



SKYBEACON

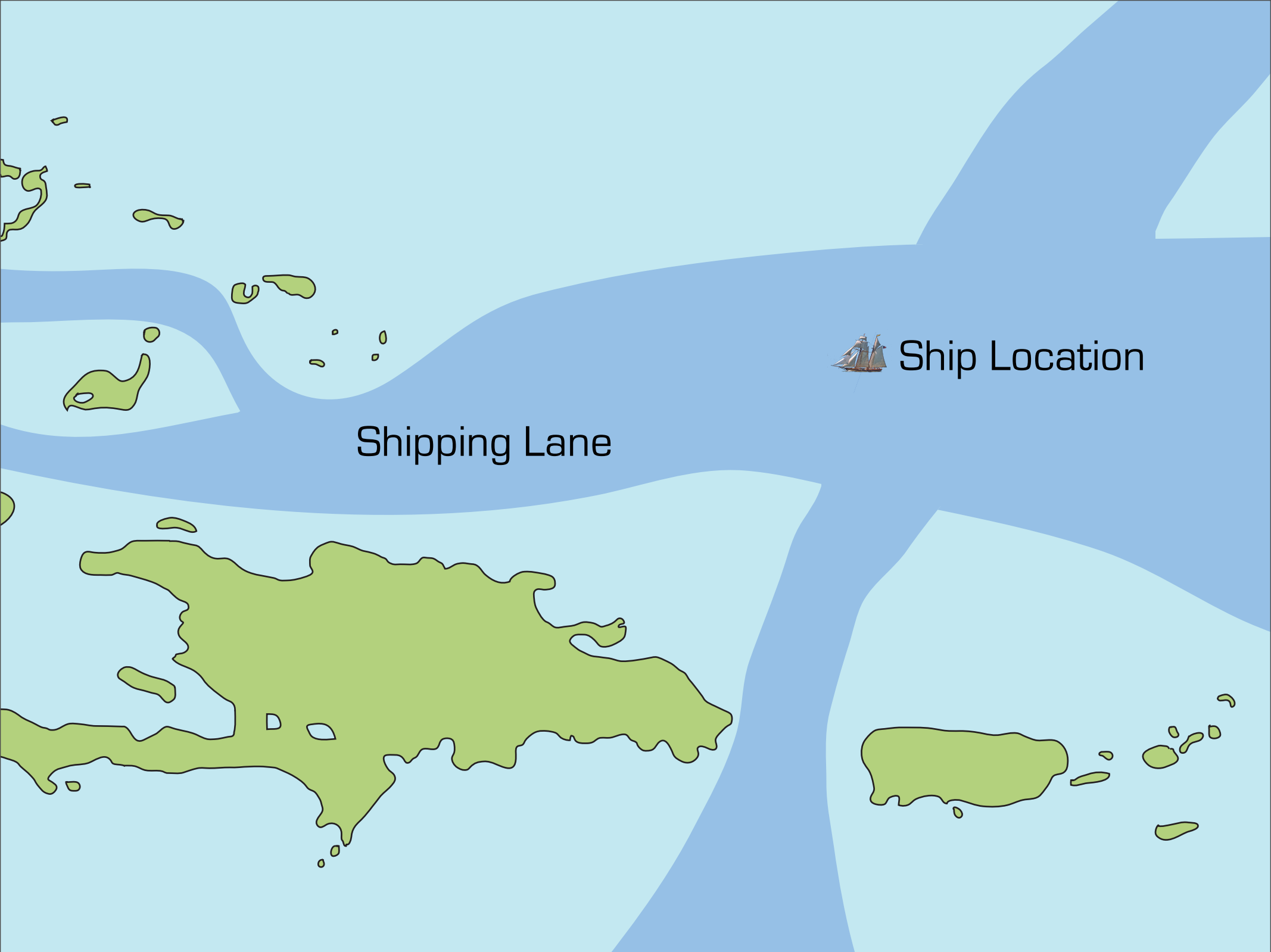
The logo for SkyBeacon features the word "SKYBEACON" in a bold, sans-serif font. The letters "SKY" and "CON" are orange, while "BEA" is dark grey. Above the letter "O" in "CON" is a graphic of four orange diagonal lines radiating upwards, resembling a sunburst or a beacon signal.



Sunday, December 16, 12



Sh...ng Lane



Shipping Lane



Ship Location

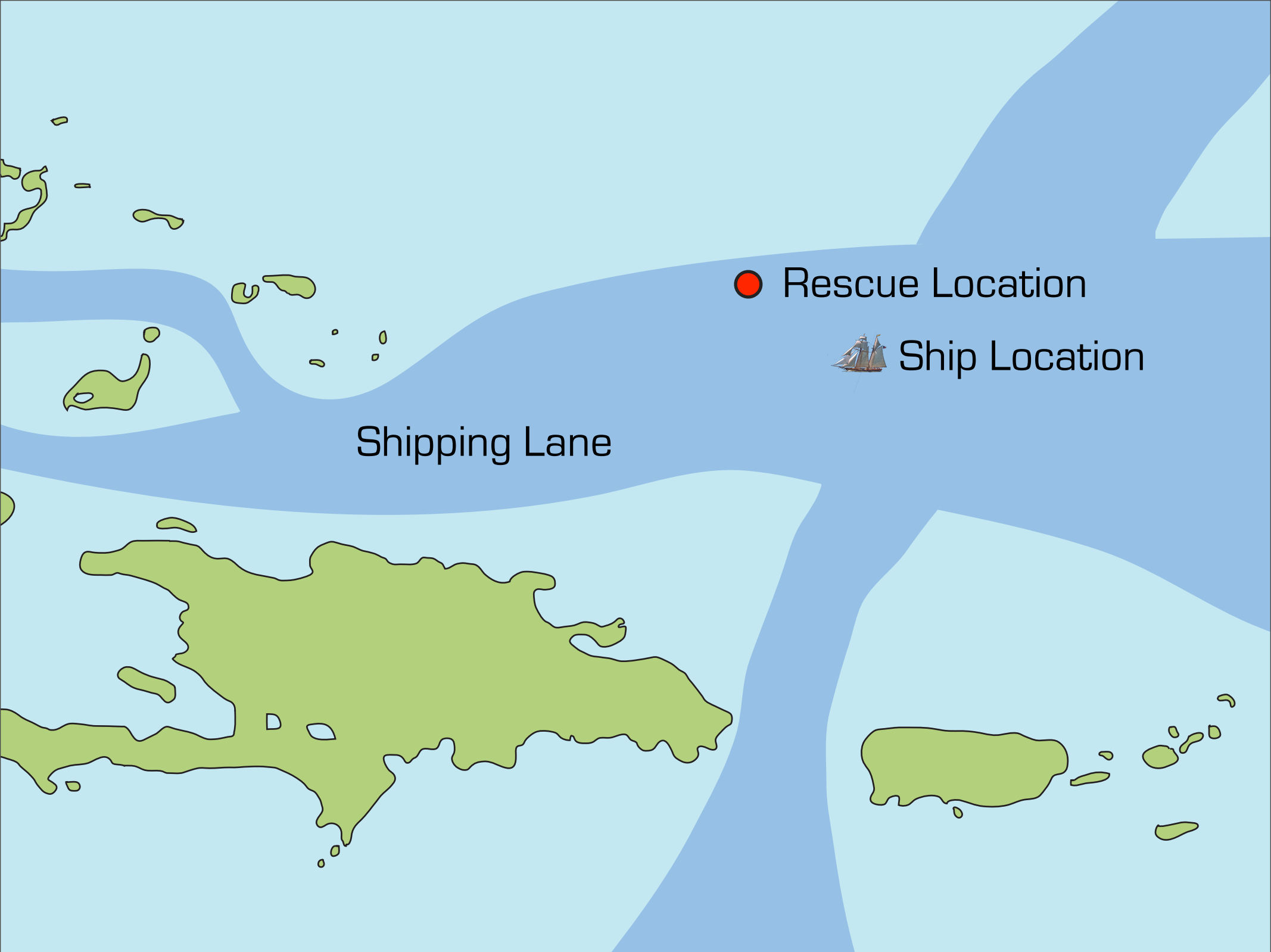


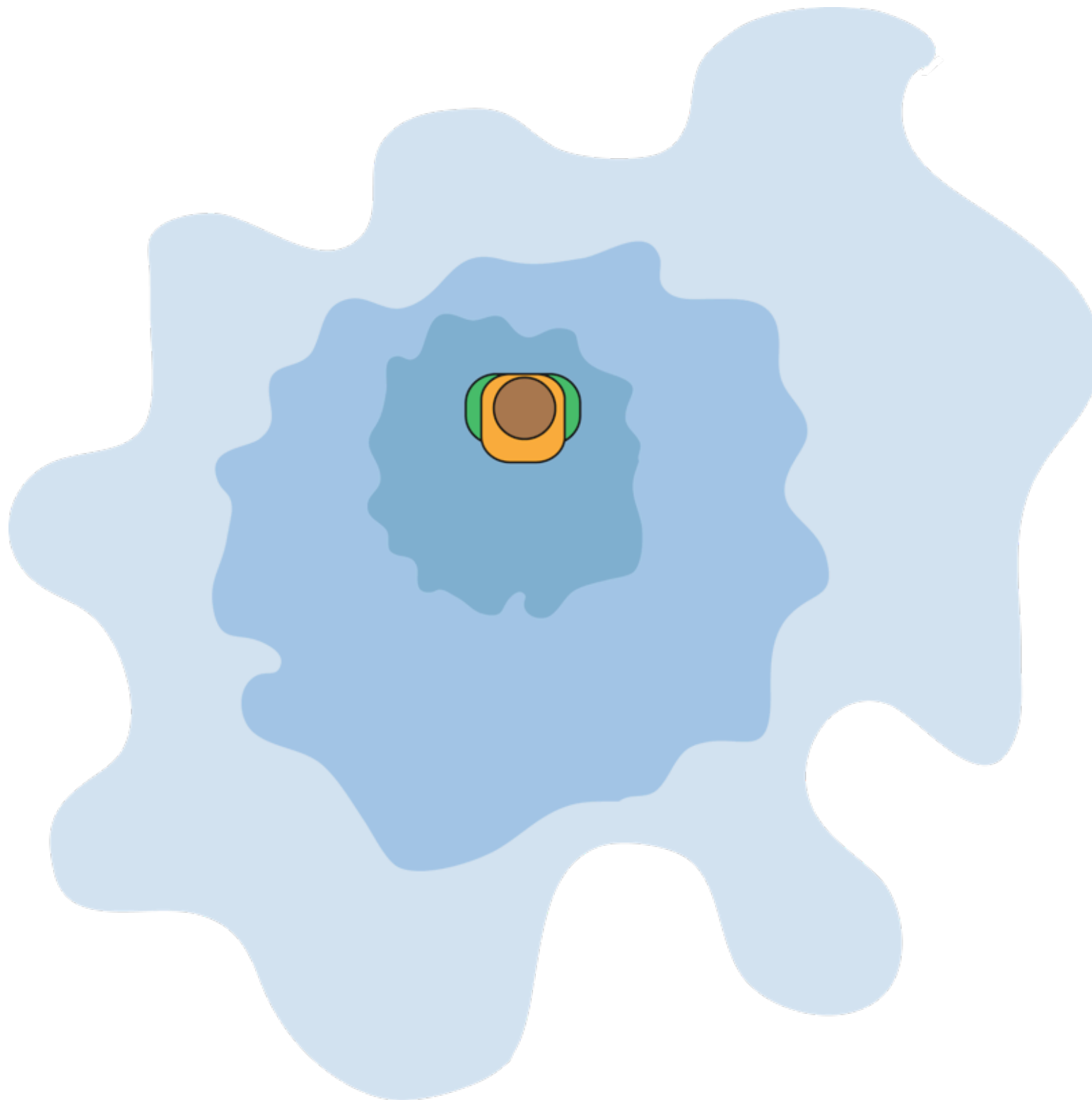
Ship Location

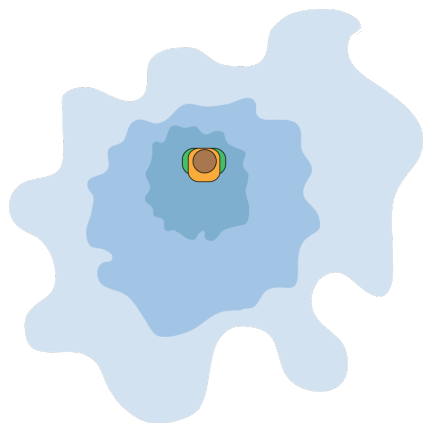
Shipping Lane

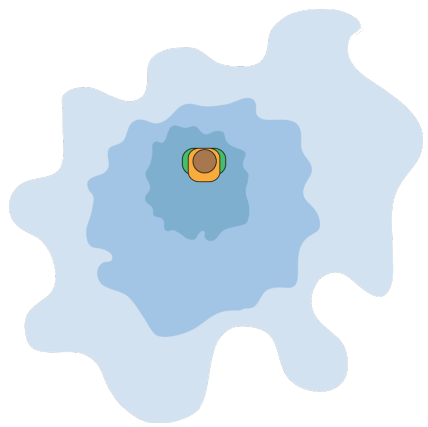
**“We fired our remaining flares,
but she just kept going.”**

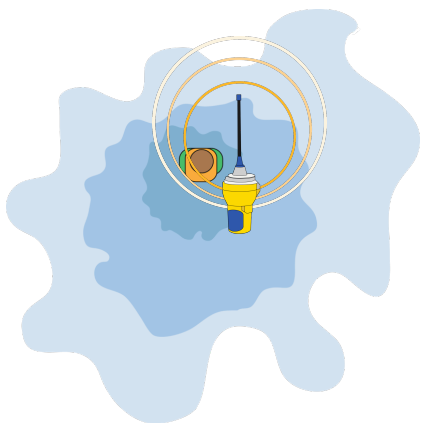
– Scott Jeffery, survivor













SKYBEACON

The logo for SkyBeacon features the word "SKYBEACON" in a bold, sans-serif font. The letters "SKY" and "CON" are orange, while "BEA" and "N" are dark grey. Above the letter "O" in "CON" is a graphic of four orange diagonal lines radiating upwards, resembling a sunburst or a beacon signal.



