

JUST ROLL WITH IT



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Alvin - Engineer



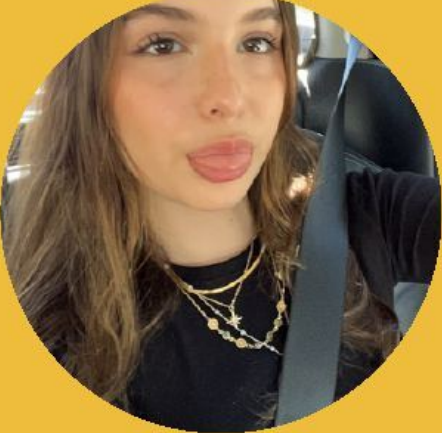
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+ wordsmith



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Sophia - Marketing

Jolia - HR



[1-min video pitch]



I.

Background

- Current industry
- Issue
- Solution



Current Industry

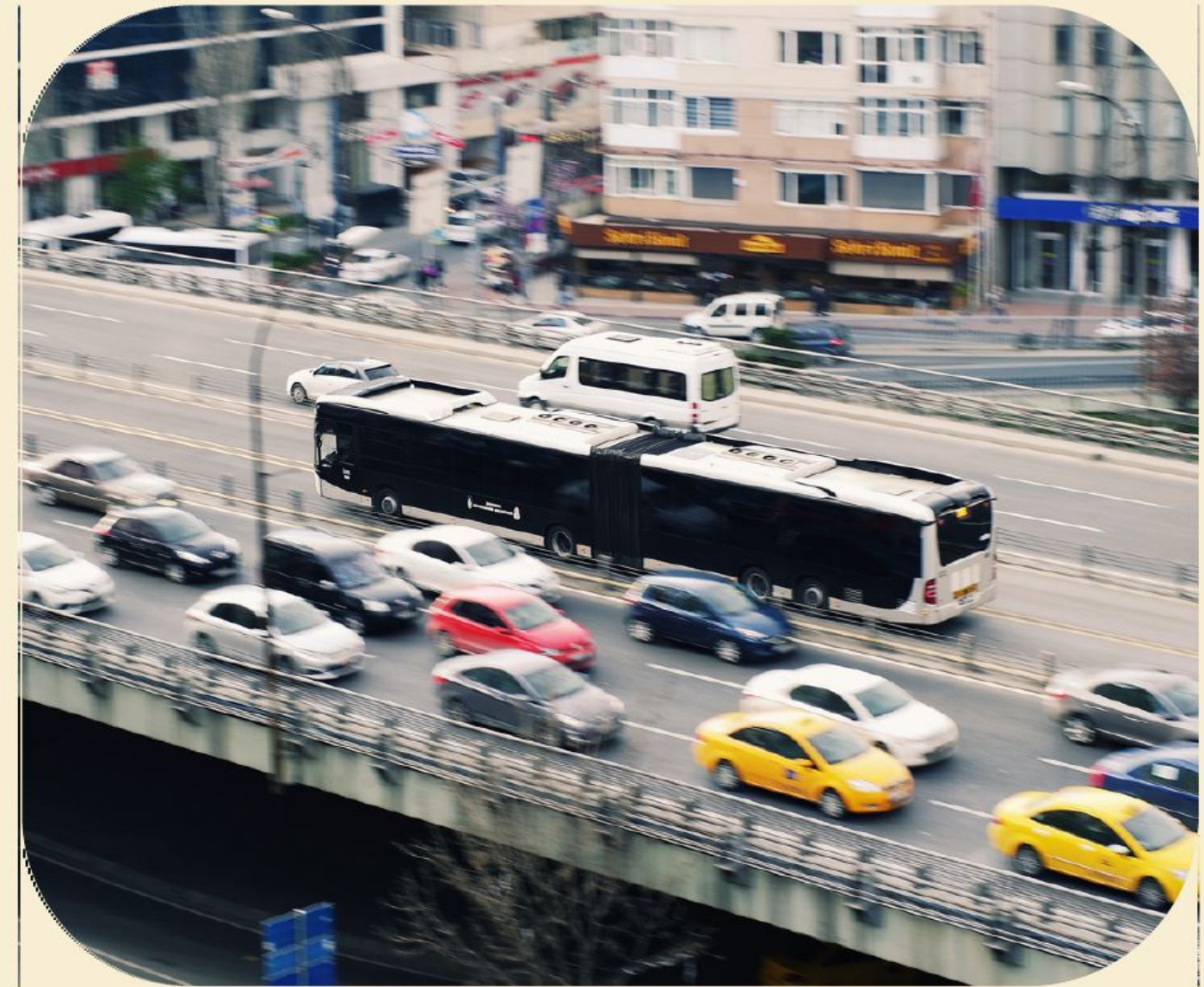
- Increasing demand for accessible transportation [8]
 - Aging population + immigration [8]
 - 27% of the population has a physical disability [3]
 - Increased regulations + awareness [4]
- Market: \$9.52B by 2025; Canada: \$423M [13]
- 2,100+ buses operated by TTC [11]



