

# Pieceable



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Kae, 19 year old college student

Bronchitis?  
Sinus infection?  
Sore throat?

**MOLD!**

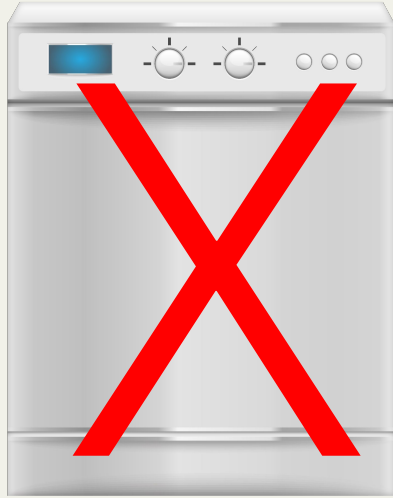
It only takes **24 hours** for mold to grow in your water bottle



**40,000x** the  
amount of bacteria as a  
toilet seat

Nearly **15%** of Americans only clean their  
water bottle a **few times a month**

# THE PROBLEM:



SMALL OPENING



LARGE BODY



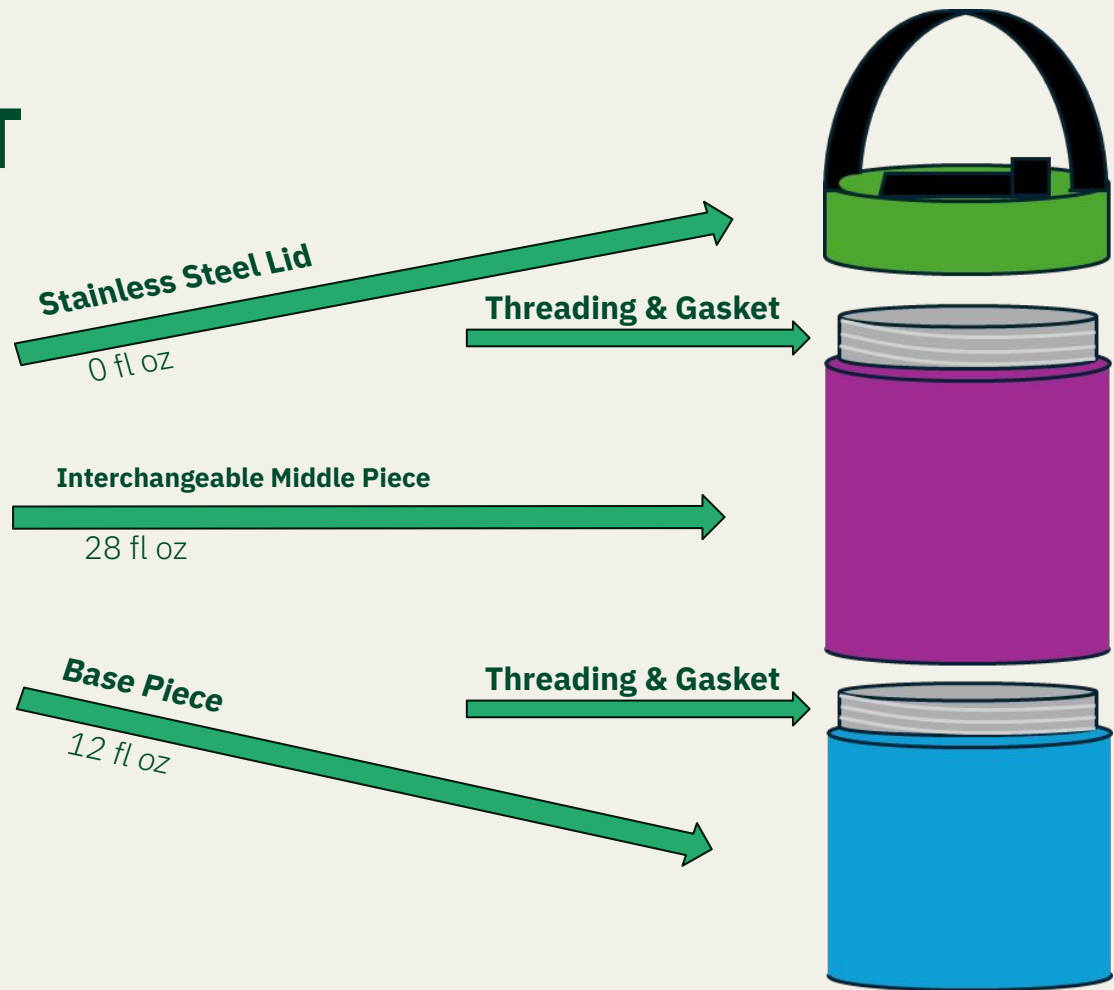
DON'T BOTTLE UP YOUR ILLNESS  
ANY LONGER WITH:  
**PIECEABLE**



