

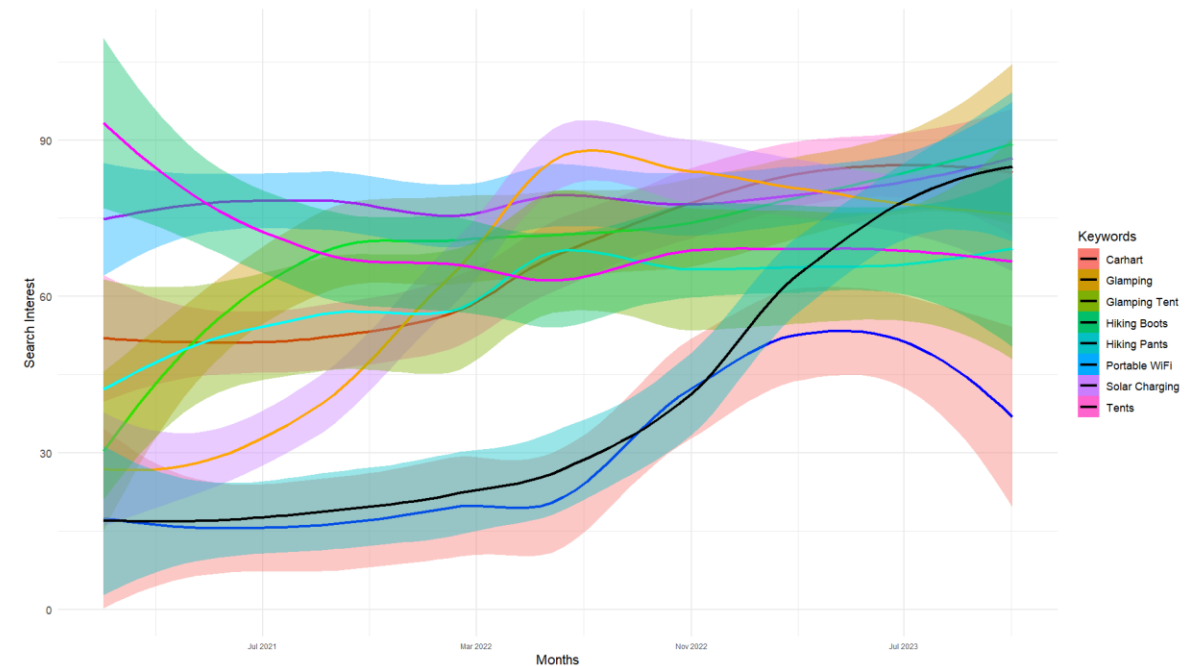
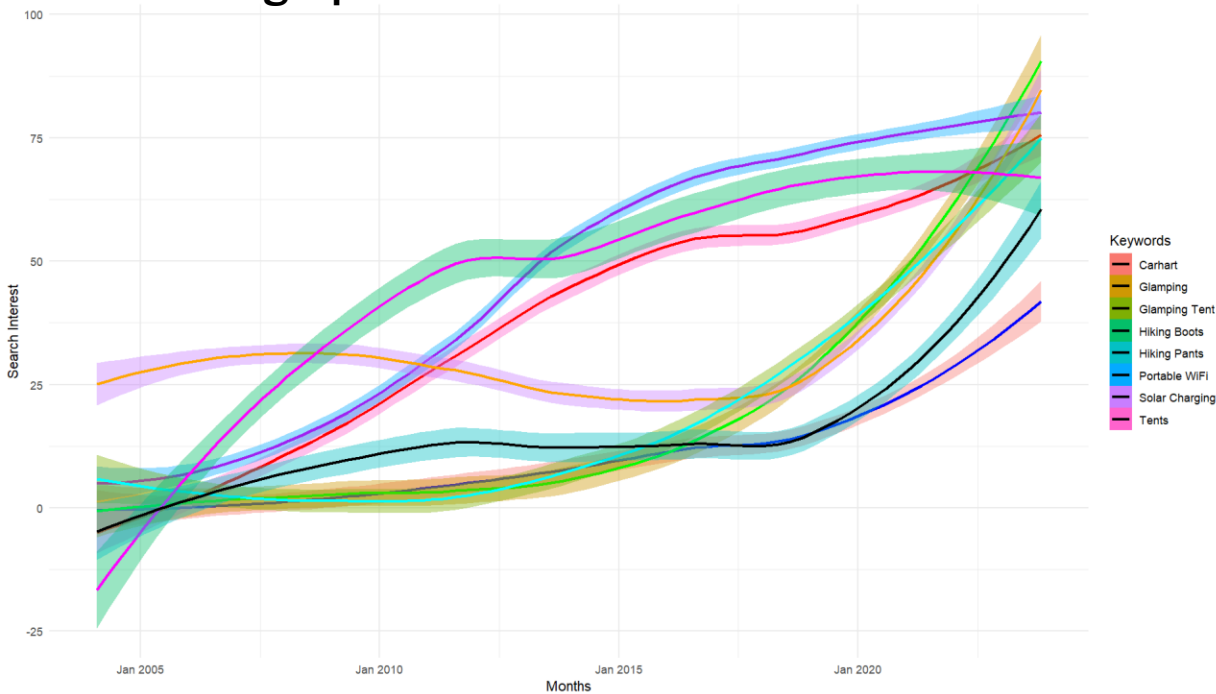


