





# FERNO





the user

the product

the business

the user

the user

the user



appalachian trail

casual picnics

the user



appalachian trail

casual picnics

the user



appalachian trail

casual picnics



the user



appalachian trail



casual picnics



the user



appalachian trail



casual picnics



the user





appalachian trail



casual picnics



the user

# our target consumers

the user

# our target consumers

cook for groups

multiple burners

the user



our target consumers

cook for groups

multiple burners

hike to and from camp

lightweight

the user

our target consumers

cook for groups

multiple burners

hike to and from camp

lightweight

store in backpacks & trunks

compact

the user

the user



the user

“with Ferno, you can have a **comfortable** base camp without adding a lot of weight or volume”

the user

“this product is filling a niche that hasn’t been filled”

the user



the user

the product

the business



the pr🔥duct





storage

setup

cooking

cleaning



the product

storage

setup

cooking

cleaning



the product

storage

setup

cooking

cleaning



stovetop

windscreen

base

the product



storage

setup

cooking

cleaning



stovetop

windscreen

pop, lock, 'n drop it

base

the product

storage

setup

cooking

cleaning



igniter

pop, lock, 'n drop it

the product



storage

setup

cooking

cleaning



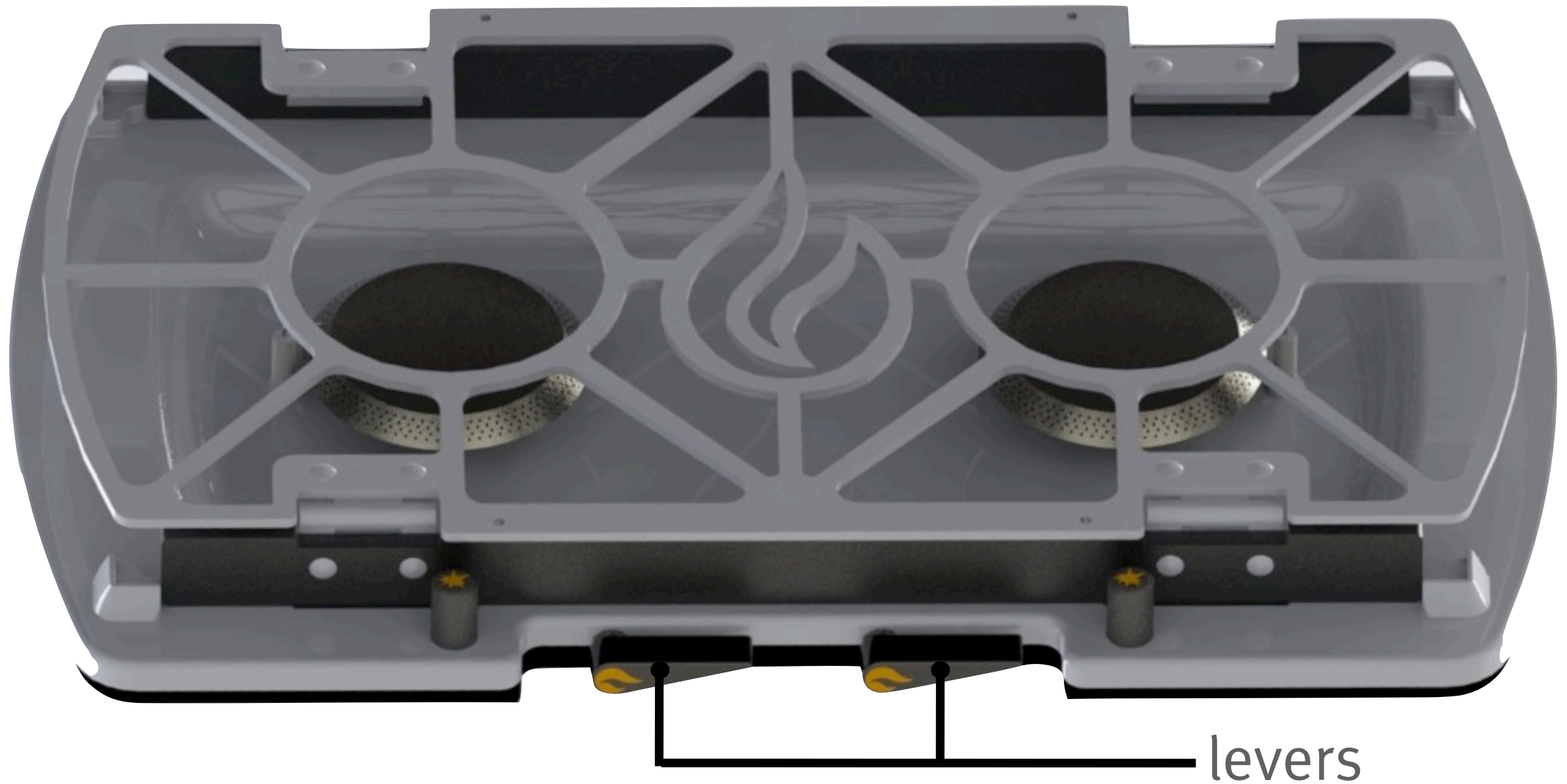
the product

storage

setup

cooking

cleaning



the product





video here





Sunday, December 16, 12



storage

setup

cooking

cleaning



temperature  
sticker

the pr🔥duct

storage

setup

cooking

cleaning



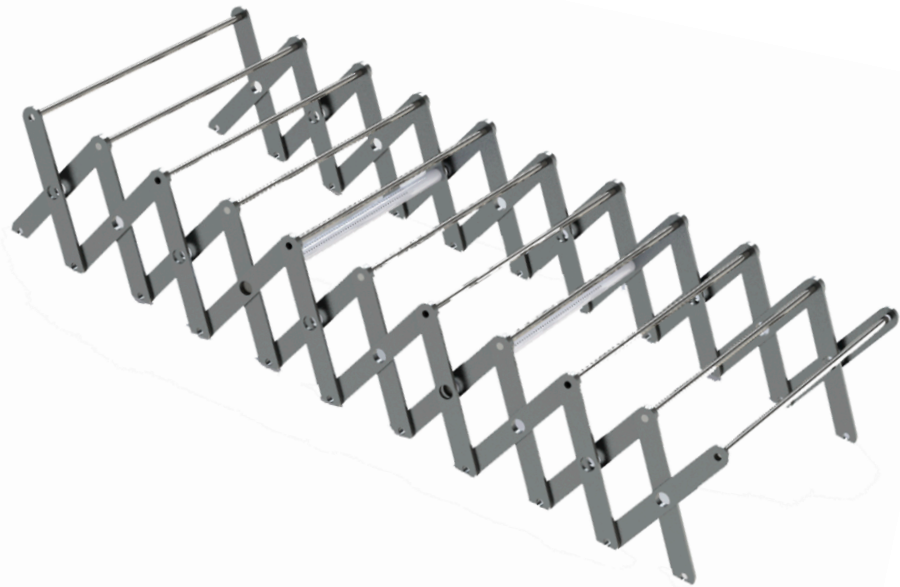
temperature  
