

SMART SPECS

BUSINESS OVERVIEW

ENTPRO 350

THE CUSTOMER

Paintball Field Owners

- Purchase items based on ROI
- Over 1500 fields nationwide
- Serve over 9 million customers
- Rents out equipment for games

Paintball Recreational Player

- Plays for entertainment
- Rent or buys equipment
- Embraces unique accessories
- Will pay for the advantage

Equipment

- Marker (gun): \$500
- Barrel: \$200
- Chip (rate of fire): \$100
- Mask: \$40
- Hopper (holds ammo): \$65
- Uniform: \$50
- Radio: \$45



THE PROBLEM

In the game of paintball, and the reality of war, killing a teammate is the worst of all crises.

Current solutions are inadequate:

- Not hands-free
- Takes focus off the game
- Requires additional pouches
- Need of multiple devices to facilitate one task



Smart Specs presents new capabilities to its user while eliminating the need for these three separate devices. ▲

THE SOLUTION

Our product's value is found within its ability to find friendly forces (3F) as well as the formulation of a whole new paintball scenario. We provide our user a better replication of today's "high-tech" combat.

Advantages:

- Identifies friendly forces
- Hands-free
- Displayed in field of view
- Mounts to mask



BUSINESS PLAN ROADMAP

Spring 2010

Tapping Target Market

Fall 2010

Market Strategy

Provisional Patent

Spring 2011

Investor Acquisition

Investigate Manufacturing Options

40% Complete

MARKET RESEARCH

- Over 9.4 million players in the US currently.
- There are 1502 registered paintball fields in the United States alone.
- 28% of these players (1.4 million) play over 15 times a year.
- The paintball market has an average growth rate of 16.8% per year.
- The average household income is \$48,200 for frequent paintball participants.
- In total, players spent over \$720 million dollars on paintball equipment in 2008.
- With the expected production cost to be \$450 with an additional 66% mark-up, if we hit 15% of our market we should make \$3.3 million over a five year period.
- Scenario based paintball players place an unprecedented value on replicating modern combat.
- Frequent paintball players on average spend over 3% of their annual income on paintball.

RECOMMENDATIONS

Future Tasks

- File for a Provisional Patent
- Acquire Investors
- Specifics of distribution and manufacturing

Future Markets

- Para-Military
- Search and rescue
- City police (security)
- Firefighting
- Auto industry (wearable GPS systems)

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