

# TED IMAGINEERS



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## Atatürk'ün Gençliğe Hitabesi

Ey Türk Gençliği!

Birinci vazifen, Türk istiklâlini, Türk Cumhuriyetini, ilelebet, muhafaza ve müdafaa etmektir.

Mevcudiyetinin ve istikbalinin yegâne temeli budur. Bu temel, senin, en kıymetli hazinendir. İstikbalde dahi, seni bu hazineden mahrum etmek isteyecek, dahilî ve haricî bedhahların olacaktır. Bir gün, İstiklâl ve Cumhuriyeti müdafaa mecburiyetine düşersen, vazifeye atılmak için, içinde bulunacağın vaziyetin imkân ve şerâitini düşünmeyeceksin! Bu imkân ve şerâit, çok nâmüsaid bir mahiyette tezahür edebilir. İstiklâl ve Cumhuriyetine kastedecek düşmanlar, bütün dünyada emsali görülmemiş bir galibiyetin mümessili olabilirler. Cebren ve hile ile aziz vatanın, bütün kaleleri zaptedilmiş, bütün tersanelerine girilmiş, bütün orduları dağıtılmış ve memleketin her köşesi bilfiil işgal edilmiş olabilir. Bütün bu şerâitten daha elîm ve daha vahim olmak üzere, memleketin dahilinde, iktidara sahip olanlar gaflet ve dalâlet ve hattâ hıyanet içinde bulunabilirler. Hattâ bu iktidar sahipleri şahsî menfaatlerini, müstevlilerin siyasi emelleriyle tevhit edebilirler. Millet, fakr ü zaruret içinde harap ve bîtap düşmüş olabilir. Ey Türk istikbalinin evlâdı! İşte, bu ahval ve şerâit içinde dahi, vazifen; Türk İstiklâl ve Cumhuriyetini kurtarmaktır! Muhtaç olduğun kudret, damarlarındaki asil kanda mevcuttur!

Mustafa Kemal Atatürk

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## EDITORS' NOTE

Dear readers,

Today, we all accept the fact that Covid-19 pandemic has effected the way we live. Although billions have suffered from its forbidding consequences, therewithal, it has benefitted the world by the so called "new normal". Contrary to the popular belief, by the new normal's slowing effect on the flow of time, a huge opportunity for the humanity has appeared. By the combination of developing technology and courageous attempts of entrepreneurs, today's innovations won against the impossible and yet the pandemic was no longer a impediment for a business mind. Living in a developing century surrounded by a haunting pandemic, we, as the TED Imagineers entrepreneurship club members, youth imagineers and future's bright entrepreneurs, have joined the growing new normal and drawn our own path with bold lines.

“Yerinde duran, geriye gidiyor demektir... ileri, daima ileri!”

Bearing this discourse of Mustafa Kemal Atatürk in mind, we've taken a great progress with our club by embarking upon an enterprise, developing novel entrepreneurial ideas and stepping forward the pre-existing projects.

All in all, in it's second year of publication; TED Imagineers Entrepreneurship Club magazine presents you the entrepreneurial projects constructed under the themes of garment manufacturing, transportation, and wellness. On top of the monthly projects, this magazine serves you with variety of articles concentrating on entrepreneurship, innovation and business by including essays about entrepreneurial skills, famous business people's success stories and personal insights. Each and every writer mentioned in this publication has showed grand dedication by adopting the combination of imagination and inspiration. We hope that you enjoy reading our magazine!

Sincerely,

TED Imagineers Club Magazine's Editorial Team

Fulin Tacettin

Zelen GÜngör



## ENTREPRENEURSHIP + HEALTH

These two sectors look like they don't have any kind of connection however in reality both of them affect each other highly. The health sector grows thanks to entrepreneurs and as we all know health is the base of everything. So, what do entrepreneurs have to do with the health sector? An ordinary person can also make a breakthrough in terms of health, but it takes an entrepreneur to develop these inventions. Glucose Revival is one of these inventions. There're known to be 30 million diabetics, and in the USA alone, 6 million of them are using insulin. Each of the people with diabetes is at risk of low blood sugar emergencies. What's even more concerning is that on average people aged 18 years or older visit the emergency room 282,000 times for hypoglycemic episodes. With the Glucose Revival necklace it's aimed to avoid emergency room visits and provide a safety to all diabetics.

The inventor is a firefighter named Kris Maynard. He had been coping with type 1 diabetes for a long time when he came up with an idea of putting glucose gel inside a necklace to be used during emergencies. Glucose Revival is a necklace made out of soft plastic which enables the necklace to be squeezed. Inside the necklace, 25 grams of glucose gel can be found. The glucose gel has a two-year shelf life, however, the necklace can't be refilled.



Another feature of this life saving necklace is that it has a small pendant with Blue Circle on it, which is the symbol of diabetes, this way doctors and paramedics can easily see that the person wearing the necklace has diabetes. It's revealed that the necklace will be available in two sizes once launched. The first size is called the Thrive which is the normal size, the other option is the Thrive Pro and it's only difference is that it's larger in size and contain more glucose gel.

The price for the Thrive necklace is \$18.95 whereas the Thrive Pro is \$21.95. Kris Maynard has declared that he doesn't have an intention on putting his product in retail stores as the cost can get too high, so instead he's going to enable the product to be ordered from their official website.





On the official website, Kris Maynard himself tells the story of how Glucose Revival was born. He declared “On a camping trip with my sons, we finished our marshmallow roast and went to bed. The next thing I knew, an ambulance crew was rubbing the glucose gel in my mouth. My son gave me glucagon, but I didn’t respond. My son then called 911, and the ambulance crew administered glucose gel to my gums...

I suddenly wondered why I hadn’t thought to carry my own glucose gel for such personal emergencies. So I took an old necklace, added a Medical Alert badge to it, and filled the plastic tubing with glucose gel. Now I had a wearable form of treatment for my next low blood sugar emergency. At my quarterly appointment, my endocrinologist noticed my necklace and asked what I was wearing. I explained my quick fix, and she then said, “What a simple solution to an all too common problem; you need to make this available to everyone.” and with this experience a life changing invention was born.



Kris Maynard is an important entrepreneur and his invention proves that even a little experience that doesn’t seem important can change the life of a person or even millions of people. Glucose Revival is enough to prove that someone who doesn't have anything to do with the health sector or entrepreneurship can change their and many other people’s life with just an execution of an idea.

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# Who is Ralph Henry Baer?

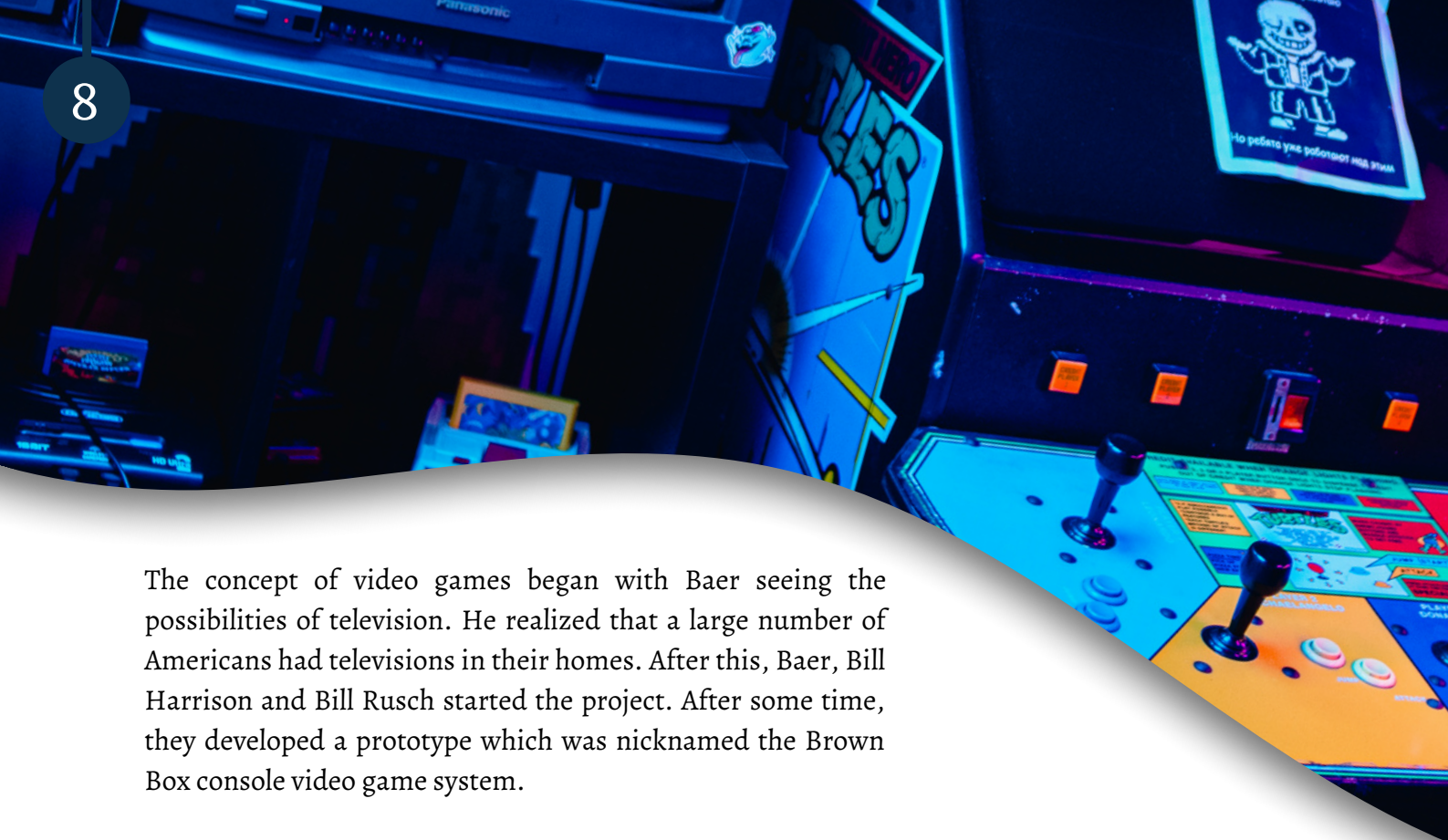


When people think of an entrepreneur or a revolution about a topic, they generally think about well-known people or well-known breakthroughs. For example, for people it would be; Elon Musk, Bill Gates or Walt Disney while for breakthroughs, it would be; computers, mobile phones or pharmaceuticals. People never think that video games are revolutionary even though they hold the crown for entertainment industry and they are the starting point of so many life improvements like better study opportunities. The first person to ever think about a concept that was so new and revolutionary is Ralph Henry Baer.

Ralph H. Baer graduated from the National Radio Institute in the year 1940 as a radio service technician. Then in 1943, he fought in World War II working in military intelligence in the United States Army. After returning from the war, Baer graduated with a science degree in Television Engineering. He worked for Wappler, Inc, Loral Electronics and Transitron, Inc, then he started his own company after he joined the defense contractor Sanders Associates. He stayed in Sanders Associates until he retired.

Ralph Henry Baer is considered to be the inventor of both video games and online games, but his expertise was considered to be in game consoles. His passion for this topic started when he was an employee at Sanders Associates in 1966 while exploring the possibility of playing games on television screens, which was revolutionary and had not been attempted at that time.





The concept of video games began with Baer seeing the possibilities of television. He realized that a large number of Americans had televisions in their homes. After this, Baer, Bill Harrison and Bill Rusch started the project. After some time, they developed a prototype which was nicknamed the Brown Box console video game system.

In 1971, it was licensed to Magnavox, and after being renamed Magnavox Odyssey, the console was released to the public in May 1972. On the Magnavox Odyssey you could play the famous pong game which was a dot on the television screen that could be manually controlled by the user. Also, with a shooting gallery game, it was considered to be the first multiplayer, multiprogram video game system. After the Magnavox Odyssey became a very successful hit, Baer encouraged Magnavox to improve Odyssey.

The success of the Odyssey led to competition from other companies like Atari and Coleco Telstar which resulted in the creation of the first arcade machine in 1972. He continued to invent electronic toys and games until his passing on December 6th, 2014. Even though he was rejected at first, he never yielded and made his dreams a reality, which resulted in the creation of the biggest entertainment industry.

Baer received the G-Phoria Legend Award (2005), the IEEE Masaru Ibuka Consumer Electronics Award (2008), the Game Developers Conference Developers Choice "Pioneer" award (2008) and the IEEE Edison Medal awards throughout his life

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# Who is Nazım Salur?

When people hear the word entrepreneur, they think of names like Bill Gates or Elon Musk. What about the entrepreneurs of apps you use in your daily life? For example, one is Nazım Salur. Nazım Salur is the founder of BiTaksi and Getir. BiTaksi, launched in 2013, is a mobile application meant to bring drivers and passengers together and Getir, launched just two years later, is an application in which you can almost order anything to your home or workplace. I am sure you have used at least one those apps.

Let's take a little look at Salur's past. I don't want to start from his childhood as I'm sure you have already read the about the upbringing of countless admirable people and every time you finished reading one, the next one moved you less than the ones before. Salur graduated from Boğaziçi University, one of Turkey's best universities, in 1986 with a business administration degree. As I said previously, he is the founder of BiTaksi and Getir, however, these are not his only entrepreneurship attempts. Aside from these two companies, he has also launched a furniture production company and an international company for brokering the sale of used industrial plants which were not very successful. His kind are called serial entrepreneurs. Some examples of serial entrepreneurs are Elon Musk, Oprah Winfrey, and Wayne Huizenga. These entrepreneurs start several businesses one after the other rather than just focusing on one and are known to sell their past businesses after they reach a certain level of maturity to move onto new ones.





Now I want to talk a little more about Salur's two major startups. Firstly, BiTaksi is an application meant to solve the transportation problems of big cities. Through this application you can call a taxi to your current location and you can specify the properties of the taxi you want, for example its seat count. You can also track your taxi's movements on a map. Afterwards you can give your driver a rating ranging between 1 to 5. Also, Nazim Salur was the first person to introduce credit card payments in the taxi business according to one source. Secondly, the application that has spread its wings abroad and sees use even in London is Getir. Getir is an app meant to deliver desired products to users in under ten minutes. The products range from food to home care. You can even order technological items such as Bluetooth speakers. Its easy-to-use user interface and the variety of products are major factors contributing to Getir's success. Also, it has an ingenious name. It's almost as if Salur new the application would get global attention. Its English counterpart is "Get Here". It's very easy to pronounce and sounds almost exactly like "Getir", making its name easier to remember for non-Turkish people. This allows for the creation of memorable advertisements and allows for word-of-mouth marketing. Thanks to this trait, after its launch in London in 2021, it has gained many

British users alongside Turkish users. I personally look forward to seeing the growth of Getir and the competition between similar businesses. After all, competition in a market usually results in better products for consumers.

Nazim Salur is an entrepreneur that has influenced many individuals' lives. He has two major startups which includes one of Turkey's Unicorn Companies, a company that generates more than one billion dollars in revenue, but his other entrepreneurship attempts were not nearly as successful as these two. Salur has faced many challenges and thanks to his perseverance and commitment he has received global recognition and thanks to him we now have two wonderful apps that make daily life much easier for a lot of people.