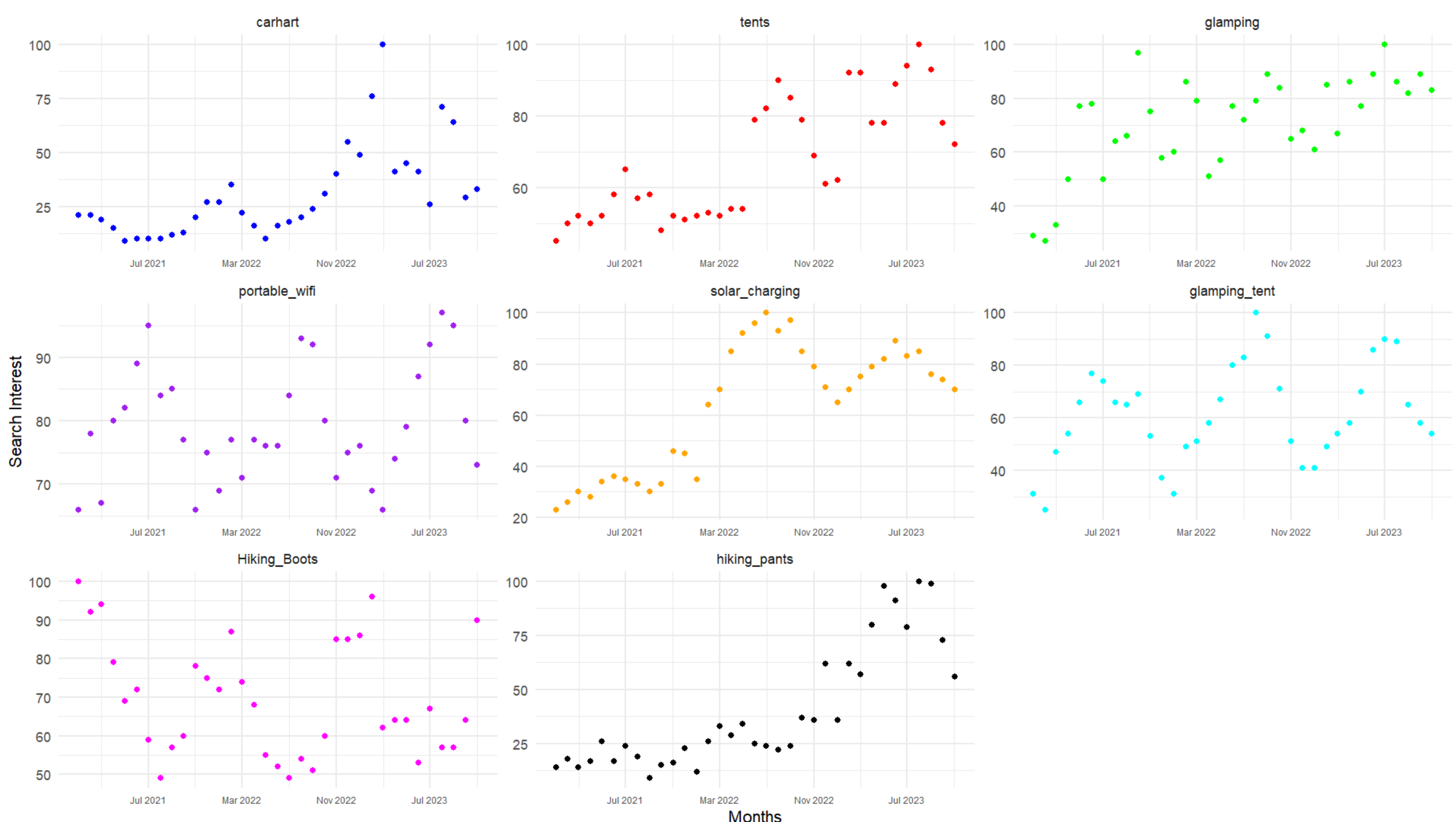
## Camping and Fishing



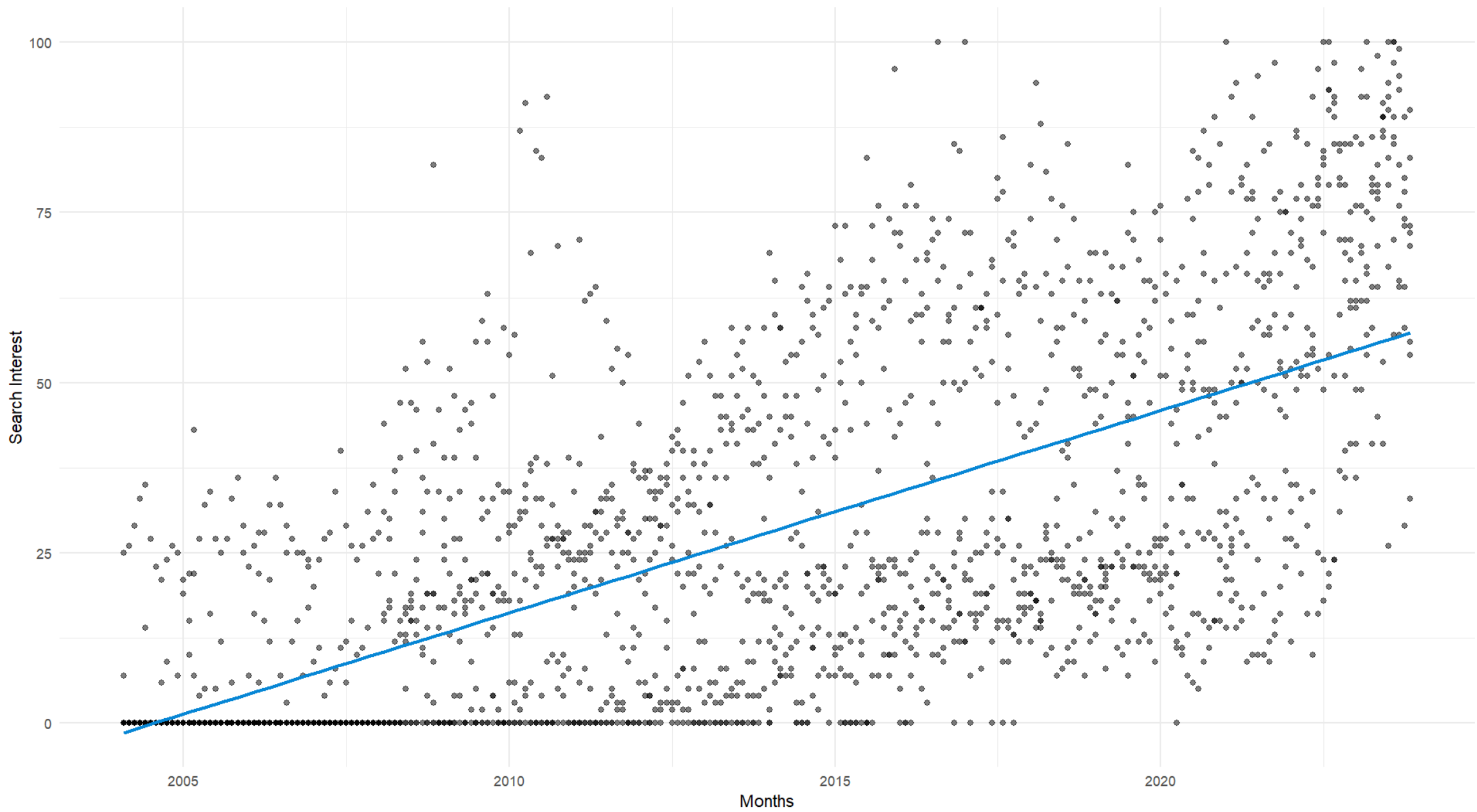
We have concluded that a desire for a natural escape is prominent among younger consumers, particularly with the expansion of suburbs and urban environments. Nevertheless, we aim to create something distinctive and technologically advanced to captivate the interest of this younger demographic.

Our examination of Google search trends reveals a burgeoning fascination with camping and solar charging. This points to an expanding market for outdoor equipment and an escalating need for environmentally-friendly energy solutions, which is one of the driving factors behind our selection of this category.

