NEW PRODUCT DEVELOPMENT

SAFE STRIDE

CONQUERING BLACK ICE WITH CONFIDENCE

OUR TEAM

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AGENDA

01 OUR PRODUCT – AN INTRODUCTION

02 OPPORTUNITY IDENTIFICATION

03 VALUE PROPOSITION

04 POTENTIAL BARRIERS TO ADOPTION

05 MARKETING MIX

06 FINANCIAL PROJECTIONS

INNOVATING WINTER SAFETY

Introducing a groundbreaking solution designed to confront the hidden hazard of black ice, enhancing safety and mobility during the winter months.

OPPORTUNITY IDENTIFICATION

Customer >> Category >> Competition

Customer

- **TARGET MARKET INSIGHT** - In extremely snowy conditions
- **PERCEPTION** - A guardian against treacherous ice
- **UNIQUE VALUE PROPOSITION** - State of the art toggleable sustainbale solution

Category

- **EVOLVING MARKET DYNAMICS** - Eco friendly, climate aware and redefines personal gear
- **CUSTOMER PAIN POINT** - Targeting eco conscious individuals with mobility concerns

Competition

- **DIRECT COMPETITORS -** detachable ice cleat brands like Yaktrax, STABIL and Kahtoola MICROspikes Footwear Traction
- **INDIRECT COMPETITORS -** anti-slip snow boots brands, like Merrell, Columbia and Sketchers snow boots.

VALUE PROPOSITION

VALUE PROPOSITION

- Enhanced Safety
- Convenience
- Comfort
- Versatility

FUNCTIONAL BENEFITS

- Peace of mind
- Freedom to explore
- Sustainability conciousness
- Confidence

EMOTIONAL BENEFITS

- Affordable yet innovative

POSITIONING

POSITIONING STATEMENT

"Our snow boots with inbuilt ice cleats offer unparalleled safety, convenience, and comfort for individuals navigating icy surfaces, while embracing sustainability and eco-friendliness, empowering users to explore and enjoy winter activities with confidence and peace of mind."

BARRIERS TO ADOPTION

ENHANCE ~ SLOW DOWN

FACTORS THAT SLOW DOWN ADOPTION

01 COMPLEXITY

- Retraction and extension of cleats can be too complex,
- This is a new mechanism to understand for traditional snowboot users.

02 COMPATIBILITY

- Slow Adoption if the product requires changes in user behavior or does not align with current values.

03 TRIALABILITY

- The lack of opportunity to trial the boots before purchase.
- Without the ability to test the boots' functionality during other seasons.

FACTORS THAT FACILITATE ADOPTION

01

RELATIVE ADVANTAGE

- Offers advantage over traditional snow boots or separate ice cleats.
- Can house retracted cleats in the sole.
- Simple toggle mechanism.

02

OBSERVABILITY

- Users see others successfully using the boots
- Marketing it in small market place stalls allowing free trials.

MARKETING MIX

PRODUCT

- **Ice Cleats:** Durable, slip-resistant cleats designed for icy surfaces.
- **Features:** Lightweight, built-in cleats system, retractable toggle mechanism, effective on various icy conditions, insulated interiors.
- **Variants:** Available in all sizes to accommodate different age groups.

PRICE

Pricing Strategy:
Positioning the product as affordable and cost-effective

$50-$70

Competitive Price

PLACE

01

DISTRIBUTION CHANNELS

- Online Platforms (Company Website / Retailers)
- Outdoor gear stores
- Sporting goods retailers
- Winter sports equipment shops.
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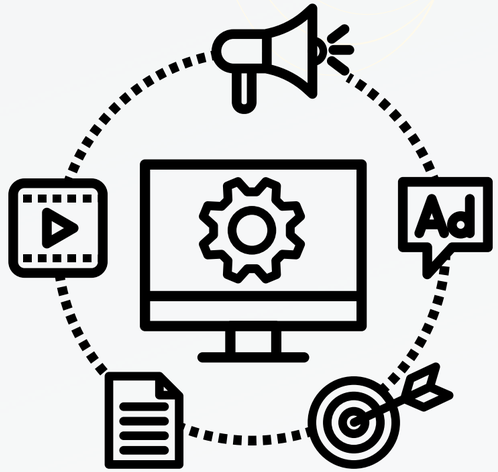
02

