

SkiPodzTM

We Ship it. You Rip it.



No Schlepping Skis...



No Baggage Fees...

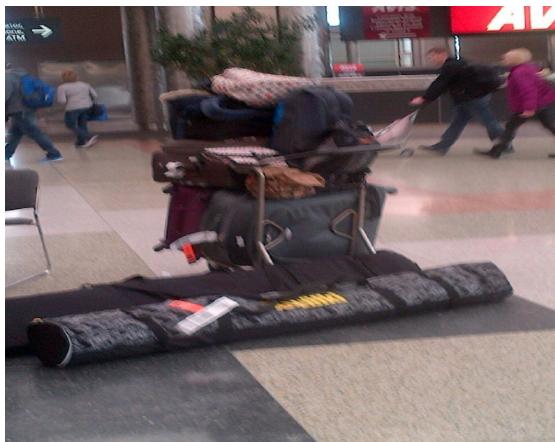


Ski Travel With Ease:

SkiPodz is a unique, integrated delivery service.

Unique, because it utilizes the patent pending SkiPod™ to transport all of the traveler's snowsports equipment—their skis/board, boots, poles, helmet, coat, gloves, etc.—directly from their residence to their final destination.

No more lugging your equipment through airports; no more booking an expensive SUV just so you can get your equipment to the resort; no more paying outrageous and unpredictable baggage fees. No more aggravation!



The to/from mountain experience is so...

**“Daunting,
Overwhelming,
and Stressful**

*...many people give up and
simply refuse to go away for
the winter.”*

~ Bill Pennington, “Family Ski Trip Stressful?
Pack Up Your Troubles,” New York Times
January 21, 2010

The Skier’s Nightmare: “Daunting, Overwhelming, and Stressful...”

Today while it gets easier to get up the mountain, even easier to get into your boots and bindings, each year it gets harder, more unpleasant, and more expensive to get to the mountain.

While the on mountain experience keeps getting better, the *to mountain* experience keeps getting worse.

I just accepted the hassle of travel as part of the sport until I read Bill Pennington’s, New York Times article: “Family Ski Trip Stressful? Pack Up Your Troubles.”

The article made me realize the problem of traveling with ski equipment was bigger than just baggage fees and schlepping skis: the entire experience was a hassle.

Pennington wrote:

“Packing for a winter ski trip is so daunting, overwhelming, and stressful—goggles, boots, mittens, chap stick—that many people give up and simply refuse to go away for the winter.”

If Pennington’s assertion was true, schlepping ski gear wasn’t just an annoyance, wasn’t just part of the sport. If it was true, schlepping your ski gear was a determinant of participation: *“many people give up and simply refuse to go away during the winter.”*

That would mean there were potential destination skiers sitting at home during the winter because travel was too much of a hassle.



Attempts But No Solutions:

“Many travelers are focused on mitigating the “hassle factor”—they want to reach the ski area quickly with gear in hand to maximize their time on the slopes.”

—Ski Traveler Snapshot from PhoCusWright’s U.S. Skier and Ski Traveler Report

It also means that whoever could eliminate ‘daunting, overwhelming, stressful,’ from the travel experience would have a great competitive opportunity to, not only elevate their level of service for existing customers, but to both attract new resort travelers and entice existing customers away from other resorts.

Even so, no one has found the recipe for eliminating ‘daunting, overwhelming, and stressful’ from the destination traveler’s experience. Why?

Because until now, no one has focused on the destination skier’s entire travel experience: from the packing at their home to the daily storage and retrieval of their skis at the resort.

Really, none of the solutions on the market today are really solutions at all. They may reduce the hassle involved in destination travel, but none of them—not FedEx, not Luggage Forward, surely, not the airlines—eliminate the hassles of ski travel so that destination ski travel becomes as easy as any other type of travel.

We’ve found the recipe for making destination ski travel, cost effective, efficient, and, most importantly, easier for the ski traveler.

SkiPodz will do for getting to the mountain, what the chairlift did for getting up the mountain: revolutionize the skier’s experience.

LIKE SKI VALET SERVICE AT YOUR GUEST'S FRONT DOOR



SkiPodz: Eliminating the hassles of snowsports travel.

How will we revolutionize the ski travelers experience: by solving an intangible problem—the hassle of ski travel—with a tangible product: the SkiPod.

What is so special about our patent pending SkiPod?

Well, you can sum it up into three things:

1. The SkiPod holds it all!

All? All what? All your essential snowsports equipment: your boots, your poles, your gloves, helmet, goggles, even those bulky snow pants and snow jacket. And it holds it all within a single hard sided container—no more separate bags for your boots and your skis—the SkiPod organizes and protects not just your skis, or your board, but The SkiPod holds about 2 ½ bags worth of gear in one state of the art, ultra light pod.

