



SNOWSWIRL LLC

We do AWESOME stuff

Aaron Rogers, CEO
@arogers.snowswirl.com

arogers@snowswirl.com
www.snowswirl.com



**Every year
about 1,500
Americans die
every winter
while shoveling
snow**

“Every year about 1,500 Americans die every winter while shoveling snow.”

-Warren Levy, MD



Warren S. Levy , MD, FACC



VIRGINIA HEART

Excellence in Cardiovascular Care

THE Sun ALL | SPORT | TV & SHOWBIZ | NEWS | FABULOUS | MONEY | MOTORS

DEAD COLD Why do so many healthy people die while shovelling snow? Experts get to the heart of the matter

Studies show cold weather

By Susannah Keogh
11th December 2017, 6:18 am | Update

EVERY year around 100 people die in a study - with experts warning it is likely to rise.

From 1990-2006, there were a

Mirror NEWS | POLITICS | SPORT | FOOTBALL | CELEBS | TV & FILM | WEIRD NEWS | MORE

Why so many people drop dead while shovelling snow - even if they're healthy

Make sure you're not putting yourself at risk as the UK is blanketed by snow

By Nicola Oakley, Audience Growth Editor
18:50, 10 DEC 2017 | UPDATED 19:06, 10 DEC 2017



The Washington Post
Democracy Dies in Darkness

To Your Health

Here's why some people drop dead while shoveling snow

NEWS | SHOWS | VIDEO | CBSN | MORE

By MARY BROPHY MARCUS | CBS NEWS | January 25, 2016, 2:17 PM

After blizzard, snow shoveling linked to deadly heart attacks

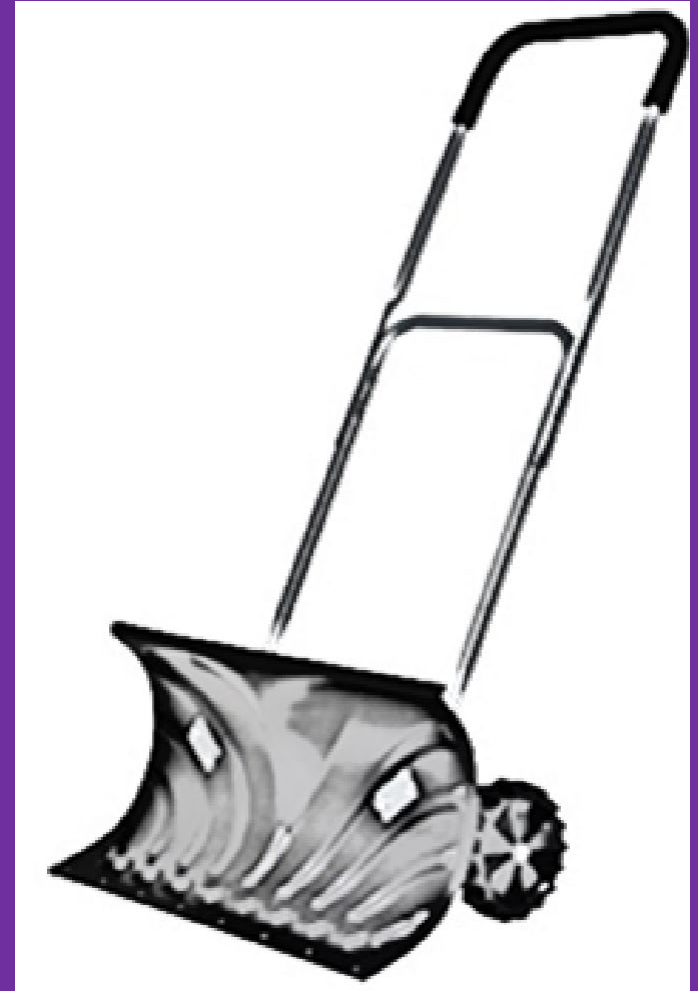
Share / Tweet / Reddit / Flipboard / Email

Last Updated Jan 25, 2016 6:04 PM EST

1. Cold weather constricts blood vessels
2. Increased heart problems among adults
3. People underestimate the strain of shoveling

Wheeled Snow Plow

- Low cost design
- Durable
- Uses 50% the exertion of a traditional shovel
- Moves more snow faster





