

Friendly Forces Finder
'SEE YOUR TEAM'

EnPRO 350
FinalPresentation
Illinois Institute of Technology

Introduction to Paintball

Speedball

- **Fast Paced**
- **Small Fields**

Scenario Based

- **Team Work**
- **Larger Fields**
- **Longer Games**



Problem

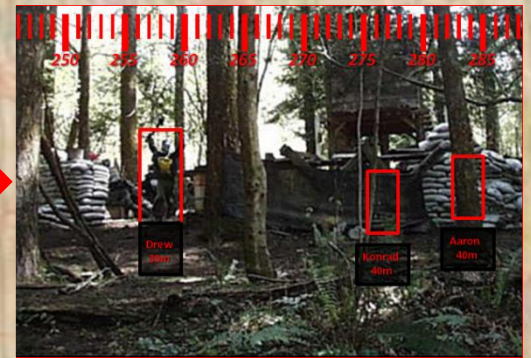
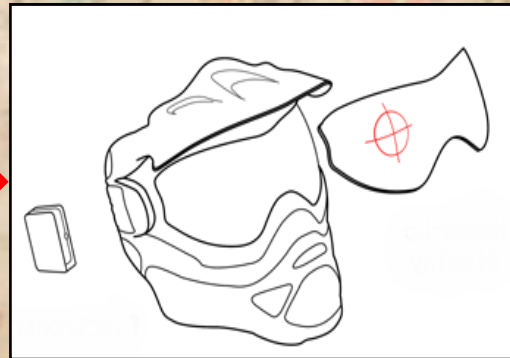
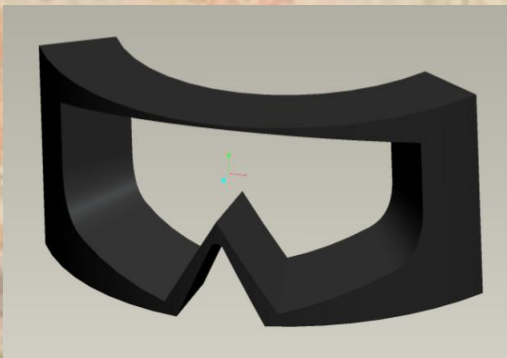
- **Fratricide (shooting your own friends)**
- **Cumbersome handheld devices**
- **Insufficient communication**