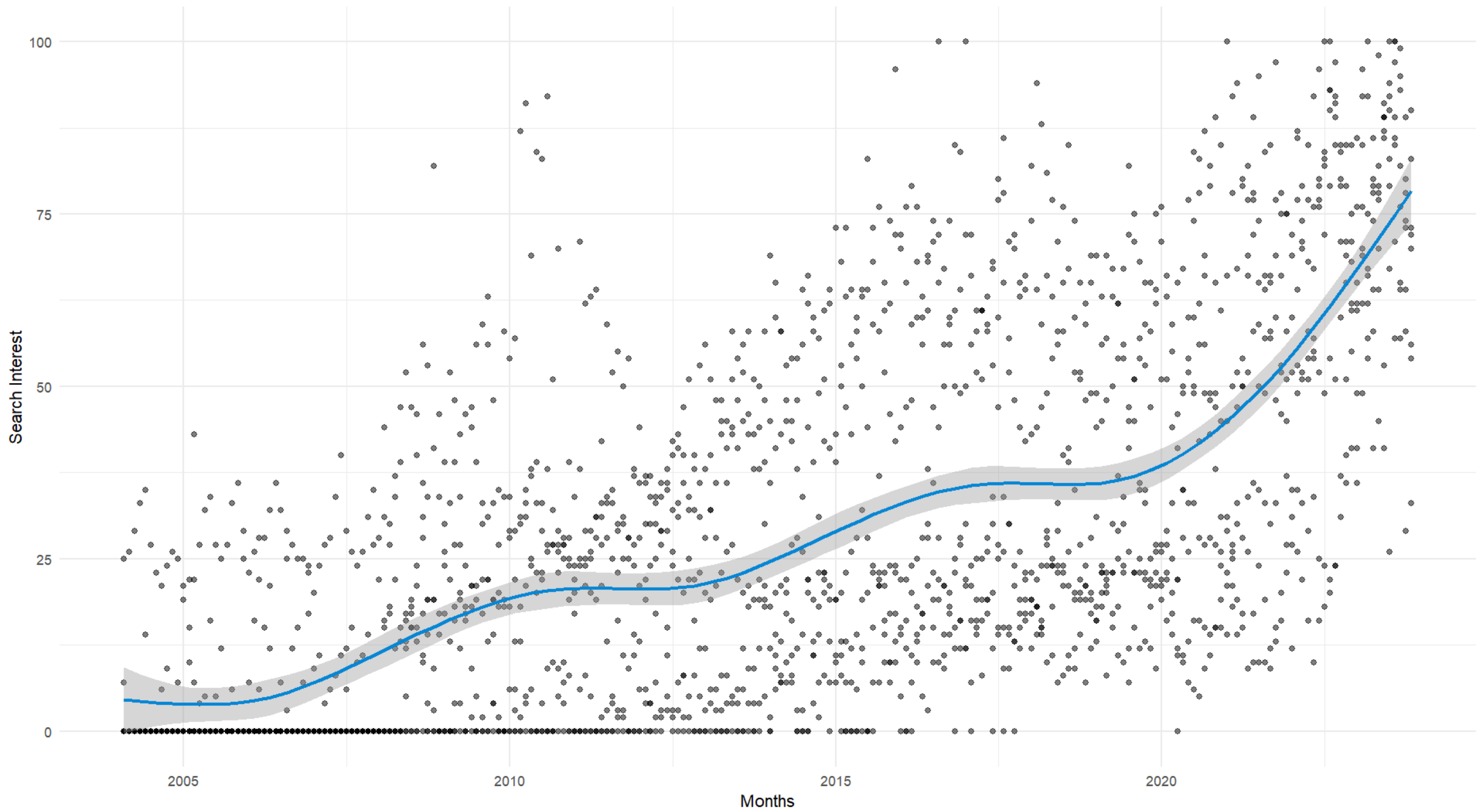




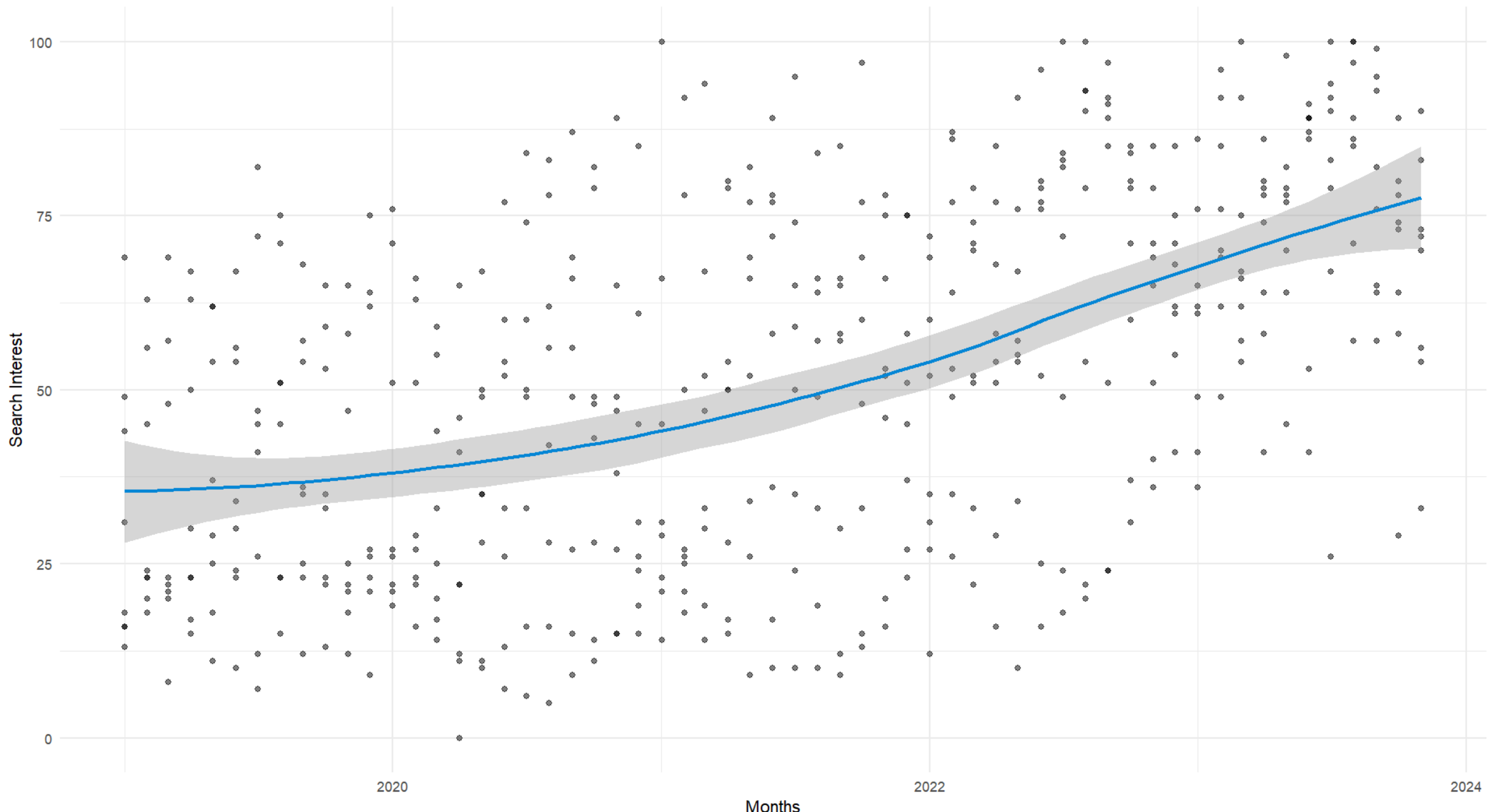
Linear Regression

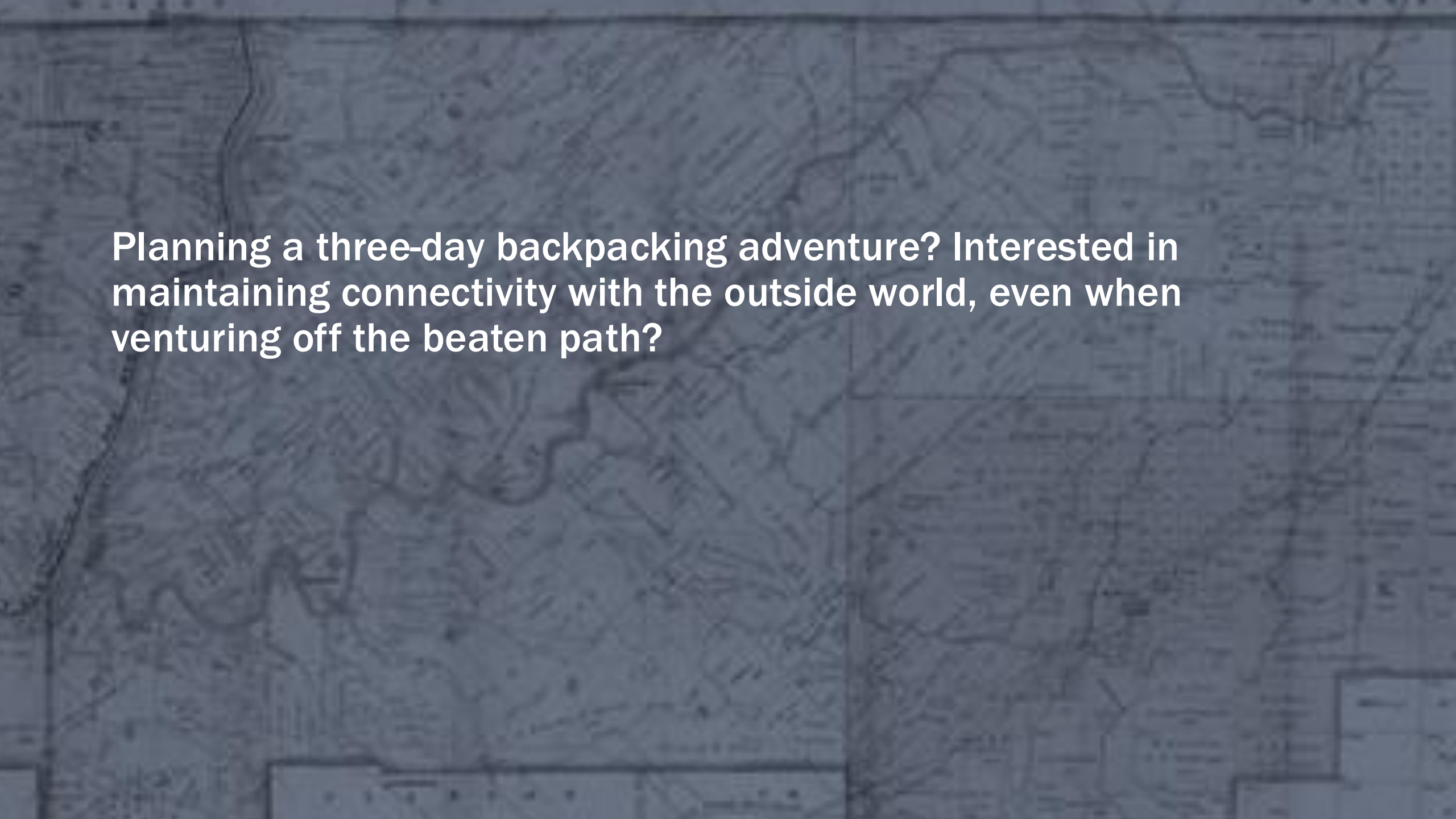


Best Fit



Best Fit

