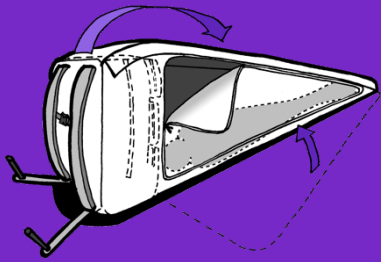
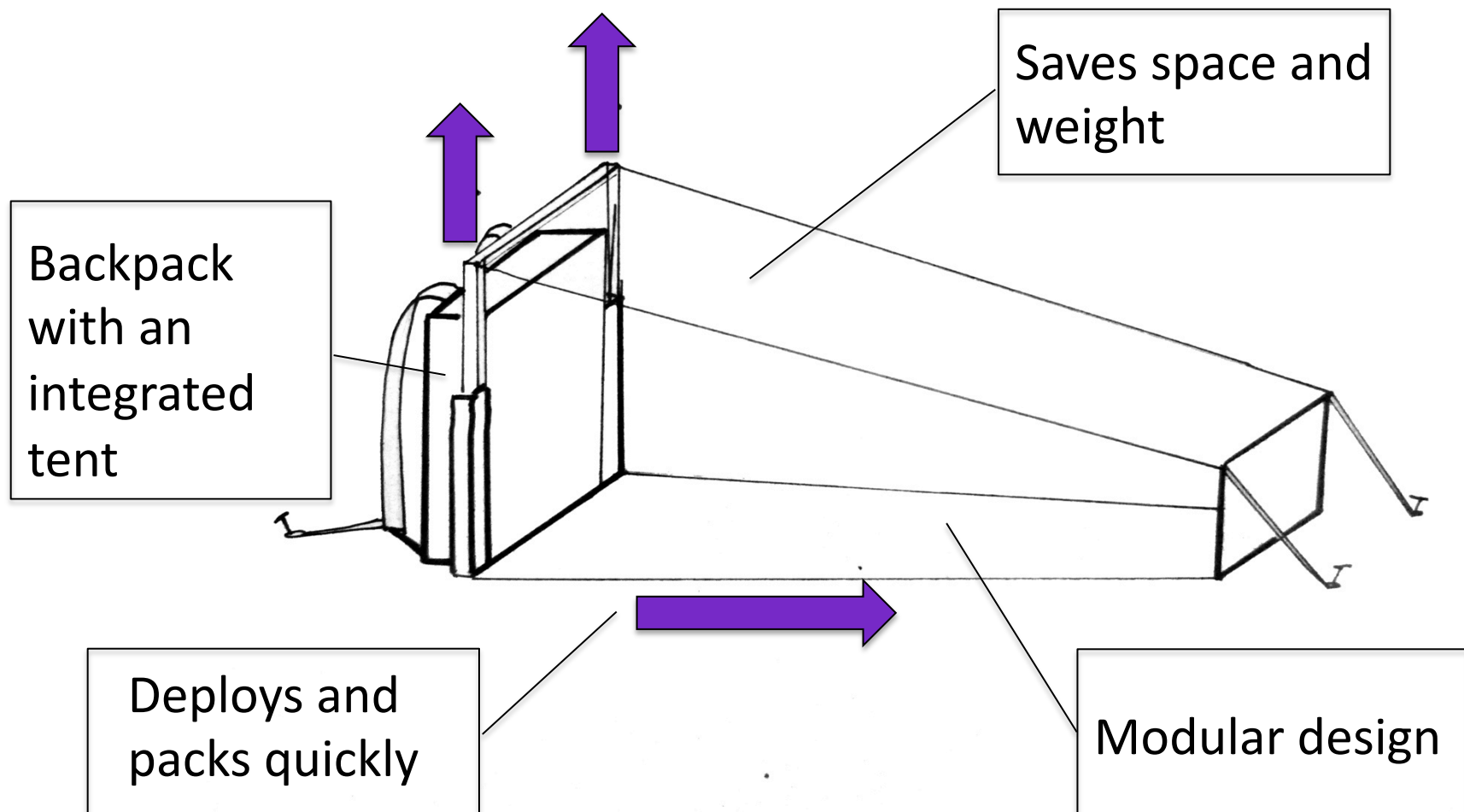


