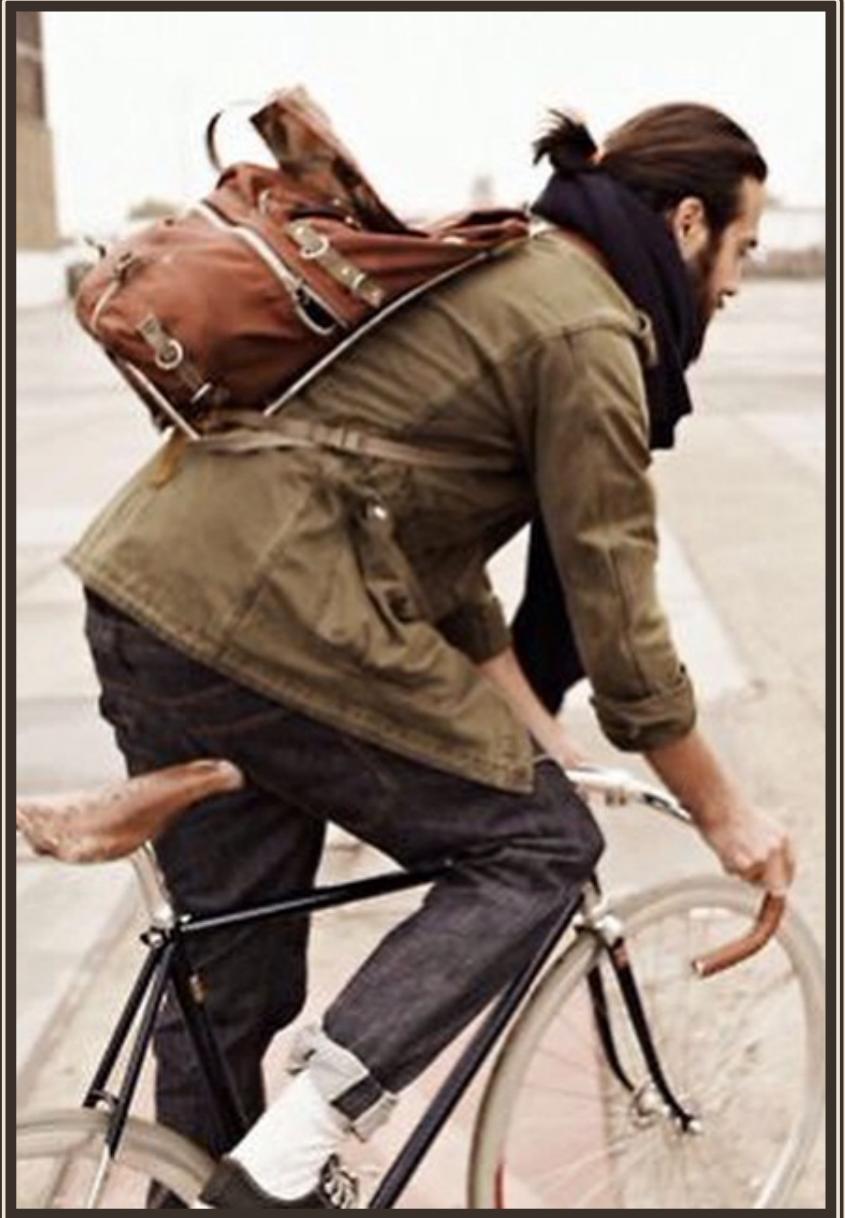




GOOSE SKINS

THE BIKE TIRE WITH MOISTURE REACTIVE TREAD.



