



THE BUBBLE SHOVEL™

PRODUCT DEVELOPMENT PACKAGE

C O N F I D E N T I A L
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PRESENTATION OUTLINE



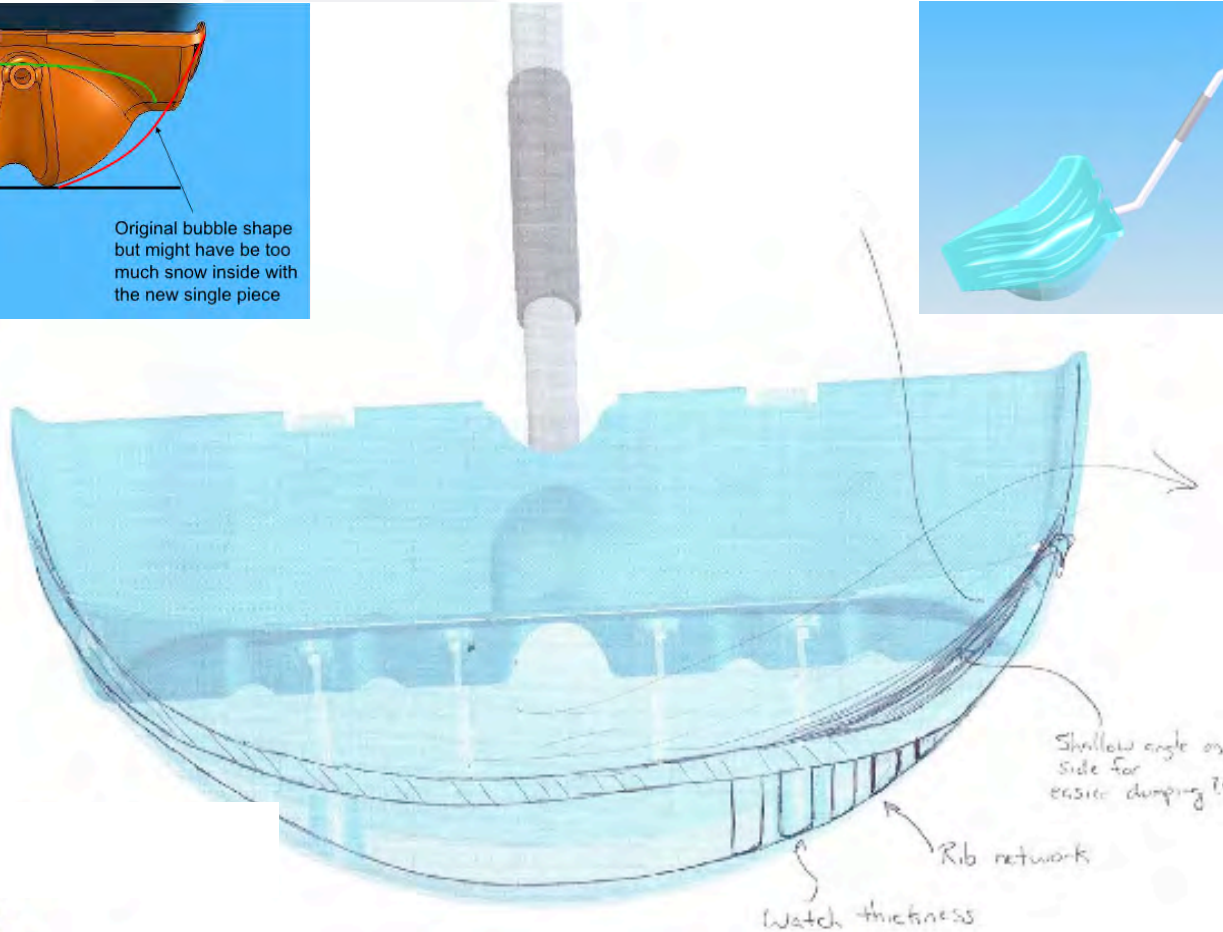
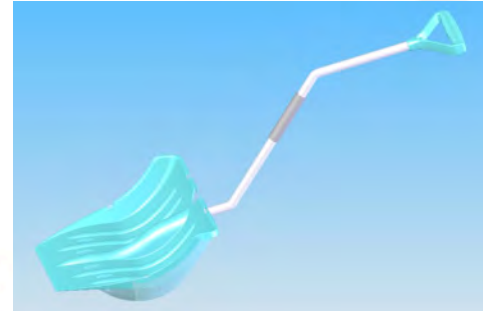
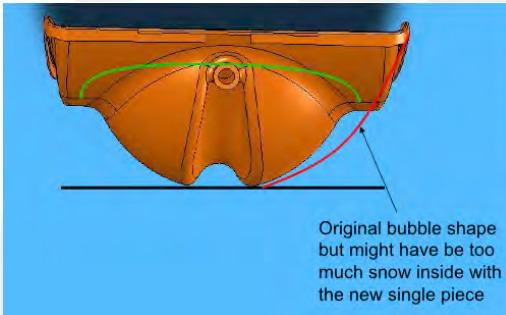
- Engineering Refinement
- Bill-of-Materials and Cost Analysis
- Logo Development
- Preliminary Marketing Materials
- Manufacturing Plan
- Conclusions and Recommendations

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ENGINEERING REFINEMENT



C O N F I D E N T I A L



3D CAD models were iterated for functionality and manufacturability

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FINAL DESIGN AND FEATURE LIST



Design Features



Bubble:

Rounded bubble bottom allows lifting, movement, and side dumping. Design of the bubble is natural balanced and distributed weight evenly. Design of the bubble permits 'driving up' snow banks.

Shaft:

Aluminum 's' shaped shaft, designed to maximize vertical pick-up of snow.

