

*Better Safe than Sorry !  
Sicherheitshalber, für den Fall der Fälle !  
Meglio essere sicuri che poi  
rincredere !  
Por precaución, por si acaso !  
Par sécurité, au cas où !*

## ***Internet-Based Lost & Found Service***

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Worldwide  Made in Switzerland

### **Introduction**

Today, we live in a society that is more mobile than ever before. We spend a big part of life on the move, or away from home. No other generation ever invested this much of their time in flying, sitting on trains, on the underground, in taxis, in the rental car, staying in hotels or the holiday resort.

*"Airlines Lose Luggage Every 90 Seconds "*

At the same time, we all are more and more "equipped" and "connected" with consumer electronics whilst on the move. Almost everyone always has their mobile phone, their mobile CD or DVD player, MP3 device, digital camera, etc. with them when travelling, plus many other personal items and "gadgets".

All of these portable devices can easily be lost, or simply go missing. Very contrary to popular belief, most missing personal items have been forgotten, lost or simply misplaced, not stolen!

*"Hurried travellers have left as many as 62,000 mobiles, 2,900 laptops and 1,300 PDAs in London taxis over the past six months."*

It is a well known fact that - as lost items are found - most finders want to return them to the owner. But as the found item very rarely bears any owner identification at all, the percentage of lost personal items that actually find their way back to the rightful owner is well below the 5% mark.

*"Making property identifiable, helping police establish that suspected stolen property is actually stolen. Police can then easily trace the victim of the crime and have a much stronger chance of prosecuting the suspect."*

Lost & found offices worldwide are bursting with mobile phones, portable CDs & DVDs, notebooks, digital cameras, MP3 players and many more kinds of personal items that cannot be returned due to lack of owner identification.

*"Average daily inventory of 4,000 items in New York Grand Central Terminal's lost and found office."*

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## **The Market**

Lost & Found departments “exploding” with items on one side, frustrated rightful owners who have no instrument to track their lost belongings on the other:  
Here is a market.

So far, there is no scientifically researched figure available that allows capturing the total financial value of losses. Various past and current researches - however - indicate that it is extremely large!

## **The Concept**

An Internet-Based Lost & Found Service that provides simplicity of use which is both, unexpected and unparalleled. Difficult to match.

Offered in combination with a variety of “Retail Sets”, each of those including heavy-duty Stickers, and/or Key Badges, and/or Suitcase Labels, we have a series of genuine products for the retail side of such a market.

Offered as “a CD only” that basically sells a pre-defined quantity of lost & found service numbers only, we have a genuine product for many OEM-type applications, in which a potential customer / applicant would produce his own Stickers, Key Badges, Suitcase Labels, etc. and then either sell or give away our service with his own travel set.

Both, Retail Sets as well as OEM-type number service are to strictly follow a very high quality approach: Best label quality, very high quality of Key Badges and Suitcase Labels, etc., so as to leverage well on using the “Made in Switzerland” mark on all relevant marketing and sales communication.

This quality approach, combined with a top rating in “simplicity of use”, plus the targeted support of 8 international languages minimum must form the Core Value Perception of the Brand, the Service and the Sets.

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## The Brand



All future Retail products and services will be marketed and sold under the protected trade mark You-Found-It®. Worldwide.

The URL for the Intl. Website will be [www.you-found-it.com](http://www.you-found-it.com)

To further enhance and solidify the brand's positioning in the top segment, the "Made in Switzerland" remark will accompany any listing or mentioning of the brand name wherever deemed necessary.

## Why choose a You-Found-It® Product and Service

The Consumer / The "Owner"

- **Unparalleled Simplicity and Ease of Use**  
ONE user (owner) gets ONE KEY, and only needs to register ONCE. He only needs to remember ONE username & password. Absolutely regardless of how many items he would like to protect
- **Convenience**  
Buy one You-Found-It® retail set and get
  - 30 heavy-duty labels, various sizes & shapes
  - 3 sturdy luggage tags
  - 1 key badgeUse your key as many times as you like. On any item you wish.
- **Made in Switzerland**  
Every You-Found-It® product and the accompanying service comes in a quality the user would expect from a product "Made in Switzerland". No quality compromises. The labels, the luggage tags, the key holders are all made of the most durable material so as to withstand very unfavourable conditions.
- **Complete Privacy**  
If the owner wishes, he remains in complete privacy. No obligation to reveal his identity.
- **"MY MESSAGE" a Dynamic Reward System**  
You-Found-It® does not interfere in a possible reward process in any way. With our "Dynamic Reward System", the owner keeps full control of "if", "what" and "how" he wishes to reward for a return of a certain lost item. "Dynamic Reward" can be compared to a "sticky note" any finder of an item will find as he enters the key of a lost item. The owner can decide to communicate dynamically with the finder.

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- **“MY WHITE BOARD” Positive Owner Identification**

Many electronic devices nowadays have built-in serial numbers that are UNIQUE to that device. Every You-Found-It® equipped owner has the option to note the serial number and other unique characteristics of his device into the You-Found-It® data base. In the event that his device gets missing, and he means to have found it in another person's possession, the owner can positively verify that that specific item is his property. Ultimately, this will lead to theft prevention.

- **Global Approach - Premium Language Support**

You-Found-It® is the absolute ONLY Service worldwide that is based on a truly global approach. You-Found-It® will eventually support 8 intl. languages to ensure that most any finder in the world can find his way to the connecting WebSite and report a found object.