



SINCE 2016

Cov.R

covr.com

Solar-Powered Adventures

#iamcovrd

We've
got you
Cov.R'd!

Cov.R

"Braeden Edwards"



I am a:
trailblazer,
curious,
&
an extreme adventurer.

It's more than just adventuring outdoors. I want to push myself, challenging my personal best, and be **LIMITLESS**. Cov.R gives me the comfort zone to be at my peak performance.

Age: 28 to 44 years
Gender: more likely to be men (62%) than women (38%)
Income Bracket: \$65,200 to \$72,600
Education: at least one university degree



I AM EXTREME, I AM THE OUTDOORS, I AM DRIVEN,
I AM Cov.R

Introducing: The Cov.R Solar Powered Awning



LED Lights:

Built-in on/off switch

Charging Station:

Rechargeable battery

4 USB ports

2 standard outlets

1 car lighter receptacle



Storage:

Lockable built-in storage container



Cov.R is made from the highest quality materials. *Sleek and clean*, it will be a recognizable piece of equipment on any vehicle.

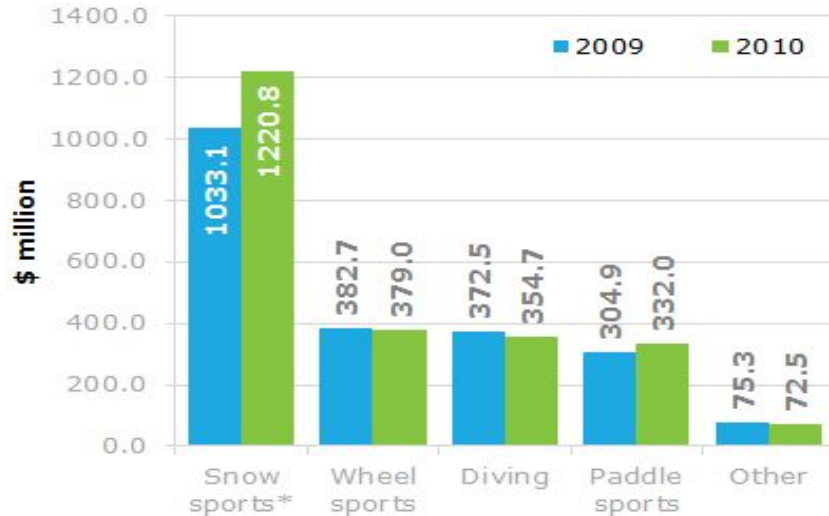
- ★ Rain, sleet, sun, or snow; an extendable canopy keeps the weather out and you protected from the elements.
- ★ Built-in LED lights provide enough ambient light to keep the adventure going long after the sun goes down.
- ★ Solar-powered battery provides enough energy to keep your gadgets going long into the night.

➔ **Target Base Model MSRP: \$1,899**

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HOW BIG IS OUR MARKET?

