





Saturday, December 1, 2012

The Summit Daily

Fern Lake Fire in Estes Park human caused

Traci Weaver, spokeswoman for Rocky Mountain National Park, said that "the fire was

determined to be human caused, likely from an escaped campfire."

Open fires are currently prohibited in Rocky Mountain National Park.

Monday, December 3, 2012

The Summit Daily

Fire bans imposed in Boulder County

ESTES PARK — High winds and dry conditions have prompted fire

officials in the Estes Valley and Boulder County to impose fire bans.

Monday's bans come as about 150 firefighters battle the 4,400-acre Fern

Lake Fire in Mountain National Park.

Monday, November 19, 2012

The Idaho Statesman

Humans behind Boise Forest's worst damage

Fire managers know lightning storms are inevitable and that wildfire is part of forest ecology.

What is not part of the natural cycle are the smoldering remains of campfires.

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lightning-caused fires in 2012, burning a total of 154,000 acres.



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Flameless

Off-the-grid

Heats your food
+ keeps it warm

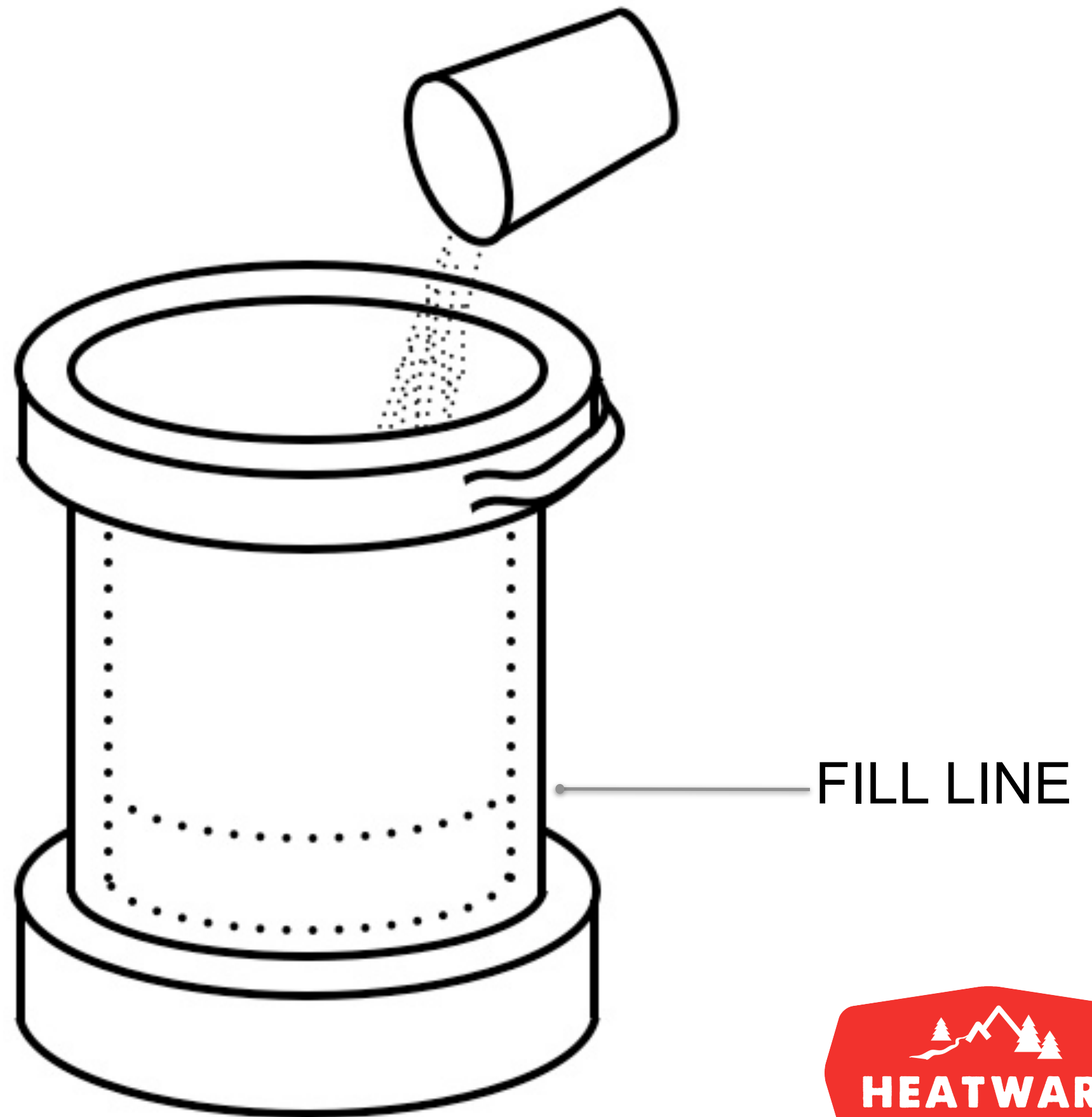




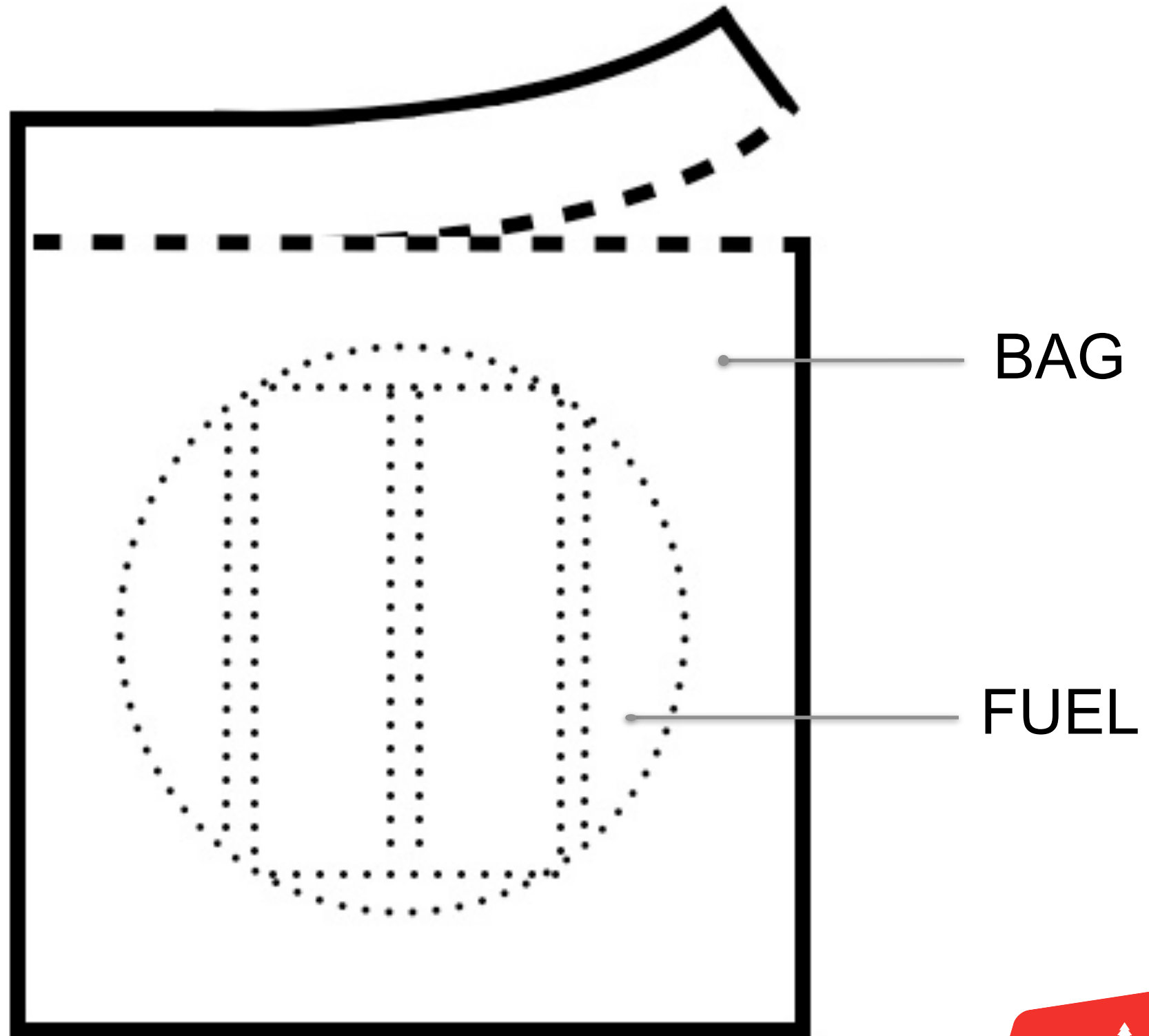
Welcome to...