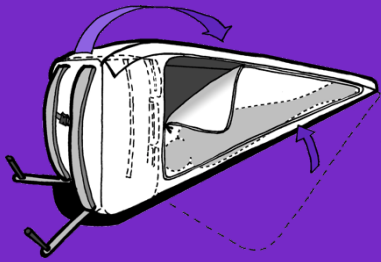
KnapSack

Purple B

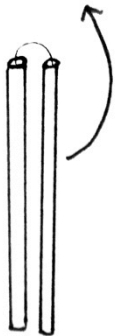


Product Overview

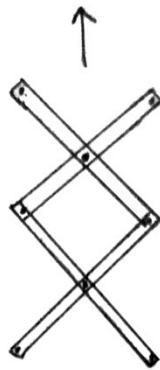




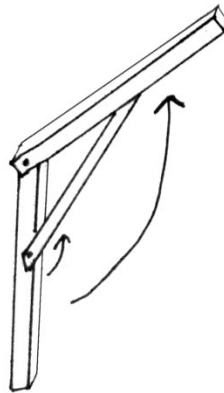
Technical: Pole Mechanism



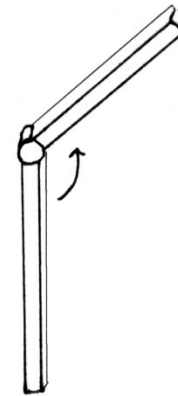
Standard
Tent Poles



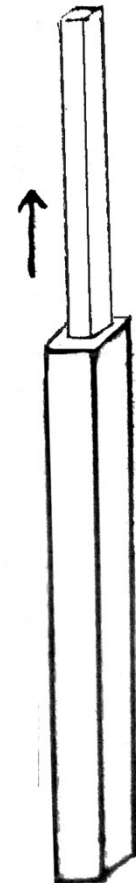
Scissor
Mechanism



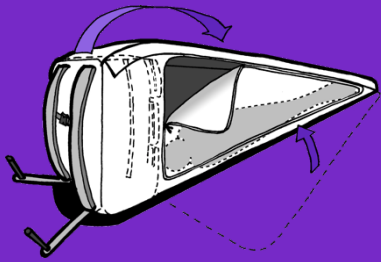
Supported
Hinge



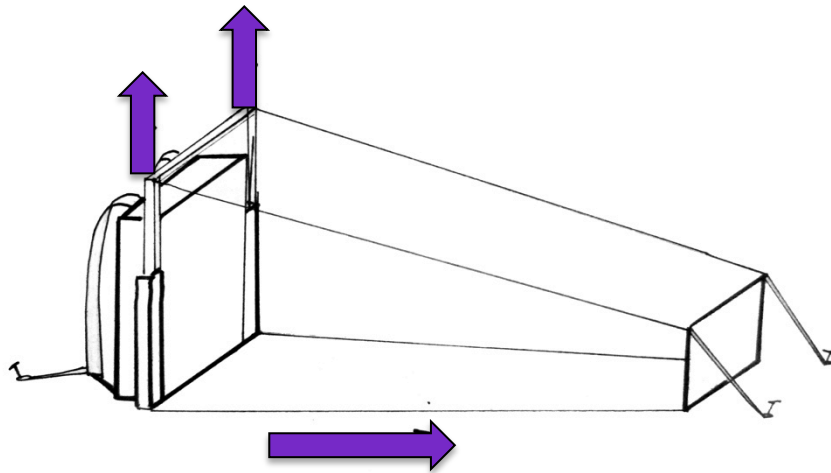
Locking Hinge



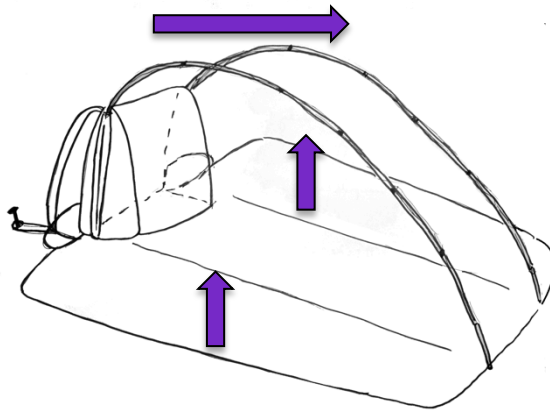
Telescoping



Technical: Deployment

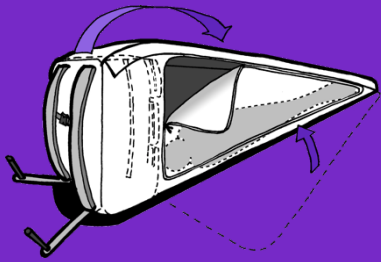


Accordion Tent: 2 Axis Movement

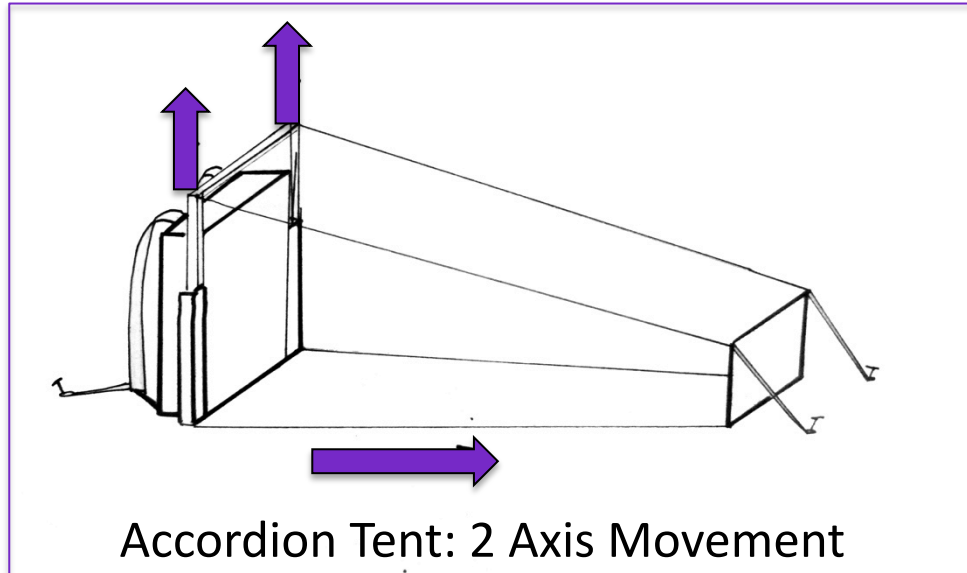


Canopy Structure

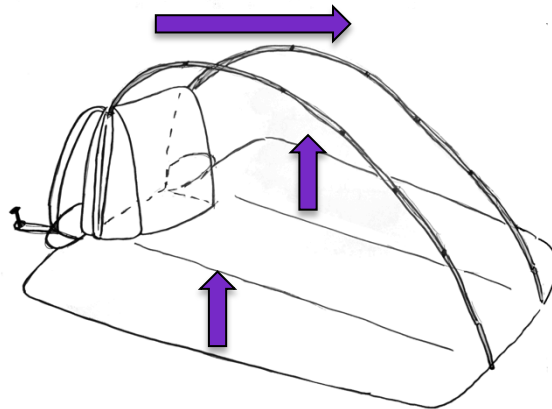
- Time to deploy and set up
 - One man tent
 - 5-20 minutes
 - The KnapSack
 - Less than 2 minutes



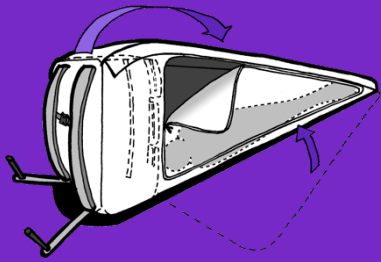