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# RIHANNA AS AN ENTREPRENEUR

## Summary of Rihanna's Music Career Achievements

An absolute icon in the music industry, Robyn Rihanna Fenty was born in Saint Michael, Barbados, on February 20, 1988. With over 250 million records sold globally, Rihanna is one of the most successful musicians of all time. She has produced 14 number-one singles, 31 top-ten singles in the United States, and 30 top-ten entries in the United Kingdom.

She has won nine Grammy Awards, thirteen American Music Awards (including the Icon Award), twelve Billboard Music Awards, six Guinness World Records, and the President's Award from the NAACP. In 2012 and 2018, Time named her one of the 100 most influential people in the world. In 2012 and 2014, Forbes put her among the top ten highest-paid celebrities. She is the richest female musician as of 2021, with an estimated net worth of \$1.7 billion.

## Fenty Beauty by Rihanna

Rihanna has stated that when she was a little girl, she was "transfixed" by her mother's lipstick. When she first started applying makeup on her own,

she saw it as a chance to improve her self-expression in ways that were more adventurous and outlandish. She credits her experiences with high-end beauty products with providing the inspiration for her to found the brand known as "Fenty Beauty." Nevertheless, there was obviously something lacking. Rihanna observed that the makeup industry still had a lot of room for improvement in terms of catering to women with a variety of skin tones and types. Rihanna's goal in launching Fenty Beauty was to create a beauty brand that catered to the needs of every woman.

To do this, she developed a variety of products that were designed to work with a variety of skin tones and textures, as well as other options. One of the most inclusive cosmetic brands in the world, Rihanna's Fenty Beauty provides more than 40 foundation tones and 50 concealer shades, making it one of the most comprehensive makeup lines available. Because Fenty Beauty was such a success, the brand made a comfortable \$100 million in sales in its first 40 days of operation. After only 15 months in operation, Fenty Beauty brought in an estimated total of \$560 million in revenue during the year 2018.



Rihanna advised her fans, "Makeup is there for you to play around with and have fun with." "There should never be a sense of being under pressure. There should never be a sense of wearing a uniform. You should not be afraid to try new things, even if they might fail, and you should not be afraid to take chances and risks". Rihanna's beauty brand was the first to wear the Fenty name, but she had been invested in the fashion industry long before September 2017, when Fenty Beauty first appeared on the scene.

Fenty beauty is just one of Rihanna's works. Rihanna's creative personality, her thoughts on consumers, the message behind her products and her relentless effort in every field show us that her success is not a coincidence.

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# Advice to New Entrepreneurs



In today's world, there are a lot of new business ideas and a lot of new entrepreneurs. Some of these new entrepreneurs are informed about what to do during their business lives. However, some are beginners and could need some advice to start and manage their companies. Let's give some advice to beginners to help them during their careers.

Firstly, a new entrepreneur should have strong financial support because there can be a lot of financial struggles in a new business like the need for expensive materials. Moreover, the more the workers get experienced, the more money they want. New entrepreneurs must know that they should avoid taking on debt because it would be hard to pay back.

Secondly, new entrepreneurs shouldn't be arrogant. They ought not to have an opinion like "I am the boss. I know everything and I can do everything in my own company." They should prefer getting help from experts if they want their company to grow. Otherwise, their company can go bankrupt easily. In addition, getting to know new ideas can help in building new perspectives and forming fresh ideas.

Thirdly, a new entrepreneur must be patient, and this also brings along perseverance. There can be some problems in new companies, you may lose a significant amount of money if something goes wrong. In this situation, the beginner must be patient and continue the way that he believes. In order to do this, he should be determined and try to overcome the obstacles one by one. This will bring success.





Next, it is recommended to have a good professional network. By being positive and being frank to others, you can enhance your relationships and they can help you when you are in need. Furthermore, having a network means you'll have additional courage because you will know that there is somebody behind you if you stumble. This will give rise to some risky investments, and you can gain a lot.

Additionally, a new entrepreneur must have a team under him that he can trust. Nobody is perfect, but some people are educated about specific things. That's why it would be better to have some team leaders. Also, when you have something to do out of the company, you will need someone to trust, and the leaders would be a perfect choice.

There are some important things like being humble and having a good network to level up when you start up your business as a beginner. This advice will help you have a better career and you can shine with your bright ideas in this era of the entrepreneurs.

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Cenk Kuleođlu





## MORE THAN A COFFEE

Howard Schultz is the builder of the company Starbucks which we all know. He is currently the chief executive officer (CEO) of the Starbucks Coffee Company. With his leadership skills, marketing savvy, and global mindedness, he turned the simple pleasures of a cup of coffee into a worldwide success. Schultz has also written four books on business and was also ranked as the 354th Richest Man in the US by Forbes in the year 2012.

However, his life wasn't as luxurious as it is now. His family didn't have much money and he grew up in a housing estate. He paid for college with government loans and money earned from part-time jobs. He was also the first person in his family to go to college.

Like all successful people Schultz also had a "defining moment of life". When he was only seven years old, he witnessed his parents go through hopelessness and despair. This encouraged him to pursue an education to open more doors for himself. That is when he met Starbucks.

Schultz first encountered Starbucks in 1982. He then began working there. At that time, the company only sold coffee beans. Later on, he got the idea that Starbucks should not only sell coffee beans, but also coffee drinks. Starbucks founders Jerry Baldwin and Gordon Bowker were both impressed by Schultz's marketing savvy and offered him partial ownership of the company. While on vacation in Milan, Italy, Schultz developed a new vision for Starbucks inspired by the social aspects of Italian coffee culture. This trip inspired Schultz on adding "grande & venti" sizes which are words of Italian origin.



Schultz left Starbucks in 1985 to open his coffee bar, Il Giornale, which was a quick success. When the original Starbucks owners were looking to sell their stores a few years later, Schultz paired up with investors to purchase the business. He merged Starbucks with his coffee bar, which officially became Starbucks Coffee. That is when the Starbucks Coffee we know today was born.

The success story of Howard Schultz is a great example of self-achievement since he got where he is today with his own blood and sweat. Schultz is proof that you stand a fighting chance in life. Schultz didn't let the obstacles get in his way to success. You need the vision to make it big. Vision is like goals, but bigger. Vision is your ability to imagine and foresee your future. Schultz's vision was one of the key elements to his success. This story should encourage other people on their steps toward being an entrepreneur.

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## A STORY OF BETRAYAL: ZUCKERBERG AND SAVERIN

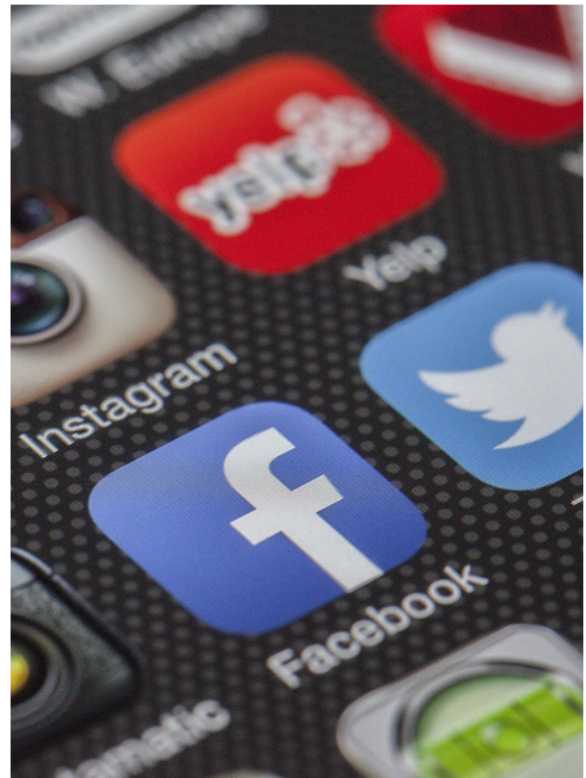
On February 4, 2004, a Harvard sophomore named Mark Zuckerberg launched “The Facebook”, a social media website he had built in order to connect Harvard students with one another. By the next day, over a thousand people had registered, and that was only the beginning. Membership was initially limited to Harvard students, gradually expanding to other North American universities and, since 2006, anyone over 13 years old.

As of 2020, Facebook claimed 2.8 billion monthly active users, and ranked fourth in global internet usage. It was the most downloaded mobile app of the 2010s. The company later became the owner of Instagram and Whatsapp along many other apps, companies and products. Recently, Zuckerberg’s company changed its name from Facebook to Meta but the platform’s name remains as it always was.

While, undoubtedly the story of Facebook is a big success, it is also a story of betrayal. “The Facebook”, (“the” was later removed), was founded in 2004 by Mark Zuckerberg and his Harvard roommate Eduardo Saverin. While Zuckerberg came up with the idea of the platform and the mere essence of it which is the idea and the necessary codes, Saverin was also one of the co-founders of Facebook. While he also participated in the process of developing the app and adding several different features of it, he also was the “business head” of the company and funded the company at the beginning. With his generous funds, Facebook grew and he was also responsible for advertising the platform alongside introducing it to possible investors which is crucial for any new business. Zuckerberg and Saverin were best friends at that time and there seemed to be no problem between them. While Zuckerberg was expanding his team, writing code and further developing Facebook, Saverin, as the business head of the company, funded the project, advertised it and travelled through the country to find new investors.



Things changed after the company made its “big break”. A new share was organized by the company’s lawyers. (Saverin thought that they were naturally his lawyers too but he would find out that they were not) The company’s shares were divided as: Dustin Moskovitz 7%, Sean Parker 7%, Peter Thiel 7%, Eduardo Saverin 30% and Mark Zuckerberg 49%. Saverin signed the papers and went back to Harvard for another semester while Zuckerberg stayed in Los Angeles. When the app almost reached 1 million subscribers, Saverin was called by Zuckerberg and invited to a party and a “business meeting” and at that business meeting the betrayal happened.



The lawyers, who Saverin thought also represented him, revealed a clause in the agreement and diluted Saverin’s shares from 30% to 0.03% to make space for other investors. It was basically a betrayal by Zuckerberg to his friend and the co-founder of Facebook. None of the other shares were diluted in any way of course including Zuckerberg’s. Saverin, who knew he was being played, did not sign the new agreement and filed a lawsuit against Zuckerberg later receiving \$5 billion worth shares from a settlement agreement.

The movie “The Social Network” starring Jesse Eisenberg and Andrew Garfield also told the story in a fictional way but mostly based on facts and is definitely worth watching. Entrepreneurship history is filled with successful and unsuccessful stories but betrayals are as common as the other two

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A portrait of Martin Roscheisen, a man with glasses and a slight smile, wearing a dark jacket. The background is a blurred outdoor setting with a blue sky and a building. The text 'ENTREPRENEUR WITH MANY INNOVATIONS: MARTIN ROSCHEISEN' is overlaid in white, bold, uppercase letters on the right side of the image.

## ENTREPRENEUR WITH MANY INNOVATIONS: MARTIN ROSCHISEN

Martin Roscheisen was born in Munich, Germany as an Austrian. He graduated as valedictorian from Feodor Lynen high school in 1987 and spent a year at Xerox's Palo Alto Research Centre in Silicon Valley. He later studied electrical engineering and computer science at Technical University of Munich and graduated at the top of his class. In 1992 he attended to Stanford University to earn a doctorate. He was in Terry Winograd's group along with Sergey Michailovich Brin and Larry Page, the founders of Google. After he completed his education, which was in high standards because of his talent, he started his career.

With his knowledge from his education in computer science and electric engineering he mostly proceeded in software engineering at the beginning. In 1995 he co-founded FindLaw which is an Internet legal site that makes US case laws accessible to the public. It is now a unit of business of Thomson Reuters' West Group. In 1997, along with Stanford professor Yoav Shoham, he created an enterprise software company called TradingDynamics which was acquired by Ariba for 740 million dollars in 2000. In 1998 Roscheisen became the founder and CEO of eGroups which was financed by Sequoia Capital. It was an email massaging company which was ultimately purchased by Yahoo for 450 million dollars. However, he managed to widen his area of interference and developed other projects other than software-based companies. In 2000, Roscheisen formed an incubator called Tank Hill Projects with Mark Pincus, the current CEO of Zynga. Its purpose was to create a series of new companies. It was funded with an initial 10 million and later extended to 50 million dollars. It was shut down to return capital with minimum cost.





After 2000, his career in software and investing expanded. Therefore, he would start to create innovative ideas and became one of the most persistent and pretentious entrepreneurs in the world. From this point on, Roscheisen increased his number of patents and became an extensive inventor of new thoughts. The most extensive project of his was Nanosolar. In 2002 he co-founded and became the CEO of Nanosolar which was the first solar energy company that made solar energy affordable, in Silicon Valley. He raised more than 500 million dollars capital for his company with Google founders, Sunil Paul, Mark Pincus, Reid Hoffman founder of LinkedIn, VCs US Venue Partners, Benchmark Capital, fund manager Steve Cohen, Passport Capital, Carlyle Group, SAC Advisors, world largest utility EDF and power producer AES. Nanosolar secured 41 billion dollars from EDF alone. It was widely featured by famous media entities like Fortune and awarded by prestigious organizations like Popular Science Magazine. He resigned in 2010 with no comment. His company was named a top ten patent power by IEEE in 2011 and Roscheisen named as an inventor with more than 34 patents. Also, he had named a Technology Pioneer by the Davos World Economic Forum and Times magazine announced his work as the most innovative product of the year. In 2011 he started a grid storage company in the Taizhou region with the support of the Chinese government. Later, in 2015 with the support of Leonardo DiCaprio and ten billionaires, he launched Diamond Foundry. In 2016 in the name of Diamond Foundry he purchased the jewellery brand VRAI.

He has done business after business with a non-stop rhythm. He created the first solar energy company and introduced it to the society. With his early investments he must inspire us that it is not early in any time with courage and self-determination and also with fresh ideas we can overcome everything.

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## CANAN DAĞDEVİREN: WEARABLE HEART BATTERY

Turkish scientist Canan Dağdeviren invented a wearable heart battery. This whole idea came out of the fact that she had lost her grandfather due to heart problems when he was 28 and before she could meet him. Apparently, this affected her so seriously that she turned her frustration into a really successful and helpful invention. She said that she wanted to do something valuable to prevent heart diseases and frankly she did a great job.

In the competition called “Ten Outstanding Young Persons of the World” that is held by “Junior Chamber International-JCI” since 1981, she came out as the winner with her wearable heart battery invention. She basically turned a heart battery into a wearable one which is a great success. The battery is in the form of a chip and it turns the kinetic energy of heartbeats to electricity, which then powers the pacemaker. Therefore, it is a cycle, and the battery never dies. She calls her design a “wearable pacemaker”. Because of this big success, she was chosen as a Junior Fellow in the Society of Fellows at Harvard University which is a big deal because she was the first Turkish scientist to ever earn that title.