Issue



- Inaccessible public transportation
 - Insufficient accessibility ramps
 - 34% find barriers [1]
- Steep Incline
 - **78% of incidents are ramp-related [6]**
 - Lowers safety
 - Limited independence
 - Discourages bus use



Solution



- More accommodating slope
 - Accounts for different curb heights
- Focus on **user satisfaction**
 - Promoting safety
 - Ease of use
- Encourage use of **sustainable transport**
- Increasing speed & efficiency of ramp deployment





II. Product

- Detailed Product Description
- Product Life Cycle
- Copyrights, Patents and Trade Secrets



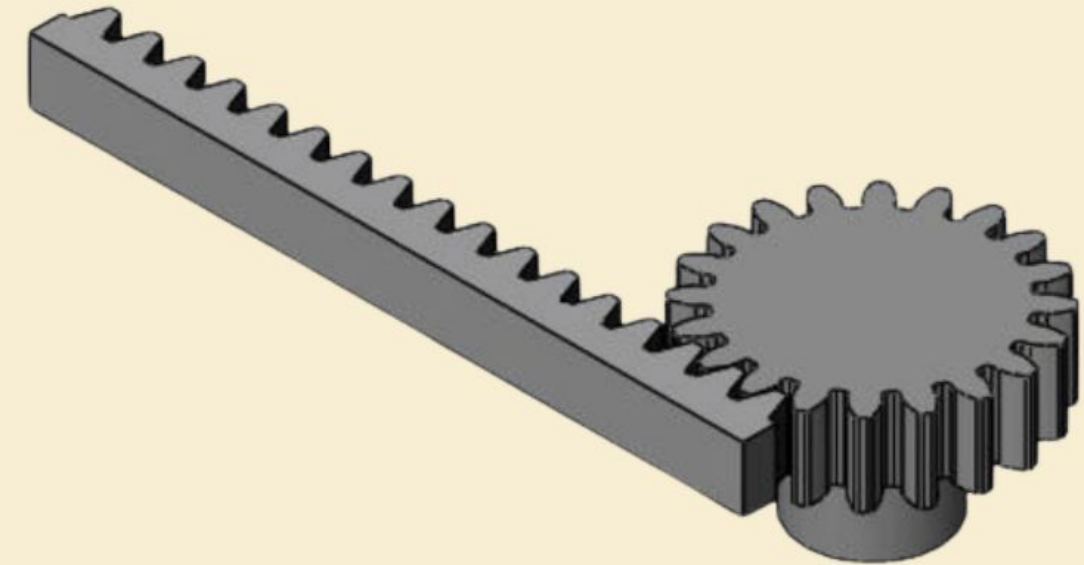
Design and Composition

Design:

- Self-levelling, telescopic deployment design
 - Unique rack and pinion mechanism
- Adapts to different curb heights
- Optimal 1:12 slope [7]

Composition:

- Carbon fibre [2]
- TPE with an innovative tread pattern
- Durable and wear-resistant metals





Operations

Production

- Contracted Ontario-based factory
- 5% of units tested for levelling, durability, and slip resistance

Suppliers

- Primary suppliers
 - Carbon fibre ramp panel, TPE surface, mechanical/electronic parts

Copyrights, Patents and Trade Secrets →

- Utility patent on telescoping deployment mechanism
- Design patent for unique tread pattern on surface TPE layer
- Copyright logo and brand name



III.