GEOGRAPHIC FOCUS

- Regions with cold climates and frequent icy conditions (such as northern states and countries with snowy winters)

PROMOTION

(Budget: $5,000 per month)

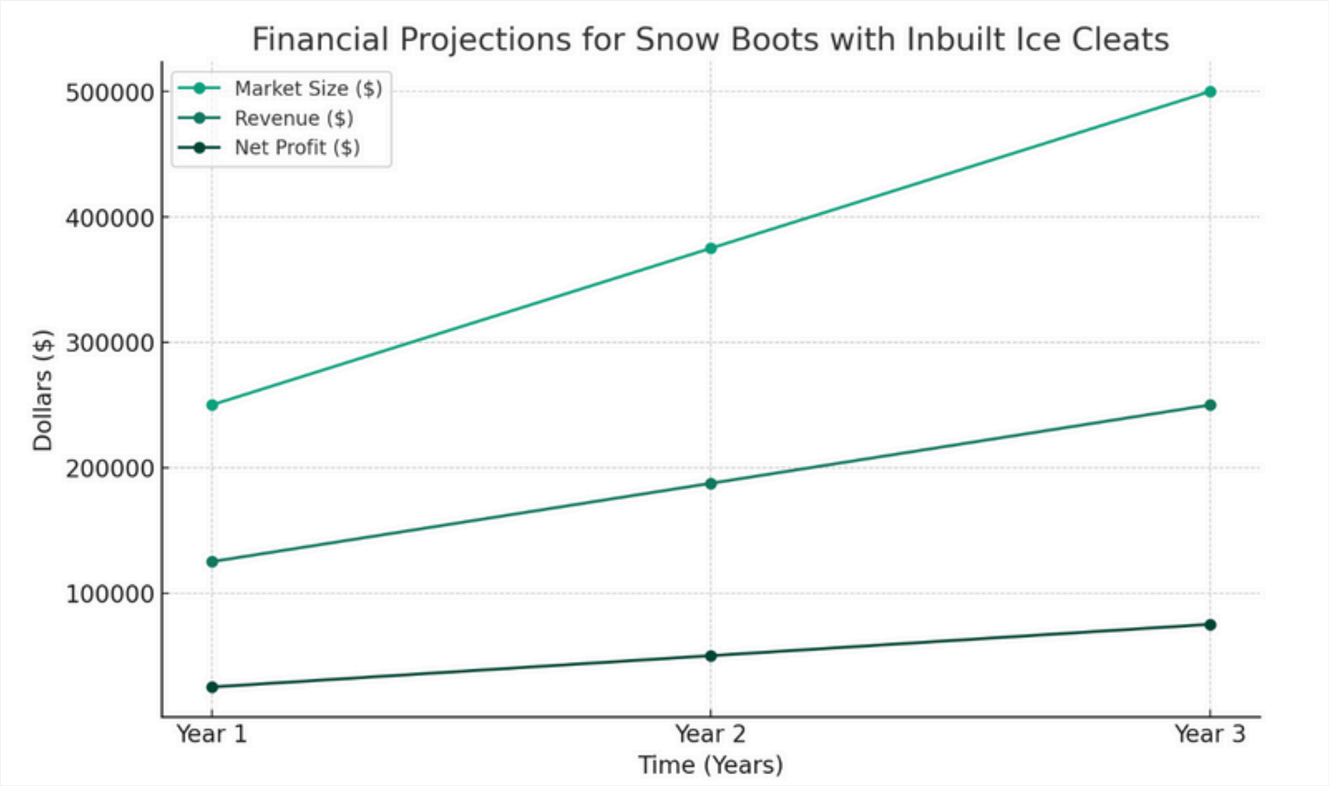


- **Social Media Campaigns:** Targeted ads and promotions on Facebook, Instagram, Youtube and Twitter
- **Influencer Partnerships:** Partnering with outdoor enthusiasts and winter sports influencers for product promotions.
- **Online Advertising:** Google Ads and targeted online ads.
- **Trade Show Participation:** Participating in outdoor and winter sports trade shows.
- **Print and Digital Marketing Materials:** Brochures, Flyers, and Digital Marketing Materials.