Snow Shovel

Common

Price: \$15-\$30

Cost: \$5-\$10

Efficiency 25%



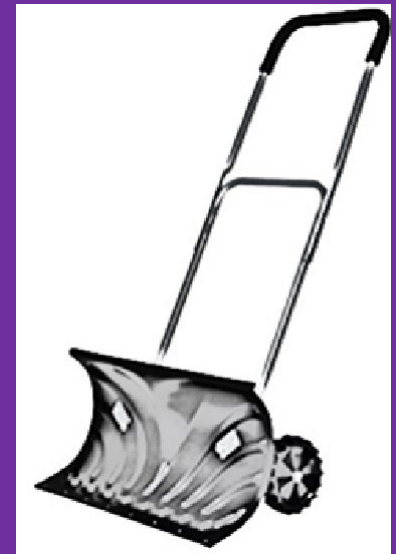
Dual Handle

Heavy duty

Price: \$100

Cost: \$55

Efficiency 40%



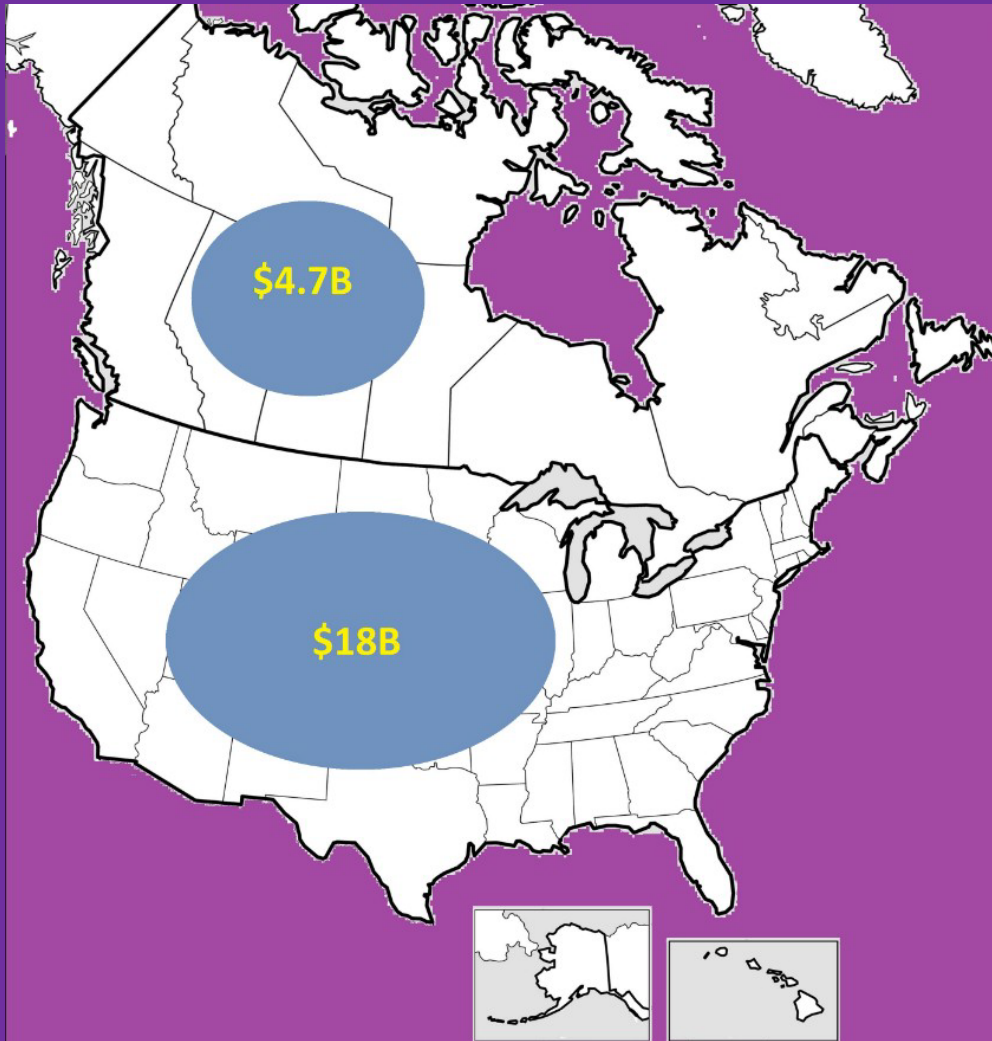
Wheeled Snowplow

All-use

Price: \$45

Cost: \$20

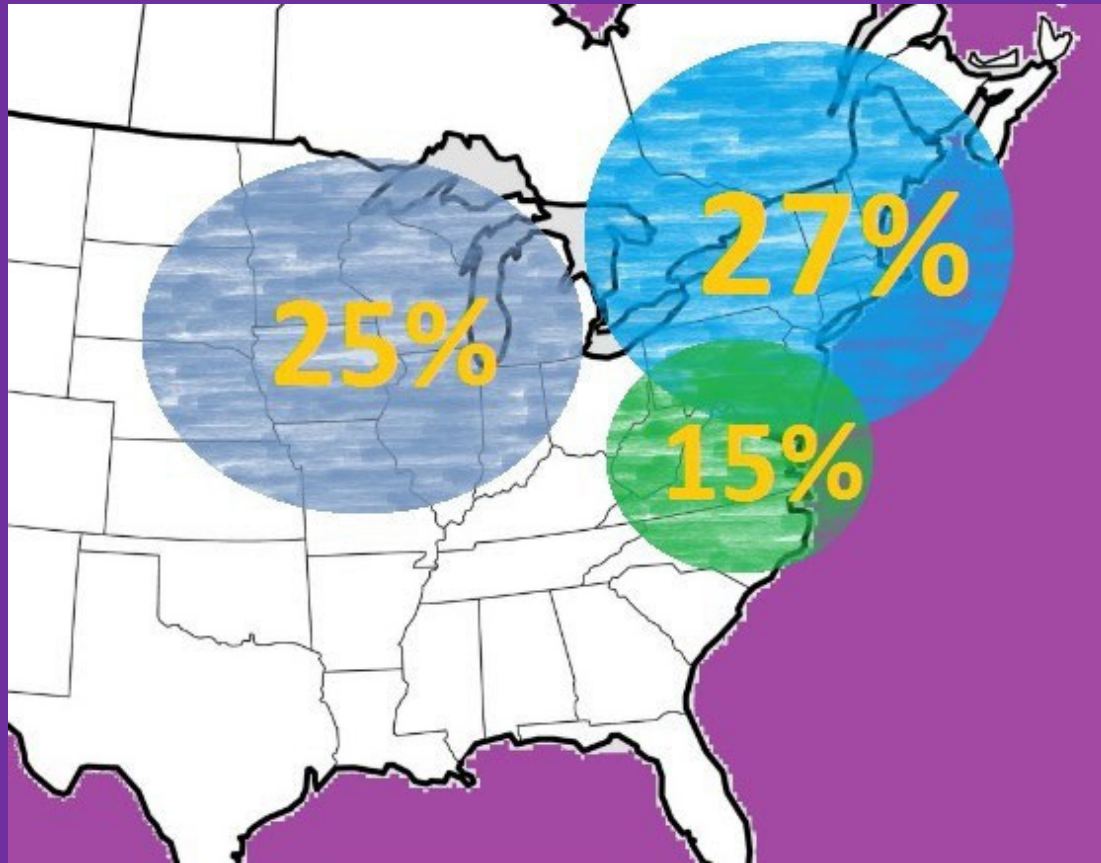
Efficiency: 50%



\$22.7B

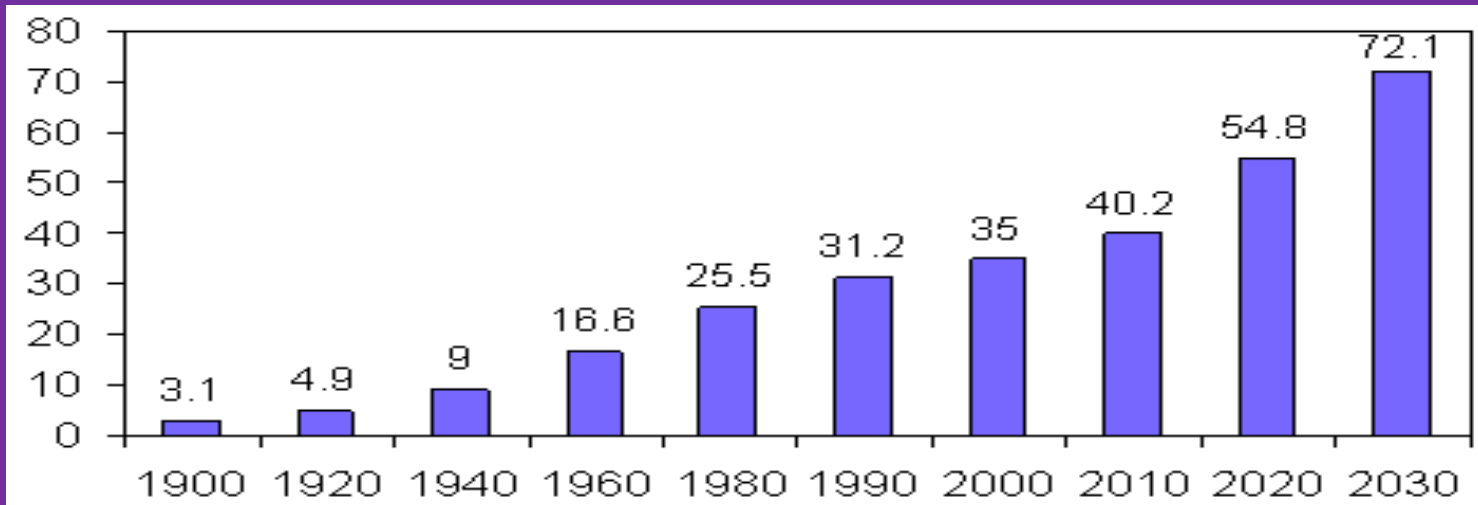
**North American
Private Snow Removal
Market**

