

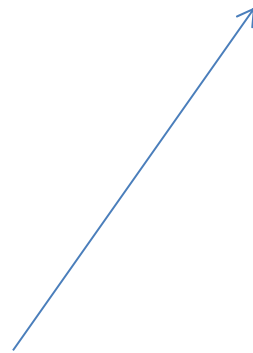
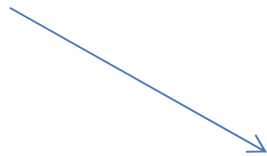
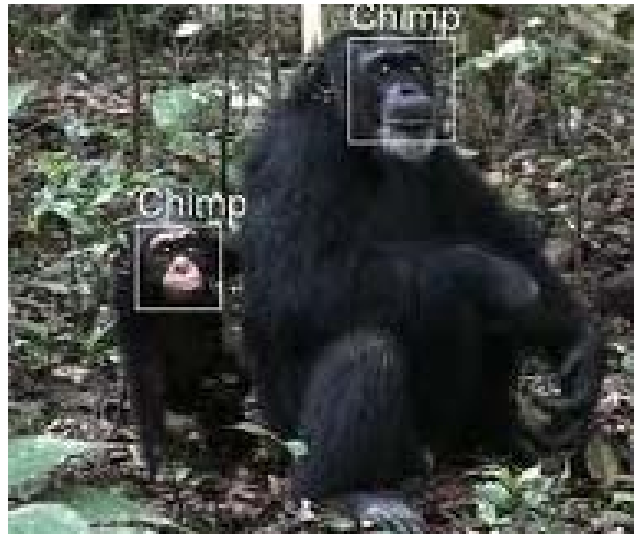


DISCOVERSEA REVOLUTION DIVING MASK



Opportunity Concept

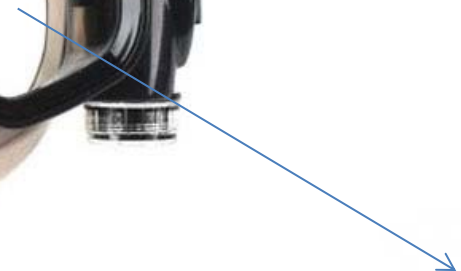
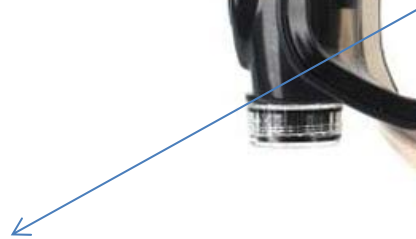
- Value Proposition
 - Smoother diving
 - Quick access to info and details of surroundings
 - Capture diving experience to store/share easily
- IDEA: Diving Mask featuring
 - integrated camera
 - recognition software for surroundings



Opportunity Concept

- IDEA: Diving Mask featuring
 - integrated camera
 - recognition software for surroundings

 - **display and interface inside of mask glass**
 - **social media integration (via data docking station/phone App)**