It didn't end there. She was offered a position as a professor at MIT (Massachusetts Institute of Technology). Even though she didn't have to interview she still started in the position in 2017. She mentioned that during the designing period, because people couldn't pronounce her name, they called her “Crazy Turkish Lady”. She proudly added that they also called her “Mevlana”. She was only sleeping for two hours on Sundays and apparently voluntarily mentored the students who reached out to her.



She managed to be the only Turkish scientist that got on the Forbes list which is a big accomplishment, especially for a woman. Forbes is a magazine that focuses on business, investing, technology, entrepreneurship, leadership, and lifestyle.

The fact that she managed to be the only Turkish scientist to be recognized may not seem much, but it is great publicity and a great achievement. It is something to be proud of.

Basically, she is a great scientist that is a great influence for women scientists as well as all the Turkish scientists with the achievements she has had. She managed to be a first in a big field and this invention she made can save thousands of lives. This isn't her only success story though as she did so much more in the name of science and health. She is a great person and a great scientist, and we should be proud to have someone as smart and successful as she is in our country.

Her success is a huge influence on people, especially women in our country to pursue their dreams in science. Therefore, we can say that she has a leading role with her inventions to help the world become a better place. I personally believe that when people think that they can't achieve something they can take Dağdeviren's work and study schedule as examples, and it can motivate them to work harder and accomplish what they want.



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## Provoking But Brilliant

Being a fashion designer was probably the childhood dream career of every little girl, including me. The colors, tulle, pearls, gems, and most importantly, the pizzazz were both mesmerizing and attractive. I always felt as if the seven major arts were a big family; painting would be the silent mother who keeps calm and is welcoming, sculpture would be the uncle with a surprising major and a veteran past. Architecture would be the granddad who always has a story to tell. Poetry would be the little kid who everybody makes fun of but has a potential and meaning inside, music would be the energetic big sister who has different aspects, literature would be the college professor dad who always quotes influential people, dance would be the grandma, somehow still very young inside and always tells a story with her movements. But fashion would be the cool aunt, obviously from the mothers' side, who visits on holidays and never gets along with the adults but is the favorite amongst kids. It would be the one found controversial and is the main subject of all the gossip.



It is hard to please people with fashion, there will always be someone who finds your sense of "good fashion" "controversial" or "too much." Major brands like Chanel get criticized for "selling experience, not quality." I would have to disagree. Chanel, a 112 year-old brand that sets most trends from fashion to beauty to fragrance, is the first to appear in mind when thinking about haute couture. Their designers were remarkable, from Coco Chanel herself to the legendary Karl Lagerfeld. They are designers who managed to design elegant and vital clothing suitable for everyone and every occasion, from Princess Diana's suits to an everyday bag. They managed to be recognizable with their signature prints and fragrances. "The Adjustable Two Chain Hand Bag" is essential to a women's wardrobe. Jacques Polge's creation, a signature in perfumeries, Chanel No.5 is one of the most used fragrances and has notes of Sandalwood, Jasmine, and Bergamot.

The runways of Karl Lagerfeld were without question statements. From the Haute Couture Spring/Summer 2006 to Fall/Winter 2008, from Haute Couture Spring/Summer 2016 to his final work Fall/Winter 2019, Lagerfeld made impeccable designs and successful collections. His runways were known to be over-the-top. He created setups like a realistic beach with actual sand and water, dollhouses, merry-go-rounds, and rocketships. His imagination had no limits and always left the critics speechless.

Lagerfeld's success was achieved through talent, brilliance, and self-awareness. He enjoyed reading and believed fashion worked with all the other arts. While designing the Fall/Winter 2019 Collection, working with Virginie Viard, Lagerfeld reportedly knew he was dying, but he managed to pull out all the cards. The runway took place two weeks after his death. Cara Delevigne led the catwalk, followed by tearful models still humbled by his passing. His death shook the world and his beloved fans. People believe that not only his work, but Lagerfeld himself was a statement to the fashion world.

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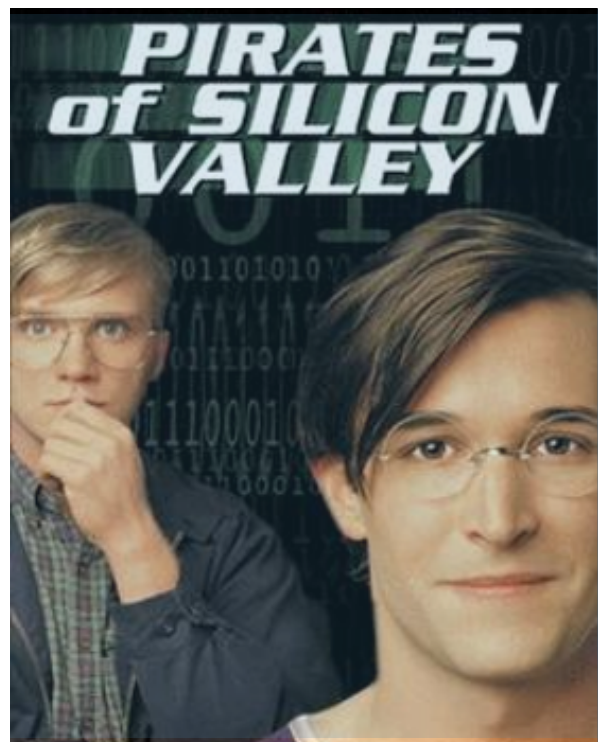
## Films That Inspire Entrepreneurs

Entrepreneurship is the activity of setting up a business or businesses, taking on financial risks in the hope of profit and an entrepreneur is the person performing this activity. With the increasing interest regarding this sector, the number of entrepreneurs has also increased in the recent years. The development of the entrepreneurship sector encouraged many other industries like the film industry to put forth several products focusing on this sector. Some of these films shot in this field motivated, inspired people with an entrepreneurial spirit, and also gave information about the functioning and interior of the sector. Pirates of Silicon Valley, The Social Network, and Flash of Genius are three of the films that have inspired many entrepreneurs. When these films are viewed from an entrepreneurial point of view, they can be considered as mentoring success stories which contain a lot of content like branding, finance, and innovation. In addition, these films give examples of the difficulties encountered while embarking on the path of entrepreneurship.

### **Pirates of Silicon Valley/1999**

Apple, which develops the iPhones and Airpod headphones that most of us own, and Microsoft, which develops computer software, electronic devices, personal computers and IT services, are companies that almost everyone is familiar with and whose successes are followed by large communities. We know that the names behind these companies are Steve Jobs and Bill Gates, but have you ever wondered more than the names of these people? Pirates of Silicon Valley is exactly for you.

Pirates of Silicon Valley begins when Steve Jobs crossed paths with Bill Gates, one of the most important moments of his life. It tells about Bill Gates' university times and the stages of establishing his companies. It is a film that gives information about what they went through while establishing their companies and how they got to the top. Pirates of Silicon Valley illustrates a great example of entrepreneurship. It tells how the startups of Bill Gates and Steve Jobs, which started in their garage, grew. It is quite inspiring for entrepreneurs that he tells how their journey, which started as a small project and turned into global giant companies. It also reveals that success is not easily achieved, and not everyone walks on a clean path while achieving success.



## The Social Network/2010

Facebook, which led to the increase and development of the number of social media platforms, was an initiative that emerged for Harvard students to communicate, but became global and started to be used by almost everyone. The successful entrepreneur at the head of this venture is Mark Zuckerberg with his instantaneous fortune of \$75.2 billion. The Social Network also conveys Mark Zuckerberg's process of establishing Facebook.

The Social Network is an entrepreneurial film that tells the evolution of a great entrepreneurship story from its beginning to the present. The Social Network begins by explaining the reason behind the founding of Facebook, one of the world's largest social media platforms. It describes a process that evolved from the Facemash application, which Mark built on revenge after breaking up with his lover, to the Facebook application. The film, which stimulates the entrepreneurial spirit of the audience through the spread of Facebook to America and the world after its success at Harvard University, also inspires entrepreneurs.

## Flash of Genius/2008

Flash of Genius is one of the films that everyone in the field of entrepreneurship should watch. The film was inspired by the real life of Robert Kearnes, who challenged the Detroit Automotive industry, one of the most powerful companies in America. University professor Robert was an inventor in his free time. At that time, a very important need arose for the automotive industry. This need was the windshield wiper used in automotive on rainy days.

Robert works to find a solution to this problem in his garage. Flash of Genius is similar to the movie Pirates of Silicon Valley in this aspect. He develops today's car windshield wiper. Although the patent is in his own hands, he is dismissed by the company he has agreed with. He struggles for years to earn his right. In this struggle, he even comes to a point where he loses his sanity. However, it does not stop him.

The film Flash of Genius tells the story of a man who fights with incredible determination for his invention and work. Robert takes any risk without giving up on his dreams. This film shows how entrepreneurs struggle to overcome every challenge. If they truly believe in their product, they will ensure it reaches the marketplace.



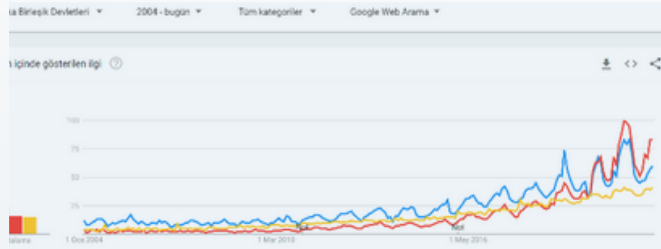
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## INJECT BUBBLE TEA IN YOUR VEINS, CULTURE

I think the most famous drink of the decade award belongs to none other than bubble tea. It is impossible to avoid it on social media. But how did bubble tea (also known as boba tea) become so popular in the first place?

In order to understand the popularity of bubble tea, we must first look into its history. Bubble tea was invented in Taiwan in the 1980s. Even though the time and the place are the same, there are two different contradicting stories about the exact origin. One states that it originated in The Chun Shui Tang tea room. When she visited Japan in the 1980s, she realized that the Japanese served cold coffee which inspired her to do the same for her drinks. It was well received. Then, she decided to put tapioca balls into her cold tea and wanted everyone else to make it themselves, which was also well received making its way to the menu. Another story suggests it comes from The Hanlin Tea Room. He was inspired by the tapioca balls in a local market. Then, he made himself a tea with the tapioca balls in it.



Soon after its invention, it spread to other locations in Asia such as China, Hong Kong, Japan and Singapore and Australia with various effects. Hong Kong; for example, has become a marketplace for Taiwanese bubble tea producers. But in China; even though Taiwanese brands played an important role at first, now Chinese brands are dominating the market. In fact, it has become an informal way of thanking somebody there amongst the youth. In Japan, bubble tea's first "infiltration" had failed in the 1990s. It took about 10 years for bubble tea to finally settle in Japan. Since then, it's been the hottest trend there. There has even been a new slang invented in young social circles. "Tapiru" (タピる) Coming from tapioca pearls which are used to make bubble tea. There's even a theme park based solely on bubble tea due to how popular it is there.





We can't not mention the effects of bubble tea in its own country, Taiwan. bubble tea has become the icon of pop culture and the entire nation and its people. I'm not kidding. Just two years ago, the 30th of April was declared as "National Bubble Tea Day" by the Taiwanese government. Not only that, but also bubble tea was proposed to be the new cover design for Taiwanese passports. In summary, we can say bubble tea for Taiwanese and asian people is what kebab is to us. This is an important factor to understand why it has become so popular.

In the 1990s, various bubble tea shops were opened in the USA by Taiwanese immigrants. As the drink rose in popularity, it became more than a drink for the Asian immigrants. It became a symbol, a cultural identity for them. Popular Chinese-American musicians Andrew and David Fung brothers talk about it in their music video "bobalife". We can say Asian communities in the USA, holding their bubble tea dearly, have made it popular there. And we all know what happens when something gets popular in the USA.

I can't finish this without touching on the importance of social media for the spread of bubble tea. I already talked about "bobalife" but that is just the tip of the iceberg for the influence of bubble tea on social media. After all, It's no coincidence bubble tea is popular amongst the youth in Japan, Hong Kong, China and Singapore. Instagram, Twitter and YouTube have been used a lot to promote it. As it is hard to keep a young demographic interested in your product, we can see the efforts of the bubble tea companies constantly changing their flavors and their packages. Dropping prices in this fierce competition to sponsoring influencers we can see a war like battle. But at the end of the day, bubble tea companies' most powerful "strategy" is that it's become an identity for an ever growing enormous community which will always buy their product and advertise it for themselves out of pure love for their identity.

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# Small Business Entrepreneurs

Small business entrepreneurship is the plan to start a business while not turning it into an oversized conglomerate or opening several chains. A single-location restaurant, one grocery store, or a retail shop to sell the owner's own handmade merchandise would all be examples of small business entrepreneurship.

These people sometimes invest their own cash and succeed if their business turns a profit that they live off of. They don't have outside investors and can solely take a loan if it helps continue the business.

Many small businesses are solely operated operations consisting only of the owner, however several even have extra employees. Some small businesses that supply a product, method, or service, don't have growth as their primary objective. In contrast, a business that's created to become an enormous firm is thought of as a startup. Startups aim for growth and infrequently offer an innovative product, process, or service. The entrepreneurs of startups usually aim to rescale the corporation by adding employees, seeking international sales, and so on, a process that is often but not perpetually supported by risk capital and angel investments. Winning entrepreneurs have the flexibility to guide a business in a positive direction through correct planning, adapting to dynamic environments, and understanding their own strengths and weakness. Spectacular success stories stem from startups that distended in growth. Examples would be Microsoft, Ralph Lauren, Apple, and Google, which all embody the sense of the latest venture creation in small businesses.

An entrepreneur is a person who creates a business, bearing most of the risks associated with it, but enjoying most of the rewards. The method of starting a business is understood as entrepreneurship. The entrepreneur is usually seen as an innovator and a supplier of current concepts.

Entrepreneurs play a vital role in any economy, exploiting the talents and initiative necessary to anticipate desires and convey good new ideas to the market. Entrepreneurship that proves to achieve success in taking over the risks of making a startup is rewarded with profits, fame, and continuing growth opportunities. Entrepreneurship that fails ends up in losses and less prevalence within the markets for those involved, which is why those who will try to pursue a career by being an entrepreneur should be extremely careful and think thoroughly of the possible consequences.

As there are different types of entrepreneurs, there are also different types of businesses they create. Many new businesses arise due prevalence of current businesses that sell products that are non-vegan, not cruelty-free, and support the use of child labor in mass production.

Small businesses are corporations, partnerships, or sole proprietorships that have fewer workers and/or less annual revenue than a regular-sized business or corporation. Businesses are outlined as "small" in terms of having the ability to use state support and qualify for discriminatory tax programs, but it varies on the country and industry.

Many small businesses may begin with low prices and on a part-time basis, at the same time as the owner maintains an everyday job with another company or who is responsible for taking care of a household. In developing countries, many small businesses are sole owner operations promoting merchandise at a marketplace stall or making ready warm meals to promote on the street, both of which offer a small income.