Marketing

and Sales

- Target Market
- Marketing Strategy
- Sales Strategies



Target Markets



Phase 1: Toronto Transit
Commission [5]



Phase 2: Montreal,
Ottawa–Gatineau,
broader GTA



Phase 3: Expansion
across Western
Canada

Marketing Strategy

- Partnerships with Canadian municipalities
 - Pilot projects & grants
- Distribution:
 - Contact transit authorities & municipalities
 - Partnerships
 - Work with certified accessibility services
- Promotion & Outreach:
 - Accessibility Expos & Fairs
 - Transit infrastructure conferences
 - Online footprint

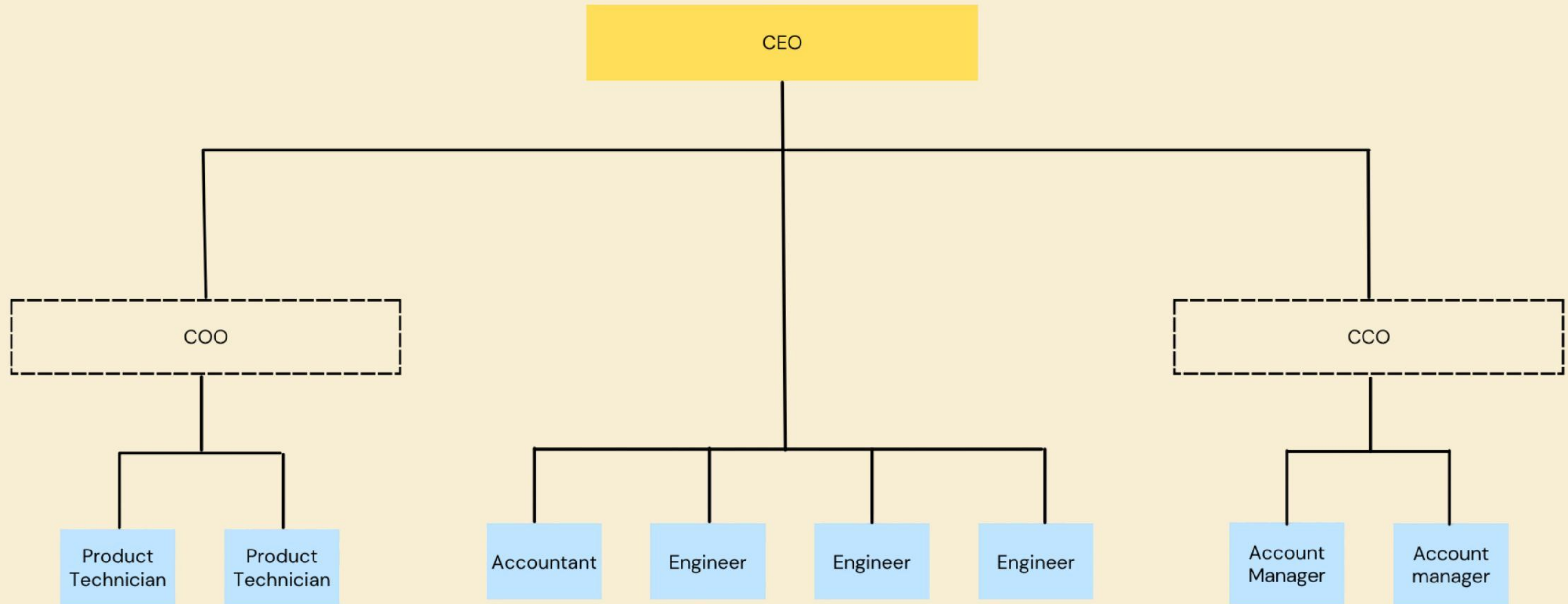


An aerial photograph of a multi-lane highway. A yellow bus is traveling in the right lane, and a green car is in the left lane. The highway has white lane markings and a metal guardrail. In the background, there are trees and a building with a white roof.

IV. MANAGEMENT AND OWNERSHIP

- Company Structure
- Key management and
Operating Personnel

Company Structure



V. Analysis

I. SWOT Analysis

II. Competitive Analysis



S

STRENGTHS

- User focused
- Improved Efficiency
- Improved Safety

W

WEAKNESSES

- High initial costs
- Complex installation process

O

OPPORTUNITIES

- Growing industry
- Meets demand for increased safety/accessibility
- Expand to other methods of transportation

T

THREATS

- Current suppliers
 - Regulatory Changes
 - Well-established market
-

Competitive Analysis



- **TTC Bus ramps [10, 12]**

- Weight-intensive composition (Steel frame, etc...)
- Susceptible to corrosion
- Lack of ergonomic design
- Slow deployment speed

- **Masats Ilc [9]**

- Telescoping + Arm hybrid design
- Unable to accommodate a wide range of curb/street heights

VI.