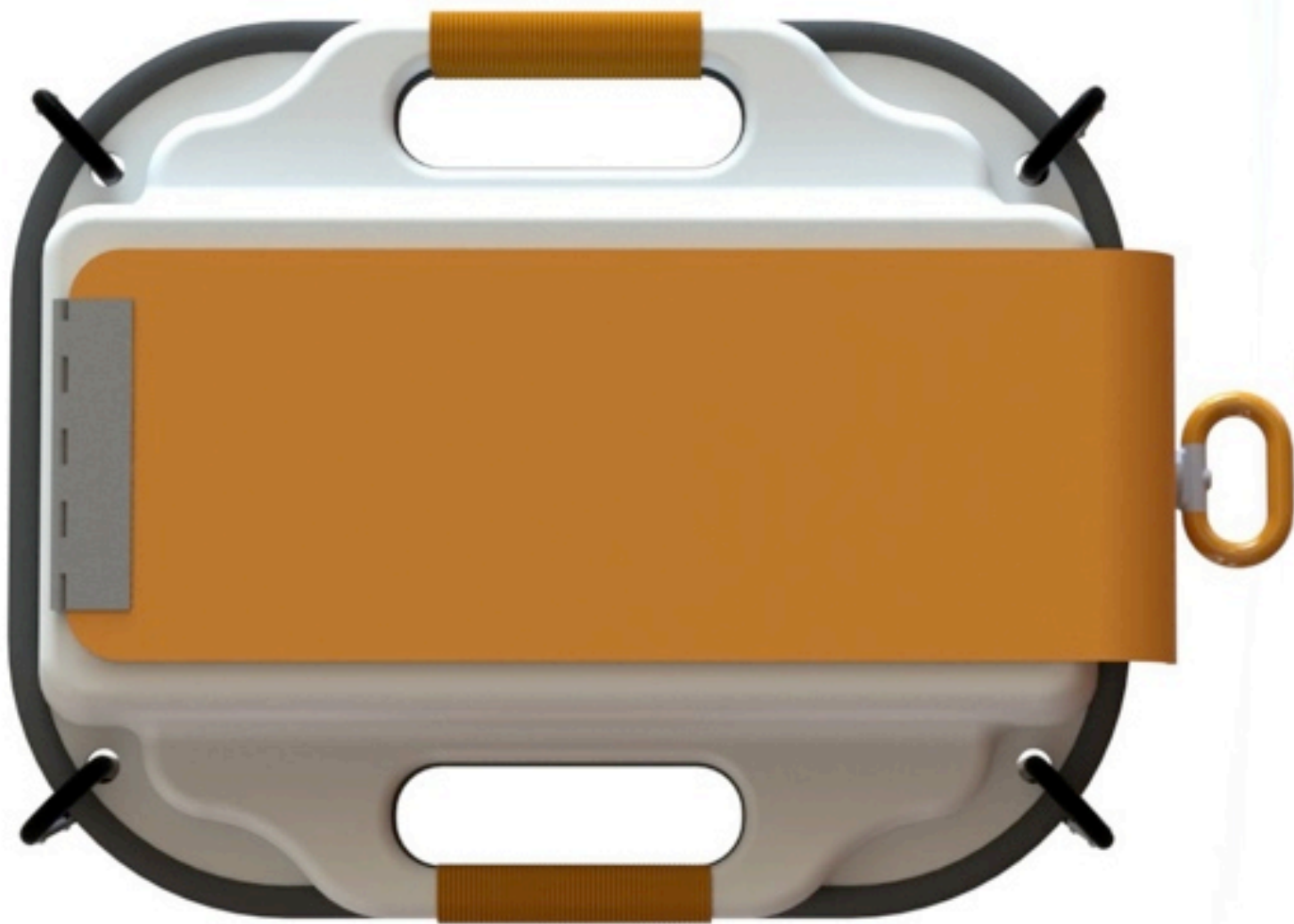
SKYBEACON

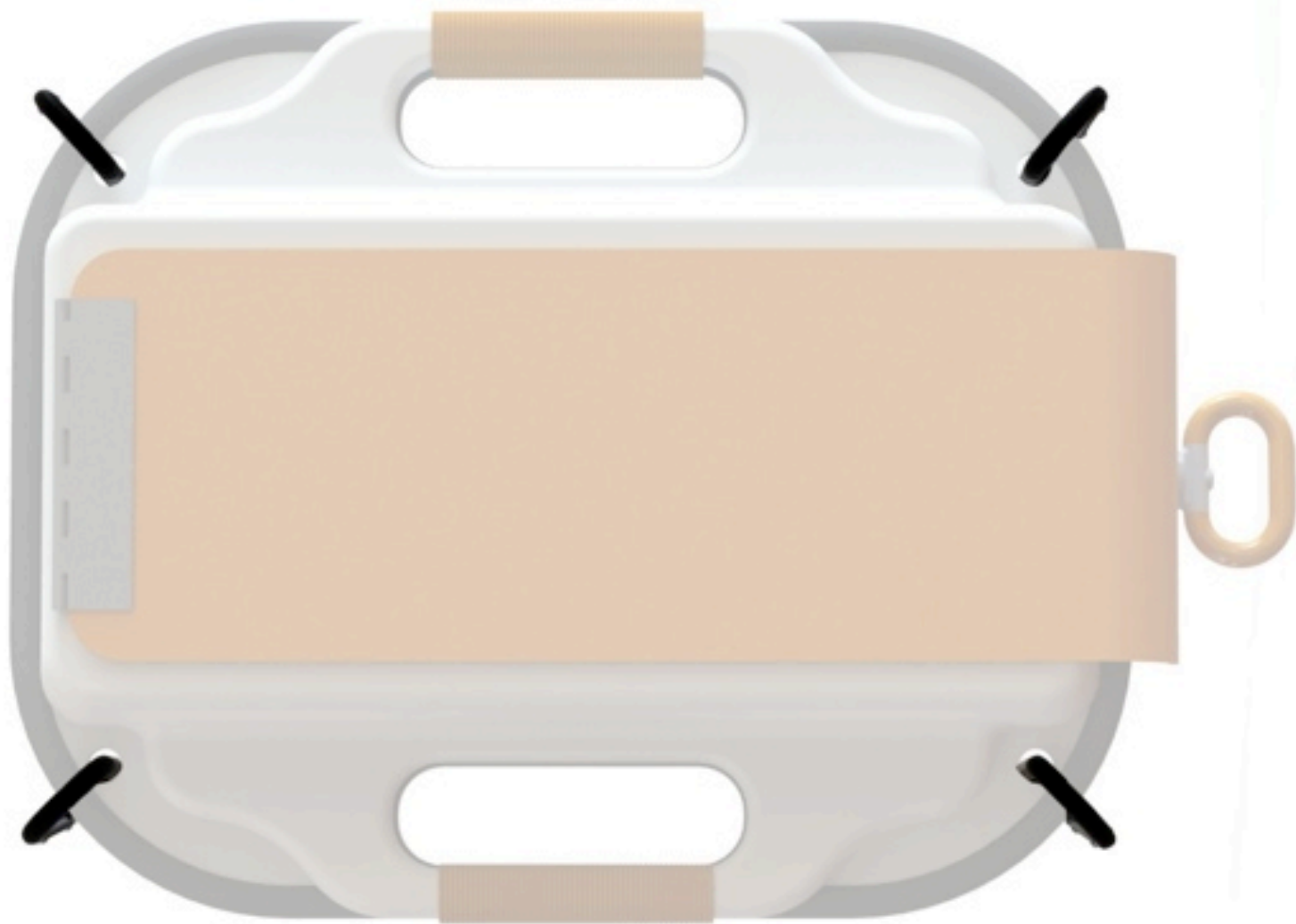
A distress signal for boaters:

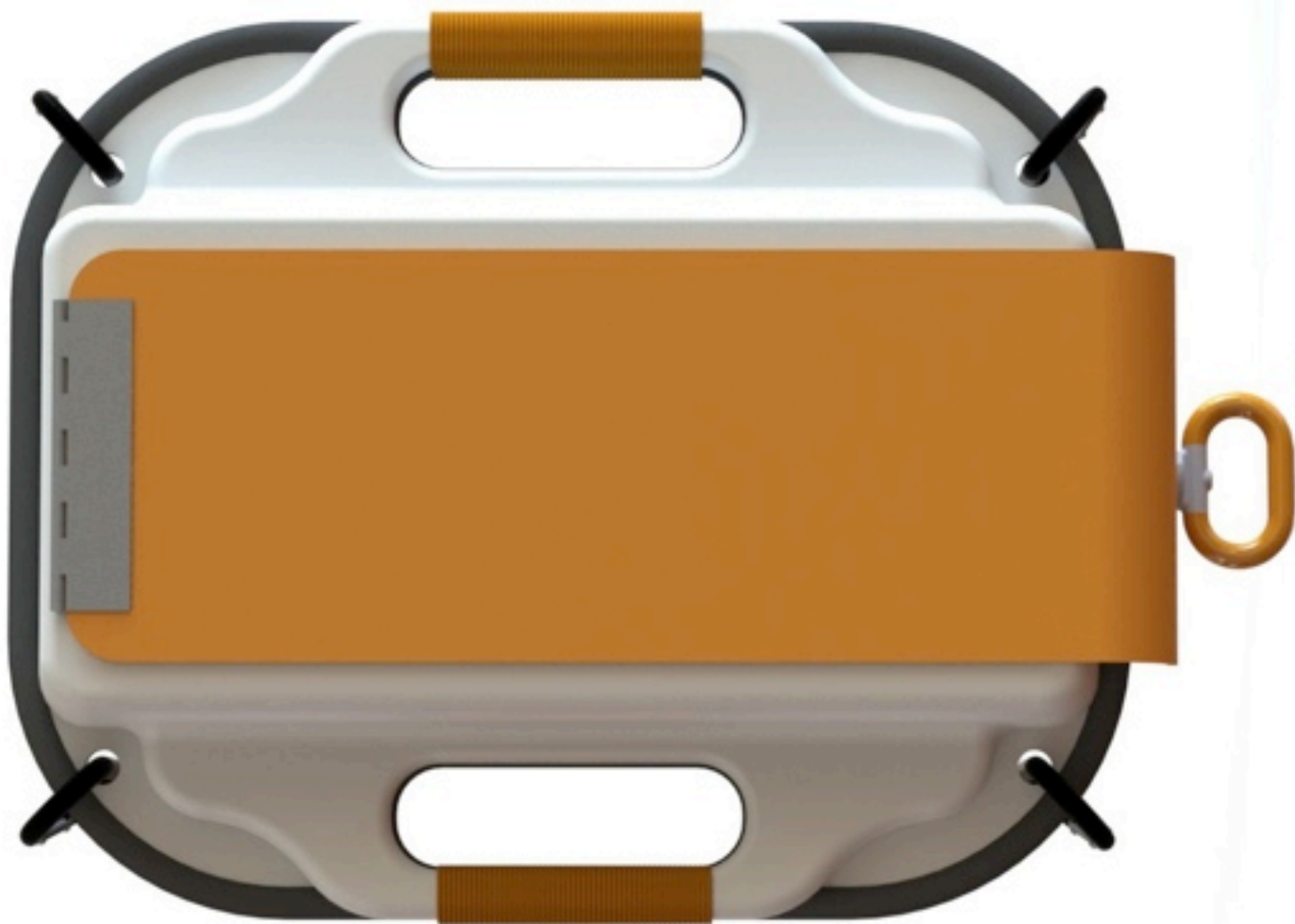
- 360° illumination
- Radar detection
- Tethered balloon
- Distress flag
- 3 day life
- Type 1 flotation