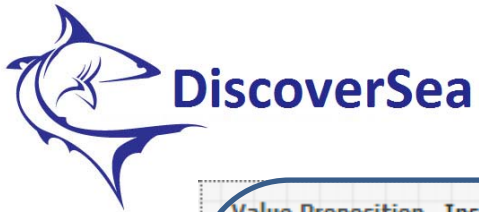


Technology

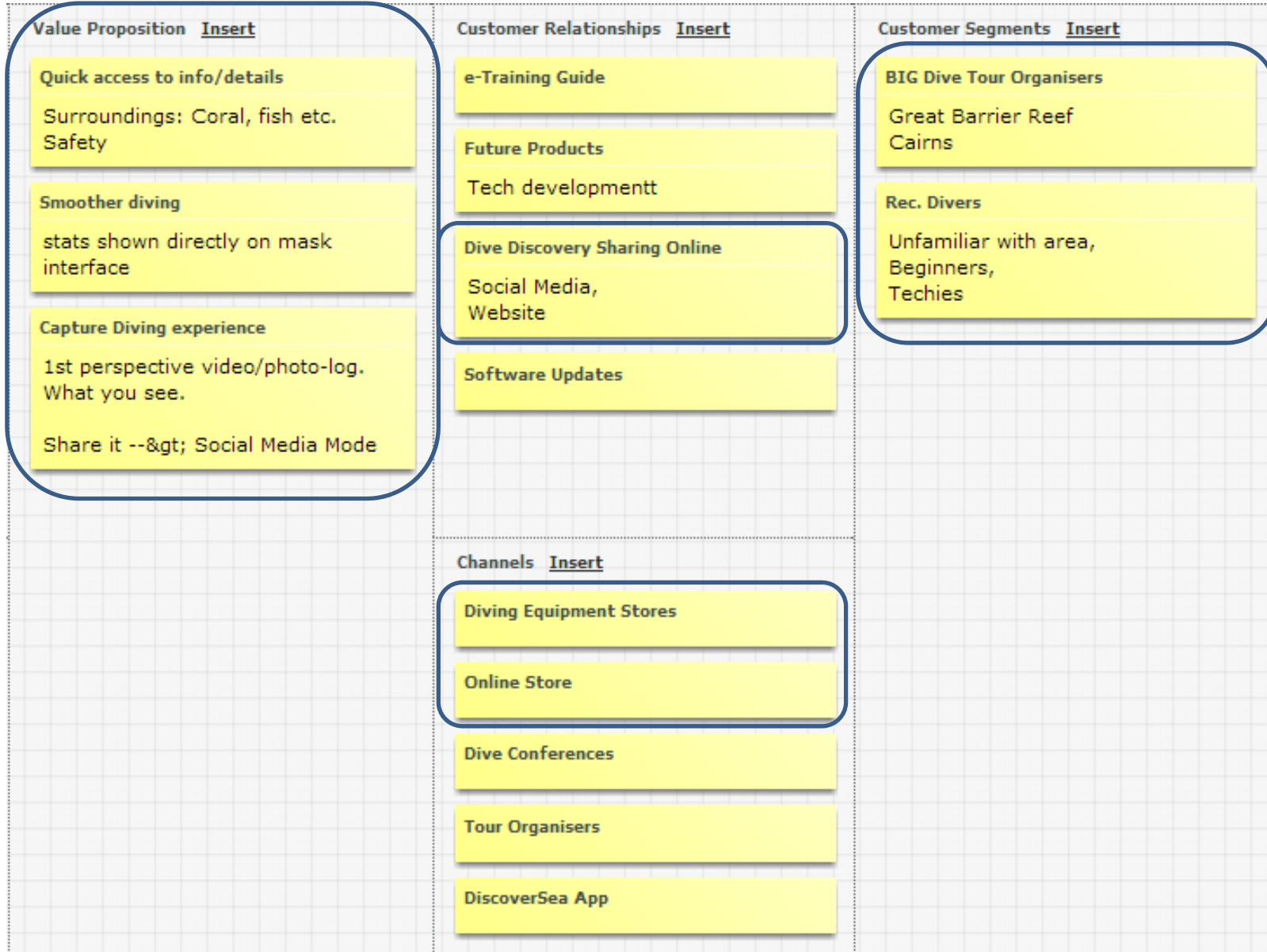
Technical Feasibility

- Smartphone/Camera tech
- Objective recognition tech
- Google glasses tech

→ put together into a diving mask

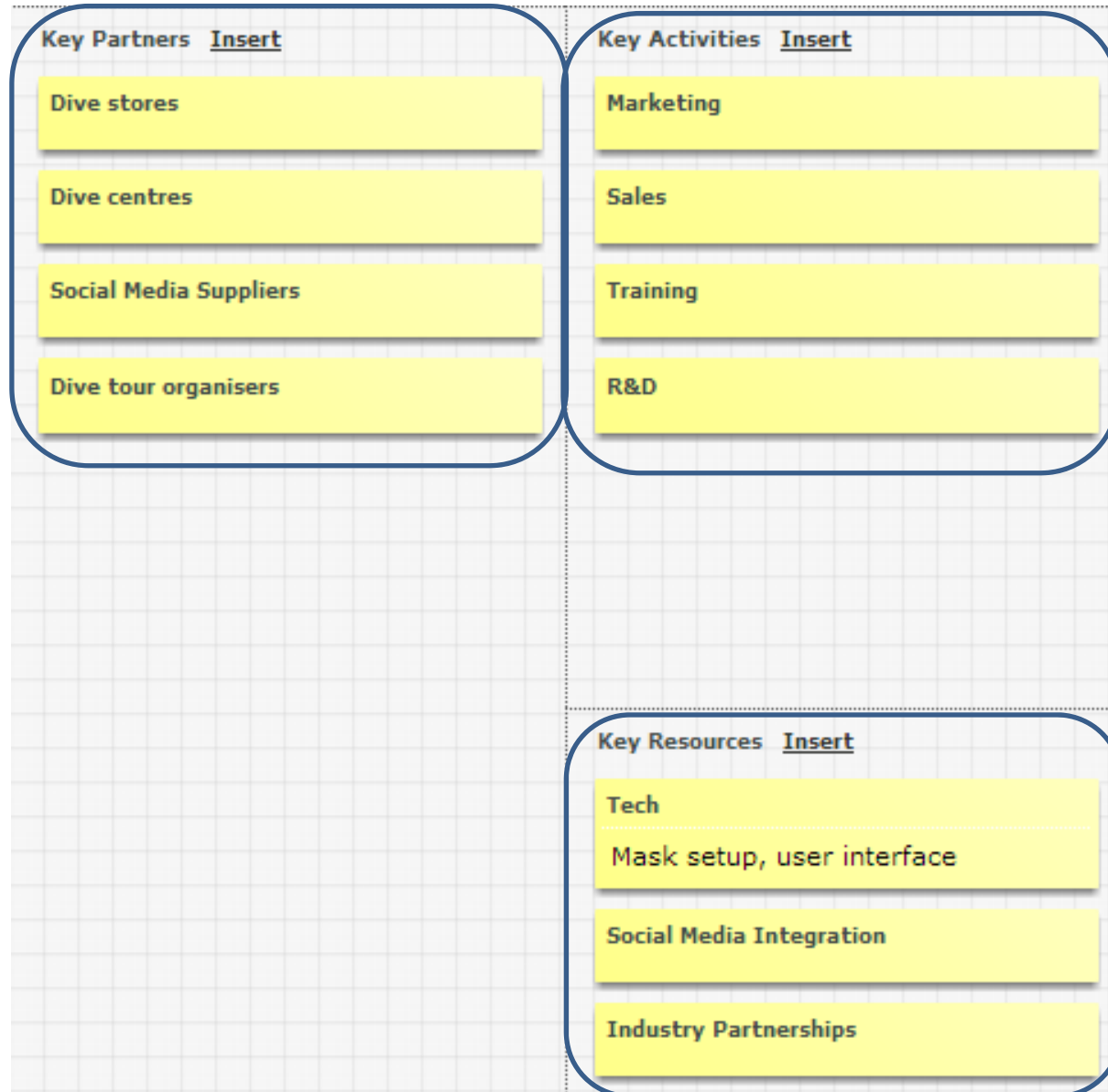


Business Model Canvas





Business Model Canvas





Business Model Canvas

Revenue Streams Insert

Mask sales
software free updates

Leasing model

Cost Structure Insert

R&D
Development costs

Management Team

Shipping

IT/Web

Employees

Marketing

QuickScreen and Feasibility

	Lower Potential	Score	Higher Potential
Customer Need/Want/Problem intensity frequency	Unclear One-time	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Significant Recurring
Technical Feasibility	Technology untested or still to be developed	0 1 2 3 4 5 6 7	Technology is trivial or can be assembled from existing systems
Target Market size direction	Small Declining	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Large Growing
% of Target Market in Yr. 1 Chasm between Early Adopters and Mainstream	Small Insignificant	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Large Giant leap
Startup Costs in Yr. 1 Time to reach Profitability	High Never	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Low Already bootstrapping
Long-term Profit Margin	Low	0 1 2 3 4 5 6 7	High
Prospective Customers	No commitments	0 1 2 3 4 5 6 7	Strong commitments (orders or strategic partners)