Financial

Analysis

- Required Funds
- Financial Forecasts



FUNDING REQUIREMENTS

\$500,000 loan (yearly for 3 years)

1st – 36 months w/ 8.5% interest

2nd & 3rd – 12 months each w/ 8.5% interest

\$50,000 share capital yearly

10% dividend payout on the third year

WORKING CAPITAL

Used on operating expenses

Helps with product development

\$8,588,875 working capital predicted by year 3

Higher working capital = more liquidity = less risk



DEBT RETIREMENT

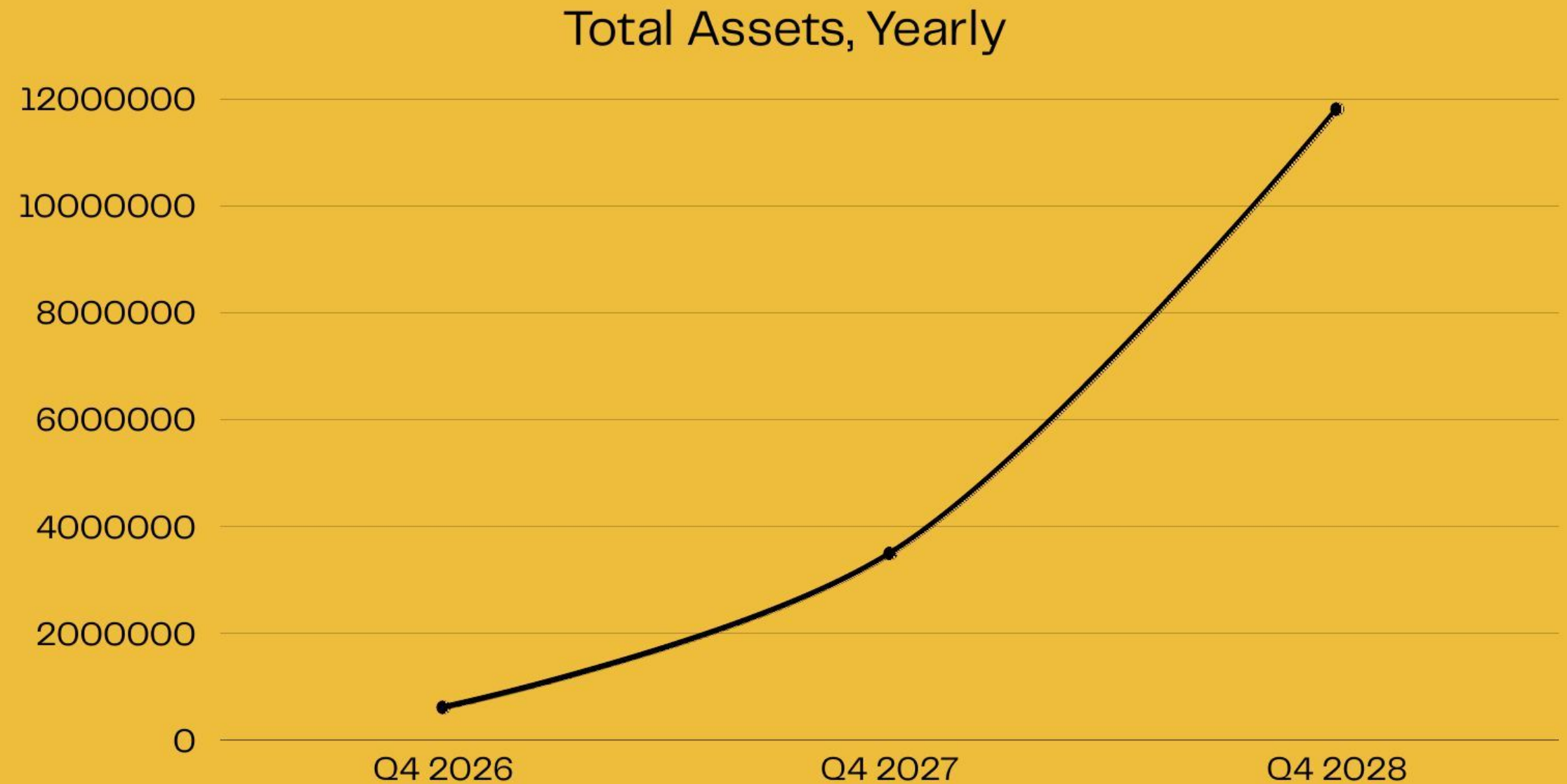
Debt to be fully paid off within 3 years of operation