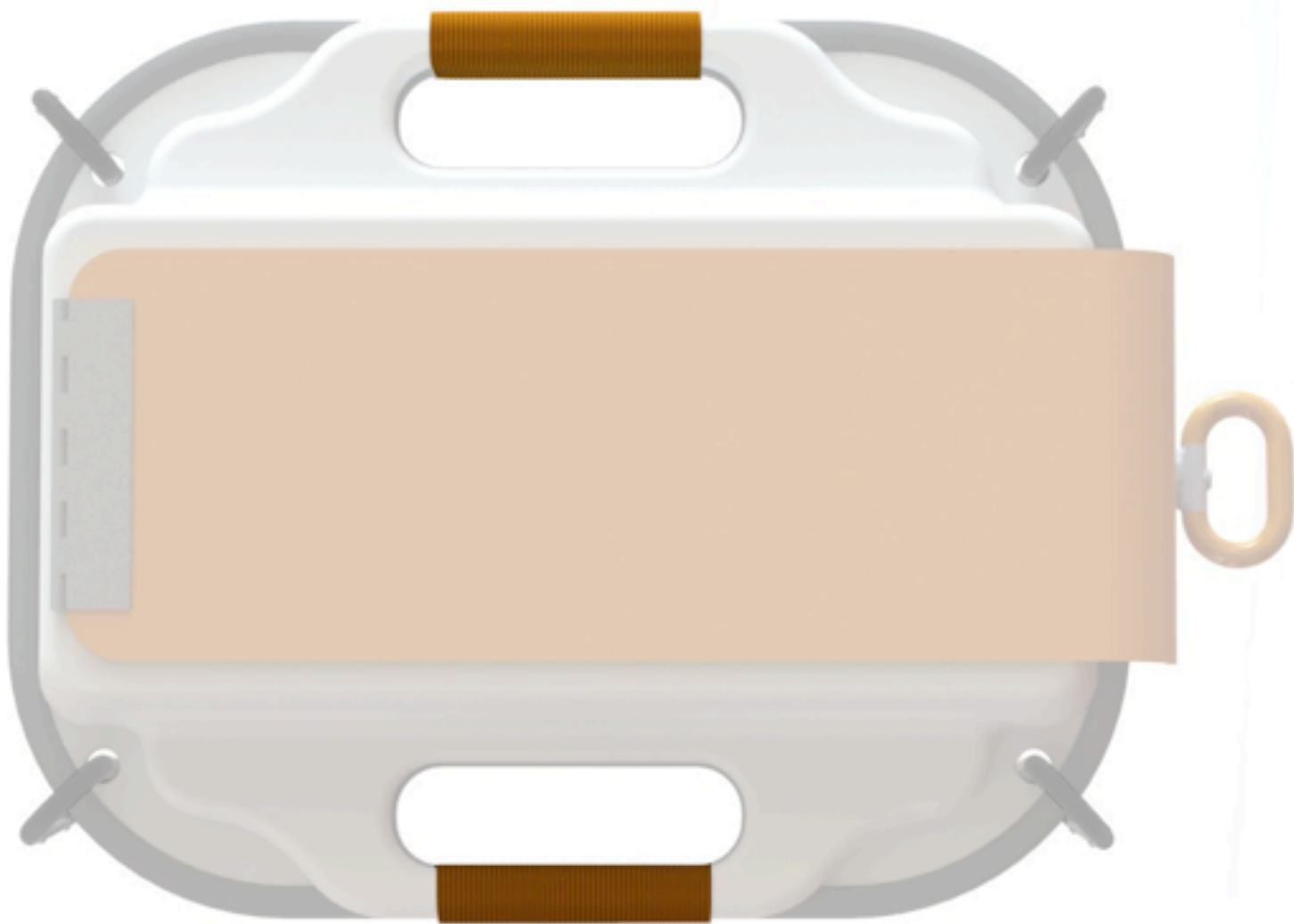
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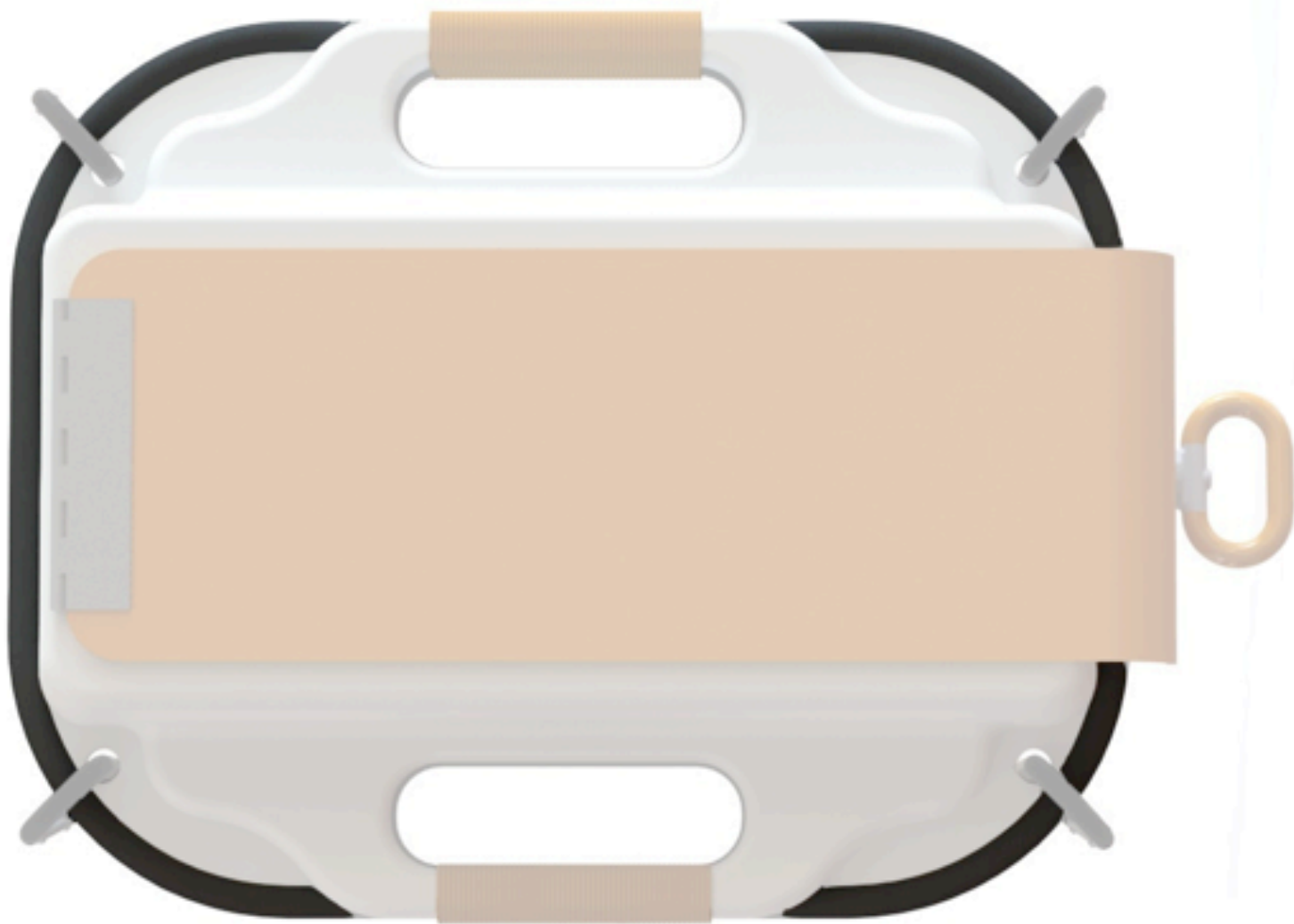
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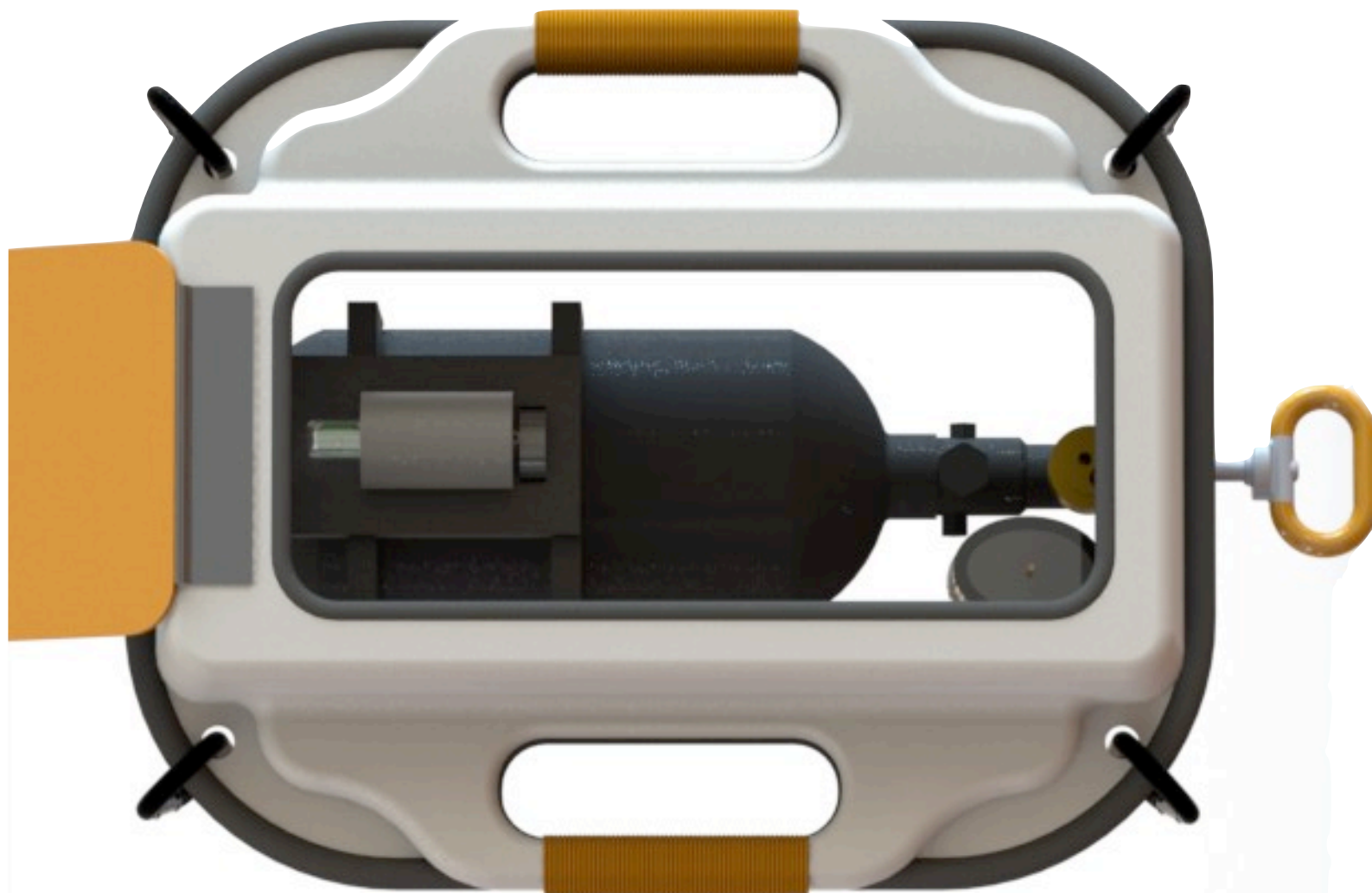