sticker

remove stove top to clean

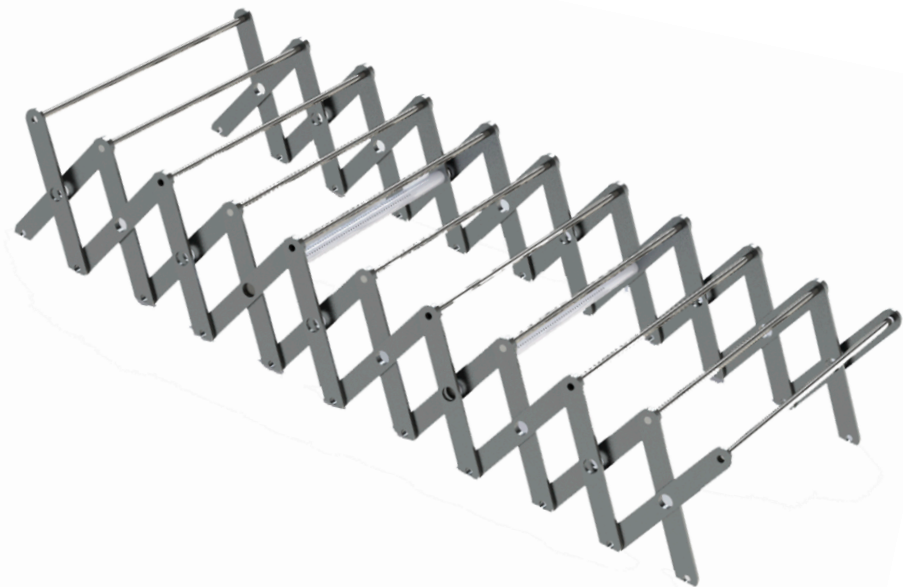
the pr🔥duct



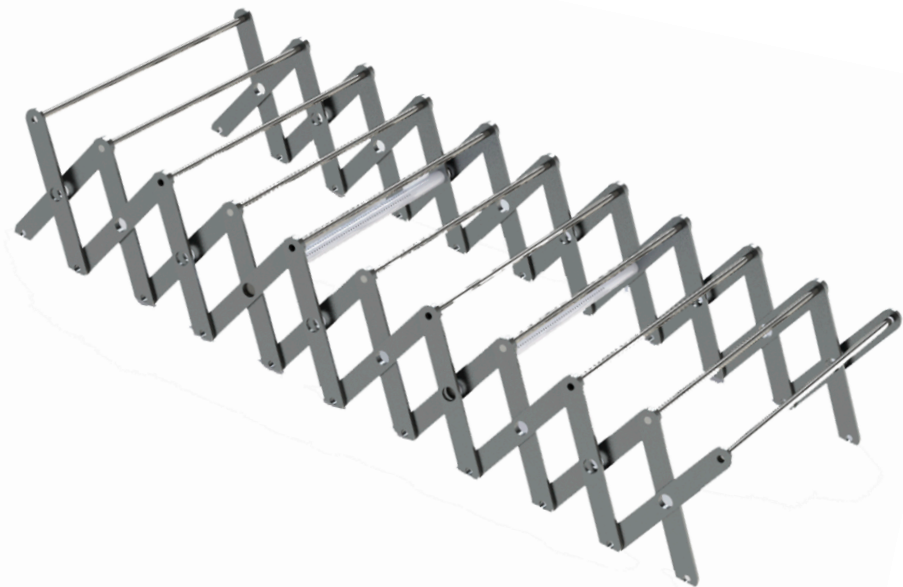




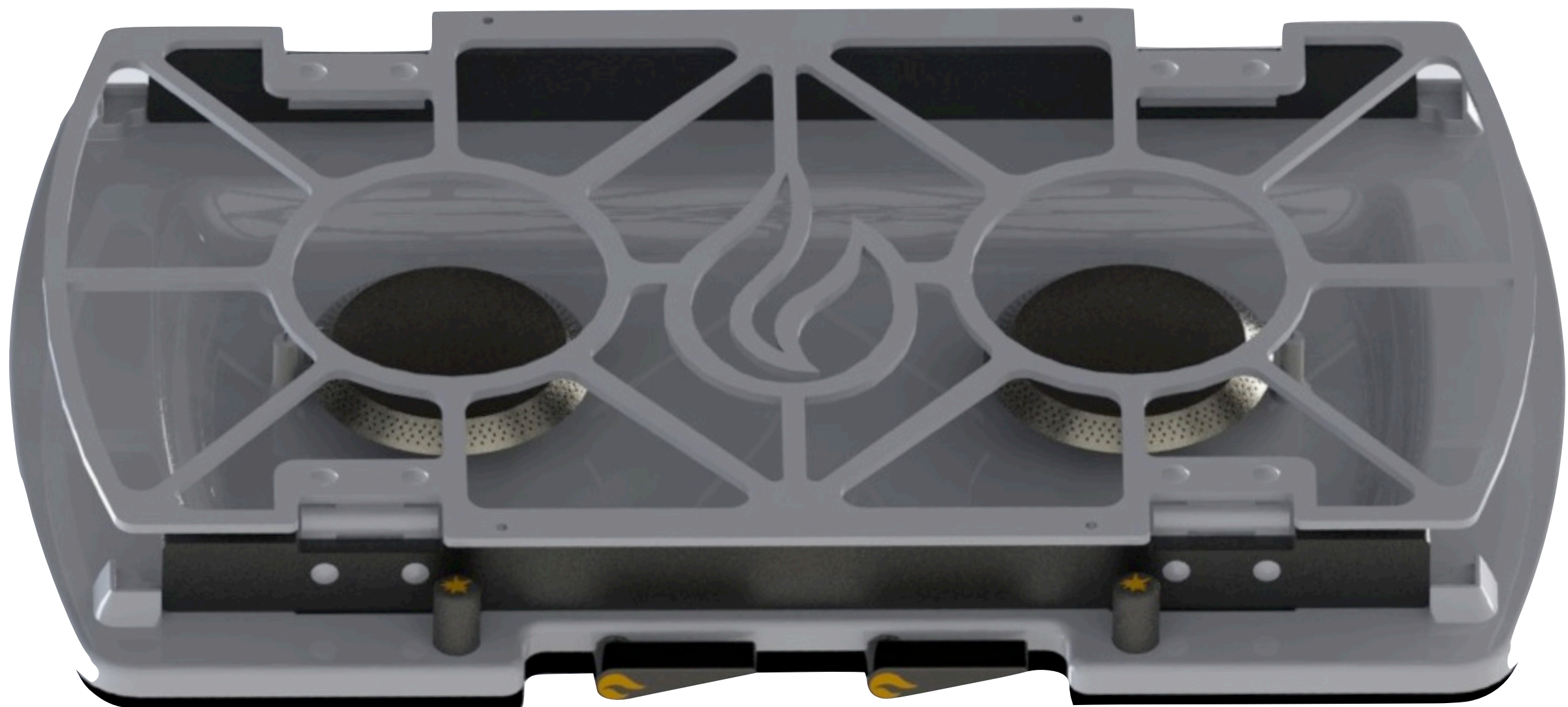
the pr🔥duct



the product

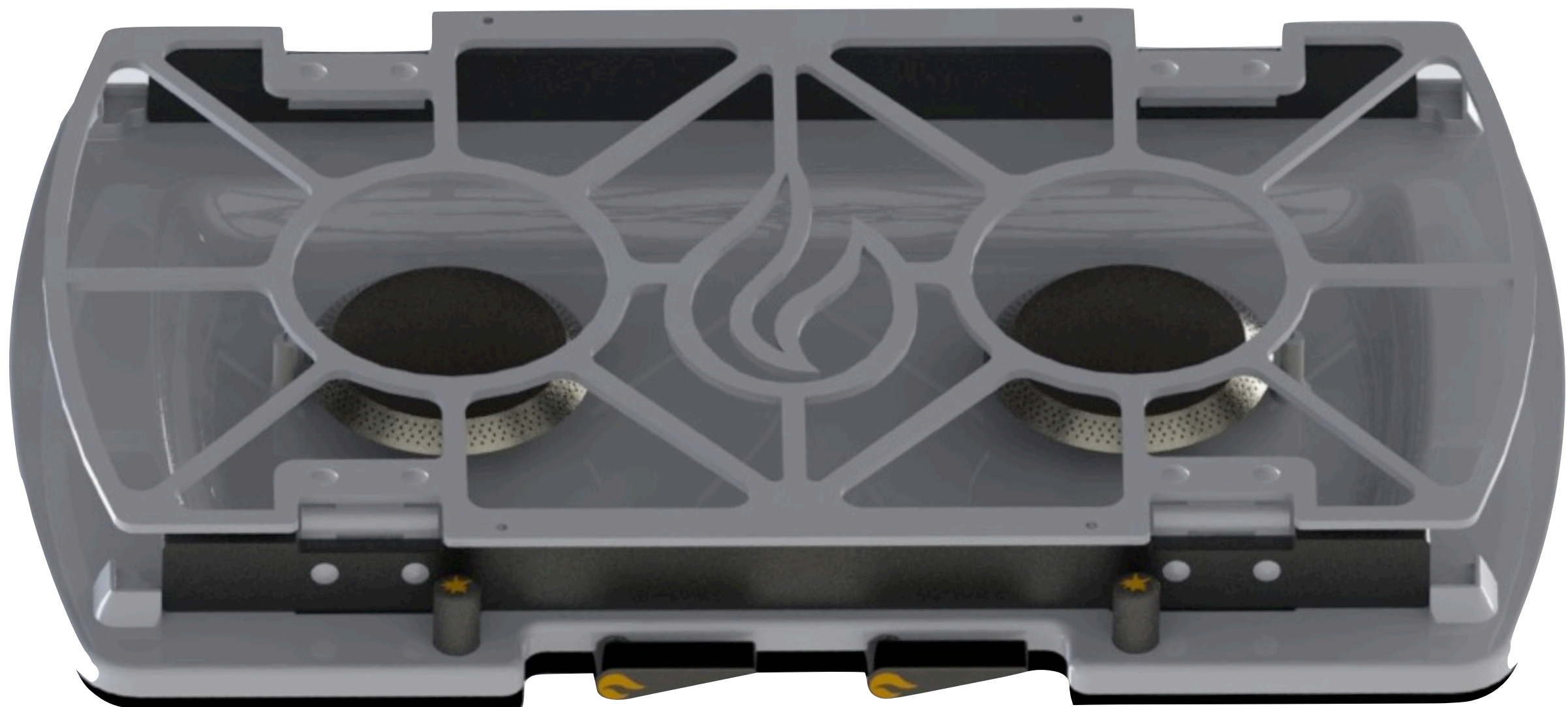


the pr🔥duct

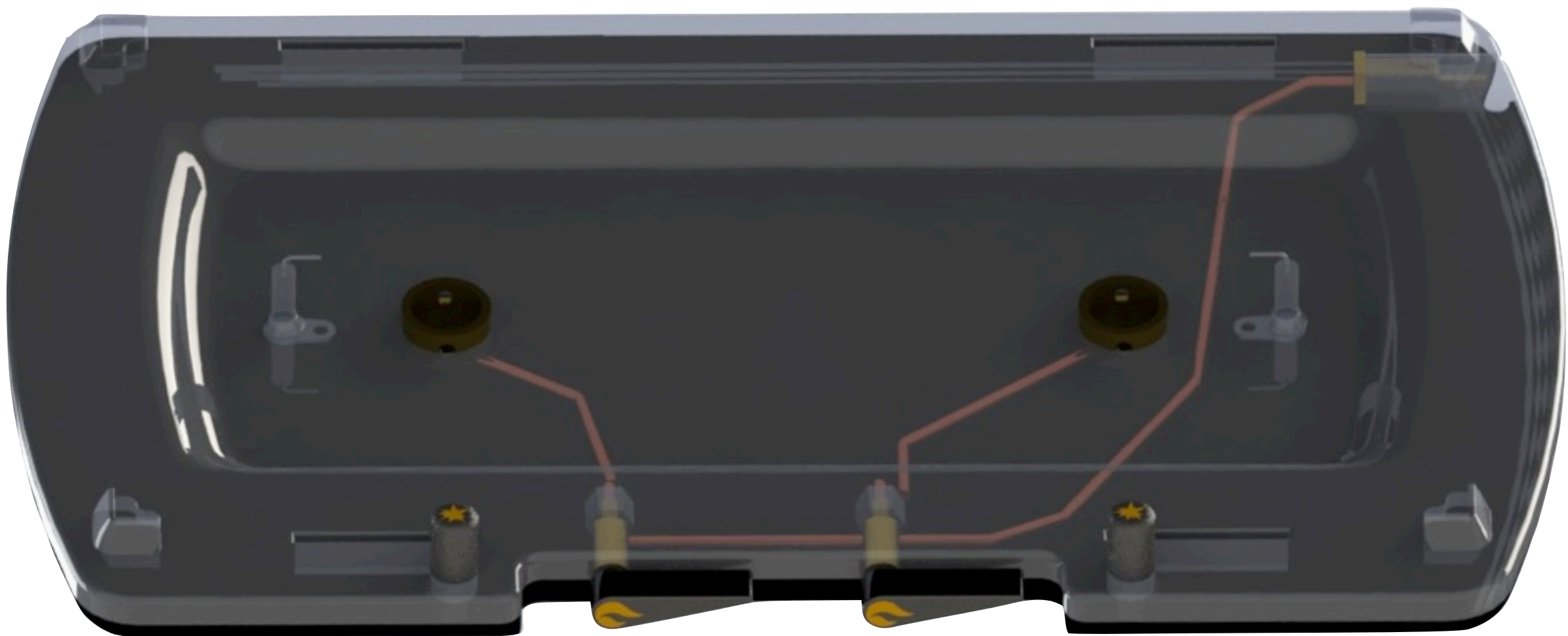


the product

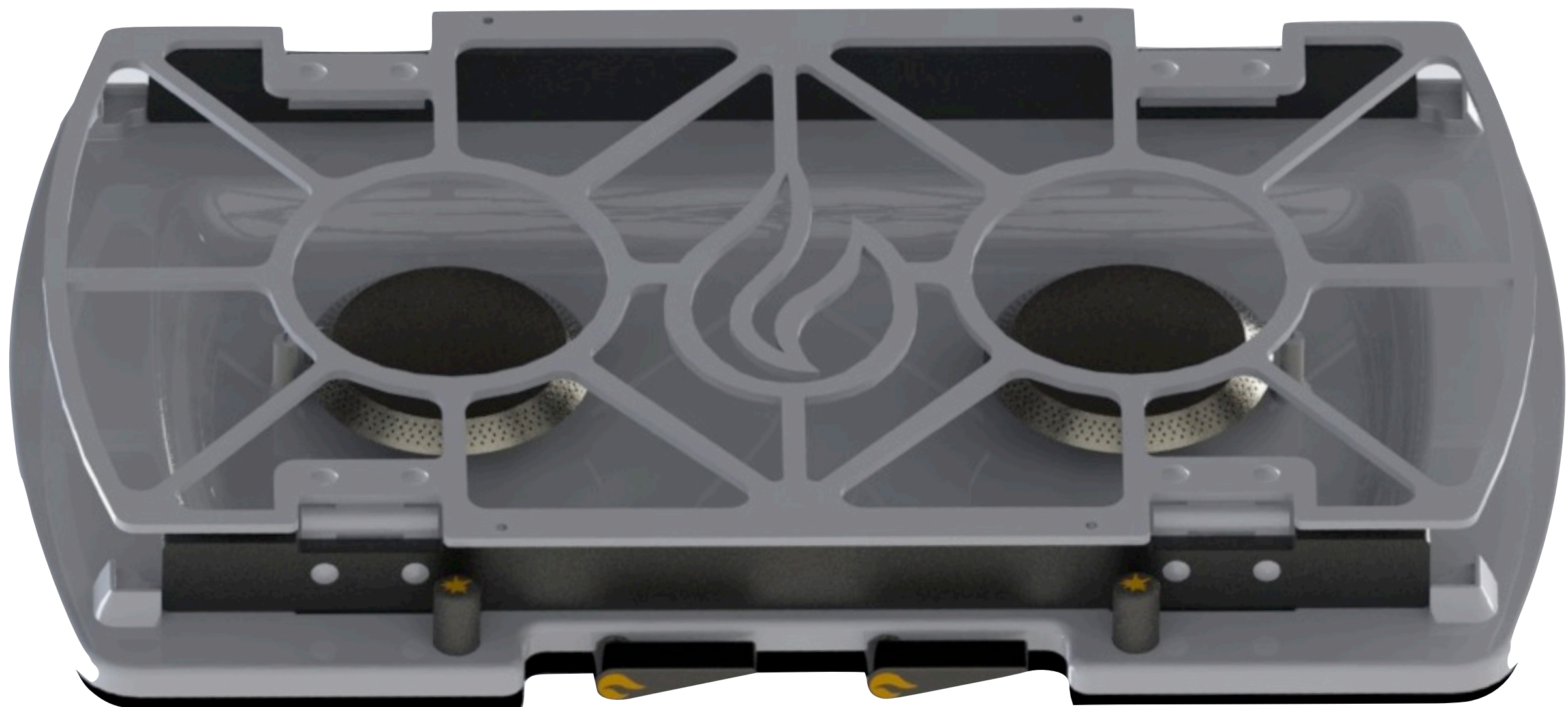




the product

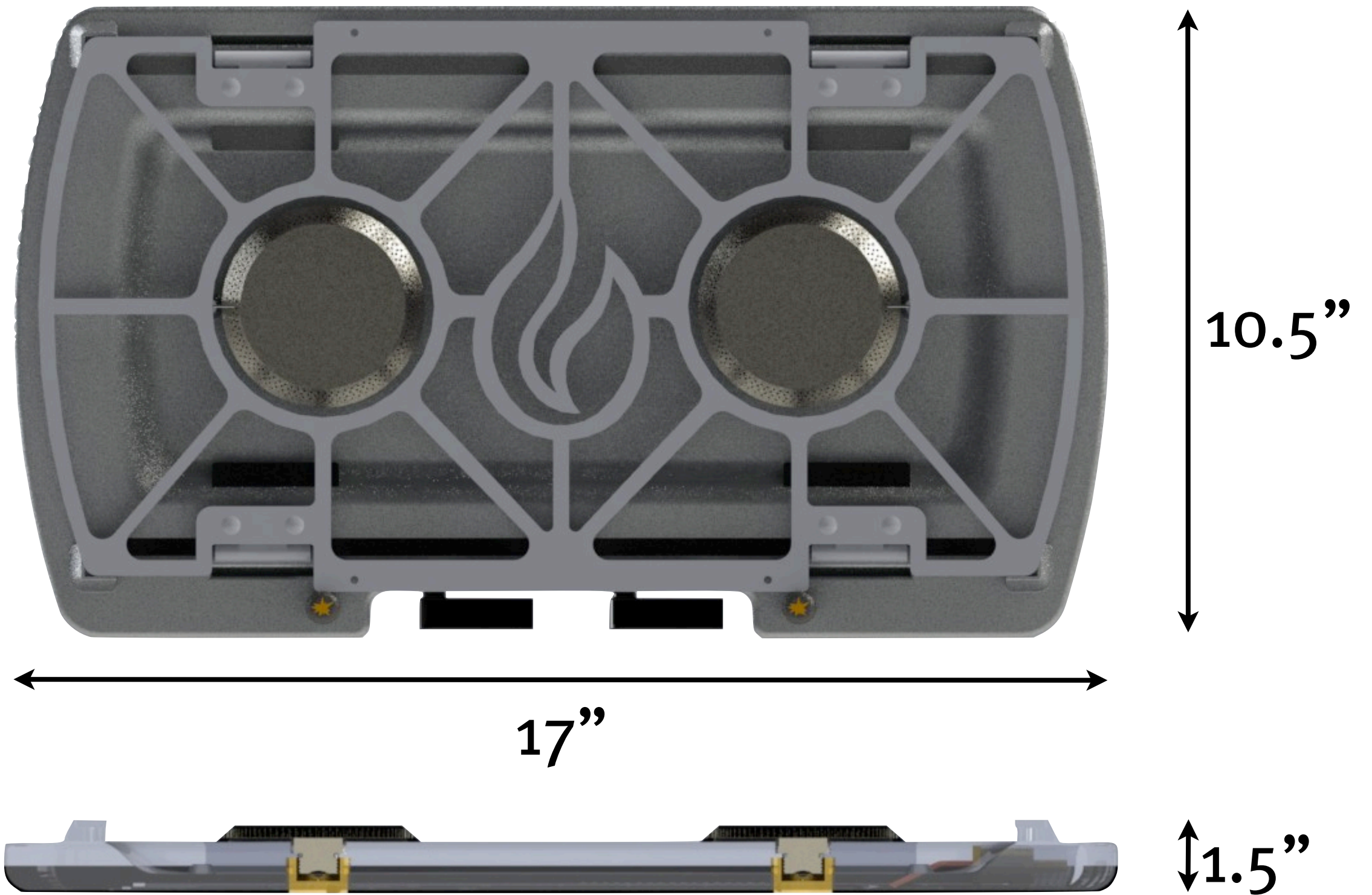


the product



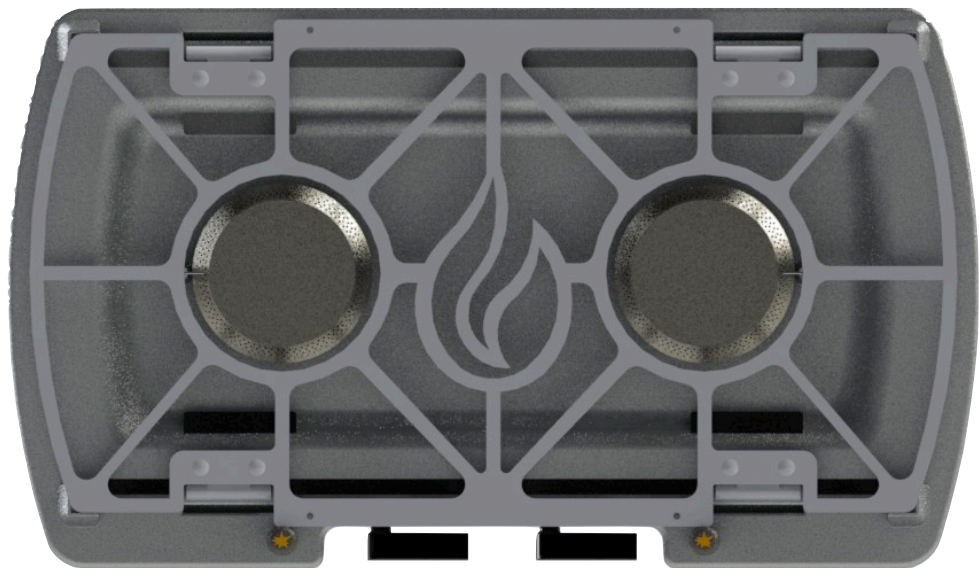
the product



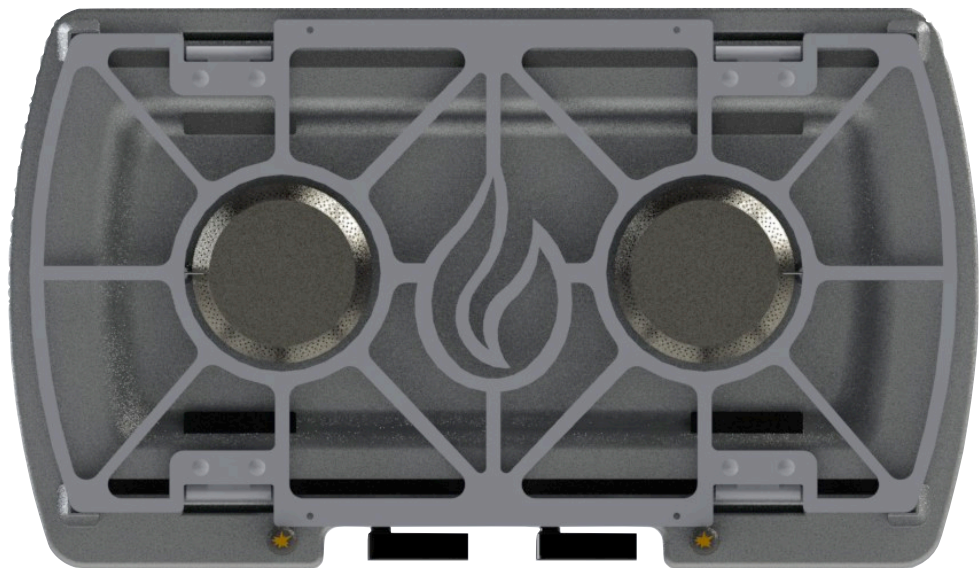


the product





the product