Technical: Deployment



- Time to deploy and set up
 - One man tent
 - 5-20 minutes
 - The KnapSack
 - Less than 2 minutes



Canopy Structure



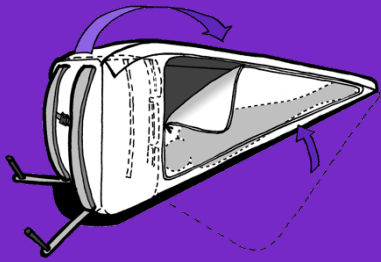
Market Research

Market

- Recreational Campers
 - 40M US campers in 2011
 - \$737.7M revenue on backpacks and tents
- Military
 - 150,000 troops deployed in 2011
 - \$3M revenue on backpacks and tents
- Search and Rescue

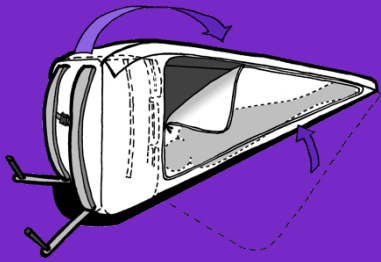
Possible Vendors

- Sporting Goods Stores: The North Face, REI, NEMO



Benchmarking

Product	North Face: Flint	Jak Pak	Quechna	TentPak
Final Size	87" x 35" x 40"	84" x 39.5" x 31.5"	-	Variable
Pack Size	20" x 6"	-	24.4" diameter	27" x 14" x 10"
Weight	3.9 lbs	3 lbs	5.3 lbs	3 – 9 lbs
Deploy Time	5 – 10 minutes	-	2 sec / 15sec	5 – 10 minutes
Price	\$149.00	\$199	\$90	\$200-500



Next Steps

- Working on compact-ability

