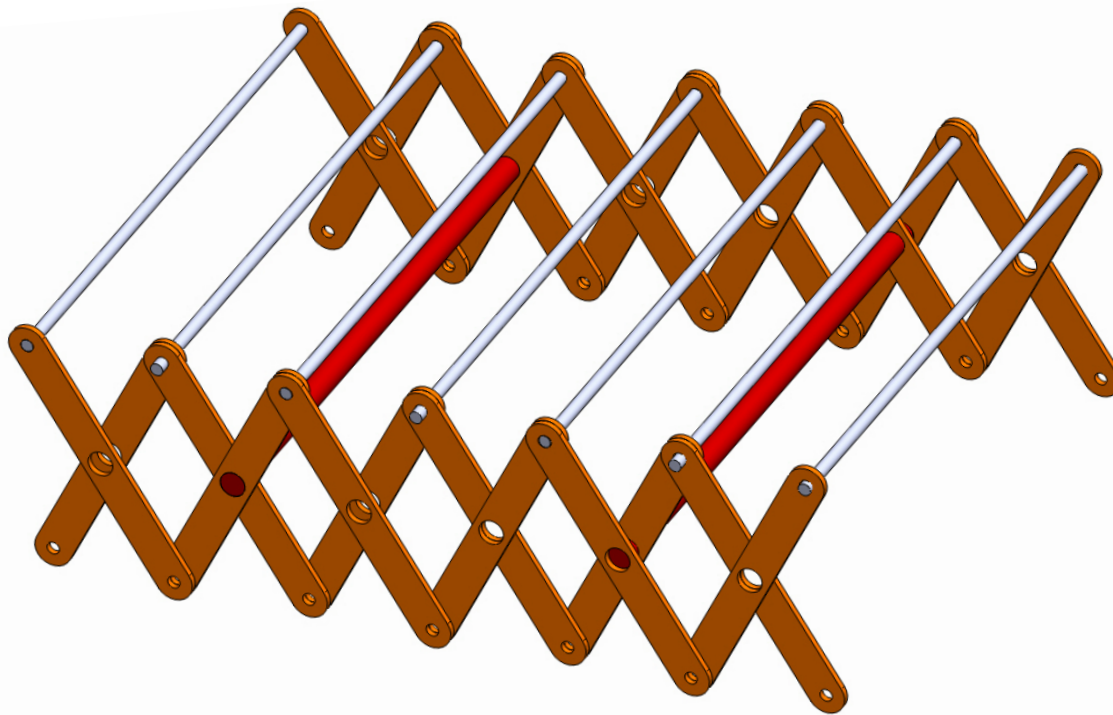
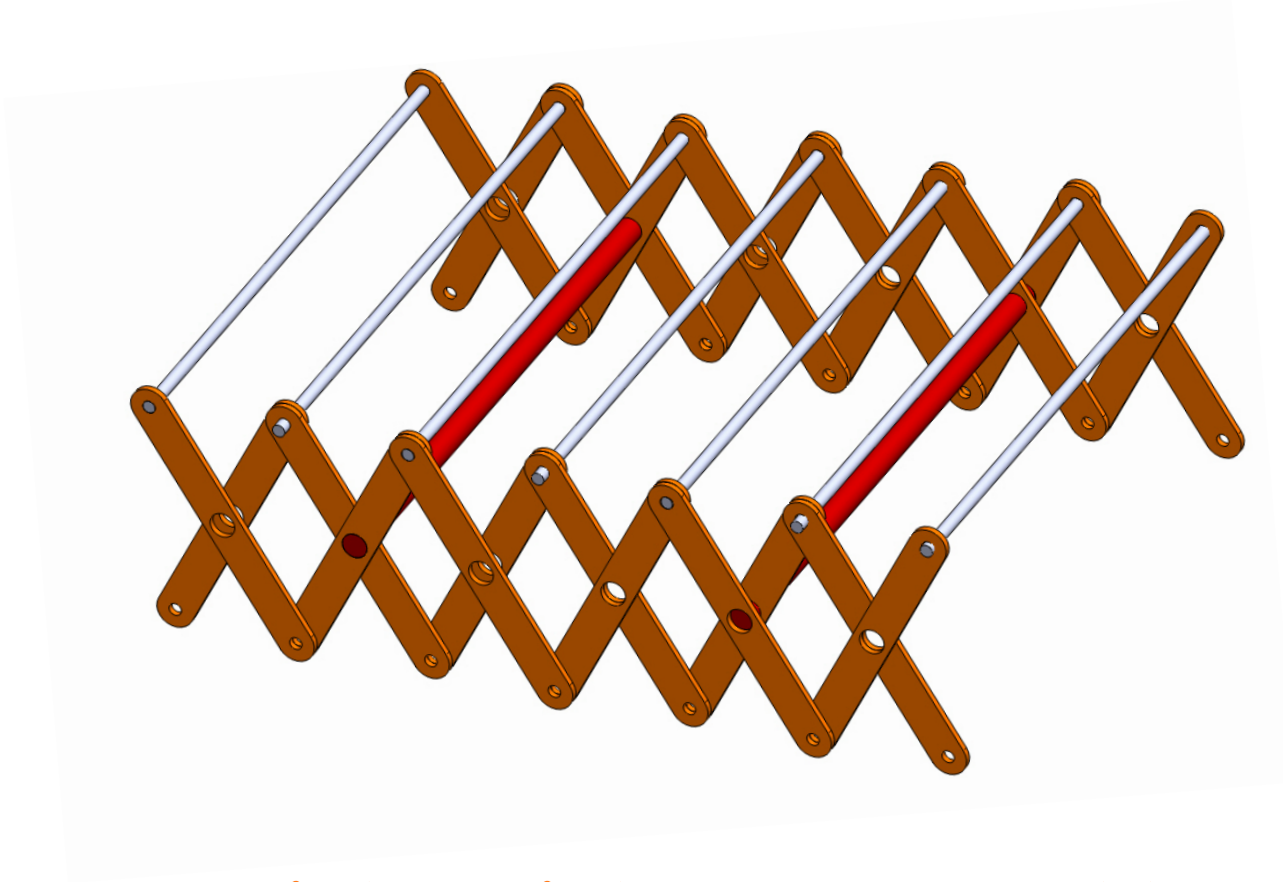


