FlexFerno
The foldable grill on the go
FlexFerno is your foldable camping stove

Lightweight, compactable
Accordion mechanism accommodates compact, lightweight design
The camping market is huge

Outdoor Sporting Goods ($Bn)

- General Exercise Equipment, 8.1
- Team Sports Equipment, 6.4
- Hunting Equipment, 8.6
- Golf Equipment, 4.9
- Camping and Fishing Equipment, 5.7
- Other Goods, 5.2

Camping, annually

- 11.6M campers
- $70.9M camping stove industry
- 1M stoves sold
- 71.6% Coleman

Source: IBIS World
Our consumer: recreational backpackers

11.6M total backpackers:
- 1.9M frequent (>20 days/yr)
- 9.7M recreational

60% of campers:
- 75K/yr income
- 25-34 yrs old

Goes in groups of 2-4

Source: SBRNet
## Customer needs and product requirements

<table>
<thead>
<tr>
<th>Customer needs</th>
<th>Product requirements</th>
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<tbody>
<tr>
<td>Compactible</td>
<td>Folding mechanism, small volume</td>
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<tr>
<td>Lightweight</td>
<td>Minimized materials, low density</td>
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<tr>
<td>Cleanable</td>
<td>Flat bottom surface, no nooks</td>
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<tr>
<td>Secure</td>
<td>Structurally sound, wind resistant</td>
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<tr>
<td>Safe</td>
<td>No pinching, not too hot</td>
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**Benchmarking: Coleman camping stove**

- **Weight:** 12.6 lbs
- **Manufacturing cost:** $32

**Component Costs:**
- Gas Elements: 15%
- External Shell: 5%
- Heating Elements: 4%
- Stove Elements: 7.5%
- Small Parts: 1.6%
- Heating Elements: 2.9%
- Gas Elements: 0.5%
- Small Parts: 0.825%
Next Steps

Design and verify locking mechanism
Search for materials to protect ground
Manufacture cylindrical burners for even heating
Create lightweight barrier for any wind gusts
Consider designing towards collapsible cook set