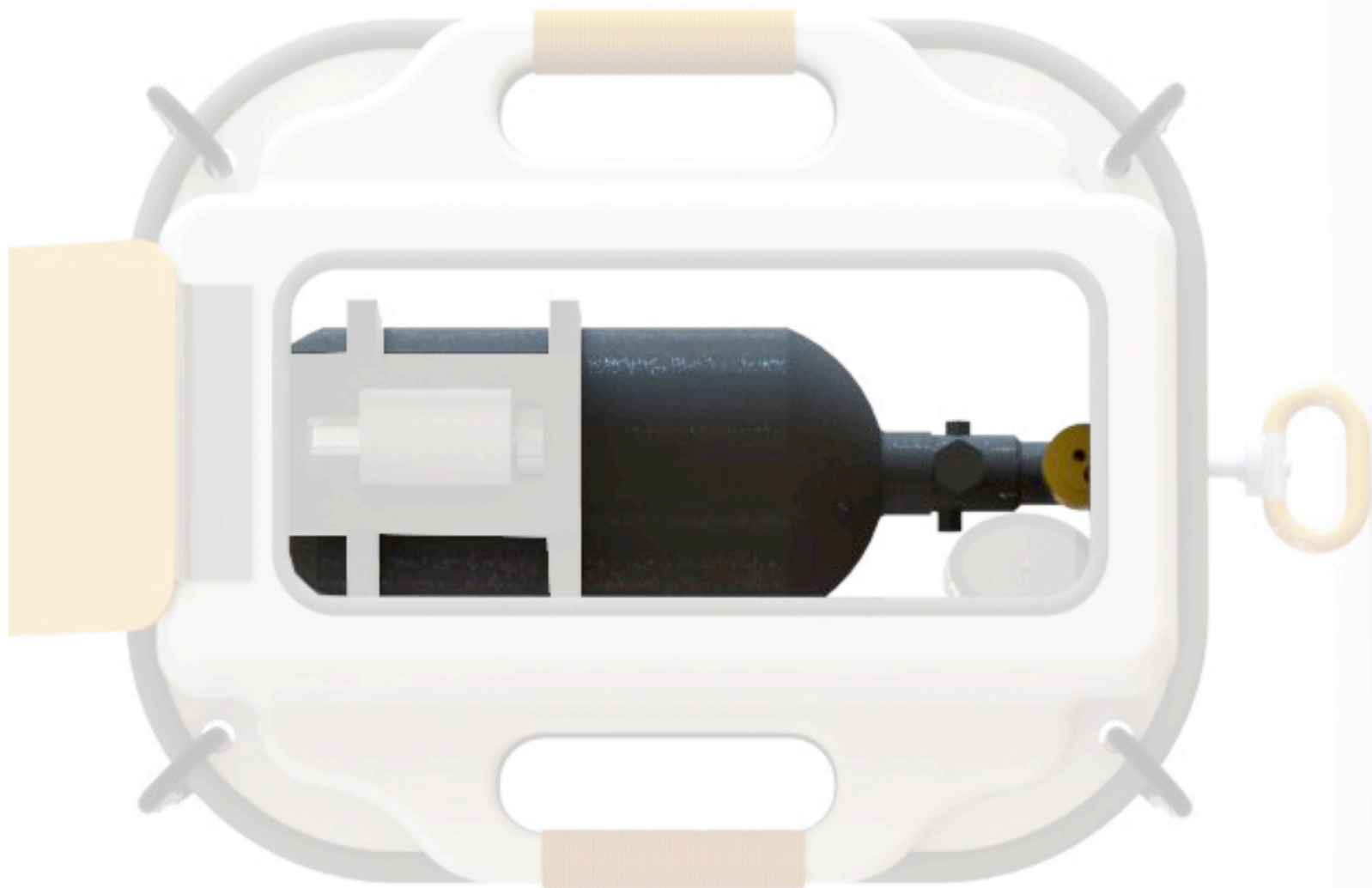


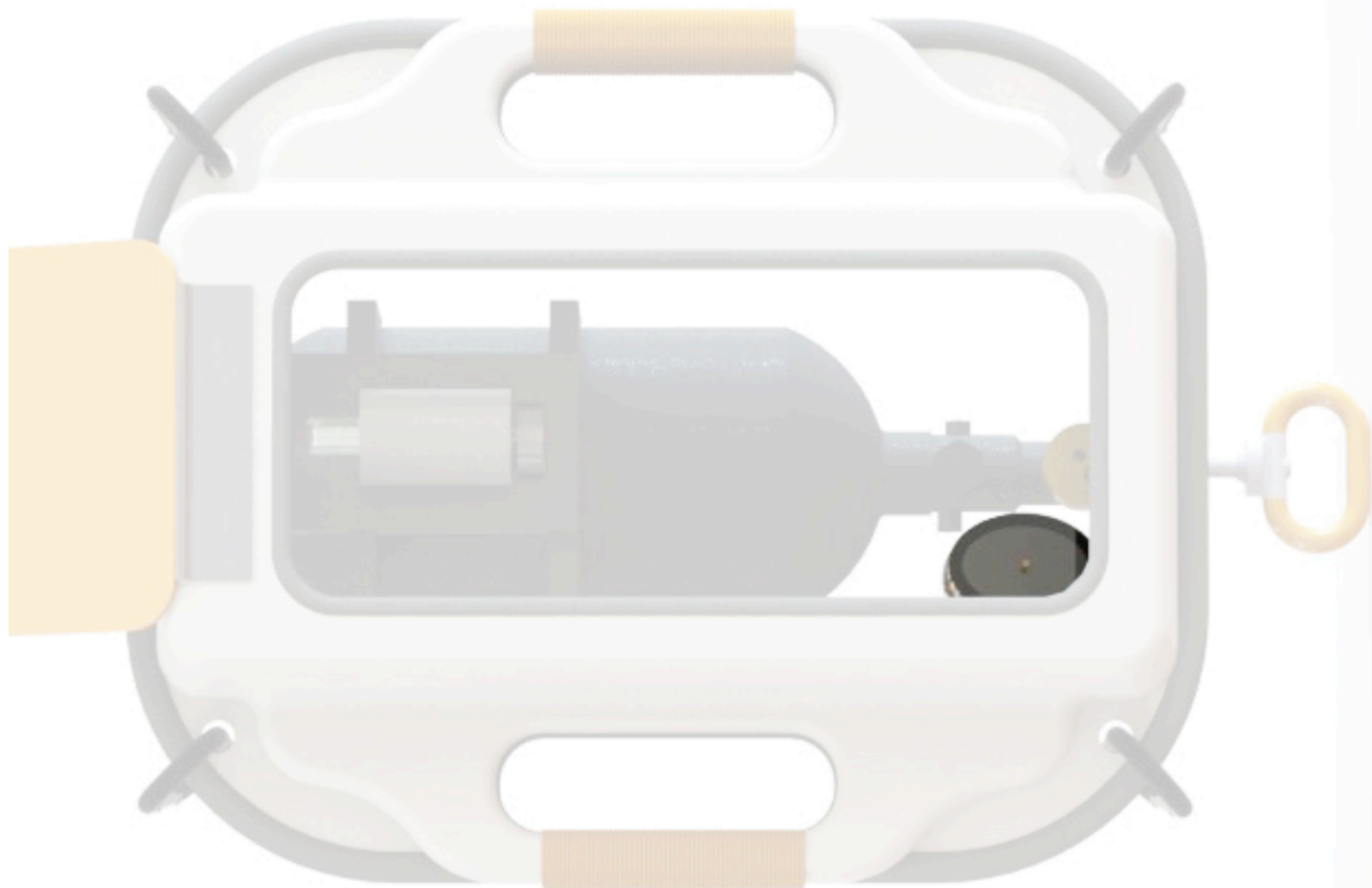


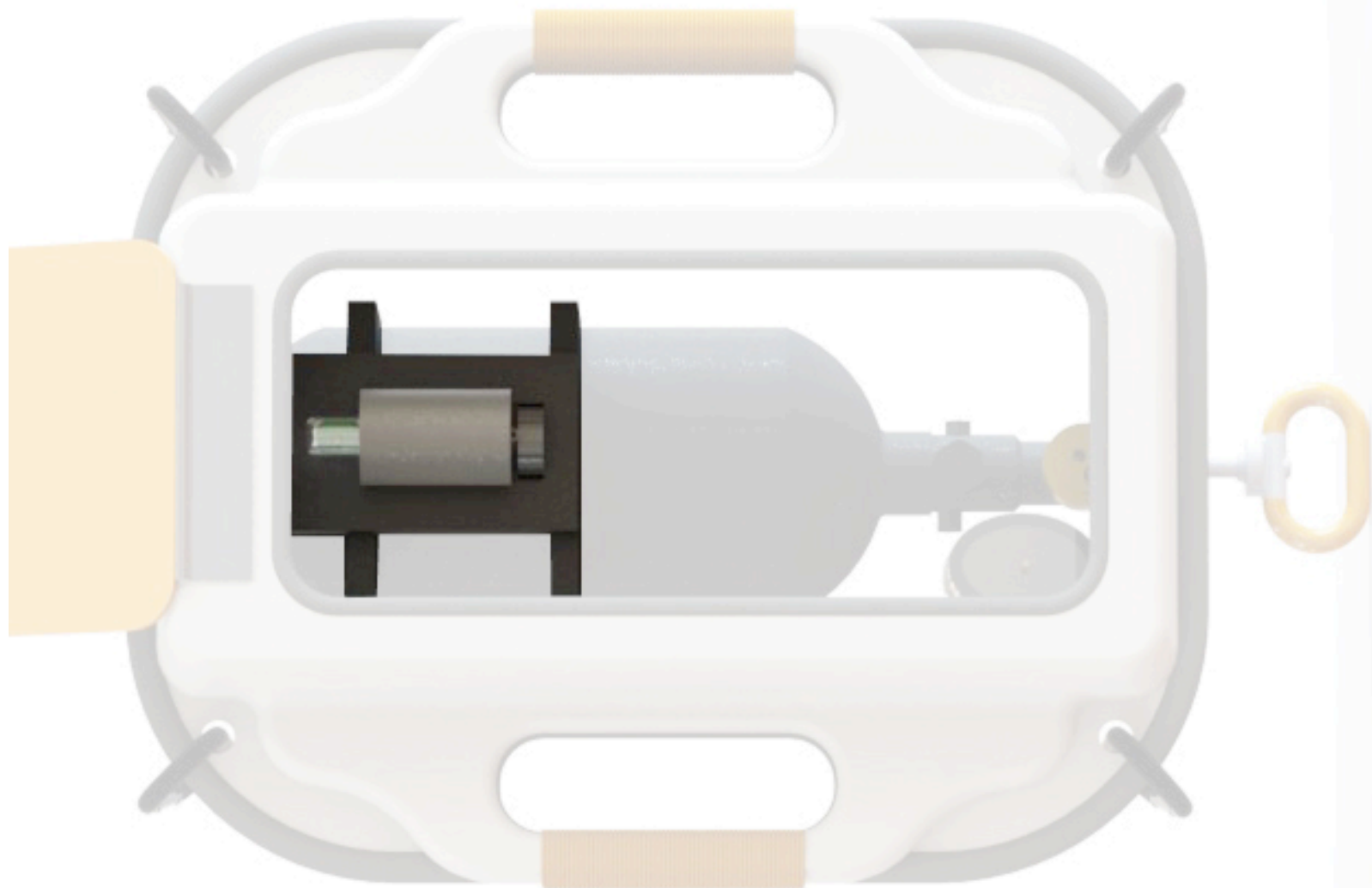




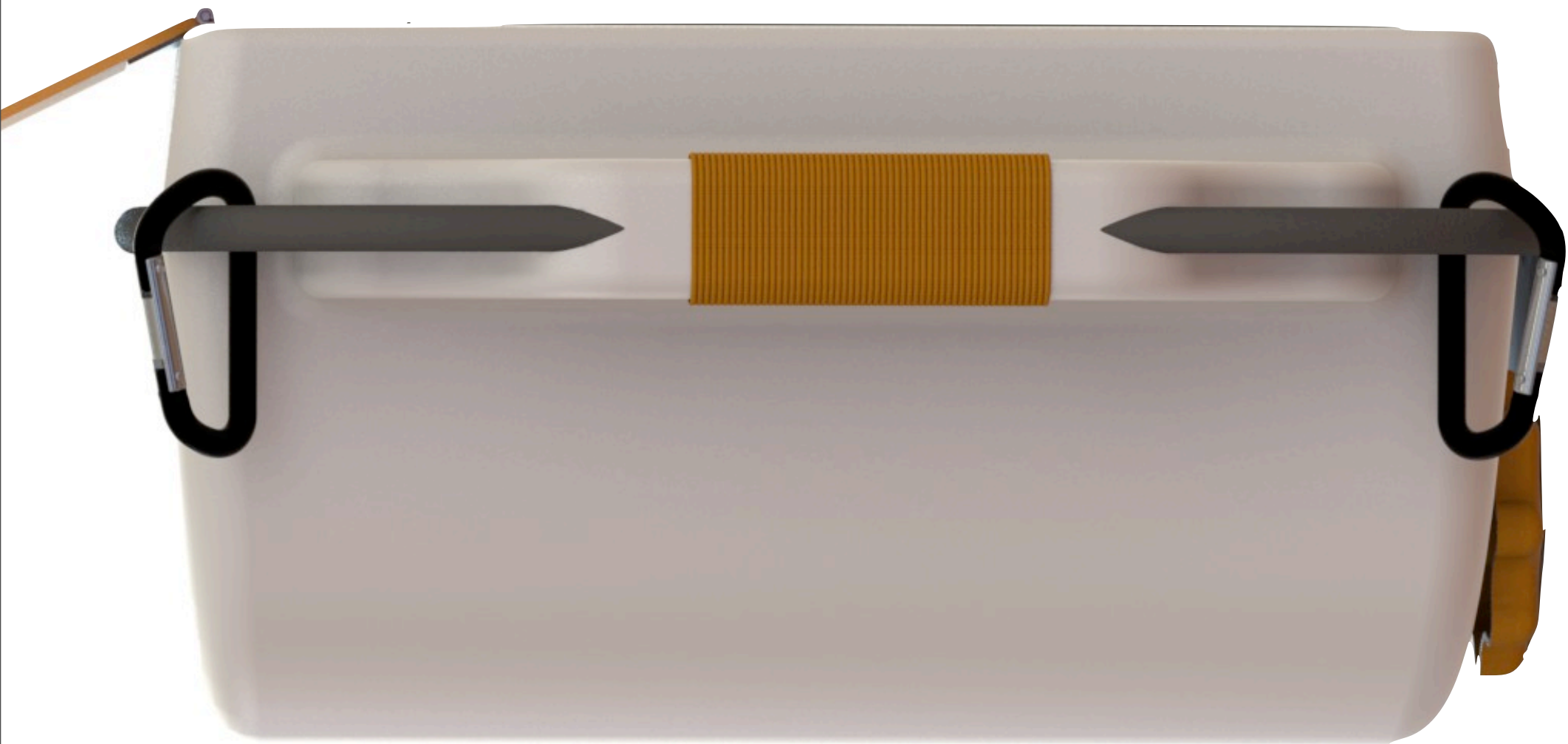
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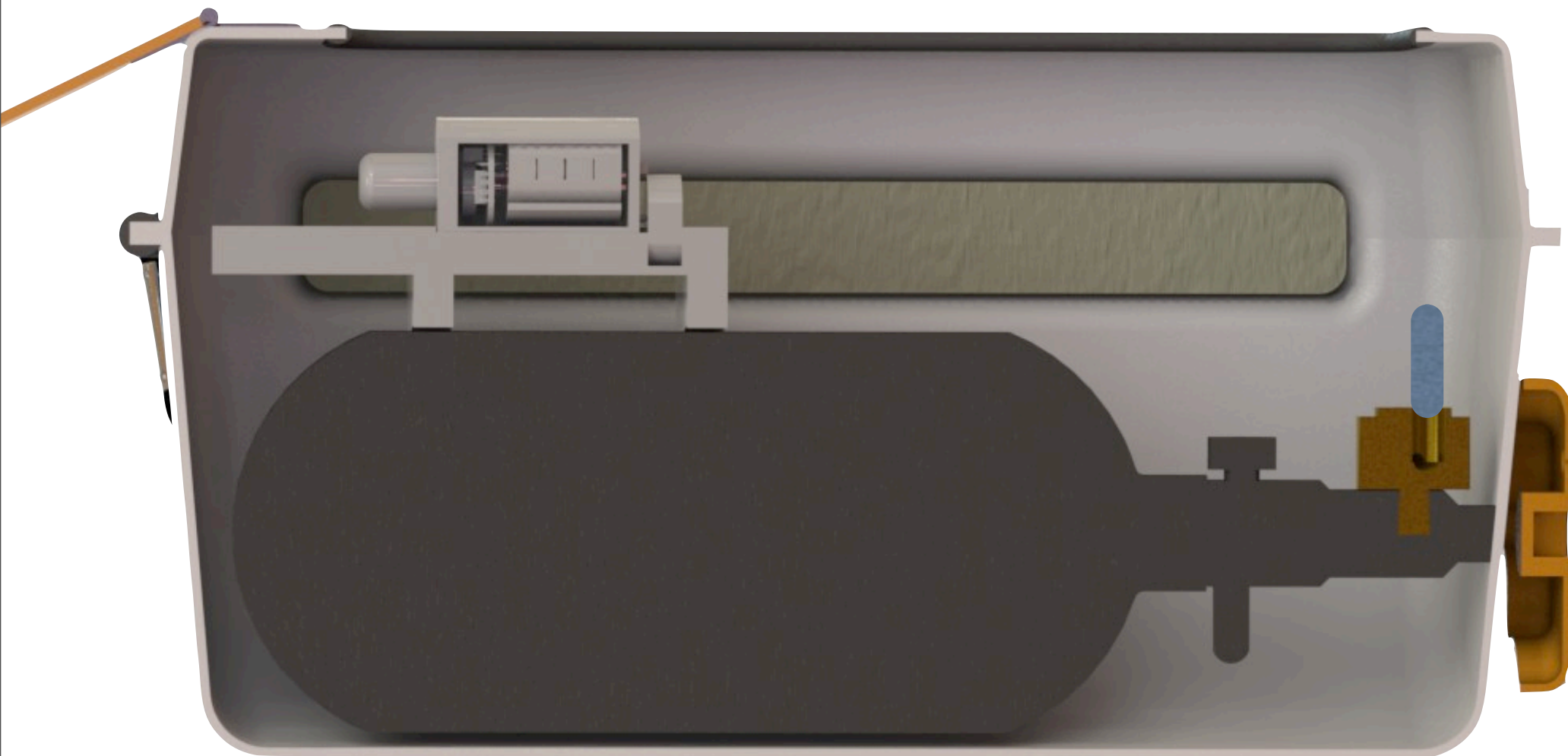


