

AVATECH

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Project Overview

- **Challenge:** Avatech has strong technology, but limited resources prevent necessary scaling.
- **Solution(Prototype):** A snowpack sensor connected to a durable data display screen.
- **Market:** Targeting the early-stage avalanche safety market.
- **Team:** Interdisciplinary team with MBA, Engineering, and Design Expertise.
- **Goal:** Immediate need for credibility and operational scale.

Model Analysis: IP & Collaboration

Intellectual Property Model

Strengths

- Low Operational Complexity
- Ensure Uniqueness and Licensing Profits
- Low Capital Requirement
- Passive Revenue with minimal Investment

Weaknesses

- Limited User Reach
- Generates minimal Data
- Slower Revenue Generation

Collaboration Model

Strengths

- Fast Market Entry & Distribution
- Leverages Partner Supply Chains and Distributors
- Access to established Customer Bases for quicker Trust and Credibility
- Opportunity to retain data resale insights

Weaknesses

- Share of the Margins
- Requires higher effort for negotiation
- Less control over brand image and identity

Model Analysis: Innovator & Platform

Leading Innovator Model

Strengths

- Full Brand Control & Ownership
- High and long-term profitability if brand succeeds
- Strong user Trust

Weaknesses

- Full Brand Control & Ownership
- High and long-term profitability if brand succeeds
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Platform Model

Strengths

- Access to transferable data
- Two-sided value (Users + Partners)
- Long scalability with network effects
- Recurring revenue model (Subscriptions, Memberships)

Weaknesses

- High Effort for data collection & refinement
- High Investment Upfront
- Needs many users for credibility

Recommended Strategy: **Collaboration** for Growth



GOAL 1. **CREDIBILITY & SCALE**

Faster entry to new markets and
access to ready customer groups



GOAL 2. **REAL-WORLD DATA**

Bigger User Network
+ Enhanced Sensor Data



GOAL 3. **LIMITED RESOURCES (MONEY & TIME)**

Partner Supply Chains & Distributors
+ No Capital Investment

Strategic Roadmap

Co-Development Partnerships

1. Integrate the AvatechSP into partners' existing product lines (e.g., ABS airbag systems, Dakine backpacks, The North Face, Vaude touring gear)
2. Avatech provides the sensor module, eg, Co-branding ("Powered by Avatech")