Source: Snow & Ice Management Association 2020 Report on private snow and ice removal



Concentration of US market in Northeast and Midwest corridors

Source: Snow & Ice Management Association 2020 Report on private snow and ice removal



72m units

Projected Annual US Sales of Shovels by 2030





Target Buyer

Adults 18-50 years

Income \$35,00-150,000

Living in regions w/annual
snowfall +50"/year

135m US & Canada

Target Segment Buyer

“Gadget Dad”

Men 35-50

Income \$55,00-150,000

Has a family. Lives in suburbs.

Likes electronics, frequently
buys new cars, and shops online

40m US & Canada



Our Target Buyer Survey

- 75%** said they pay for snow removal, but would discontinue if they could
- 50%** of respondents seek better ways to remove snow
- 45%** willing to invest in new product to make snow removal easier and faster
- 30%** willing to consider purchasing \$45 shovel

55% *showed interest in our prototype*

Two-Prong Sales Channel Strategy

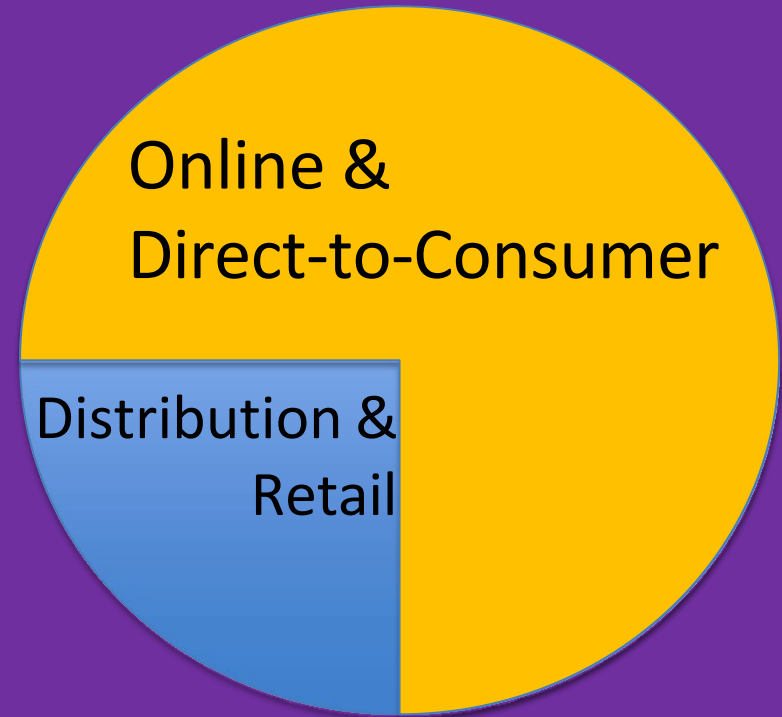
Primary Approach

Direct and Online Sales

- Amazon
- eBay
- www.snowswirl.com

Secondary Approach

Retail B&M



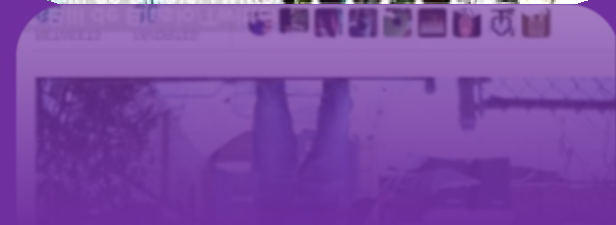
Marketing

Social Media

- Instagram
- Facebook

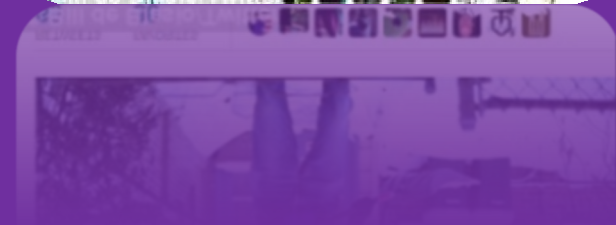
Guerrilla Marketing

Target Event Sponsorship



Marketing

Conversion cost
\$3.50/customer
acquisition in first year
Early-adoption
promotions
Giveaways



Competition

Competition is Fierce

1. *Dmos*
2. *Ames*
3. *TrueTemper*
4. *Marion*
5. *Union Tools*

Competitive advantages

- (soon-to-be) Patented Design
- Made in USA quality (85% of competition made in China)
- Lifetime Product Warranty (unique among brands)



Competition

Competitive disadvantages

- Higher costs of manufacturing and raw materials
- Fewer resources than competitors, including cash flow
- Seasonal business with critical dependency on snowy winters





Marla Jones

BA Marketing

Worked for MTD

Products

Passionate about Snow



Dave Winston

BA Accounting

Previous Work at E&Y

And Huntington

Loves to Ski



Corey Zane

BS Engineering

Technical Guy

Mechanic

Enjoys Ice Fishing

First Year Timeline

Winter 2018	Spring 2018	Summer 2018	Fall 2018	Winter 2019
Develop Prototype	Production launch	Production	Full Product Launch	Major Marketing Campaign
Customer targeting	Website Go-Live	Marketing Campaign	Retail Deliveries	
Build Website	Marketing Campaign	Holiday Target Pro-mo	Promo Tour	
Rent production space	Retail Visits		Guerilla Marketing	
Vet suppliers	Create Marketing Assets		Ramp up production	
Product testing				
Certification				
Purchase tooling				

Financial Projections 2019-2023

	2019	2020	2021	2022	2023
Units	5,000	10,000	20,000	55,000	60,000
Sales	\$ 225,000	\$ 450,000	\$ 900,000	\$ 2,475,000	\$ 2,700,000
Cost	\$ 200,000	\$ 350,000	\$ 660,000	\$ 1,485,000	\$ 1,500,000
G&A	\$ 100,000	\$ 65,000	\$ 65,000	\$ 150,000	\$ 200,000
Profit	\$ (75,000)	\$ 35,000	\$ 175,000	\$ 840,000	\$ 1,000,000

Assumes steadily decreasing COGS
Incorporates Y1 one-time tooling
investment costs



