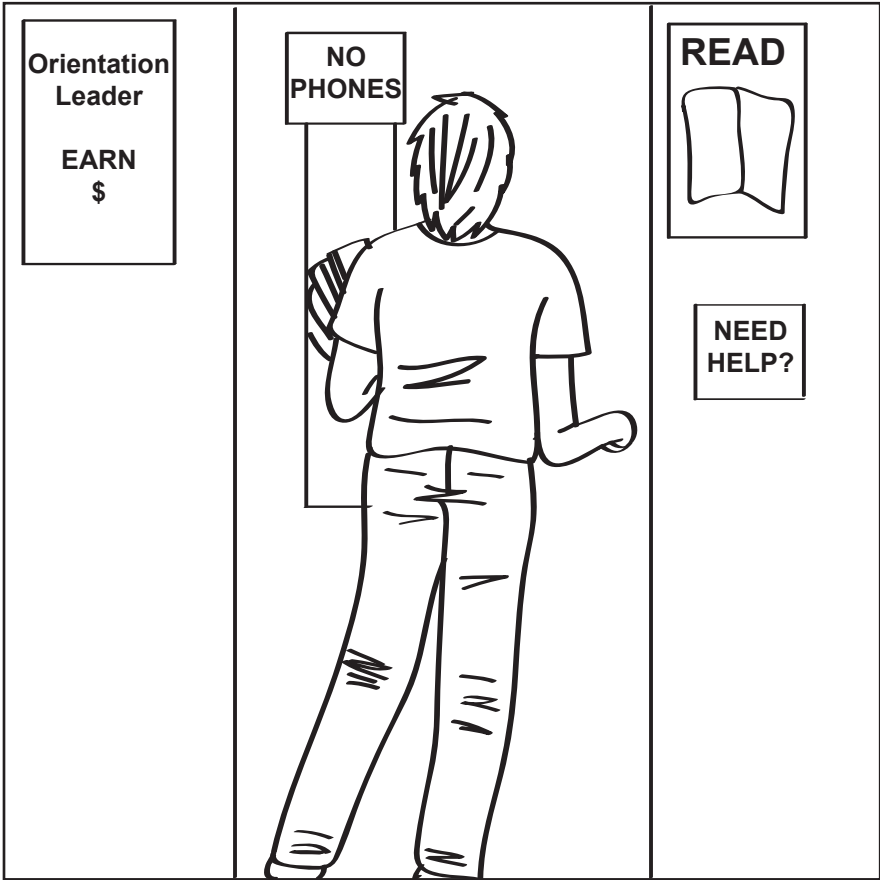




Adam :“Geez, on top of spending all of my money on these ridiculously overpriced books, now I receive the displeasure of carrying them around!”



Adam : Goes into the library for some thinking time. How will I afford anything else of real importance?

Transition to library entrance

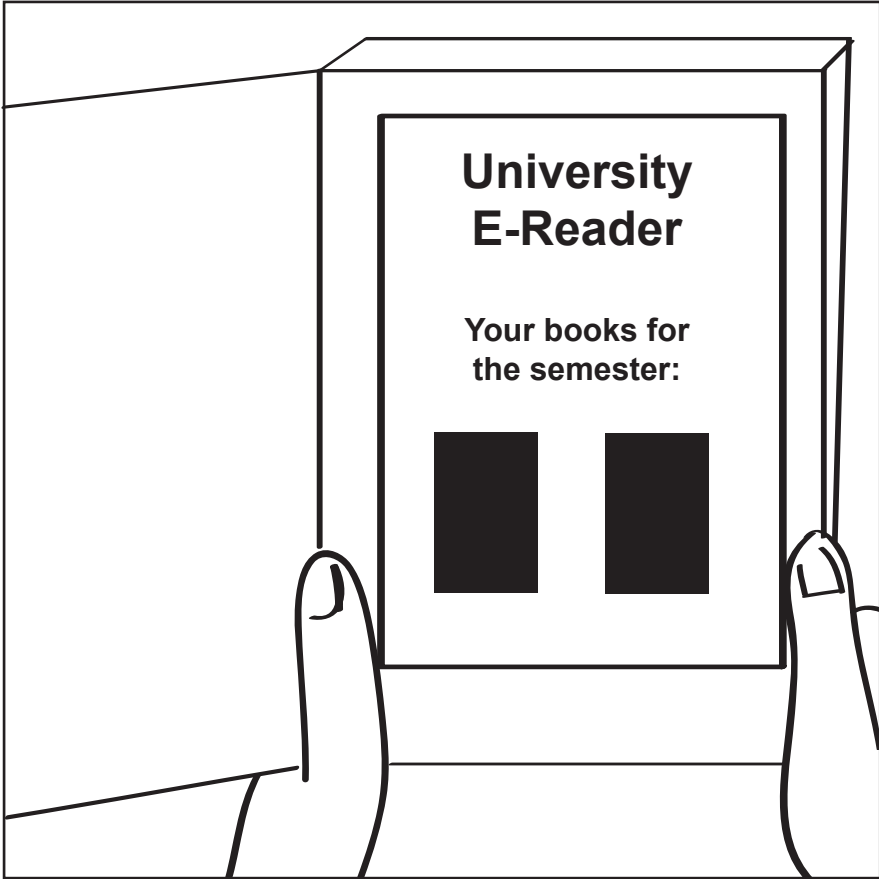


Adam:“How come textbooks cost so much! There just has to be an alternative solution to this problem.”



Adam:“What if there was an alternative way? That’s it!

Transition to the Ereader Adam is thinking about.



Adam:“We need an Ereader that is provided to the students by the university upon acceptance.”

Tuition, Fees, & Other

University E-reader and Textbooks

ONE TIME FEE FOR THE EREADER

\$100.00

*PER SEMESTER TEXTBOOKS

\$75.00

TOTAL

\$175.00

Room

Board

Meal Plan

Adam:“A one time fee to a students’ initial bill for the ereader, then after that a \$75 fee per semester for the books.