Yosemite
NATIONAL PARK

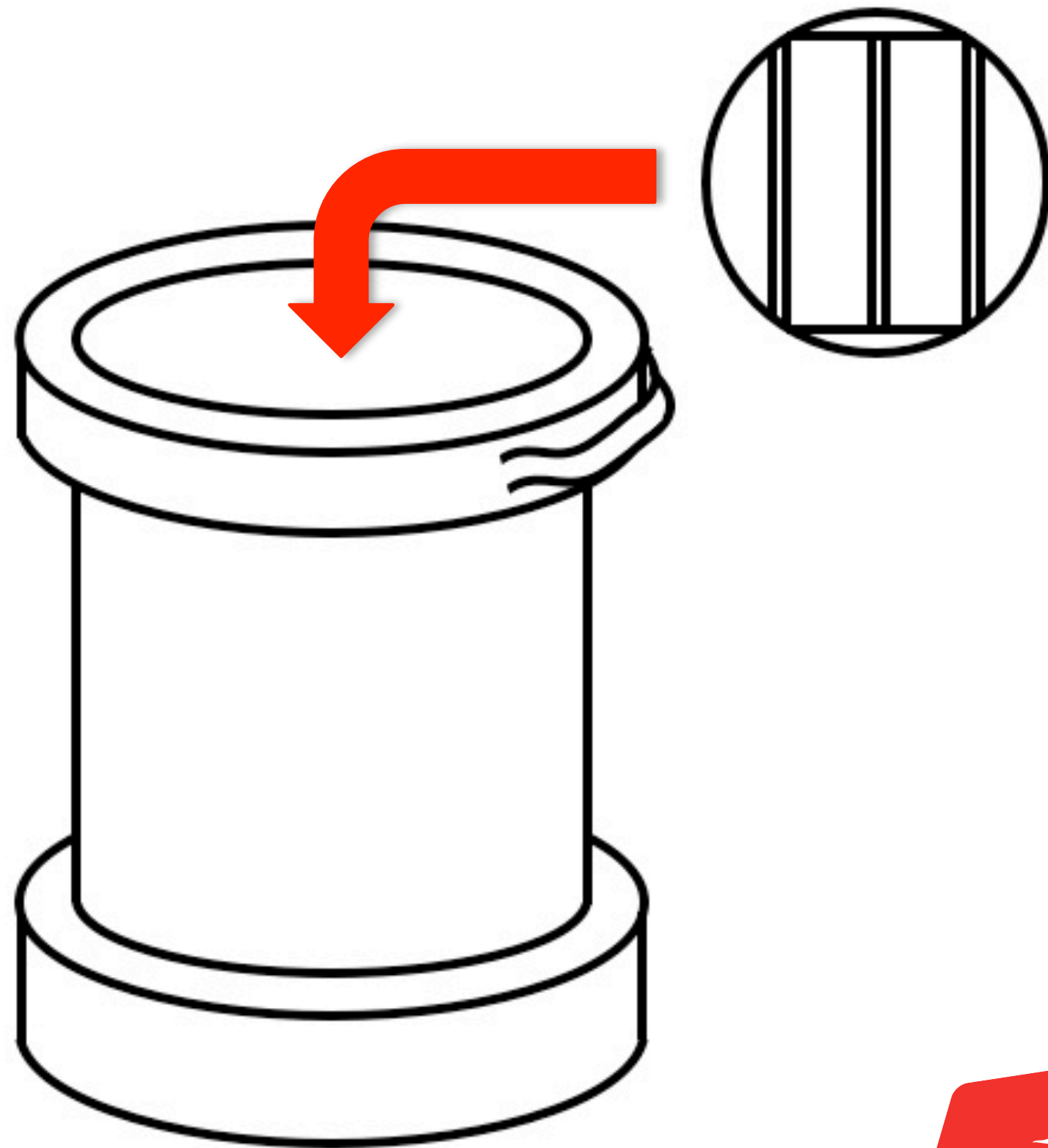
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1



