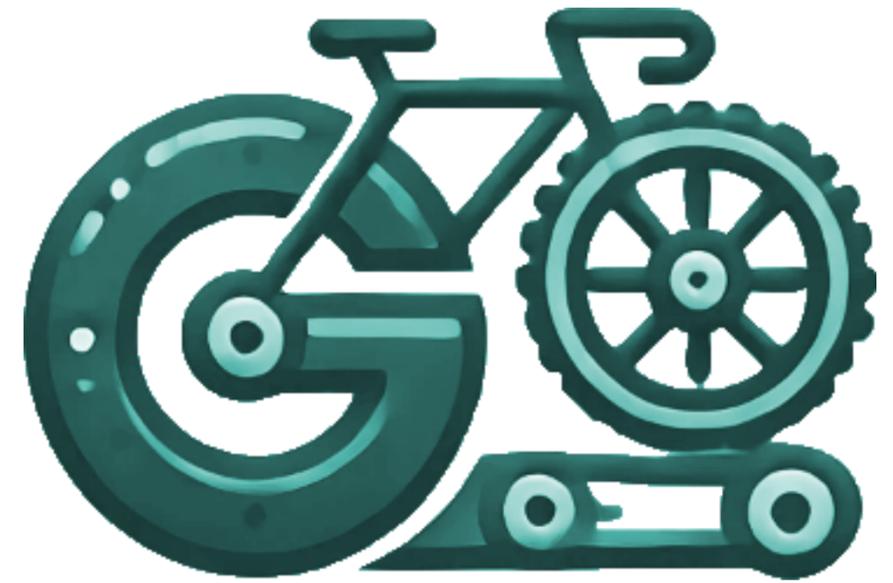


Clip & Go



A simple solution to attach your bag securely to your bike, so you can ride with ease.

