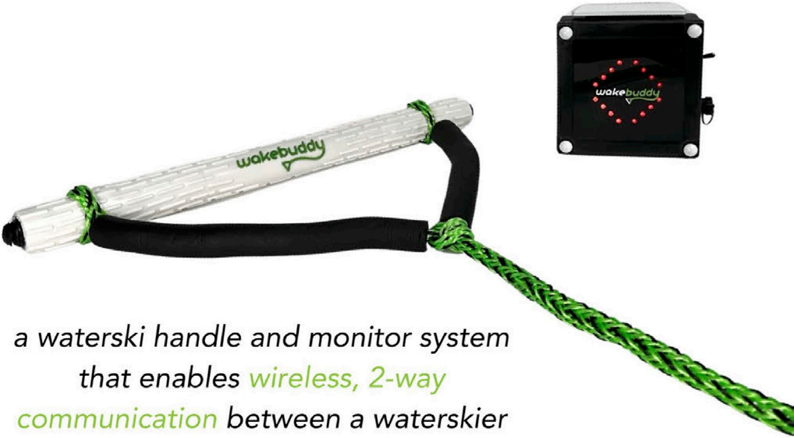
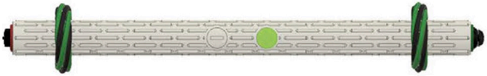


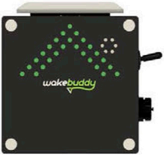
a waterski handle and monitor system that enables wireless, 2-way communication between a waterskier and their boat driver

product features

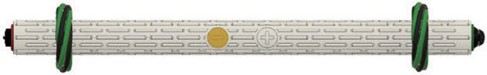
SKIER-TO-DRIVER COMMUNICATION:

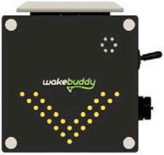
the skier wants to go faster



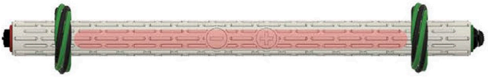


the skier wants to go slower





the skier has fallen and let go of the handle



the handle provides visual light and vibration feedback to the skier to confirm that messages are received by the monitor

the monitor emits visual light and audio signals to reliably alert the driver

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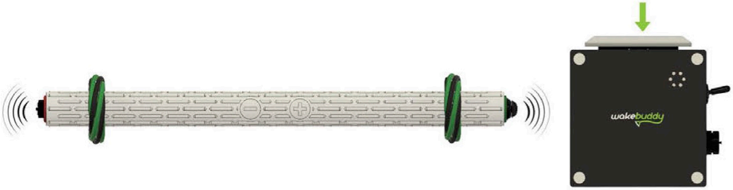
DRIVER-TO-SKIER COMMUNICATION:

the driver wants to alert the skier



SPECIFICATIONS:

waterproof

Handle: *water resistant to a depth of 1.5m for 30 minutes (IP68)*

Monitor: *protected against waterjets, but not submersion (IP66)*

handle durability

withstands >1000 lbs. of load force

12-hour battery life

neutrally buoyant

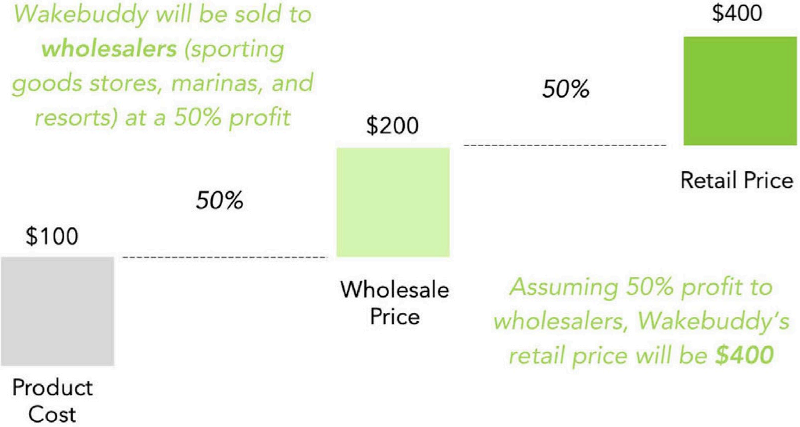
handle form

1 lb weight is similar to existing handles

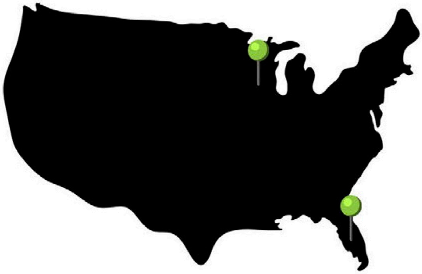
1" diameter is similar to existing handles

business plan

Wakebuddy will be sold to **wholesalers** (sporting goods stores, marinas, and resorts) at a 50% profit



Assuming 50% profit to wholesalers, Wakebuddy's retail price will be ***$400***



Initial launch in FL
$2.1m market

Expand to Midwest
$6.2m market

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