step
2

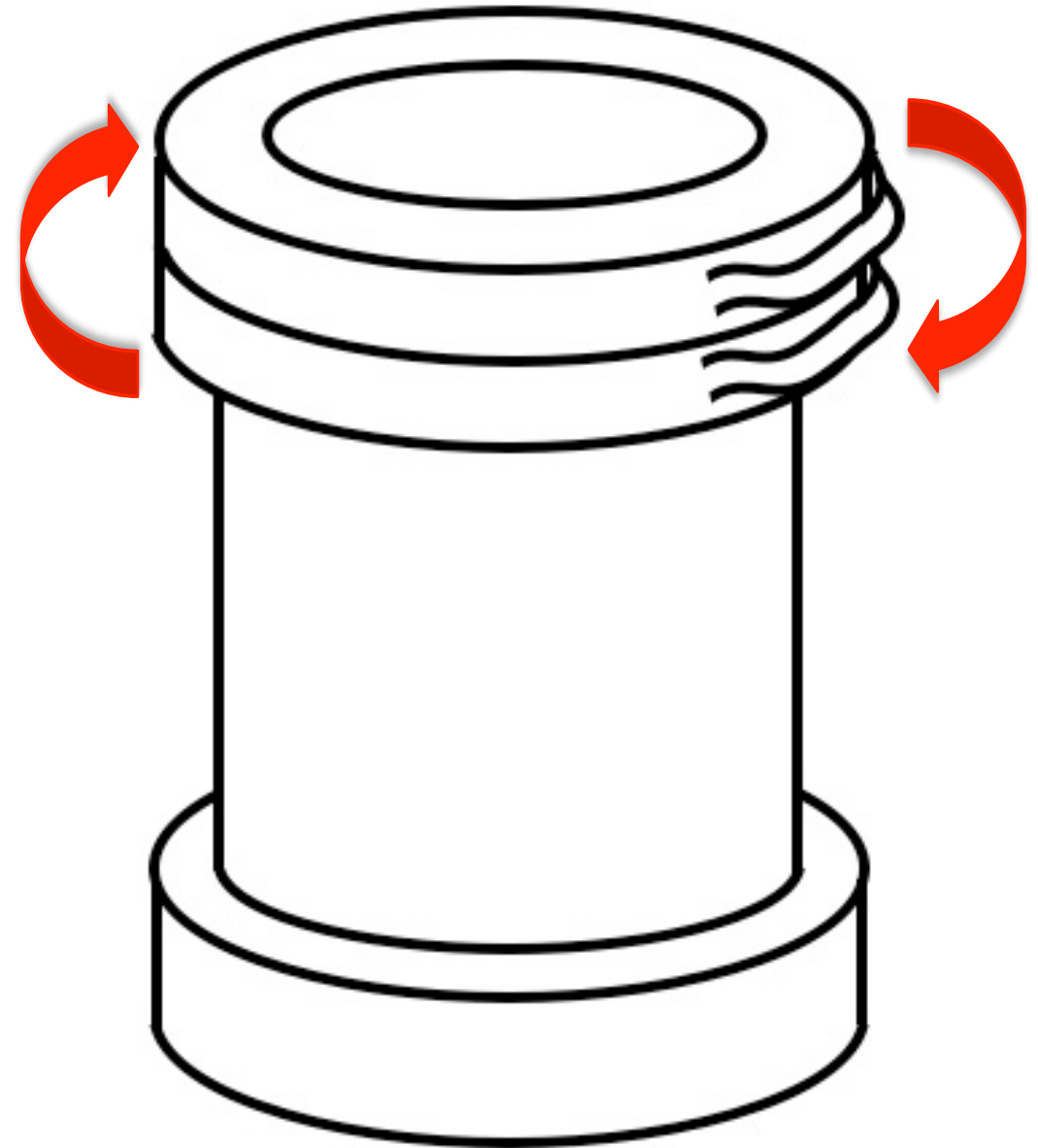