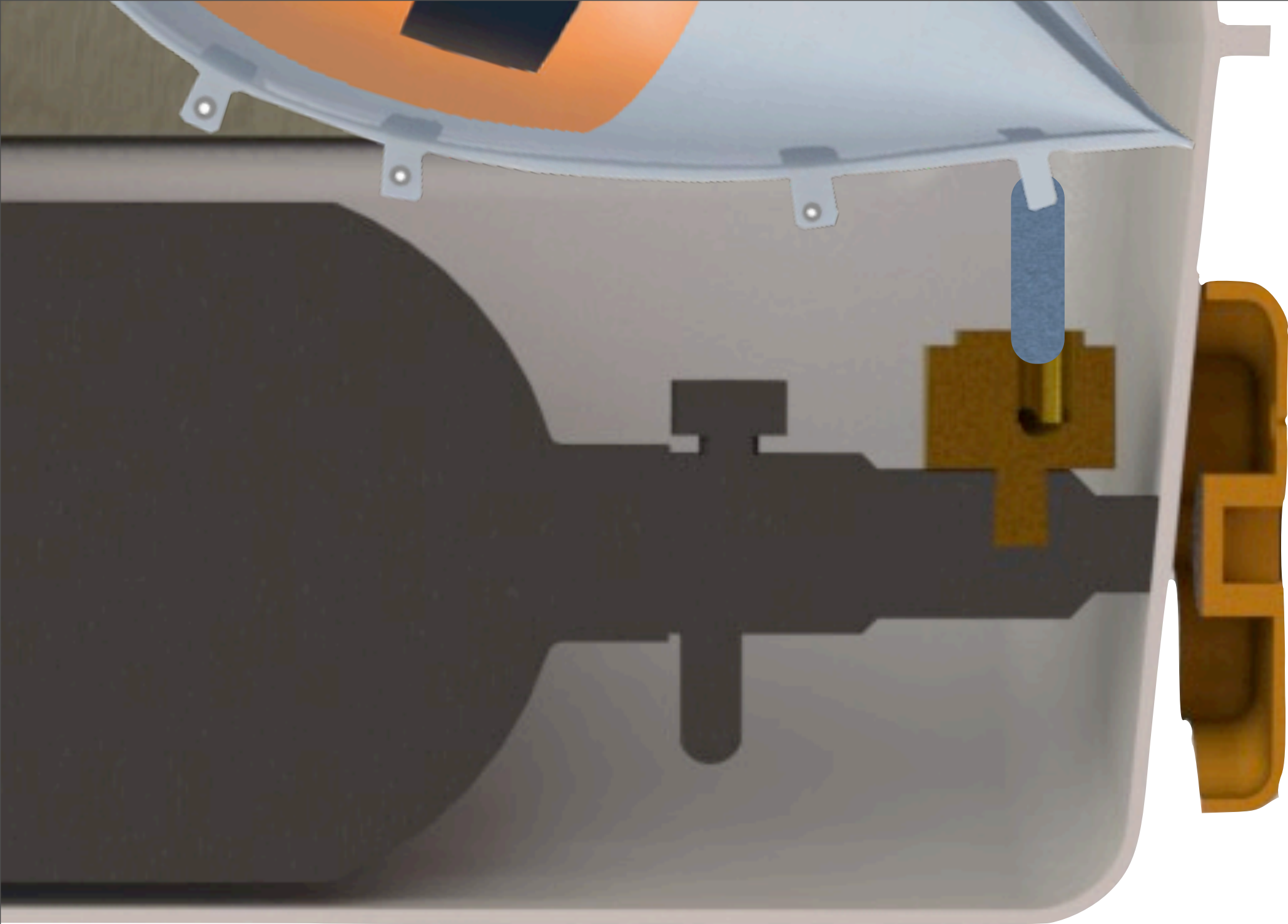


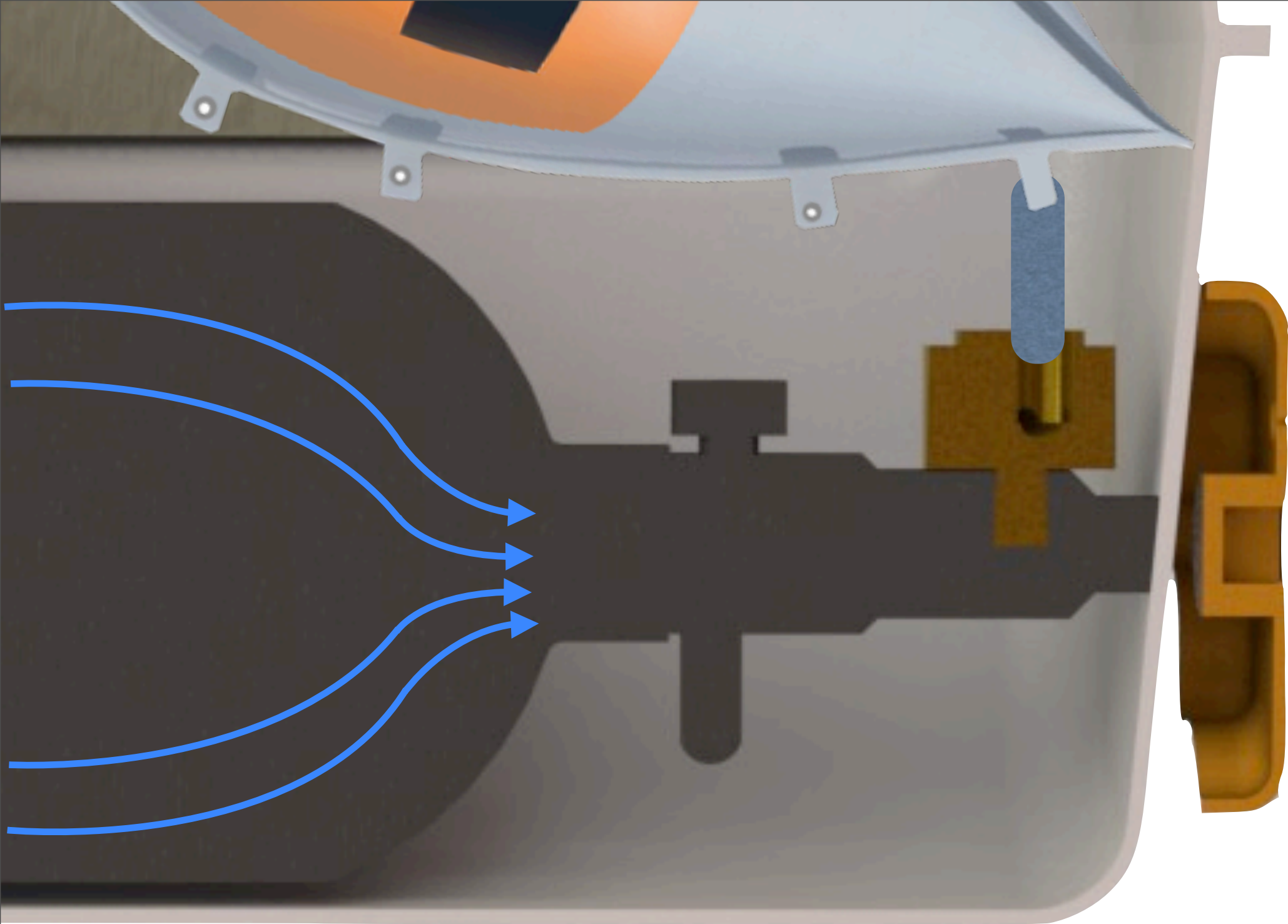


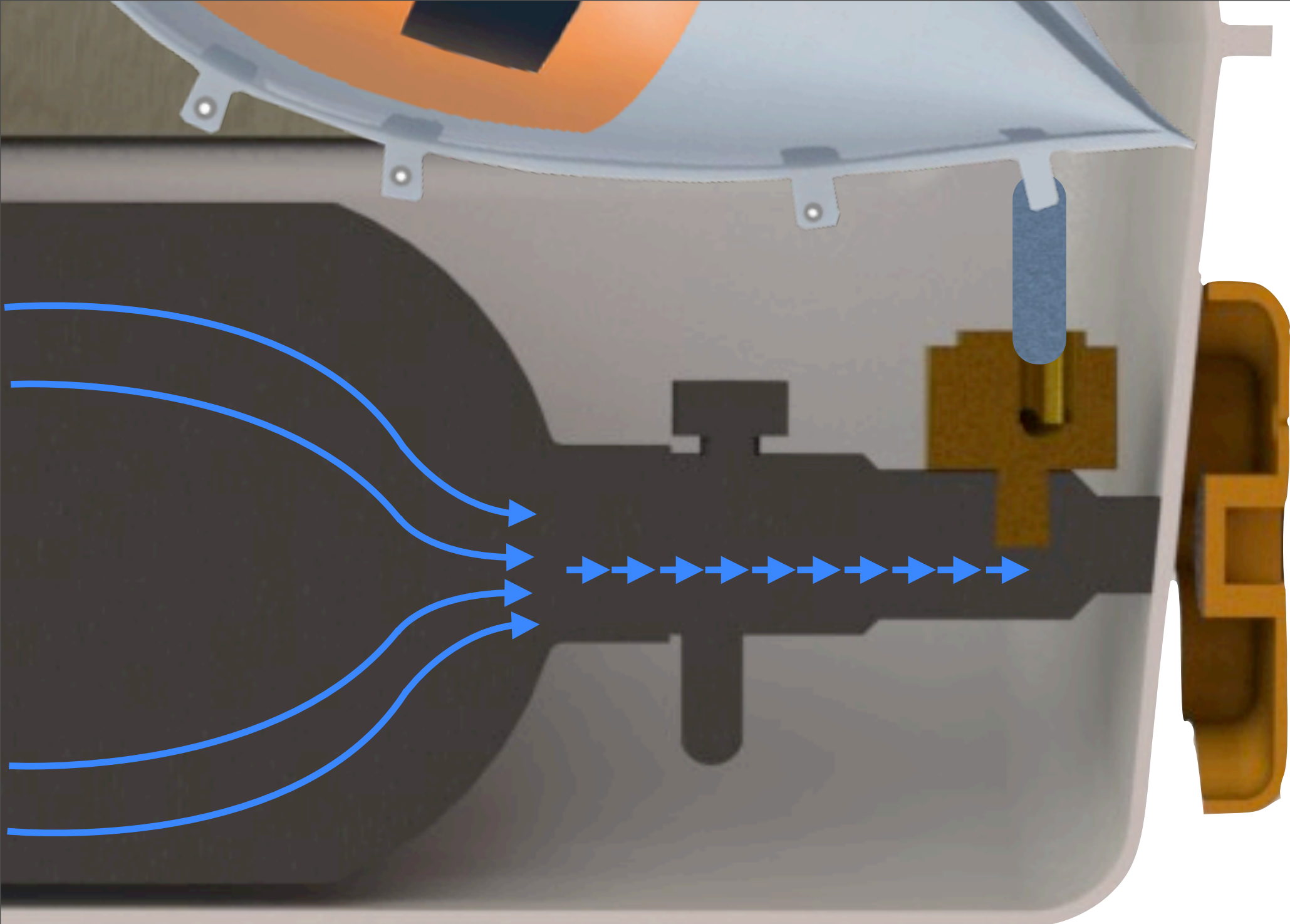


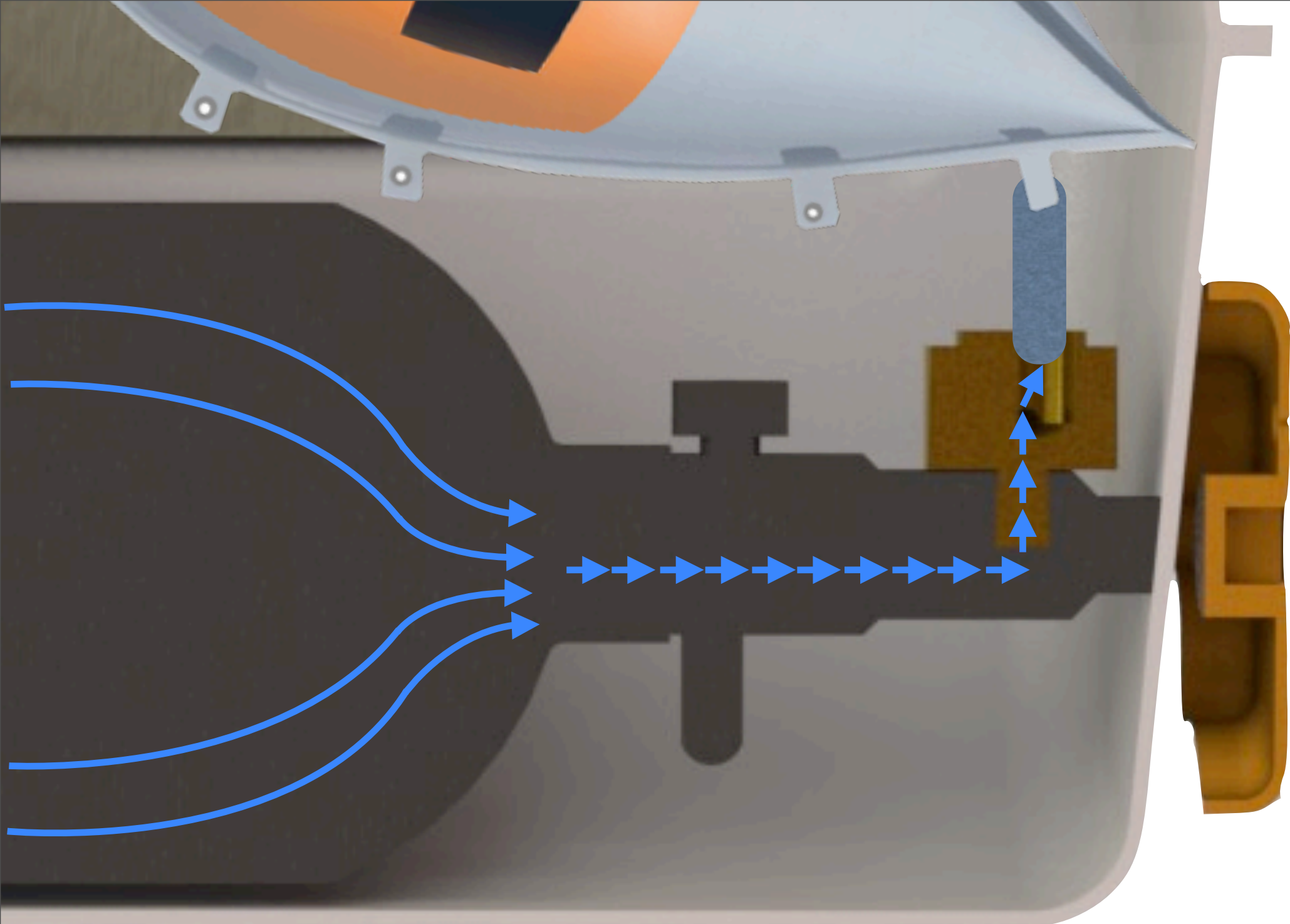


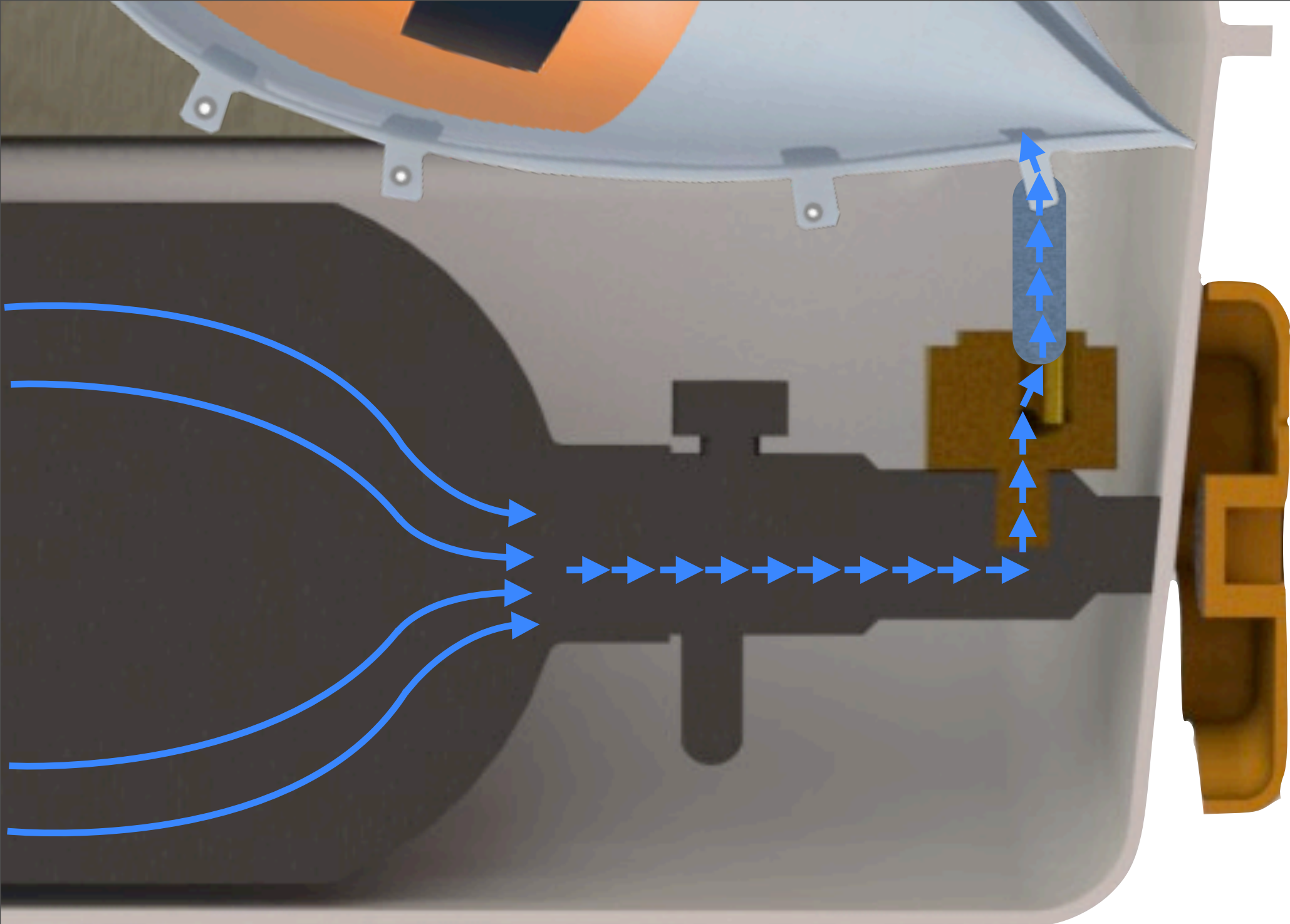


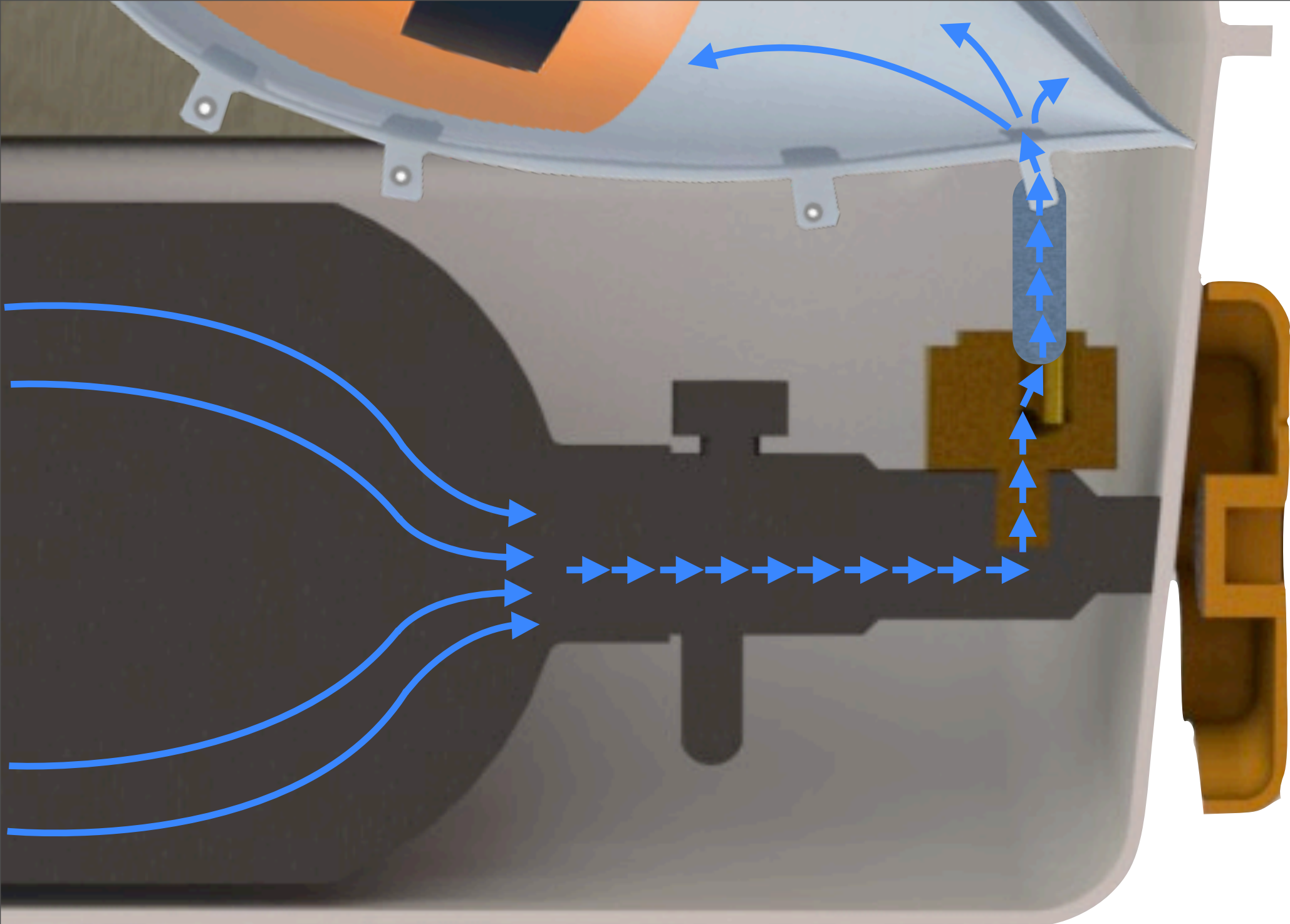




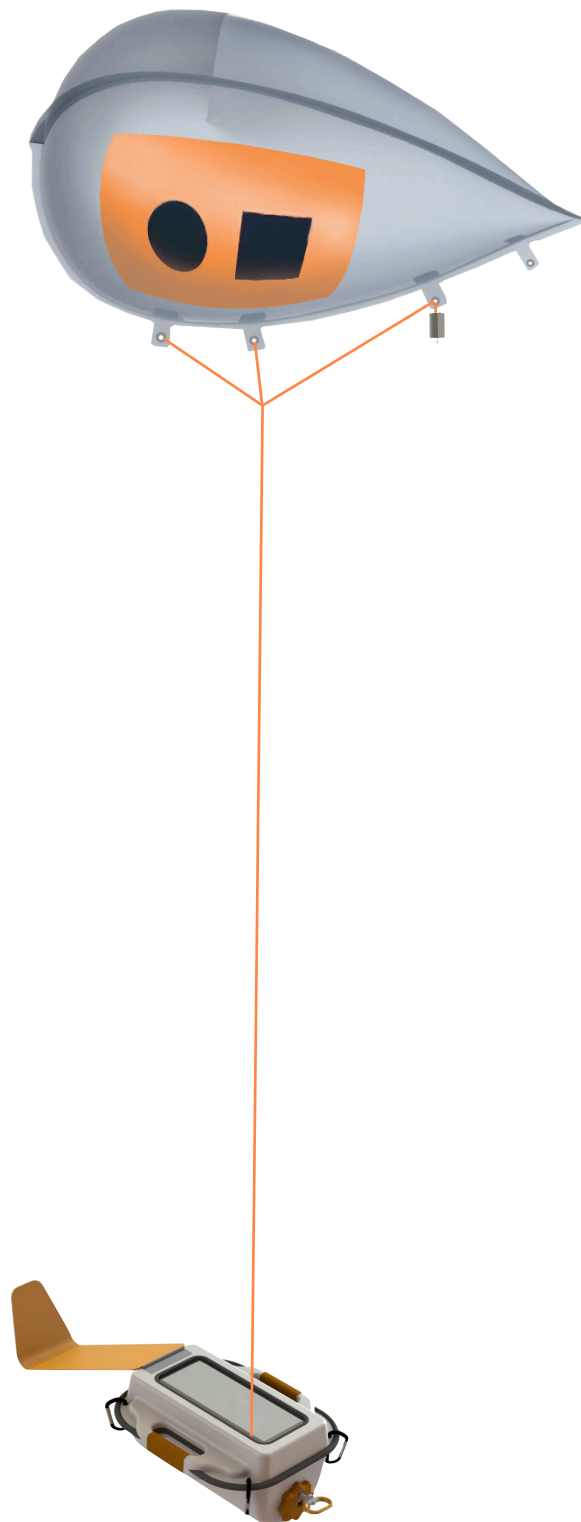


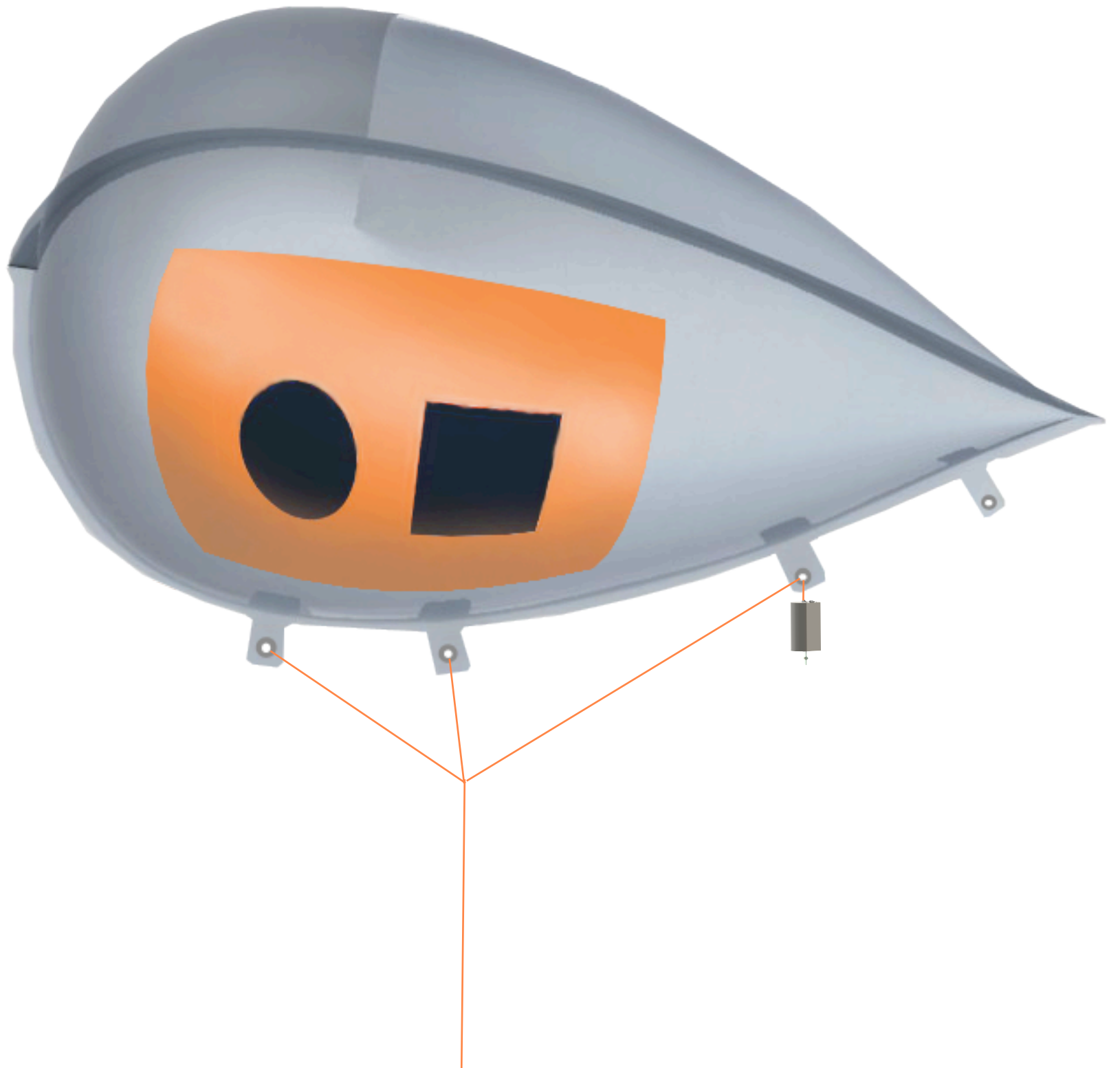


