Shipping Lane
“We fired our remaining flares, but she just kept going.”
– Scott Jeffery, survivor
Ship Location

Rescue Location

Shipping Lane

Sunday, December 16, 12
A distress signal for boaters:

- 360° illumination
- Radar detection
- Tethered balloon
- Distress flag
- 3 day life
- Type 1 flotation
“Once you are in a life raft... anything that will attract attention to you and your location can be considered potentially life saving.”

Captain Marx
Owner of Landfall Navigation
“Once you are in a life raft... anything that will attract attention to you and your location can be considered potentially life saving.”

Captain Marx
Owner of Landfall Navigation

“If I was sailing offshore with only one EPIRB, I would definitely consider your gadget as a backup to the EPIRB.”

Eric Lorgus
President of the Philadelphia Ship Preservation Guild
“Once you are in a life raft... anything that will attract attention to you and your location can be considered potentially life saving.”

Captain Marx
Owner of Landfall Navigation

“I would put this on my boat.”

Captain Piraino
Newberryport Charters

“If I was sailing offshore with only one EPIRB, I would definitely consider your gadget as a backup to the EPIRB.”

Eric Lorgus
President of the Philadelphia Ship Preservation Guild

Sunday, December 16, 12
Target Market

11 million boats
Price Comparison

$45

$500 - $1000
Price Comparison

$45  $130  $500 - $1000
Strategy
$65

Production Costs
- Materials, assembly, and overhead
Production Costs
- Materials, assembly, and overhead

30% Profit margin for SkyBeacon
$130

30% Profit margin for specialty retail stores
- West Marine
- Landfall Navigation

$91

30% Profit margin for SkyBeacon

$65

Production Costs
- Materials, assembly, and overhead
Total Gross Profit

Initial Investment
$200,000

- $250K
$0K
$250K
$500K

2013  2014  2015  2016  2017  2018
Break Even
2015

Initial Investment
$200,000
Future

Coast Guard certification
Future

Coast Guard certification

Hiking

Skiing

Hunting
Thanks!

David Wallace  
Rich Wiesman  
Sangbae Kim  
Tony Hu  
Linda Sutliff  
Andy Hamilton  
Arni Lehto  
Eric Statz  
James Penn  
Dick Fenner  
Bill Cormier  
Joe Cronin  
Jim Dudley  
Steve Haberek  

Chevalley Duhart  
Lauren Hernley  
Paul Piraino  
Eric Lorgus  
Henry Marx  
Melanie Hood  
Gene Day  
Paul Ansolabehere  
Anagram Balloon  
Philadelphia Ship Preservation Guild  
NASAR  
Landfall Navigation  
Boston Paintball  
American Gas Products