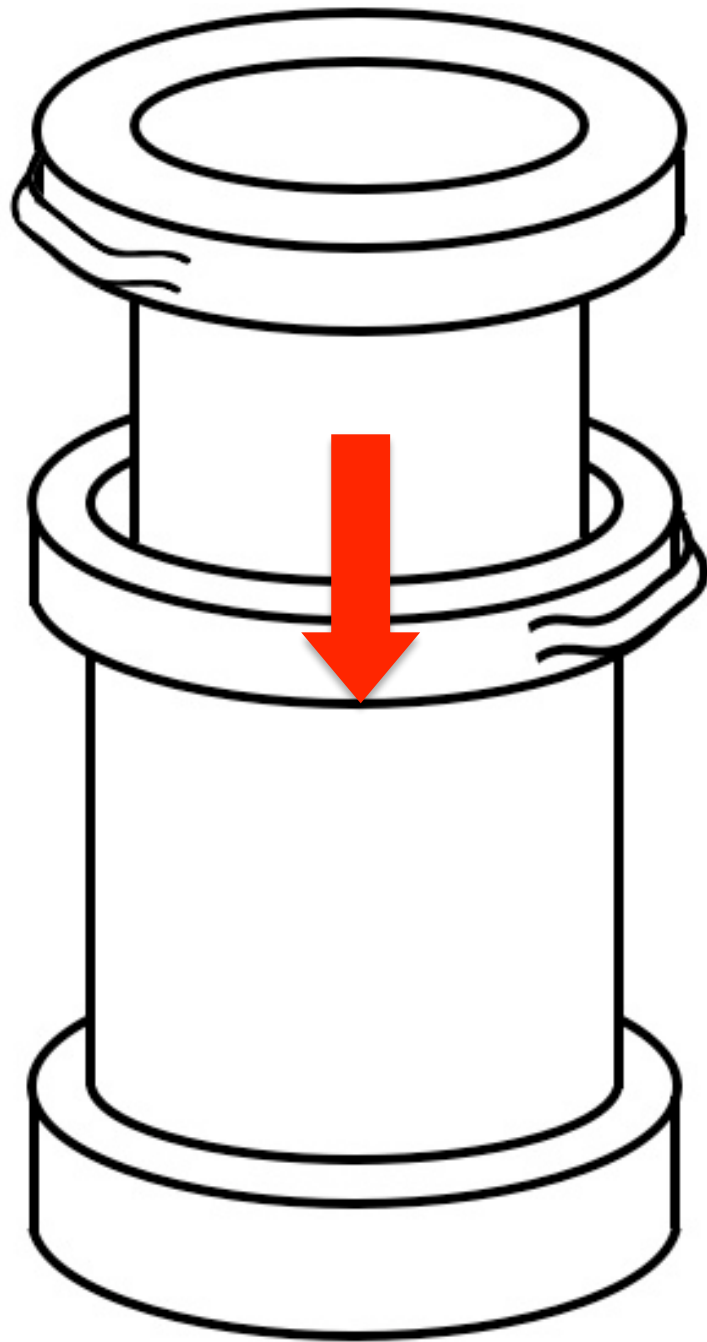