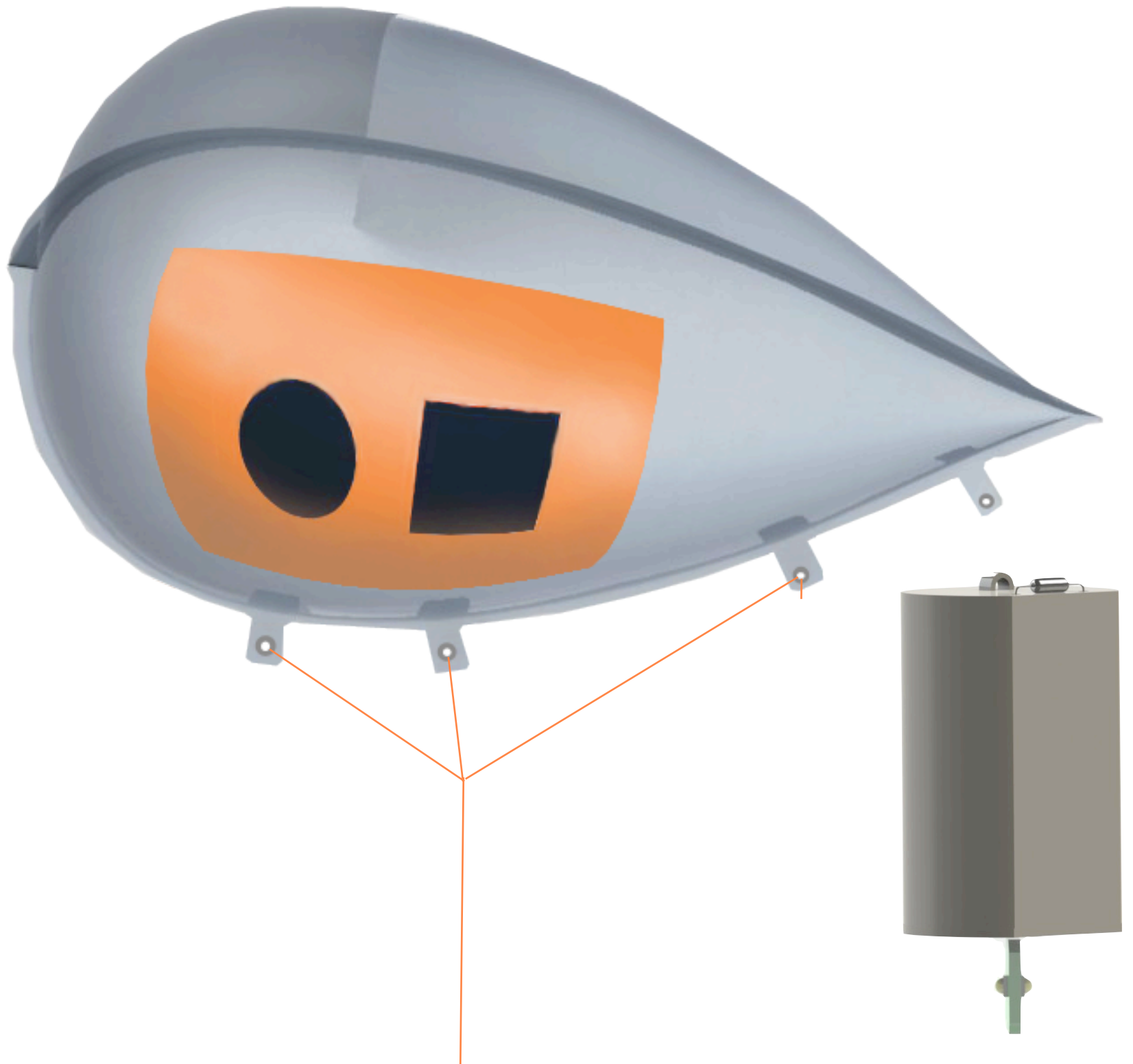


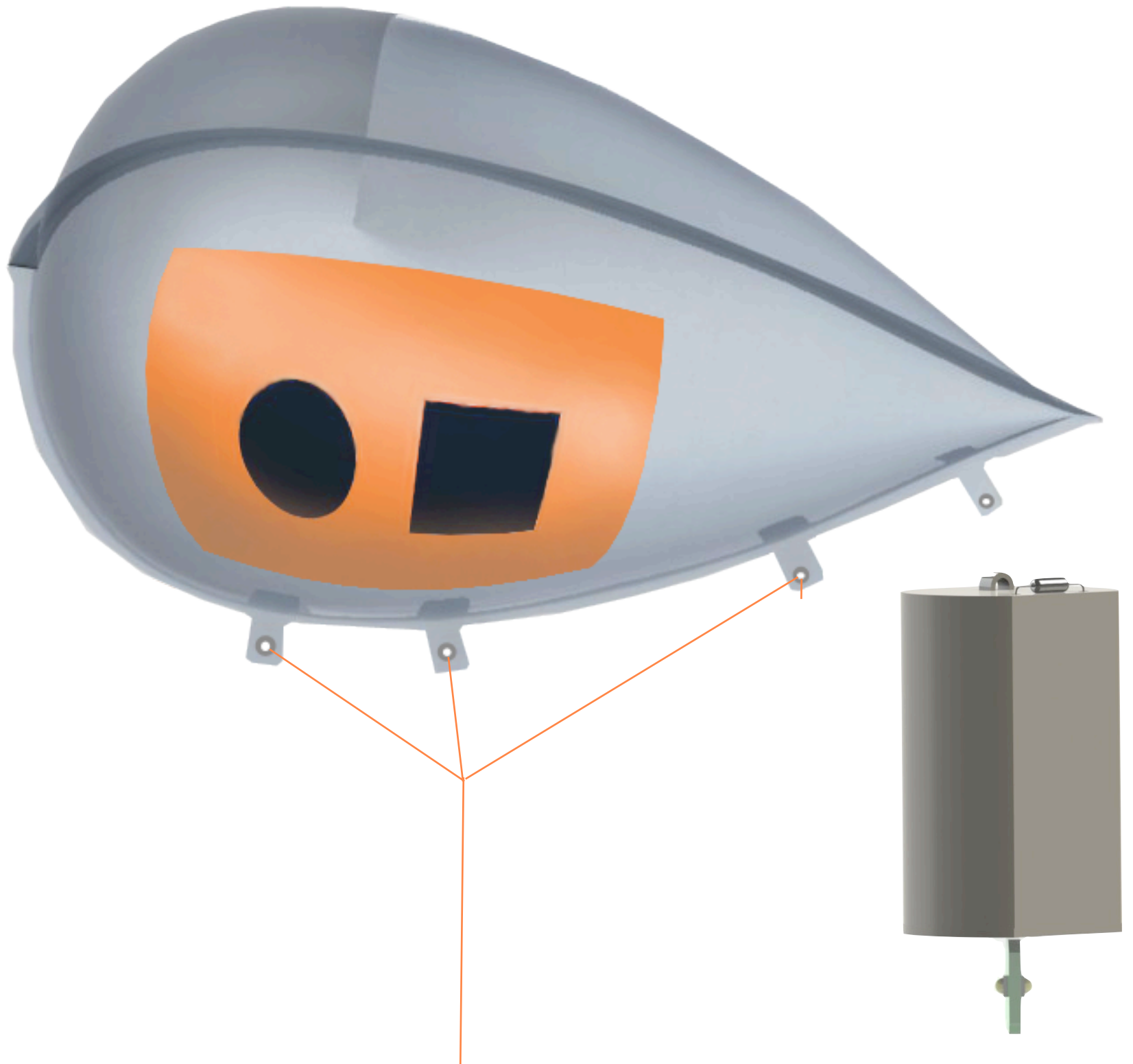


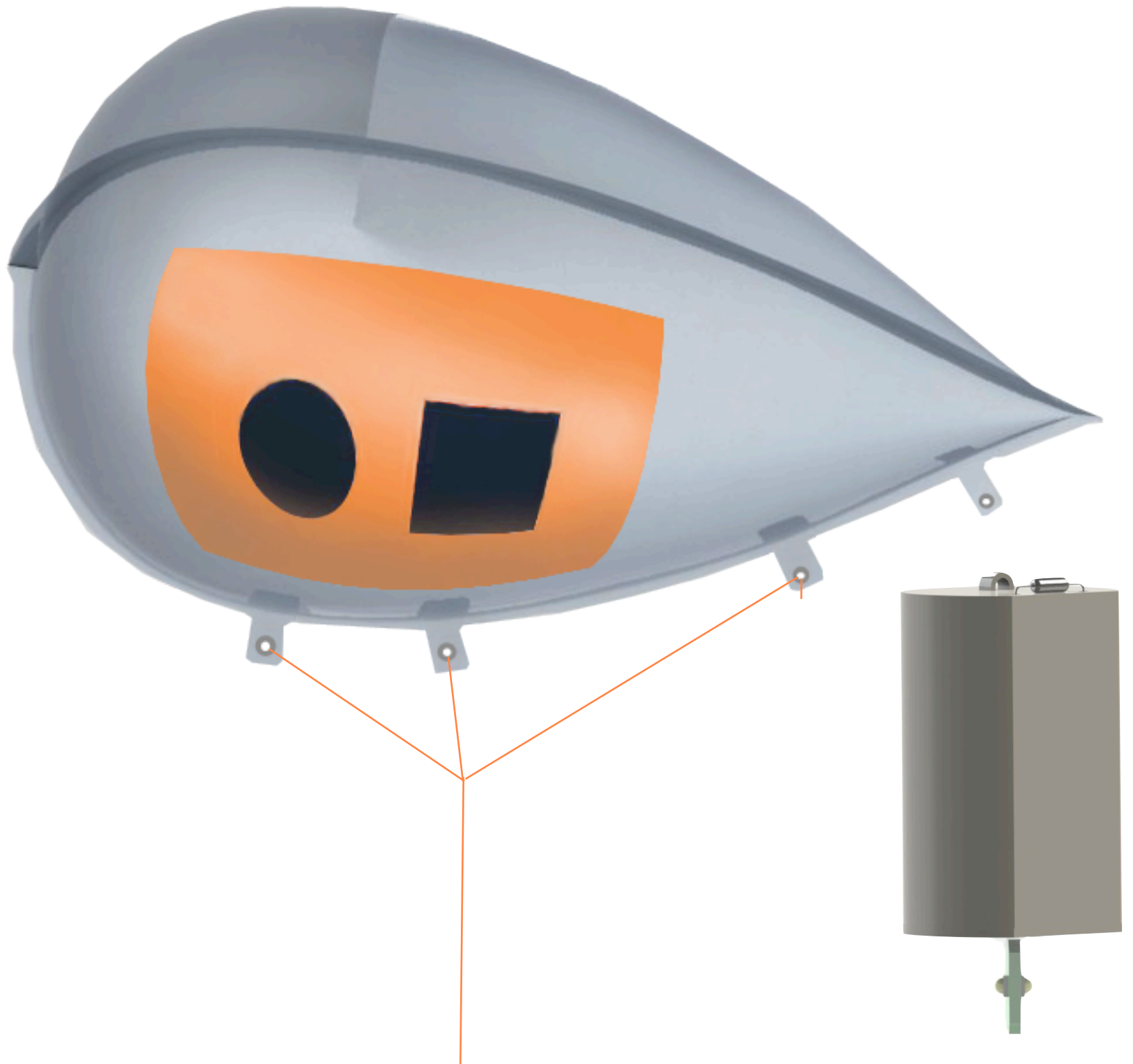


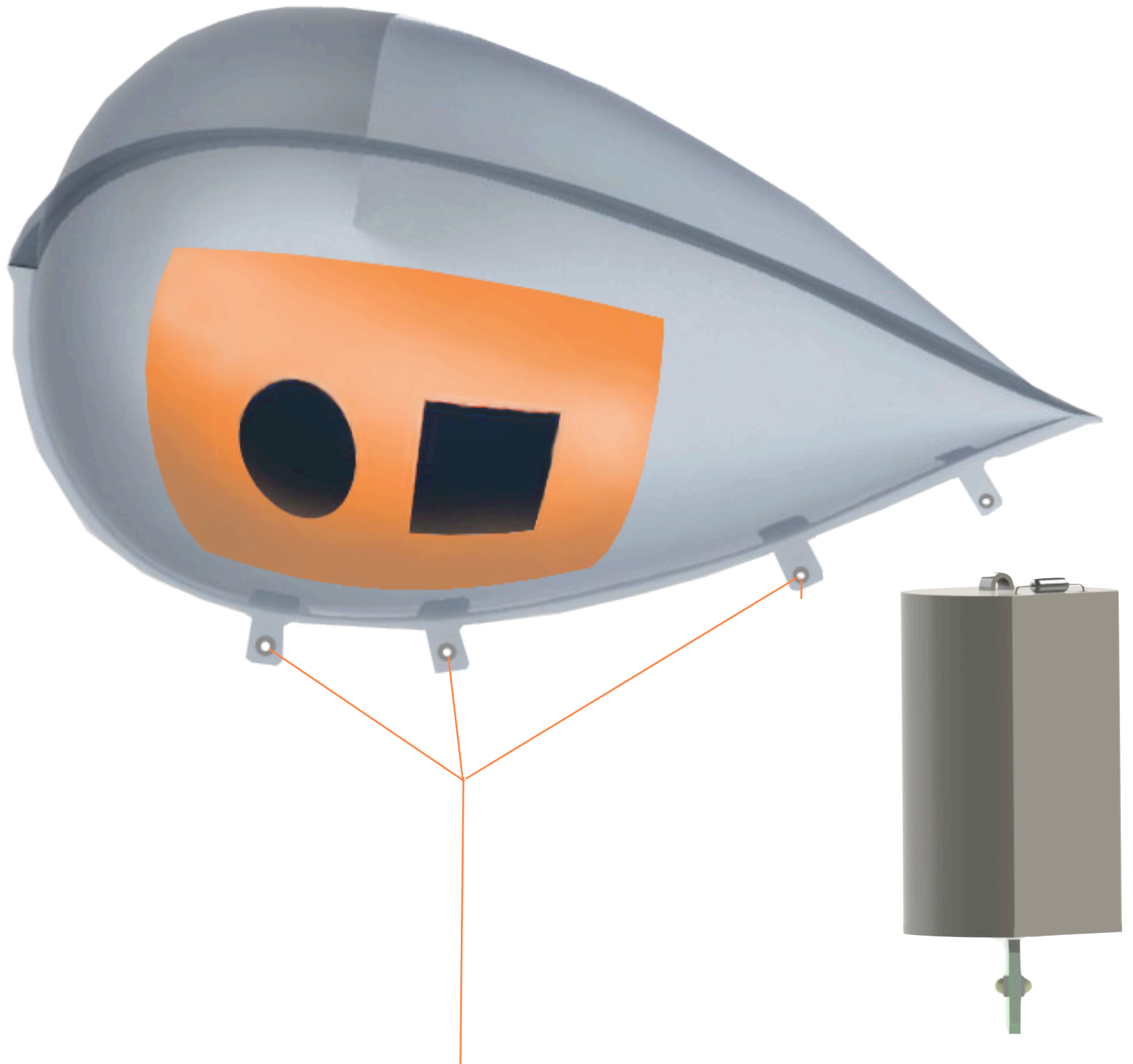


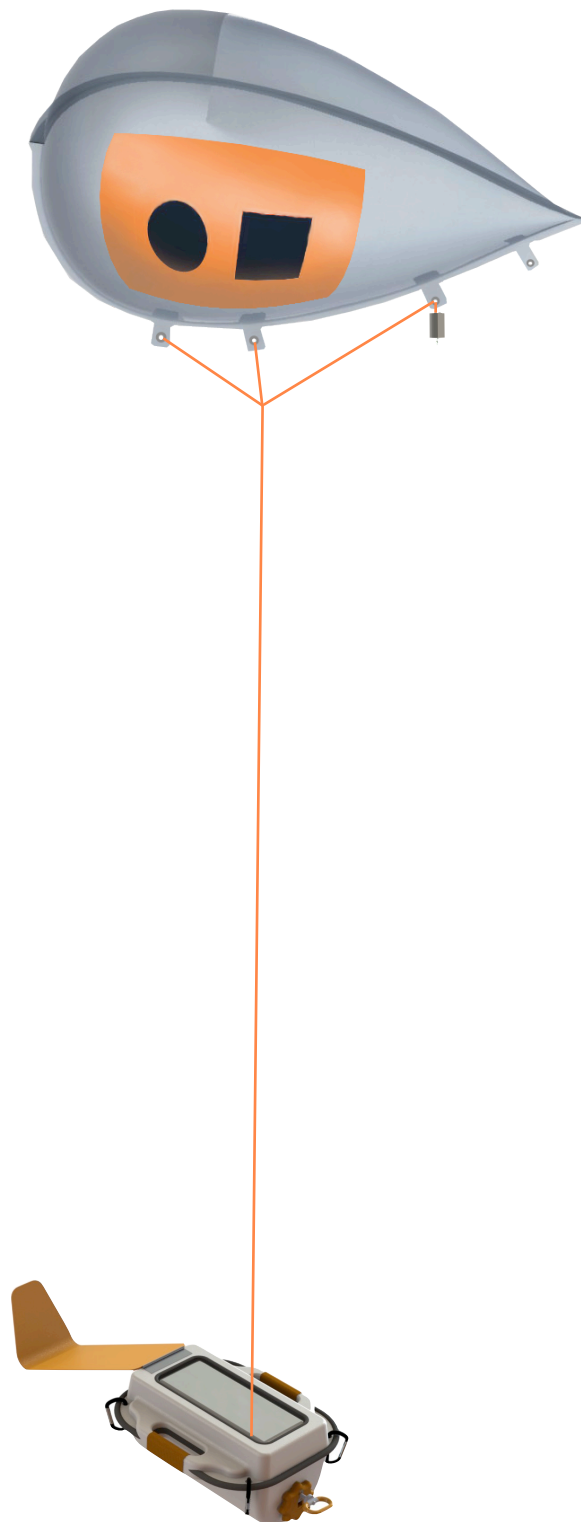














“Once you are in a life raft... anything that will attract attention to you and your location can be considered potentially life saving.”

