

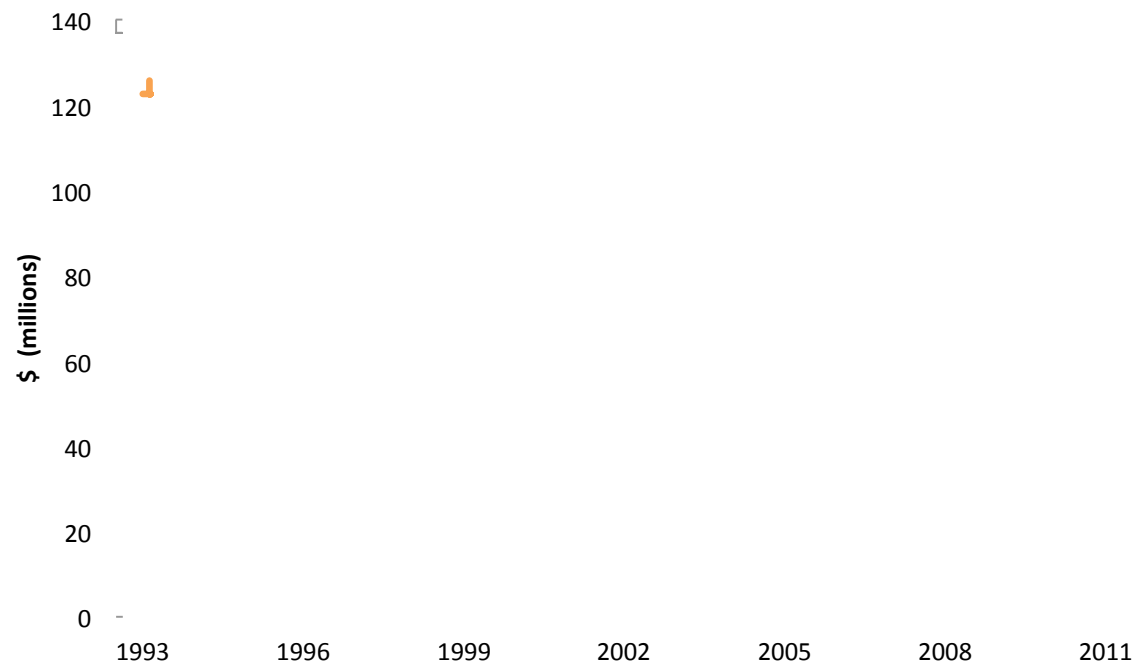
EasyPak

a backpack-mounted, expanding tent



The 1-2 person tent market is large, and growing

1-2 Person Tent Expenditures, US



The overall 1-2 person tent market is growing steadily

Sources: <http://sbrnet.com/>

EasyPak is competitive with single-person tents

Top criteria for single-person tent purchasing are:

weight
usable space
durability
ease of setup



Bivey sacks from REI run \$100 and weigh 15 oz.



Single-person tents cost \$120+ and weigh ~3 lbs, 11 oz.

Sources: <http://www.rei.com>, <http://www.bestcoverly.com/best-tent#254743>, http://www.hilleberg.com/home/tent_info/principle.php

EasyPak has clear advantages over competitors



detachable SLEEPING BAG



fully deployed JAKPAK™



\$199

JakPak, a combination jacket and tent, is perceived as too expensive and cheaply constructed



\$350

TentPak, a combination backpack and tent, is heavy at 11.81 lbs and fills the entire backpack

EasyPak mounts **outside the backpack** and currently weighs **9.75 lbs**. Will weigh less in finalized form.

Sources: <http://gearjunkie.com/jakpak>, <http://www.trailspace.com/blog/2010/01/22/outdoor-retailer-tentpak.html>, <http://hennessyhammock.com/>, <http://www.mikesroadtrip.com/jakpak/>, <http://www.jakpak.com>



Lessons learned

Linear springs can't be used for angular applications

Going forward

Use lighter-weight materials

Use higher force torsion springs

Add horizontal structural supports



Questions?