step
3



step

4



step
5



Technology



Reaction



10 fl oz

+



0.5 oz

15 min



80C

32 oz



Reaction Safety

Established technology

Reaction chamber
separate from food

Safe reaction water



fuelpack



Evolution



Evolution



Overview



Dimensions

3.5 pounds



7.9 in.

6.1 in.



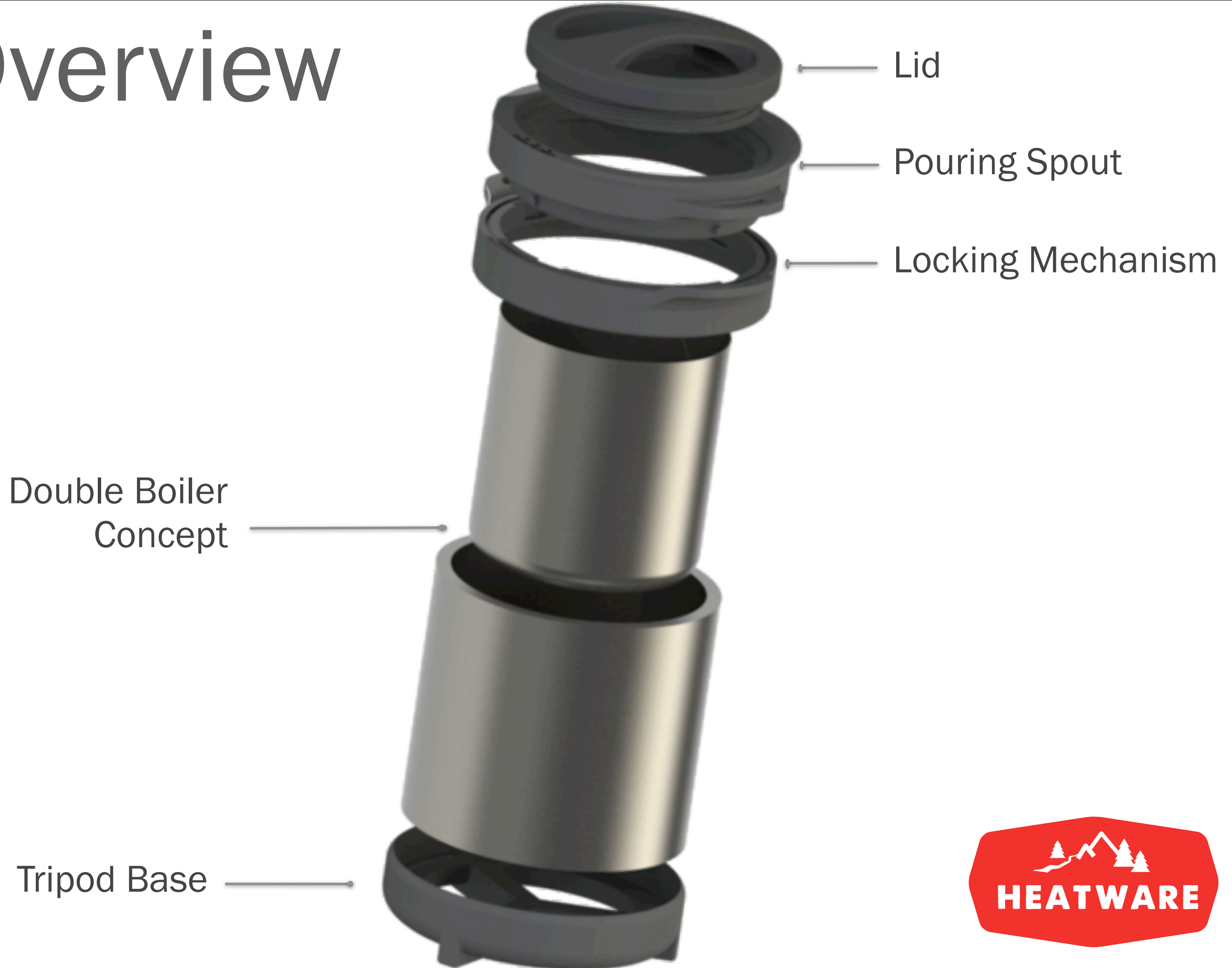
Capacity



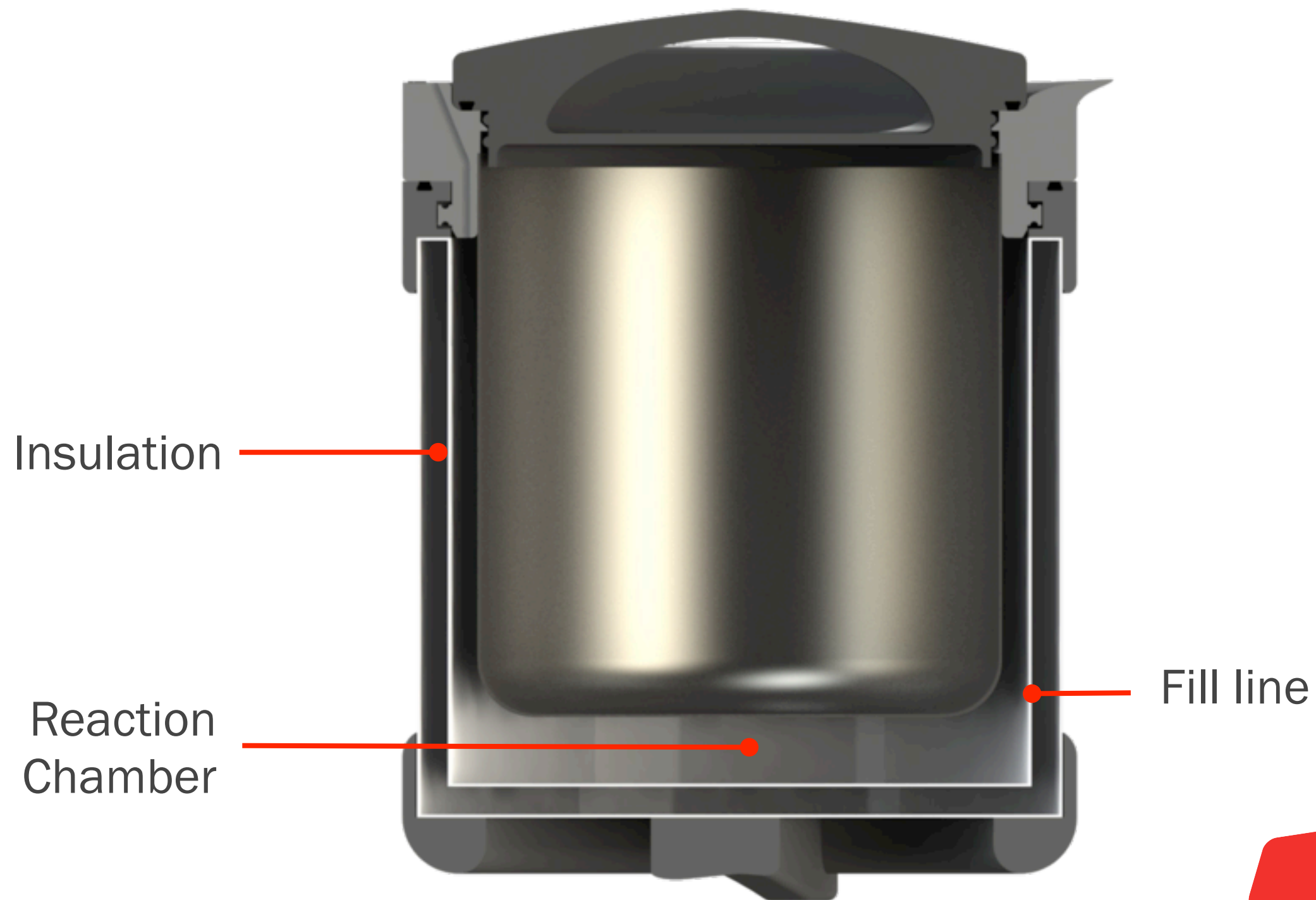
32 oz



Overview



