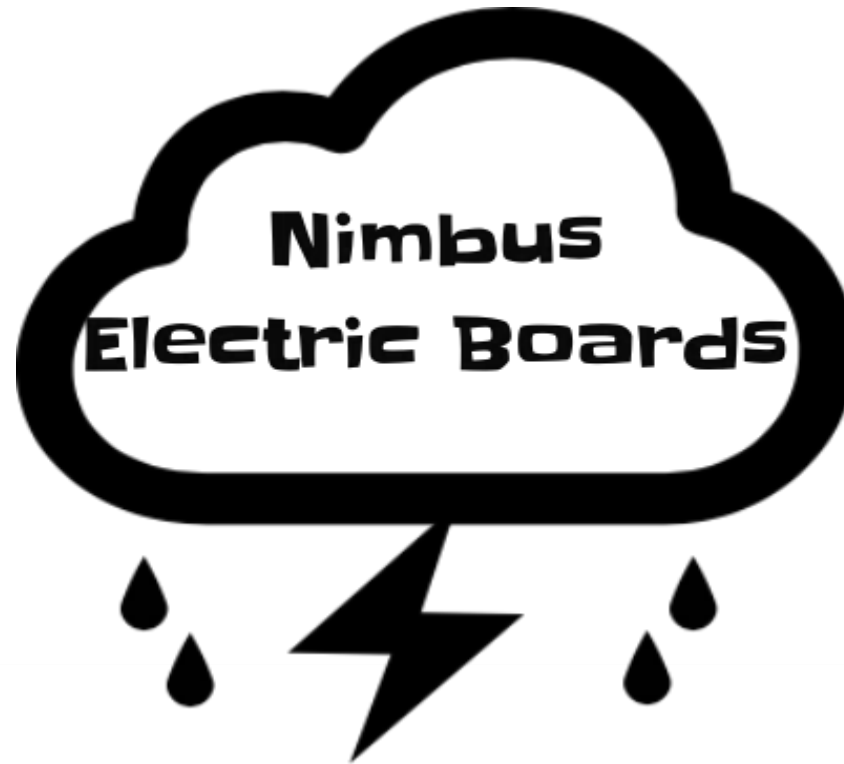




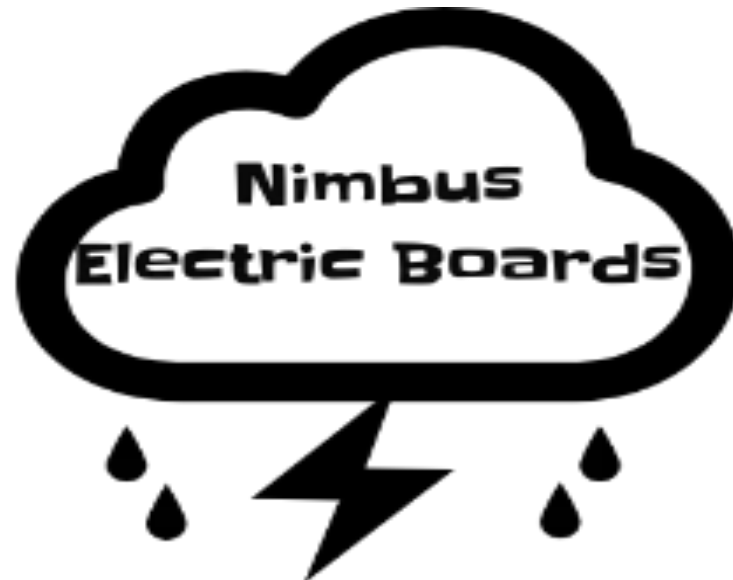
Nimbus Electric Boards Pitch

AGENDA

- The Idea
- Why We Started
- Ideal Customer
- Mission
- Data
- Models
- Tactics/
Strategies
- Questions

