

Re: Children's Charity product looking for a home

I am hoping to find a charity organization or anyone, to take control of my children's charity website and product, the 'Travelers Coffee Kit'. I am giving away all rights and ownership. Due to my lack of internet marketing for the product. And also due to my age related issues. I am now 65 years old.

Promo video for the product on Youtube:

https://www.youtube.com/watch?v=JQ_YvoUSAVw

It would be so great if you could let people know.
Or if you know of someone that might be interested.

.....

I was in contact with a large coffee producer, but I think they have passed on my offer. However they had me answer many questions. I thought it would be helpful to provide these questions and my answers to anyone that might be interested, so they have more details about the product and what I am trying to do.

1. Legal & Ownership

- Are there any trademarks, copyrights, or legal protections in place for the Travelers Coffee Kit or associated branding?

I am the creator of the product design, website design and graphics. So I own complete rights to all.

I filed a provisional patent for the Travelers Coffee Kit product design with the US Patent Office. And I filed a copyright for the website design and graphics with the US Copyright office. Both in July of 2017. The copyright lasts for 70 years, but the provisional patent only last for 6 months. But could still show proof of my original product design.

See the attached documents from the US Patent Office and US Copyright office.

- Would ownership of those be transferred if we move forward?

Yes, I will transfer rights and ownership to everything related to the product.

2. Financial & Operational

- Do you have any past or current financial information you could share, sales history, production costs, or revenue?

I believe it is a great product, but my marketing plans did not work. I was thinking if it is a great product and I put it on Amazon it will sell. The problem with my plan is that people don't go on Amazon looking for something new, they go on Amazon already knowing pretty much what they are planning on buying. So the sales have been very limited.

I can provide you with complete production cost information. An overview: Manufactured around 375. Have only sold around 75. Around 20 went to a give away promotion. Currently have 280 units. They only cost around \$10 each to produce, before all of my other costs.

- What are the ongoing business costs (e.g., materials, packaging, fulfillment)?

The only ongoing business costs right now are Amazon inventory fees. There are 41 at Amazon FBA (Fulfillment By Amazon). And 72 at Amazon AWD (Amazon Warehousing and Distribution). Each location is only costing less than \$4.00 per month for Amazon inventory fees in the US.

- Is this registered as a nonprofit or business entity?

I never had it registered as a nonprofit.

3. Product & Supply Chain

- Could you share more about the contents of the kit and how/where it's currently produced?

The 375 units were produced in Thailand 2017, under my supervision. Have not produced any since. More contents and specifications details can be found on the Main page at ez-et.com

- Are there existing relationships with suppliers or manufacturers?

I have suppliers in Thailand for stainless steel cups, a small shop the produced the canvas bags, and other misc suppliers I can put you in contact with.

4. Marketing & Branding

- Do you have any marketing materials (logos, brand guides, social media assets)?

If there is anything I have learned about marketing this product, it is best if people see the demo videos I created first, so they can understand the product's great key features. Just seeing images on Amazon was not effective.

I spent much time in creating user and demo videos for the product. They are on the ez-et.com website. Also on the product's Youtube channel.

- Is there an existing audience, customer list, or community built around the project?

Not to speak of. I spent much of my life in manufacturing. I realize my marketing skills were not enough to make the product take off. Although I believe it is a great product.

5. Charity Structure

- How are profits tracked and donations managed?

My plan was to give all of the profits to a children's charity, but unfortunately the product has not made a profit yet.

- Is there a specific charity the proceeds go to, or would that be up to us?

Everything going forward would be up to you.

6. Technology & Web Presence

- Does ownership or access to the ez-et.com domain and website transfer?

For sure, I have complete ownership and domain control.

- Are there ecommerce, email lists, or digital tools included with the project?

Not any lists I can think of at this time.

7. Transition & Support

- What sort of support or handoff would you be able to provide during the transition?

I would not have a problem traveling to your location in the US, if needed. To make sure everything goes smoothly. Or if you or one of your employees would like to take a trip to Thailand. Or we could just do everything over the internet.

- Do you have a target timeline for when you'd like to step away?

I have had all of this since 2017, so no hurry. But I would like to do it as soon as possible.

Maybe the only thing I can do with the 280 Travelers Coffee Kits I have in inventory is give them away for free. I have invested over \$10,000 into the charity project since its start. Although, I guess it might not happen, I was hoping to figure out a way I can get at least some of that reimbursed to me.

I worked part time for 8 years, designing the product, doing website design, photography, demo and user videos, etc. The years I spent working on it I will be giving away for free. Along with all rights and ownership to the product and ez-et.com. And everything else related to the product.

Thanks and kind regards,
Thomas @ ez-et.com