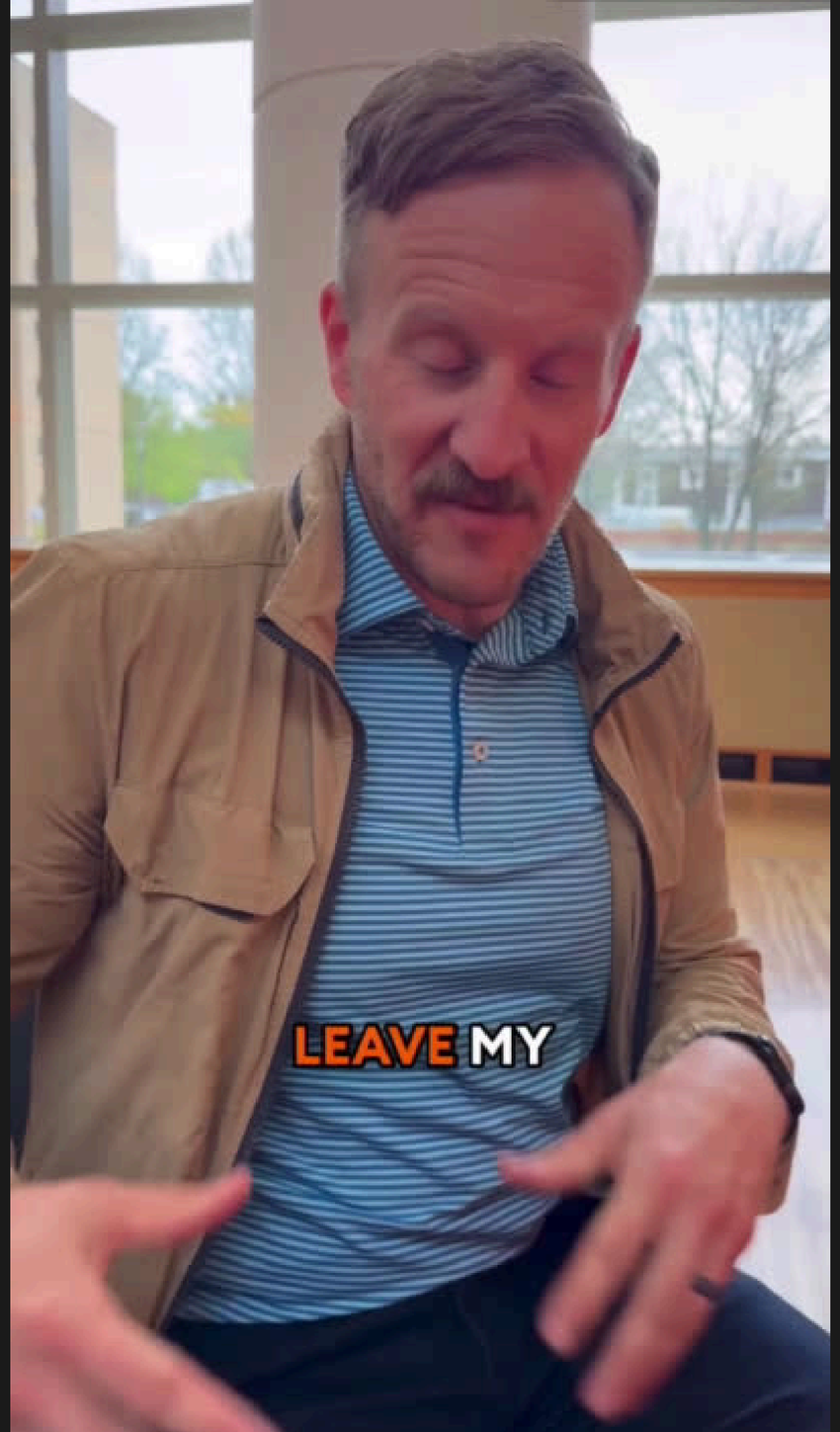
FINANCIAL PROJECTIONS

FORECAST OVER THE YEARS

- Progressive increase in market size from $250,000 in the first year to $500,000 by the third year.
- Revenue is expected to grow from $125,000 in the first year to $250,000 in the third year, as unit sales double from 2,500 to 5,000 units.
- Net profit also shows, starts at $25,000 in year one and tripling to $75,000 by year three.
- Reflect a positive business outlook, assuming effective marketing and sales strategies are in place.



HEAR FROM OUR TARGET AUDIENCE



UNFILTERED OPINIONS