Lower interest expenses

Better profile

Better opportunities for growth

TOTAL ASSETS FORECAST

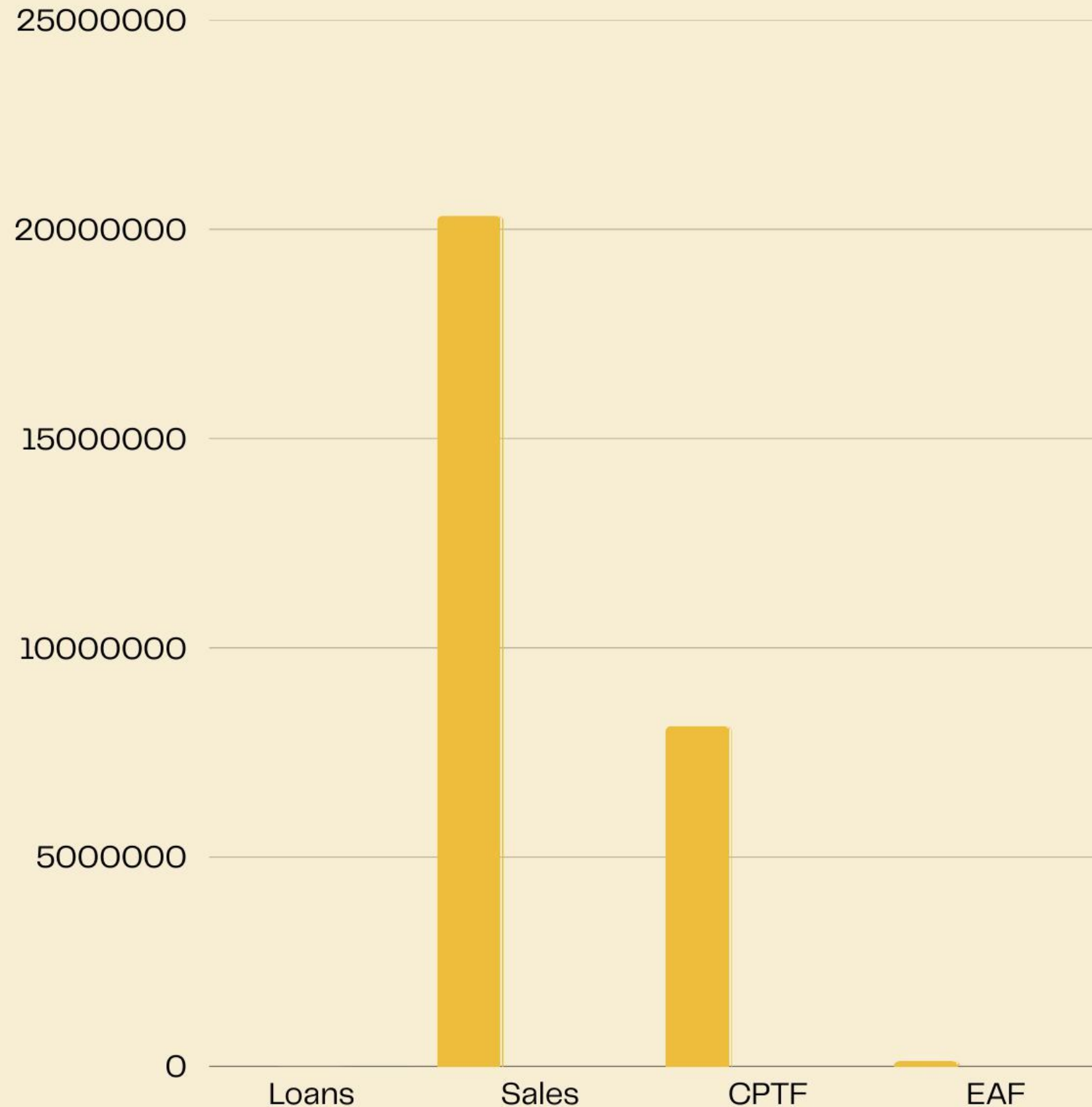


3 YEAR ANALYSIS

We expect to grow our assets exponentially over a three year timeframe. This will improve our profile and give us a huge advantage against competing companies. This will also boost the investors confidence potentially leading to higher investment amounts.

