

Supski Pitch Deck

Guy Chaifetz

guy@supski.com

(561) 308-2625

www.supski.com

My Vision

I intend to revolutionize the paddle board industry with my invention, the Supski and its sliding paddle track design. With a track length of six feet, its dual paddle system can deliver more than twice the power of regular paddle boarding. It is marketable to cross country skiers, fitness buffs, beginning paddlers and paddlers with poor balance.

My Team

My team consists of myself, a business owner for over forty years, and my nephew, Jordan, who currently is employed in the property management business and would take the reins as national sales manager once the Supski has been launched.

The Market

The global cross country ski market is over \$1 Bn. The global home fitness market is over \$10 Bn. With proper positioning, The Supski can cash in on these ever increasing markets. In addition, markets including senior citizens, sports health medicine and disabilities are also viable because of the design of the paddle system and what it brings to the fray.

Product Launch Strategy

Timed with a crowdfunding campaign, the Supski can be exhibited at the annual Surf Expo in Orlando to initiate the product launch. This can be followed up by exhibiting at Ski Expo in Denver. Paddle board and rowing rental companies can be targeted for product sales. A Supski paddle board race can be promoted for worldwide exposure.

Product Value Position

In the summertime cross country skiers have few outdoor options to maintain their fitness. There are countless indoor Nordic Track type systems, but nothing as exclusive as the Supski Sliding Paddle System. Beginning paddle boarders can use the Supski like training wheels because of the ease of balancing while paddling.

Operational Approach

I will work with manufacturers to make and distribute the product. Sales reps. will be utilized to sell to the targeted markets. My skills as a business owner for 45 years will be utilized to coordinate and manage all aspects of the company.

Profit and Revenue

The Supski can be manufactured both as a hardboard and as an inflatable. Profit margins are anticipated to average \$500 for hardboards and \$250 for inflatables. The understated sales goal for the first year is 1000 inflatables and 500 hardboards for a gross profit of \$500,000. Once achieved, robust annual growth is anticipated.

The Competition

The only existing defined competition is Nordic Track style exercise machines which cannot compete with the Supski outdoors. Hence, the only real competition is virtually all other products on the market chasing the disposable income of the populace. The Supski must prove popular to get its share.

Financial Plan

A crowdfunding campaign to create shelf ready prototypes and to launch the product can be achieved for less than \$50,000.

Alternatively, a commitment of \$500,000 would allow for the advanced manufacture and positioning to distribute and promote the product without a campaign.

Known Risks

Committing \$500,000 up front certainly has its risks. By relying on a crowdfunding campaign fueled by the promotion of the Supski to select influencers can position the product for a successful launch.

Afterward, additional capital can be infused for expansion.

There's nothing like it.

There's nothing like the Supski. While it may be the marriage of two completely different sports, it is a product from which many consumers can benefit. I invite you to join me on my quest to create the next best water sports product, the Supski.