

JAYWALKERS

Endurance Travelers are constantly seeking for **lightweight gear** which supports and stabilizes the body. Equipment which decreases weight of the user relieves pressure of primary sources of injury including lower back, knees, ankles, and feet. This product would reduce weight to prevent long term strains, maintain balance to prevent falls, and carry minimal weight for travel storage.

STEP 1: MARKET SEGMENTATION

INDUSTRY	OUTDOOR REC	MEDICAL	PRO SPORT	SCOUT TROOP	FITNESS	CONSTRUCTION
END USER	Endurance Travelers, Leisure Travelers	Physical Therapist, Doctor, Physician, Practitioners, Patients	Professional and Collegiate Athletes	Boy/Girl Scout, Troop Leaders, Camp Instructor	Personal Trainers, Group Fitness Instructors, Campus Recreation	Workers in Private Construction Companies
APPLICATION	Injury prevention, cover more terrain	To heal injuries, Lead patient to recovery	To prepare pre- and rehabilitate post-competition	Education, Skill Development	Teach to strengthen physical health and the five pillars of fitness	Helps long-term injuries from forming
BENEFITS	Support body, stabilize on uncertain terrain, lightweight and portable	Professional treatment, healing and recovery	Condition for competition, prevent injuries	Learn to tend injuries	Strengthen and recover target muscles	Takes pressure off joints, prevents injury
LEAD CUSTOMERS	Endurance Travelers	Doctors, Physicians, Practitioners, Patients	Athletic Trainers, Coaches	Troop Leaders, Camp Instructor	Personal Trainers, Community/Campus Recreation, Public Gym Facilities, Private Practice, Home Consumers	Constructions workers such as ironworkers, Roofing & Tiling, Heavy Timber
MARKET CHARACTERISTICS	Aged 18-38, free-spirited and adventurous, enjoy outdoor activities	Research-oriented, focus on human body and rehab methods	Athletic, have routine schedule, competitive spirit	Children and Teenagers	Fit and healthy, seeking new exercise formats, professional certification	Aged 35-45, handles rough terrain and movements
PARTNERS/PLAYERS	Outdoor sport retail (REI, Cabela's, Bass Pro Shops), Park Rental Facilities	Hospitals, Pharmacies, Private Practices, Emergency Care Facilities	Sponsored Sport Company	Camp Sites, Online Store, DIY	TV Fitness, Public Gyms, Recreation Centers	Federal OSH
MARKET SIZE	34.4 Million	9 Million people in the U.S	18,000 Athletes	3.7 million (2.7 million troops)	237, 760	9.9 million
COMPETITION	Trekking Poles, Insoles, Hiking Boots	Knee brace, ankle brace, cane, medical tape	Compression Socks, Custom, Athletic Footwear	Splint, Bandana, First Aid Kits	Exercise Equipment, Relief and Recovery Tools	Work boots, bandages, knee brace

STEP 2: BEACHHEAD MARKET SELECTION

Outdoor Recreation

Recreational hiking continues to rise in terms of participants as well as consumers for the outdoor sport industry with a wide range of users. Injury prevention is the most important factor for endurance hikes and preventing minor incidents from turning into severe damage.

Medical Industry

The medical industry is highly competitive and research-oriented. Due to our small team and limited resources, our product would not likely be able to compete with current solutions.

Professional Sport

Most professional athletes are tended with rehabilitative equipment which is costly and remains in a saturated market in the medical field. This rehabilitation is usually for temporary usage only.

Fitness Industry

Fitness experts often train individuals to be able to perform ADL: activities of daily living, using their own bodyweight. These users would try to work away from our product.