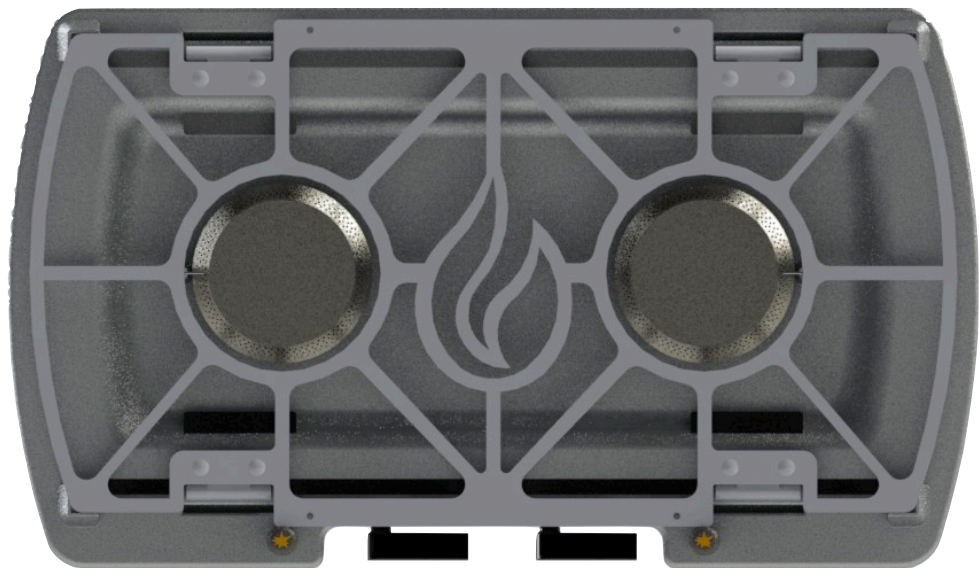
volume 270 in<sup>3</sup>



volume 1800 in<sup>3</sup>

the product





volume 270 in<sup>3</sup>

weight 9 lb



volume 1800 in<sup>3</sup>

weight 13 lb

the product



the user

the product

the business

the business

the business

an attractive market

the business



an **attractive** market

800,000 two-burner stoves sold last year

the business

an **attractive** market

800,000 two-burner stoves sold last year

12% growth over three years

the business

an **attractive** market

800,000 two-burner stoves sold last year

