



**FOREPACK**

Conveniently Conquer The Golf Course

## THE TEAM



**Mark Kreutzer**

FOUNDER



# What Problems Are We Solving?



**At an average cost of \$1.22 per gallon, consumers are spending 300 times the cost of tap water to drink bottled water.**



**2.5 million plastic water bottles are thrown away every hour in the U.S.**





ForePack is a hydration system, mobile charger, rain cover and storage unit that integrates with your golf bag.











**CENTRAL UNIT**



**HYDRATION BLADDER IN  
PROTECTIVE POUCH**





**HYDRATION HOSE WITH  
INSULATED TUBE COVER**



**HOSE ENCLOSURE STRAP**





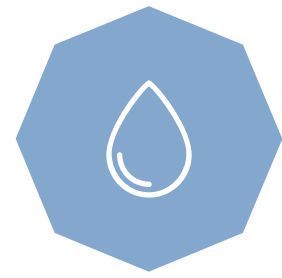
**10,000 MAH POWER BANK**







# Advantages



**Convenience & usability**



**Environmental sustainability**



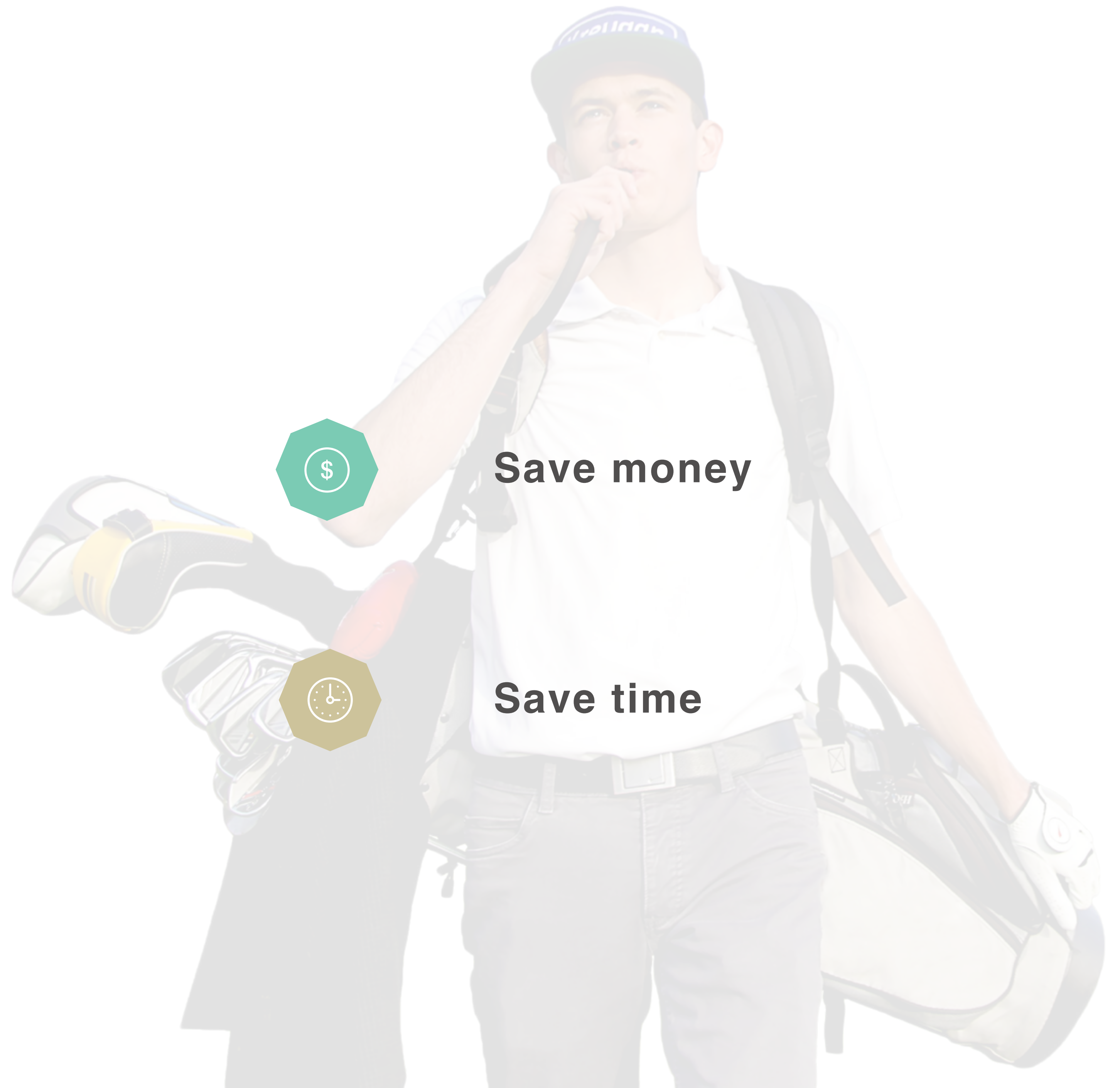
**Accessibility**



**Save money**



**Save time**





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golf hydration

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Hydration Basics | Article | TPI

www.mytpi.com/articles/health/hydration\_basics

Mar 8, 2013 - "Stay hydrated" is a common phrase you often hear from playing sports and on the golf course. Optimal hydration can improve your golf game ...

You've visited this page 2 times. Last visit: 3/4/16

Fitness Friday: Stay hydrated in severe heat - Golf Digest

www.golfdigest.com/story/fitness-friday-stay-hydrated-i

Golf Digest

Aug 11, 2011 - My colleague, Ron Kaspriske, is off this week. So I thought it was a good time to review this previous posting on the effects of playing golf in ...

Hydration: what to drink and when | HK Golfer Magazine

www.hkgolfer.com/instruction/hydration-what-drink-and-when

Will a bottle of water hydrate you best, or should you go for the sports drink? Maybe the caffeine and sugar in that soda will give you a boost, or should you have ...