Need

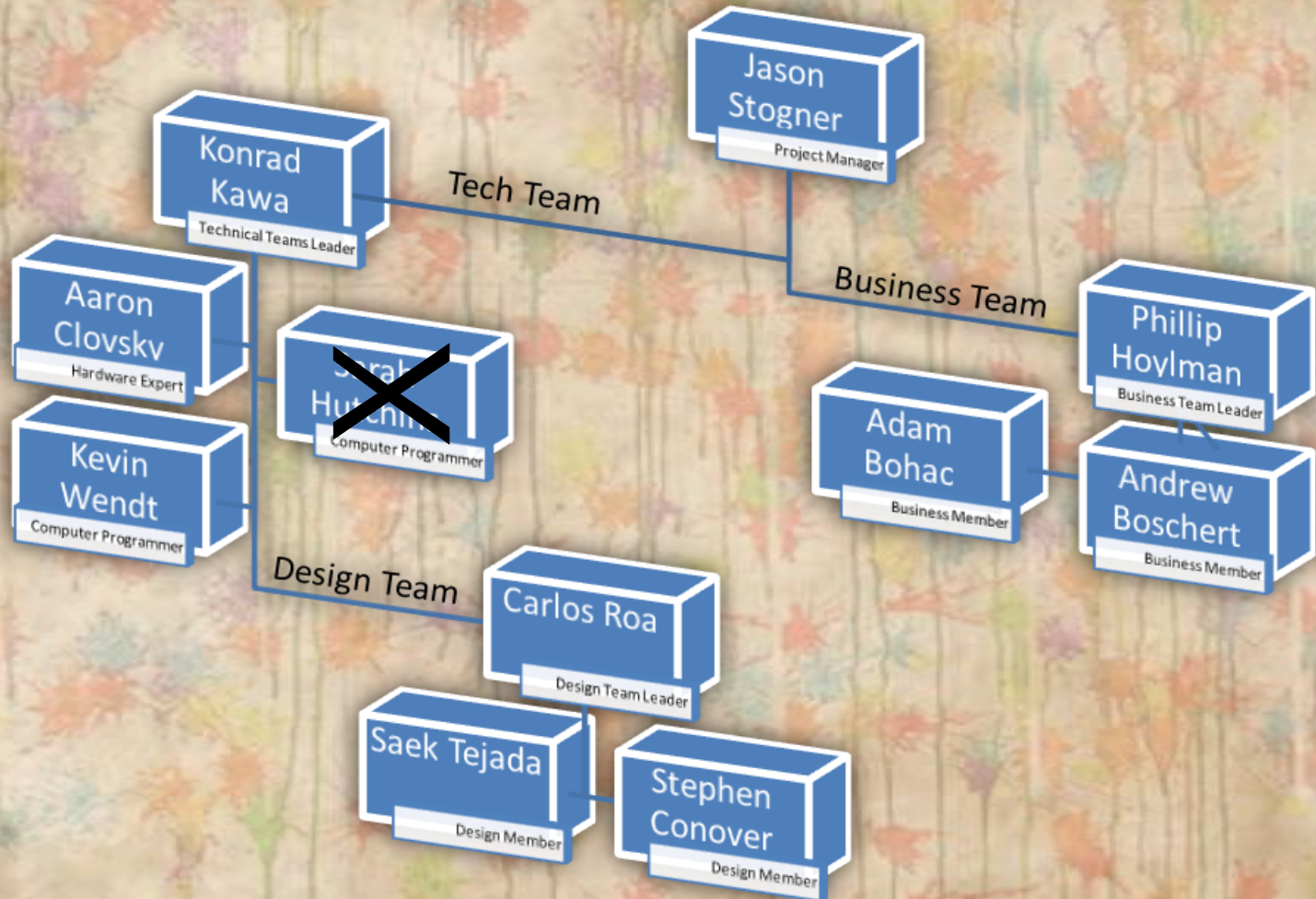
- **IFF (Identify Friend from Foe)**
- **Hands-Free device**
- **Streamlined data and communication**