In the 2000s, a small enterprise is likewise properly suitable for Internet advertising and marketing; because it could effortlessly serve specialized niches, something that was impossible prior to the Internet revolution, which started in the 1990s. Internet advertising and marketing offers small companies the cap potential in a marketplace despite their smaller budgets.

Small business owners tend to be in closer touch with their clients and customers than big corporations, as small enterprise proprietors see their clients in person every week. One observation confirmed that small, local businesses' earnings are higher than those of the latest chain stores. By establishing new country-wide stage chain stores, the earnings of regionally owned groups are substantially lower and lots of groups turn out to be failing and having to close. This creates an exponential effect. When one business closes, humans lose their jobs, different groups lose enterprise from the failed enterprise and so on. In many cases, big companies displace simply as many roles as they create. Independence is another benefit of proudly owning a small enterprise. A small enterprise proprietor does now no longer need to report to a manager. Also, many people prefer to make their very own choices, take their very own risks, and achieve the rewards in their efforts. Small enterprise proprietors have the power and freedom to make their very own decisions within the constraints imposed via way of means of financial and different environmental factors.



Small businesses often have to face a variety of problems, which are usually related to their size. These are such problems as: bankruptcy, cyber-crime and lack of time for the owner to coordinate socially responsible efforts like donating to charity.

Despite the side effects, small businesses may provide tremendous outcomes for both the environment and the owners. Even though the products can be a little more expensive than mass-produced items that we usually use in our daily life, it definitely needs more recognition.

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## PRECONCEPTIONS AND THE FEMALE ENTREPRENEUR

Before all else, in today's world entrepreneurship has become one of the most significant jobs. It is a crucial component of the present and future since its basis is founded on innovative ideas and manufacturing. From the past to now on, there have been many successful entrepreneurs.

Mainly, entrepreneurs are called as heroes of the economy due to their valuable and constructive work. They ensure the development of the economy with the projects they do. Regardless of gender, religion or language, anyone who has courage to take risks and has an innovative idea can become an entrepreneur. However, in the past the situation was a bit different. Due to the condition of the time, women did not have any right to be in the business world. There was a common mentality that women could not take risks and would be crushed in this world.

Fortunately, these stereotypes began to break down in the early 1900s. Women increasingly began to take part in the business world and gained the courage to establish their own businesses and not be afraid to take risks.

On the other hand, in daily life, women are still frequently bullied by their male colleagues. It can manifest itself both indirectly and directly. Although the belief that women are too frail to take risks was disproved in the early 1900s, it nevertheless exists today. Women entrepreneurs face a lot of discrimination.



First and foremost, there are key traits that an entrepreneur should possess. These are bravery, learning from mistakes, continuing on track when things go wrong, taking chances, and dealing with problems. After all, starting a new project is not a simple undertaking. That is why some people believe that masculine dominance is still needed in situations like these. When women have a goal in mind, they have the determination to attain it without blinking.

Furthermore, female entrepreneurs are highly regarded. What about the first female entrepreneur to defy this hilarious judgment? Madam C.J. Walker. An African American, Walker was born in the United States and had a somewhat mixed family life.





She had five siblings, but they were all enslaved by a farm. Despite being the first member in her family to earn independence, she began working as a maid since she was orphaned at an early age. She had a rough upbringing. "When I started my life as an orphan and without a mother and father since I was seven years old, I had little or no opportunity," she often said. She did not have the opportunity to attend formal school, but she was always eager to learn. After working, she created her own hair care product with what she learned. Thus, she became the first female millionaire and entrepreneur in history. At the same time, Walker, a philanthropic activist, used some of her wealth to help people before dying in 1919.

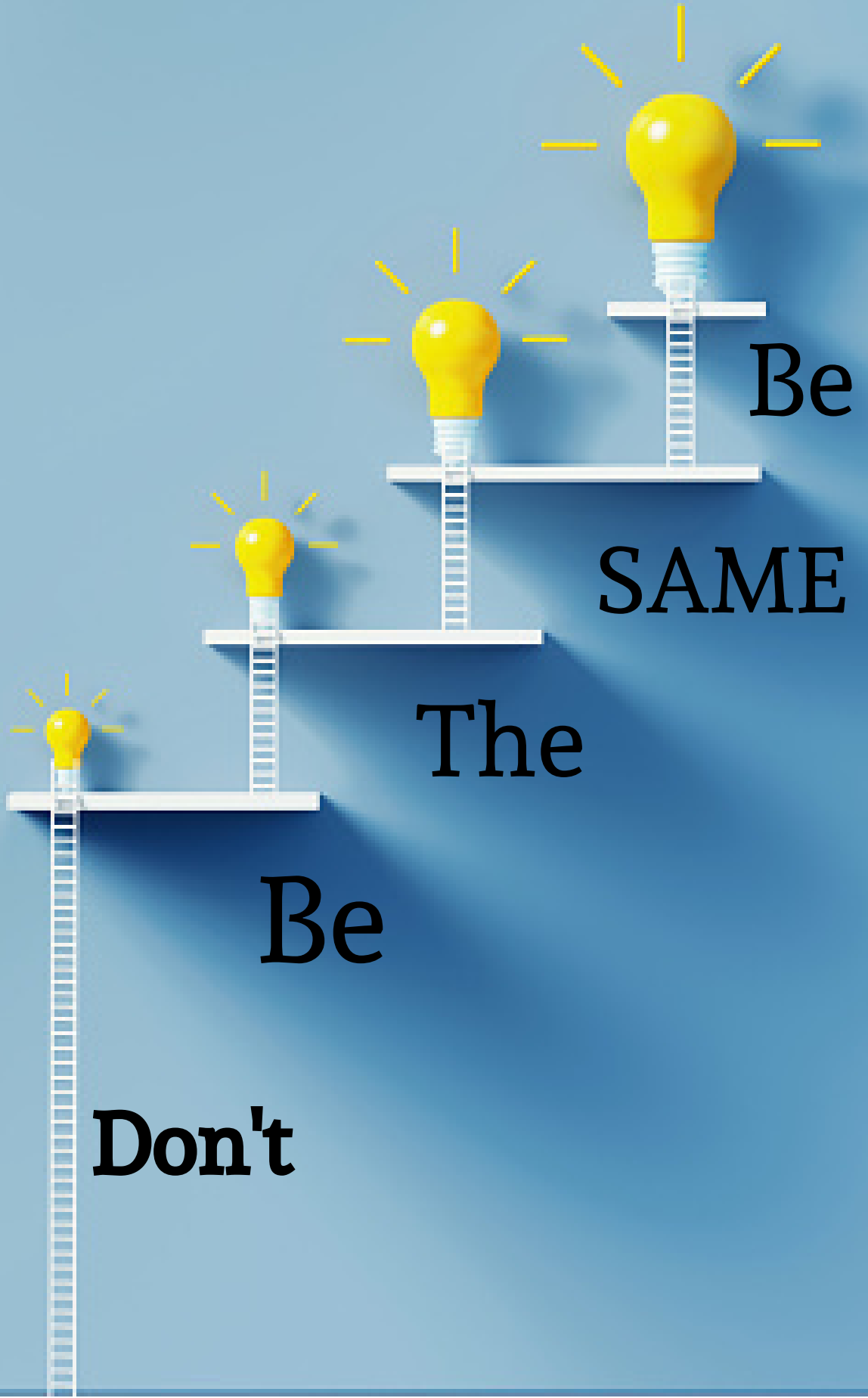
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Overall, a million-dollar opportunity for a woman to make her own goods on her own was practically unattainable in the early 1900s. Walker, on the other hand, shattered these preconceived notions and demonstrated to everyone that a woman could be an entrepreneur. Walker, one of the most influential female entrepreneurs, has served as a trailblazer and mentor to other female entrepreneurs. She demonstrated to women that they can do anything they set their minds to. It is critical in the realm of entrepreneurship. After all, she forged a path to an entirely new universe. Being an entrepreneur entails overcoming several hurdles, and anybody who aggressively pursues their ambitions may achieve them.



# BETTER



1

## FLYSHION



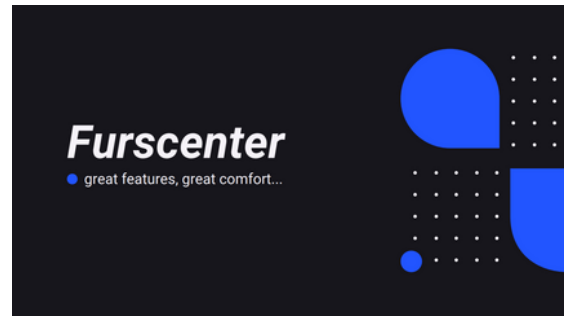
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## E-FORE



3

## FURSCENTER



4

## LEALL



## GARMENT MANUFACTURING COMPETITION

We, as Ted Imagineers club, determined our first monthly theme for the 2021-2022 school year as garment manufacturing. Under this theme, we divided our club members into 4 groups. Each and every group has brainstormed on unique ideas and prepared their presentations accordingly. We would like to thank all of our friends for their great dedication and achievements. Also, big congrats to the first group for being the winner of this theme.

1

## Product

- eco-friendly products



- fair prices

- worldwide

- suitable for everyone

- advanced online shopping website (helps you with choosing the right size)



2

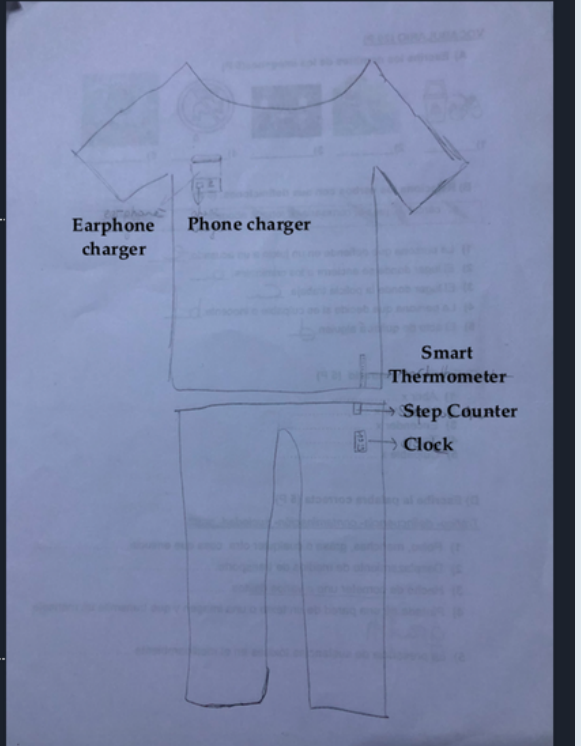
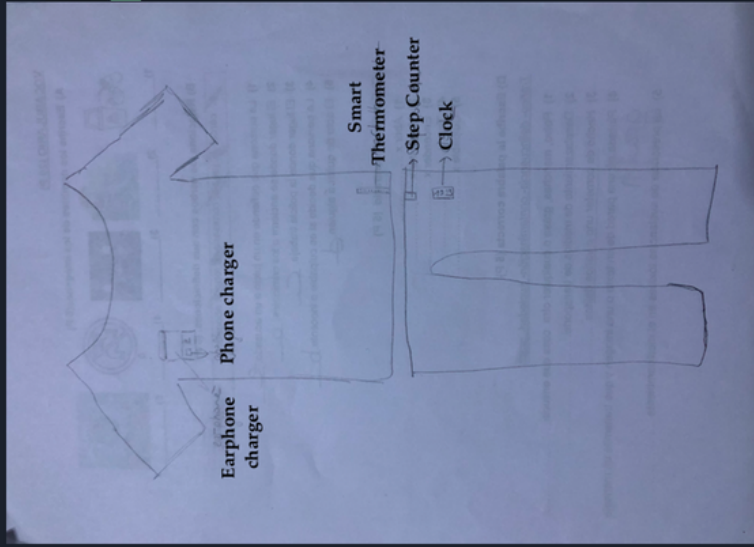
## Qualities

- Cheap
- High quality
- Resistant to water/washing



3

### Why Our Products Are Unique?



4

### Our Inspirations

- Documantaries
- Cartoons





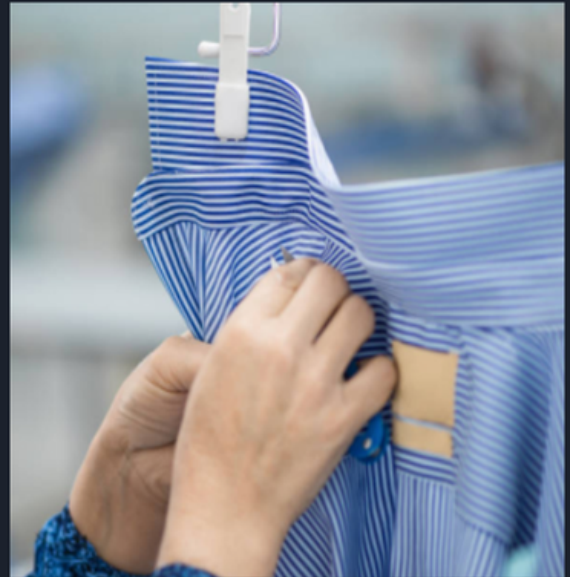
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## Technology

-Affordable and quality products because we won't be making the customer pay for the brand so all our prices will make sense.



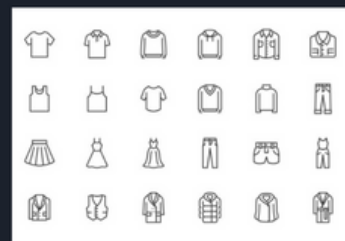
-We will minimize our carbon footprint on every process of making as best as we can so that our planet doesn't die.



6

## Technology

-Advanced online shopping website. You can enter your sizes to the website for the website to pick the best size for you so you don't have to worry about getting the wrong size.



-Also you can upload your photo on the online dress room and the site will show you wearing that outfit so you can see if the outfit fits you.



-Our site won't have cookies so none of your information will be stored. You don't have to make an account either.



## 7

## Administration

-Our brand would be working overseas, across the globe as with online shopping there would be also shipping available.

-The brand itself would have stores in many countries in which the brand would stay in touch with international organizations as the brand sees itself breaking new ground at the sector of fashion through international systemization. The brand is unique at all senses, thus being the only brand existing at its field by harmonizing technology with garment manufacturing.

-It is expected for the brand to have the international recognition for its own uniqueness by international organizations. The idea is super new, mixing technology with fashion while also staying affordable.



## 8

## Finance

-Bitcoin investment

-Smart investments

-Investment from big countries and business men

-Financial revenue value of the company aimed will act in accordance with the negotiations with financial investors.



## Expected Revenue of the Company



The low risk of inflation and collapse, being simple, reliable and anonymous are among bitcoins main advantages.

The fact that online buyers do not have to pay real money for virtual clothes increases the buyer's trust and shopping rate.

Business partnerships and investments with major countries offers cheap investments and quality products.

