

The Safe, High-Performance Surfboard Fin





Surfboards 101

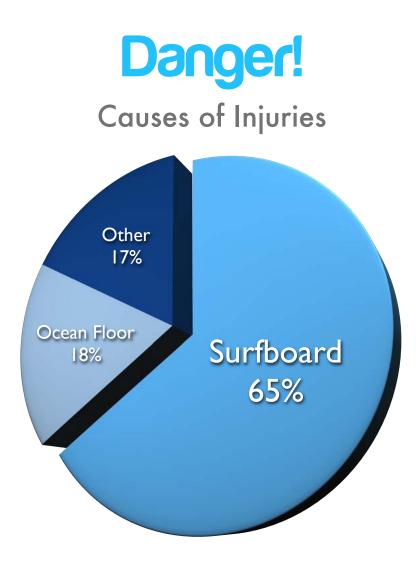




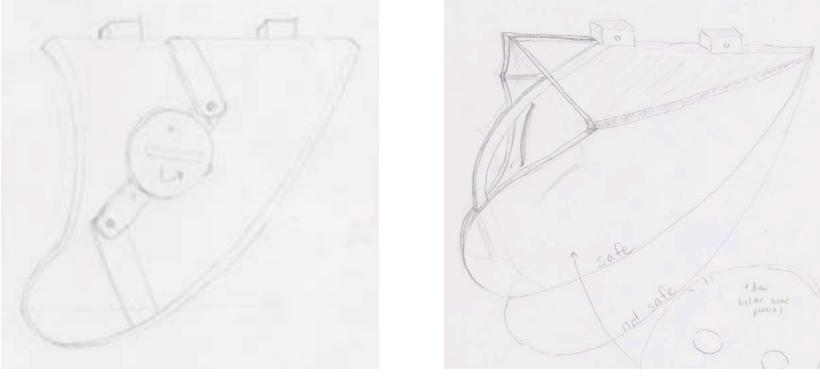












Sketches





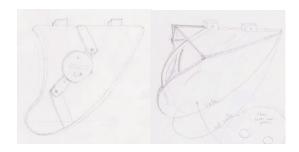
Geometry Test





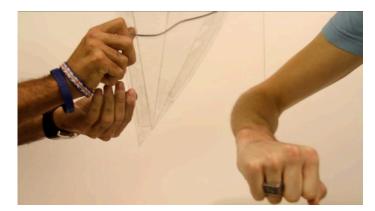
Mechanism Test





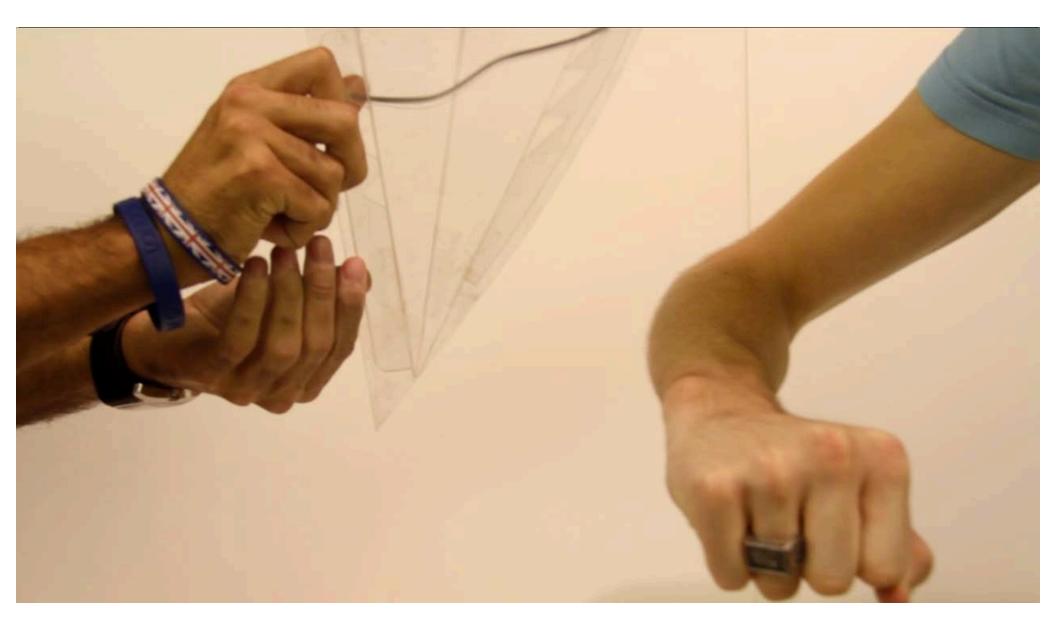


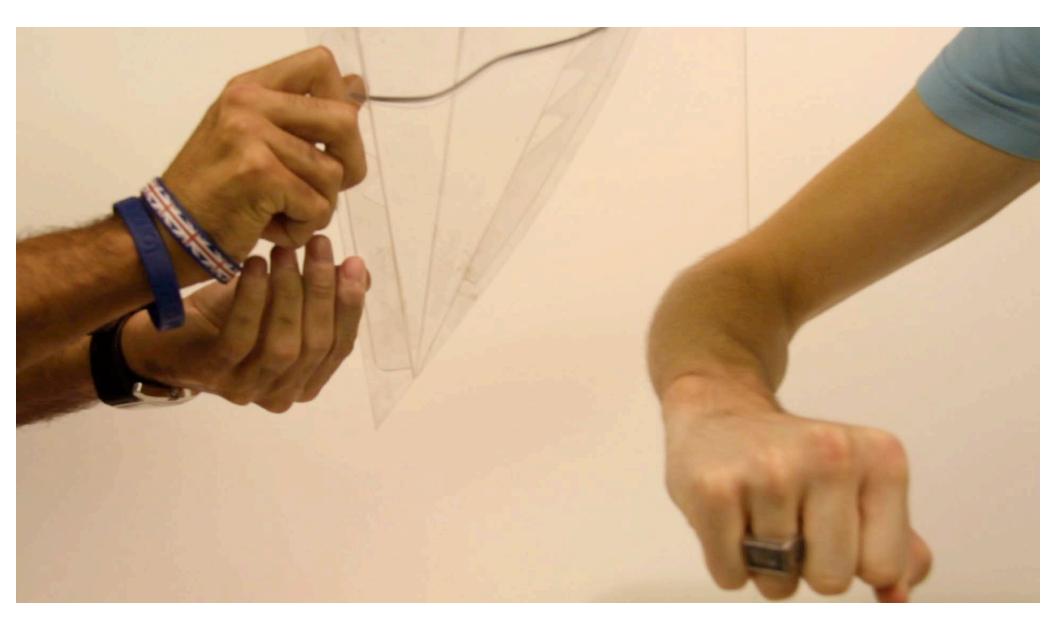


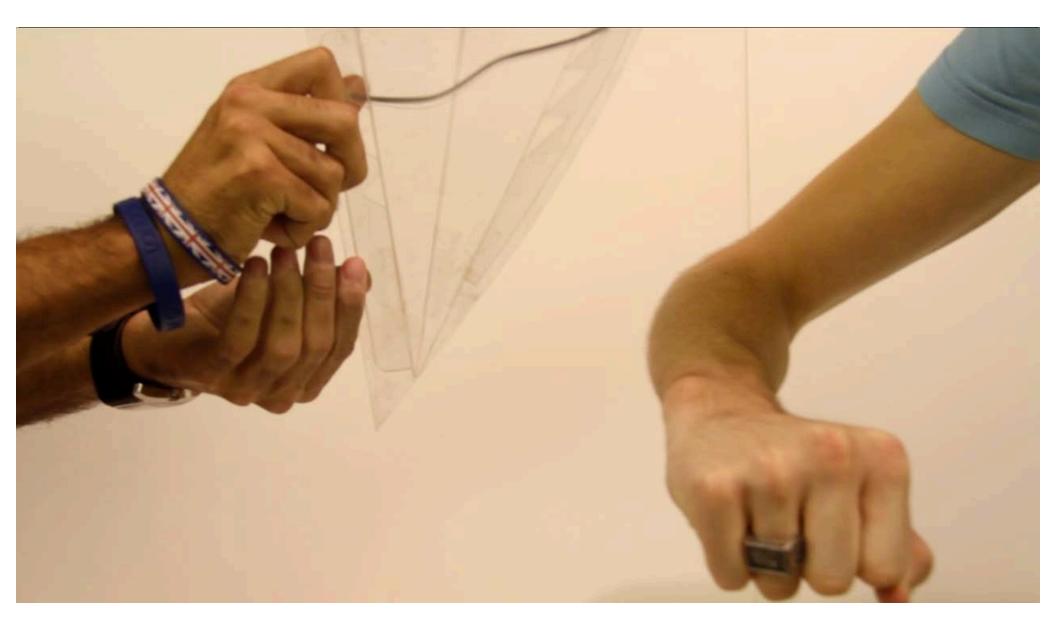


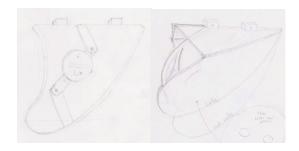
Performance





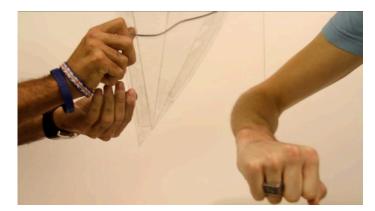












Performance





23M Surfers Worldwide

\$40M/year in US Fin Sales

Safety fins sell 10-20%



Benchmarking

Pro Teck Fins Only other competitive safety fin Soft material on edges Reduced performance "Uncool" look and feel



Structural Testing

Research and benchmark leading fins



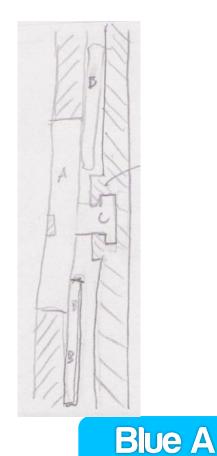


Structural Testing

Research and benchmark leading fins

Mechanism Design

Investigate mechanical locking mechanism



Structural Testing

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Investigate mechanical locking mechanism

User Survey

Understand surfers' motivations





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Blue A