# THE PRODUCT

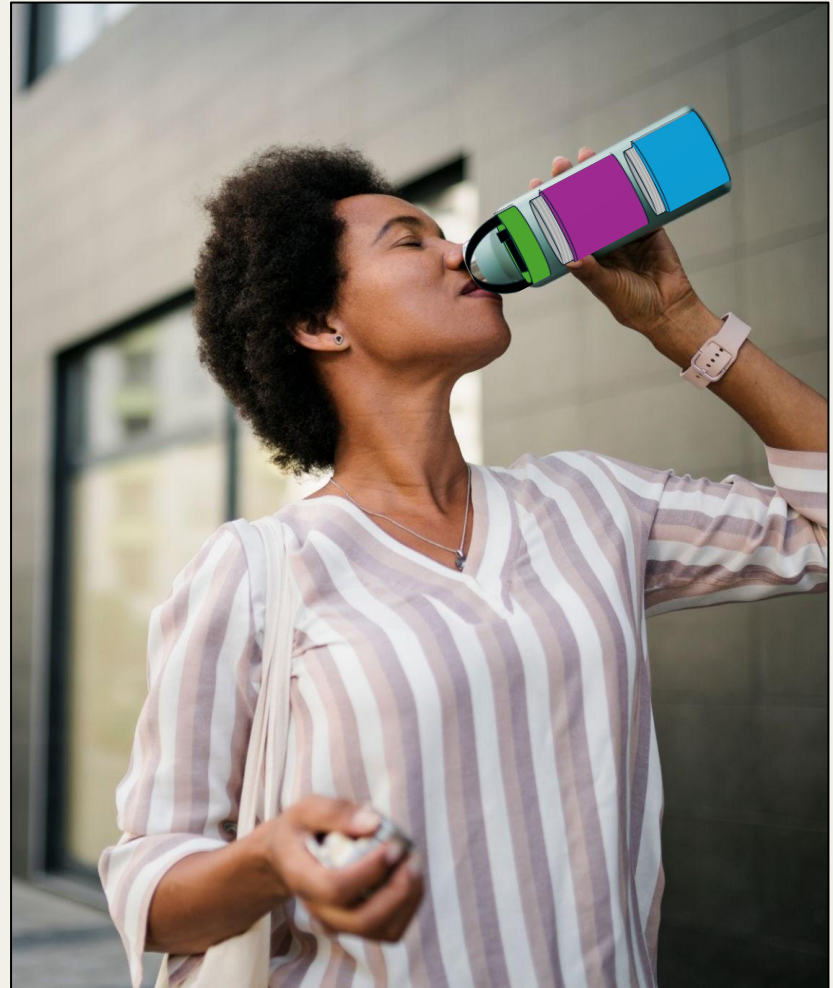
## Key Features

- Multiple Pieces
- Insulated
- Stainless steel



# Meet Mia

- Health conscious
- Active lifestyle
- Outdoor recreationalist
- Environmentally conscious