It allows cheaper workers to work in the factory.

economic growth

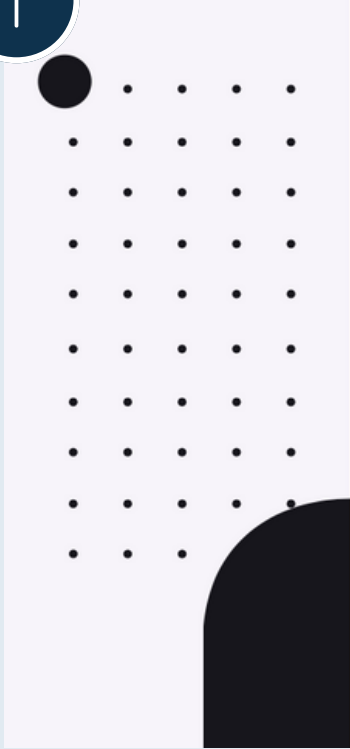
\*technological innovation \*quality \*cheap labor \*available raw materials \*capital

## The Type of Jobs We Need

- Programmers
- Designers
- Software Developers



1



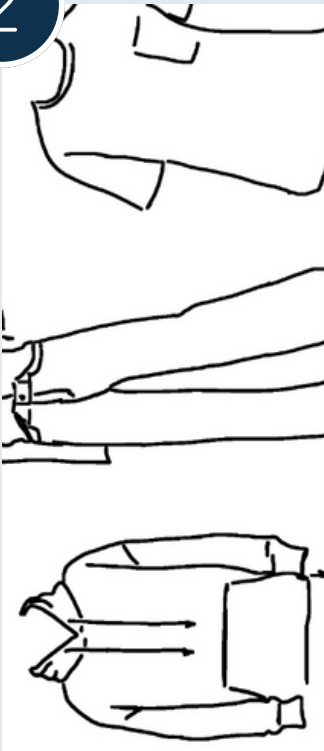
## What's the meaning behind our name?

Our company's name comes from three words: fur, scent and water, which are the things that our products have resistance to. We think that our name expresses the aim of our business effectively.

fur-scen-ter  
fur-scent-water



2



## What is Furscenter?

Furscenter is a brand that we have created to find solutions to clothing-related problems that people encounter in their daily lives. Basically, it has three main purposes; being fur, scent and water proof. The furs sticking to the pet owners' clothes, the food smells that do not come out of clothes and liquids spilled on clothes can sometimes become very annoying. The products of the clothing brand that we have created by considering such situations will make you even happier in your daily life. It has lots of types such as sweats, trousers, t-shirts and shirts.

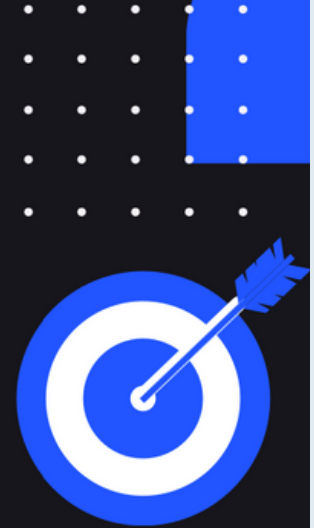




3

## Aim of Furscenter

- Our company's product is a revolutionary product with no clear competitors in the textile business. This is sure to be enticing for lots of people who are interested in clothes that are fur, water and scent proof.
- Our company will always prioritize Research and Development over marketing and we will always improve our designs, our company will never fall behind our rivals.
- Sure, our main competitors in the garment industry are all very big companies with clear positions in the market. However, their biggest advantage over us is that they are already recognised brands, their products don't have a significant advantage over ours.
- The biggest threat against the growth of our company is the lack of investment and trust in our company's ability to create such revolutionary products.



4



## What makes Furscenter unique? >

### **FURSCENTER is...**

- *Revolutionary* since there is no significant example of any project that has similar features and/or functions of *Furscenter* and by being one of a kind; *Furscenter ensures innovation and development of our daily lives*
- *Full of potential* because it is open to any development or improvement by any means
- *Available for everyone* since it aims to have a reasonable price tag with the investments and revenues
- *A design carrying multiple functions*, considering it will be water, scent, fur proof and also will be open to improvements and modifications
- *Useful in daily life*, considering its efficient and multiple features

## Intension and visions

- We as Furscenter want to make people happy by fixing the things they do not like about. This could be seeing their pets fur on their clothes or accidentally spilling their liquids on their favourite clothes. With our scent, water and fur proof clothes everyone will be pleased and will not have to complain about being clumsy, having a pet or going in to places that smell bad.



## Intended Audience

- The intended audience is the people who have cats or dogs and who have trouble cleaning their cats/dogs furr out of their clothes.
- The intended audience could also be the people who are clumsy and accidentally spill their liquids on their clothes ( t-shirt, trousers, sweater and etc.)
- Those who do not like to let the bad smells on their clothes sink in could also be the audience since the clothes are scent proof.



7

## Our Employees

We are trying to recruit qualified and reliable employees for our brand. We believe, our employees should be the best in their professions. Moreover, we need various employees;

- Industrial engineers
- Fashion Designers
- Tailors
- Marketing manager
- Financial manager etc.



8

## The cost of *Furscenter*



- *Furscenter's aim is to ensure maximum efficiency with the lowest possible cost for the customers. Considering that 5 different departments will take part in the design, development and marketing processes, the minimum total wage amount of these employees is estimated to be around 200-250 thousand \$.*

- *These funds will be gained through investors until the project starts making revenue.*

- *The specific employees and specialists will be working through their homes by considering the pandemic situation so only the factories and essential places for manufacture will be added to the total cost.*



9

## Our Profit



First of all, there are several factors that have an influence on our profit. These are;

- Marketing and Pricing in the Garment Business
- Production price

It appeals to many people since there are many pet owners.  
Average retail price: 25-100 dollars  
(It changes according to type of clothing)

10



## How are we going to advertise?

We are living in an age of technology so we prefer to advertise in a prescient manner considering the current circumstances of the world. Our most preferred way of advertising our products is online advertising because, these days people rarely watch TV and spend a majority of their time surfing the internet. Hence, we think that by internet advertising we will be able to reach a wider audience and, it will lessen the expenses of our company.





1

# WHAT IS FLYSHION?



*FLYSHION is literally fashion flying for you.*

Our CEO's started FLYSHION as a safe and supporting environment for all women in fashion. Our main focus is to create a world wide access to women entrepreneurs.

Our creative team decided that the most efficient way of reaching to a big audience was to take the product to them, so we did.

We reached to the most famous and talented designers all around the world and now every year we collect about 450.000 dollars from our donators and 75% of this goes to women fashion designers.

2

## OUR EXTERIOR

The architectural design of FLYSHION has been done by our talented CEO and Fashion Designer Duru Çiftçi.



3



STEP 1

## Organization

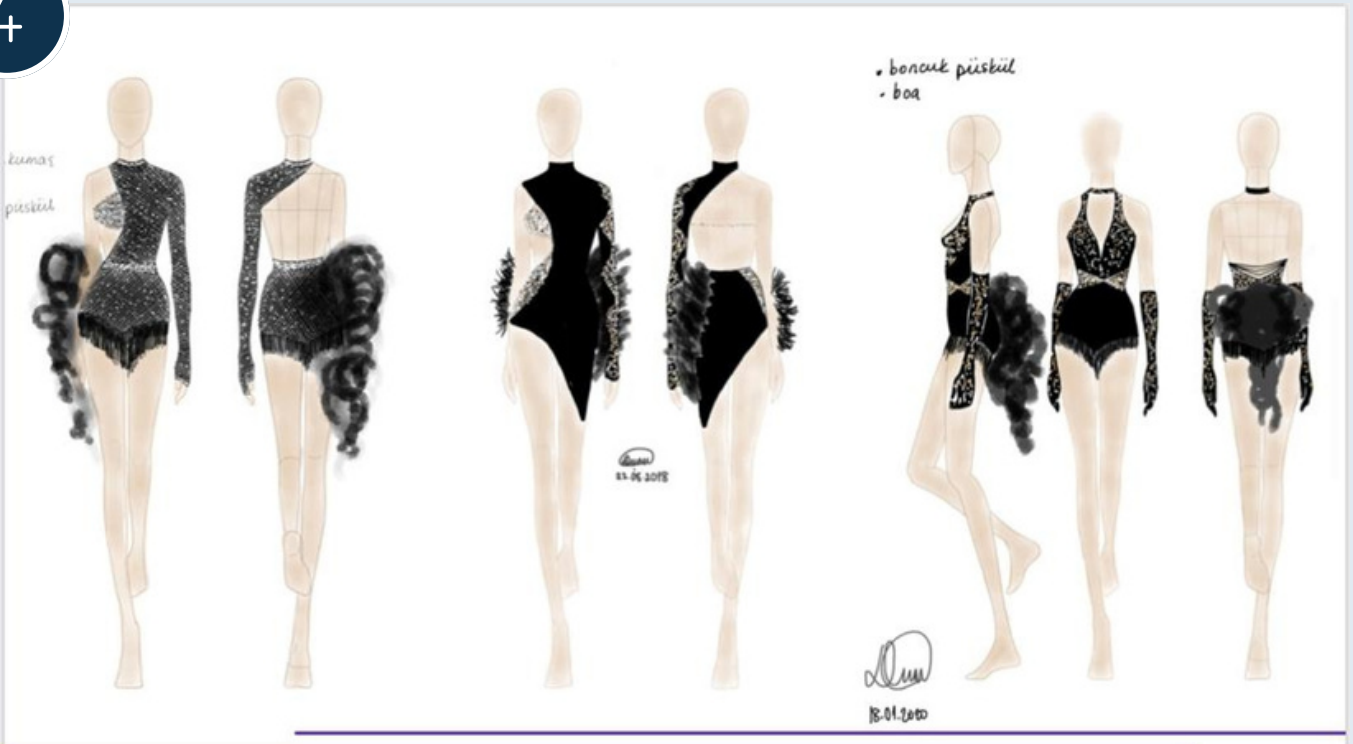
Every year, our world tour route changes. We organize the tour based on fashion weeks, designer brand's programs, and annual events happening on that city

STEP 2

## Action

Working with the best caterors, designers and having the support of an amazing crew, FLYSHION officially starts it's world tours at January 1st.

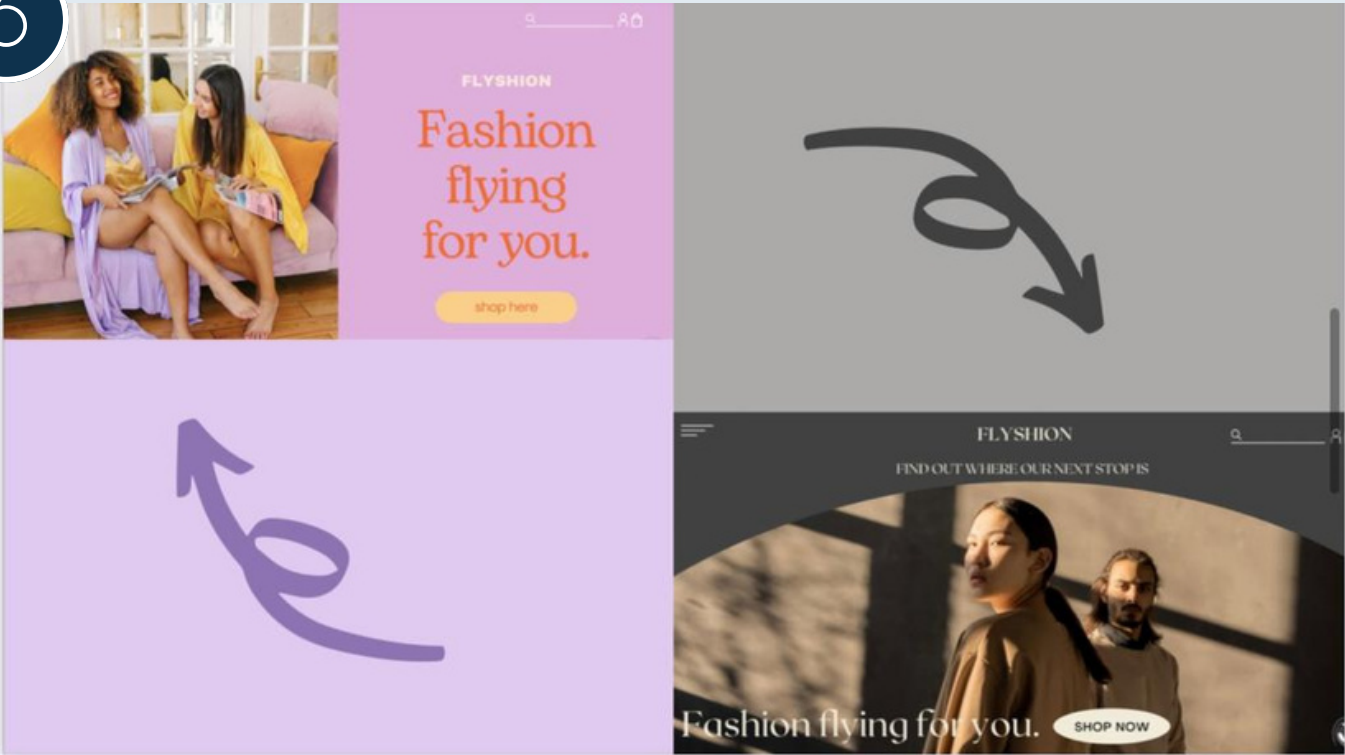
4



5



6





## *What makes us unique?*

*We bet you can't find another shop that flies to you,*

*We work with the most desirable brands and designers,*

*We have an incredible team full of young and talented entrepreneurs.*

## *OUR ADVANTAGES*

- We support women entrepreneurs
- We help small businesses
- Our shop comes to you
- We contribute to tourism

## *OUR DISADVANTAGES*

- It takes a long time for us to come back
- We might have low stocks due to limited space
- The plane's maintenance can cost a lot of money to us



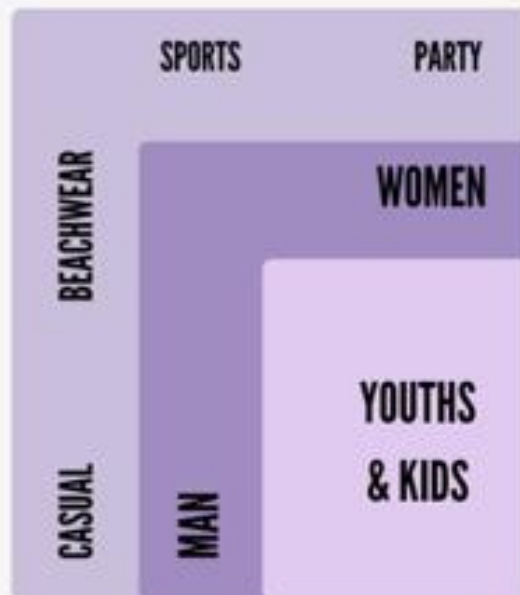


## OUR PROFIT AND COSTS



- 15 million USD plane
- 4,000 USD range of payment for employee
- 6,000 USD social media campaigns, commercials
- 5% of the monthly income for the influencers
- 75% of the donations for materials
- 450.000 USD yearly donations
- 1,400 staff members in total
- 450 business partners, designers, influencers, donators, sponsors...
- 300.000 income monthly from sales and pr

## OUR INTENDED AUDIENCE



1



## What is Leall

Leall is an clothing bussiness which manufactures jeans suitable for all bodies, all genders by using recyclable material. For the purpose of suitability for all, it allows its customers to customize their own jeans.