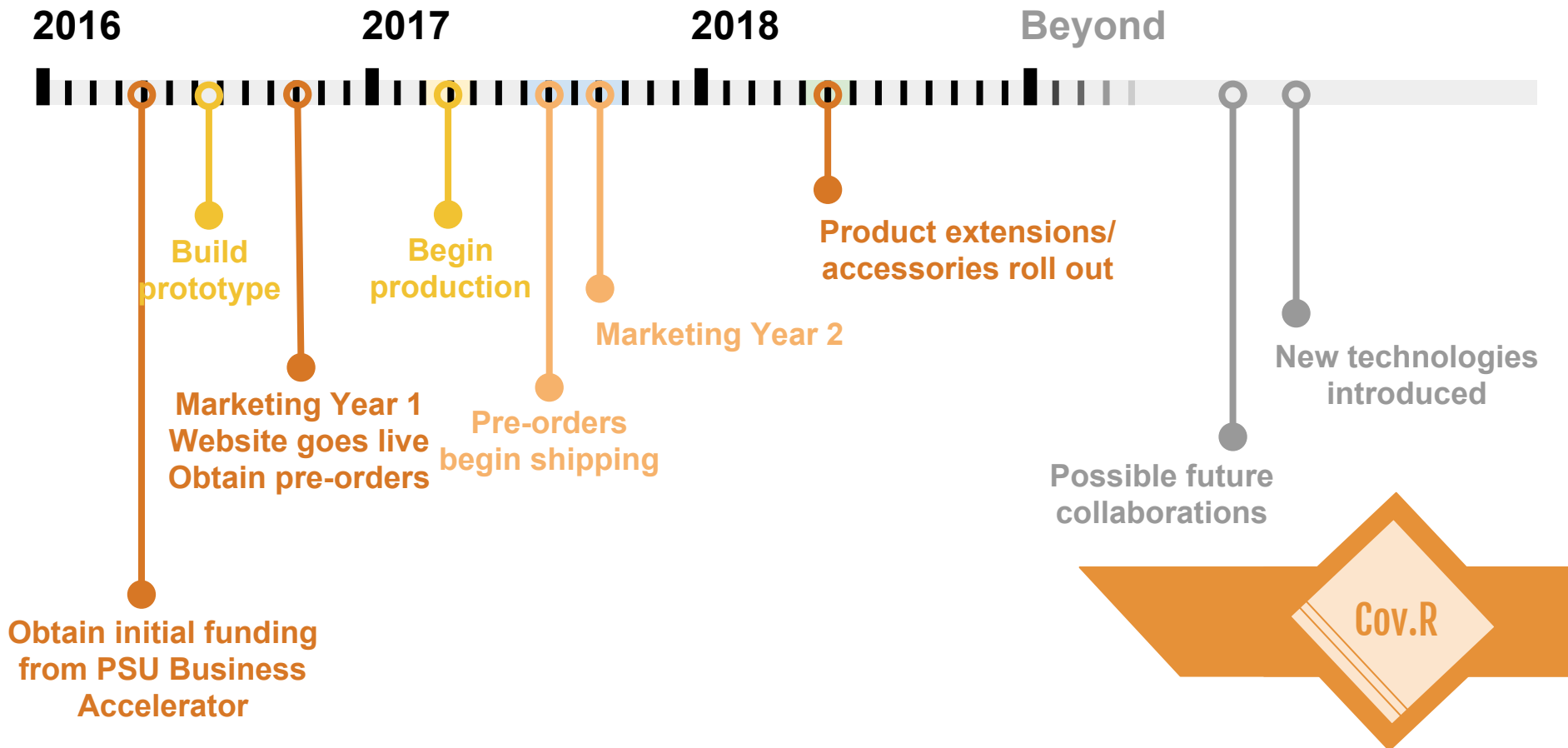
Retail sales of action and extreme sports equipment and accessories, segmented by type, 2009-10



- Mintel suggests retail sales of action and extreme sports equipment and accessories were **\$2.4 BILLION** in 2010, an increase of **8.8%** over 2009.
 - IF...
we assume conservative growth, the market size for action and extreme sports in 2016 is approximately a **\$2.9B** industry.
- Real Median Household Income in the US is approximately \$54K/yr; therefore, 2.5% of households are within our target market.

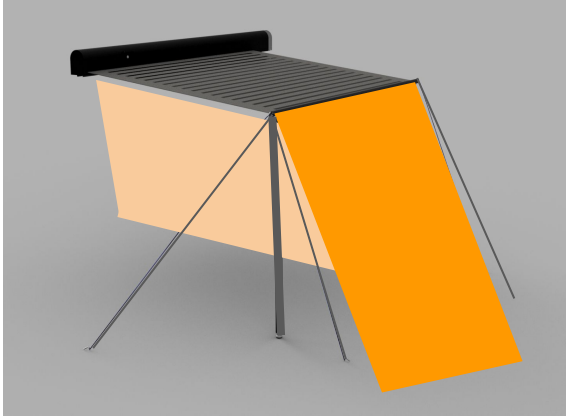
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Development