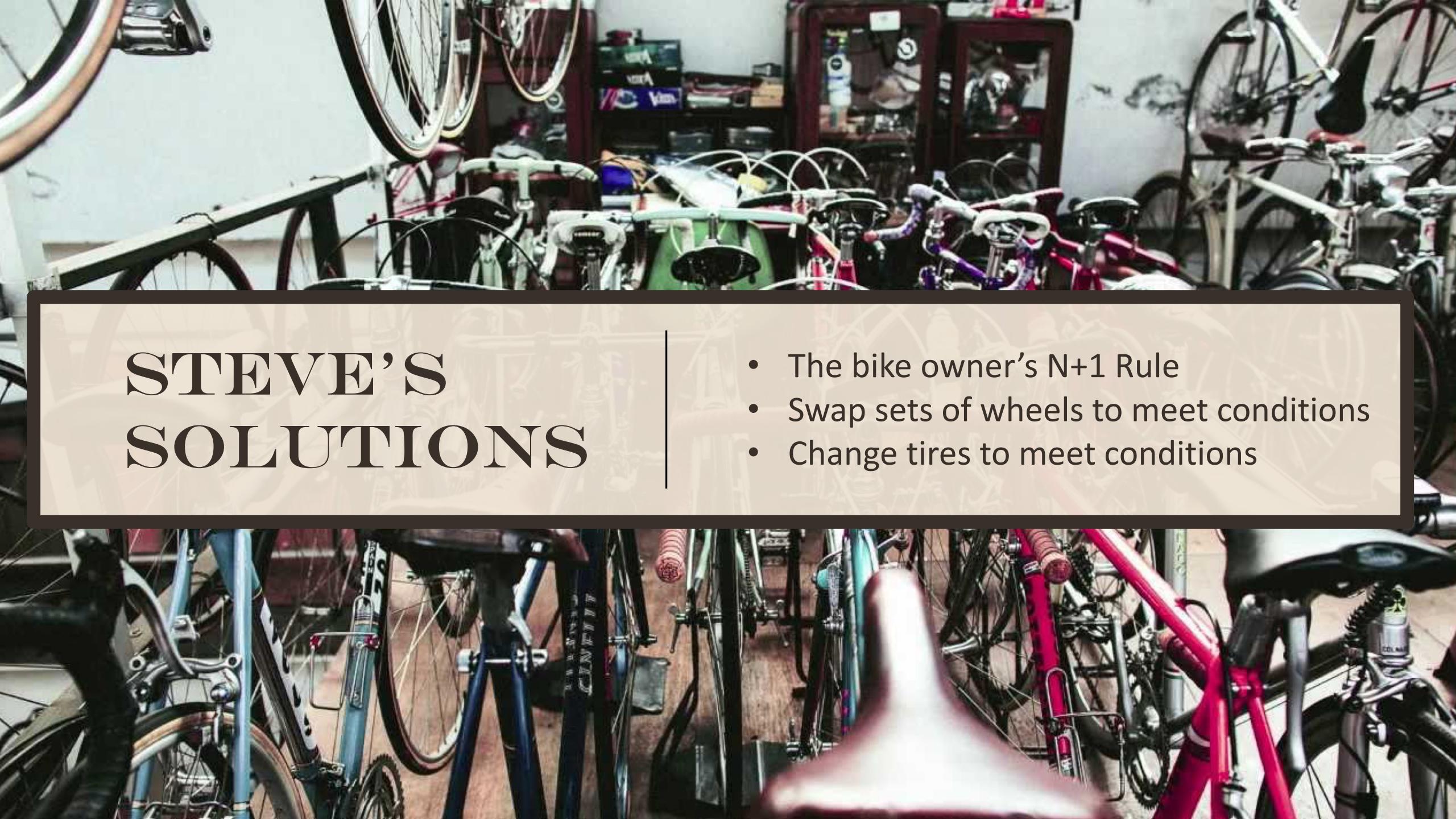
STEVE

- Bikes to and from work each day
- Financially invested in his bike collection
- Uses bikes to escape from the daily grind
- Uses touring tires on his commuter bike



STEVE'S PROBLEMS

- When the weather is really wet, his touring tires don't have enough grip in the corners.
- When the weather is dry, the treads on his touring tires bleed his speed.



