

Investor Packet Final

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Jones

Executive Summary

Business Description and Value Proposition: Pieceable is a modular, insulated, reusable water bottle that redefines what a bottle can be. More than just a container, Pieceable is a customizable system designed for self-expression, adaptability, and adventure. Whether you need a thermos, a bowl, or even a four-foot-long, water-filled hiking staff (yes, really), Pieceable's unique multi-piece design transforms to meet your needs. Built for outdoor enthusiasts ages 18–45 who value cleanliness, health, and versatility, Pieceable replaces multiple products with one all-in-one, mix-and-match solution—tailored in size, style, and function to fit every journey. Pieceable is here to keep your body healthier and bottle cleaner than any other alternative on the market.

Differentiation: Unlike YETI, Stanley, and Owala, Pieceable provides cleaning convenience, versatility of product with our modular design, and personal expression through customization of mix-and-match components. In a market saturated with static, single-function bottles, Pieceable delivers versatility, hygiene, personalization, and sustainability—all in one.

Target Customer: Our primary customers includes two key personas: Mia (34): A Denver-based working mom who values health through reusable, easy-to-clean products for both her and her kids, and John (22): A college student and avid backpacker looking to reduce gear and keep his setup lightweight and multifunctional. Initial outreach will focus on CU Boulder students and the Boulder outdoors community, scaling nationally within 5 years.

Business Model: We're launching with a dual go-to-market strategy, gaining national presence selling through both REI's 192 nationwide locations and direct-to-consumer via our e-commerce platform (company website) and pop-up events.

Opportunity: By the end of Year 5, Pieceable is projected to capture roughly .06% of our SOM (outdoor recreating water bottle users) and .05% the US reusable bottle market. This amounts to **\$5.2 million** in revenue and **\$1.5 million** in profit.

Funding: To start our venture, we are asking for \$135,000 in total investment to cover startup costs associated with product development, turning our vision into a tangible product ready for the market.

Company Overview

Our Company

Pieceable is a reusable water bottle company at the forefront of water bottle innovation. Made by outdoor enthusiasts for outdoor enthusiasts, Pieceable addresses a critical gap in both hygiene and versatility in the reusable bottle market. Pieceable solves this problem by introducing a customizable, insulated, stainless steel water bottle. Broken into a base, middle and mouth piece, Pieceable adapts to any adventure with each piece being able to connect to the other. Users can mix and match pieces for function and style, expressing personality while reducing clutter and environmental impact. Pieceable has the ability for continuous growth by expanding into the customization market in coming years, releasing different pieces for different purposes. Pieceable is committed to creating high quality products, eliminating the need to buy another bottle ever again.

Business Model

Pieceable will operate through two business models, **B2C** and **Direct** channel strategies. Our B2C channel capitalizes on selling our product in **outdoor retail stores with pre-established consumer loyalty and trust**. Selling through our entry point of boutique outdoor stores in Boulder, such as McGuckin hardware and Backcountry capitalizes on our target market's preference for local businesses. Our growth into REI will accelerate Pieceable's spread across the country into their 192 locations, putting our product directly in front of our customers, allowing them to physically experience Pieceable. Our direct channel strategy includes purchasing through our online company website, allowing consumers to browse options and learn about our products. We will also secure booths at local events such as races for Pieceable pop-ups to further benefit from individuals physically seeing our product.

Differentiation

Current bottles on the market are extremely difficult to clean, nearly impossible to handwash due to the large body and small mouth opening design. Pieceable combats this issue by allowing users to unscrew the bottle when cleaning to reach all surface areas. Unlike traditional bottles that serve a single purpose with a single design, Pieceable achieves them all. Our bottle reduces gear clutter for outdoor recreationalists by combining multiple items into one, nothing another bottle can do. Pieceable is one of its kind – While leading brands like Hydro Flask, Stanley, and YETI have focused on solely insulation and durability, Pieceable introduces a new category in hydration: a modular, customizable, and multi-functional water bottle designed to meet diverse lifestyle needs while solving a critical hygiene issue (still achieving insulation and durability). Customers will never need to buy another bottle again.

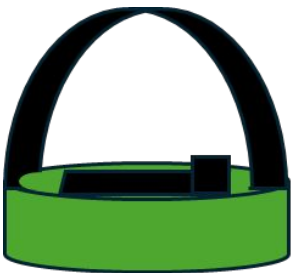
Product Description

The Product

Pieceable is an insulated water bottle that utilizes modularity to provide for an efficient clean, customizability, and a multi-functional bottle.