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

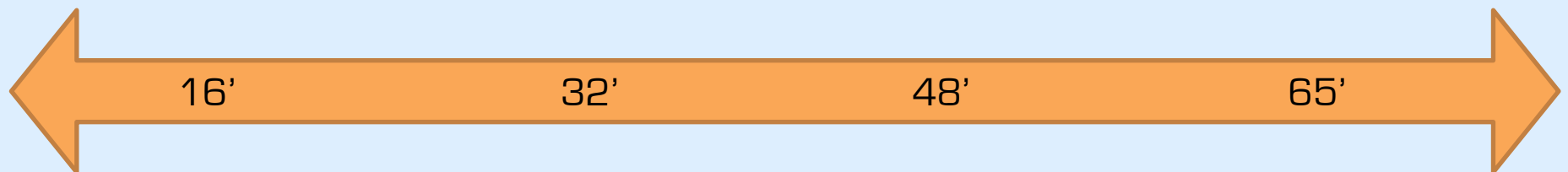


Eric Lorgus

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

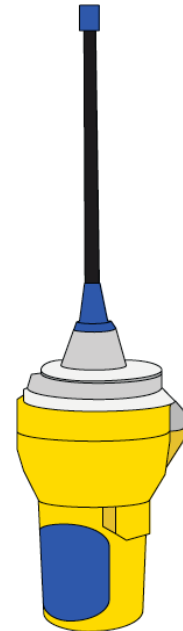
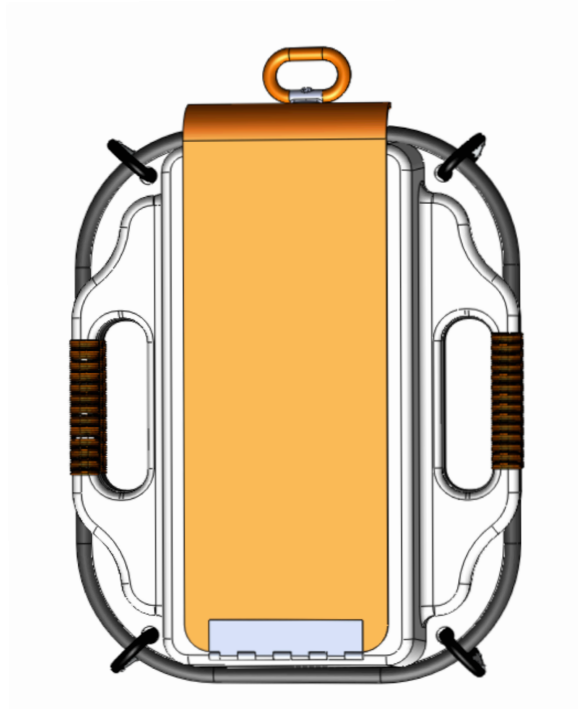
President of the Philadelphia
Ship Preservation Guild