You've visited this page 2 times. Last visit: 3/4/16

Healthy Hydration: 'Birdie' and 'Bogey' Beverages | GolfWRX

www.golfwrx.com

Opinion & Analysis

May 15, 2013 - Many golfers chug sports drinks, guzzle sodas or sip on Arnold Palmers ... Hydrating properly not only has a positive impact on your game.

ForePack -The Golf Bag Hydration System and More

forepack.com/

ForePack is a hydration system, rain cover, golf glove anchor and storage unit that integrates with your golf bag.

You've visited this page many times. Last visit: 5/9/16

Hydration Improves Golf Performance in Golfers Over 50 - Solutions ...

agedefyinggolf.com/hydration-improves-golf-performance-in-golfers-over-50/

Hydration for golfers is a serious issue, especially in a summer like this one. Symptoms can range from minimal to severe and are not restricted to amateurs.

You've visited this page 3 times. Last visit: 3/4/16

Dehydration Ruins Your Golf Game, And All Other Sports Too ...

breakingmuscle.com/.../dehydration-ruins-your-golf-game-and-all-other-sports-too

These findings reiterate the importance of staying hydrated from a performance standpoint, not only while playing a sport such as golf, but in other sports as well.

You've visited this page 4 times. Last visit: 3/4/16

Hydration Pro | Golf Fuel

https://www.golffuel.com/hydration-pro/

BENEFITS OF HYDRATION PRO. Maximizes Endurance; Boosts Mental Focus; Supports Muscle Recovery; Improves Energy. \* These statements have not been ...

Hydration for Golf - Topend Sports

www.topendsports.com/sport/golf/hydration.htm

A guide to improving your golf through proper hydration.

HYDRATION NECESSARY FOR MENTAL GOLF FOCUS - Archived ...

www.positivementalimagery.com/news\_letters/newsletter\_edition.php?id=191

Archived Newsletters - HYDRATION NECESSARY FOR MENTAL GOLF FOCUS : <-- BACK.

Newsletter June 2011. I woke up at 4:30am the other morning with ...