12% growth over three years

**21% growth last year**

the business

an attractive market

the business

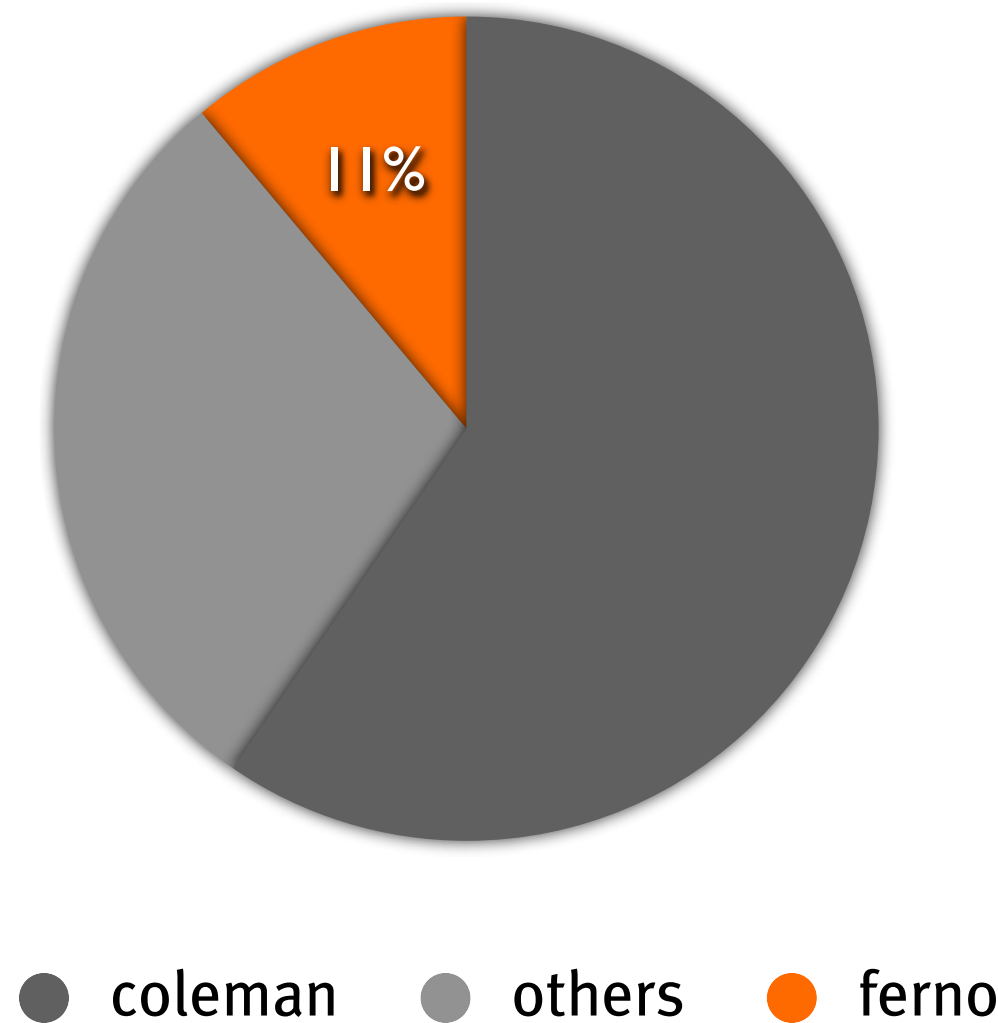
an attractive market

150,000 Fernos sold by year 5

the business

# an attractive market

11% projected market share



the business

a competitive product

the business

# a competitive product

bill of materials	\$20
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overhead	\$10
----------	------

labor	\$5
-------	-----

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total cost	\$35
------------	------