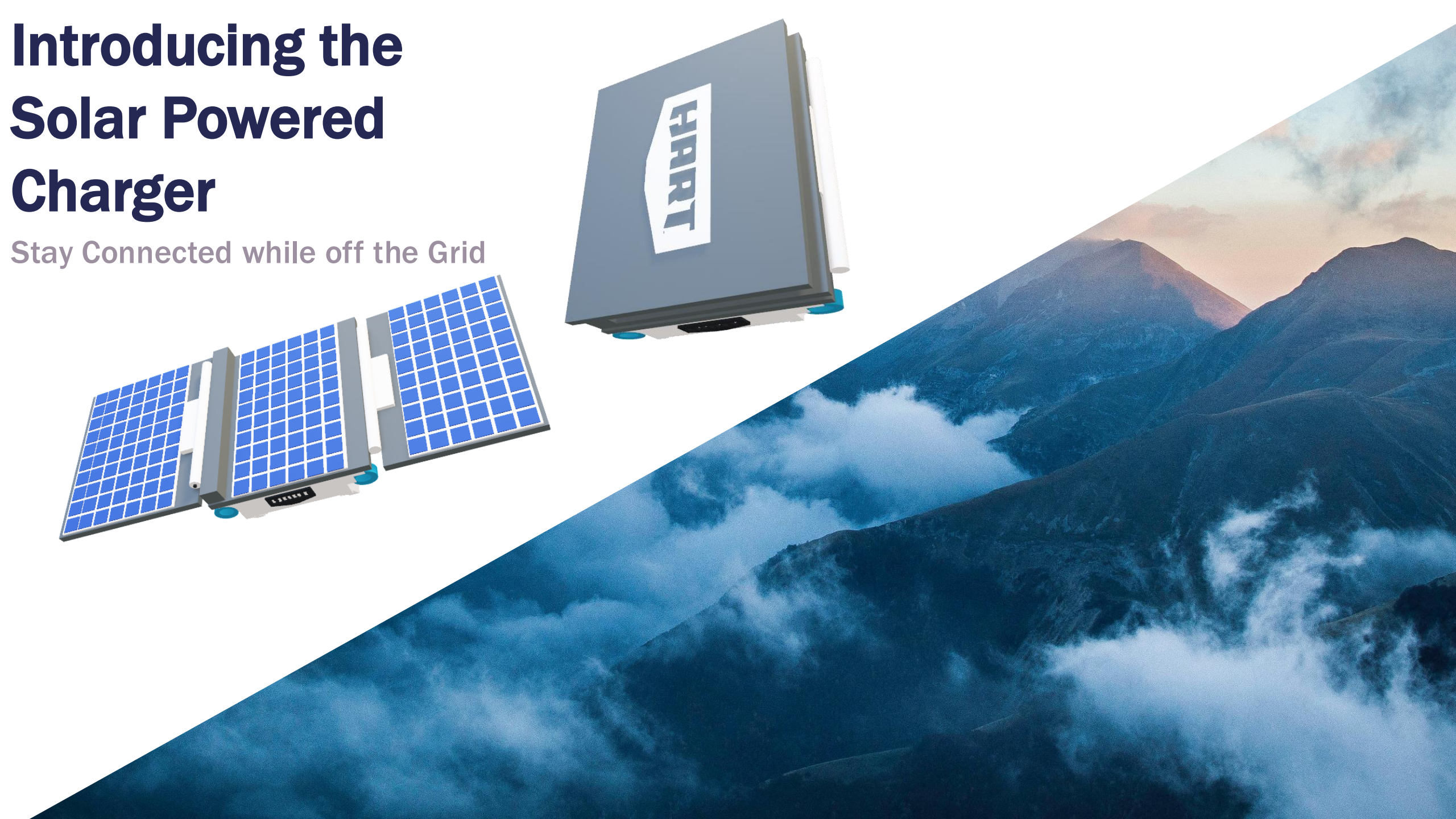
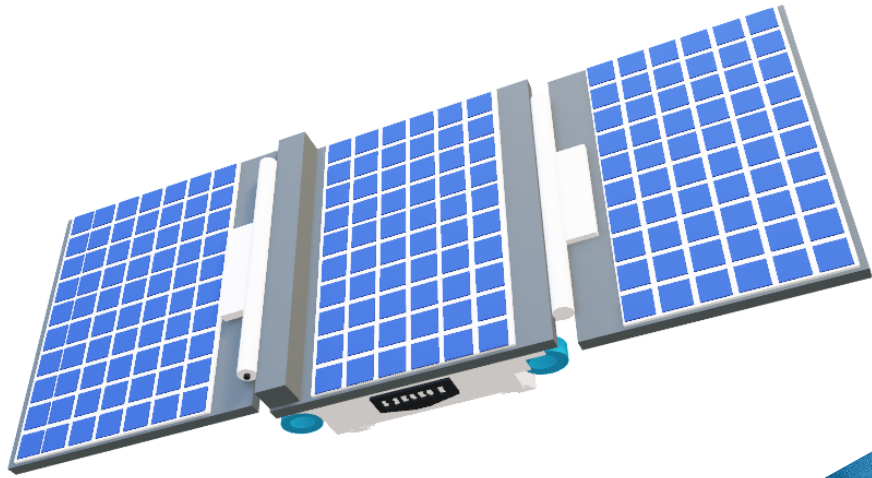


A dark, textured background featuring a topographic map with contour lines and geographical features.