2



## Our Inspiration

Our main inspirations are our own experiences. All of us as a group, at least once in our lives, have had a hard time finding a jean that suits us as we wish. Based on this past challenge, we created Leall so that people can find the "perfect jean" for them.

## The intended audience for our business

Our business's purpose is to make clothes for everyone, no matter their size, gender or sexual orientation. For this reason, it would not be wrong to say that our business appeals to people from all segments.



## Qualities and functions of this product

The qualities and functions of our clothes are that the customers can customize them, choose their size and models from our website. Also, the material of our clothes are intended to be made from recycled, old clothes to reduce our carbon footprint and become an environmentally-friendly brand.





## Where can these pants be used?

These jeans can be used literally anywhere. You can wear your jeans wherever you want. For example to a birthday party, a date night or just taking a short walk. Our jeans are suitable for thousands of events. Leall jeans are comfy, classy and chic.

Also, don't forget that you can design your own pair of jeans. You can adjust your jeans and go to your meeting with your ideal jeans.

## Staff

Of course, more than one person is required for the realization and continuity of this garment project. These additional staff is compulsory in businesses, and we detected the required staff in order to preserve the sustainability of the company and allow the business process to progress. These are some of the major fields:

### **Sales Associate Cashier (thirty thousand dollars p.y.):**

They help customers to find the right products for them. Also, they might perform cash transactions for customer purchases.

### **Store Manager (forty-seven thousand dollars p.y.):**

They regulate the operation of the store and its progress. They make sure that store meets budget and sales goals. They also plan employee schedules and interviews.





## Staff

**Account Manager (sixty thousand dollars p.y.):**

They register trade between entities and arranges buying and selling deals.

**Fashion Designer (seventy-two thousand dollars p.y.):**

They use creativity to design new styles for the target customer. They gather income information to create an innovative seasonal trend.

**Production Manager (seventy-three thousand dollars p.y.):**

They observe the manufacturing process and examine the final garment appearance and packaging.

**Applications Developer (seventy thousand dollars p.y.):**

They are needed for the application of the company. They develop aspect of the virtual application.

**Web Designer (sixty thousand dollars p.y.):**

They arrange and plan the web pages, its images, features.

**Software Engineer (eighty-two thousand dollars p.y.):**

They create systematic virtual data codes which will compose database of the application.



## Our Advertising Strategies For Our Business

According to the studies of marketing experts put forth in 2019, with the percentage of 95, social media is the most effective marketing way. With the inspiration we got from these numbers, we are planning to work with celebrities and influencers who are playing an active role on social media. For this purpose, we are going to create some collaboration collections with these people which will benefit both of us's companies.

9

## Our Advertising Strategies For Our Business

Secondly, as we can see from the same study, with the percentage of 75, in person events covers a major part of marketing opportunities. For this purpose, we are going to organize some runways where the models are going to be chose from our customers. We apperiate so much to our customers. For this reason, we genuanly believe that they should be more on the spot light. So we chose our models from our customers at a specific day of the year randomly. In that way we also aim to break the unreachable body image.

10

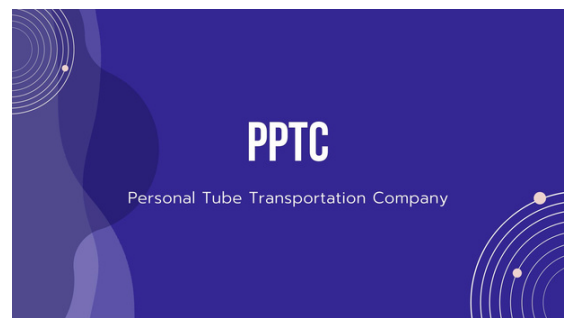
## About The Budget

About the budget, the average cost of one jean is going to be \$60. Since this business is going to produce jeans from recycled materials, we expect to have our own factory. At the beginning of this business, we are going to constitute a place to fulfill these expectations for \$250.000.

However when we consider our budget for this business, it would be more convenient so we are planning to rent a place for \$30.000. As for opening a store we are planning to spend between \$25.000 - \$50.000 based on the country. In conclusion if we include the expenses our total income is going to be about \$950.000.

1

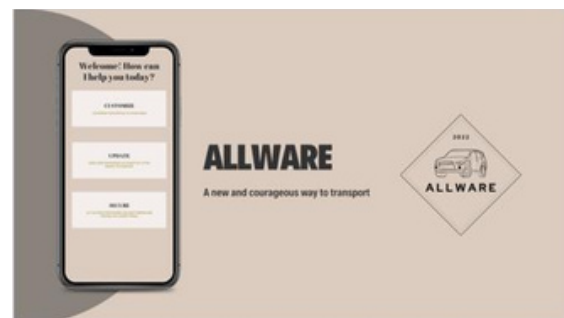
## EXPEDITUS

PERSONAL TUBE TRANSPORTATIONAL  
COMPANY(PPTC)TRANSPORTATION  
COMPETITION

We, as Ted Imagineers club, determined our second monthly theme for the 2021-2022 school year as transportation. Under this theme, we divided our club members into 4 groups. Each and every group has brainstormed on unique ideas and prepared their presentations accordingly. We would like to thank all of our friends for their great dedication and achievements. Also, big congrats to the first group for being the winner of this theme.

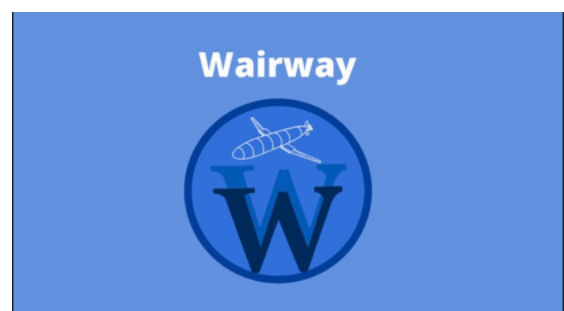
3

## ALLWARE



4

## WAIRWAY



1

## What's Expeditus?



**Expeditus is a vehicle specially made for people with walking disabilities.**

Some of it's features are:

- produces energy
- can climb up the stairs...



2

## Why it was developed?



**The main reason why we designed a wheelchair like this is because we wanted to make the lives of people with disabilities easier, better and more comfortable.**



3

## Targeted Audience



**Our main targeted audience is people with walking disabilities.**



4

## Why is it unique?



### Expeditus different because;

- It's environmental friendly
- It has the ability to overcome obstacles
- It has it's own navigation system
- It has a cup/food holder.
- It has a special compartment for you to put your umbrella.
- It's accessible for everyone.

5

These properties  
are;

> being able to produce  
its own power by solar  
power.

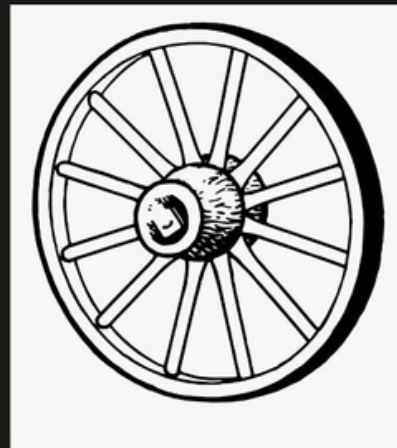


6

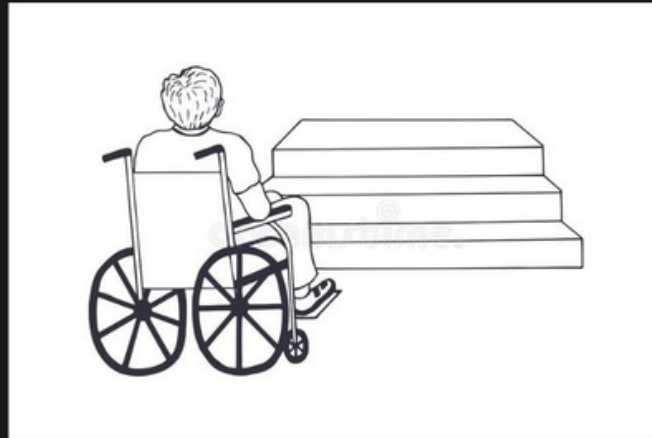
>having food/drink  
holder that makes it  
easier for the user to  
eat/drink while using  
the wheelchair.



>being able to be used in bad  
weather conditions such as  
rain.



> being able to climb stairs.



## OUR STAFF AND EMPLOYEES



- Mechanical, computer engineers and programmers
- The necessary experts such as solar power renewable energy scientists, engineers and analysts
- Social media and Financial Experts
- Civil Consultants

9

# FINANCIAL ASPECTS

- A single Expeditus wheelchair = 2.500\$
- Projected Starting Budget = 10 mil \$
- Estimated Annual Profit = > 150 mil\$
- Estimated Brand Value = >1.5 billion\$

in 5 years



10

# THE RELEASE DATE OF EXPEDITUS



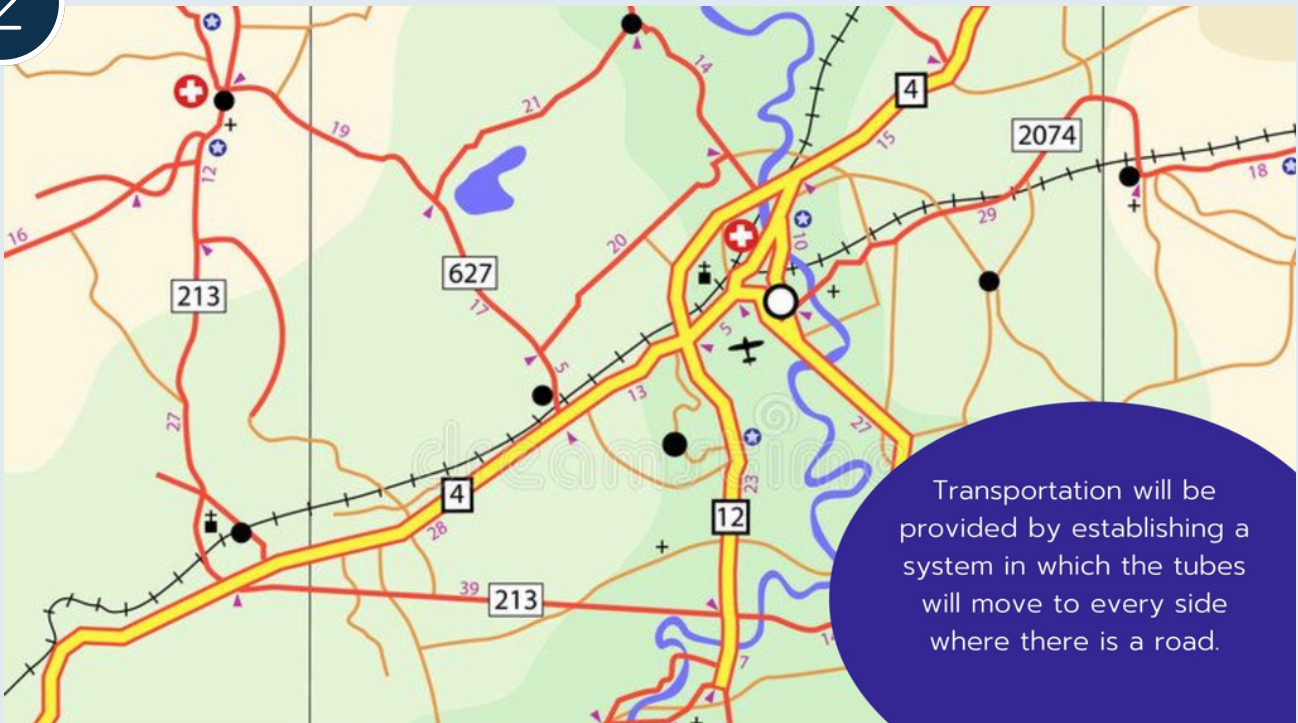
# 1st of January 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



## HOW TO USE IT?

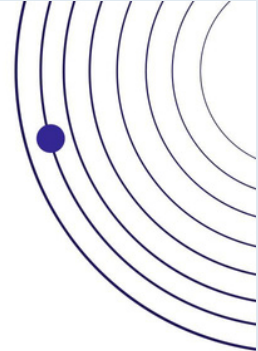
A tube system working with a subscriber.  
There is a chip system in these driverless tubes.  
Controlled by artificial intelligence.  
Different sized road system.



Transportation will be provided by establishing a system in which the tubes will move to every side where there is a road.

# INSPIRATION

Inspired by the pneumatic tubes of old.



# FUNCTIONS AND FEATURES

- Privacy
- No Traffic & Faster Transportation
- Quality and Accessibility
- Eco-friendly
- Innovative Design

5

Never done before.

Innovating the transportation industry!

Creating new job opportunities.

# WHAT MAKES US UNIQUE?

6

unique

prevent possible accidents

facilitate transportation

customize transportation

innovative

# INTENSIONS AND VISIONS

7



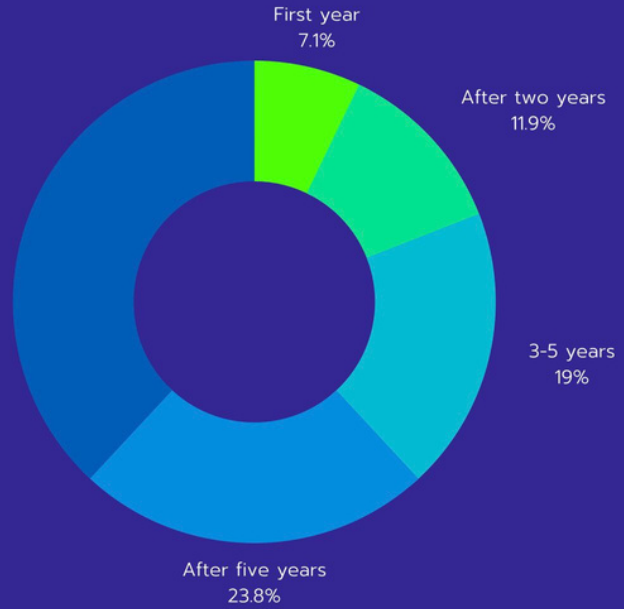
8





# OUR PROFIT

After opening to the world  
38.1%



# OUR ADVERTISING PLAN



Social Media Platforms



TVs



Influencers



71% Billboards



## ALLWARE

A new and courageous way to transport



### What Is "Allware"

Allware is a car-focused vehicle brand where people customize their cars to reflect their personalities and update them with the application we have in order not to fall behind in the development of technology.

In addition, with the help of the advanced security measures in our vehicles, purchaser can travel with peace of mind.

## Our three main principles

1

Updatable

2

Customizable

3

Secure



## Our App

The ALLWARE App provides you a chance to modernize or customize your car in just a touch.