Distribution to Customers	Difficult and/or expensive	0 1 2 3 4 5 6 7	Easy/free to reach customers
Financial Investment	Unknown capital requirements Poor potential ROI	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Funds obtained from investors Strong potential ROI
Competitive Advantage	None	0 1 2 3 4 5 6 7	Unique/rare Competitive barriers in place
Sustainability of Advantage	Easy to copy and sell - no economic moat	0 1 2 3 4 5 6 7	Difficult to copy and sell due to competitive barriers
Growth Trajectory	One hit wonder	0 1 2 3 4 5 6 7	Multiple products/segments
Agility of Startup	Likely to move slower than competitors	0 1 2 3 4 5 6 7	Quicker and smarter than competitors
Balance of Risk vs. Reward	Risk outweighs reward	0 1 2 3 4 5 6 7	Reward outweighs risk
Personal Fit	Founder has little interest in developing the idea	0 1 2 3 4 5 6 7	Founder is passionate about the idea, which fits their lifestyle goals founder
Management Team	No experience in this industry Non-existent Uncommitted	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Experienced in this industry Already in place Committed and passionate

QuickScreen weakpoints

- Startup Costs in Yr. 1
 - 3→5
- Financial Investment: Unknown capital requirements
 - 3→5
- Time to reach Profitability
 - 3→5 (6)



Startup Costs

- Product development costs: 500.000
- Management Team (3p): 120.000
- Marketing/Web: 50.000
- Employees/Shipping: 120.000
- Unit costs (6.750u x 375): 2.531.250
 - Outsourced to a manufacturer