Pieceable Water Bottle	Benefit #1	Benefit #2	Benefit #3
Multiple Pieces	Convenience on the go	Easy to Clean	Customizable
Variety of Attributes	Fashion forward colors/design	Demonstrates personality	
Insulated	Keeps drink hot (12 hrs)	Keeps drink cold (24hrs)	
Stainless Steel Bottle	Tastes better longer	Durable	Doesn't rust

0 oz



28 oz



12 oz



Market Analysis

- Target Market is adults who are active, environmentally conscious, outdoor oriented, and have use for reusable water bottles
- Market is increasing for:
 - Sustainability
 - Environmentally Friendly products
 - Interest in outdoor activities
 - Growth of health and wellness trends (Global Market Insights, 2025)
- TAM: global reusable water bottle owners
 - **~2.5-3.0 billion people** (OpenAI, 2025)
- SAM: US reusable water bottle owners
 - 60% of Americans own reusable water bottles (CivicScience, 2025), amounting to **~200.4 million people**
- SOM: people who regularly recreate outdoors in the US
 - **~ 175.8 million people** (Outdoor Industry Association, 2024)
- Entry Point: 18-40 year old outdoor recreationalists that are eco-conscious, that shop at local, boutique outdoor supplies stores in Boulder, CO
 - **~35,000 people** (World Population Review, 2025)

Key Customer Findings

Through expert interviews, JTBD interviews, and customer surveys, we found that customers prioritize insulation, durability, customizability, variety of sizes, and easy cleaning process. Our interviews also showed that customers look for bottles that don't leak and bottles that aren't made of cheap plastics.

Industry Analysis

The global insulated water bottle market was valued at USD 9.67 billion in 2024 and has a CAGR of 4.6%, estimating a value of USD 12.6 billion by 2030 (Grandview Research, 2025). The United States reusable water bottle market size was estimated at USD 2.06 billion in 2024 and is expected to grow at a CAGR of 4.5%. (Grandview Research, 2025) Our target audience values sustainability in their water bottles and the environment, driving the growing popularity of metal options.

The top three competitors and their respective market share (Grandview Research, 2025):

- YETI: 23%
- Hydro Flask: 16%
- Stanley: 13%

It's worth noting that these percentages are a broad insight. Other sources suggest that Stanley gained the largest market share after introducing their innovative tumblers. Regardless, sources suggest that these three companies account for about half of the insulated water bottle ownership in the U.S.

Opportunity for Pieceable:

- Introducing a modular design, providing customization, ease of cleaning, and enhance utility
- Stanley's iconic tumbler helped surge sales and become a top industry competitor
- Not only provides functionality, but allows users to express their personality through customization

Pieceable water bottle sees great opportunity within the reusable water bottle market. Out of the three top competitors, and every other reusable water bottle company, none prove convenience, utility, and hygiene like pieceable does. This innovative design, and high level of personalization allows pieceable to stand out and compete with industry leaders. Stanley's 'tumbler' water bottle design is an example of introducing new technology to the market and everyone follow. Pieceable will become the design and technology companies must follow.

Marketing Plan Overview

Target Market Strategy

- Focus on two personas:
 - **John:** A 22-year-old college student who values versatility for outdoor activities.
 - **Mia:** A 34-year-old working mom who prioritizes convenience and health for herself and her family.
- Primary customer base: Active, eco-conscious individuals aged 18-45, particularly in Boulder and surrounding outdoor communities.
- **Expansion Strategy:** Gradual national scaling, starting with local stores like McGuckin's Hardware and Christy Sports, moving to REI by Year 3.

Communication Strategy

- Emphasize **local sustainability** and the brand's **modular design** that reduces the need for multiple products, supporting environmental benefits.
- Showcase **customizability** of the product for personal expression, making it stand out from competitors like YETI and Hydro Flask.
- Key platforms: Social media (Instagram, Strava, Alltrails), **pop-up events**, and **influencer marketing**.

Sales and Retail Rollout

- Initial retail presence in Boulder, expanding to 5 states by Year 3, then nationwide expansion.
- **E-commerce** platform for direct-to-consumer sales, enhanced by social media content and influencer collaborations.

Marketing Tactics

- **Pop-ups:** Set up booths at local outdoor events like Boulder Bolder for direct product interaction.
Social Media: Sponsored Strava challenges and outdoor fitness influencer partnerships.
- **Influencer Marketing:** Start with seeding products to small influencers, moving to larger collaborations by Year 2.

Promotions

- Introduce exclusive **brand collaborations** (e.g., Cotopaxi, local Colorado brands) by Year 5 to drive limited-edition products and higher engagement.
- Partnerships with **outdoor events** and local stores to increase visibility in key outdoor activity hotspots.
Use **CU Boulder campus** ads and campus-specific events for student engagement.