PROBLEM



Backpacks put strain on the back & shoulders



Wearing backpacks make your back sweaty & uncomfortable



Want to use another type of bag



TRADITIONAL SOLUTION



Expensive

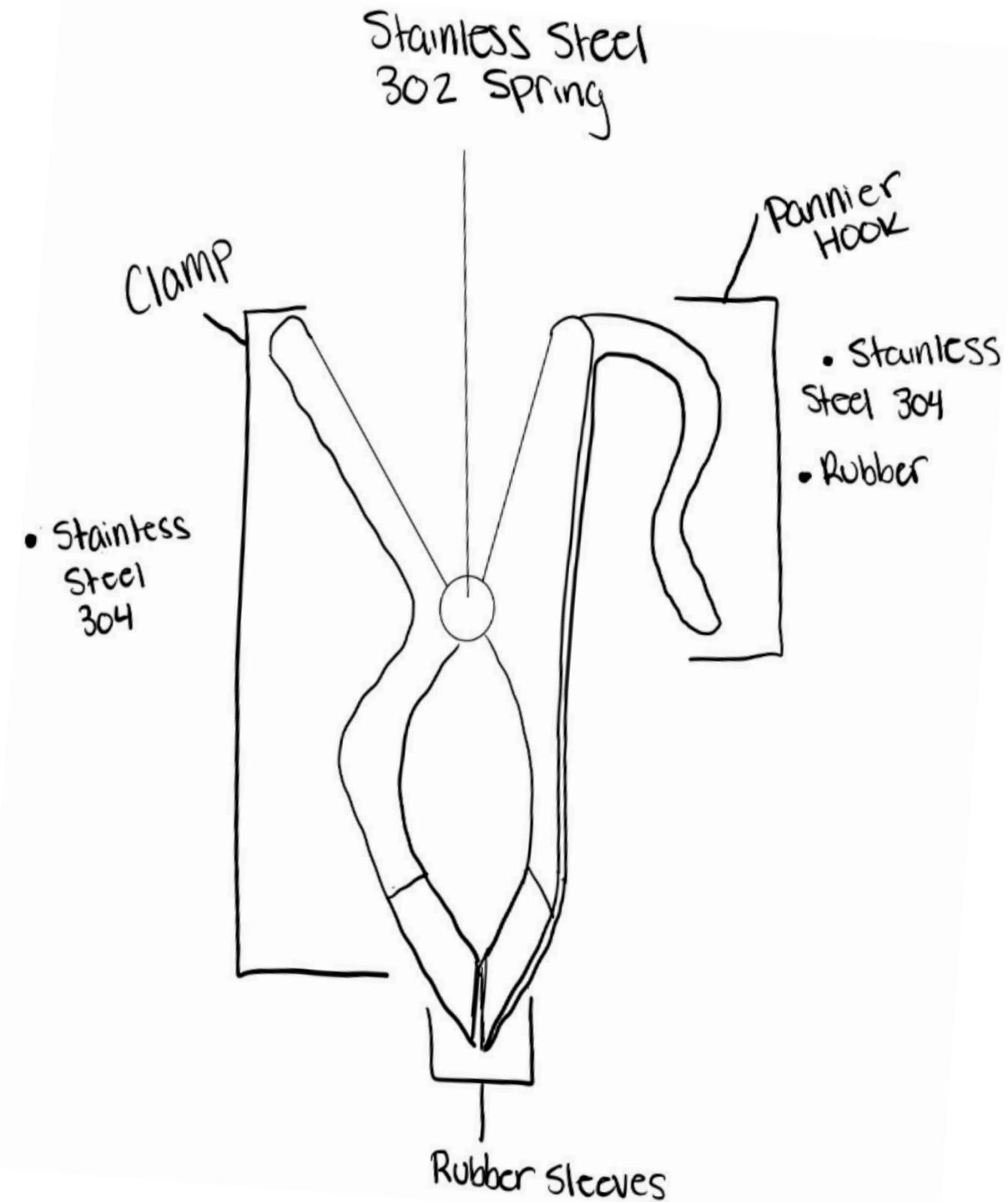


Limited styles



Low versatility





01

Cheaper and more affordable than buying a pannier bag

02

Compatible with a wide variety of bags

03

Easy to attach and detach from bike

04

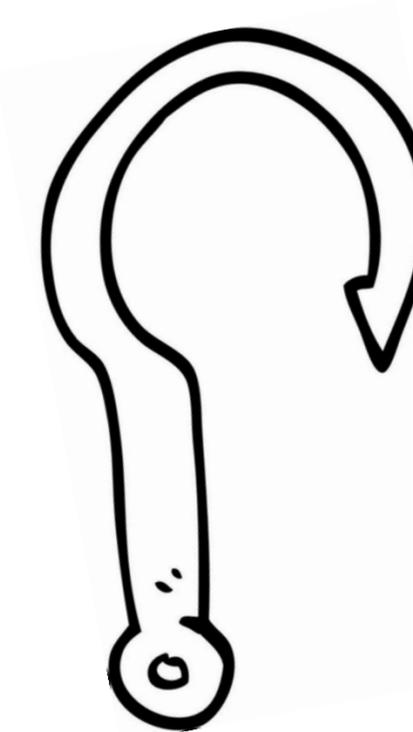
Each clip can hold between 10 to 20 pounds depending on use.