The Allware App's AI system can customize your car to your liking, update it to the newest systems and collect data for the safest drive possible



### CUSTOMIZE

CUSTOMIZE YOUR VEHICLE TO YOUR LIKING

### UPDATE

MAKE SURE YOUR VEHICLE IS CAUGHT UP TO THE LATEST TECHNOLOGY

### SECURE

LET US CHECK FOR POSSIBLE SECURITY ERRORS AND PROVIDE YOU A SAFER TRIP



## Customize

Your automobile should be comfortable and tastefully designed since you will be spending a lot of time in it. AllWare makes sure that you have just the splendid vehicle for your driving experience.

interior: color, pattern, etc.

exterior: color, pattern, etc.

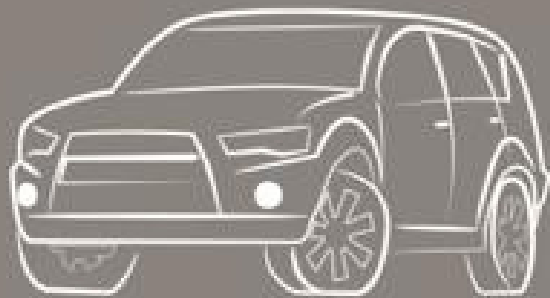
comfortability: seating, windows, etc.

entertainment: tv screen, music, etc.



## Updateable

This app will be free to download both to your car and to your phone . To be able to use the app, firstly you need to download the app both to your phone and your car then you need link them.







## Features

There are mainly two features that you can use right now and these feature's main focus is to ensure you to have a safe and stable driving experience. The app will be updatable so in the future there will be more.



## Security

According to a study from the NHTSA, 40% to 50% of all vehicle related theft is due to owner error. So leaving your car unlocked, keys in the ignition, or a window too far down is only going to tempt crooks all the more. So, we got rid of the key so that you don't forget it.

You can unlock and use your car with your phone via our app. If you happen to forget your phone, the car will make a noise reminding you to get your phone. The car also comes with a small spare key that fits your wallet just in case your phone runs out of battery but it is not likely considering we put easy to use wireless chargers in our cars.



## Security

What if you have to park in a shady space? We've got you covered for that too with our revolutionary door design. Our cars have a unique front-hinged sliding hybrid system allowing the door to hide any openings for a crowbar attack. Our cars also boast the latest technology tempered glass for maximum security.



## The worst case scenario

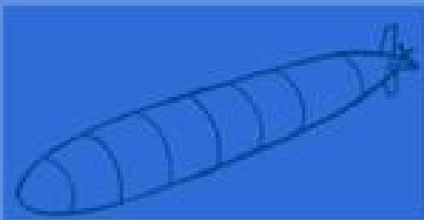
Let's say against all odds, your car is broken into. There are still stuff we can do to help. When your car moves, we will send a notification to you let you know. If the car engine starts we will also notify the nearest police station immediately to maximize the chance to save your car.



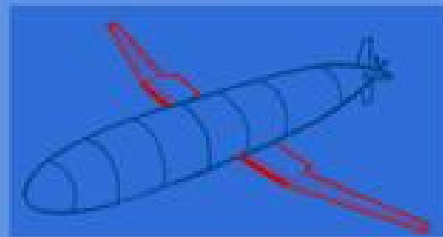
1

# The Design of Our Carrige

It's body looks like a normal submarine



But there are also wings that resemble a plane added to the body when it supposed to fly



2

## Wairway

**Submarine**

under the sea



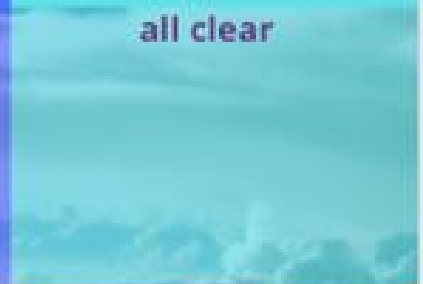
**Plane**

in the air



**Transparent**

all clear



lands on the sea  
aces to land by port



3

## Our Captain: Subaquero

- Directing submarine
- Directing plane



4

## PASSENGERS

people of all ages who want to travel comfortably and quickly, and who prefer to be intertwined with the beauties of nature while traveling



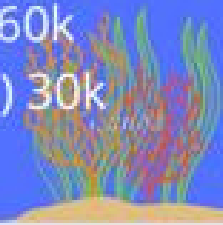


5



## Our Employee

Doctor (in) 200k	Database ad. (out) 100k
Captain (in) 180k	Ecologist (in) 95k
Software En. (out) 150k	System An. (out) 90k
Co-captain (in) 140k	Mechanic En. (in) 85k
IT Consult. (out) 135k	Chef (in) 75k
Third captain (in) 130k	Hostess (in) 60k
Officers (in/out) 125k	Janitor (in/out) 30k
(wage per year)	



6

## vision&mission



- It's comfortable
- It's aesthetically pleasing
- It's practical and fast
- It's completely safe
- Thanks to ecologists we transform transportation into an opportunity discover and learn about nature



# ROUTE

**STARTING FROM MAY 2060**

We are opening our wings and propellers to the world, starting with the Mediterranean



**SPAIN  
GREECE ISLANDS  
TURKEY  
CORATIA**



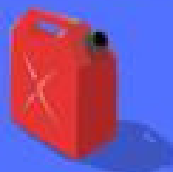
# Engine Principal and the Environment



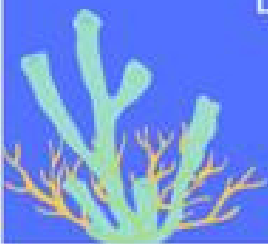
Less Nuclear



Less Diesel



More Electric



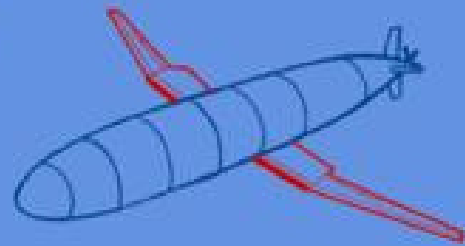
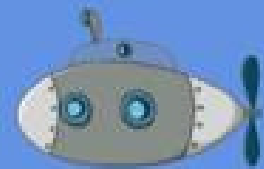
## Safety Prosecutions

- Expert Employers
- Durable Material
- Safety Tests



## Inspiration

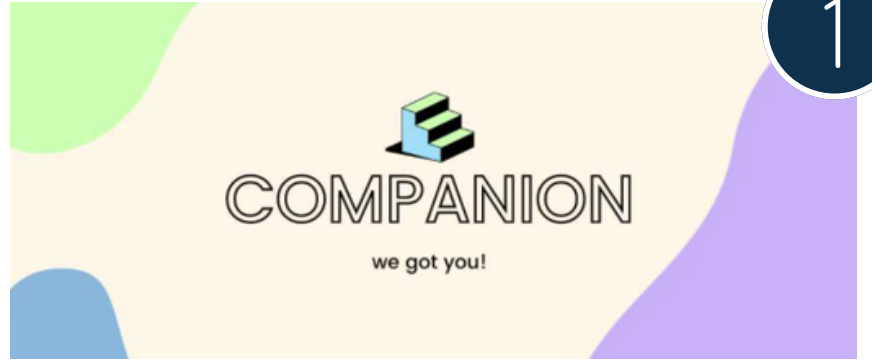
Our carriage is actually original but we can say that our inspirations were both planes and submarines since our design is combination of those two. Plus having a transparent feature





## WELLNESS COMPETITION

We, as Ted Imagineers club, determined our last theme for the 2021-2022 school year as wellness. Under this theme, we divided our club members into 3 groups. Each and every group has brainstormed on unique ideas and prepared their presentations accordingly. TED Imagineers' annual pitch contest was Later, all projects were presented to the high school students at the main conference room. By the votes of the students winner of our school-wide competition was determined. We would like to thank all of our friends for their great dedication and achievements. Also, huge congrats to the third group for being the winner of the TED Imagineers' annual pitch contest..





1

# OUR GOAL

We realized that students need something in their life that will help them through their daily marathon. These needs lead us to creating "Companion"

**1**

An assistant that plans your day, week and month

**2**

A safe space to work on your mental health and calm down

**3**

A place where you can find answers to questions about your well being



2

## OUR SIGNIFICANT QUALITIES

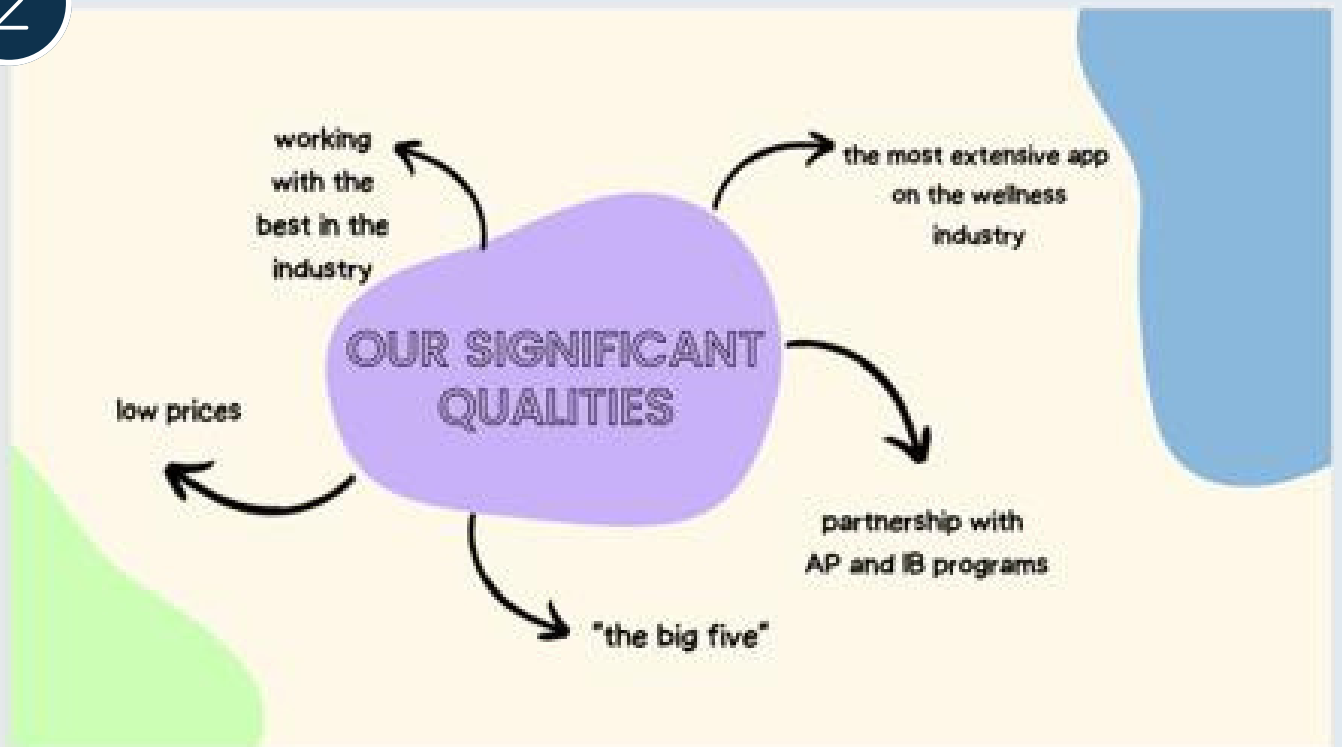
working with the best in the industry

the most extensive app on the wellness industry

low prices

partnership with AP and IB programs

"the big five"



## THE BIG FIVE

These are the qualities we provide for our users. We make sure that our customers have access to all their needs, under one roof



**Schedule**



**Study**



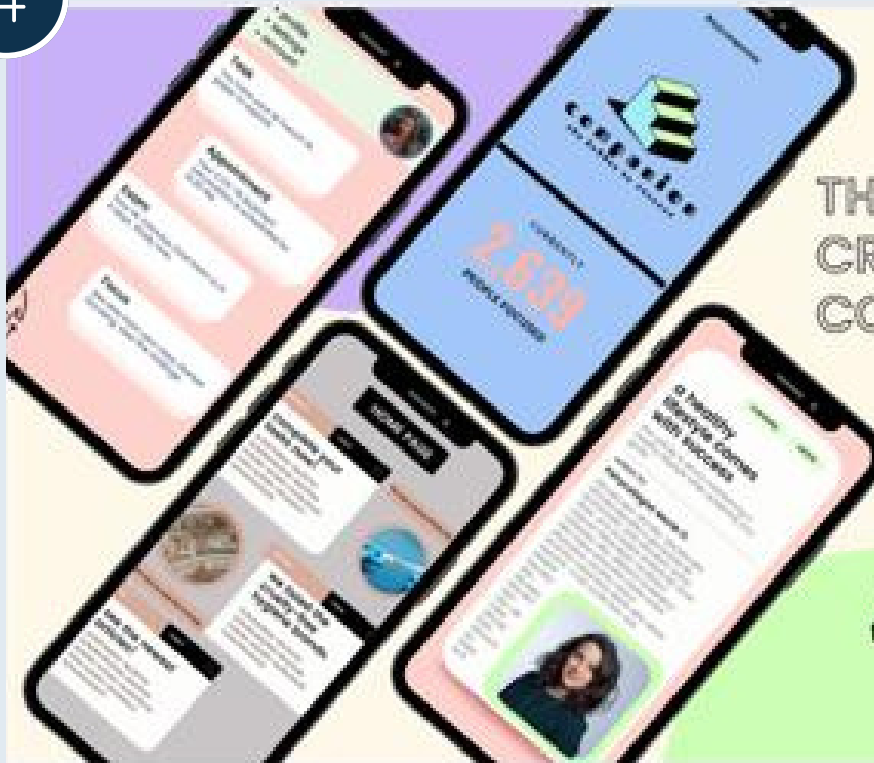
**Mental Health**



**Entertainment**



**Self-care**



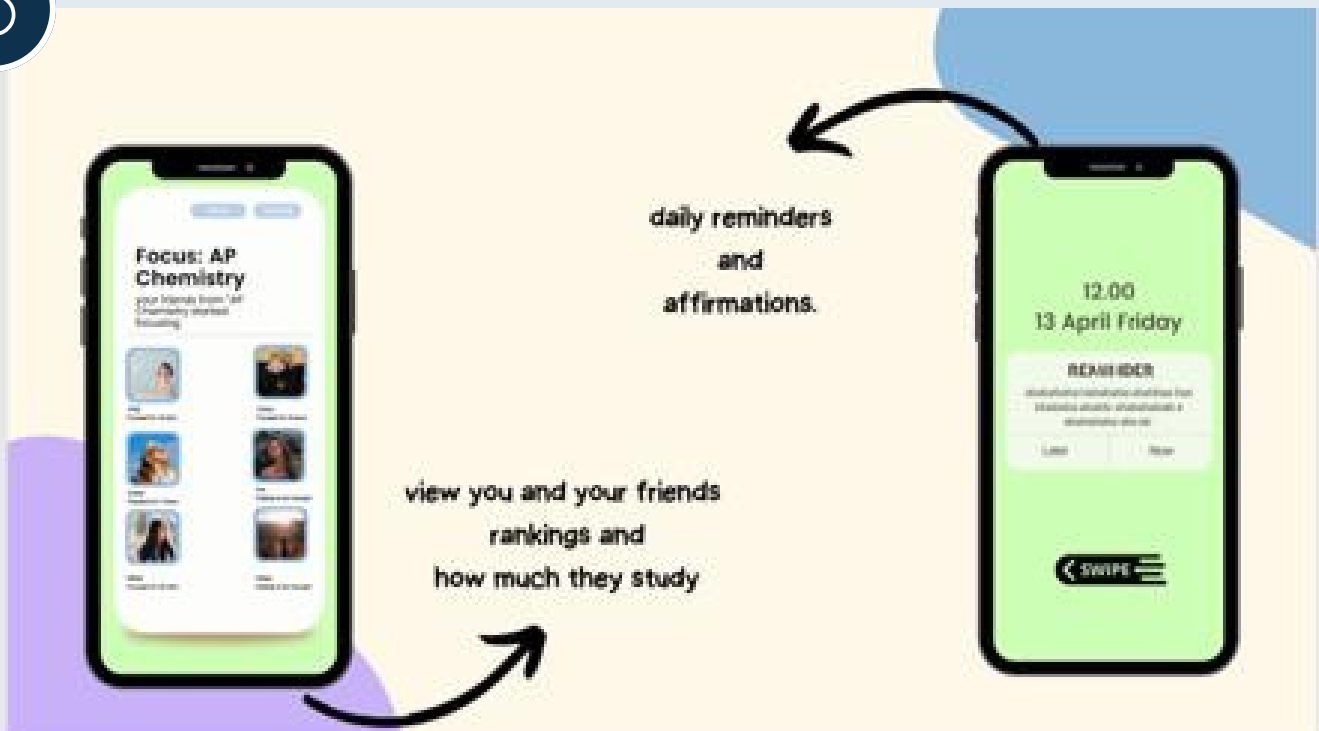
THAT'S HOW WE  
CREATED  
COMPANION

Our creative team designed the software to be something that teenagers would be intrigued to open.