- Overall costs y1: 3.321.250



Market Potential and revenue

- 1.6 million tourists visit the Great Barrier Reef Marine Park each year.
- 85% of tourists visit the Marine Park in the area offshore of Cairns and in the Whitsundays
- 1,500 vessels operate in the Great Barrier Reef Marine Park.
- 60% of these permitted operators are active = 900
- Average amount of divers per vessel using dive equipment estimated: 25
- Potential of: 22500 masks in GBR area
- Target: 30% of GBR market = 270 vessels x 25 masks = 6750 u
- Mask price: 500\$
- Potential revenue year 1: 3,375 million \$
- Break even in year 1



Customer development phase

- Week 1
 - 5-10 Divers from own network
 - Experienced divers
 - Previous instructors/dive masters
- Week 2
 - Dive Shops
 - Southport
 - Kirra
 - Tour organisers
 - Southport
 - SeaWorld



Customer development phase

- Week 3+4
 - Trend feedback into 2nd MVP
 - Re-questionnaire for w1 divers
 - 3rd MVP Description
 - Website
 - Dive Forums
 - 250 hits
 - 25 answers



Customer development phase

- Do you have the problem and need for?
 - Smoother diving
 - Capture diving experience
 - Quick access to info and details of surroundings
- How do to solve that problem?
- How to fix MVP, what to do?
- What would you pay for product?



Investment and Funding required

- Development level
 - 670.000\$
- Production level
 - 2.650.000\$
- Total funding
 - **3.320.000 \$**





DISCOVERSEA REVOLUTION DIVING MASK

Questions?