Solution

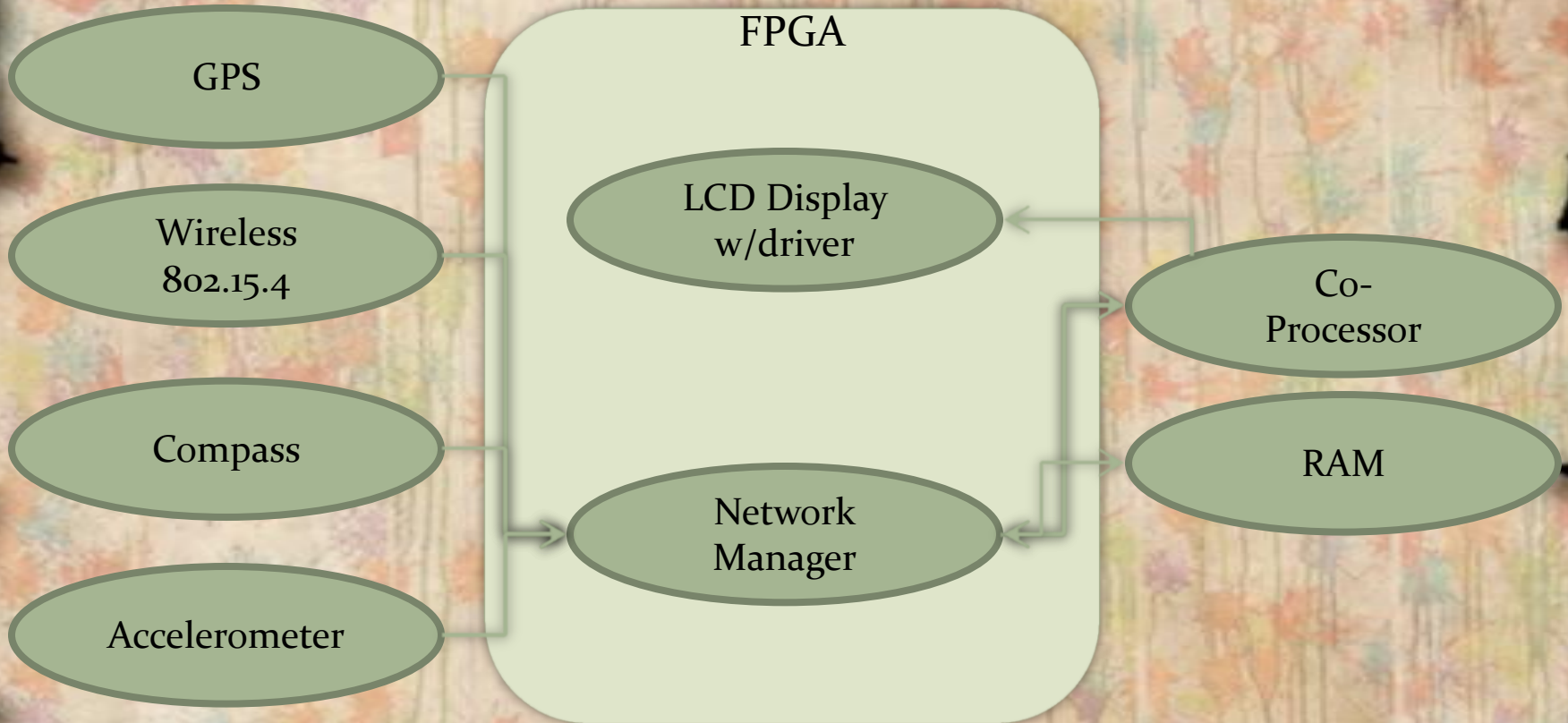
- **Smart Specs 3^F**
 - **Heads-Up display**
 - **Real-Time communication**
 - **Teammate identification**



Organization of the Team

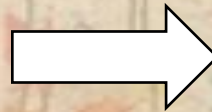
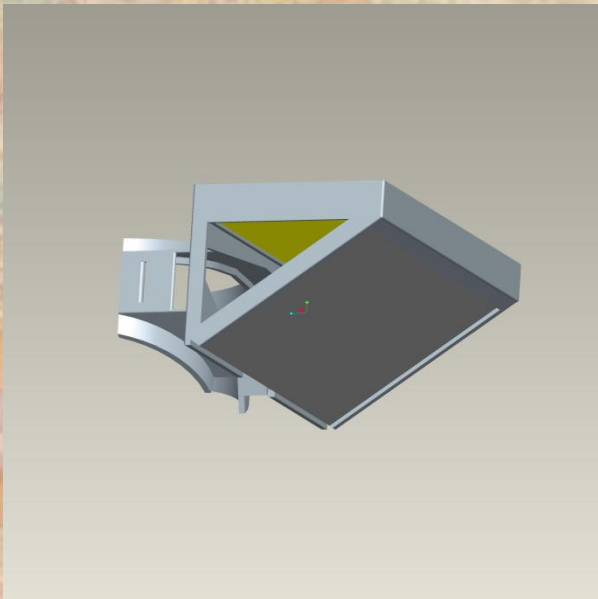


Technology



Design

- **Our Mask Design**
 - **Optimal for Paintball**
 - **Houses the Electronics**
- **Final Product Design**



Market Size

- **#1 Growing sport in America¹**
- **9.4mil players in U.S.**
(1.9mil serious players)
- **\$720mil spent in 2008**
- **Avg. Cost of game play**
\$75/day



¹Source: NSGA (National Sporting Goods Association)

