



BEARFOOT
BACKPACKERS



TREKREST

back support for the wild

DESIGNED BY CATHERINE WARD



BACK PAIN ON THE TRAIL

- Hikers often carry lightweight, stuffable packs with no frame.
- These are great for travel but lack back support and structure.
- You either sacrifice comfort or compactness, not ideal for multi-day treks or quick day hikes.
- There's also nowhere clean or elevated to set food, gear, or a stove when on the ground.





STATISTICS



01

~80% of hikers use frameless or minimal-frame backpacks for day trips

02

Surveys show back pain is one of the top complaints from long-distance hikers

03

Frameless bags often lose shape & cause poor weight distribution or poking objects

04

Lack of seating/tables leads to poor eating posture, wet gear, & discomfort



MEET ME

I'm Cat, an avid backpacker and adventurer! I hike often with a compressible daypack, which is lightweight but has no spine or back support.



01

DAYPACK DISCOMFORT

A compressible daypack is lightweight but can be slouchy & shapeless, & something usually ends up poking into me.

02

NO TABLE = INCONVENIENT

No clean place to cook, write in a journal, eat, or place objects to keep them from getting wet.

03

HANGING OBJECTS

No hooks or slots anywhere to hang wet or dirty items.



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Introducing TrekRest

a minimalist table + back support system for maximum comfort on the trail

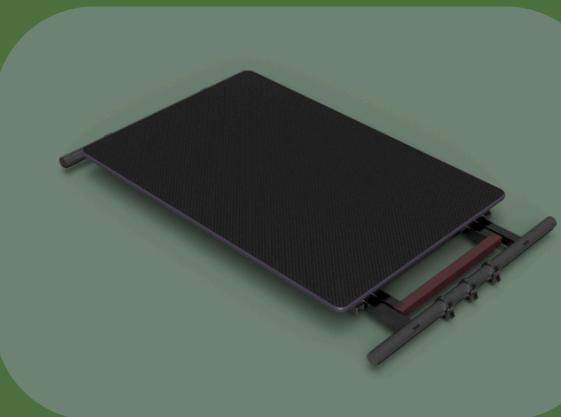




KEY FEATURES

01

BACK SUPPORT
for comfort



03

HOOKS FOR SHOES
for ease of transport



02

FOLDABLE, TRANSPORTABLE TABLE
for compactness



04

DRYING RACK
for cleanliness

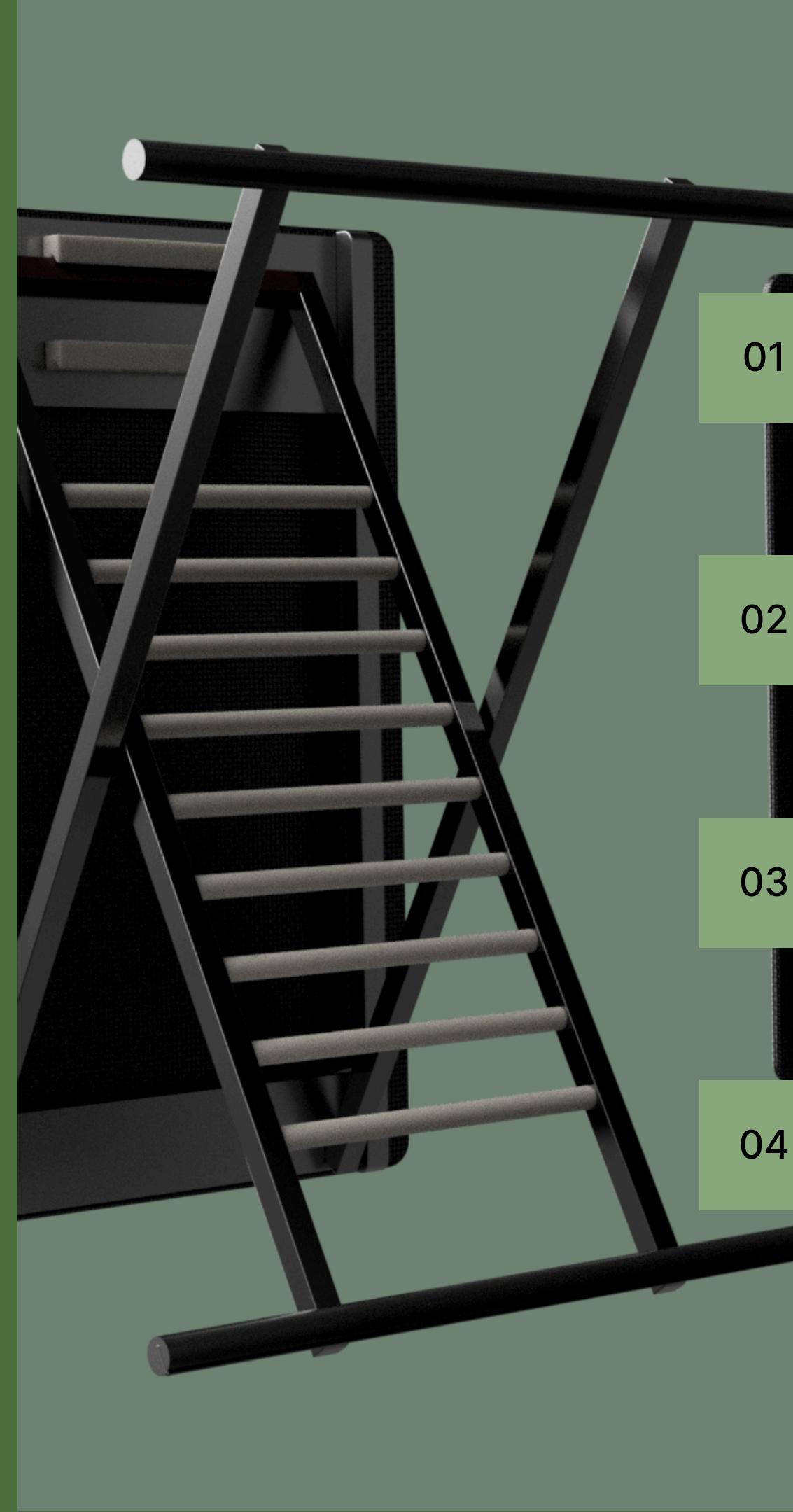




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WHO NEEDS IT & WHY THEY'LL BUY IT



01

HIKERS

want to carry less but still stay comfortable. They can even sit on it in its folded position.

02

BACKPACKERS

gives structure to their stuffable daypack and packs flat into their main backpack. At camp, it becomes a handy mini table