**Planning a three-day backpacking adventure? Interested in maintaining connectivity with the outside world, even when venturing off the beaten path?**

# Introducing the Solar Powered Charger

Stay Connected while off the Grid



# 4 Point Harness System for backpack use



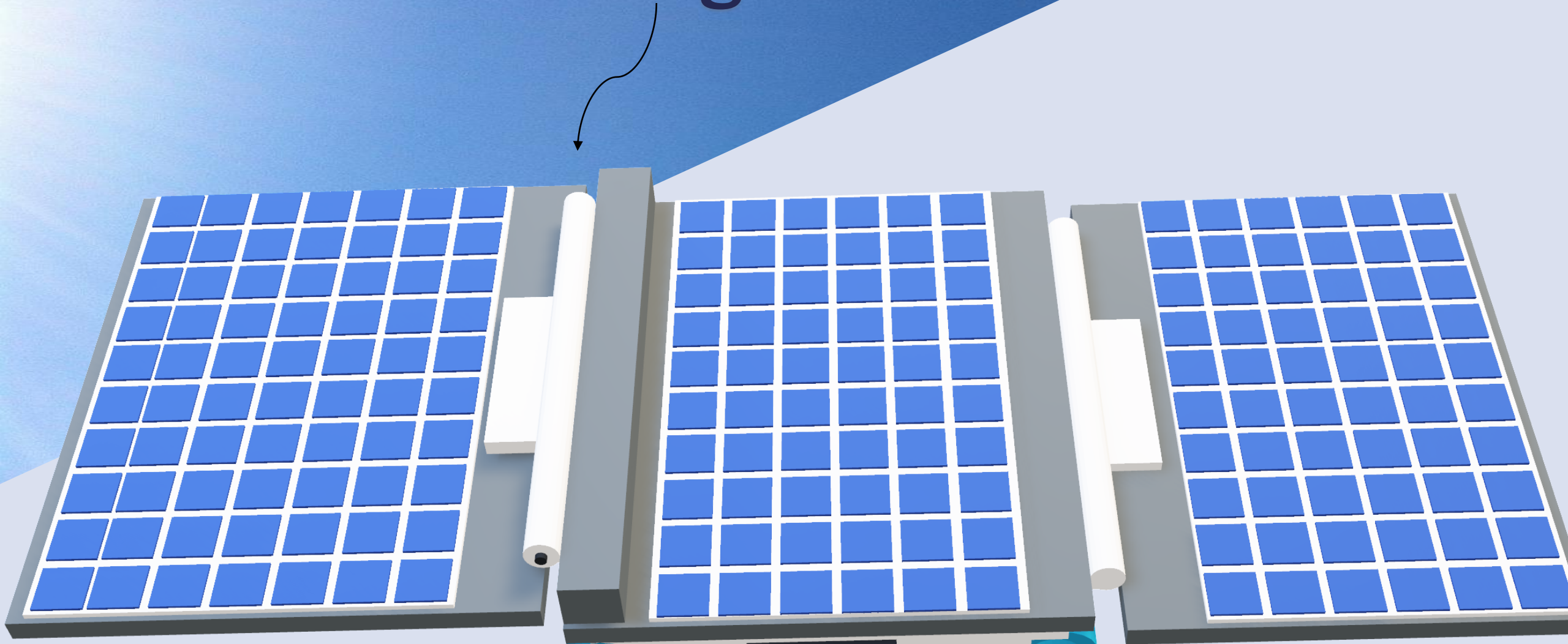
Outside of bag  
storage



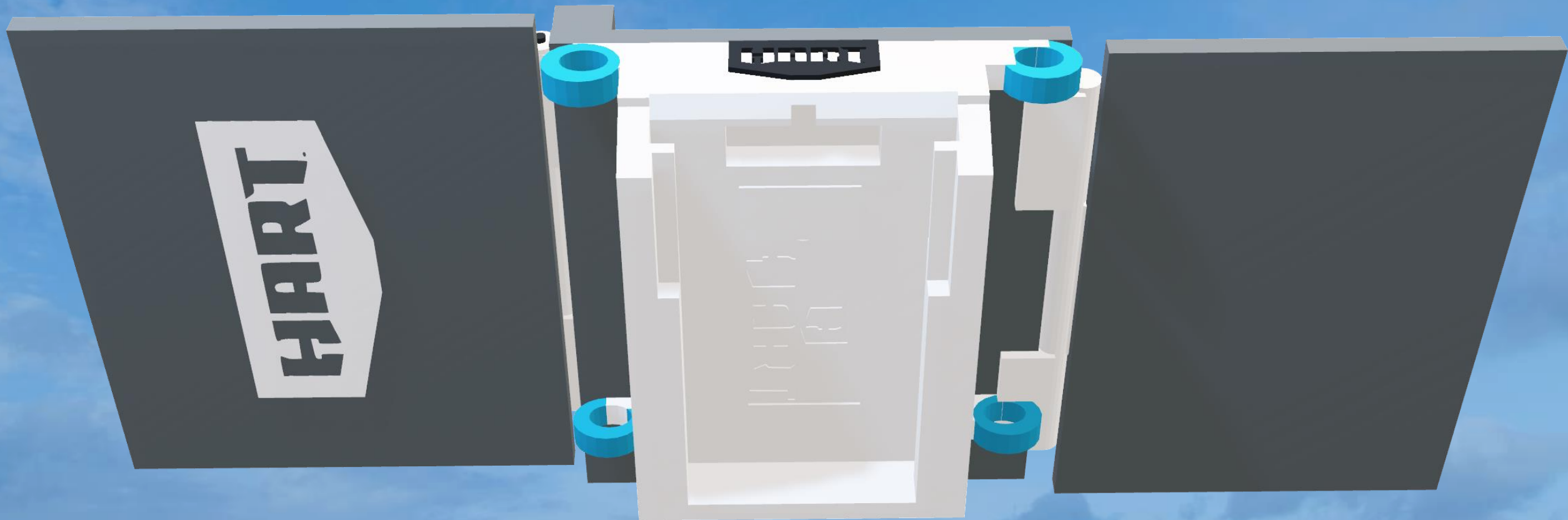
Charge your  
phone, on-the-  
go



# 3 Solar Panels connected by Aluminum Hinges

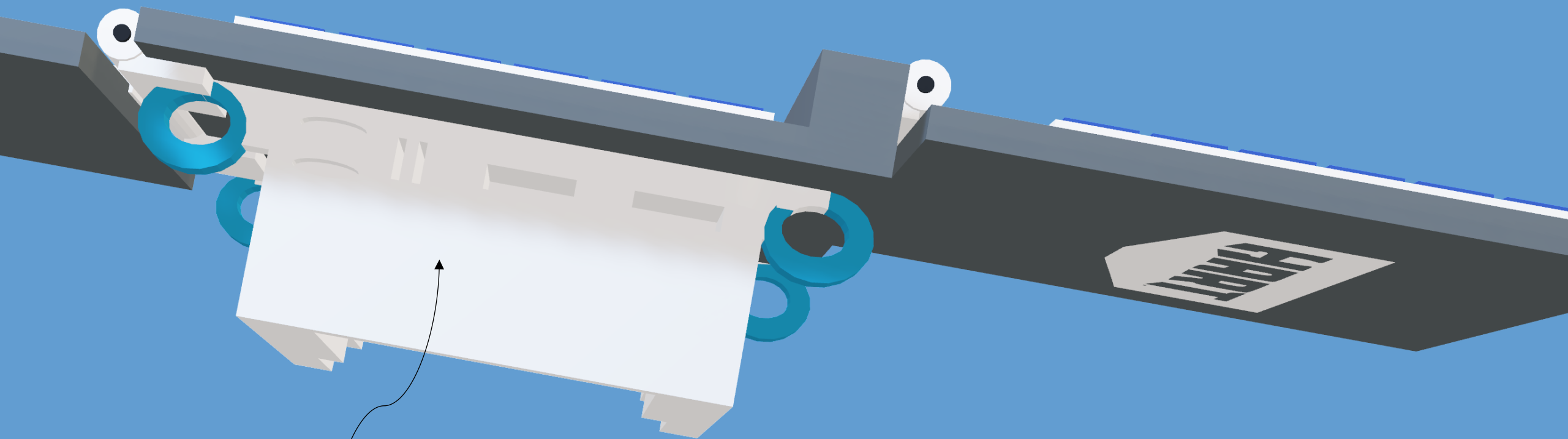


To your 20v HART Battery System, storing the necessary charge for nighttime emails.





Connects to whatever you need with a  
max output of 100W