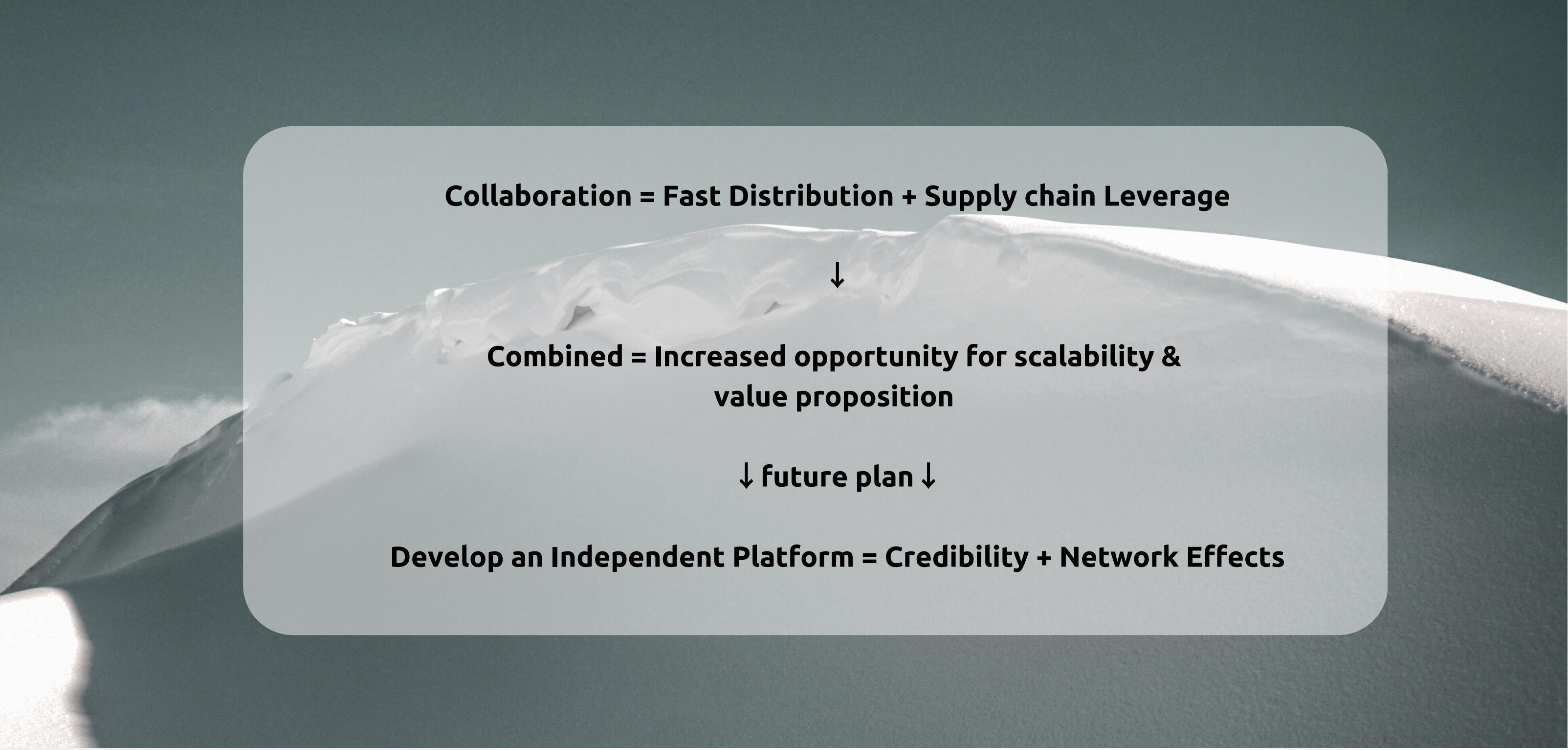
Testing and Data Partnership

1. Joint Field Testing with Backcountry Guides & Ski Resorts.
2. Share snowpack data with national or regional avalanche forecasting centers.
3. Integrate third-party weather APIs into Avatech's platform

Sales and Marketing Aspects

1. Retail Partnerships with Outdoor-Sport Stores. eg . Offer co-branded safety kits in retail stores

Conclusion



Collaboration = Fast Distribution + Supply chain Leverage

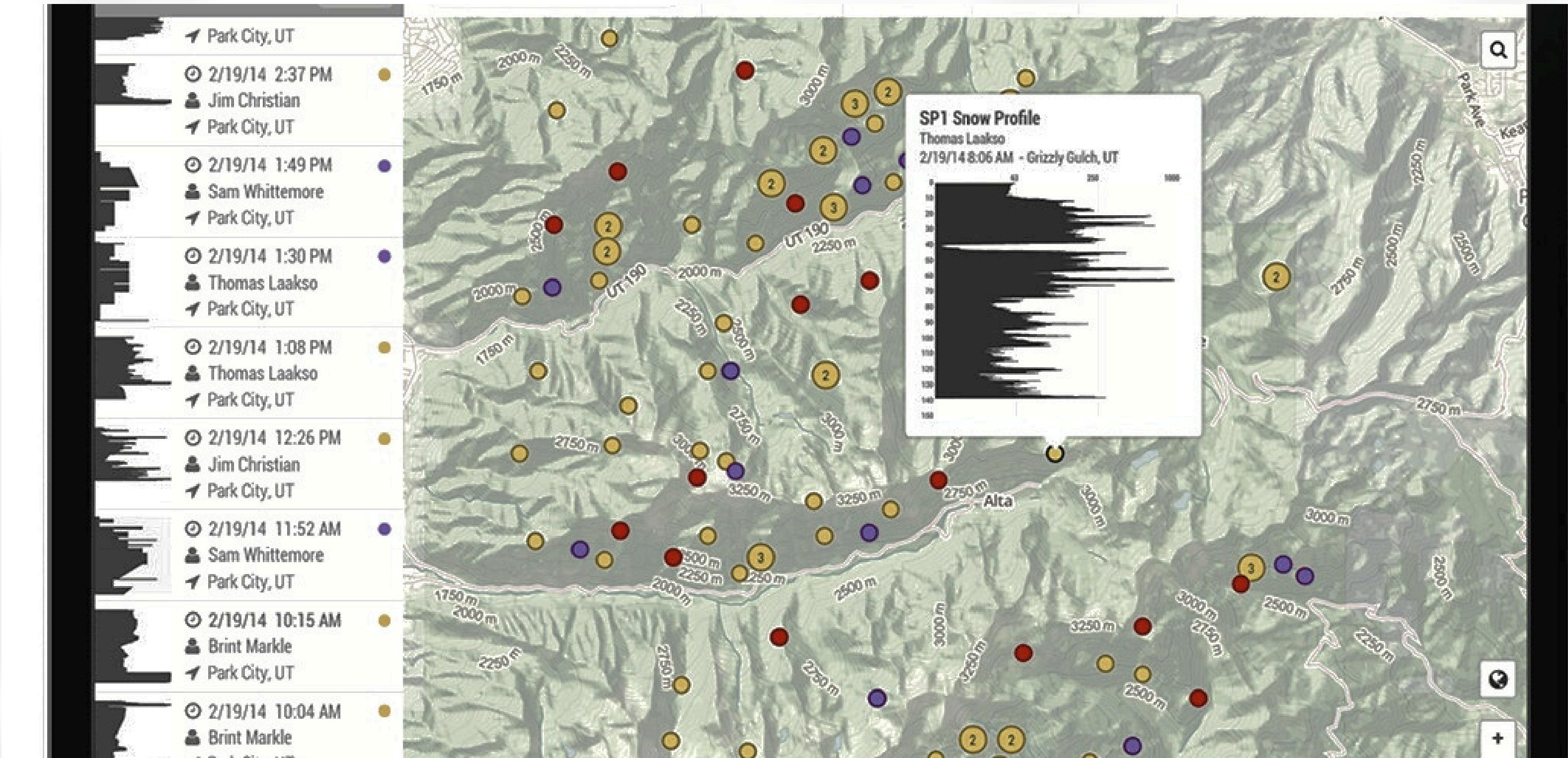


Combined = Increased opportunity for scalability & value proposition

↓ future plan ↓

Develop an Independent Platform = Credibility + Network Effects

Future plan & Conclusion





Thank you for your listening