Double Boiler Concept



Locking Mechanism



Pouring Spout



Lid

Carrying Handle

Water tight

Threaded



Top Assembly



Tripod Base

Urethane rubber

Durable

Tripod stability





Financial Strategy



Market

HIKING +
BACKPACKING



CANOEING +
KAYAKING



FISHING +
HUNTING



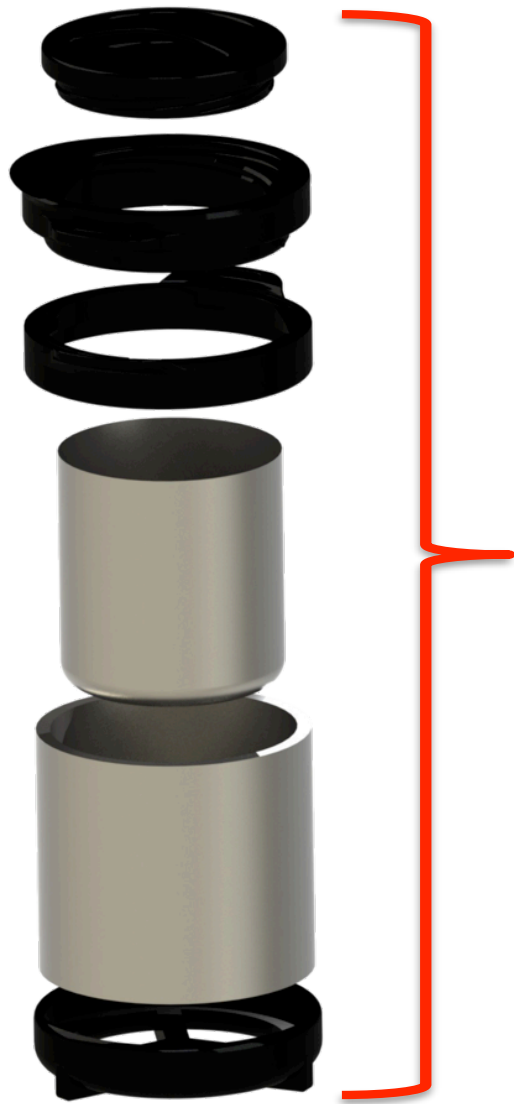
Yearly Market
43.6M users
\$80M

Initial Revenue Goal
\$0.2M (0.25%)

Final Revenue Goal
\$2.4M (3%)



