

# Pascal

Your Beach Day Just Got Better.

## Mission and Vision Statement

Pascal is a B2C organization that serves beachgoers who want to enjoy their beach day stress-free. We'll generate revenue using a rental revenue model. Our primary objective is to provide a convenient way for individuals on the beach to take shade from the sun and relax stress-free.

## Product and Services

Our product is a combination of a smart beach umbrella and an iPhone app to go along with it. The umbrella has an attachment that consists of three main components: a Bluetooth speaker, GPS chip, and a solar powered battery. Pascal users will download our app, and using the map will find the Pascal beach locker closest to them where they can easily rent a smart umbrella for \$1.50 per hour. Using Bluetooth, users can connect their phone to play some music and immediately elevate their beach experience. Once they are done, they simply close the umbrella and return it to any of the beach lockers to end their easy and relaxed day at the beach.

## Market opportunity

The number of customers depends on the number of people who are traveling to beaches across San Diego. Whether they are locals going to the beach or people who are on a beach vacation, there is an average of about 129 million people visit southern California beaches each year. Of those people, it's not unreasonable to think that more than 50% of those people have some sort of shade that they bring with them if they're out all day.

In terms of the market there are beach rental services out there (San Diego is the primary focus for now); however, the beach rentals that don't come from resorts, are actually very limited located throughout San Diego. Mainly, these businesses are located on "Boardwalk", which is located in PB/ Mission Beach. Pascal would have the most competition in these locations because people would have more variety to choose from. This, however, gives Pascal a major advantage. There are many other local hot spots in San Diego, like Moonlight Beach in Encinitas or Fletcher Cove in Solana Beach that Pascal could thrive at due to the lack of rental services close by.

## Traction summary

During our first stages of development, we had a lot of different feedback from potential customers. Our main idea before pivoting was the same underlying rental services, with the exception of rain umbrella instead of beach umbrella. Many liked rain umbrella idea but felt that it was too inconvenient to have to stop and search for one when they know exactly where they need to go, and don't mind getting a little wet. So because not many were too excited with rain umbrella rentals, we decided since we live in such a sunny area anyway, why not try it for the beach? Immediately, we got much more attraction to customers, from students to travelers, and parents alike.

For the future, we were thinking about teaming up with the people who own the beach from parking to allow us to have our lockers set up close to the beach. These would be the most convenient for us since people leave these areas to go straight to the beach or pay for parking. It would allow for a more simple renting service.

We would also partner with possible beach resorts who don't already have rental services available to them.