YEARLY GROWTH IN ASSETS

Year 1 → Year 2 = \$2,882,065 increase
Year 2 → Year 3 = \$8,318,021 increase



REVENUE SOURCING

A breakdown of revenues for our financial plan

REVENUE SUMMARY

Majority of our operations are supported through sales

Loans assist in improving cash flow in the first fiscal year.

Low dependency on loan enable for lower risk

PREDICTED NET INCOME

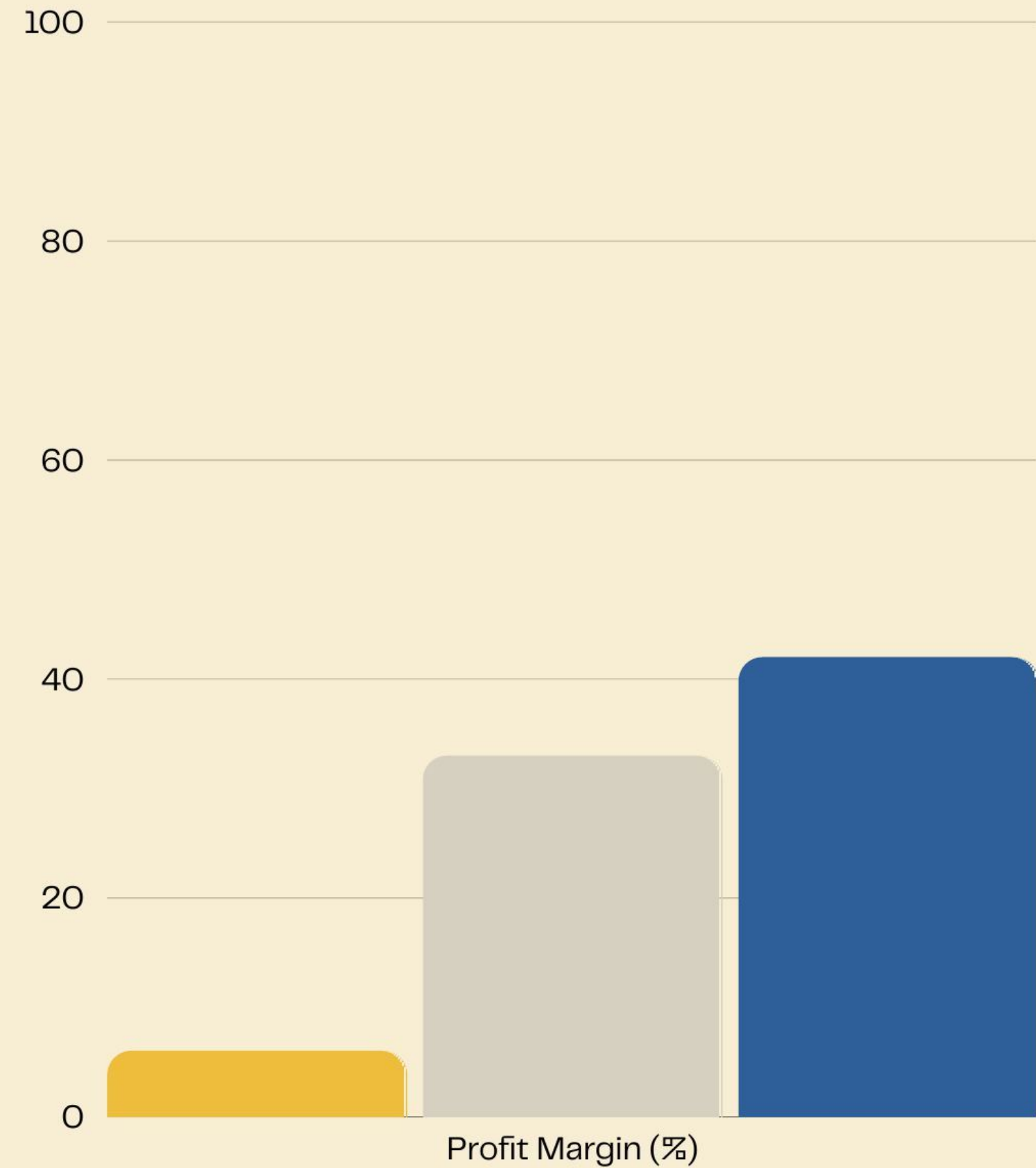


Percentage of Profit Margins,
yearly

PROFIT MARGIN ANALYSIS

Remains low in the first year due to lower scale
of operations.

Increases over the next two years



Thank You

**JUST ROLL
WITH IT**



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