Using 3 different charging ports

# Includes

- Solar Charger
- 4 Carabiners
- 4 1-Foot Bungee Cords
- Charging Port

**Tired of buying  
buying and  
hauling around  
heavy bags of ice  
every time you  
want cool drinks  
on the go?**



# Introducing the Cooler Backpack

Stay chilled on the move



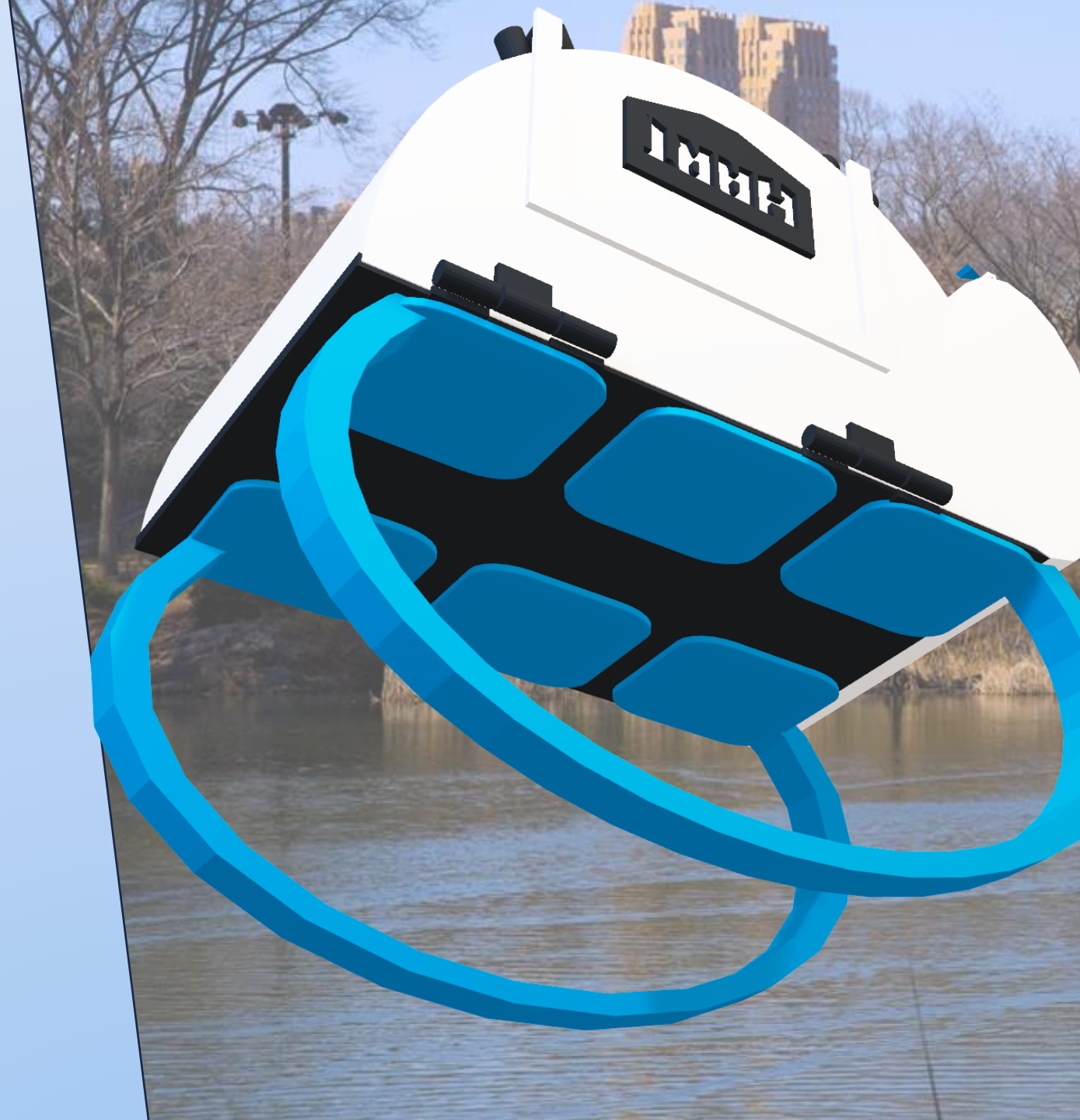


An app to increase or decrease temperatures in each mode and keep track of all your HART devices.

In a world where the world is literally at our fingertips, we've increased the functionality of our backpack cooler and heater to be connected to your phone and to customize your outdoor experience to what you want it to be.