FlexFerno

The foldable grill on the go

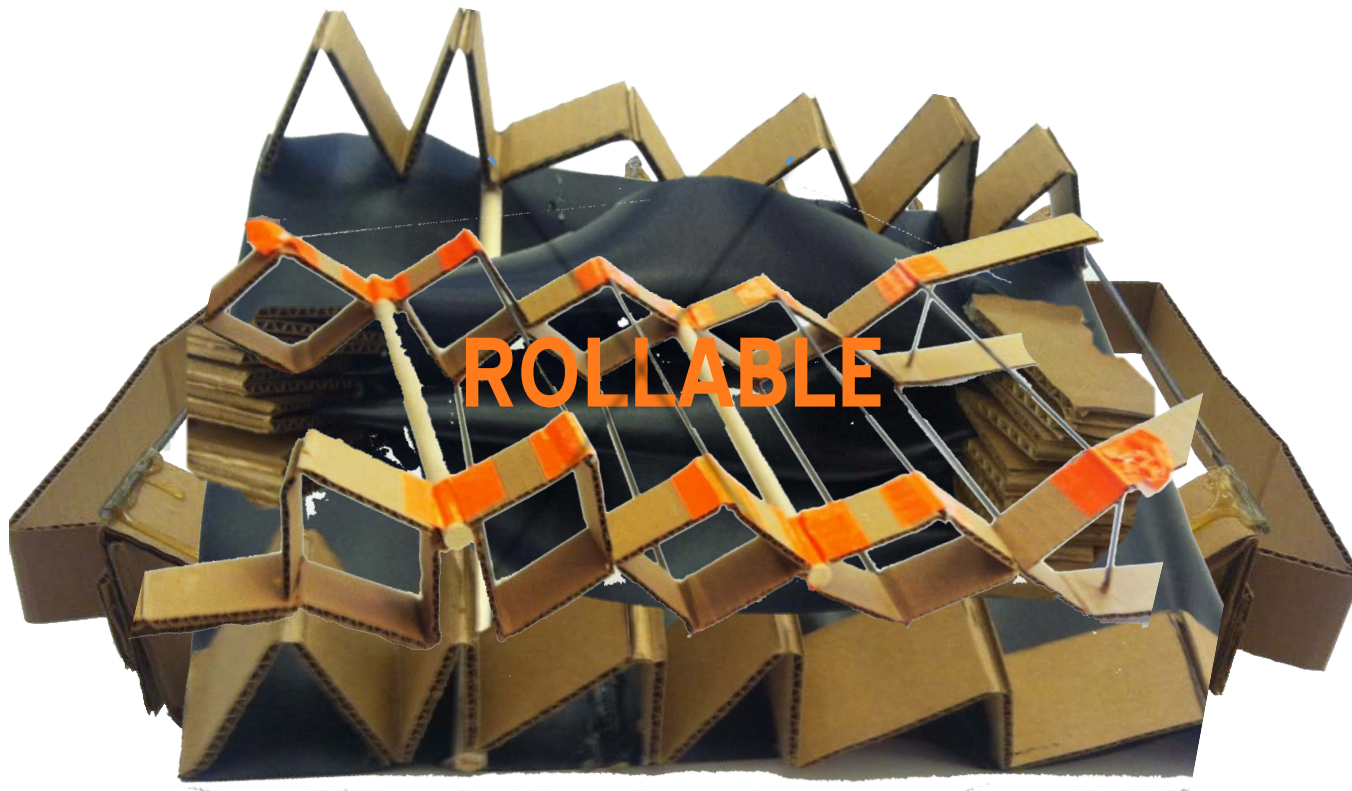


FlexFerno is your foldable camping stove



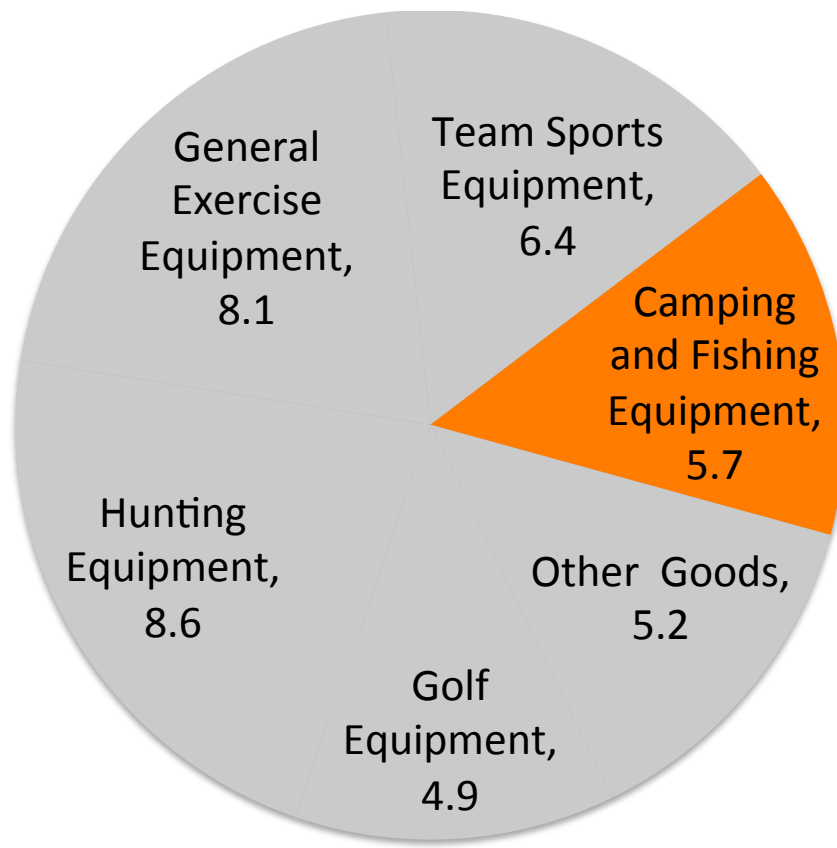
Lightweight, compactable

**Accordion mechanism accommodates compact,
lightweight design**



The camping market is huge

Outdoor Sporting Goods (\$Bn)



Camping, annually

11.6M campers

\$ 70.9M camping stove industry

1M stoves sold

71.6 % Coleman

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