5



6



## THE WELLNESS KIT

From books on self-esteem to the best makeup brands for your skin type, the wellness kit will be your companion on your personal life.



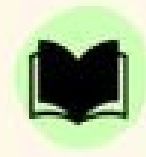
Makeup



Hygiene



Meditation



Books



Health Tips



Personal Trainer

## BUT WHY DID WE FOCUS ON THESE QUESTIONS?

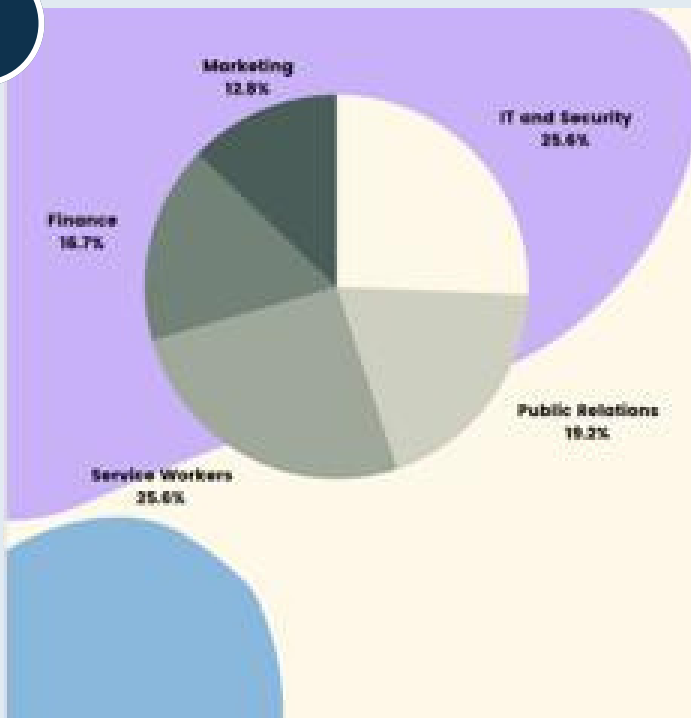
We realized complaints that our age gap has are very similar, whether that's tiredness or procrastination.

So, as a team, we wanted to create an app that we would be thankful for.

a tiny representation of our team







## OUR STAFF

We work synchronous with our HR department to make sure we hire the best of the industry

The majority of our staff is concluded of Service and IT. We try to work with professionals and substantiate our commitment to the users of Companion's security, thus the percentages.

## THE WORKERS AND SALARIES

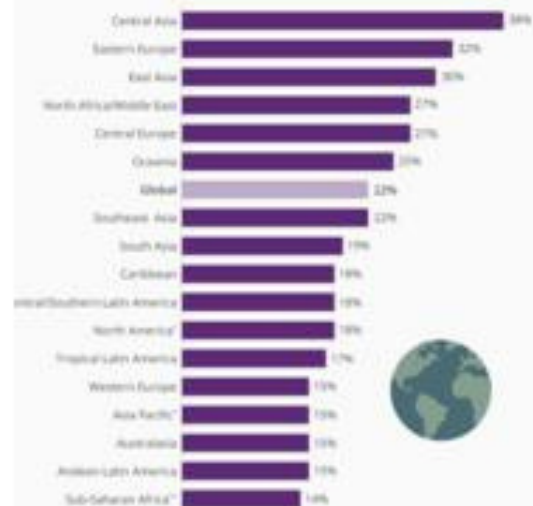
- We provide 52-week maternity leave for our women workers, mandatory 26 weeks, and if the worker claims for it, an additional 26 weeks leave.
- The female workers earn the same amount as the male workers. A price gap between departments can differ.
- The writers of the articles are paid based on views and likes.
- The average salary differs on the number of staff and the profit Companion makes.

## The Global Problem Of Poor Diet

Studies estimate that one in five deaths globally -- equivalent to 11 million deaths -- are associated with poor diet, and diet contributes to a range of chronic diseases in people around the world.

### Poor Diet Causes 22% of Global Deaths

Share of adult deaths attributable to dietary risks in 2017, by region



## What Is Health Pocket?

Health Pocket is a project that brings together the products with low profit margins by taking the foods that are beneficial for human health, such as fruits, vegetables and grains, from the producers at first hand.

Health Pocket project is runned through the Health Pocket application of the same name.

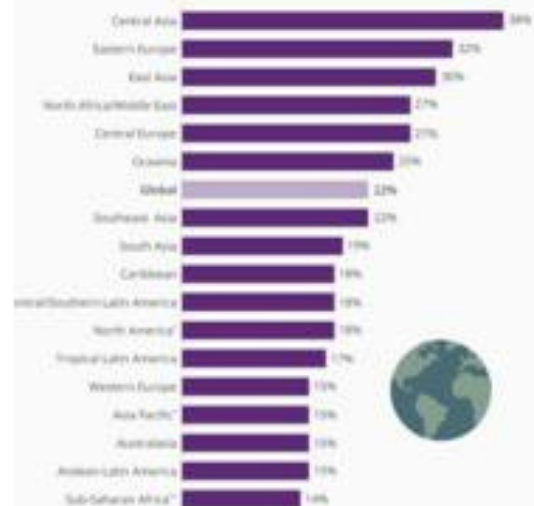


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Share of adult deaths attributable to dietary risks in 2017, by region



## Sport Part Of Health Pocket

At the end of each shopping made, the application calculates the total calories of the products and divides them into days according to the weight and height of the consumer registered in the application. It also creates a sports program based on the purchased food.



## Why is Health pocket unique?

- Accessible prices
- Producer-friendly project
- Time saving
- Sports programs
- Sports-oriented games



## Our workers

01 Developers

02 Physical Activity Consultant

03 Advertising Expert

04 Dietician





## Economy

Over all, 75,000\$ start-up  
6,500\$ For 2 developers  
4,300\$ For a dietician  
3,800\$ For a marketer  
3800\$ For a physical activity consultant  
Plus other expenses



## How will our game work?

- Competitive
- Friends system
- Ranked System
- Sensors to track your exercises.

## Our Advertisement Strategy

The path we will follow

01 Influencers

02 Celebrities

03 Social Media Ads

04 Billboards

## Health Pocket

- Healthy
- Cheap
- Delicious meals
- Personal nutritionist
- Sport Programs
- Personal coaches



1 week trial period

1



- Our business is about skincare.
- We offer products not only for your skin but also for your general health.
- We offer you personalized cream service.



2

## Intended Audience

Fair Skin is for everyone who cares for their health and skin. No discrimination, no boundaries, everyone can use our products.

3

## Aim

- Our aim is to offer you personalized products.
- These products will have wide range of usage.



4

## All 4 U Bracelet

This bracelet has detectors underneath that gives you information about your bodily functions and tells you which vitamins you lack. It also transfers this information into your VitaVita Bottle.





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## VitaVita Bottle

This is basically a water bottle that you can inject the vitamins you lack. You get the information about the vitamins you need from your All 4 U bracelet. There is a compartment where you can put the product in and when you push it into the bottle it injects the vitamin into the water.



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## Uniqueness

Our business is unique because we offer you a personalized and adjustable service. Our skincare products are specially made for your skin and you can change the way you use them. It all depends on you and this way you can have a healthier skin.



## Workers:

- ▶ Dermatologists
- ▶ Engineers
- ▶ Programmers
- ▶ Financial Assistants



## ADVERTISEMENT



How will the company and products be advertised?

- All 4 U Bracelet
- The VitaVita Bottle
- Multi Roller
- Mine Cream

- Social media and influencers
- Traditional Advertisement
- User Experience

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# 4 Continents

We aim to deliver our services in 4 continents by the end of our 5th year



## 95%

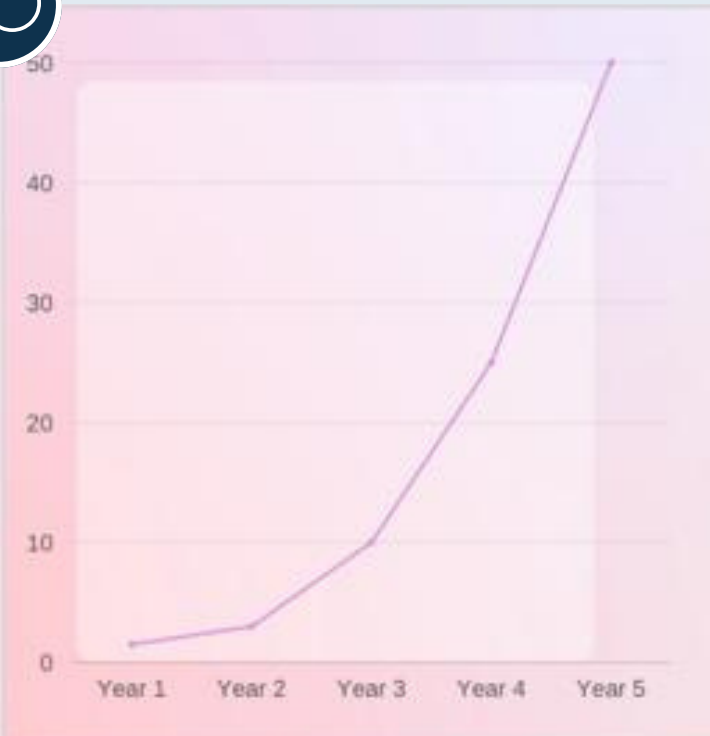
Our projected customer happiness rate is 95%

## 1 Billion

Our goal is to serve over 1 billion people in just 3 years

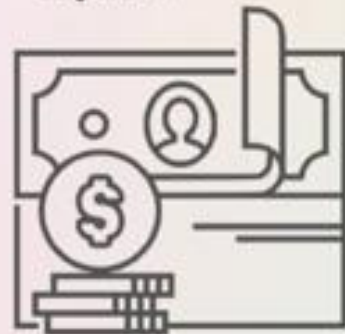


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# Projected Revenue

**50 +** Million \$ revenue in just 5 years



"The Blue Ocean Entrepreneurship Competition is the most prestigious, virtual entrepreneurship competition in the world founded and supported by high school students." We as the TED Imagineers club members, represented our school with 4 projects in the this contest. As a result, 2 of the projects achieved to be placed at top 100 and top 250. We would like to congratulate all of the participants for their hard-working and success. Full version of the videos can be reached from the given links.

**D'Aqua**  
<https://www.youtube.com/watch?v=CmKKXiAbV4o&list=PLjroGVYVcDRChgBZzOfLaQL3PV8gw1qi9&index=172>

**NOBSTACLES**  
<https://www.youtube.com/watch?v=B5ovzEoiIHU&list=PLjroGVYVcDRChgBZzOfLaQL3PV8gw1qi9&index=460>

**VDAREU**  
<https://www.youtube.com/watch?v=Tb2cRjijLhw&list=PLjroGVYVcDRChgBZzOfLaQL3PV8gw1qi9&index=268&t=63s>

**AL-G**  
<https://www.youtube.com/watch?v=gQIoxP6ECdc&list=PLjroGVYVcDRChgBZzOfLaQL3PV8gw1qi9&index=289>

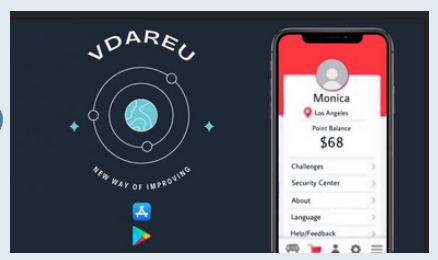
NOBSTACLES-PLACED AT TOP 250



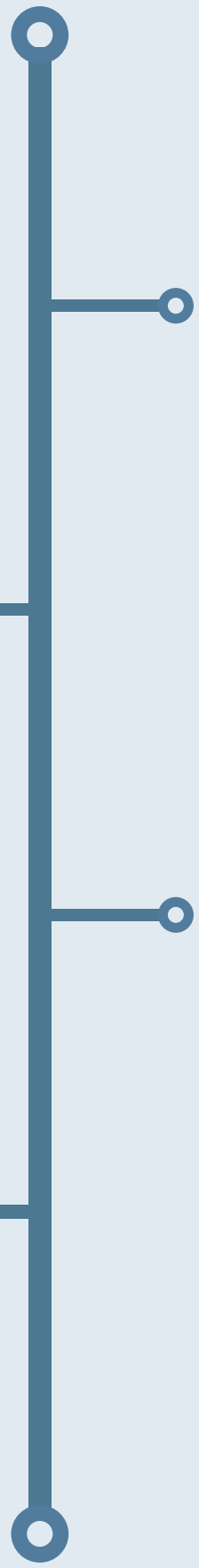
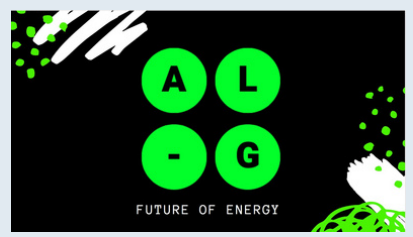
D'AQUA - PLACED AT TOP 100



VDAREU



AL-G





*“The best way to predict the  
future is to create it.”  
– Peter Drucker*