**Comfortable  
Double Layer Back  
Padding with  
Padded shoulder  
straps**



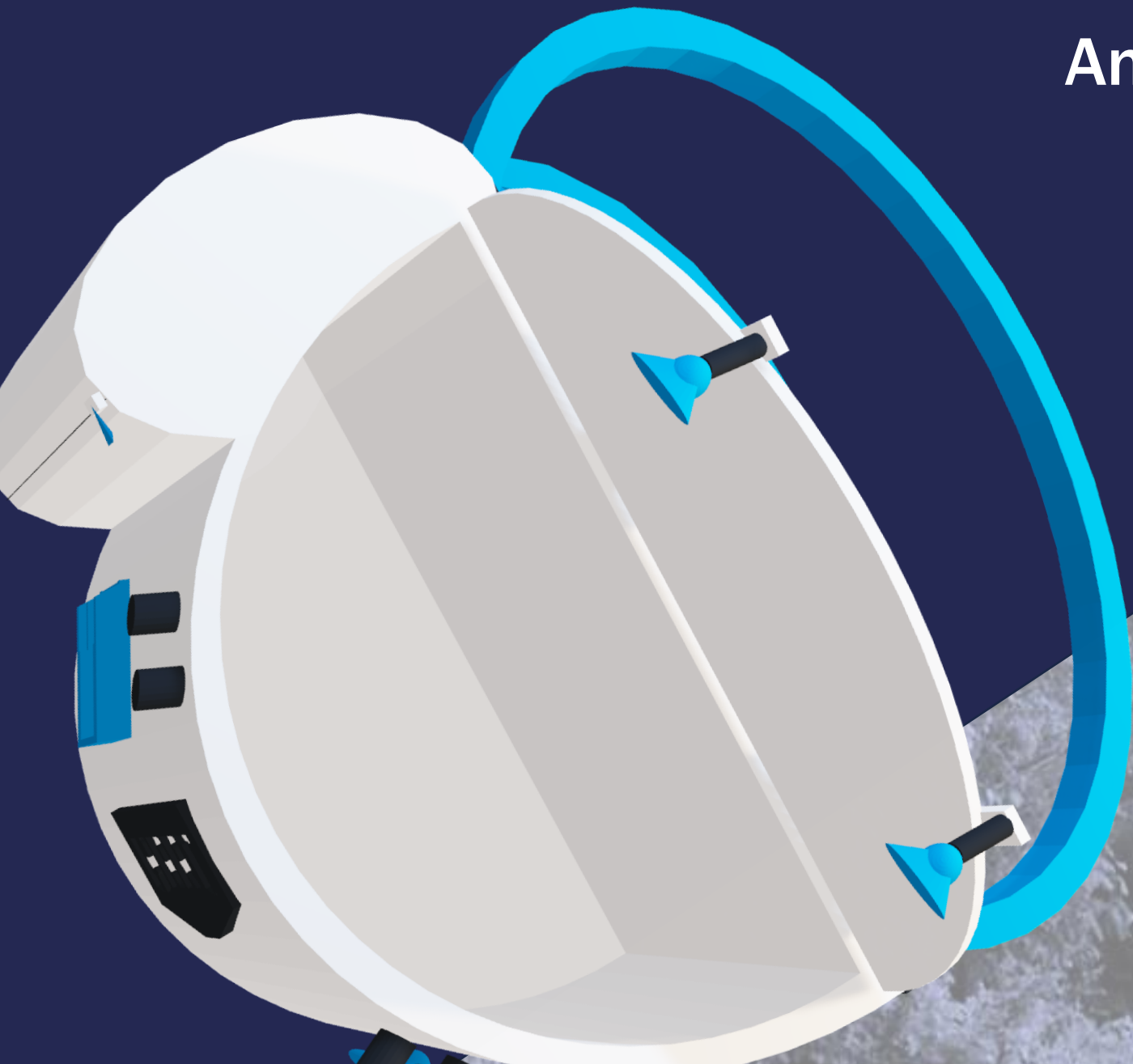
**Durable hinges with  
military-grade  
elastic clamp**



Powerful fans  
to keep  
drinks cool



**Ample Storage Space**






Zipper pocket for  
warm storage

All charged by your HART  
20v battery





# Includes

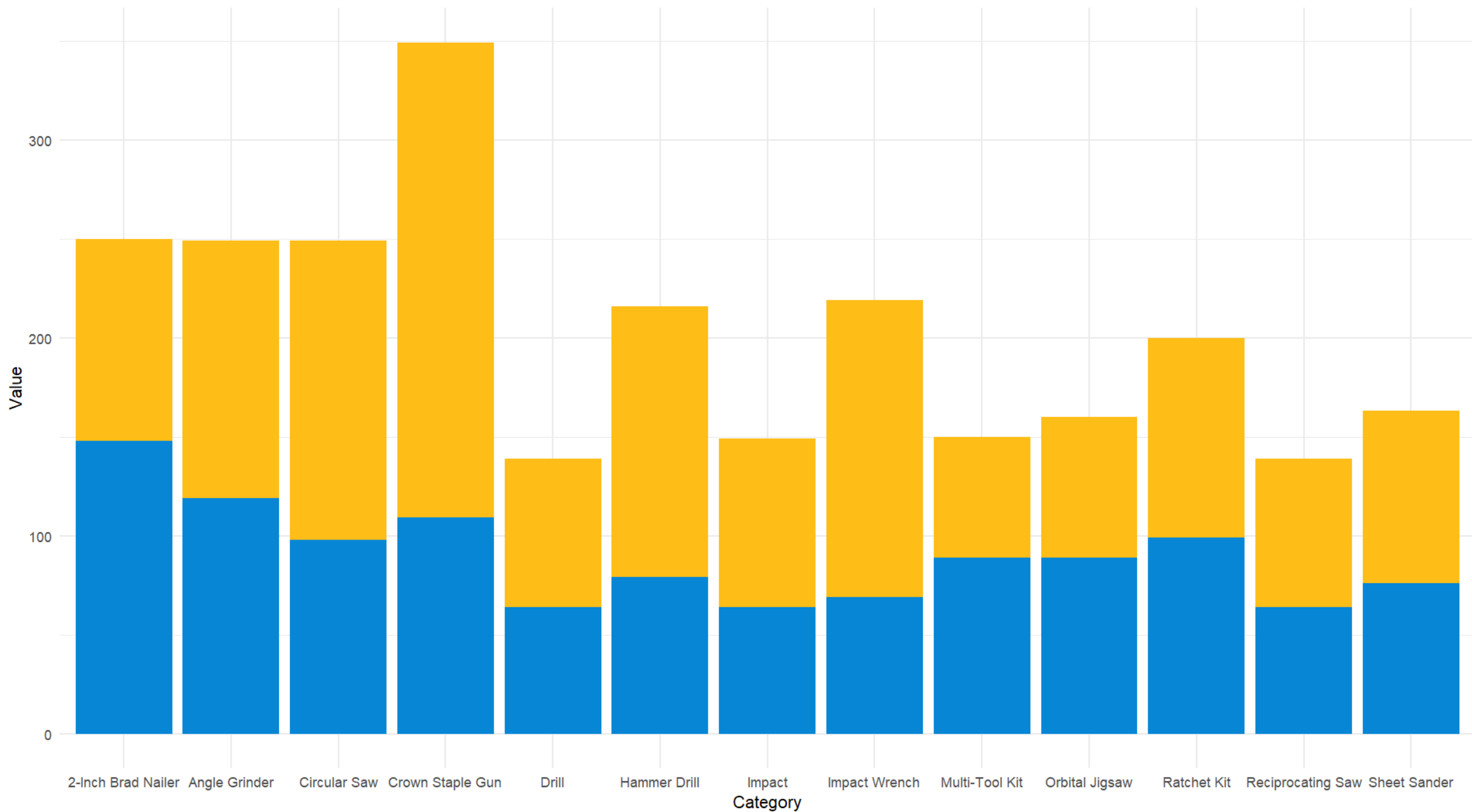
- **1 Bluetooth Compatible Backpack**
  - **1 HART 20V Battery**
  - **Lifetime access to HART App**
- 

# Pricing for Solar Powered Charger

1. Cost of solar panel (Externally sourced near our plants) : \$90
2. Additional supplies (bungees, carabiners, hinges, and screws):  
 $\$2.4 + \$5 = \$7.4$
3. Power converter (Already developed by HART): \$57.99
4. Development and Operations (Estimate): \$10