Target Market



11 million boats

Price Comparison



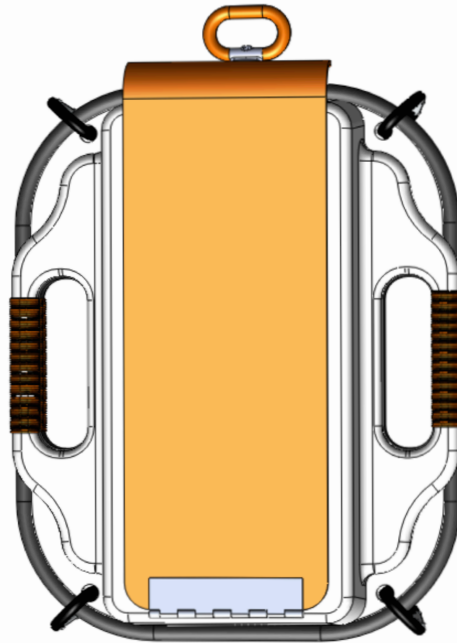
\$45

\$500 - \$1000

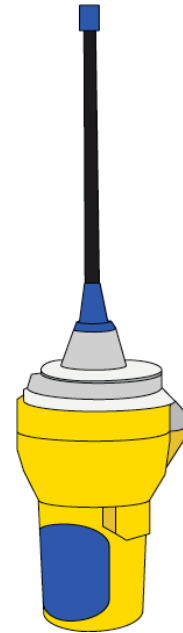
Price Comparison



\$45



\$130



\$500 - \$1000



Strategy



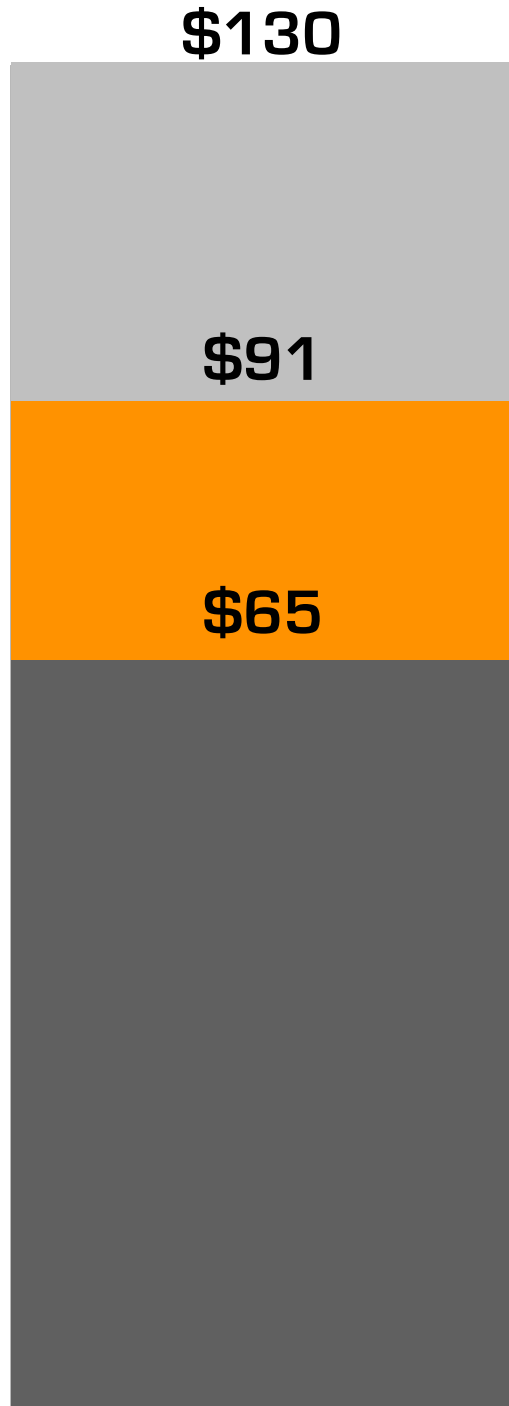
\$65

Production Costs
- Materials, assembly, and overhead



30% Profit margin for SkyBeacon

Production Costs
- Materials, assembly, and overhead



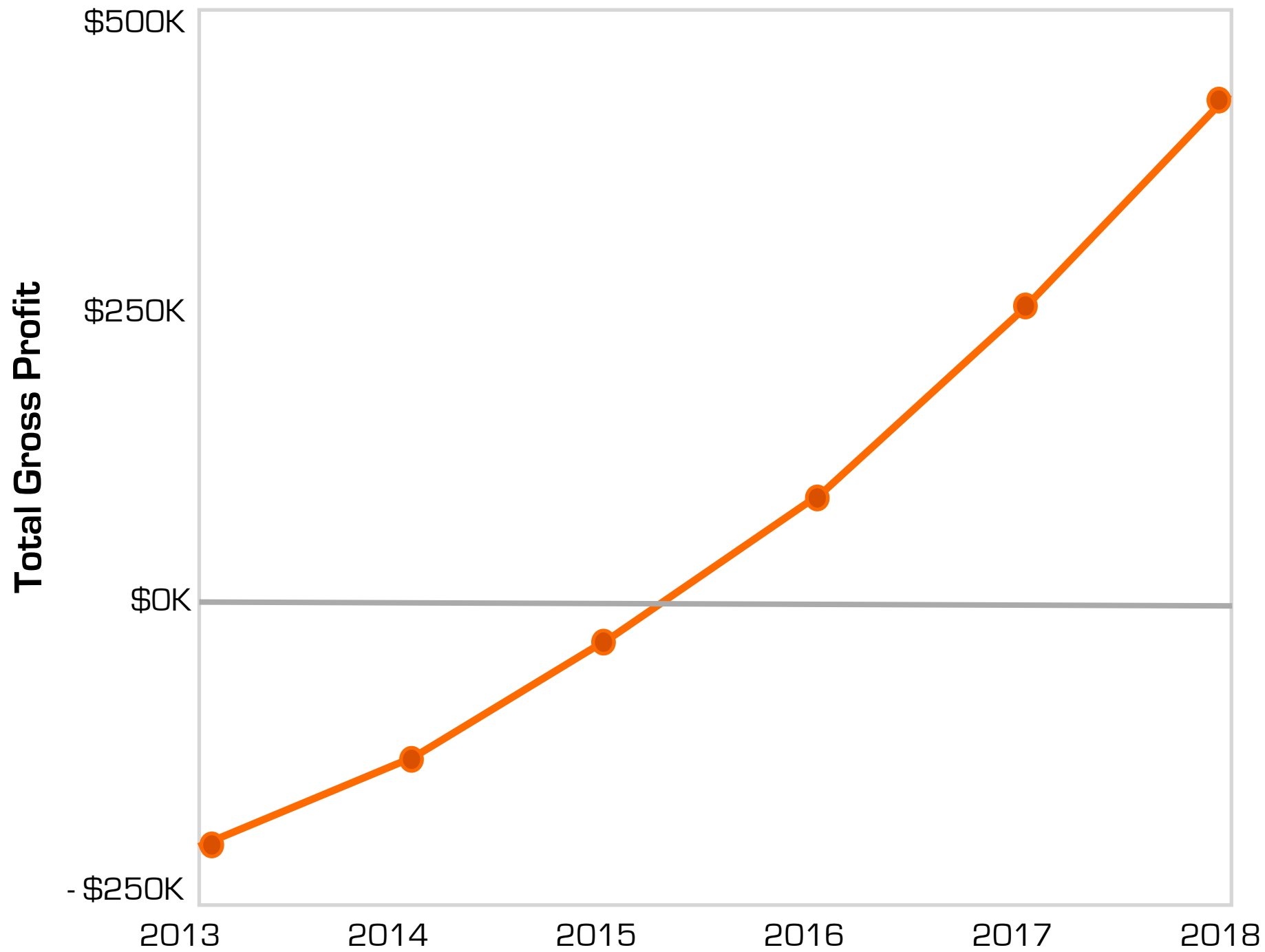
30% Profit margin for specialty retail stores

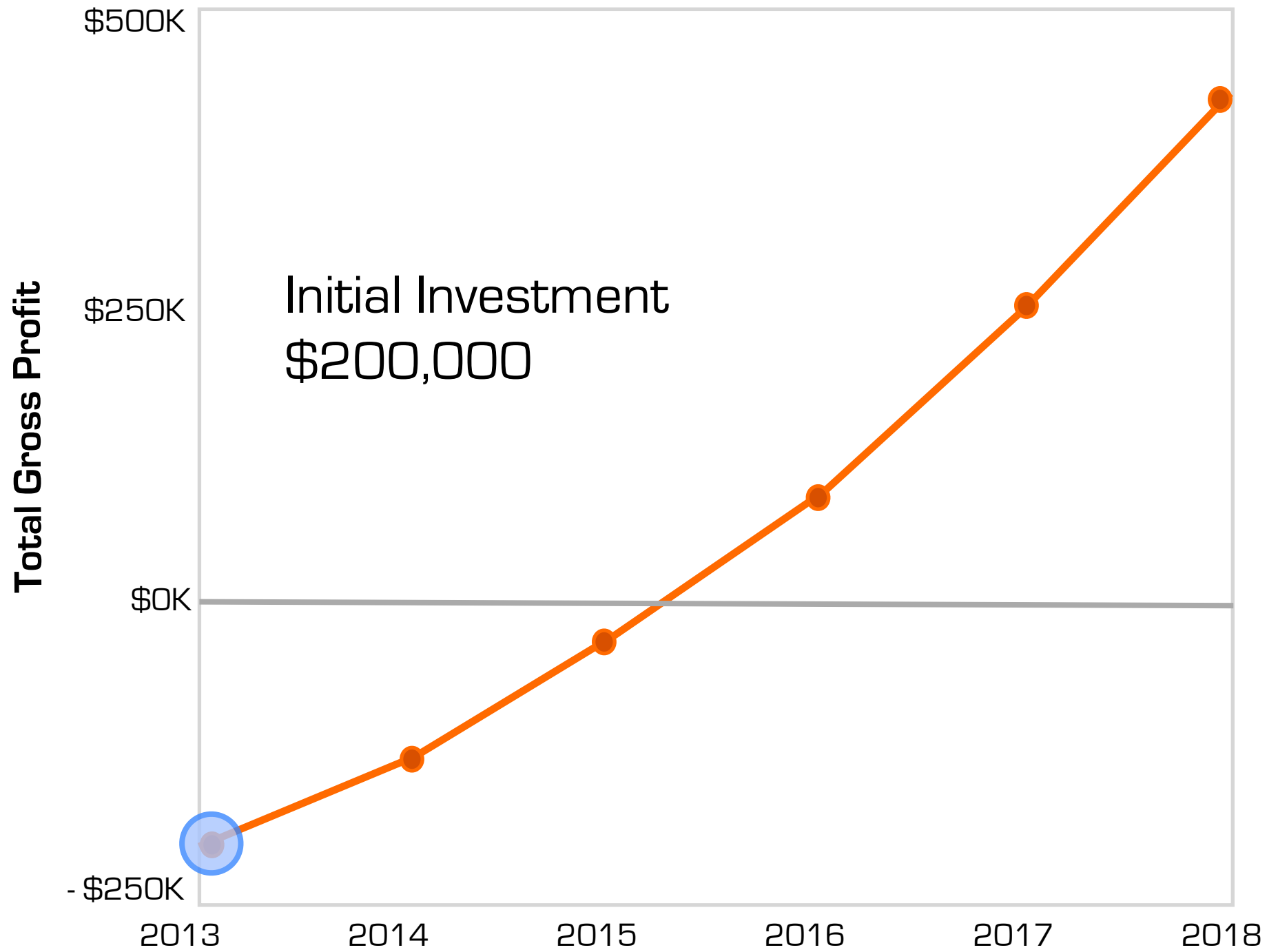
- West Marine
- Landfall Navigation

30% Profit margin for SkyBeacon

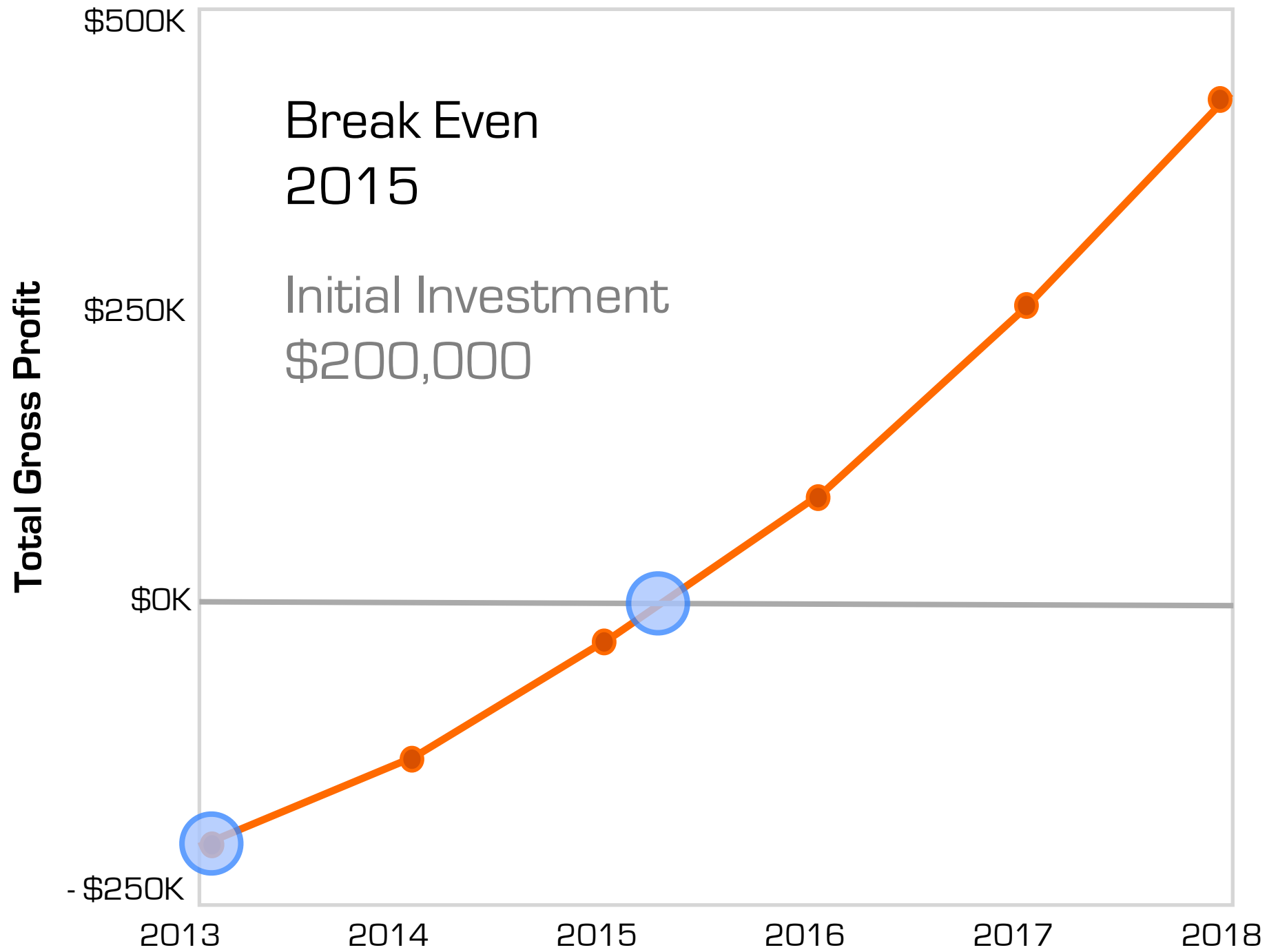
Production Costs

- Materials, assembly, and overhead





Initial Investment
\$200,000



Future



Coast Guard
certification

Future



Coast Guard
certification



Hiking



Skiing



Hunting

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



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Rich Wiesman
Sangbae Kim
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