STEP 2: BEACHHEAD MARKET INTERVIEWS



Barton Creek Greenbelt
Austin, Texas



UH Campus Recreation
Houston, Texas



Outdoor Retail Store
Houston, Texas

STEP 3: END USER PROFILE



Endurance Travelers

- Young adult (age 22-38)
- \$10,000 - \$42,000 annual income
- Work allows long travel periods
- Travel for leisure
- Drawn to outdoor activities and nature
- Activities include hiking, climbing, biking
- Stubborn and rebellious

Injuries

- 5 out every 100,000 hikers are severely injured hikers
- There are more injuries and deaths that occur in hiking than in rock climbing, hiking is the third most dangerous activity



44.1
MILLION HIKERS IN US
2017

STEP 4: TOTAL ADDRESSABLE MARKET

TOP-DOWN

Supportive outdoor equipment spending

Hikers spend \$50 for supportive equipment to

last a lifetime with good maintenance

Hiking Age Range: 16-60 (44 years lifetime)

78% hikers use supportive equipment

[\$120.7 billion/year spent on outdoor

recreation - not specific to supportive

equipment]

$44,100,000(0.78) * (\$50/44 \text{ years}) =$

\$39 million annually decreasing

The “lifetime” products will decrease in sales each year since no replacement needs to be purchased; sales will come from replacement parts and maintenance fees.

BOTTOM-UP

