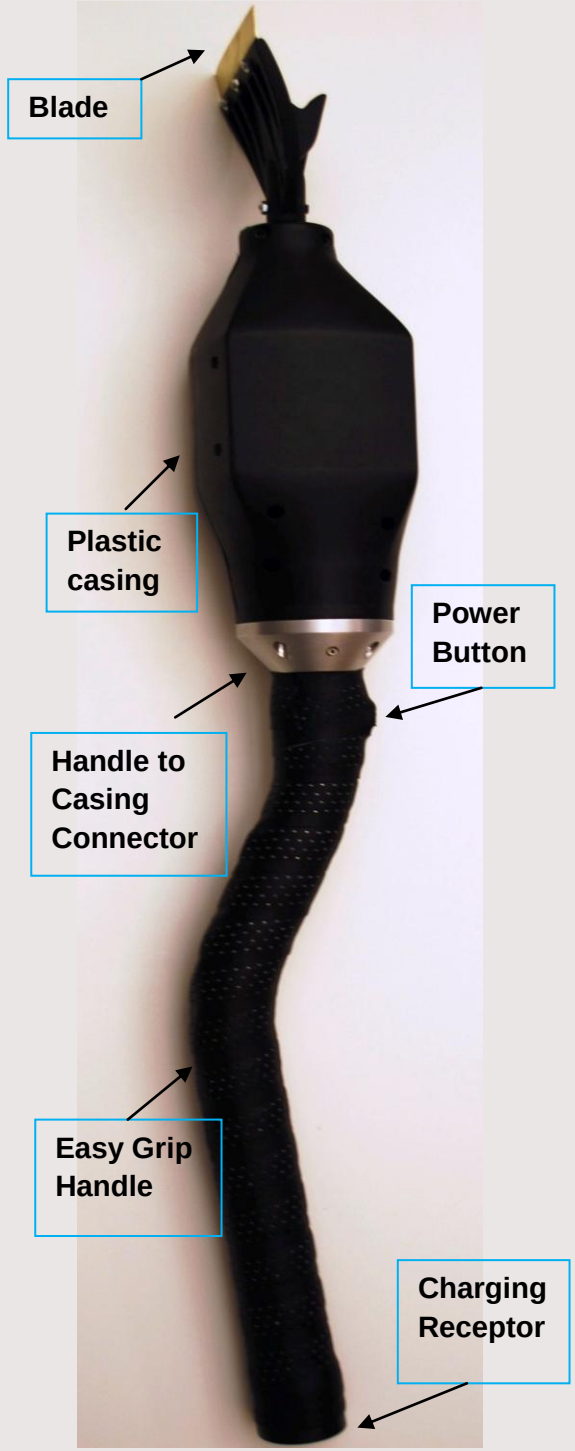
Final Integration:



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Joe Cronin

Steve Haberek

Jim Dudley

Bob Nuttal

David Meeker

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400 User Survey Respondents

Brought to you by:

2.009 Team Silver

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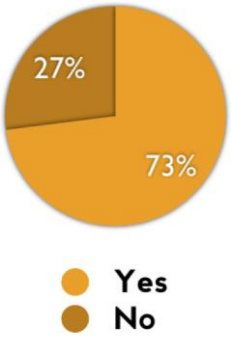
ICETEK

The High Performance Powered Ice Scraper

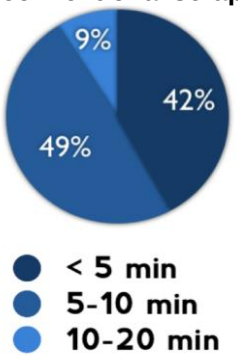
Silver Team

Market Research and User Experience: *Obtaining market research from target users helped refine key user needs.*