the business



# a competitive product

bill of materials	\$20
-------------------	------

overhead	\$10
----------	------

labor	\$5
-------	-----

---

total cost	\$35
------------	------

wholesale price	\$65
-----------------	------

the business

# a competitive product

bill of materials      \$20

overhead                \$10

labor                    \$5

---

total cost                \$35

wholesale price        \$65

retail price  
\$120

the business

a competitive product

the business

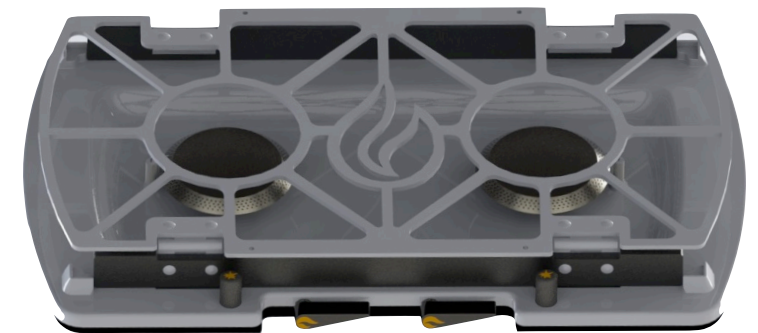
# a competitive product



\$80



\$100



\$120

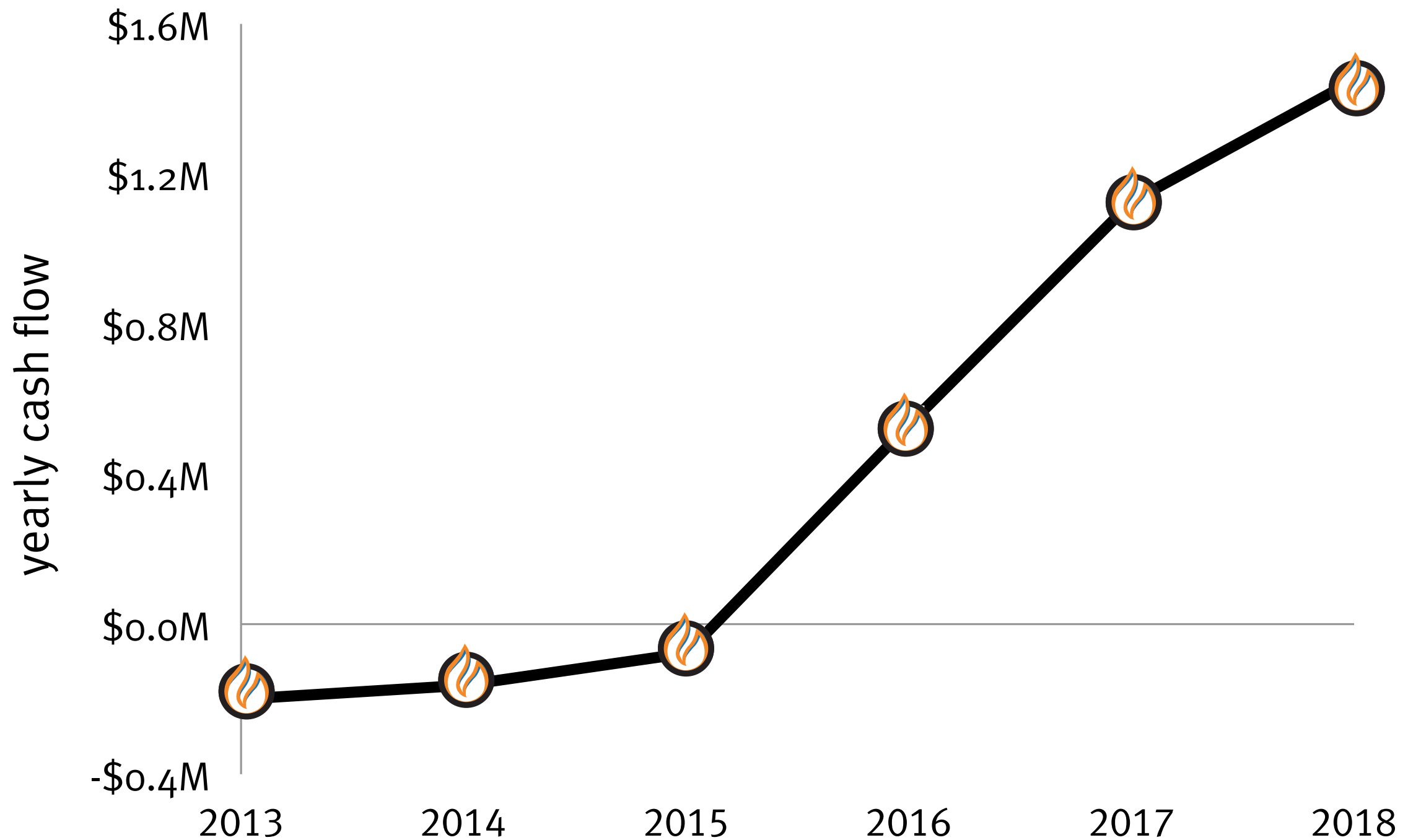
added value

the business