WORKS



10 Pounds

20 Pounds



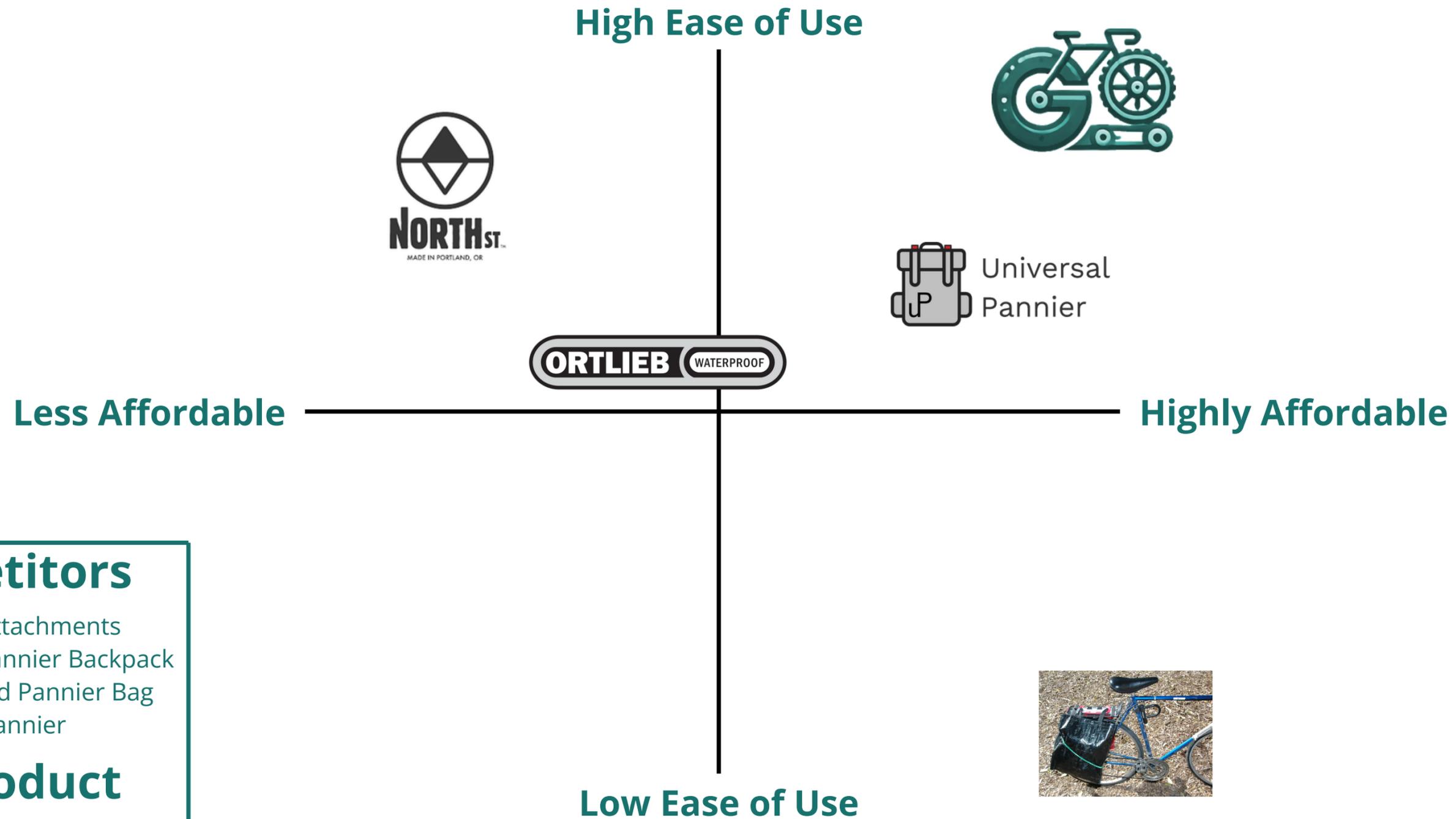
Hook It

Use the hook at the end of the strap, the metal clamp and attach it to any rack



like with
ed to your

POSITIONING



Competitors

- DIY Hook Attachments
- North St. Pannier Backpack
- Ortlieb Fixed Pannier Bag
- Universal Pannier

Our Product

- Clip&Go

MARKET SIZE

OUR CUSTOMERS COME FROM THE UNITED STATES AND THE EUROPEAN UNION



United States Residents Commuting via Bicycle

- Segment Size: 12.571 million regularly travel via bicycle
- Growth: 1.65% per year over the next five years
- Primary alternative mode as people are becoming more aware of environmental sustainability

European Union Residents Commuting via Bicycle

- Segment size: 31.176 million regularly travel via bicycle
- Growth: 2.13% per year over the next five years
- Primary mode of transportation

MARKETING MIX

01 Product Attributes

- Pack of 1 clamp and hook included
- Durable
- Affordable
- Transferable

03 Prices

- Channel Price:
 - Yr 1: \$16.09
 - Yr 2: \$16.59
 - Yr 3: \$17.09
 - Yr 4: \$17.59
 - Yr 5: \$18.09
- Retail Price:
 - \$22.99, increasing by \$0.50 after the first two years

02 Promotional Strategy

- Clips sent to influencers in the U.S. and Europe to generate exposure
- Instagram, TikTok, and Facebook to reach our audience

04 Place / Distribution Strategy

- Warehouse location: Greer, South Carolina
- Only sold through retailers (e.g. small bike shops)

BUDGET

	Year 1	Year 2	Year 3	Year 4	Year 5
Total IMC Budget	22.1	23.7	25.5	27.1	29.0
Advertising	22	23.6	25.6	27.2	28.9
Sales Promotions	.1	.1	.1	.1	.1
Public Relations	0	0	0	0	0
Personal Selling	0	0	0	0	0

2.5%

We put forward 2.5% of revenue each year towards advertising.