Driven car without removing ice



Time to clear ice with conventional scraper



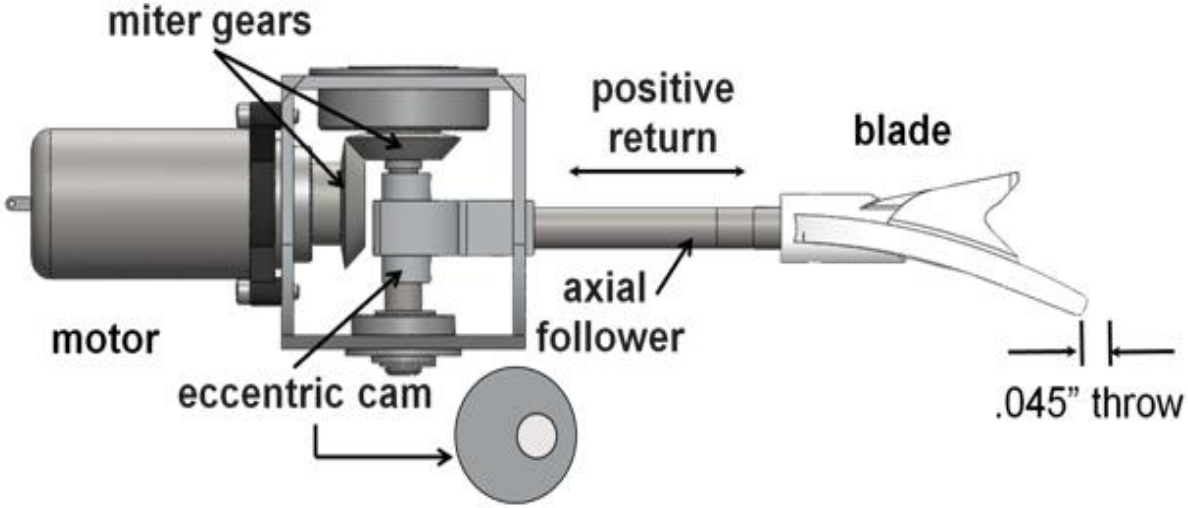
Data from online survey of 400 drivers over 18

User Needs and Performance Goals: *Key user needs derived from market research were used to determine performance goals.*

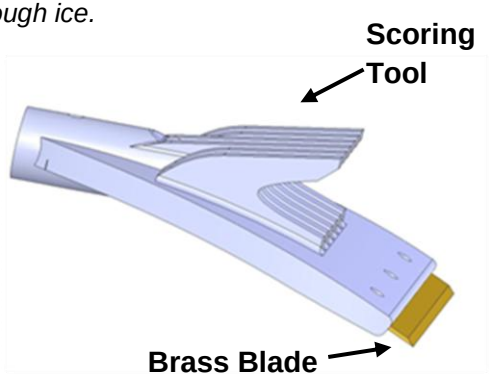
User Need	Performance Goals
Effortless	Clears windshield in <5 min
	Minimal applied force at grips
Comfortable	Handle Diameter and length
	Reach distance over 2’
	<5lbs in weight
Durable	Functional in cold weather
	Minimal component wear

Key Design Features:

Actuation Mechanism: *Chipping motion is rendered by axially oriented eccentric drive.*

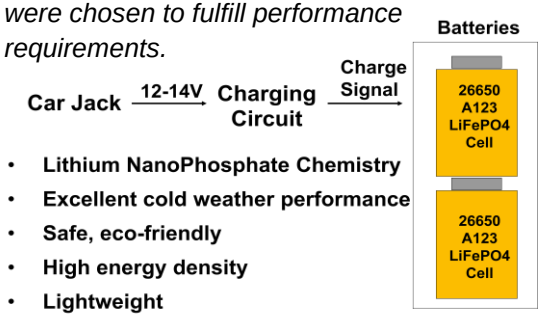


Blade Design: *Blade material is safe for use on auto glass, but pliant to get under tough ice.*



Handle Ergonomics: *Incorporates physical needs of the scraper into a high end aesthetic.*

Power: *Lithium Nanophosphate batteries were chosen to fulfill performance requirements.*



- Lithium NanoPhosphate Chemistry
- Excellent cold weather performance
- Safe, eco-friendly
- High energy density
- Lightweight
- Trade off-Cost

Business Plan:

- **Sales Price: $165**
- **NPV: $1.3 million**
- **Investment: $350,000**
- **ROI: 80%**
- **Break-even point: 3 years**