a **viable** business

the business

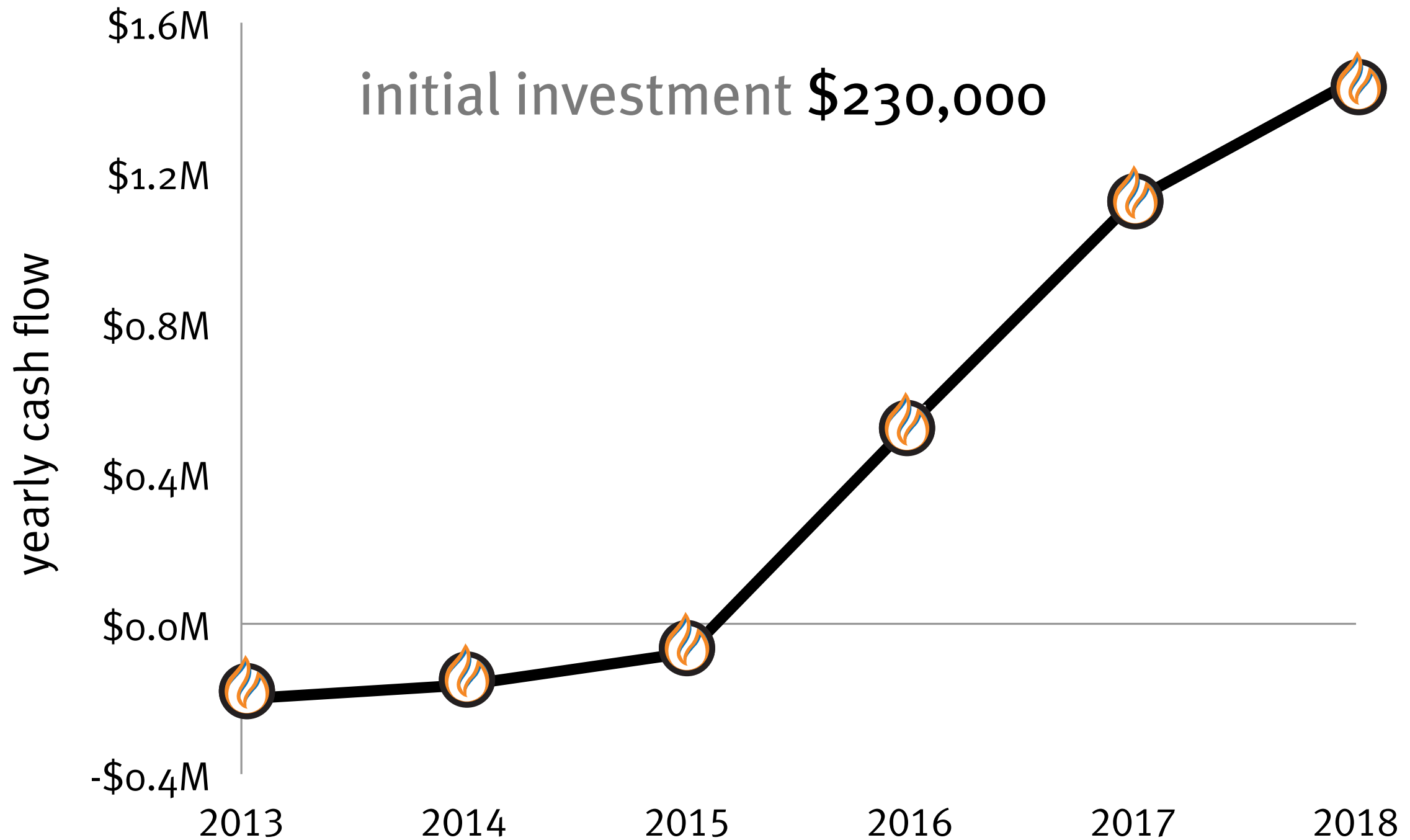
# a **viable** business



the business

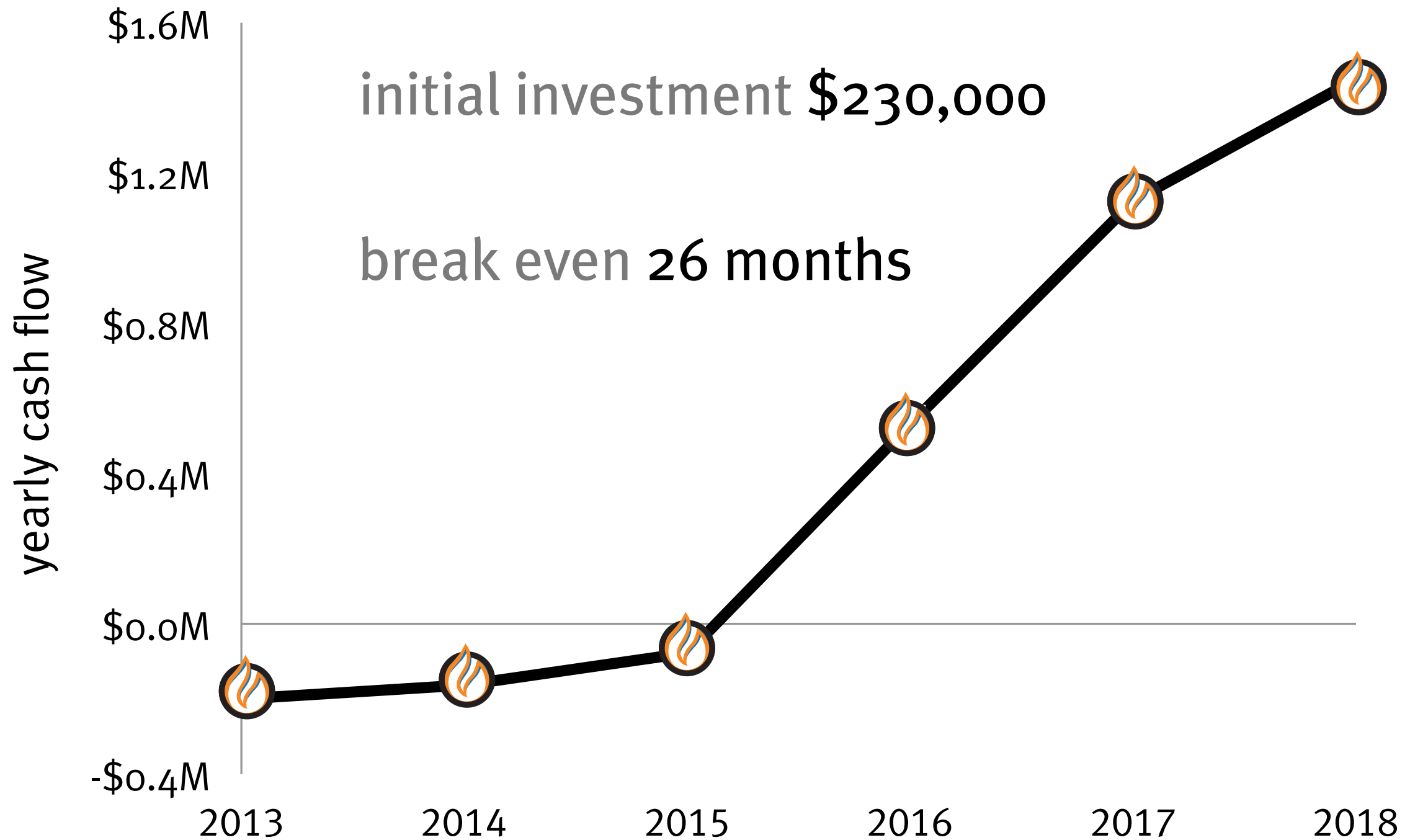


# a **viable** business



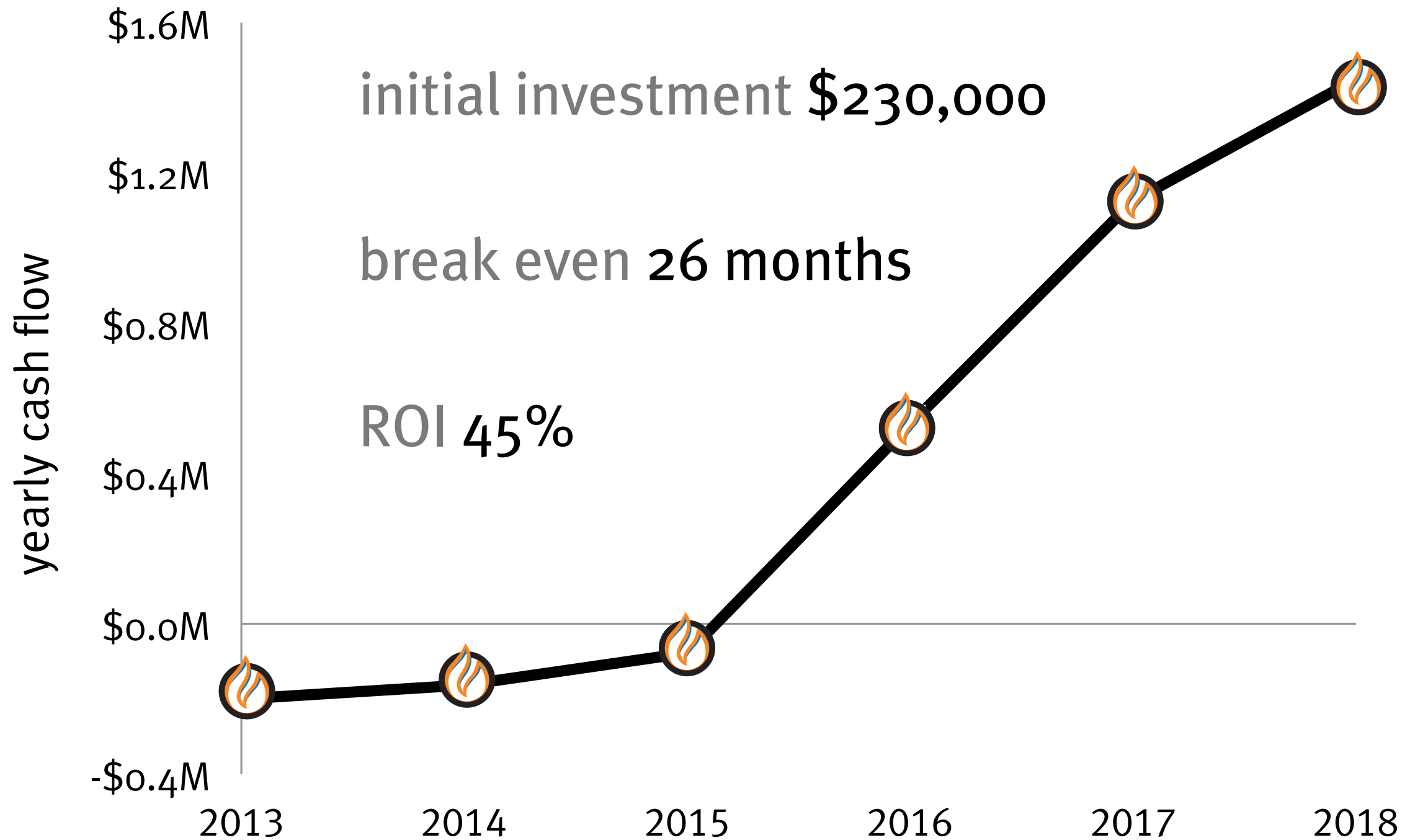
the business

# a **viable** business



the business

# a **viable** business



the business



# THANK



David Wallace  
Danny Braunstein  
Juhan Sonin  
John Nordstrom  
Nick Waggener  
Roger Zhu  
Lauren Hernley

Juergen Schoenstein  
Jane Kokernak  
Lydia Volaitis  
Linda Sutliff  
Jane Connor  
Angie Locknar  
Jeff Mekler

Dick Fenner  
Bill Cormier  
Joe Cronin  
Jim Dudley  
Steve Haberek  
Chevalley Duhart





# FERNO