Pricing

- Competitors Pricing
 - a. Stanley H2.0 FlowState Quencher Tumbler 40 oz. - \$45 (Stanley1913, 2025)
 - b. YETI Rambler Bottle Chug Cap 36 oz - \$50 (YETI, 2025)
 - c. Hydro Flask Wide Mouth Flex Straw Cap 40 oz. - \$49.95 (Hydroflask, 2025)
- Our Pricing
 - a. Starting at \$45
 - b. Includes three modular pieces (one being the lid) and metal straw with 40 ounce bottle

Promotion Strategy

- **Strava Specific Advertising:**
 - **Year 1:** Start with free Strava Clubs.
 - **Year 2:** Sponsor Strava races (\$30,000 per event).
 - Year 3-5:** Expand into broader sponsorships to increase visibility.
- **Influencer Marketing:**
 - **Year 1:** Product seeding for organic content.
 - **Year 2:** Transition to **UGC campaigns** and **paid collaborations** with **fitness/outdoor focused influencers**.
 - **Year 3-5:** Collaborate with larger influencers, running multiple influencer campaigns.
- **Pop-up Events and Local Engagement:**
 - **Year 1:** Start with pop-up booths at **local events** (Boulder Bolder).
 - **Year 2:** Expand pop-up events and invest in a **mobile vending cart** on Pearl Street for consistent visibility.
 - **Trade Shows:**
 - Booth at Outdoor Retailer Trade Show and Consumer Electronics Show, showcasing product and build relationships with corporate retailers
- **Social Media:**
 - Focus on **Instagram**, **Strava**, and **All Trails** for growth.
 - While advertising costs for Alltrails isn't publicly available, we assume we will use similar strategies as with Strava and budgeting similarly
 - Consider **sponsored content** and engagement with **outdoor fitness communities**.
- **Collaborations and Co-Branded Events:**
 - By **Year 5**, partner with brands like **Cotopaxi** for limited-edition products line

Metrics for Success

- **Strava:** Number of sponsored events and engagement through Strava clubs and AllTrails ads metrics
- **Influencer Campaigns:** Engagement rates, product reviews, and conversions.
- **Pop-up Events:** Sales generated and brand awareness at local events.
- **Collaborations:** Impact of co-branded product drops and customer feedback.

Key Budget Items for Promotion

- **Strava/All Trails Advertising:** \$30,000 (Year 2), \$60,000 (Year 3), \$120,000 (Year 4).
- **Influencer Marketing:** \$5,000 (Year 1), \$10,000 (Year 2), \$70,000 (Year 4), and \$70,000 (Year 5).
- **Pop-up Events:** \$8,000 (Year 1), expanding as the brand grows.
- **Collaborations:** Estimated at \$75,000 to \$150,000 in **Year 5** for full-scale product launches.

The marketing budget ramps up over five years, starting with a lean Year 1 focus on local engagement and influencer partnerships. As brand awareness grows, the budget increases in Years 2-5 for Strava ads, influencer collaborations, and pop-up events. This aligns with revenue forecasts, supporting national expansion and high-profile collaborations by Year 5.

Experience it all with **PIECEABLE**

Designed for those who explore, this insulated, reusable water bottle seamlessly screws apart, offering customizability, convenience, and superior hygiene.

Whether you're sipping ice-cold water, enjoying a fresh-brewed coffee, or staying hydrated on the go, Pieceable adapts to every adventure.

Rugged, reliable, and eco-conscious—
wherever your journey takes you.