With Walmart's gross profit margin, set at 25%, the price will be **\$206.99**

Dewalt vs HART Prices



**According to our research, HART products are consistently priced at a remarkable 55% less than top-of-the-line products. For comparison, a high-end product like the Go Power! DuraLite 100w solar kit is currently available on Amazon for \$412.55. Our product is positioned at a compelling 50.17% lower price point than the Go Power! DuraLite 100w solar kit, making it an attractive and affordable alternative for consumers. This cost-effective choice will particularly attract younger consumers who are still in the process of establishing their financial stability.**

# Pricing for Cooler Backpack

1. Fan system: \$4
2. Insulation (8mm thick foam): \$16
3. Bluetooth system (materials): \$2
4. Bluetooth system (app): \$1
5. Zipper: \$0.80
6. Battery: \$37.60
7. Exterior fabric (3 yards of PVC backed nylon at \$10 per yard): \$30
8. Foam padding: \$25
9. Clamps: \$10.60
10. Development and operations estimate: \$10

Walmart's Gross Profit Margin is 25%, so with the profit margin our price is= **\$172.50**

**The Cool Boss, a portable air cooler with an ice-chest and Bluetooth player, is priced at \$341.99 on Northern Tool. Our product, on the other hand, and is once again available at an impressive 50% discount compared to this high-end option. As before, this affordability makes it an ideal choice, particularly appealing to younger customers.**



**Age: 20-35 year olds: Gen Z, Younger Millennials, people who have been in corporate America for 3+ years**



**Occupation: high-paying corporate jobs (i.e. finance, software engineering, consulting, etc.)**



**Change consumers: newer job/wealth, recent college grads, moved cities, common interests with co-workers, new relationships, newly bought apartment/house**



**Not invested in a tool company ie, HART would be a long-term investment**

## Hotspots for the Criteria





**Boston**  
Store #5390



**Los Angeles**  
Store #2568



**Austin**  
Store #1253



**San Francisco**  
Store #2280



**Seattle**  
Store #2594



**Atlanta**  
Store #5390



**San Diego**  
Store #2479



**Portland**  
Store #3050





# Targeted Advertising Platforms

Our analysis indicates that the majority of our target demographic spend a significant amount of time on platforms such as Instagram, Twitter, LinkedIn, and Facebook. These platforms also offer robust advertising capabilities and allow us to precisely target our audience based on their interests, behaviors, and demographics.



In addition to those more general platforms, we'd like to target our specific archetypes of customers by advertising in daily newsletters that are tailored for specific occupations.

# Platforms to Advertise



The Information



EMERGING TECH BREW

THE WALL STREET JOURNAL.

*Market***Watch**

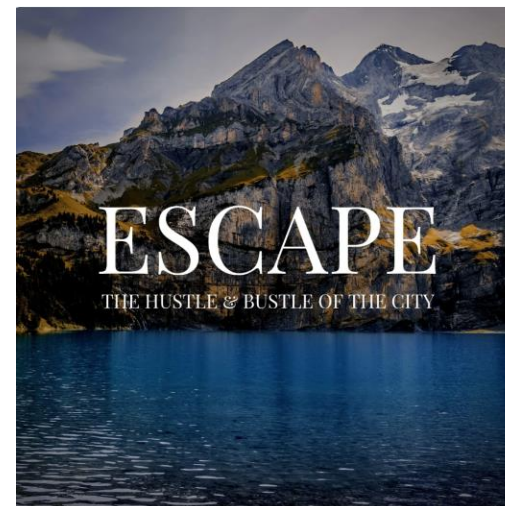


MORNING BREW

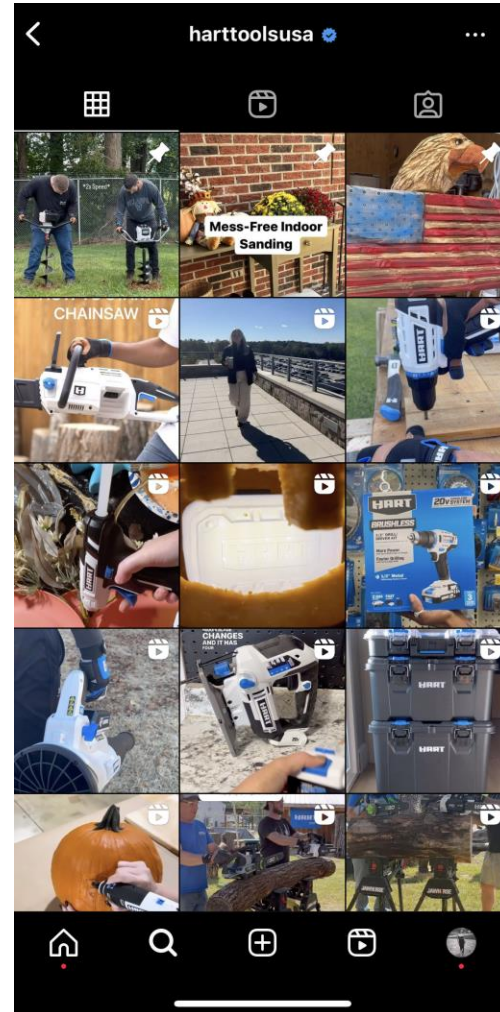
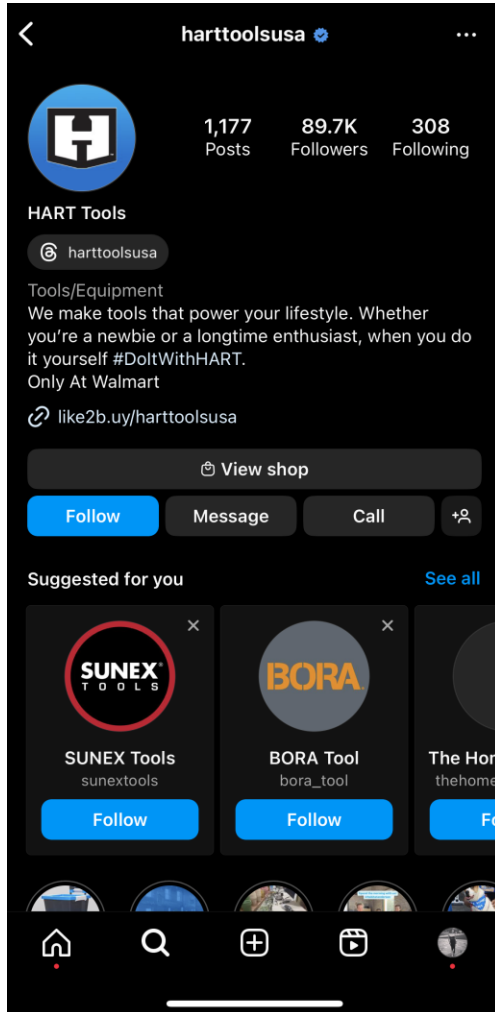
# Potential Ad Campaigns

## Slogans and Copy

- your 9-5 job shouldn't affect your 5-9 time
- Putting the chill in chillin'
- Camp in comfort
- Refreshment anytime, anywhere
- A refreshing way to disconnect
- Take your 5-9 anywhere you want
- Disconnect in style



# Strategy



## Themes:

- Real time usage on social media
- Continuing Hart's 'persona'
- "Starter packs"
- Campaigns with younger generations
- Capitalizing on upcoming holidays / traditions

## Direct Competitors:

- Yeti
- Igloo
- Hydroflask
- Anker
- Coleman
- Jackery
- Yoshino

## Competitive Advantage:

- Advertisement as an affordable investment
- Targeting those just starting a new activity who don't want to invest in top-of-the-line equipment in case they end up not enjoying the activity
- Introductory equipment

# Thank you!

Any questions?