Manufacturing Costs per Unit



Pot
\$9.02



5 FuelPacks
\$3.50



Miscellaneous
\$0.40

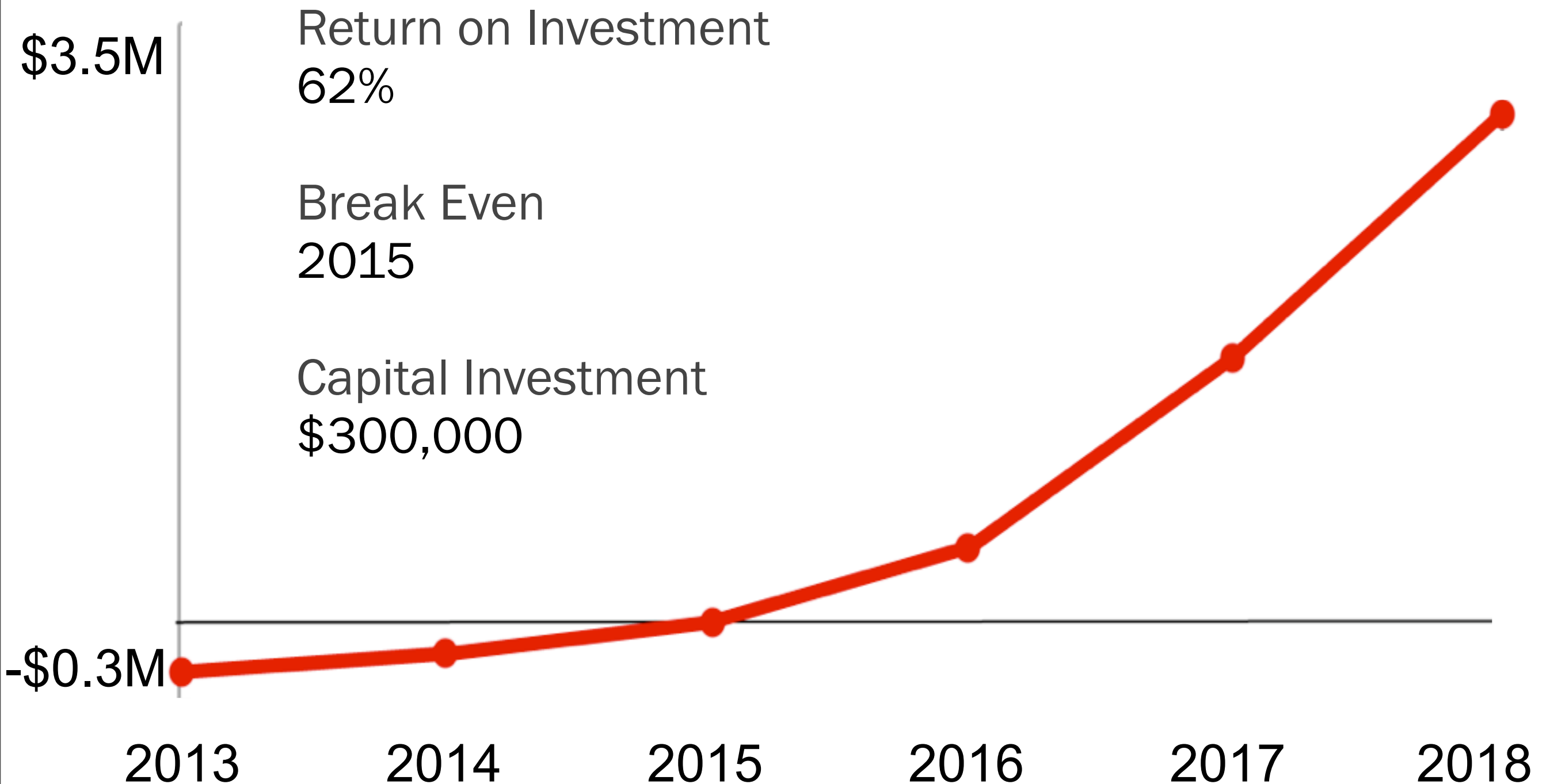
Total Cost
\$12.92

Wholesale Price \$30.00

Retail Price \$60.00



Lifetime Gross Profit



FuelPack Sales



Cost
\$0.70

Wholesale Price
\$1.50

Retail Price
\$3.00

Bundle (5) Retail Price
\$14.00



Timeline

December 2012:

Alpha-prototype

Provisional patent (filed)

Spring 2013:

Beta-prototype

Outsource/License product to retailer

Fall 2013:

Begin sales

Expand product line (Heatware Lite, Heatware Family)





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Off-the-grid

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+ keeps it warm





thank you

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