SNOWSWIRL LLC

We do AWESOME stuff

Aaron Rogers, CEO
@arogers.snowswirl.com

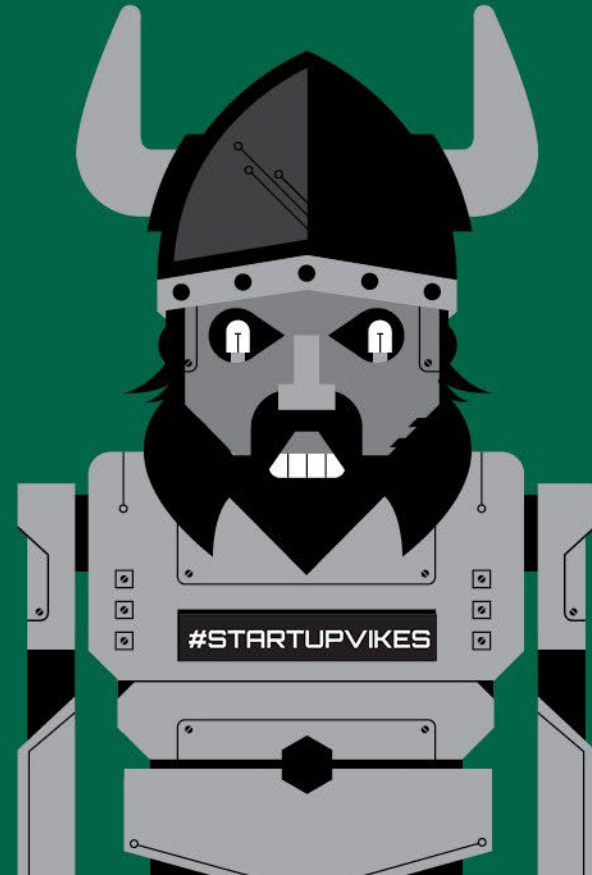
arogers@snowswirl.com
www.snowswirl.com



CSU

STARTUP VIKES

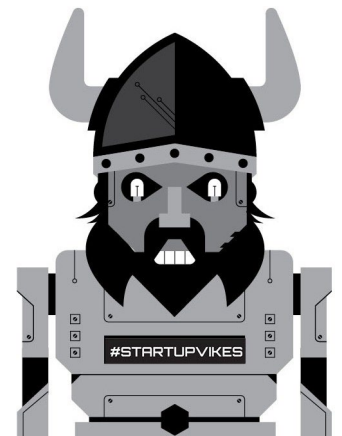
PITCH PERFECT



OVERALL ADVICE

TITLE: Logo + Tag Line + Contact Info

NOTES: First Impressions Matter! – Get their attention! Be enthusiastic – Build a connection with your audience. Gives signs that you are confident, capable and organized.





COMPANY NAME

YOUR SAMPLE TEXT HERE

We do AWESOME stuff

*Aaron Rogers, CEO
@arogers.conam*

*arogers@coname.com
www.coname.com*

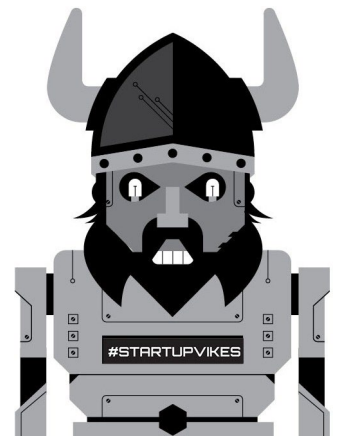
OVERALL ADVICE

Good presentation deliveries are:

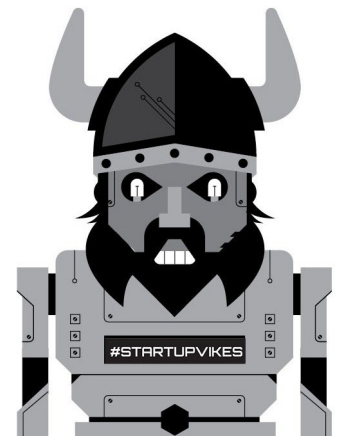
Crisp

Coherent

Compelling

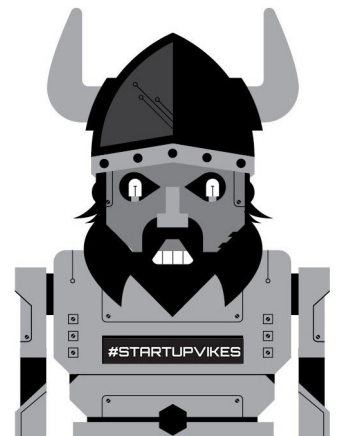


Building Blocks of a Good Pitch Presentation



PAIN POINT

What is the unsolved problem or need?

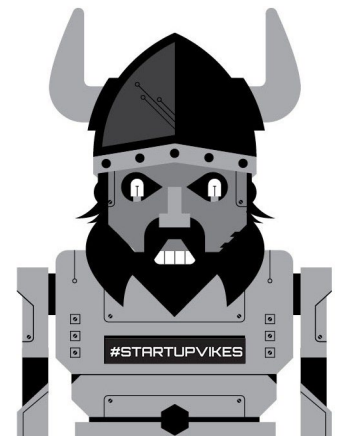




Every year about
1,500 Americans
die every winter
while shoveling
snow

PAIN POINT

Do you have supporting metrics/corroboratorion?



“Every year about 1,500 Americans die every winter while shoveling snow.”

-Warren Levy, MD



Warren S. Levy , MD, FACC

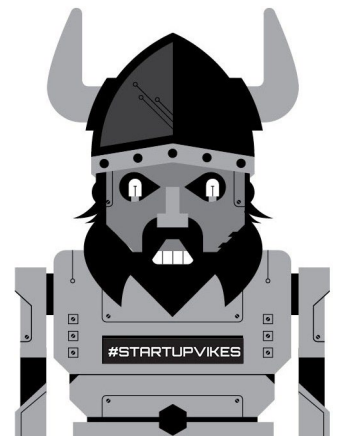


VIRGINIA HEART

Excellence in Cardiovascular Care

PAIN POINT

Why has the problem not been solved until now?



THE Sun ALL | SPORT | TV & SHOWBIZ | NEWS | FABULOUS | MONEY | MOTORS

DEAD COLD Why do so many healthy people die while shovelling snow? Experts get to the heart of the matter

Studies show cold weather

By Susannah Keogh
11th December 2017, 6:18 am | Update

EVERY year around 100 people die in the UK from heart attacks during winter - with experts warning it is likely to increase as the weather turns colder.