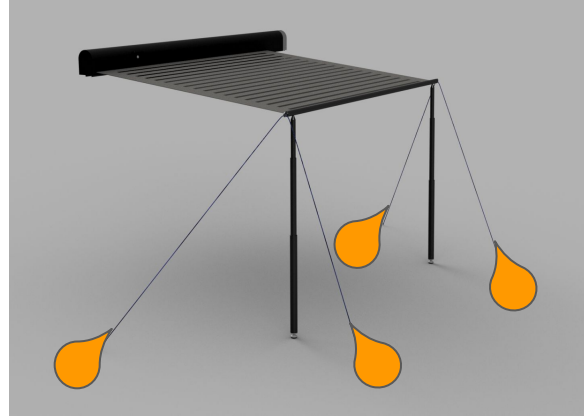


Line Plan/Extensions

Attachable Side Wall(s)



Anchor Weights



Side Table/Cup Holders



Available Awning Colors:



Black

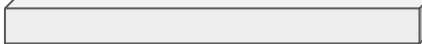



Gray



Orange

Available Sizes:

6 Feet 

8 Feet 

(*8 Feet is standard. 6 Feet for future models)

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Sourcing



China

- Top global PV solar mfg.
- Proximity to consolidator

Hong Kong

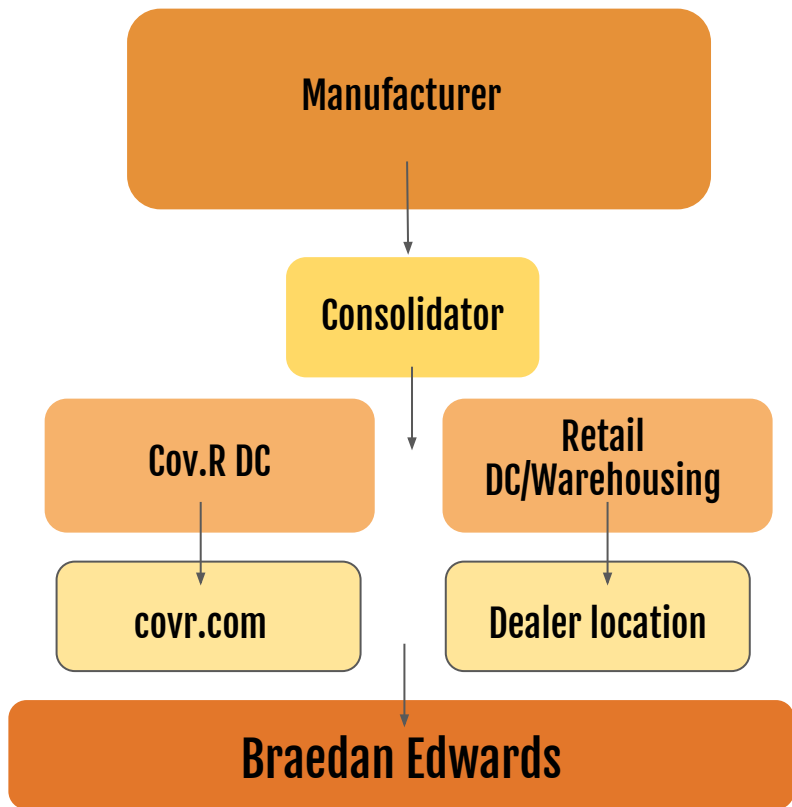
- Metal and fabricated parts
- Assembly
- Consolidation

Vietnam

- Electronics and textile mfg.
- Booming electronics mfg. industry
- TPP reduced textile export taxes

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Distribution



- **Manufactured in China/Vietnam/Hong Kong**
- **Consolidator in Hong Kong**
- **Lands at Long Beach**
- **Broken out into 2 shipments**

Estimated Shipping from Hong Kong to Long Beach:
\$1500 per 32 units (22 containers total)

- **DTC comes from Cov.R warehouse**

Estimated Shipping Long Beach to Portland:
\$520 per container

- **Retailers receive shipments to their own DC's**

Year 1 total shipping cost:
Approx. \$40,000



Merchandising

DTC-Website



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HOME NEWSLETTER SUPPORT [BUY NOW](#)

Rain or Shine- We've got you Cov.R'd.