Hiker needs and individual spending

44.1 million hikers (2016)

Estimated Product Cost: \$40/unit and lasts about 3 years

$44,100,000 \text{ people} * (\$40/3 \text{ years}) =$

\$588 million annually increasing

The long-lasting product will increase sales each year if Jaywalkers continues to produce updated versions.

STEP 5: PERSONA NUMBER ONE



Shannon | New Hiker

- 23 years old
- Graduate Biology Student, Teaching Assistant
- \$18,000 annual income

- ❑ **Story:** Lives in rural Northern California, has a passion for nature and the outdoors, explorer and lover of animals, moved away from large family to pursue solo education in the California redwoods, often hikes with boyfriend or field research assistants who all study herpetology, REI member, likes to cook
- ❑ **Goals:** make discoveries for applied field research, enjoy the outdoors
- ❑ **Needs:** safety, comfort and minimal weight carried on long outdoor trips, motivated by new findings and beauty of nature
- ❑ **Pains:** previous ankle injury occasionally flares up on long hikes but often pushes through pain which makes injury worse

STEP 5: PERSONA NUMBER TWO



Laura | Veteran Hiker

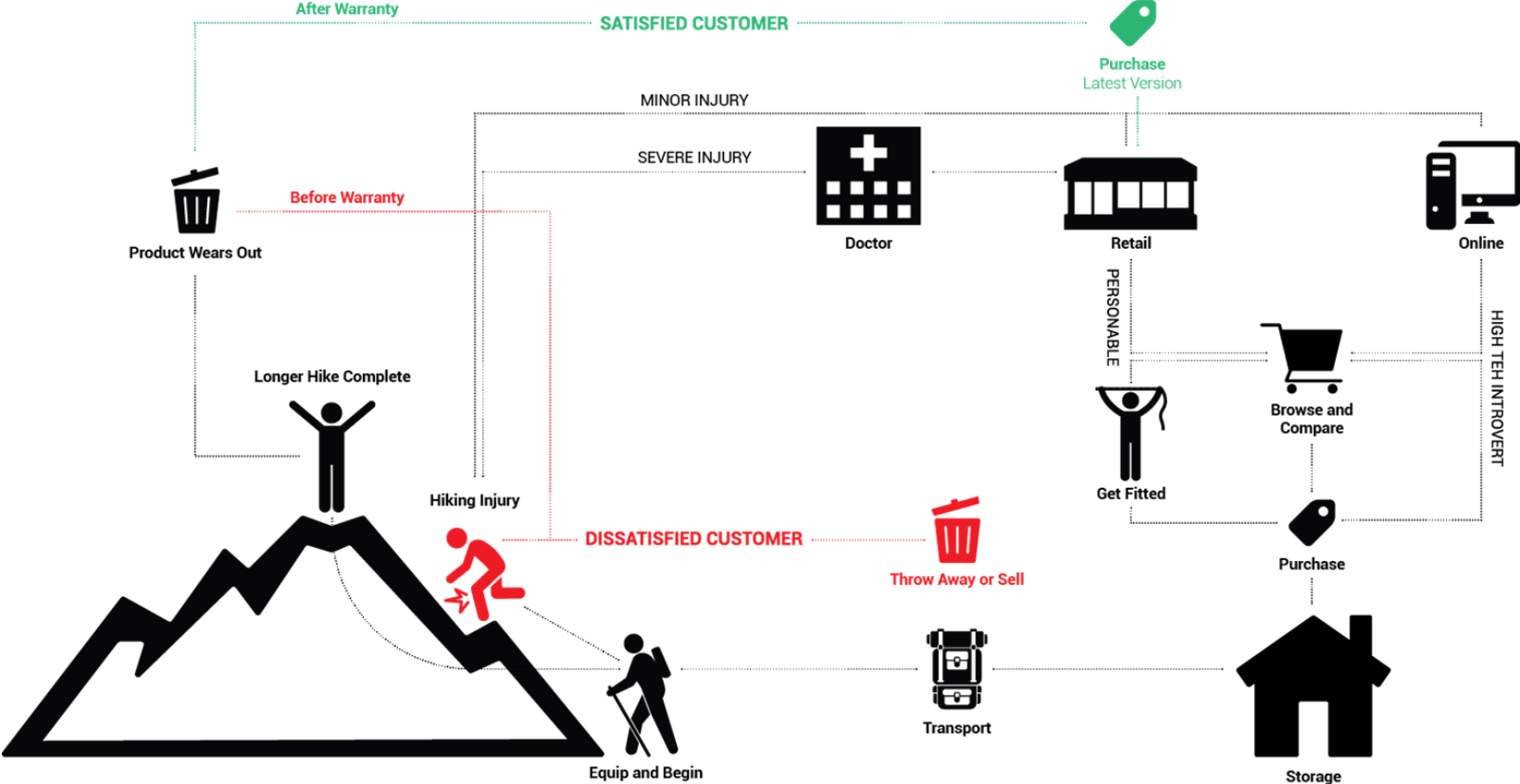
- 42 years old
- Elementary School Teacher
- \$44,000 annual income