# Why the Market Needs Pieceable

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





# Industry Growth

U.S. Reusable Water Bottle Market \$2.15 Billion in 2025

4.5% CAGR



\$2.68 Billion in 2030



# Market Growth

200 Million U.S. consumers  
own reusable water bottles

Recreational and Outdoor  
Product at USD 137 Billion

81% of individuals surveyed use  
their water bottles for outdoor  
activities



# Market Strategy



Social  
Media

FaceBook  
Instagram  
Strava

Local  
Magazines

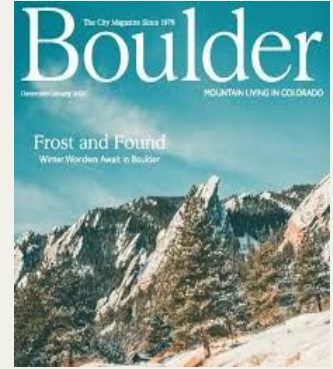
Boulder Magazine  
Outside Magazine

CU Boulder  
Campus

Fliers around  
Boulder Campus

Events and  
Races

Boulder Ironman  
Bolder Boulder  
CU Sports Events



# Business Model



# Revenue Growth Strategy

## Revenue Growth Over the Next 5 Years



# Is **PIECEABLE** Feasible?

## OUR ADVISORS



**Don Desroches**  
Senior Product Developer at YETI



**Lisa Jacobson**  
President of Business Council of Sustainable Energy

## OUR EXPERTS

**Lindsey Leinenbach**  
Product Marketing Manager at Blue Chip

**Sam Endres**  
NOLS Instructor & Camp Director

**Linsey M.**  
Epic Mountain Gear Sales Associate



# Customer Validation

55% would “ditch their  
current water bottle”  
for **PIECEABLE**”

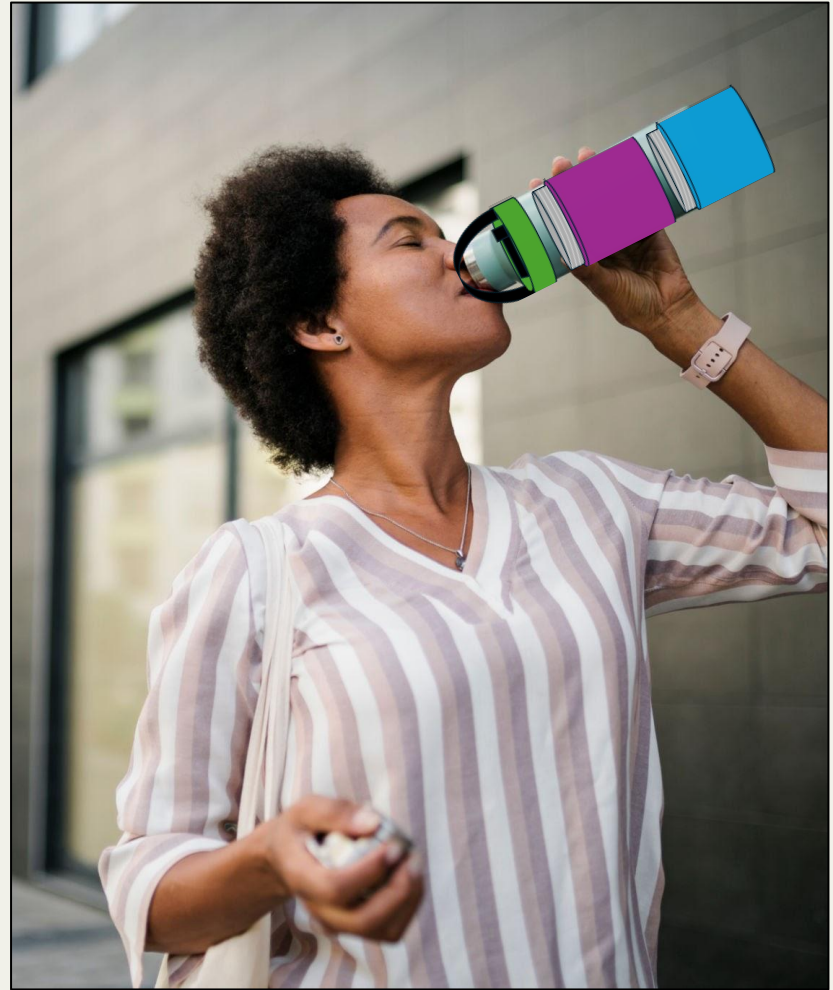
69% of surveyed  
would pay  
\$30-40

25% would pay  
\$40-60

For a  
**PIECEABLE**



MAKE YOUR  
BOTTLE WHAT  
YOU WANT - NOT  
WHAT MAKES  
YOU SICK





# THANK YOU



# Citations

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# Appendix