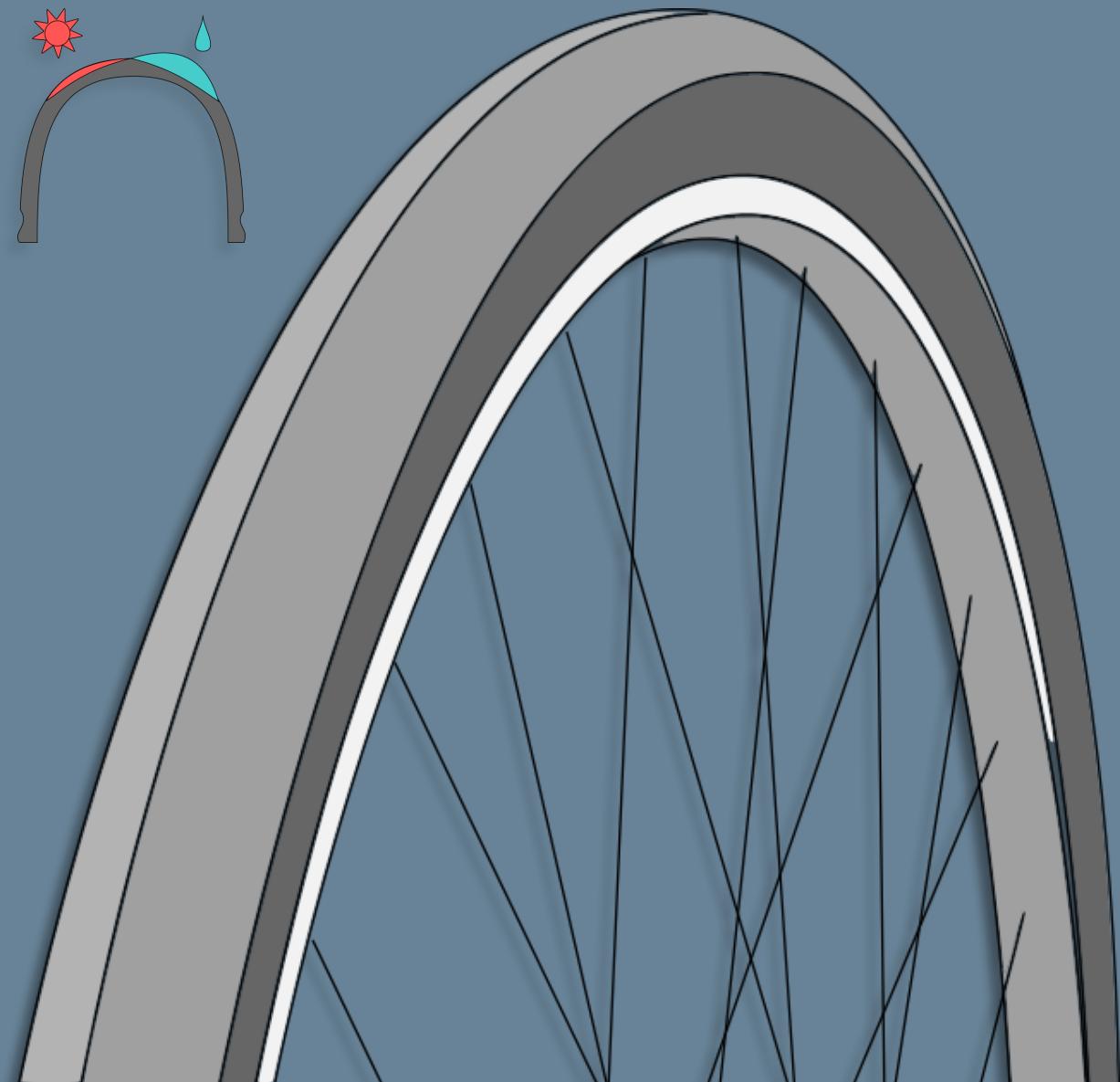
STEVE'S SOLUTIONS

- The bike owner's N+1 Rule
- Swap sets of wheels to meet conditions
- Change tires to meet conditions