THE IDEA

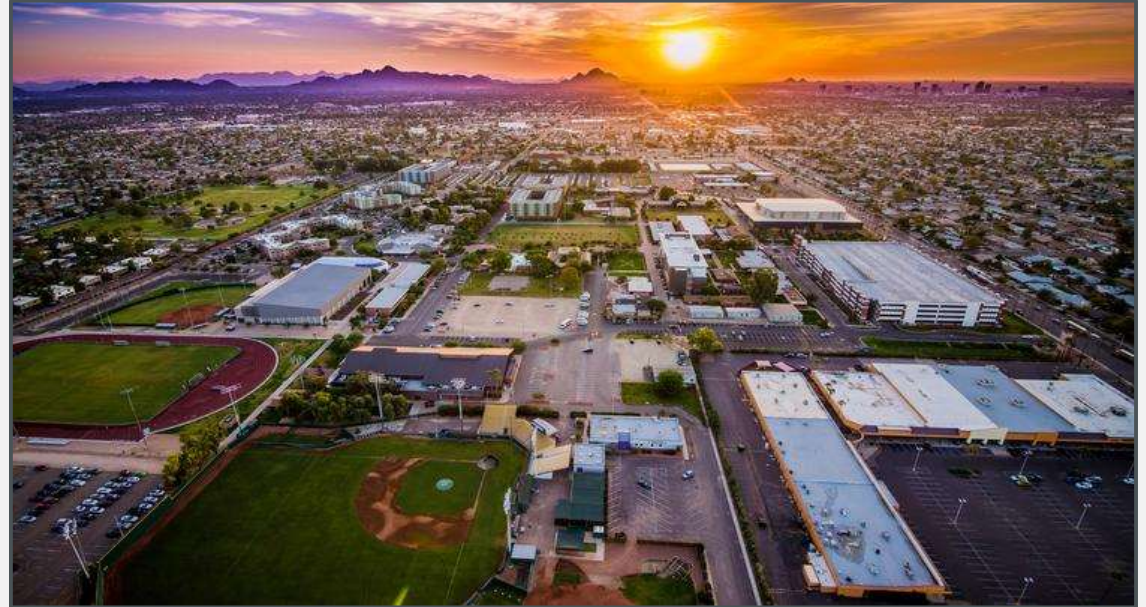
- Nimbus boards are going to be a mix between style and comfort: a board that looks good and feels smooth at the same time
- Like our slogan suggests, It should feel like riding on a cloud



It Feels Like Riding on a Cloud

WHY WE STARTED

- We started as a small operation on GCU's campus where we took special orders from students
- Electric boards just seemed like it would be a college students' best friend
- As time went on, we started to love making boards and made enough money to start our company



MISSION

Our mission is to provide
the coolest and smoothest
motorized board that
colleged aged people have
access to in the Valley.

IDEAL CUSTOMER



- Carter is a tech savvy GCU college freshman who is just starting his second semester. After walking to class every day during his first semester, he starts looking for a faster and less tiring way around campus. He looks around and sees many students use electric scooters and boards but he sees many of them go too fast and even cause students to fall off of them. Carter looks around online, through social media, and asks some of his friends around campus in an attempt to find an electric board or scooter that looks cool, is stable, and rides smooth. Then he finds Nimbus and it's exactly what he is looking for.

DATA

- According to an article written by Dr Kevin Fang of UC Davis Institute of Transportation Studies, the number of skateboarders and college campuses has increased by over 3000% since 2005
- He also talks about how he expects that number to keep increasing as its such a cheaper and more convenient way for a college student to travel.
- He also notes that Skateboards actually have the lowest injury rate out of ALL motorized modes of travel



MODELS



Gentis Style



Mutatus Style

PRICING



- Our Gentis style is our original design, it takes about \$150 between materials and labor
- Price: \$400, this price is affordable and profitable
- Our Mutatus Style is our newer or advanced style, closer to a longboard the board costs about \$250 to make.
- Price: \$700

STRATEGIES

- Market to a younger college audience that is tech savvy and looking for a cheaper way to get around
- Market heavy on digital platforms
- Do tie ins with the colleges in the Valley, starting with GCU our Alma Mater

TACTICS

- Social Media campaign targeted at college students, ads will vary from instagram images and videos and text ads on twitter and possibly Facebook
- Set up on campus demonstration events at campuses that let students get a look at the boards and even try them out!
- Find influencers located at the Valley universities and get them to promote our product

QUESTIONS?