Rear Handle:

Includes vertical grip, t-handles, and upper 'steering wheel' to guide shovel movement and tilting, and dumping

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FINAL DESIGN AND FEATURE LIST



Design Features

Front edge:

Front serrated edge allows cracking and scraping of surface ice.



Shovel:

Angled head shape facilitates side dumping/rolling.

Shovel:

Deep bubble has large snow capacity, and can also act as a regular shovel.

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COSTED BILL-OF-MATERIALS



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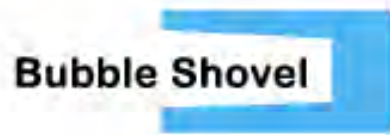
| Product Quote | | | | | | |
|----------------------------|--|----------------|--|---------------------------|------------------|-----------------------------|
| Quote Date: | Jan. 17 2006 | | | | | |
| | FOB China price per unit USD | Volume (units) | Delivery charge per unit (excluding import & customs duties) | Total charge per unit USD | Total charge USD | Production Lead time (days) |
| N/A | \$8.427 | 4,736 | \$ 2.703 | \$11.13 | \$52,712 | 20 days |
| | \$8.143 | 10,656 | \$ 2.703 | \$10.85 | \$115,575 | 45 days |
| | \$7.804 | 24,864 | \$ 2.703 | \$10.51 | \$261,246 | |
| | \$7.450 | 49,728 | \$ 2.703 | \$10.15 | \$504,888 | |
| Item | Snow Shovel | | | | | |
| Item description | Snow Shovel | | | | | |
| Item Code | | | | | | |
| Minimum Quantity | 5000 pieces | | | | | |
| Color Options | | | | | | |
| Size of Item | | | | | | |
| Sample Fees | | | | | | |
| Existing Sample Fees | USD8500 (including shovel head and bubble, use the factory's existed handle) | | | | | |
| Pre-production Sample Fees | Courier fee | | | | | |
| Pre-production Lead Time | 45 days | | | | | |
| Packaging | | | | | | |
| Carton size | length (cm) | 83 | | Length (in) | 32.7 | |
| | width (cm) | 55 | | Width (in) | 21.7 | |
| | Height (cm) | 49 | | Height (in) | 19.3 | |
| | Weight (kg) | | | Weight (lb) | | |
| Units/carton | 4 sets/carton (1set=one shovel head, one bubble, one aluminum pole and one handle) | | | | | |
| Transportation | 40'HQ | | | | | |
| To port | Not specified | | | | | |
| To door | N/A | | | | | |
| Other | T/T 30% in advance, remaining 70% balance must be paid before the shipment | | | | | |

Note: The size of the bubble is based on the estimation from the PDF files.

Both on and offshore manufacturers quoted...

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LOGO DEVELOPMENT I



C O N F I D E N T I A L

LOGO DEVELOPMENT II



Bubble Shovel

Bubble Shovel

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PRELIMINARY MARKETING MATERIALS



For more information contact:
Tucker Marion
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Patent Pending



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PRELIMINARY MARKETING MATERIALS



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BubbleShovel

- 1. Shovel Head**
Polypropylene, ~30% more area than regular shovels.
- 2. Bottom Bubble**
Tinted Polypropylene, snaps in place. Is the fulcrum for lifting / tilting. Can also easily slide and travel over snow banks.
- 3. Aluminum Handle**
1" OD, 13 gauge, fastened via (2) 10-32 self tapping screws. Designed for maximum leverage. Also can be used as a normal shovel.
- 4. Foam**
- 5. Rear Handle**
Polypropylene, (3) versions designed.

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No Lifting

PRELIMINARY MARKETING MATERIALS



BubbleShovel

Typical winter conditions (a little more than an inch of snowfall and temperatures that dip below 20 degrees) cause death rates from heart attacks to triple among men 35 to 49 years old. Shoveling snow can be very dangerous if the right precautions aren't taken.

What makes shoveling more dangerous than other average tasks around the house is the temperature. Your heart rate and blood pressure increase during strenuous activity. That, coupled with the body's natural reflex to constrict arteries and blood vessels when exposed to the cold, is a recipe for a heart attack. Reduce that risk by using a bubble.

No Lifting

The Bubble Shovel saves your heart and back by shoveling without lifting. It's specially designed bottom bubble and handle gives you the leverage you need in three easy steps:

1 Push

2 Tilt

3 Roll



The FAQ's

Can I still use it as a regular shovel?

Yes, the Bubble Shovel was designed to be used as a regular shovel too. It includes a specially designed handle and back saving shaft.

The front is narrow, does it clear as much snow in a pass as a regular shovel?

Yes, the Bubble Shovel actually has MORE shovel surface area than a regular shovel, so you can clear more snow per pass or scoop.

The bottom Bubble touches the ground, will it wear out?

Even though the bottom Bubble acts as a ski, it is very thick, and is made of durable polypropylene. It may get scuffed, but will not wear out completely. A small price to pay for shoveling safety.

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MANUFACTURING PLAN



- Source low-volume aluminum tooling
- Based on received quotes, it appears that the product will need to be sourced in China
- Units will be shipped to the U.S. unassembled. These will be either assembled for retail or boxed for bulk catalog shipments
- Another option for retail is to have China assemble 6-pack cartons, then ship. However, container volume is a concern
- Plan to sell 5,000 units in year 1

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RECOMMENDATIONS



- Develop final look and feel prototype
- Finalize tooling agreements
- Test product in catalog and online sales (one in each sector, no more than 5,000 unit sales)
- Complete Website and shopping cart
- Begin PR
- Convert Provisional Patent to Utility Patent
- Gain support and recommendation of the American Heart Association for promotional purposes

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