Stay hydrated out on the course by checking out this product from Tee ...

https://plus.google.com/101036539913674841466/posts/L81zXkaiFNP

GOLF

Jun 17, 2014 - Stay hydrated out on the course by checking out this product from Tee-Off

http://bit.ly/SQAEVv #golf

Searches related to golf hydration

what is always before you yet you can never see it

during which heat emergency

in which heat emergency should you

after using the micropur

which of the following signs of generalized hypothermia would

which heat emergency should you suspect

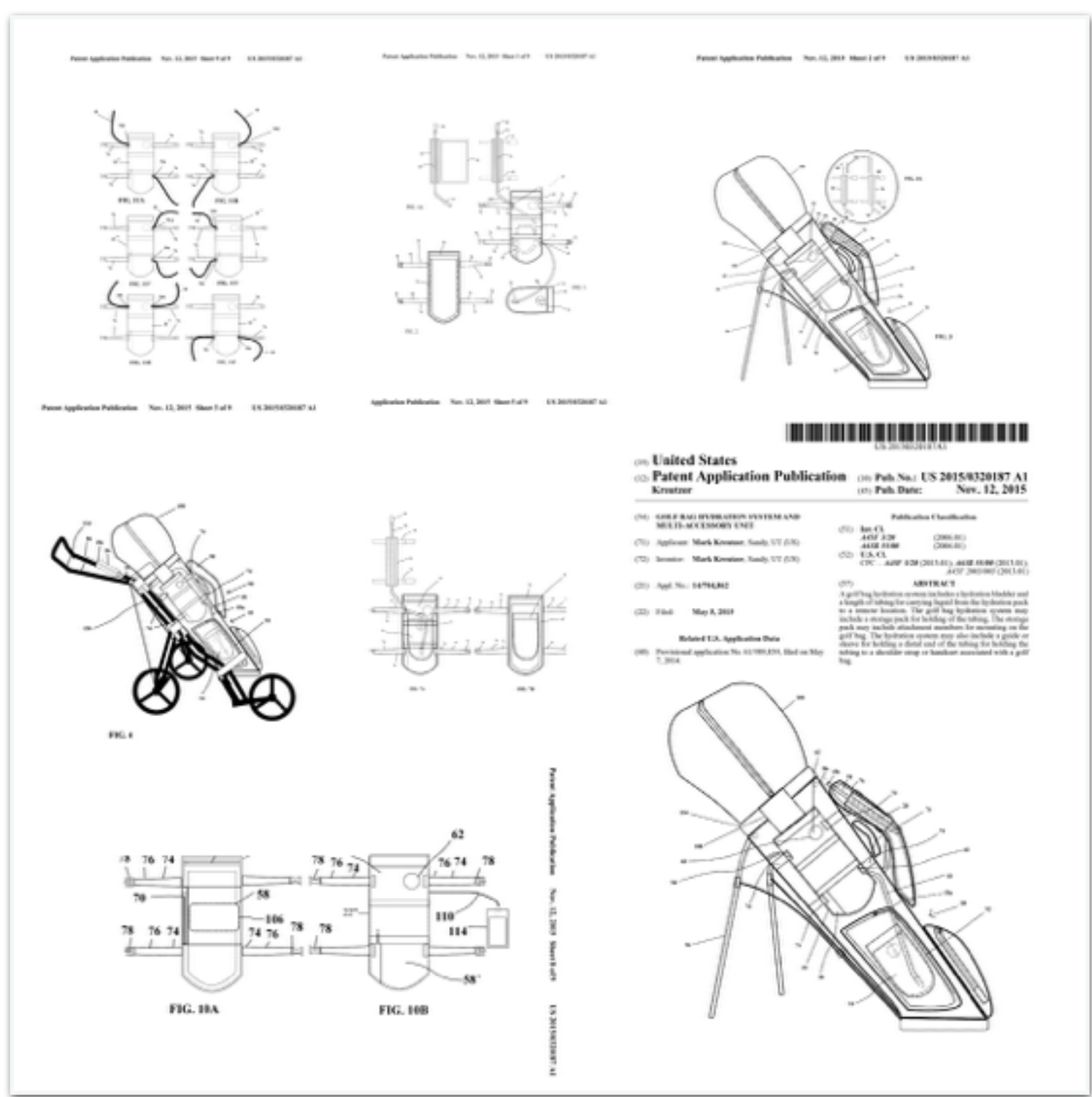
what factors will determine the amount of fluid water