From 1990-2006, there were a

Mirror NEWS | POLITICS | SPORT | FOOTBALL | CELEBS | TV & FILM | WEIRD NEWS | MORE

Why so many people drop dead while shovelling snow - even if they're healthy

Make sure you're not putting yourself at risk as the UK is blanketed by snow

By Nicola Oakley Audience Growth Editor
18:50, 10 DEC 2017 | UPDATED 19:06, 10 DEC 2017



NEWS | SHOWS | VIDEO | CBSN | MORE

By MARY BROPHY MARCUS | CBS NEWS | January 25, 2016, 2:17 PM

After blizzard, snow shoveling linked to deadly heart attacks

Share / Tweet / Reddit / Flipboard / Email

Last Updated Jan 25, 2016 6:04 PM EST

The Washington Post
Democracy Dies in Darkness

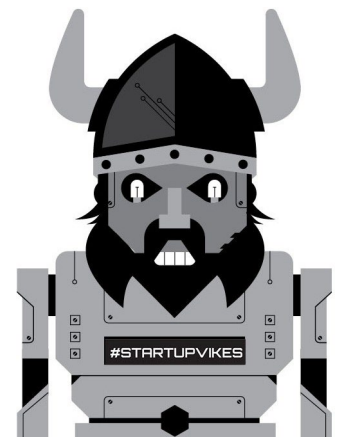
To Your Health

Here's why some people drop dead while shoveling

1. Cold weather constricts blood vessels
2. Increased heart problems among adults
3. People underestimate the strain of shoveling

PAIN POINT

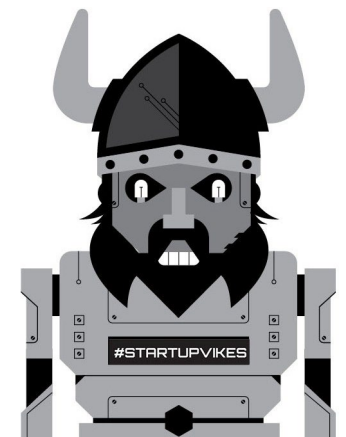
Make the problem a reality and not an abstraction.



VALUE/SOLUTION

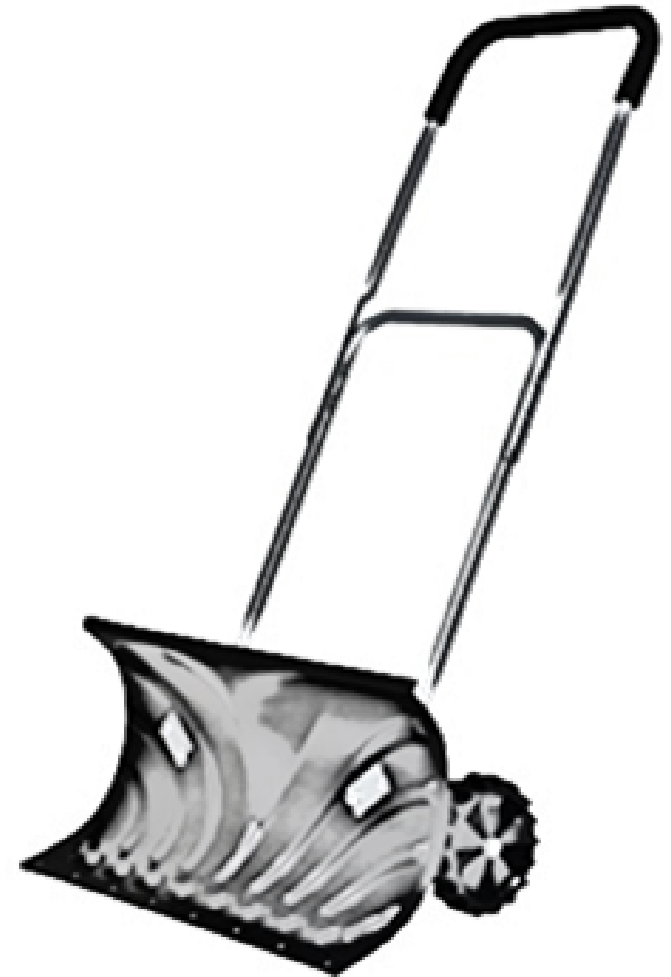
PRODUCT OR SOLUTION

- ❖ What you do
- ❖ List of benefits
- ❖ Show screen shots / demo
- ❖ Does it make the pain go away?



Wheeled Snow Plow

- Low cost design
- Durable
- Uses 50% the exertion of a traditional shovel
- Moves more snow faster



VALUE/SOLUTION

- What does it do and how does it work? • Do not get too detailed- Assume technical matters will be validated later.
- Use pictures or diagrams (visual cues) where possible.
- How does it fit within the customer's environment?
- Are you solving a must have need? Is your product or service the solution to a major pain point in your industry? Are you innovative and a market disruptor?
- What proof of concept have you achieved? Prototype? Beta?
- Value created. Value communicated. Value delivered.