Customer needs

Compactible

Lightweight

Cleanable

Secure

Safe

Product requirements

Folding mechanism, small volume

Minimized materials, low density

Flat bottom surface, no nooks

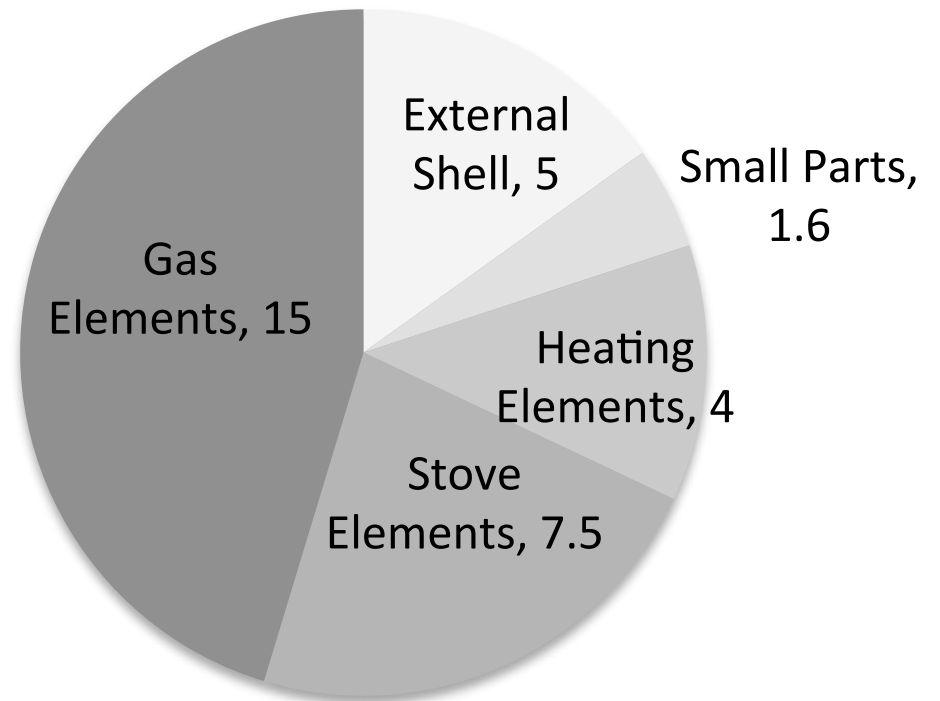
Structurally sound, wind resistant

No pinching, not too hot

Benchmarking: Coleman camping stove

Weight: 12.6

Manufacturing cost: \$32





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