

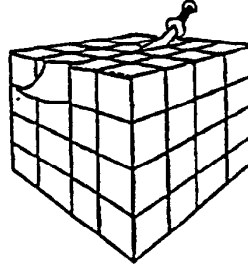
Venture Justification Report

VENTURE NO: 635  
IDEA: FRESH FINISH  
CHAMPION: RPF

1. **THE OPPORTUNITY**  
To capture growing opportunity to social aspects of smoking and the low tar smokers with concerns ref. breath/quality/ after taste with a novel paper product based on know product/ pack technology and sold via conventional outlets.
2. **THE PRODUCT**  
'Fresh finish' - a product which leaves the mouth freshened without interfering with normal mainstream niche - via preferential/progressive release of citric/menthol flavour in last 2-3 puffs only. "Free", "Kool" extension.
3. **RAW MATERIALS/COMPONENTS**  
Conventional KS with microencapsulated banding or glucoside paper treatment at the filter/tobacco rod junction maybe with visible indicator of the freshening zone.
4. **THE PROCESS OF MANUFACTURE**  
Conventional in all aspects with exception of pre-treated cigarette paper.
5. **THE MARKET SERVED (18-35)**  
Socially concerned younger ? ABC1/C2 bias to females.
6. **SALES EXPECTED**  
Year 1 = 80 = 1280  
Year 2 = 200 = 3200 = 9280 T.O. in 3 years  
Year 3 = 300 = 4800
7. **COSTS OF VENTURE**  
R&D 150 P&T 150  
Launch 400 Plant Mods. 100 (800K all up)
8. **LIKELY CONTRIBUTION**  
11.50 on 16 suggest 4m contribution in 3 years and payback period less than 1 year.
9. **THE UNKNOWNNS**
  1. Extent of personal breath concern franchise.
  2. Microencapsulate toxicology.
  3. Glucoside licensing availability.
10. **DEVELOPMENT NEEDED (TO ANSWER UNKNOWNNS)**
  1. Market research.
  2. A.G.P. Investigation.
  3. ECUSTA negotiation.
  4. Patent search.

Continued

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Venture Justification Report

VENTURE NO: 635 (CONTINUED)

11. CONCLUSIONS (SUBJECT TO ANSWERING UNKNOWNNS)
  1. Innovative product performance.
  2. Likely to capture personal smoking concerns.
  3. Integrative via basic technology.
12. RECOMMENDATIONS OF SCIMITAR TEAM  
Worthy of investigation.

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