what do golfers drink riddle answer

Go

12345678910

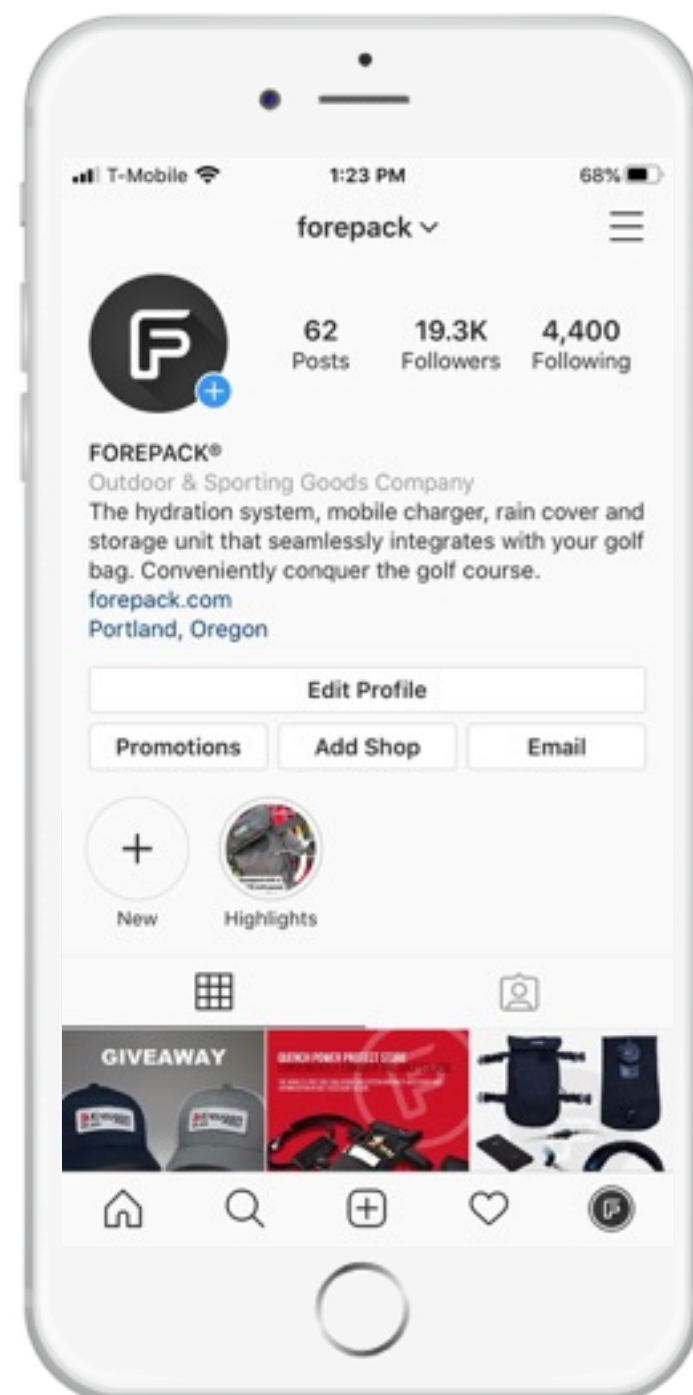
Next





# Social Media - A Good Indicator of Market Interest

THOUSANDS OF LIKES.  
HUNDREDS OF  
COMMENTS.



**teamobert0** Such a great idea, sign me up

**alien\_art\_room** This is awesome!!! 🚩🚩

**markbenevento** @forepack\_ut I want in!!

**berto\_bheeno** Innovative 🚩

**kistrodriguez** I think all jr golfers should have this!! Great idea @forepack\_ut spreading the word among our elite champs!

**sassie\_yazzie** Omg lets get these @glitzy\_talgirl

**oakleyguy51** Would love to test this on the course. Give a great write up and recommended to all my students

**johngross4** Really love this product as a competitive junior golfer

**tommymcaine** Loving this concept! Would be interesting to get my hands on one!

**ganyeezyy** Shared. This needs to go big.

**classicman33** @forepack\_ut fantastic idea i can see myself investing into one.

**sneakpeek\_dk** @forepack\_ut Anywhere to get this in Denmark?

**kyle\_watson98** @jc\_corcoran bro these some bad ass golf bags

**\_masonritter\_** @noah\_freidel this is pretty sick

**edwardo1710** Griff must get this to add to his gadgets @mattharding99

**divotdiggersgolf** I need one of these. Is it insulated? #azgolf gets hot.

**johnnyelectrifying** @forepack\_ut already signed up, looking forward to ordering mine!

**peterm\_27** How much? No more lost water bottles!

**berto\_bheeno** My next bag!

**renojo82** Awesome idea

**daniel\_mattie** This is so sick

**redwez77** When will these be available?? 🚩

**simon\_burgess** Great idea, look forward to hearing about the launch... Will it be available in the UK please? @forepack\_ut