Snow Shovel

Common

Price: ~\$15-\$30

Cost: ~\$5-\$10

Efficiency 25%



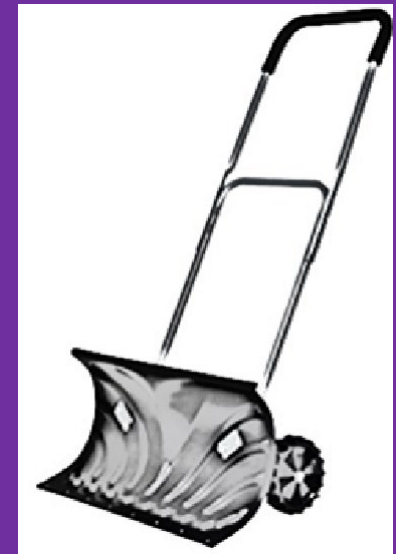
Dual Handle

Heavy duty

Price: ~\$100

Cost: ~\$55

Efficiency 40%



Wheeled Snow Plow

All-use

Price \$45

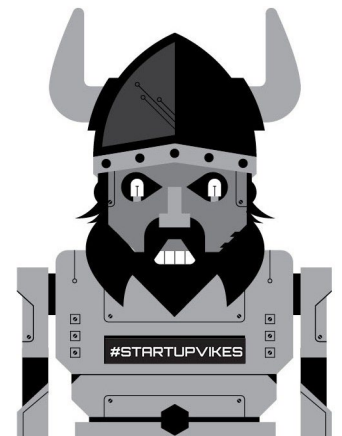
Cost: \$20

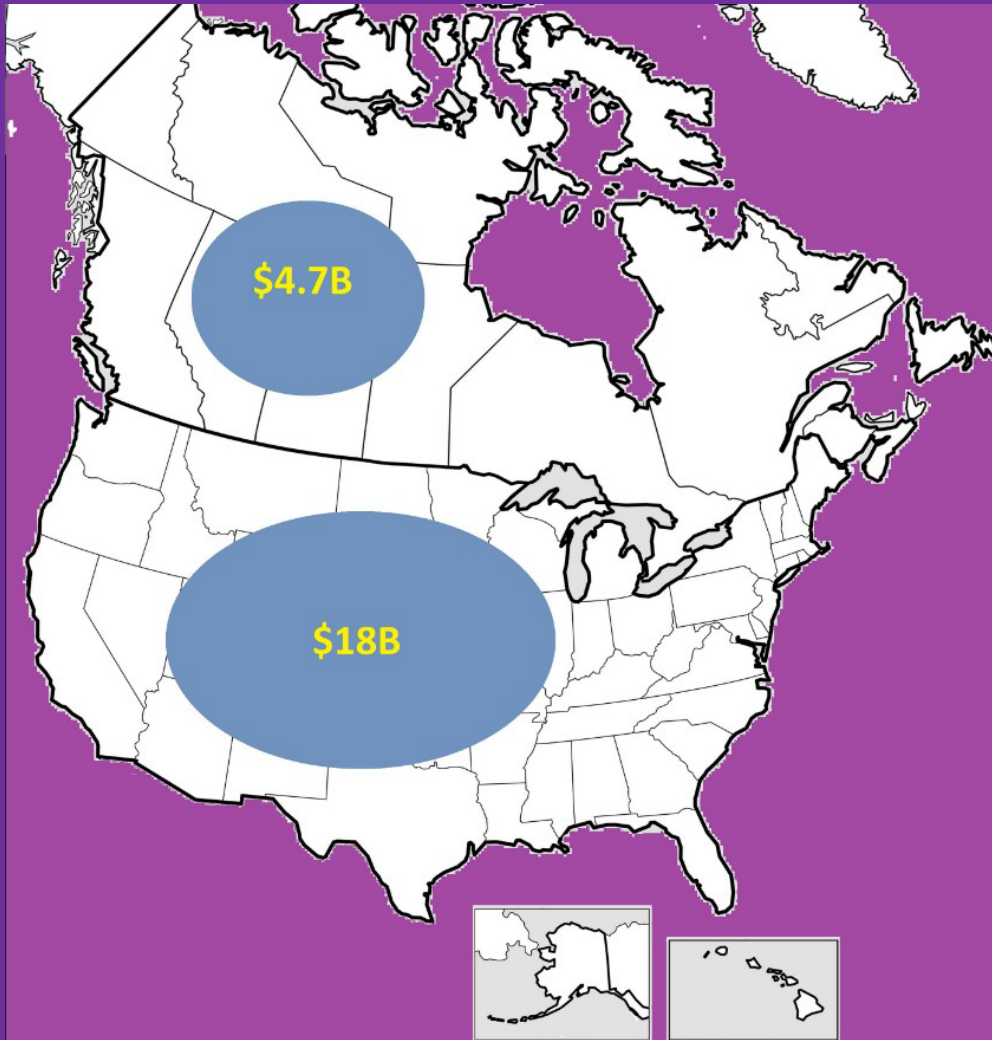
Efficiency: 50%

TARGET MARKET

Description of market

Size and movement of addressable market

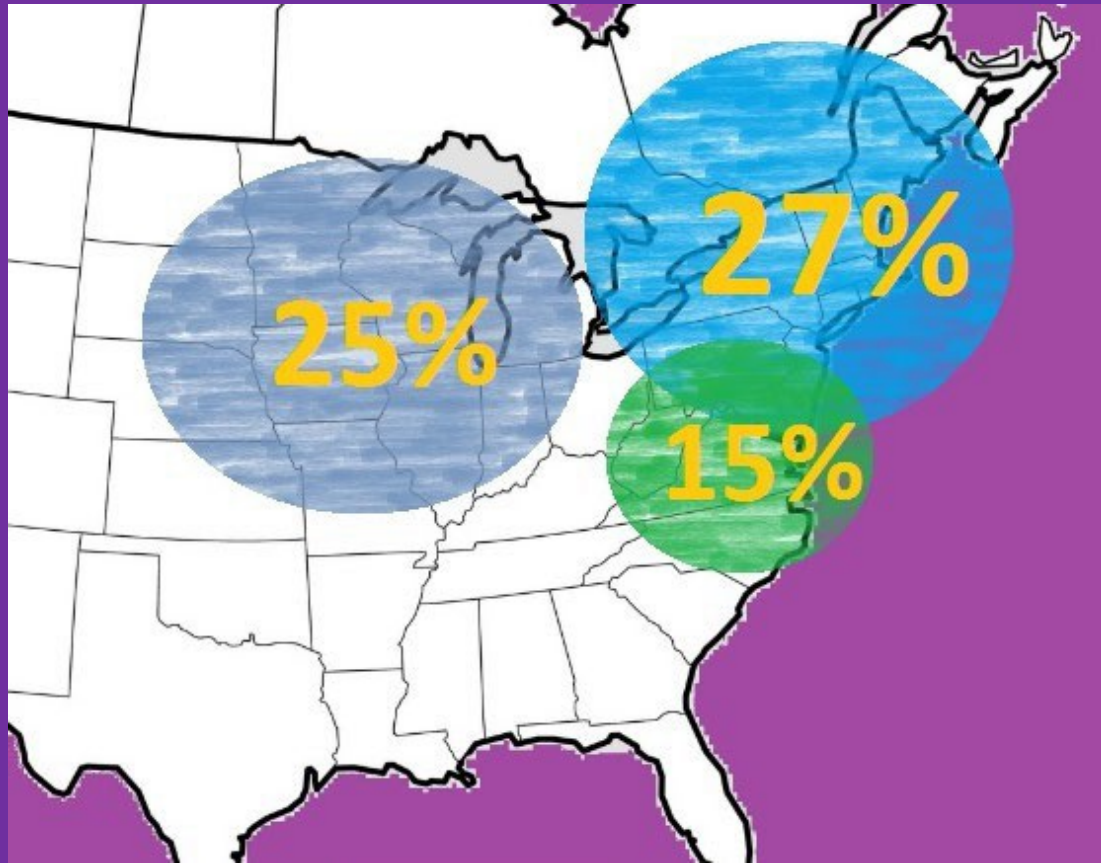




\$22.7B

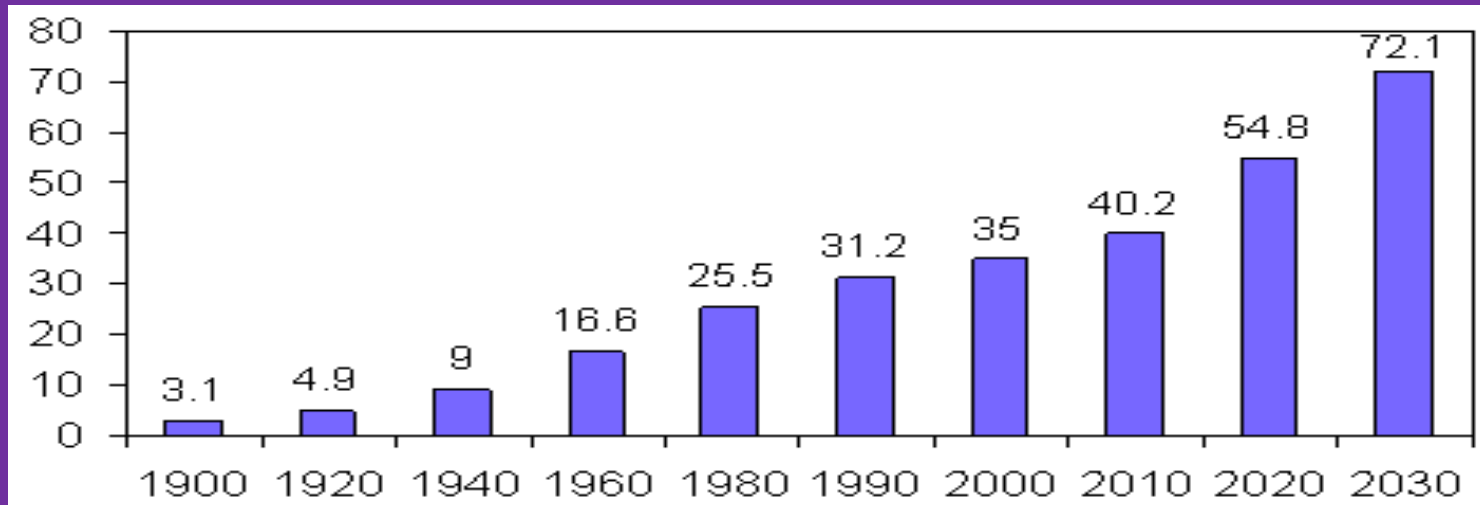
**North American
Private Snow Removal
Market**