\$100 per year is put forward towards sending clips to influencers.

MANAGEMENT

Strategy: Focus Differentiation

- Focused on Europe and United States
- Form partnerships with local bike shops
- Targeted social media marketing

Porter's Generic Strategies

		Porter's Generic Strategies	
Scope	Total Market	Cost Leadership	Differentiation
	Niche Market	Cost Focus	Differentiation Focus
		Cost	Differentiation
		Competitive Advantage	

PEOPLE

Hiring:

- People with qualified skills & background
- Passionate
- Good teamwork skills
- Manager incharge of hiring for each team

Motivating Our Employees:

- Safe & supportive environment
- Competitive pay & benefits
- Opportunities for growth
 - Drive theory & Maslow Hierarchy of Needs

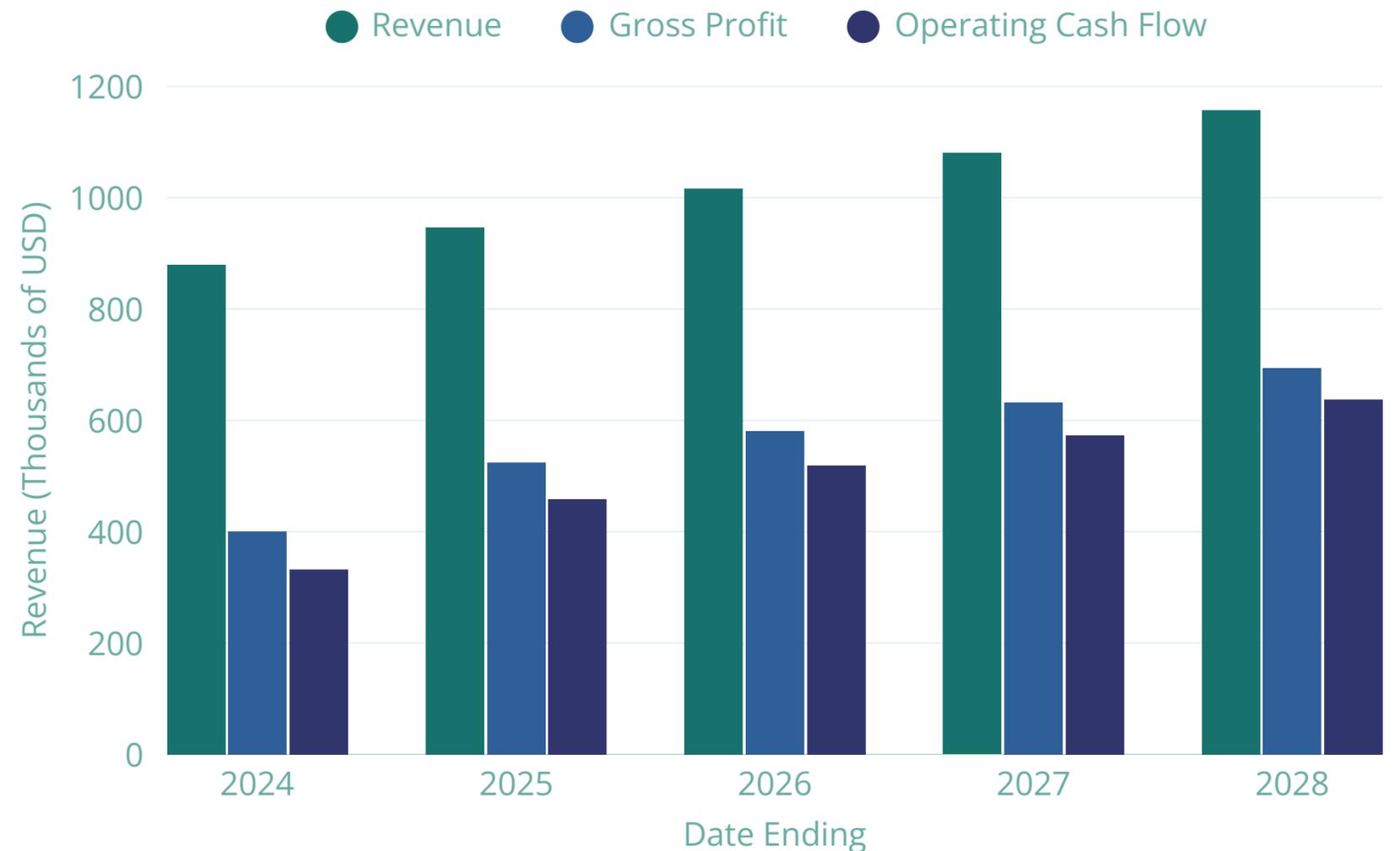


REVENUES

Our five year revenue forecast projects an average annual growth of approximately 7%.