Lights when you want them, shade and protection from the elements, and a whole lot of battery to extend your playtime.

[Learn more](#)

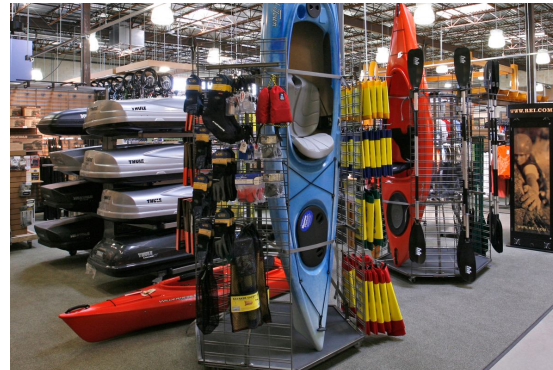


[BUY NOW](#)

Tradeshows/ Dealerships



REI/Specialty



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Retailing

What
inspires us
to give our
consumers
the **FULL**
One-To-One
Retail
experience?

Tradeshows/Events:

- Because tradeshows and events are more **PERSONABLE** and **CONTROLLED**
- **Ambiance** will remain the same as the tradeshow according to the tradeshow
- Give customer service similar to how Apple interacts with their clients.
- We will hold **1** Cov.R sample at each event. (No back stock will be held)

Retailers (Specialty and Outdoor):

- We want to provide the combination of style, on-the-go *functionality* and extended playtime
- We want to express to our customers that they **T00** can have this experience .
- Camping gear and equipment will be added to add more of the feel.
- We will hold **2** Cov.Rs in stock.



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Competitive Analysis



- Premium price for a premium product
- Cov.R offers features unlike anything else on the market
- Product differentiation gives it a competitive edge for year 1

Cov.R \$1899

THEN THERE'S US



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Marketing

Partnerships

- Partner with potential dealers to increase brand presence.

Event & Guerilla Marketing

- We will be sending Cov.R to trade shows as well as sporting events.
- We will also host product giveaways and rain down free swag (koozies and sunglasses) featuring our social media handles and our hashtags:
#wevegotyoucovrd /
#imcovrd

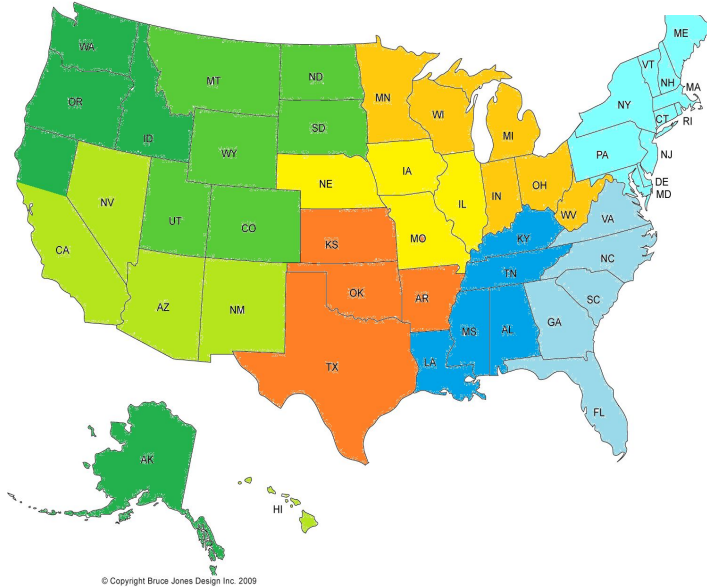
Social Media & E-mail

- Partner with key influencers on social media, leverage their followers to promote Cov.R.
- Encourage followers to share photos showing how they use their Cov.R.
- We will run promotions, offering a limited number of free Cov.Rs to gain likes and shares.