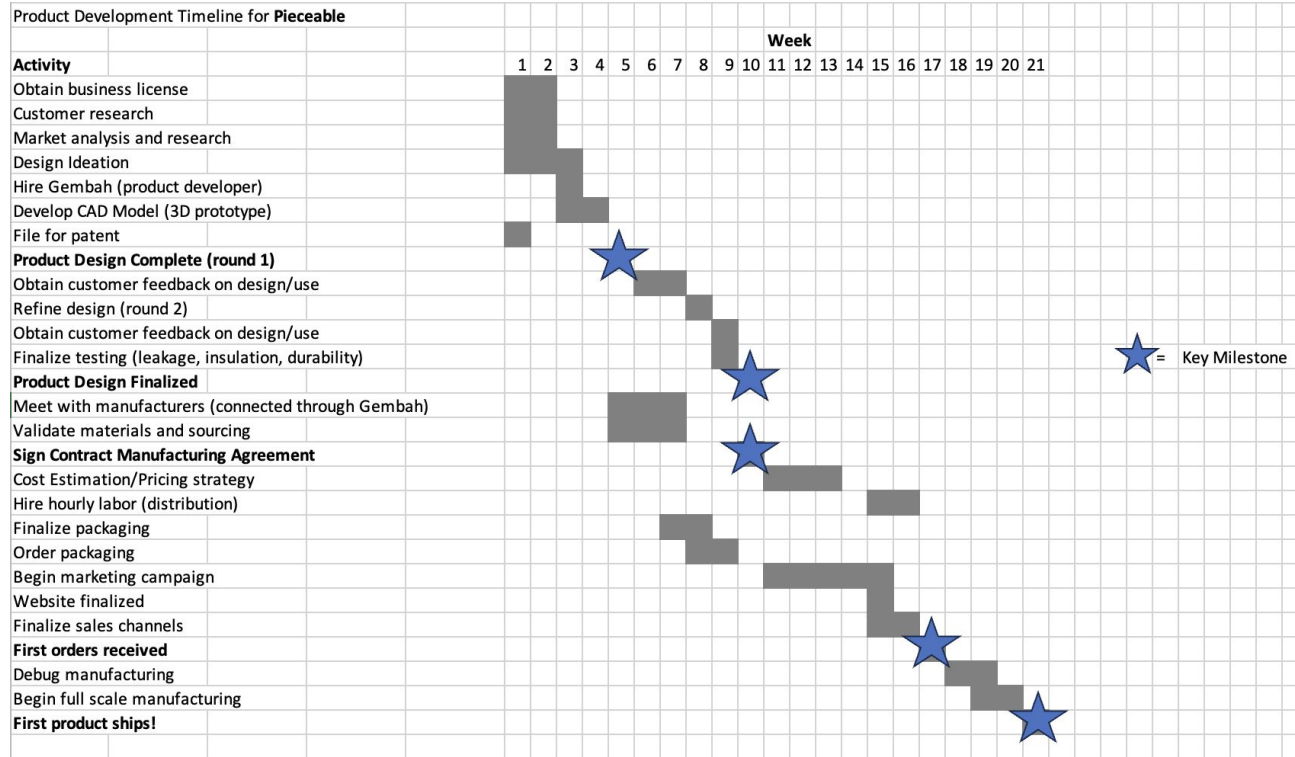
Purchase at McGuckin Hardware (2525 Arapahoe Ave) or at www.pieceable.com

Sales Plan

	Strategy	Product + Retail Expansion	Projected Sales	Budgeted Costs	Key Metrics
B2C	Customer Capture Profile 1 and 2: CU students who are eco-conscious, active, and prioritize their health and shop at McGuckins <ul style="list-style-type: none"> McGuckins hardware Ads around campus, retail stores, and local magazines Pop ups 	<ul style="list-style-type: none"> Expand into all REI'S in Colorado by the the end of year 3 + expand into all REI'S nationwide by the end of year 4 Introduce: <ul style="list-style-type: none"> Year 2: New colors Year 3: New lid styles + various sizes (24 oz and 12 oz) 	<ul style="list-style-type: none"> Year 1 units are based off how many Mothers and CU students would purchase a water bottle at McGuckins, units increase as we expand into REI locations Year 1: \$67,500 at 1,500 units Year 2: \$225,000 at 5,000 units Year 3: \$540,000 at 12,000 units Year 4: \$922,500 at 20,500 units Year 5: \$1,575,000 at 35,000 units 	<ul style="list-style-type: none"> Retail account manager Marketing manager Advertisements Inventory tracking 	<ul style="list-style-type: none"> Sales Sell-through rate Inventory turnover Marketing impact
D2C	Customer Capture Profile 1 and 2: Parents Nationwide and young people who are eco-conscious, active, and prioritize their health searching for the perfect water bottle online <ul style="list-style-type: none"> E-Commerce Website (piecable.com) showcasing photos, information, and reviews Marketing on social media (Instagram and Strava) Collaborations with influencers 	Introduce: <ul style="list-style-type: none"> Year 2: New colors Year 3: New lid styles + Various sizes (24 oz and 12 oz) Year 5: Collaborations + Premium materials (Titanium) 	<ul style="list-style-type: none"> Year 1 units are based off of a comparable water bottle company selling solely through their website Year 1: \$1,350,000 at 30,000 units Year 2: \$4,500,000 at 100,000 units Year 3: \$11,250,000 at 250,000 units Year 4: \$19,125,00 at 425,000 units Year 5: \$32,625,000 at 725,000 units 	<ul style="list-style-type: none"> Website development Website Manager Payment processing and inventory Customer service and support Advertisements 	<ul style="list-style-type: none"> Sales Website traffic Customer growth and retention Feedback for customers Marketing impact

Product Development Plan

Our product development timeline from start to finish will take us a span of 21 weeks. The initial activities in our product development timeline involves ensuring we have targeted the correct market with sufficient research by week 3. The 10 week process partnered with Gembah covers all start to end product development, working from our sketches to create a tangible product with multiple rounds of testing/ tweaking and connecting us with a manufacturer. We are leveraging founder talents and living spaces for website creation/launch and shipping/distribution. We begin full scale marketing by week 19, shipping our first product week 21.



Key Milestones and Dependencies

Product Design Complete Round 1 (Week 5): Turns our idea into something tangible. First working prototype needed to receive important information and feedback from customers to ensure usability and functionality, validating whether the product works or not. Allows us to start our conversations with manufacturers. Dependent on Gembah's engineers and materials, market/user research, and a clear defined vision (features, goals).

