**BPW - 1**

**Group 1: TruNorth Survival Solutions**

# ***Name:***

TruNorth Survival Solutions is an organization that caters to *outdoor enthusiasts*.

* Our desired clientele are individuals drawn to *high risk activities* in *remote areas* throughout the *Canadian Northwest* wildlands.
* The Canadian Northwest is an extremely unpredictable environment. Spanning from the various wildlife to the dangerous terrain, danger lurks around every corner. In dire situations, where survival skills are crucial, an immediate solution can be few and far between. TruNorth Survival Solutions and our team steps in to fill the gap.

# ***Motivation:***

* *Promote Safety in Remote Locations*:
  + With how dangerous and remote the Canadian Northwest can be, it's essential to ensure that your safety is always paramount. TruNorth Survival Solutions’ plan is to create a line of products that ensure wilderness enthusiasts in the Canadian Northwest understand how to handle emergency situations effectively.
* *Emergency Preparedness:*
  + In an unpredictable environment, the chances of finding yourself in an emergency situation can be frighteningly high. Proactive planning and preparedness can prevent the escalation of emotions that result in poor decision making during a crisis.
  + For instance, forest fires have been a semi-regular occurrence in the Canadian Northwest. Anyone in these high-risk areas need to be prepared for anything. We believe our organization possesses the ability to aid in these fight or flight scenarios.
* *Environmental Sustainability:*
  + TruNorth and our leaders are passionate about the natural magic of mother nature.
  + We believe that our products and business practices should reflect our commitment to the love for the beautiful lands that we inhabit.
  + For instance, our physical product lineup will include as many recycled resources as possible to reduce consumer waste.

# ***Strengths:***

* *Familiarity with Target Market:*
  + TruNorth’s Members:
  + Are familiar with remote area exploration within the Canadian Northwest.
  + Have spent time engaging high risk activities within the Canadian Northwest wildlands.
  + Are affiliated with outdoor enthusiast societies, containing the majority of TruNorth’s potential customers and clients.
* *General understanding of how to market a certain product to a certain demographic:*
  + TruNorth’s representatives:
  + Are sharpened on how to market the company's products.
  + Understand how to research market demographics and logistics
* *Diverse knowledge throughout company:*
  + TruNorth’s founders:
  + Have been heavily influenced by various professional backgrounds.
  + Currently studying a variety of different disciplines at highly esteemed institutions.
  + Have diverse experiences and passions relating to TruNorth’s mission and values.

# ***Weaknesses:***

* *TruNorth lacks professional manufacturing assets:*
  + To address this, TruNorth will:
  + Foster a relationship with first aid product suppliers.
  + Collaborate with specialized packing and printing providers.
  + Establish connections with “green product” manufacturers who may use their expertise to build the base of our products safely and efficiently.
* *TruNorth’s founders lack medical certifications:*
  + To address this, TruNorth will:
  + Hire or partner with someone who has medical knowledge or is a specialist in the field.
  + All members of the group are encouraged to obtain a first aid license so basic procedures are better understood.
* *TruNorth’s founders are new to the entrepreneurial world:*
  + To address this, TruNorth will:
  + Reach out to potential investors or partners with more experience in building a business.
  + Putting our team through business training seminars
  + Connect with personally acquainted individuals with business and entrepreneurial experience and offer them an advisory role.

# ***Venture:***

TruNorth Survival Solutions is dedicated to helping wilderness enthusiasts in the Canadian Northwest with their first aid needs.

* Our flagship product, the 'Klondike Kit,' is a compact and lightweight first aid kit designed specifically for remote areas. It includes essential supplies and informative booklets on natural remedies and emergency procedures.
* What sets us apart is our sustainability focus, using eco-friendly materials and offering long-term use through reusable components.
* TruNorth is committed to equipping adventurers for the challenges of the wilderness, even in communication blackouts, ensuring their safety and preparedness.

# ***Mission/ Vision/ Values***

*Values:*

* We are committed to providing essential support to outdoor thrill-seekers within the Canadian Northwest, which just so happens to be our backyard!
* We believe in safety and preparedness for regular people who’s sanctuary, safe haven, or family home is located in remote areas that are challenging for first responders to access.
* We believe our beautiful backyard should be appreciated not only right now by modern nomads and excursion seekers, but also for generations to come.

*Mission:*

* Our plan to provide safety products designed specifically for use within the wildlands of the Canadian Northwest. Our team knows that when you're in “the thick of it”, you cannot afford to lug around an entire hospital’s worth of safety supplies. So what is the world's strongest tool, that weighs the least? That's right, knowledge.
* Our products are designed to remain ergonomic by keeping excess items out of your bag and replacing them with the knowledge of the medicine and tools that mother nature has laid out at our feet. This way you can continue on your path out of harm's way.

*Vision:*

* Eventually we see our business expanding in the direction of providing safety and survival solutions for off-grid home owners and home-steaders to aid in their journey toward a slower lifestyle without sacrificing the scenery they fell in love with when they were younger and more keen on higher risk activities. Mother nature is a giver and a lover, we are here to help you understand and utilize her gifts.

Thank you for taking the time to read our business proposal. TruNorth Survival Solutions and our founders are extremely passionate about our new endeavor, we hope you recognize this. We understand that the journey down this road won’t be easy, but we believe it’s worth it. Hopefully our paths may converge, and if not, then best of wishes to you and your associates.

Stay wild, Stay safe.

TruNorth Survival Solutions