**elliokr** @joeshelton27 we need one

**bwohls** Great idea!!! A walkers paradise

**sammyblanchard** Looks like a great product @forepack\_ut

**niamh.odonnell.161** @ailbheb\_23 this would be handier than all the bottles 🤔

**ibew\_scotty** I can't wait for this. @forepack\_ut

**marc15hughes** That looks awesome man! When are they on the market? I want one... competition giveaways hahaha would be nice! @forepack\_ut

**maxiflores23** Great idea , goodbye bottles #golf #golfer @forepack\_ut

**jc\_corcoran** @kyle\_watson98 were we get this

**kyle\_watson98** @jc\_corcoran I have no idea but I want one

**mollyxo\_** Really cool! Would be awesome as a tee gift for junior golfers!

**mq375** This is an awesome idea. I take my camelbak out there all the time

**kylefairway** Great idea. Definitely needed during tournament play in the Southwest.

**kalemsuntergolf** I want one! Aspiring professional maybe hope to gain sponsorship? Playing in the Jamega tour

**realdjyoshi** @forepack\_ut definitely looking forward to checking out your products.

**peterm\_27** Awesome! Expect an order from me! @forepack\_ut

**andrew\_bauman** This is great when will they be sold

**peterm\_27** Can't wait to get that email

**amirault** Great idea! **goingketo** Have you seen this @shilohnkate

**andrewkesti** Great idea guys **redwez77** Awesome product

**thibro66** When i can buy this really cool creation?:oo

**jacob\_harmon07** When does this come out

**kistrodriguez** @piccolo\_78 for Caleb!

**paintedbutterflies** Very cool idea :-)

**dehan20** Check this out @g.g.a\_244 this is a awesome idea!

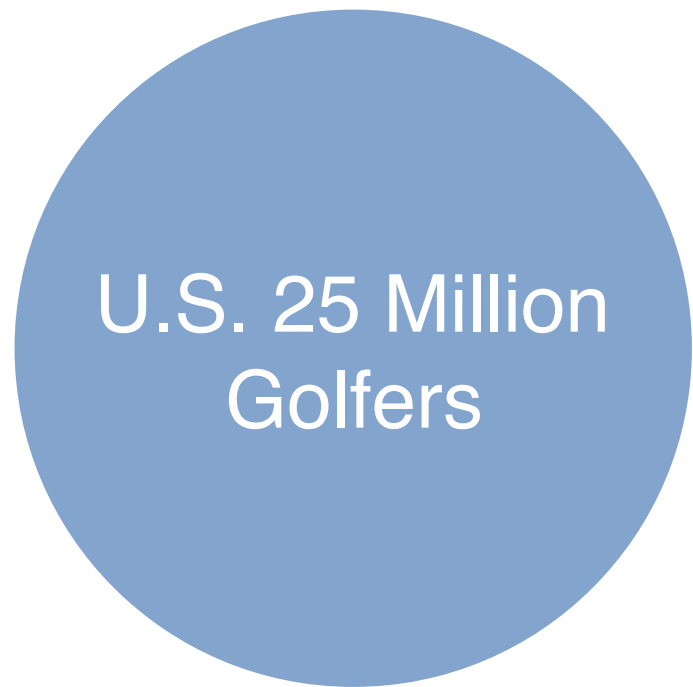
**mattharding99** Love this @edwardo1710!

**jacob\_harmon07** That's so sweet

**jacobc251** Really could have used this in high school @forepack\_ut



**FOREPACK RETAIL PRICE**  
**\$89.99 & \$114.99**



Total accessible market  
\$2.3 - \$2.9 billion



Total accessible market  
\$5.4 - 6.9 billion

# Market Potential

A 5% market share in the U.S. alone would represent sales of \$115 - \$145 million.