Consumer Analysis

- **Age Range (15-35 yr.)¹**
- **Average Age:**
 - **Males: 21**
 - **Females: 28**
- **Avg. player's equipment costs \$600**
- **\$48,200/yr. Avg. Income¹**
- **Concerned with Technology & Image**



¹Source: NSGA (National Sporting Goods Association)

Paintball cost

Facemask: \$40

Stock: \$25

Hopper: \$65

Marker \$500:

Vest/Pads: \$50

Radio: \$40

**Circuit Board:
\$100**

Barrel: \$200



Competitor Analysis



Smart Specs (3F)

Hand Held GPS

Map and Compass

Walkie Talkie

Hands-Free	X			X
Location Identification	X	X	X	
Real Time Communication	X			X
Portable	X	X	X	X
Easy to Use	X	X		X
Friendly Forces Identification	X			



Target Customer

- **Field Owners**



Market Entry

- **Cross-Country Road Trip**
- **Ads Campaign**



Financials

Quarters	1st	2nd	3rd	4th	5th	6th	18 Month Total	19th Month Income	
Sales	\$0	\$135,000	\$225,000	\$270,000	\$450,000	\$540,000	\$1,620,000	\$225,000	
CGS	(\$30,000)	(\$90,000)	(\$180,000)	(\$210,000)	(\$330,000)	(\$390,000)	(\$1,230,000)	(\$150,000)	
Gross Margin	(\$30,000)	\$45,000	\$45,000	\$60,000	\$120,000	\$150,000	\$390,000	\$75,000	
Expenses:									
G&A	(\$97,000)	(\$30,000)	(\$36,000)	(\$36,000)	(\$36,000)	(\$36,000)	(\$200,000)	(\$12,000)	
Marketing	(\$8,000)	(\$30,000)	\$0	\$0	(\$50,000)	\$0	(\$90,000)	\$0	
R&D	(\$65,000)	\$0	\$0	\$0	(\$50,000)	\$0	(\$110,000)	\$0	
Total Expenses	(\$170,000)	(\$60,000)	(\$36,000)	(\$36,000)	(\$136,000)	(\$36,000)	(\$400,000)	(\$12,000)	
Net Income	(\$200,000)	(\$15,000)	\$9,000	\$24,000	(\$16,000)	\$114,000	(\$10,000)	\$63,000	
After Tax: (30%)	(\$140,000)	(\$10,000)	\$6,000	\$17,000	(\$11,000)	\$80,000	(\$7,000)	\$44,000	
								Net Income: (19 Months)	\$37,000
								Break-Even Point:	18-19 Months

3 Year Income Statements

Smart Specs Income Statement As of February 1, 2013	
Sales	\$760,000
Cost of goods sold	(\$510,000)
Gross Margin:	\$250,000
(Expenses)	
G&A	(\$215,000)
Marketing	(\$30,000)
R&D	(\$65,000)
Net Expenses:	(\$310,000)
Before Tax	
Net Income:	(\$60,000)
Tax Rate:	30%
After Tax	
Net Income:	(\$42,000)

Smart Specs Income Statement As of February 1, 2014	
Sales	\$2,100,000
Cost of goods sold	(\$1,410,000)
Gross Margin:	\$690,000
(Expenses)	
G&A	(\$140,000)
Marketing	(\$50,000)
R&D	(\$50,000)
Net Expenses:	(\$240,000)
Before Tax	
Net Income:	\$450,000
Tax Rate:	30%
After Tax	
Net Income:	\$315,000

Smart Specs Income Statement As of February 1, 2015	
Sales	\$2,520,000
Cost of goods sold	(\$1,680,000)
Gross Margin:	\$840,000
(Expenses)	
G&A	(\$215,000)
Marketing	(\$50,000)
R&D	(\$50,000)
Net Expenses:	(\$315,000)
Before Tax	
Net Income:	\$525,000
Tax Rate:	30%
After Tax	
Net Income:	\$368,000

Product Value and Future

- Owner's Value Proposition
- Future of Product
- Next Steps...



Questions



Presenters:

**Jason Stogner
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Phillip Hoylman**