03

TRAVELERS

always calculating space and weight, but want sturdiness when using daypack

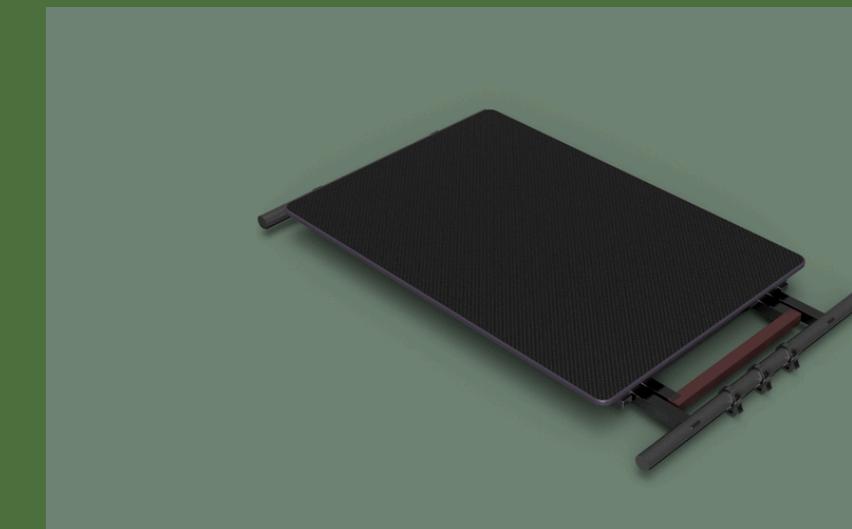
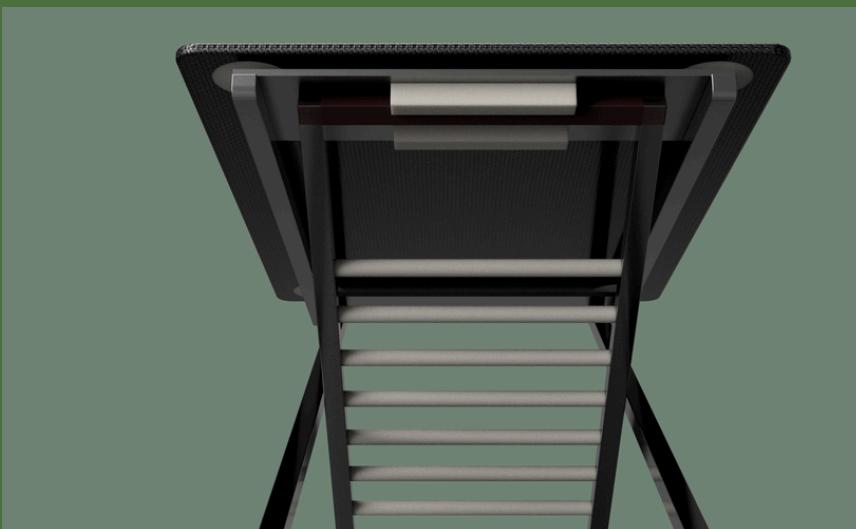
04

EVERYDAY PEOPLE

gives urban packs some backbone and transforms into a compact table for laptops, food, or gear, whether at a hostel, airport floor, or park bench



MAIN BENEFITS



01

LIGHTWEIGHT

<2 lbs, perfect for ultralight travel & hiking

02

MULTI-FUNCTIONAL

a drying rack, table, & back support all in one

03

COMPACT DESIGN

Folds into most daypacks; includes external hook compatibility



ESTIMATED COST PER COMPONENT

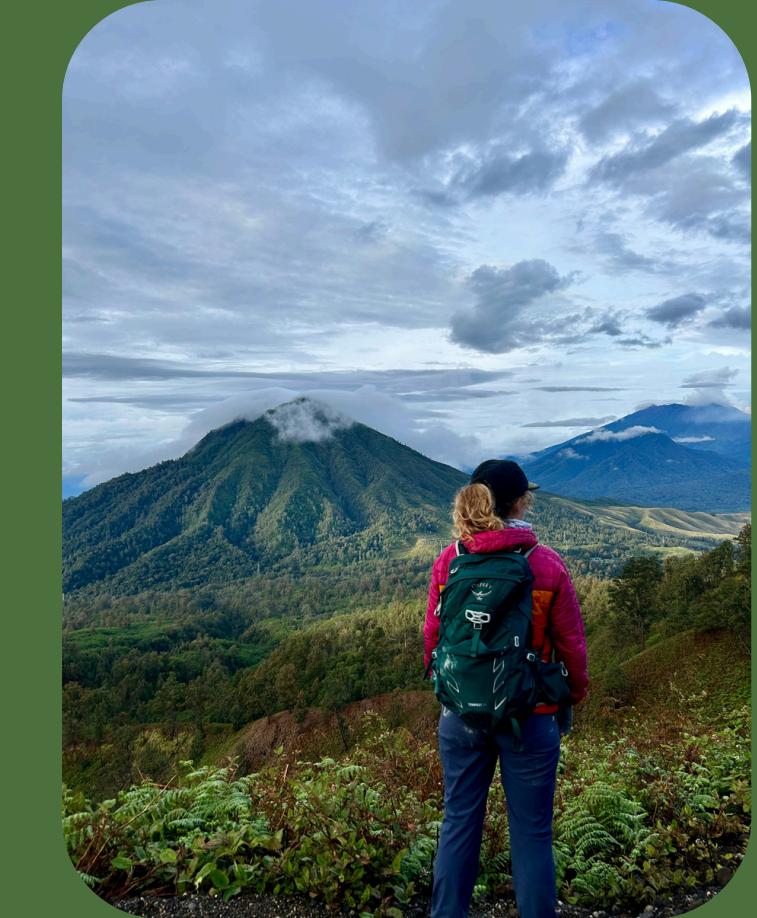
Component	Material	Why This Choice	Rough Cost per Unit
Main Table Panels	Carbon Fiber Composite	super lightweight, weather resistant, strong	\$18.00
Table Legs	Anodized Aluminum (Grade 6061-T6)	lightweight, more affordable, good quality	\$6.00
Hook Extensions	Stainless Steel Alloy	durable, what hooks are commonly made of	\$2.00
Rack Support Bars	Reinforced Polycarbonate	high tensile strength, a bit flexible	\$3.00
Connectors & Hinges	Nylon Reinforced with Glass Fiber	durable but flexible for repeated folding/unfolding	\$1.50
Surface Grip (non-slip coating) *maybe	Silicone Dots/Mat Layer	Prevents items from sliding; heat and cold resistant	\$0.80
Carry Hooks (external)	ABS Plastic with Rubberized Tips	For external attachments; lightweight & strong	\$1.00
TOTAL COST:			\$32.30