- ❑ **Story:** Lives in San Francisco, California has a new born and, her and her husband and their kids go on hikes every weekend. They love traveling and exploring new places as a family no matter the weather.
- ❑ **Goals:** To discover new places around where they live and be able to hike longer especially with their energized kids.
- ❑ **Needs:** To be lightweight, simple to put on and off, easy to clean and weather retardant..
- ❑ **Pains:** has problems with knees, can't run for long periods of time so she must go slow on her hikes and cannot find a long-term solution for blisters, fears getting lost when alone in the dark

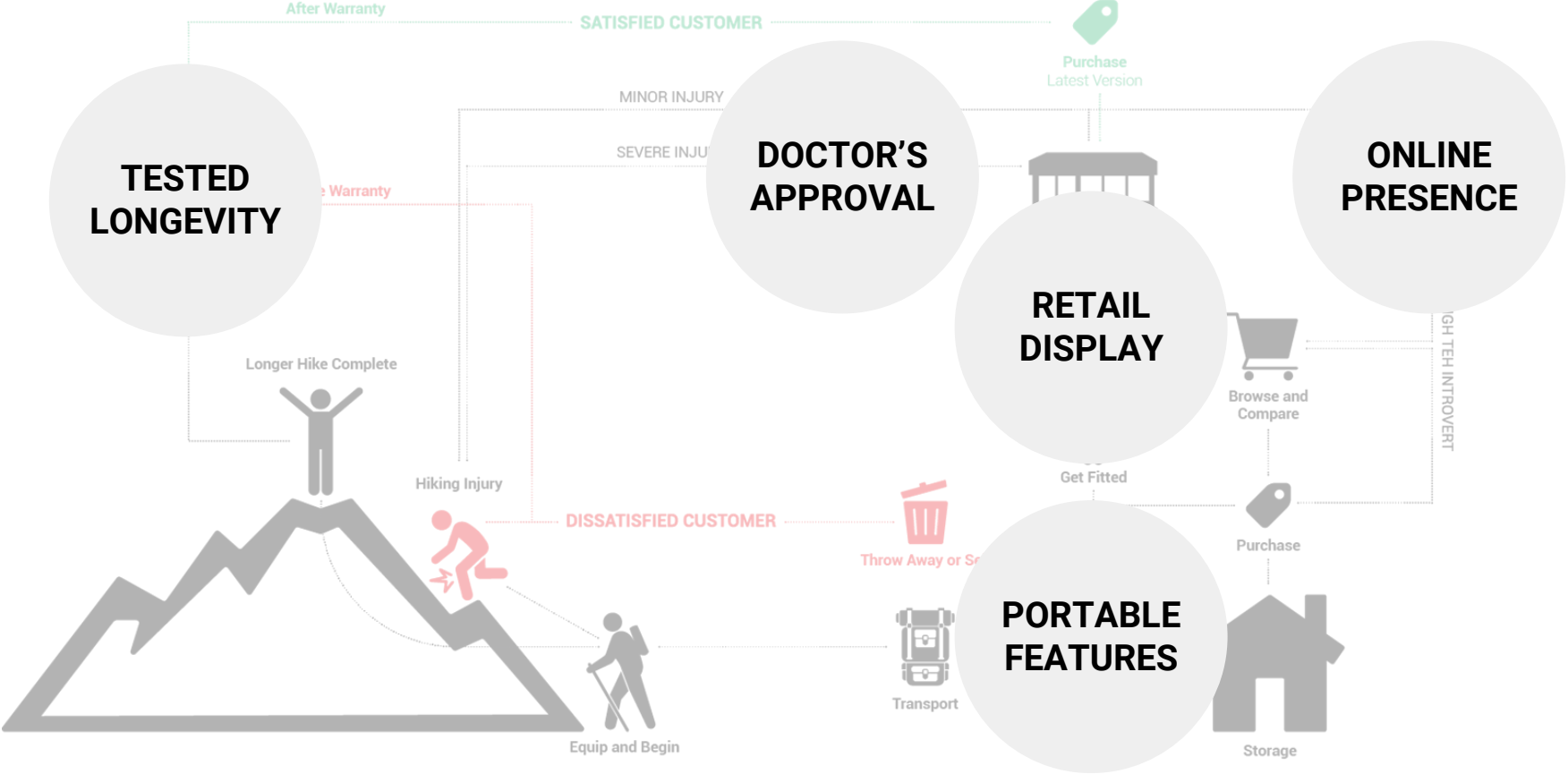
STEP 5: PERSONA POINT SYSTEM

PERSONAS	SHANNON	LAURA
Cost	2	5
Comfort	3	4
Lightweight	4	1
Portability	5	2
Quality	1	3
Aesthetics	6	7
Brand	7	6

