

# The Problem



## Limited Terrain

Prohibits cross-country snowboarding

## Time-Consuming

Requires clipping in bindings before each descent

## Difficult

Requires the weight of the entire snowboard to be on one foot when riding the ski lift

## Dangerous

Increases the risk of collision when stopping at the top of the ski lift to clip into bindings



# Company Vision

Revolutionize snowboarding with cutting-edge electric technology, providing exhilarating experiences on the slopes while fostering a more inclusive and accessible sport for all

# The Market

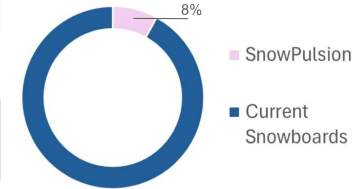
Total Market: **\$20 Billion**

Ideal Customer: **ANYONE** who wants to snowboard from any experience level

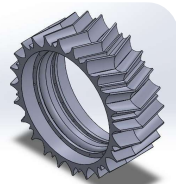
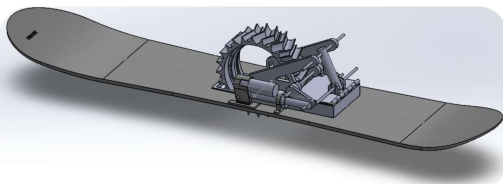
Market Growth Rate: **26.7%**

Market Analysis in Four Years

Addressable Market: **20 Million**  
Snow sports participants



# The Solution



Retraction mechanism that also makes traditional snowboarding possible



Remote control that adjusts speed and retraction

# The Product

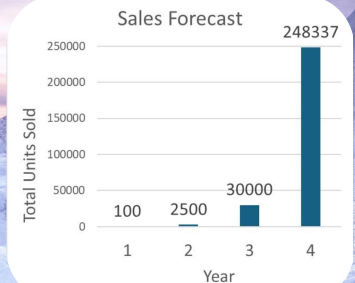


# The Sales

Customer Price **\$800**

**\$200,000,000** in revenue by Year 4

Sales conservatively forecasted by the growth of the electric scooter market



# The Experience

## Currently

- Desire to snowboard down a slope
- Get on lift with snowboard hanging off one foot
- Get off the lift and awkwardly shuffle
- Sit down on the cold snow
- Clip into bindings
- Start going down the mountain with no propulsion
- Stop mid-slope if momentum is lost or a slight uphill is encountered
- Made it down the mountain

## With SnowPulsion

- Desire to snowboard down a slope
- Get on the lift with both feet clipped in
- Immediately get off the ski lift and start going down the mountain
- Made it down the mountain

**Kaia Spero**  
Chief Technology Officer  
Mechanical Engineer



**Luke Brady**  
VP of Manufacturing  
Mechanical/Computer Engineer



# The Packineers



**Madison Mitchell**  
VP of R&D  
Mechanical Engineer



**Sav Powers**  
VP of Marketing  
Chemical Engineer

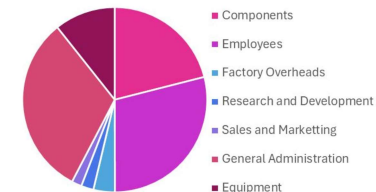


**Jenna Schulz**  
Chief Operating Officer  
Chemical Engineer



# The Manufacturing

Cost of Goods Sold Breakdown



## Components:

- Motor
- Arduino
- Battery
- Snowboard
- Brush
- Suspension system
- Wheel
- Remote control
- Safety covering

**\$584**  
Per unit to make

Advisors  
Marshall Brain • Seth Hollar • Beryl Pittman • Dave Cohen