Product Design Finalized (Week 10): A finalized product allows us to move forward with manufacturing and our go-to-market strategy. Also signals the end of the R&D process and spending, moving from iteration to execution. Dependent on Gembah's engineer and materials, functional testing, user feedback, material feasibility, cost of production, and brand fit.

Sign Contract Manufacturing Agreement (Week 10): Signals we are ready to build at scale. Secures product timeline and capacity and is necessary for pricing strategy. Dependent on access to materials, Gembah's connection services, manufacturer practices and terms of agreement, our finalized design, legal contract review, financing or working capital in place to meet initial cost requirements.

First Order Received (Week 17): The first order received ensures that our D2C channel is working, validates customer interest, and marks beginning of revenue. This is dependent on our website developer (in-house) having our website up, running and open for orders (secure payment portal), our distribution center being ready for shipping, inventory on hand, and our packaging having arrived and is finalized.

First Order Shipped (Week 21): Shift from development to revenue generation. Validates market fit, supply chain readiness, signals readiness to scale. Depends on manufacturer readiness, our finalized product design, our e-commerce site is live, sufficient working capital to cover manufacturing and logistics, our office space is fit out for shipping and distribution, packaging finalized and arrived, and inventory on hand.

Operations Plan

The Management Team

Janie Hardy - CEO

As a sociology major and minor in business, I have the ability to discover connections and how systems impact each other. With this knowledge, I will lead our team as CEO with interconnected business practices and lead our Human Resources department with my problem solving skills and empathetic understanding.

Noah Pritchard - CTO

With a Bachelor of Science degree in Computer Science and a Minor in Business, I offer technical expertise and strategic knowledge to the role of Chief Technology Officer. Additionally, I have experience leading development teams through successful project lifecycles, demonstrating my technical leadership and team management skills.

Mel Monti - CFO

As an economics major I have strong analytical and problem-solving skills aligning with the key responsibilities of a chief financial officer. My data-driven approach makes me well suited to achieve Pieceable's financial goals.

Alex Jones - CMO

With a strong background in marketing and influencer partnerships, I have successfully curated promotional strategies and managed campaigns for brands, enhancing brand visibility and engagement. As the founder of my own sustainable business, I bring hands-on experience in building a brand from the ground up, making me uniquely qualified to drive Pieceable's marketing initiatives with creativity, market insight, and strategic leadership.

Alec Wilson - COO

Currently pursuing Bachelor of Arts in Cinema Studies/Production, Business Minor. Has held numerous leadership roles in both paid and volunteer positions. A creative problem-solver committed to being a valuable, dependable team member.

People

- Including members of management team
Pieceable will hire 6 people in Year 1, hiring 3 more people in Year 2, and 2 more in Year 3
- Pieceable will require the following departments:
sales representatives,
customer service representatives,
packaging/shipping,
human resources,
accounting, finance, and
software engineering/IT

Operations Plan

Partners

- Pieceable will partner with Gembah. They will work with us through the product development stage and connect us with a manufacturer overseas for \$15,000 (quote from Gembah representative.)
- Overseas manufacturer will ship all units to Boulder, CO where products will be packaged and shipped in the US and worldwide
- Pieceable will also partner with McGuckin's Hardware, Rocky Mountain Anglers, Backcountry, and Christy Sports.

Technology

- Website: In Year 1, we will hire an entry-level software engineer to assist our CTO in creating our company website. Our website will be used for e-commerce (secure online payments and purchases) and D2C distribution, connecting our customers to Pieceable efficiently.
- Internet: We will need internet/wifi service to efficiently run our business.
- Computers: Ideally the starting team will use personal computers at no extra charge for the business

In-House Services

- Packaging, customer service, quality control (All of management team is qualified)(COO)
- marketing/sales(CMO)
- accountant/finance (CFO)
- human resources and management(CEO)
- Software engineering/IT(CTO)
- Each member of the management team have strengths and educations catered to their designated in-house position

Facilities and Offices

- Location: Based out of Boulder, CO. We handle distribution in-house initially, but outsource manufacturers
- Manufacturing: Add a singular rental space building (warehouse and office space) in **Year 3**. We will contract a manufacturer to handle all development for Pieceable and the send to our office space for our distribution and packaging

Outside Services

- Services that will be outsourced include legal services, manufacturing, and shipping.
- Pieceable will rely on outside investors for startup capital

Equipment and Supplies

- Prototypes: Will be handled by Gembah
- Distribution: We will handle all distribution, UPS pick up weekly for mailing
- Manufacturing: Boxes, labels, tape, packaging needs will be needed
- Headquarter Office: Need office supplies, furniture, storage space for product, and appliances

Plans for Growth

Pieceable's primary revenue stream will come from retail sales, which will surpass website sales throughout all five years with our nationwide growth. Our direct to consumer model will help maximize profit margins, but a strong retail presence is important for brand recognition and visibility while we scale.

