



SWMPR Inc.

# Business Opportunity

The problem SWMPR is trying to fix is on the right. We want to create a system where manual labor isn't needed in grape transportation. How? Construction of a hydraulic lift that stacks boxes. Grape companies pay millions of dollars for this labor intensive process and I believe that it can be done an easier way.



# Product

Although it is still being constructed in Solidworks, the goal of the system is to move boxes from the ground to the flatbed. Grapes aren't the only fruit that would benefit from this technology. The system isn't overly complicated, as the technology already exists. Putting it all together to create a process is what matters. You might think, well what about a forklift? Forklifts can not work in the vineyards.



# Market

Due to confidentiality issues, we only have estimates of transportation costs incurred by vineyards in one year. It is understood that all companies pay within cents (per box) of each other. Thus, a medium sized vineyard (of which there are ~ 50) will face a minimum cost of 8MM to 12MM during harvest. Most of the cost comes from the wage paid to the laborers that stack the boxes. (piece rate/ see man on the right) If we could do away with this risky and expensive work, Vineyards would have every incentive to choose our services versus traditional ones.



# Development Plan

We hope to have an MVP by the end of the semester and do trial runs during the harvest of 2015. The only development costs would be the manufacturing of the hydraulic system. After speaking with an engineering economist, the cost of each machine would be less than 10,000, meaning that it could pay itself off in one harvest. Costs over the next six months would be minimal as we try to build the best system possible. Luckily Vineyard owners are ready to adopt as soon as the technology is available.



# Team

- CEO- Ivan Sandoval Jr.  
C'17
  - 6 Summers of Viticulture Experience
  - Strong Connections with vineyard owners
  - Studies Information Technologies and Organizations with Engineering Entrepreneurship
- COO-Ivan Sandoval Sr.
  - Electrical Engineer with 25 years of experience in grape transportation logistics
  - Strong connections with different vineyard owners