Source: Snow & Ice Management Association 2020 Report on private snow and ice removal



Concentration of US market in Northeast and Midwest corridors

Source: Snow & Ice Management Association 2020 Report on private snow and ice removal



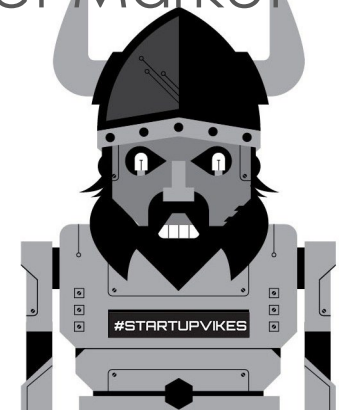
72m units

Projected Annual US Sales of Shovels by 2030



TARGET MARKET

- Willing and able buyers that you can reach
- Market Opportunity Analysis. Do the math.
- Consider Initial Target Market: subset of the addressable market for whom the value proposition is truly compelling and obvious at product introduction. “Low hanging fruit.”
- Personify your market if you can. The power of buyer personas.
- Start to tie your story together. The Product Market Fit.





Target Buyer

Adults 18-50 years

Income \$35,00-150,000

Living in regions w/annual
snowfall +50"/year

135m US & Canada



Target Segment Buyer

“Gadget Dad”

Men 35-50

Income \$55,00-150,000

Has a family. Lives in suburbs.

**Likes electronics, frequently
buys new cars, and shops online**

40m US & Canada

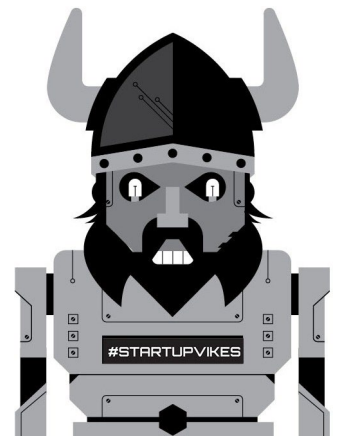
Our Target Buyer Survey

- 75%** said they pay for snow removal, but would discontinue if they could
- 50%** of respondents seek better ways to remove snow
- 45%** willing to invest in new product to make snow removal easier and faster
- 30%** willing to consider purchasing \$45 shovel

55% *showed interest in our prototype*

CHANNELS

CUSTOMER ACQUISITION & CHANNELS:
Strategies for Conversion + Delivery.



Two-Prong Sales Channel Strategy

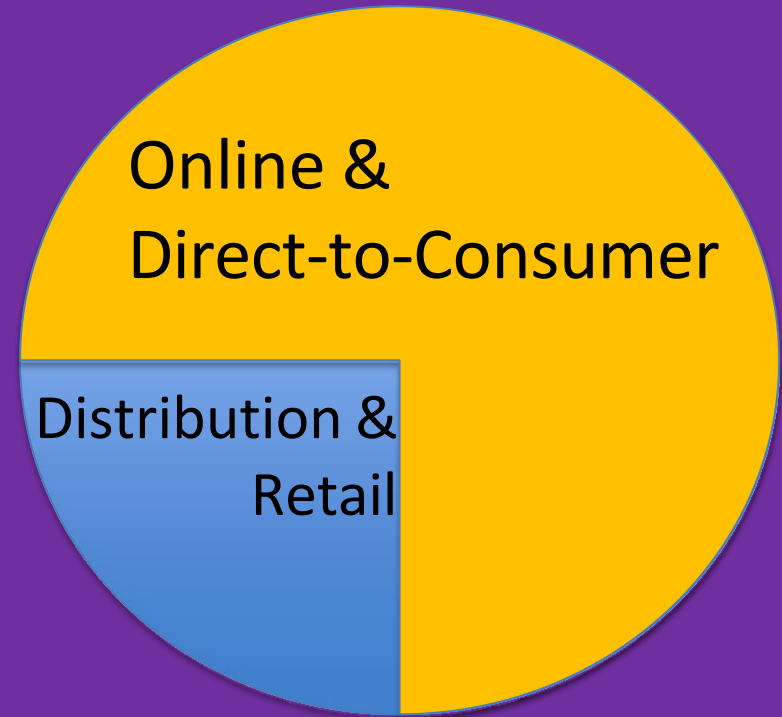
Primary Approach

Direct and Online Sales

- Amazon
- eBay
- www.snowswirl.com

Secondary Approach

Retail B&M



Marketing

Social Media

- Instagram
- Facebook

Target Influencers

Guerrilla Marketing

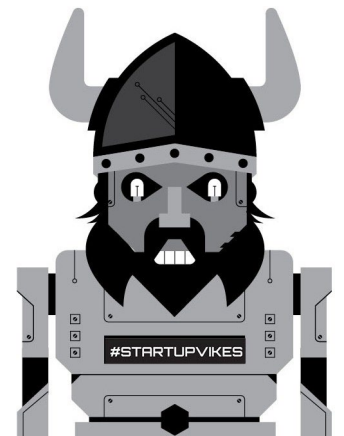
Target Event

Sponsorship



CHANNELS

- NOTES: How you get your customers and what costs?
- How do you actually deliver solution to customers?
- Awareness. Interest. Desire. Action.
- How do channel partners help create and deliver value?



Marketing

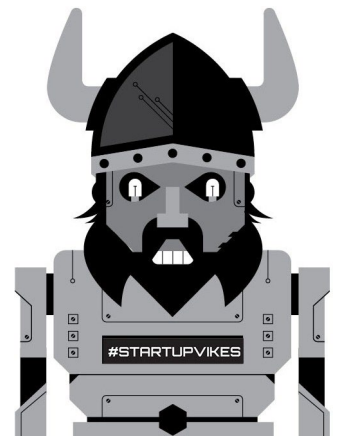
Conversion cost
\$3.50/customer
acquisition in first year
Early-adoption
promotions
Giveaways



COMPETITION

COMPETITION: Competitive Quadrant/ Graph + Differentiators . Positioning Map.

