

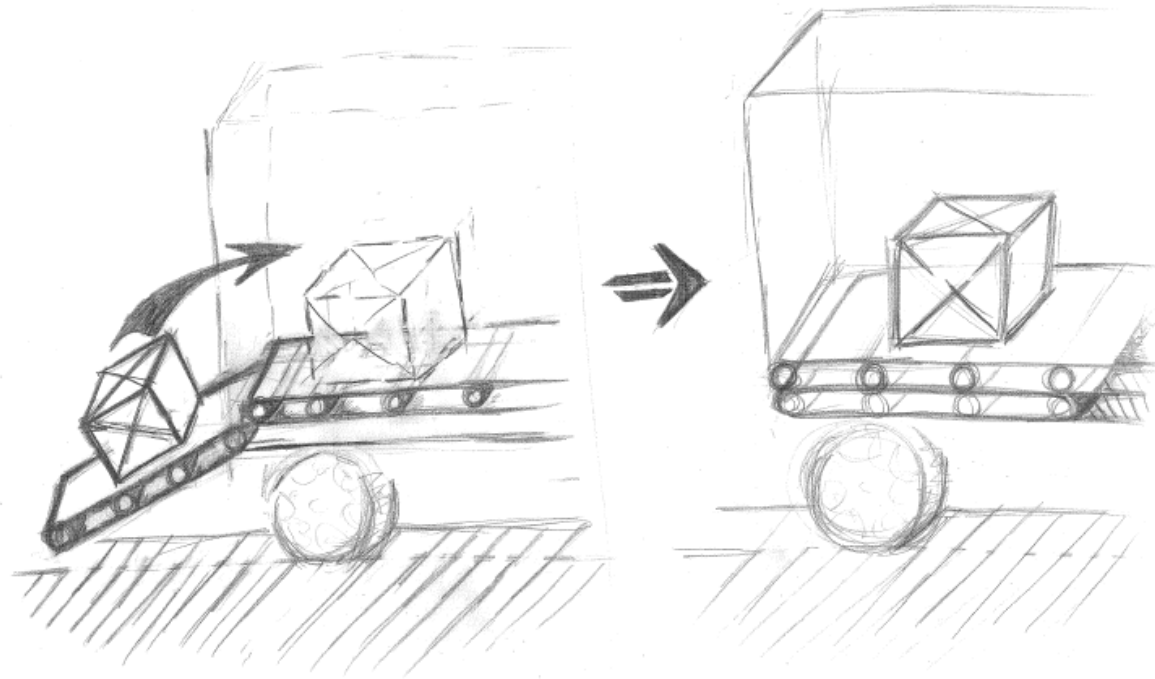
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2.009 SKETCH MODEL REVIEW

October 4, 2012

URBAN OUTDOORS



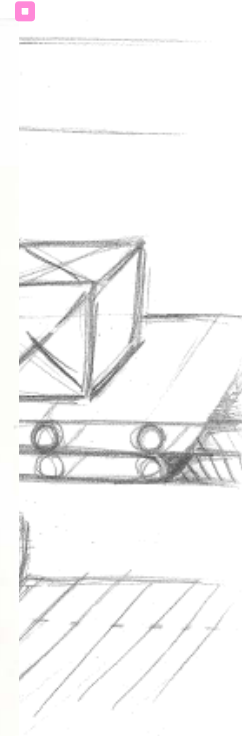


CARGO ASSIST

A **powered** accessory for loading and unloading

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DESIGN OPTIONS



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CUSTOMER NEED

- ▣ “I typically have to lift the boxes from the ground to the bed, then get into the truck and move the goods to the back” - Tim from McArthur Farms



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MARKET

- ▣ 8,000 Farmer's Markets in 2012, 10% growth from 2011
- ▣ 121,000 Vendors making 2 trips/week



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COMPETITION



- ▣ Loadhandler
- ▣ \$100



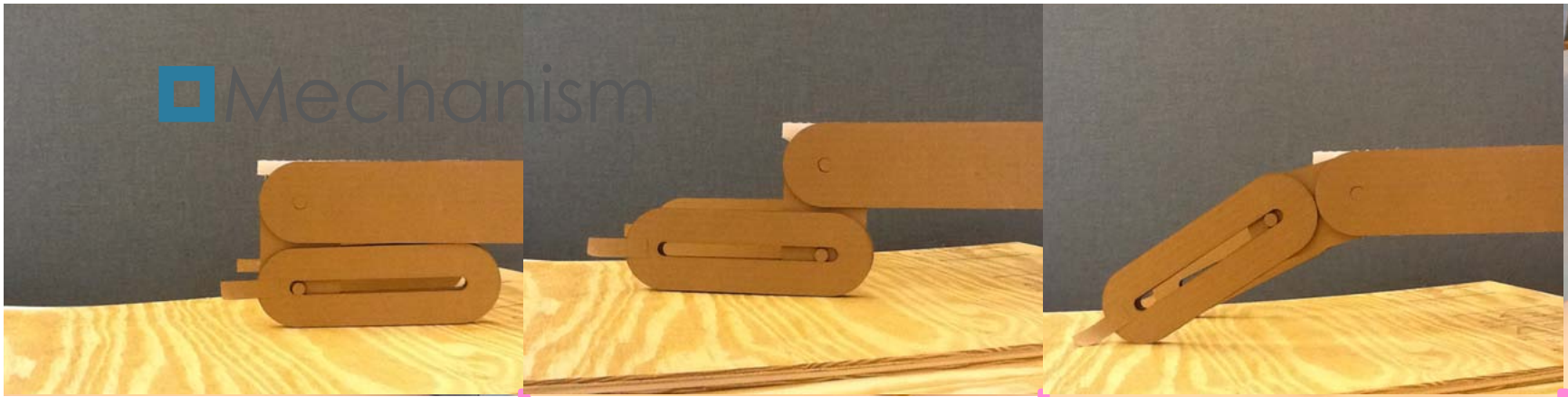
- ▣ CargoEase
- ▣ \$1000 - \$2000

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GOALS FOR OUR SKETCH MODEL

▣ Usability

▣ Mechanism





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CONSIDERATIONS

- ▣ Ramp
- ▣ User Interface
- ▣ User Feedback
- ▣ Pricing