FINANCIALS OVERVIEW



Item	Cost Estimate
Prototype Cost (3D printing, CNC aluminum, testing)	\$2,000 (for 5 test units)
Initial Manufacturing Setup (Tooling + Mold Costs)	\$8,000
MOQ for Manufacturer (depends, of course)	500 units
Estimated Production Cost per Unit	\$42
Projected Retail Price	\$99
Wholesale Price (to retailers)	\$60
Profit per Unit (Direct-to-Consumer)	~\$57
Profit per Unit (Wholesale)	~\$18
Breakeven Units (incl. dev. costs)	~210 (direct-to-consumer) or ~445 (wholesale)





MARKETING STRATEGIES

Target Market

- Primary - Outdoor enthusiasts, backpackers, & hikers
- Secondary - Digital nomads, van-lifers, & minimalists looking for packable furniture solutions
- Psychographics - Eco-conscious, values multi-functionality, invests in quality gear, follows REI/Backcountry trends, minimalist when packing

Distribution Strategy

- Direct-to-Consumer (DTC) via website and Amazon/Taobao
- Wholesale to REI, Backcountry, Decathlon, & Smaller Outdoor Retail Stores
- Kickstarter Launch to build community + validate demand (maybe)

Positioning Statement:

- For outdoor enthusiasts, hikers, and backpackers who use frameless or stuffable packs, TrekRest is a lightweight, foldable support panel that doubles as a trail-ready table.

Promotion Strategy

- Social Media: Instagram + TikTok videos featuring real outdoor use
- Ambassador Program: Micro-influencers & hiking vloggers
- Product Reviews: Target publications like OutdoorGearLab, GearJunkie
- Events: Outdoor retailer expos and university outdoor clubs
- Email Campaigns: Pre-order incentives & limited-edition colors



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FINANCIAL INFORMATION SOURCES

1. Carbon Fiber Pricing (Raw Sheets/Composites)

- Source: ACP Composites
- Example I Found: 1mm carbon fiber sheets: \$12–\$20/sq.ft.

2. Anodized Aluminum (6061-T6) Cost

- Source: [Metal Supermarkets](#)
- 6061 bar stock: ~\$2–\$3/lb, with processing costs included, ~10% yield wastage

3. ABS/TPU Pricing for Injection Molded Parts

- Source: [Fictiv Manufacturing Report 2023](#)
- Estimate: \$0.80–\$3 per custom-molded component at scale (500–1000 MOQ)

4. Injection Molding Tooling Cost Estimator

- Source: [Protolabs Quote Estimator](#)
- Custom tooling: \$3,000–\$10,000-ish depending on part complexity & material

5. Shipping Costs for Lightweight Gear

- Source: Personal Knowledge
- Dim weight for small items like this ~ \$4–\$7 within US. But for large-scale business production it may be a bit different.