



FALCN

Adventure Without Limits



“You Focus on the Adventure,
We’ll Take Care of Everything Else”

We Can Turn this Dream into a Reality!



Neha Subrahmanyam



Om Deshmukh



Meeting Market Needs





Nested Pot



**Collapsible
Silicone Pot**



Durable, Portable, and Efficient!



\$152 Million

Costs

\$38

Cost of Goods Sold

\$85

Price

Revenue

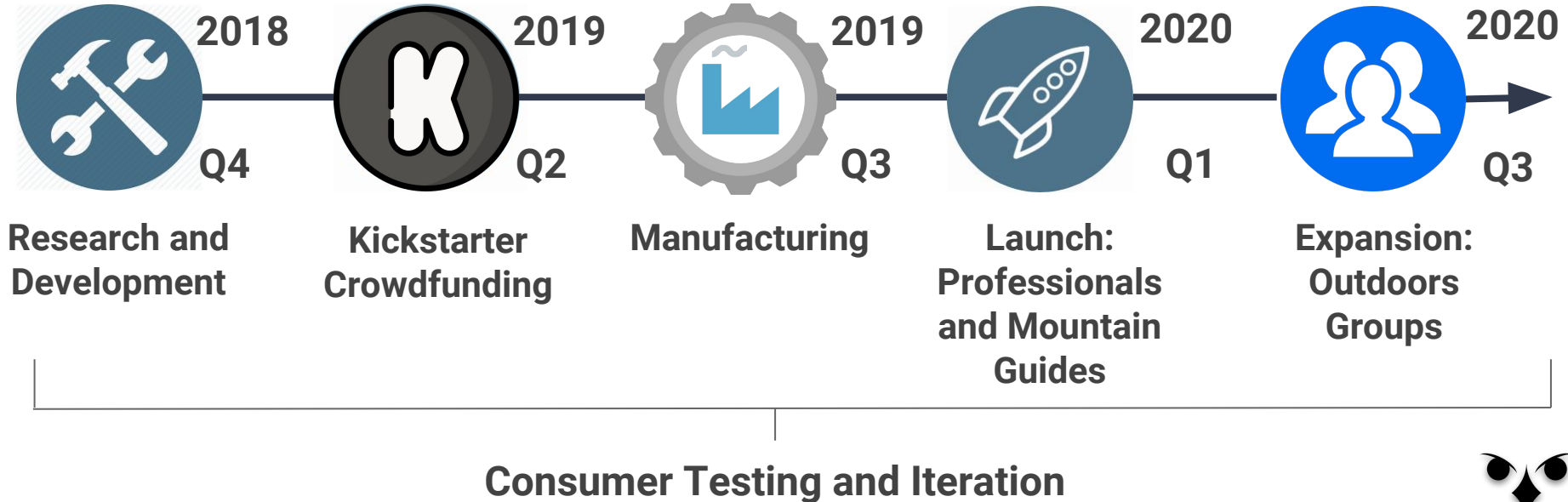
\$47

Profit

55%

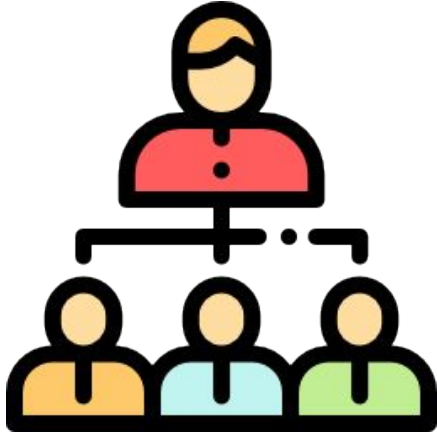
Gross Margin

Go-To-Market



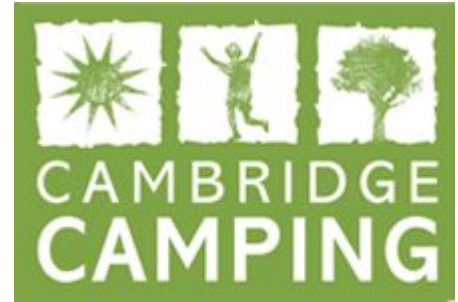
Implementation Strategy

Phase 1 - Professional Climbers



**Hierarchical
Diffusion**

Phase 2 - Outing Clubs





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