Our business model is designed for scalability.

Year 1 we initially will focus on the core kit: a fully customizable, convenient, modular, insulated water bottle. Additionally, individual pieces will be offered for individuals to expand and customize their water bottles. We will have our bottle available in the four retail locations within Boulder, Colorado.

Year 2 we will find presence in all REI' located in Colorado and will introduce many different colorways, offering customers a chance for more personal express through their Pieceable water bottle.

Year 3 Pieceable will offer different types of lids, such as a coffee lid, a lid with a straw, general open cap lid, etc.

Year 4 we begin to explore the nationwide reusable water bottle market. New models shapes will be introduced, expanding our reach and providing proper utility for any customer

Year 5 we expect to be in many different outdoor retail stores, specifically being present in all REI's nationwide, achieving \$5,223,400 in revenue by the end of Year 5, representing 0.06% of our SOM (175.8 million outdoor recreationalist in the U.S.)

Risks

Market Competition

- Highly saturated market
- Many brands taking large portions of market share
- Risk of large competitor stealing design of product and replicating with their own models and brand loyalty

Mitigation Strategies:

- Patent early on
- Relies on innovative marketing, advertising, and promotion strategies
- Appeal of smaller, sustainable, quality brand

Feasibility

- Worry about actual design of product
- Leakage and insulation issues
- Not user friendly and actually reliable design working counturisaly

Mitigation Strategies:

- Pre-launch research
- Focus groups
- Multiple prototypes
- Customer feedback
- Product development tests with focus groups and customer seeding

Tariffs From Global Manufacturing

- Current economic state is risky
- Lack of US manufacturing of stainless steel
- High costs associated with manufacturing overseas

Mitigation Strategies:

- Research multiple manufacturers
- Positive relationships with companies overseas and in the United States
- All major competitors manufacturer abroad, therefore we won't be isolated in the market

Financial Plan

Estimated Five Year Cash Flow and Associated Funding Requirements							
		Start-up	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue		N/A	\$419,048	\$1,029,856	\$1,771,720	\$3,038,512	\$5,223,400
Cost of Goods Sold		N/A	\$90,247	\$221,798	\$381,588	\$654,437	\$1,125,060
Gross Profit			\$328,801	\$808,058	\$1,390,132	\$2,384,075	\$4,098,340
Gross Margin			78%	78%	78%	78%	78%
Operating Expenses			\$396,006	\$680,229	\$1,149,809	\$1,579,754	\$2,242,227
Operating Profit			(\$67,205)	\$127,829	\$240,323	\$804,322	\$1,856,113
Operating Margin			-16%	12%	14%	26%	36%
Non-Operating Expenses			\$2,095	\$5,149	\$8,859	\$15,193	\$26,117
Start-up Costs/Capital Investm ⁽¹⁾		\$101,820	\$0	\$0	\$1,050	\$1,050	\$2,050
Pre-Tax Profit		(\$101,820)	(\$69,300)	\$122,679	\$230,414	\$788,079	\$1,827,946
Taxes	(2)		\$0	\$31,957	\$60,081	\$201,080	\$464,028
Net Income (Cash Flow)		(\$101,820)	(\$69,300)	\$90,722	\$170,334	\$586,999	\$1,363,918

Over the next five years revenue growth is generated by both retail and website sales. In the first year our starting revenue is based on industry standard conversion rates and repeat customers, while initiating partnerships with outdoor retail stores in Boulder. Our year 1 retail revenue projection is derived from Boulders Population Metrics and market research on how often consumers purchase a new water bottle. Year 2 marks the launch of new colors and the start of our retail expansion into 10 REI locations throughout Colorado. By year 3 new lid styles and sizes will be available across both channels and we'll continue to expand into REI's with a focus on the Western part of the U.S. As we move into year 4 we begin to enter REI's in the Midwest and South. Collaborations and premium editions will be introduced online in year 5 and the REI rollout process will conclude with our entry in the Northeast.