- NOTES: What's your underlying magic? • What are your differentiators • Avoid the “no-competition trap”
- Status quo is a real option for customers. Maybe substitutions as well.
- The competition should be respected. An honorable foe.



Competition

Competition is Fierce

1. *Dmos*
2. *Ames*
3. *TrueTemper*
4. *Marion*
5. *Union Tools*

Competitive advantages

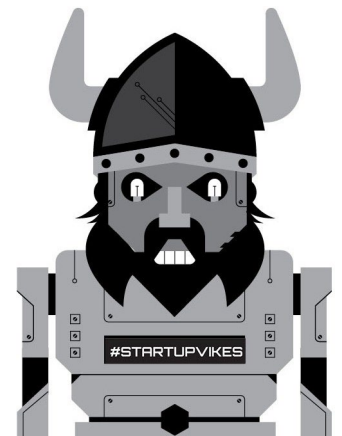
- (soon-to-be) Patented Design
- Made in USA quality (85% of competition made in China)
- Lifetime Product Warranty (unique among brands)



TEAM

TEAM: Who they are + What they do

- NOTES: Prior successes • Exude Balance & Cohesiveness • Compelling snapshots.
- Does the audience want to be member of the team and part of the story. A soft close.





Marla Jones

BA Marketing

Worked for MTD

Products

Passionate about Snow



Dave Winston

BA Accounting

Previous Work at E&Y

And Huntington

Loves to Ski



Corey Zane

BS Engineering

Technical Guy

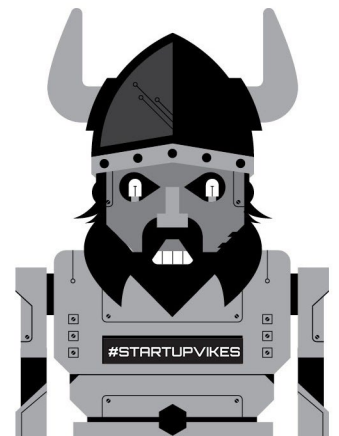
Mechanic

Enjoys Ice Fishing

REVENUE

REVENUE MODEL: How do you make money? + Basic Projections

- NOTES: Timing and frequency of buying decision and payments • Average \$/purchase? • Example descriptors about types of revenue: Direct Sales, Professional Services , SAAS , Licensing, Data Broker, Subscription, Advertising, Value Added Reseller
- This can be your happy ending. Make it believable one.



First Year Timeline

Winter 2018	Spring 2018	Summer 2018	Fall 2018	Winter 2019
Develop Prototype	Production launch	Production	Full Product Launch	Major Marketing Campaign
Customer targeting	Website Go-Live	Marketing Campaign	Retail Deliveries	
Build Website	Marketing Campaign	Holiday Target Pro-mo	Promo Tour	
Rent production space	Retail Visits		Guerilla Marketing	
Vet suppliers	Create Marketing Assets		Ramp up production	
Product testing				
Certification				
Purchase tooling				

Financial Projections 2019-2022

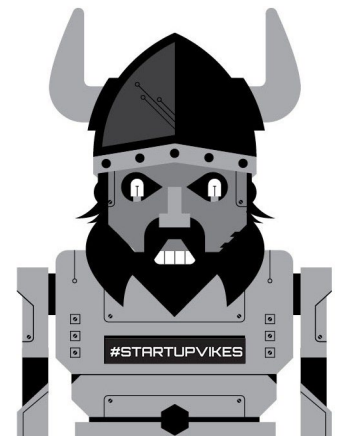
	2019	2020	2021	2022	2023
Units	5,000	10,000	20,000	55,000	60,000
Sales	\$ 225,000	\$ 450,000	\$ 900,000	\$ 2,475,000	\$ 2,700,000
Cost	\$ 200,000	\$ 350,000	\$ 660,000	\$ 1,485,000	\$ 1,500,000
G&A	\$ 100,000	\$ 65,000	\$ 65,000	\$ 150,000	\$ 200,000
Profit	\$ (75,000)	\$ 35,000	\$ 175,000	\$ 840,000	\$ 1,000,000

Assumes steadily decreasing COGS
Incorporates Y1 one-time tooling
investment costs

TRANSACTION

PROGRESS / TRACTION: Phased timeline + Goals + Description of what has been accomplished thus far

- NOTES: What is your current status? Use accurate words to describe phase of development: “it does” vs. “it will”. What does your timeline look like? Can you demonstrate momentum? What have you accomplished recently? What do you plan to focus on next?
- What’s the next chapter in the story?



HINTS

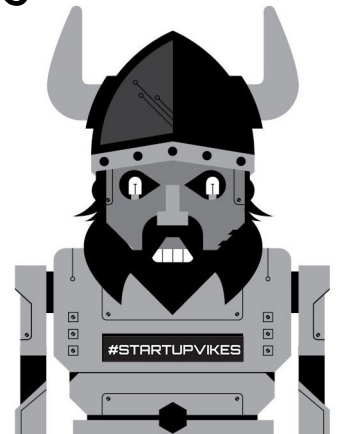
- Practice makes perfect.
- Intros and hand-offs matter.
- You tell the stories, not your slides.
- Speak in headlines! Add benefits and CTAs.
- Conversational and from the heart.
- Do have command of key details, especially numbers.
- Paint of a verbal picture of your value.
- Build excitement but no surprise endings.
- Get them ready for the next chapter. An action plan.
- Anticipate tough questions.



A Good Pitch

Other Tips

- Bring something tangible to the presentation
- Use “shortcut” examples (as long as they’re fair) to compare your solution in shorthand, particularly if the idea is very conceptual
 - E.g., “wheelbarrows for snow removal”



What to Avoid

Too technical/too much jargon

Too much about yourself

Going off topic

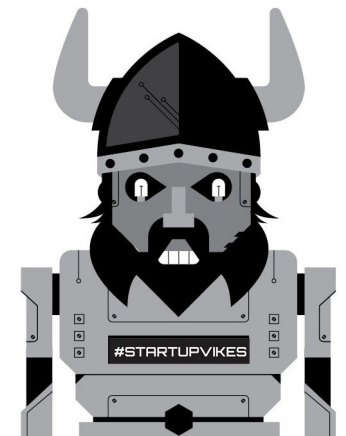
No Poise

Not rehearsed

Think through tough questions

[Pitch](#) Fail Example

[Lumier](#) 



Final Pitch Deck

Your final pitch deck should include the following:

1. Pain Point / Problem
2. Value / Solution (MVP)
3. Customer and Market Validation
4. Competition / Competitive Market Place / Fit
5. Revenue Model (cost, price, revenue)
6. Your Team / Talent