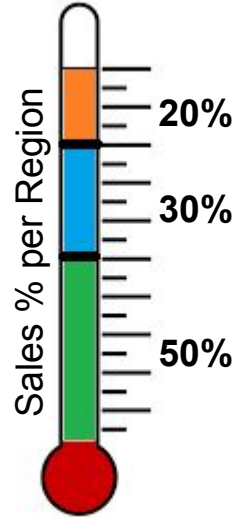


Sales Plan

US Sales Regions and Districts



Sales territories increase in volume, designed to promote sales teams from within.



West Region

Districts: PacNW, Southwest, & Mountain

- Highest Expected Sales

Central Region

Districts: Great Lakes, Midwest, Red River

- Lowest Expected Sales

East Region

Districts: Gulf Coast, Southeast, Northeast

- Mid-level Expected Sales

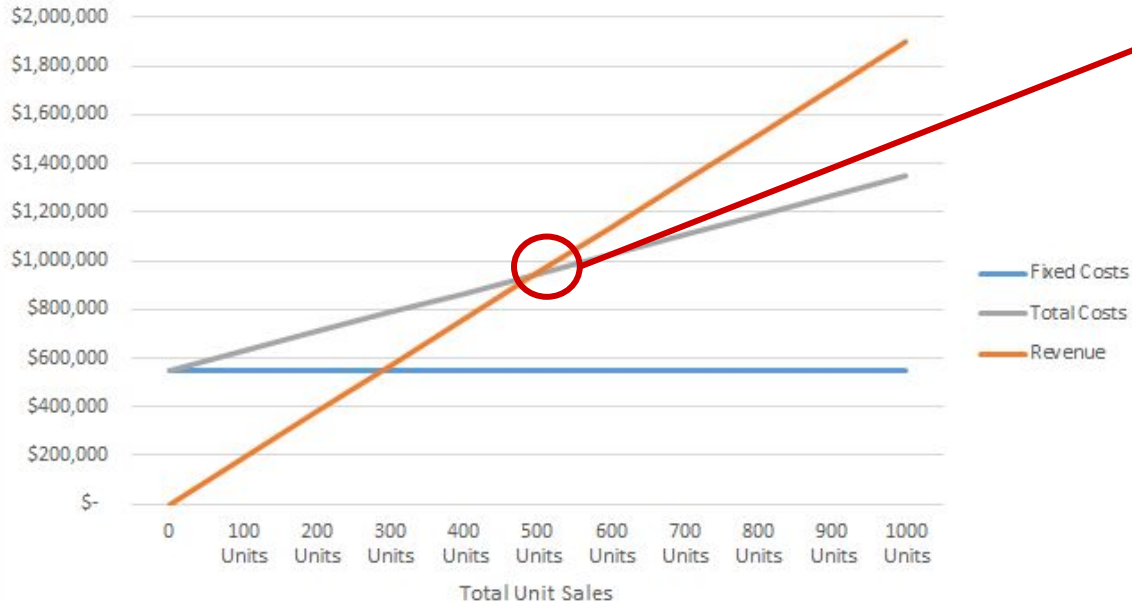
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Financial Goals

First year financial goals are to breakeven on investments. Reduced fixed costs will improve profits in the following years.

Target Sales Revenue: **\$949,500** | Target Sales Units: **499** | Target Margin: **58%** | Target Net Profit: **\$1,500**

Breakeven Analysis by Units



Breakeven Point

Total Fixed Costs: \$548,000

Variable Cost per Unit: \$ 800

MSRP: \$ 1,899

Contribution Dollars: \$ 1,099

Contribution Margin: 58%

Breakeven Point in Units: 499

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