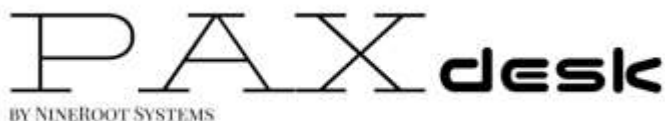


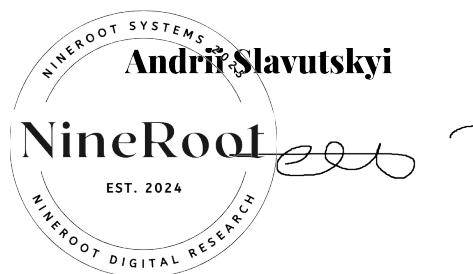


NINEROOT SYSTEMS



PAX DESK PROJECT

Translation into English from Ukrainian
The document describes the entire business
project model



What exactly do you offer to customers?

A comprehensive solution for any task: office work and gaming. A hybrid of a desktop personal computer and a portable laptop. My next-generation computer is an innovative device designed to rethink the traditional laptop concept. Unlike conventional portable laptops, my computer is designed as a stationary high-tech solution that integrates the advantages of desktop computer components with the size of a laptop.

Problem Statement:

In modern computing, users often buy laptops for stationary use due to factors like compact size and ease of setup. However, laptops have their drawbacks:

- **Cost inefficiency** – High-performance laptops are often significantly more expensive than equivalent desktop PCs while delivering lower performance.
- **Unnecessary battery** – Laptops designed for gaming or resource-intensive tasks remain constantly plugged in, rendering the battery unnecessary. Additionally, performance-enhancing technologies like TurboBoost rely on a constant power supply.
- **Thermal and performance limitations** – Laptop processors are generally not optimized for energy efficiency, leading to higher operating temperatures and lower performance compared to their desktop counterparts.
- **Limited upgradeability** – Most high-performance laptops offer limited or no hardware upgrade options, forcing users to replace the entire device instead of upgrading individual components.

Proposed Solution:

My computer eliminates these drawbacks by integrating desktop PC components into a laptop-like body, offering the following key features:

- **Desktop-grade components** – Utilizing standard desktop processors and GPUs for optimal performance and cost efficiency.
- **Modular and upgradeable design** – A hardware architecture that allows users to replace and upgrade individual components as needed.
- **Ergonomic mechanical keyboard** – An integrated mechanical keyboard designed for prolonged use and tactile feedback.
- **Battery-free operation** – Removing the battery to improve system reliability and eliminate unnecessary costs.
- **Optimized cooling and component placement** – A redesigned internal structure that positions key components to enhance airflow and heat dissipation.

What problem does your product or service solve?

The computer addresses the following issues:

- Non-modular components
- Reduced power due to size constraints
- Compromises in hardware quality for portability
- Overheating
- Low battery performance and vulnerabilities

How do you differentiate from competitors?

My solution is a balance between a powerful personal computer and the aesthetics of a laptop. Unlike competitors, my next-generation computer fits easily on a desk, requires no additional peripherals, operates on mains power, always enabling TurboBoost

technology, and is ultra-powerful for demanding tasks. Additionally, a new cooling system prevents component overheating and processor frequency throttling.

Key Customers:

- **Target Audience:** Engineers, gamers, programmers, students
- **Age:** 10 – 99 years
- **Residency:** All countries except Russia, Belarus, Iran, North Korea
- **Interests:** Gaming, complex work tasks (IT solutions development, engineering calculations, control over complex machines)
- **Needs:** Powerful and multifunctional compact computers

Distribution Channels:

How do customers learn about your product/service?

Customers will learn about my product through presentations at various international conferences and exhibitions, internet marketing (search engine ads), billboards, bulletin boards, and television.

Through which channels will they receive it (online/offline)?

The product will be sold by official distributors in physical stores and via online orders on the manufacturer's or distributor's website.

Customer Relationships:

What form of interaction is most suitable?

The best interaction form considers the individual needs and expectations of each customer. This may include personal communication with a company representative via phone, email, or face-to-face meetings. Ensuring high service and support levels is crucial for customer satisfaction and retention.

How will you maintain customer loyalty?

To maintain customer loyalty, the following strategies can be used:

- **High-quality service:** Providing fast and effective responses to customer inquiries and resolving their issues promptly.
- **Loyalty programs:** Developing and implementing loyalty programs that reward customers for their commitment, such as discounts, bonuses, and special offers.
- **Feedback collection:** Regularly gathering customer feedback to improve products and services while demonstrating that their opinions matter.

Revenue Streams:

How will you generate revenue? What are the primary sources of income?

My company will generate revenue through partnerships with distributor stores:

- **Wholesale sales:** The primary revenue stream is selling products to distributor stores at wholesale prices. These prices are usually lower than retail but compensated by high sales volume.
- **Supply contracts:** Establishing long-term contracts with stores for product supply. This ensures a stable revenue flow and enables more efficient production and logistics planning.
- **Exclusive sales rights:** Additional revenue opportunities through granting distributor stores exclusive sales rights for certain products in designated regions.
- **Advertising and marketing contributions:** Distributors may pay for marketing support or product advertising, including joint promotional campaigns or marketing activities.

Key Resources:

What resources are necessary for value creation (people, technology, finances)?

- **Human resources:** Qualified employees and management (hierarchical business structure)
- **Technological resources:** Equipment and tools, IT infrastructure, innovation, and research
- **Financial resources:** Capital, budgeting, access to loans and investments
- **Material resources:** Raw materials, premises, and locations
- **Intellectual resources:** Patents and licenses, brand, and reputation

Key Activities:

What is required to sustain value (production, marketing, product development)?

Production:

- Optimization of manufacturing processes.
- Ensuring high product quality.
- Reliable supply chain management.

Marketing:

- Clear brand positioning.
- Engaging the target audience.
- Adapting to changing market conditions.

Product Development:

- Continuous improvement of existing products.
- Investment in research and development.
- Utilizing customer feedback.

Key Partners:

Who are the essential partners for business operations (suppliers, distributors)?

Key business partners include distributors. Effective collaboration with them requires:

- **Communication:** Regular discussions and agreement on supply conditions.
- **Sales support:** Providing marketing materials and training for sales representatives.
- **Sales stimulation:** Developing joint promotions and loyalty programs.
- **Feedback analysis:** Evaluating distributor feedback to optimize products and strategies.
- **Long-term relationships:** Building strong relationships based on mutual benefits.

Cost Structure:

What are the main business expenses?

- **Research and development:** Investments in innovation and new technology development.
- **Production:** Purchasing components and materials; assembly and product testing costs.
- **Logistics:** Storage, transportation, and delivery costs.
- **Marketing and advertising:** Expenses for product and brand promotion.
- **Administrative costs:** Office rental, employee salaries, and management expenses.
- **Technical support and service:** Customer service and after-sales support costs.

- **Licensing and patents:** Costs for intellectual property protection.

What are the most significant expenses?

- **Production:** Purchasing high-tech components and materials, which are often expensive.
- **Marketing and advertising:** Significant expenses for marketing campaigns to promote products in a competitive market.

Andrii Slavytskyi