Source: National Golf Foundation



# Competition - Alternative Solutions

**CARRY MULTIPLE PLASTIC WATER BOTTLES**

**CARRY REUSABLE LIQUID CONTAINER**

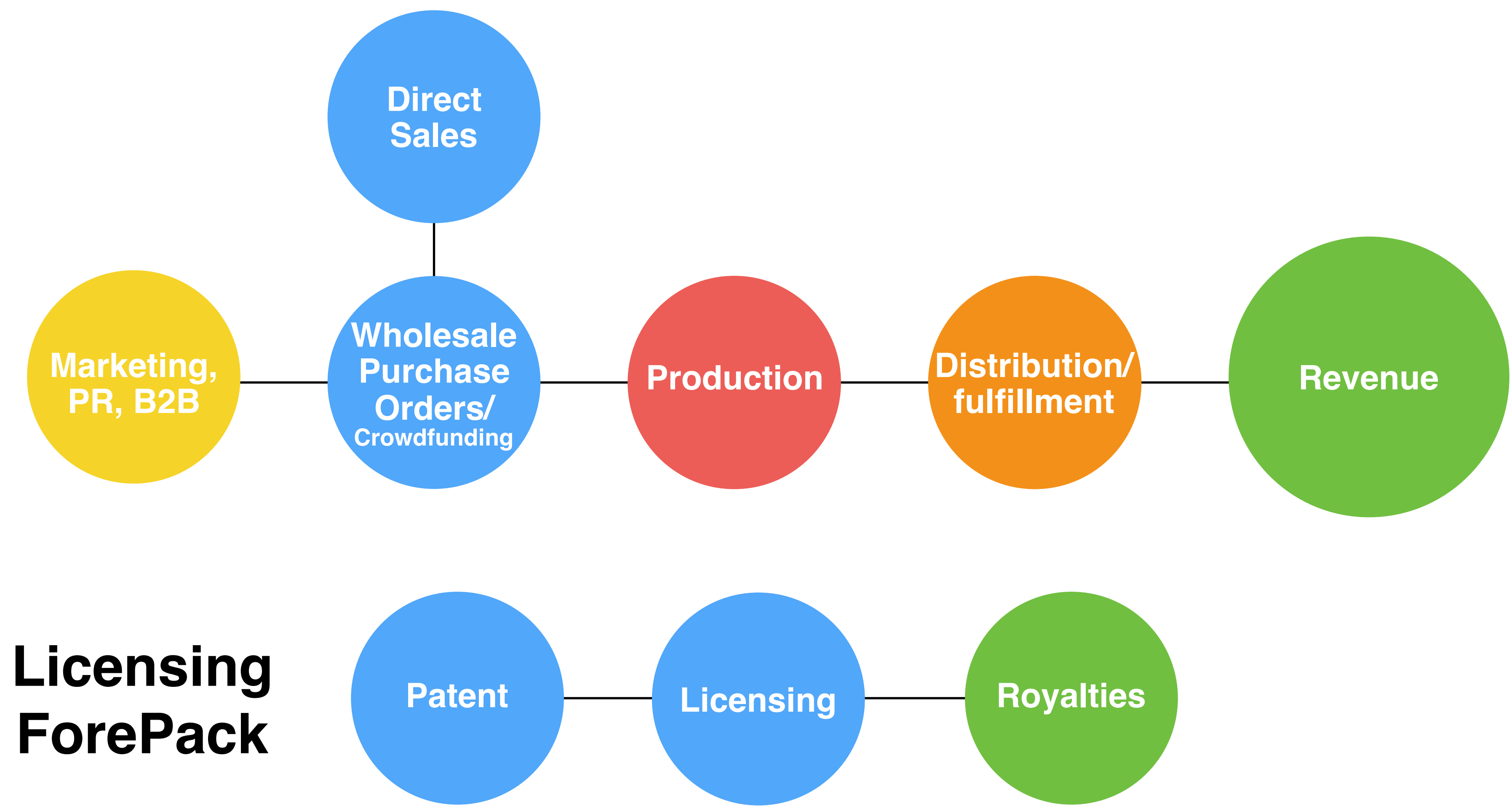
**PURCHASE BEVERAGES AT GOLF COURSE**

**HYDRATE AT WATER STATIONS & DRINKING  
FOUNTAINS**