Gross profit increases by an average annual growth of approximately 14%.

Operating cash flow increases by an average annual growth of approximately 18%.



CAPITAL

BREAKDOWN OF DEBT AND EQUITY

	Long Term Debt (Thousands of USD)	Personal Investment
2024	722	1,200
2025	685.9	1,200
2026	651.6	1,200
2027	619	1,200
2028	588	1,200

Our long term debt decreases each year. We are putting forward \$1,200,000 of personal investment towards the company.

60%

Our personal investment represents 60% of our capital.

OPERATIONS OVERVIEW

Operating 8 hours a day, 251 days a year

Unit Variable Cost

Year 1: \$7.04

Year 2: \$7.25

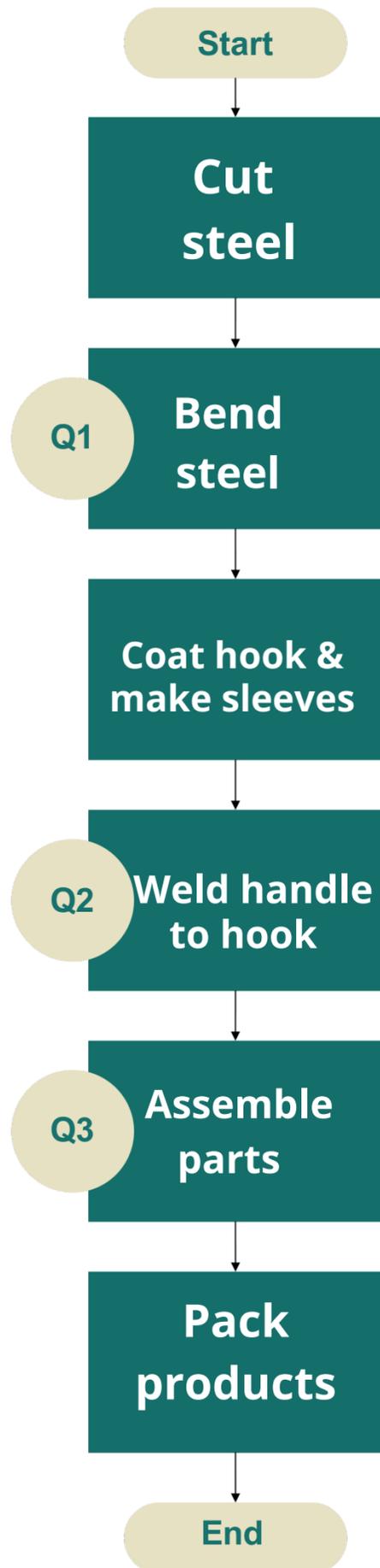
Year 3: \$7.47

Year 4: \$7.69

Year 5: \$7.92

Year	Demand (Per Year)	Output (Per Year)	Utilization	Safety Stock (Per Year)
1	54,684	60,240	90.78%	5,556
2	57,027	62,248	91.58%	5,221
3	59,446	64,256	92.50%	4,810
4	61,403	66,264	92.63	4,861
5	63,983	70,280	91.02%	6,297

QUALITY CONTROL



Q1: Metal Cut Inspection

- Strength of metal
- Improper cutting can lead to fractures and wear
- Product must be durable

Q2: Weld Check

- Steel exposed to extreme heat -> make it brittle
- High production volume -> Higher chance of improper welds

Q3: Assembly Test

- Faulty product -> Useless to customer
- Clamp and hook failure -> Unacceptable in our industry
- Must securely hold weight and stay attached

THANK YOU!



MEET THE TEAM



Jack West



Mackenzie Plunkett



Ritwik Rangu



Suhani Mair



Ryan Martinelli



Valeska Gallardo



Zach Soska



Logan Wade