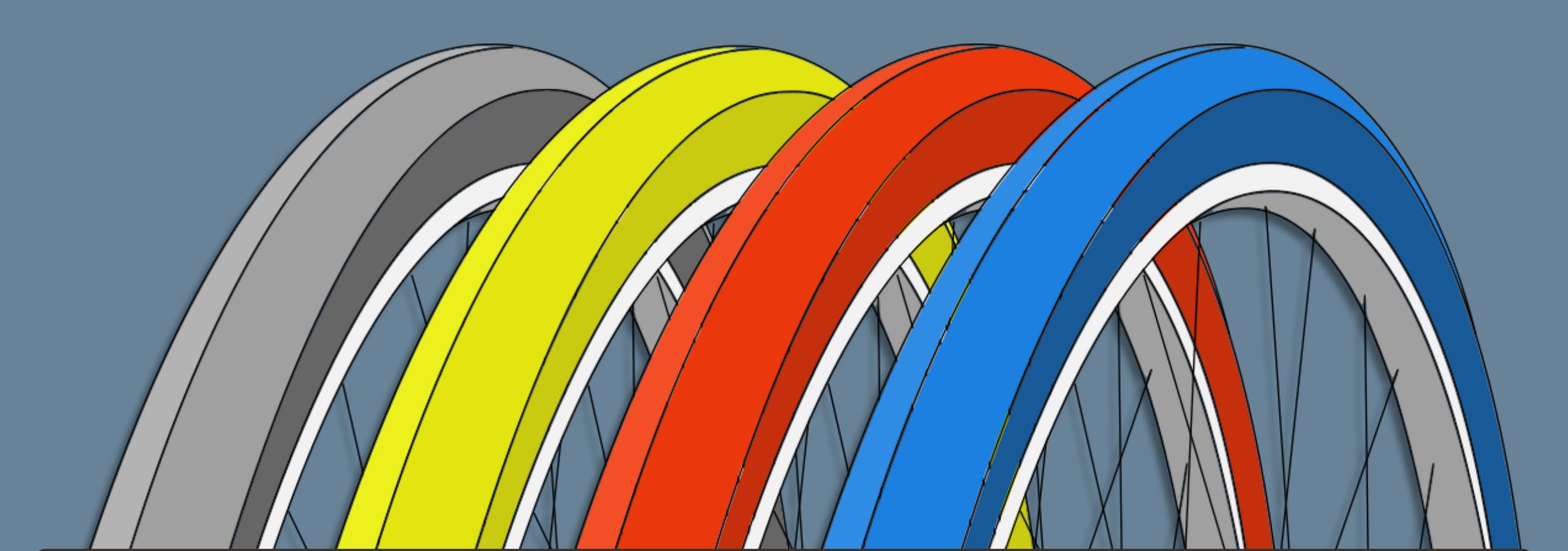
GOOSE SKINS

Goose Skins is a performance bicycle tire company, and through its use of moisture reactive tire treads, bicycle-commuters can easily and inexpensively tackle all road conditions.



THE ORIGINAL GOOSE SKIN

- Unique Moisture Reactive Tread (MRT)
 - Tread lies flat in the dry.
 - Expands to full tread in the wet.
- Available in all standard 700c sizes