Startup Costs and Operating Expenses

Start-up Items/One-Time Expenses	Start-up	Year 1	Year 2	Year 3	Year 4	Year 5	Operating Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
Desks	\$0	\$0	\$0	\$500	\$500	\$1,000	Sales and Marketing	\$68,420	\$106,420	\$235,220	\$330,020	\$480,020
Chairs	\$0	\$0	\$0	\$450	\$450	\$900	Packaging	\$2,550	\$10,550	\$15,200	\$26,900	\$43,050
Manufacture Prototype Design	\$15,000	\$0	\$0	\$0	\$0	\$0	Manufacturing	\$50,000	\$250,000	\$400,000	\$700,000	\$1,150,000
Printer	\$0	\$0	\$0	\$100	\$100	\$150	Payroll Processing(OnPay)	\$912	\$912	\$1,128	\$1,128	\$1,488
Attorney	\$900	\$0	\$0	\$0	\$0	\$0	Shipping	\$3,432	\$3,432	\$3,432	\$3,432	\$3,432
Marketing	\$25,820	\$0	\$0	\$0	\$0	\$0	Rent	\$0	\$0	\$29,754	\$29,754	\$59,508
E-Commerce Website Design	\$0	\$0	\$0	\$0	\$0	\$0	Utilities	\$0	\$0	\$7,337	\$14,674	\$14,674
Cost of Patent	\$7,500	\$0	\$0	\$0	\$0	\$0	Software Developer Engineer	\$50,000	\$50,000	\$105,000	\$105,000	\$105,000
Business License	\$100	\$0	\$0	\$0	\$0	\$0	Insurance	\$1,692	\$2,115	\$2,538	\$3,046	\$3,655
Packaging	\$2,500	\$0	\$0	\$0	\$0	\$0	Finanace + Accounting	\$23,400	\$23,400	\$39,000	\$46,800	\$54,600
Manufacturing	\$50,000	\$0	\$0	\$0	\$0	\$0	Attorney	\$15,600	\$23,400	\$31,200	\$39,000	\$46,800
Total	\$101,820	\$0	\$0	\$1,050	\$1,050	\$2,050	HR Services	\$0	\$0	\$70,000	\$70,000	\$70,000
							Salaries + Benefits (Team)	\$180,000	\$210,000	\$210,000	\$210,000	\$210,000
							Total	\$396,006	\$680,229	\$1,149,809	\$1,579,754	\$2,242,227

Start-up Costs

Pieceables key start-up costs have been effectively estimated to support a successful first year and initial launch. By connecting with a domestic manufacturer in Austin, Texas, we obtained initial quotes for the prototype design, including all necessary engineering and testing. Additionally, our e-commerce website will be developed in-house, resulting in no added cost. Other expenses include Packaging for the first batch of units, as well as legal requirements such as licensing, attorney fees, and patent filing. In total, Pieceable estimates start-up costs at \$101,820.

Operating Costs

Pieceable's greatest operating investments are towards manufacturing, ensuring the consistent production of high-quality products. Sales and marketing will make up another large portion of operating costs in efforts to build brand awareness, and capture market share. To minimize costs, many operation will be handled in-house. This includes human resources, packaging labor, finance and accounting, software development, and marketing efforts. This allows us to remain cost-effective and competitive.

Funding

	Funding and Funding Sources						
	Start-up	Year 1	Year 2	Year 3	Year 4	Year 5	
Funding (Cash Flow) Needs	\$101,820	\$69,300	\$0	\$0	\$0	\$0	\$0
			Total Funding Needed Thru Year 5				\$171,120
Funding Sources							
Founders	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0
Family & Friends	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0
Angel Investors	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0
Venture Capital Funding	\$0	\$55,000	\$0	\$0	\$0	\$0	\$0
Source	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
Total	\$115,000	\$55,000	\$0	\$0	\$0	\$0	\$0
				Total Funding		\$170,000	
Cash Reserves from Funding	\$13,180	-\$1,120	-\$1,120	-\$1,120	-\$1,120	-\$1,120	-\$1,120
Cash from Operations	N/A	<u>\$0</u>	<u>\$90,722</u>	<u>\$170,334</u>	<u>\$586,999</u>	<u>\$1,363,918</u>	
Cash Balance	\$13,180	-\$1,120	\$89,602	\$169,213	\$585,878	\$1,362,798	

Start up:

- Total investment needed for startup costs and product development is \$115,000
 - Each founder plans to contribute \$1,000
 - A total of \$10,000 will come from family and friends
 - Seeking \$100,000 from angel investors for equity as they typically invest early on

Year 1:

- Total investment needed is \$55,000 from venture capitalists to cover marketing, operations, and salaries

Year 2:

- Break-even and become profitable

Appendix A - References

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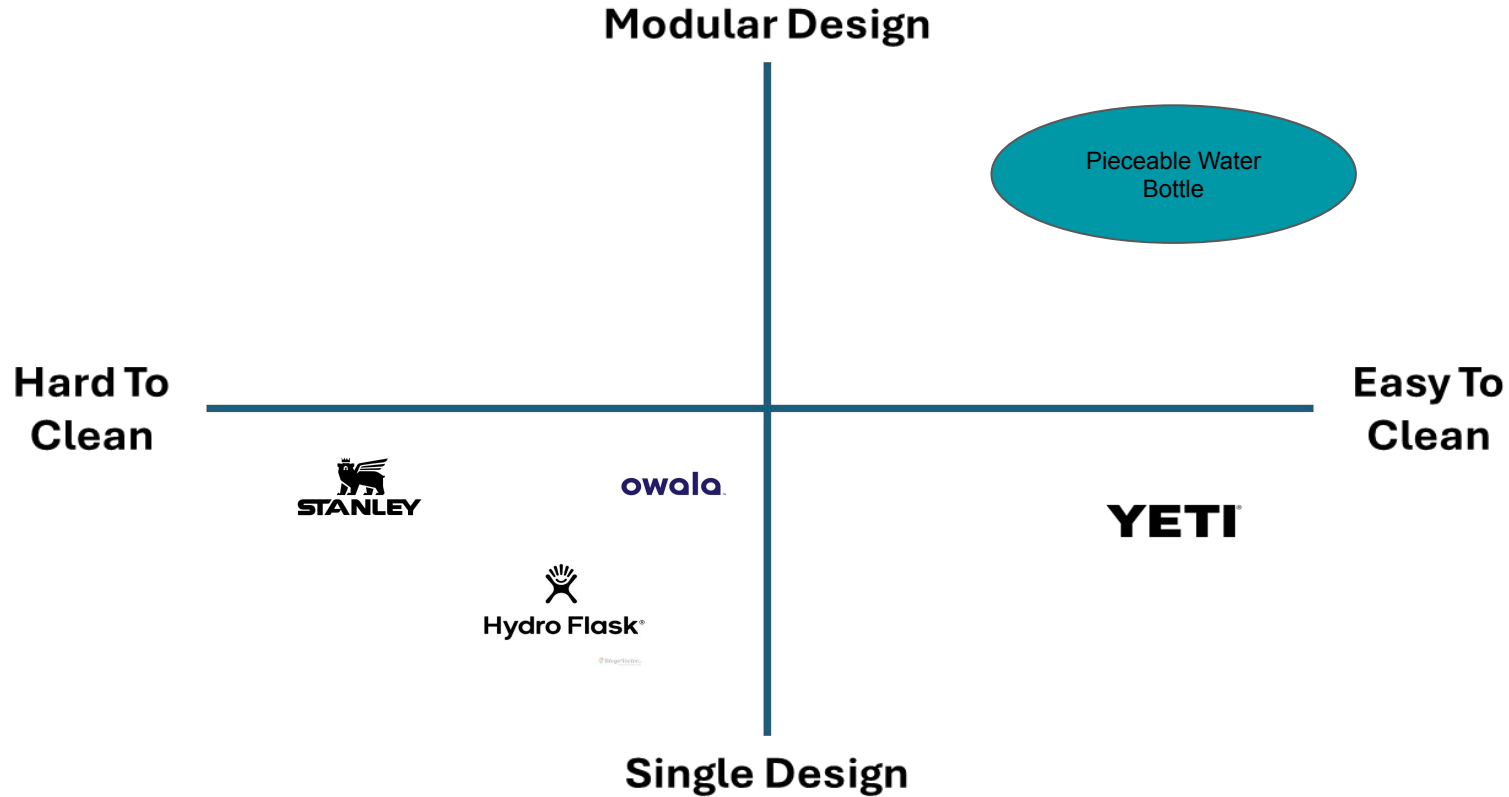
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Appendix B - Features/Benefit Matrix

Feature	Pieceable Water Bottle	Stanley	Hydro Flask	YETI
Material	✓	✓	✓	✓
Cleaning Convenience	✓	✗	✗	✗
Modular Design	✓	✗	✗	✗
Temperature Retention	✓	✓	✓	✓

Appendix C - Competitive Matrix



Appendix D - Personas

Persona #1

Meet Mia! Mia is a 34 year old mother of 2. She lives in denver and works in an office in the tech industry. She enjoys spending time with her kids, especially outside at the parks in Denver. Mia leads an active lifestyle and is very environmentally conscious. She drinks coffee in the mornings and water throughout the day. Mia consistently makes healthy choices for herself, and her kids. She recently noticed mold in her and her kids' water bottles. She decided to look for a bottle that can satisfy her needs.



A Pieceable bottle makes sense for Mia. She can use the **same bottle** for her coffee and water throughout the day. Further, a Peaceable bottle makes hand washing her and her children's bottles **easier to clean**.

Persona #2

Meet John! John is a 22 year old college student. John is an avid outdoorsman who enjoys hiking, camping, backpacking, skiing, and many other outdoor activities. John loves to take his friends camping on the weekends. He's always looking for a way to lighten his backpack on these trips. John brings his water bottle, his coffee tumbler, and bowls for meals on all of his trips. John has recently heard of a new product that can function as all three: water bottle, coffee mug, and bowl for soups and stews.



A Pieceable bottle makes sense for John. With **one bottle**, John can pack his Pieceable bottle and use it for coffee in the mornings, water throughout the day, and dinner in the evening. John now has a **multifunctional bottle**, and a lighter backpack.