1. Introductions (I think everyone should do a little self introduction before continue with the rest, shouldn’t be too bad to just do a quick take and then cut them into each other.)
   1. (we don’t need to have a team introduction) (But we should, an introduction of some kind is necessary, even if its just your name)
2. Problem (Ryley)
   1. After Covid, people have begun participating in outdoor activities again. Activities like rock climbing or hiking in the mountains carries more severe risk than cycling and jogging in the city. Getting an injury while in the Canadian Northwest wildlands means help is a long way away. Having a specialized first aid becomes a matter of life and death.
3. Competition (Pratham)
   1. Canadian Safety Supplies is the leading brand name in Canada for online first aid products that are approved according to regulations and are specific per province and also provides a wide spectrum of readymade security kits. However, unlike Canadian Safety Supplies, TruNorth focuses on long term remote area solutions and emergency response supplies. MyMedic is available in the same market with other readily accessible emergency products that are also selling rapidly. The approach through which TruNorth cultivates greater relationships in their market niche separates them. It commands a high quality and sustainability brand name as an indirect rival in the outdoor gear market. Nevertheless, TruNorth's distinct product line makes a powerful opponent in the area of outdoor security.
4. Solution - your product (Rhys)
   * 1. **We provide specialized first aid kits uniquely designed to be lightweight and small enough to fit comfortably with anyone exploring the Canadian Northwest. Our first aid kits will have all essential items that could be needed for most common injuries that occur in the wilderness; from medical gauze and bandages to alcohol wipes and antiseptics. The kit itself is designed with straps that smoothly clip onto any adventure gear, allowing the kits to take up minimum space so the adventurer can still bring plenty of other items they may want with them.**
   1. Product, price
      1. $30 a kit
   2. Triple Bottom Line (Tharah)
      1. Environmental Sustainability
      2. Our first aid kit aims to be an environmentally sustainable alternative to other products by reducing waste where possible. This includes offering quality base materials such as tweezers, medical scissors and a carrying case that a consumer can continue to use rather than toss away and repurchase. We also aim to utilize eco-friendly packaging through recycled components wherever possible, while also having a minimalistic design to reduce the need for excess production materials.
5. Market - Present + Future (Connor) (I’ll have to record on my own and send it)
   1. Market trends
      1. Over the last 7 years there has been a significant upward trend in the number of outdoor recreation participants and the recent pandemic considerably accelerated that trend, and since the year 2020 it has risen 26%
      2. In **2021** the current market size for survival tools was approximately **$1159 million** and according to **Zion Market Research** it is expected to more than double by the year **2030**, up to about **$2460 million** with the annual growth rate estimated to be about **7.4%** each year.
6. Team (optional)
7. Future
   1. Triple Bottom Line
      1. Social Sustainability(Pratham)

Social sustainability is evident in the growing awareness, especially among Gen Z, of climate impact, driving a desire for corporate environmental responsibility. Generational shifts toward sustainability indicate changing societal norms, while a preference for nature exploration aligns with broader sustainability goals. The booming outdoor survival industry reflects a social interest in sustainable products, highlighting collective efforts for present and future well-being.

* 1. Product Mix
     1. Place and Promotion (Pratham)

These are Edmonton based products – Canadian Outdoor Preparations Products.Forge strategic partnerships with like-minded organizations for joint ventures, enhancing exposure. Collaborate with relevant athletes and events, leveraging influencer marketing to expand reach. Establish the "TruSurvivors Club" online community, fostering customer loyalty through resources and events. Provide value through free social media content, elevating brand recognition. Sell products through influencer-driven commissions for increased awareness and lasting consumer relations.

* 1. How would our market change(Yonas)

We can expand our market by researching and developing region specific product variations for diverse climates,leveraginging sustainability trends to attract environmentally conscious consumers, and strategically targeting Gen Z travelers through convenient, affordable, and adventure oriented offerings supported by a strong online presence and adaptive marketing strategies.

* 1. How realistic our breaking point is?(Yonas)

We aim to achieve our break-even point within 2-3 years by implementing a strategy that involves cutting costs, optimizing suppliers and intensifying marketing efforts to enhance brand recognition, boost sales and make the goal of reaching 5000 units in sales by year 3 more realistic while improving overall financial feasibility.

* 1. What are the ways we can increase our sales ( Althea)

**To increase our sales, we can enhance our online presence through targeted digital marketing and collaborating with outdoor social media influencers. Also, we can explore partnerships with other outdoor retailers, or we can participate in outdoor events to showcase our product directly to outdoor enthusiasts.**

* 1. How our product itself would improve over time ( Althea)

**This product itself would improve over time through ongoing research and development. We listen to customer feedback and use new ideas to improve them. We will also look at the newest safety tools, and we will use them in the kits. We ensure that each version of our product is more efficient, effective and much better than the last.**