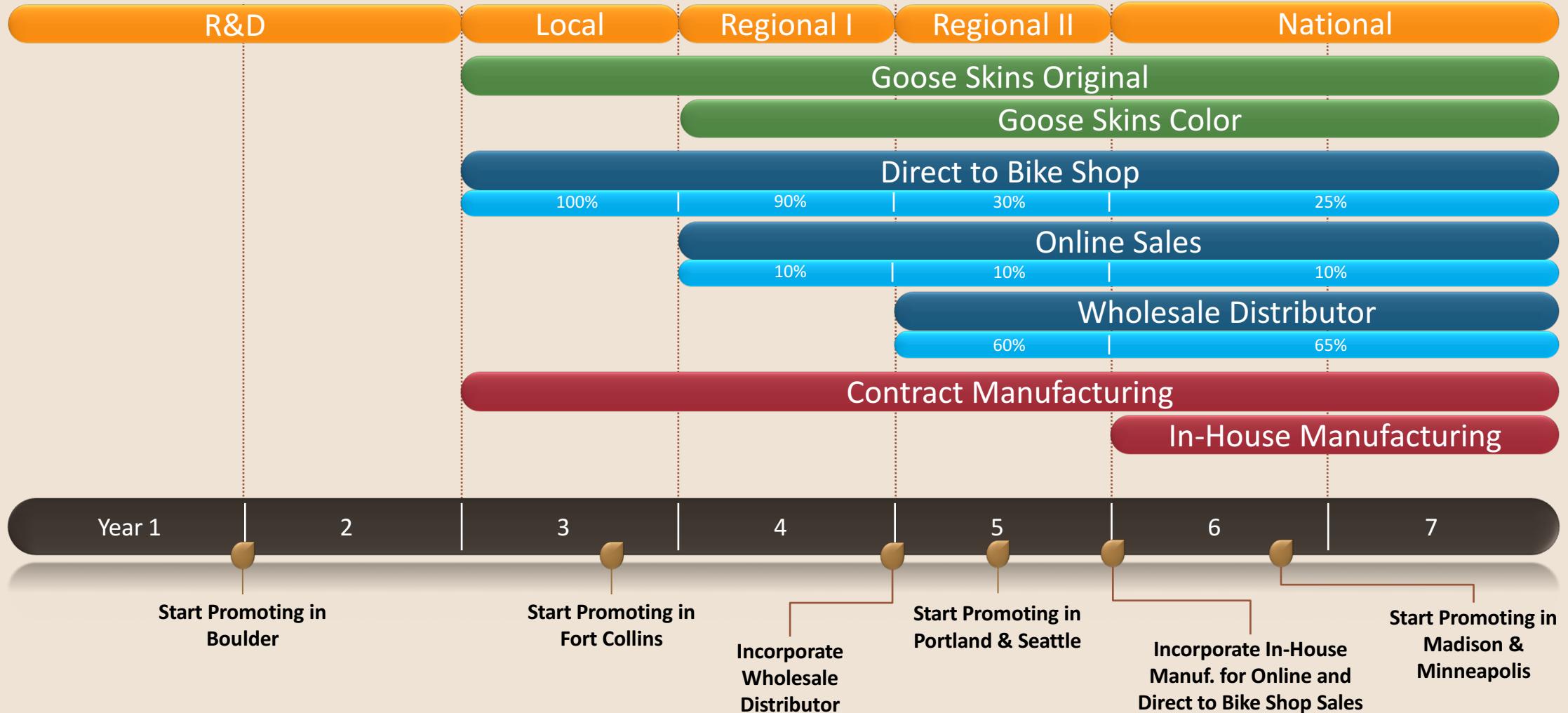
THE GOOSE SKIN COLOR

- Available Starting in
Regional Phase I (Year 4)

OPPORTUNITY

	User Base	An. Rev. (\$)	% of TAM
TAM	900,000	\$71M	-
BOULDER + FORT COLLINS	21,500	\$1.7M	2.4%
PORLAND + SEATTLE	80,692	\$4.7M	6.6%
MADISON + MINNEAPOLIS	28,750	\$2.3M	3.2%

7-YEAR PLAN



PRICING STRATEGY

	LOCAL	REGIONAL I	REGIONAL II	NATIONAL
BIKE SHOP	\$39.29	\$38.63	\$38.63	\$40.64
WHOLESALER	-	-	\$30.65	\$30.65
USER	-	\$56.50	\$56.50	\$56.50

DMU'S

- Wholesaler Account managers
- Bike Shop Procurement Staff
- End User Through Online sales



LTV

\$285.44

Assumptions:

- Sales Distribution: Goose Skins Original (70%) Goose Skins Color (30%)
- Working with all distribution channels (i.e. National Phase)
 - 65% of sales through Wholesaler @ weighted average revenue of \$30.65/unit
 - 25% of sales through Direct-to-Bike Shop @ weighted average revenue of \$40.46/unit
 - 10% of sales through Online Sales @ weighted average revenue of \$56.50/unit
 - Weighted average revenue is \$35.68/Unit
- Bike Shops have to stock enough GooseSkins to meet demand.
- Each year, an active user will purchase two Goose Skins - \$71.36/User
- On average, a User will stay with us for four years.

PROMOTIONAL

- The best promotion we can get is through the cycling community.
- Focus on sponsored events like local cycling races.
- Create Magazine and online Advertisements.
- Lastly, create interactive in store displays showing the effectiveness of the product.





GOOSE SKINS

7 YEAR AVERAGE COCA

\$72.79

LTV/COCA

3.92

LESSONS LEARNED

- Develop a product for a larger customer base
- It is hard to develop a company on a single product.
- To make my financials work, I had to really cut down on extraneous marketing and sales costs.
- Financials are important for venture longevity.



GOOSE SKINS



Image Credits

Slide 2 -

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<http://codeknock.com/wp-content/uploads/2016/08/online-shopping-scams-codeknock.jpg>

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