2. The SkiPod stands by you for your entire trip.

This isn't an ordinary piece of luggage. The SkiPod is a portable ski locker—a wardrobe for your gear. As much a ski valet as it is a piece of luggage, the SkiPod enhances the entire travel experience, by making the packing, the transporting, the organizing, the retrieving, and the storing of ski equipment easier for the ski traveler.

3. The SkiPod is Ultra Portable:

You're probably picturing a traditional ski bag and boot bag and thinking: this is going to be big and heavy. No—not at all; the SkiPod not only holds all your stuff, it does it so efficiently that a SkiPod is small enough to ship via standard rates and maneuvers easily wherever your guest may go.

So let's see it already...

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The SkiPod: Believe in evolution...



Front View



Interior View



Rear View

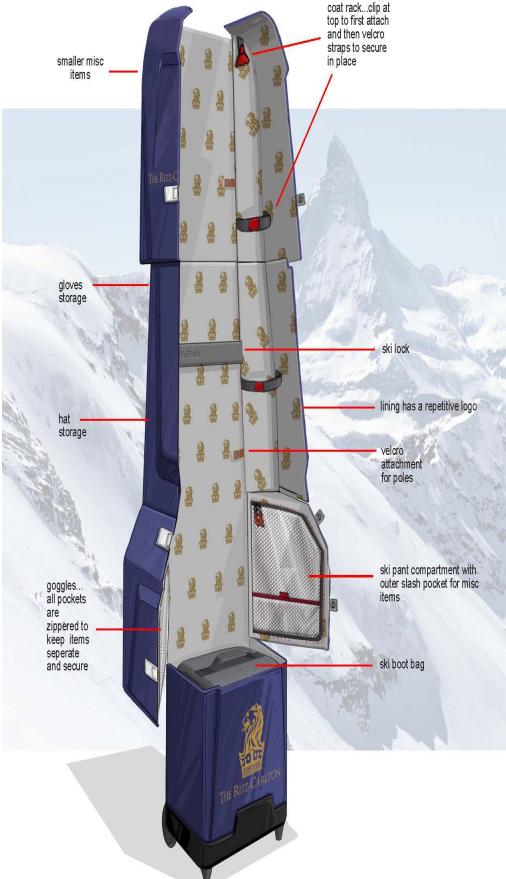
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The SkiPod: The Interior

Phase Three: Design Development

SkiPod

February 5, 2013



Phase Three: Design Development

SkiPod

February 5, 2013



Open 1

Boot Bag one-a

Boot Bag one-b

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Base w/Boot Bag

Removable Boot Bag

Compression Molded

The interior is all about the experience.

Have you ever tried zipping a stuffed ski bag? How about stuffing your coat and ski pants into a carry on? What about the poles?

Not with the SkiPod: it actually helps you pack and organize because there is a space designed for all your essential snowsports equipment.

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In the five easy steps outlined below, the ski traveler can get all their equipment to the mountain for a price that is competitive with both airlines and delivery services alike.

HOW SkiJitney WORKS



SkiJitney™

1-May-14

13

SkiPodz will enable you to have the gear waiting for the group upon their arrival. Once delivered the hotel or condo staff, their SkiPod could be waiting for them in their room.

Imagine an Arrabelle or Lodge at Vail logoed SkiPod greeting the guest when they enter their room. Now that would be an experience of a lifetime.

Further, the guest won't have to lug all that equipment around: imagine a destination ski traveler checking 1 bag and maybe even a carry on.

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MARKET RESEARCH:

Over the past two ski seasons, we have completed 100 + in person interviews, and we have received consistent feedback: they loved the idea.

"I hate schlepping all that stuff through the airports, to and from the rental car, etc." ~ NJ skier who

"We only take family ski vacations at resorts we can drive to. With this [SkiJitney], we would come to Vail with the entire family." ~ Couple from California, traveling without their children

Love it. ~ Couple visiting Vail for a week from North Carolina

"I'd do it in a heartbeat." ~ Doctor visiting from Dallas

CONSISTENTLY, THEY LOVE THE IDEA!!

SkiPodz's mission is to transform the travel experience for destination skiers and make it easier for both individuals and families to get to their favorite mountain resort and open up the mountains, our national forest, and snowsports so more people can enjoy the mountains more often

SkiPodz will launch a pilot program—offering its services to a limited number of customers—for the 2014-2015 ski season, and will fully launch for the 2015-2016 ski season.

We anticipate start-up costs to be between \$400,000 and \$500,000, with the majority of that expense being in the tooling, engineering, and other set-up fees for the SkiPod. To raise the money, we are offering up to 10% of the company for \$400,000.

A full financial model and projections are available upon request.

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