STEP 6: FULL LIFE CYCLE USE CASE

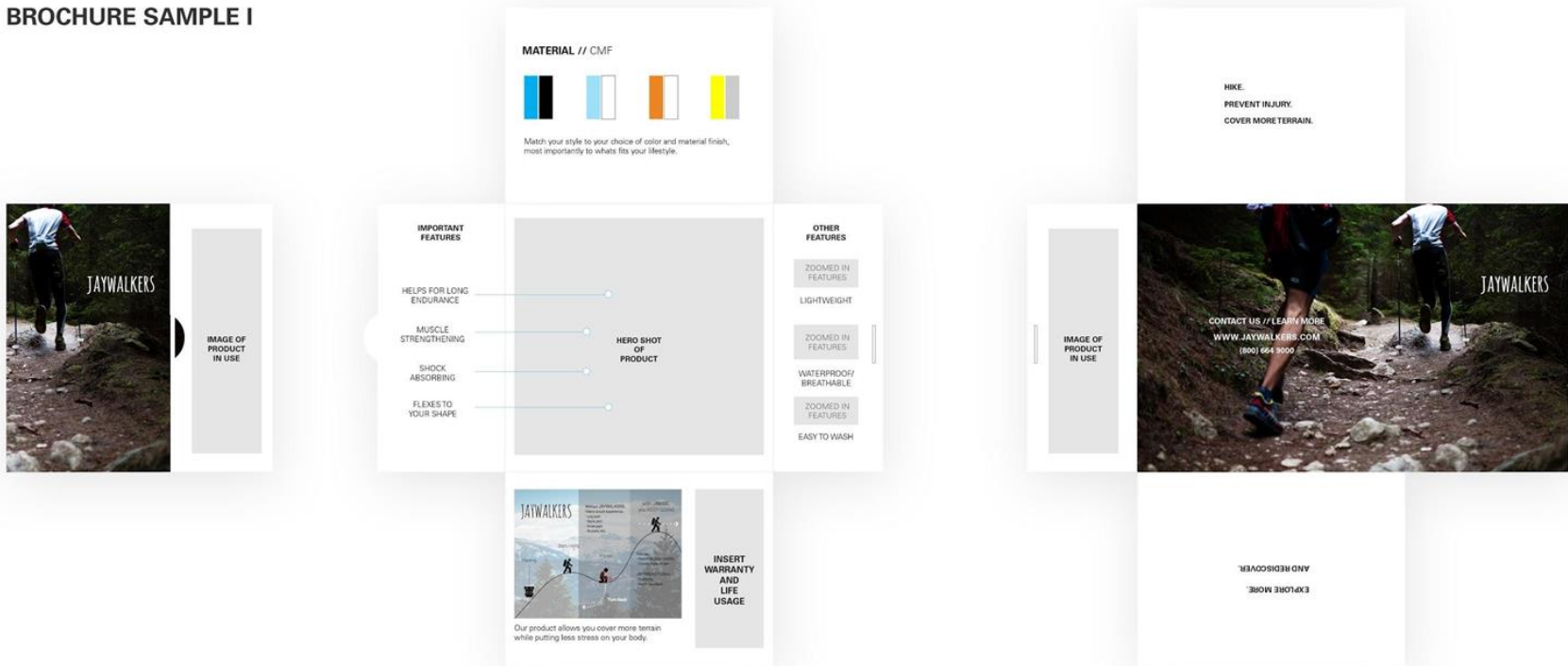


STEP 6: FULL LIFE CYCLE USE CASE



STEP 7: HIGH LEVEL PRODUCT SPECIFICATIONS

BROCHURE SAMPLE I

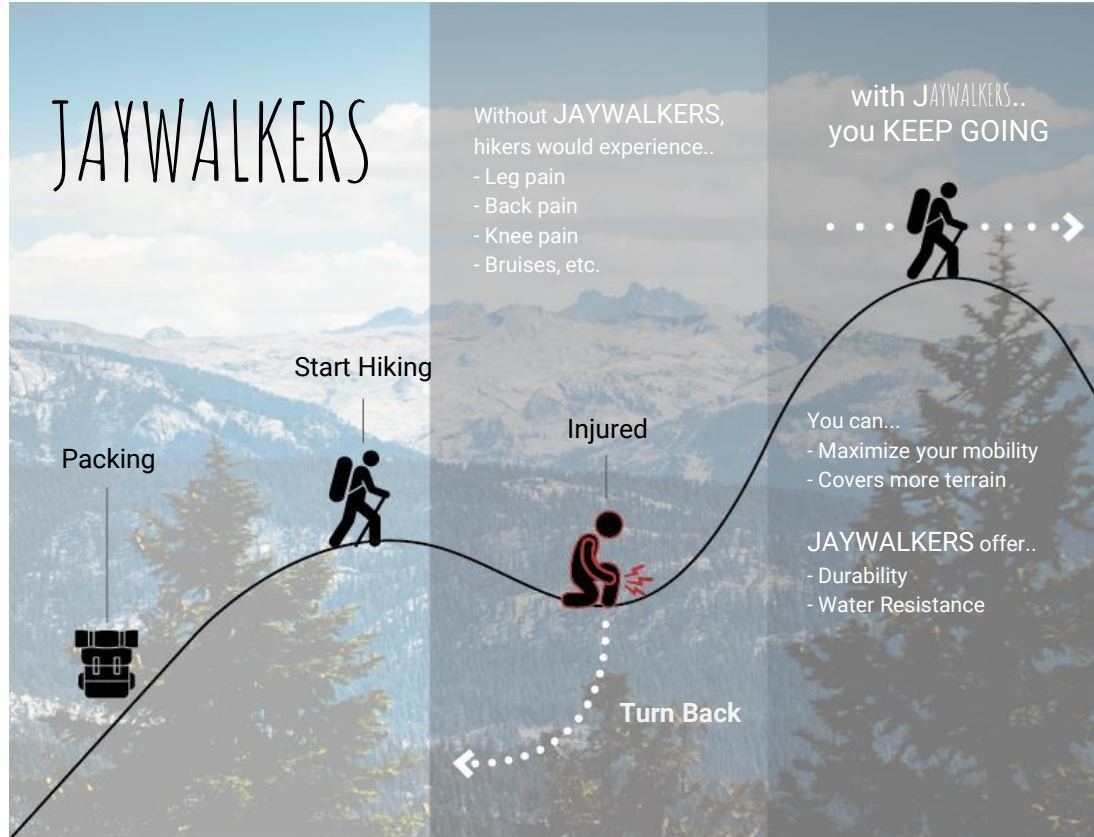


FRONT VIEW CLOSED FORM

FRONT VIEW OPEN FORM

BACK VIEW OPEN FORM

STEP 8: QUANTIFY THE VALUE PROPOSITION



STEP 9: IDENTIFY YOUR NEXT 10 CUSTOMERS

PRIMARY TARGETED USER(S)



ENDURANCE TRAVELERS

- Young Adult (22-38 yo)
- Love Outdoor Activities
- Adventurous + Rebellious Spirited
- Low - Middle class

10 NEXT CUSTOMERS



Lorenzo Claudi, 31
Married, plans long hikes once a month



Cristiano Alba, 25
Active rock climber in Austin, Texas



Timothy Truong, 27
Recent college grad seeking travel plans



Luca Spaghetti, 31
Geology student in Montana



Lidya Veronica, 28
Unemployed nomad traveling the world



Brandon Gray, 27
REI employee, lives in Colorado



Dila Junita, 23,
Freelance Tour guide



Frances Oberra, 62
Designer living in Utah, hikes with two dogs



Fortunato Arena, 35
Married with 4 kids, looking for kid-friendly trips



Diego Pozzobon, 24
Moved from Italy and looking for mountains

Customer(s)	Demographics	Use Case	Derived Value
Lorenzo Claudi	L	L	M
Cristiano Alba	H	H	H
Timothy Truong	L	M	H
