Smart Specs
Business Overview

The Customer

Scenario Paintball Player
- Large disposable income
- Purchase items based on looks and advantages
- Role-playing a modern warrior for recreation

Paintball Recreational Player
- Plays the sport for entertainment
- Smaller disposable income
- Rent gear or buy used equipment
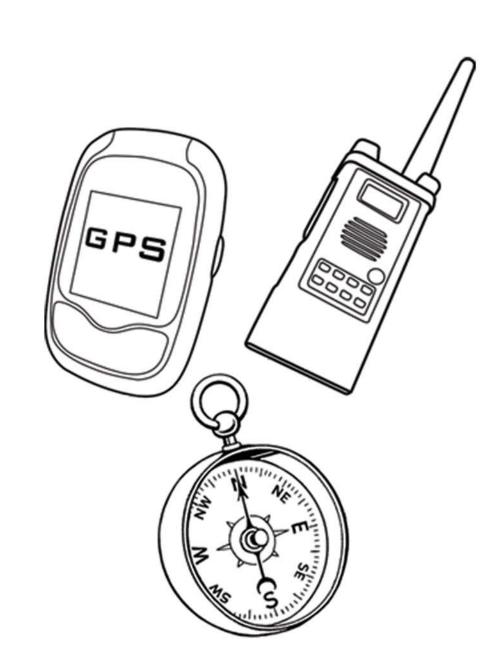- Embraces unique accessories

Equipment
- Mask
- CO2 canister
- Hopper
- Paintball marker
- Uniform

The Problem

In the hectic crossfire of battle, it can be difficult to distinguish your teammates from your enemies. This often results in friendly fire and casualties.

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

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

The Solution

Smart Specs allows the user to track teammates with a tag that marks friendly forces in the heads-up field of view. This digitally displayed information allows the user to identify teammates and enemies.

By identifying teammates, the user avoids friendly fire and eliminates the tragedy of casualties.

Business Plan Roadmap

Fall 2009 — Spring 2010

Determine Market Size	Market Opportunity	Tapping Target Market	Marketing Strategy	Manufacturing & Distribution

40% Complete

Market Research

- Paintball is the number one growing sport in the US according to the National Sporting Goods Association. In the last 5 years it has had an 84% increase with over 9.4 million players in the US currently.

- 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 projected sales of $200 for each device, and an expected profit of 25% on each product, if we can reach 3% of the monthly player market over 5-years time, we expect earnings of over 2.1 million dollars in our 5th year.

Recommendations

Future Tasks
- Develop revenue model
- Specifics of distribution and manufacturing

Future Markets
- Military
- Airsoft
- Search and rescue
- City police (security)
- Video gaming industry
- Auto industry (wearable GPS systems)

Acknowledgments

- Kevin Keubrich
- Herbst LaZar Bell, Inc.
- Interviewees
- Carolyn Kostelny (Legal advisor)