangle free.”*

*Meet Cloop: the best (and happiest) magnetic cable tie ever invented.”*



### Text Example:

*Cloop makes sure you don't have to fuss with messy cords or cable clutter from your growing collection of gadgets. And if you've have ever had to untangle a cable or cord, Cloop is for you.*

## Cloop 2.0 Value Proposition Outline

*Keep home cables and cords out of reach and out of the way. (add a photo)*  
*Instantly create storage space when traveling (add a photo)*  
*Keep office organized to boost productivity (add a photo)*

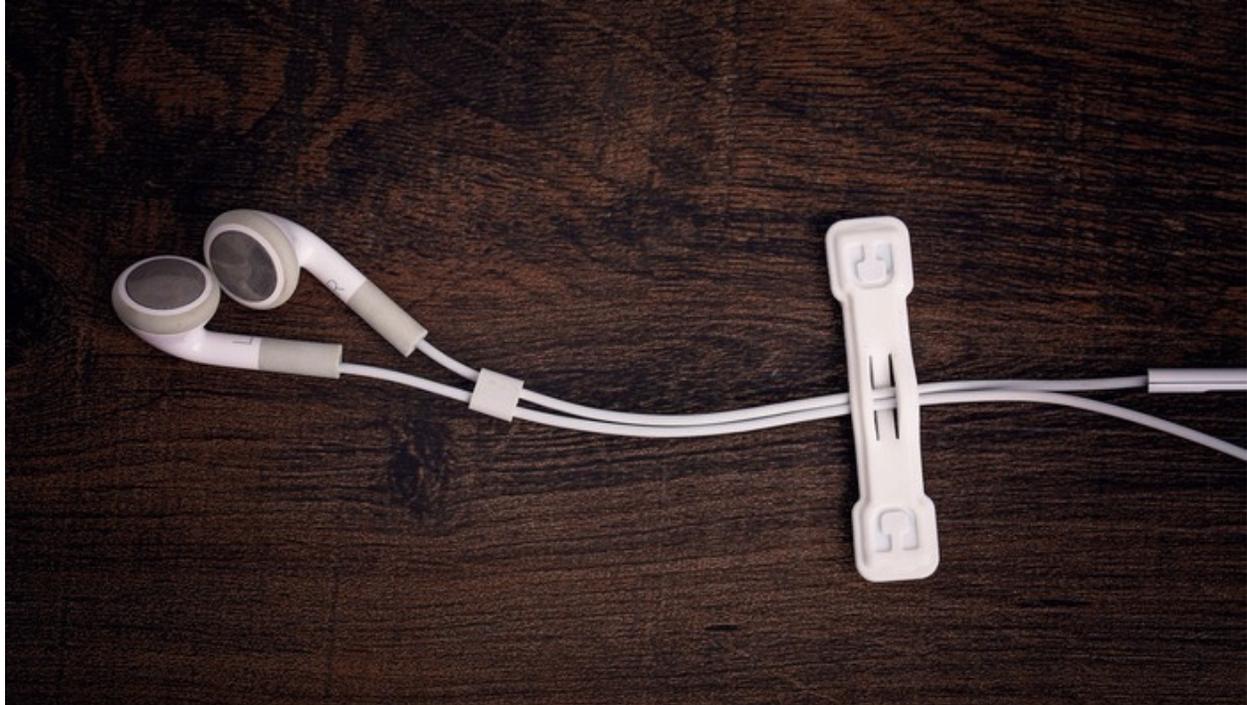
*Cloop is made from an elastic silicone material that provides it with the flexibility to fit around small to medium sized cables.*

*We chose to enclose the magnetic ends for one simple reason, it protects them from the environment, and protects your belongings from getting scratched. In doing so, the magnets remain strong, without diminishing magnetic closure strength.*

*Cloop also minimizes waste because its 100% reusable. -our eco initiative*

*Cloop won't slide off your cables and cords, in fact, it actually works as an extension of them. [as a companion device].*

*It features a convenient slit to route and hold your cables neatly in place and readily available for use.*



## Cloop 2.0 Value Proposition Outline

*Note from Kickstartup: Thanks for going through this exercise with us. The content above are snippets of what the Kickstarter campaign page is evolving into. We wouldn't be able to effectively communicate the products value proposition without going through the listed steps found in our blog post.*

*If you haven't read the blog post yet, you can find it here:*

*<http://kickstartupmarketing.com/how-to-communicate-a-useful-value-proposition>*

*Good Luck!*

*-The Kickstartup Team*