Luca Spaghetti	L	L	L
Lidya Veronica	M	M	M
Brandon Gray	L	M	H
Dila Junita	L	L	L
Frances Oberra	L	M	H
Fortunato Arena	L	L	M
Diego Pozzobon	L	L	M

STEP 10: DEFINE YOUR CORE

JAYWALKERS

[about](#)

[travel bloggers](#)

[our products](#)

[contact](#)

“TRAVELING – LEAVES YOU **SPEECHLESS** THEN
TURNS YOU INTO A **STROYTELLER**”

TELL US YOUR STORY... HERE

Jaywalker's Core

Community: promote customer stories through online community by sharing travel experiences with Jaywalker products

JAYWALKERS

[about](#)

[travel bloggers](#)

[our products](#)

[contact](#)



Tell us your experience as a JayWalker:

STEP 11: CHART YOUR COMPETITIVE POSITION



STEP 11: CHART YOUR COMPETITIVE POSITION



STEP 14: ADJACENT MARKETS



Retired Elders



Adrenaline Junkies



Recovering Patients



Recreational Tourists



Nomad Travelers



Active Children



Tour Guides



Dog Walkers
(Owner/Sitter)



Outdoor Retail
Training Facilities



Rock Climbing
Facilities

Customer(s)	Demographics	Use Case	Derived Value
Retired Elders	L	L	M
Adrenaline Junkies	H	H	H
Recovering Patients	L	M	H
Recreational Tourists	L	L	L
Nomad Travelers	M	M	M
Active Children	L	M	H
Tour Guides	L	L	L
Dog Walkers	L	M	H
Outdoor Retail Facilities	L	L	M
Rock Climbing Facilities	L	L	M