# Business Model - Manufacturer & Direct Sales



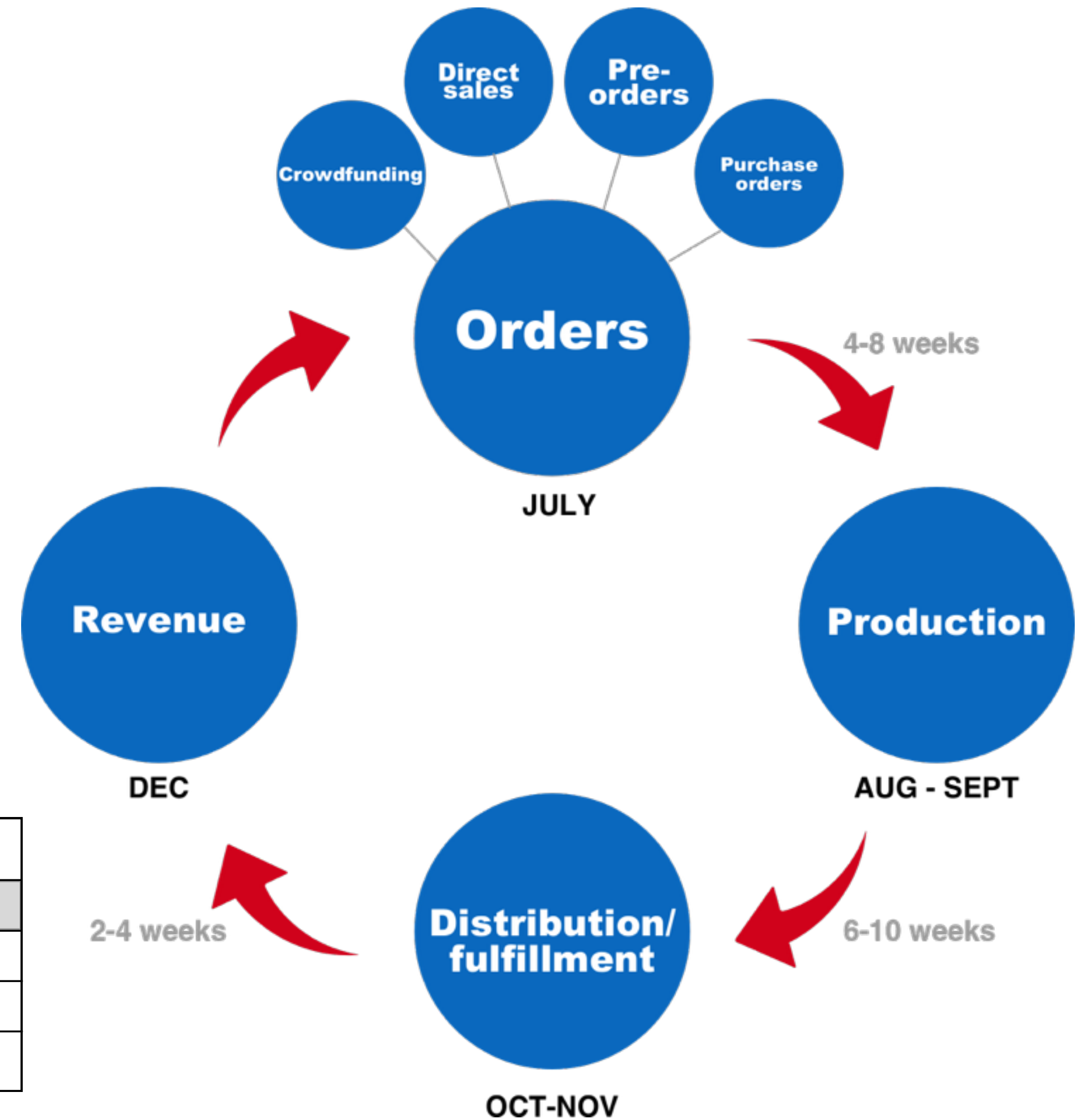


# Projected Revenue Schedule

## Production Cost

\$29.00/pc. @ 1,000 pcs. (MOQ)  
\$28.75/pc. @ 2,500 pcs.  
\$27.50/pc. @ 5,000 pcs

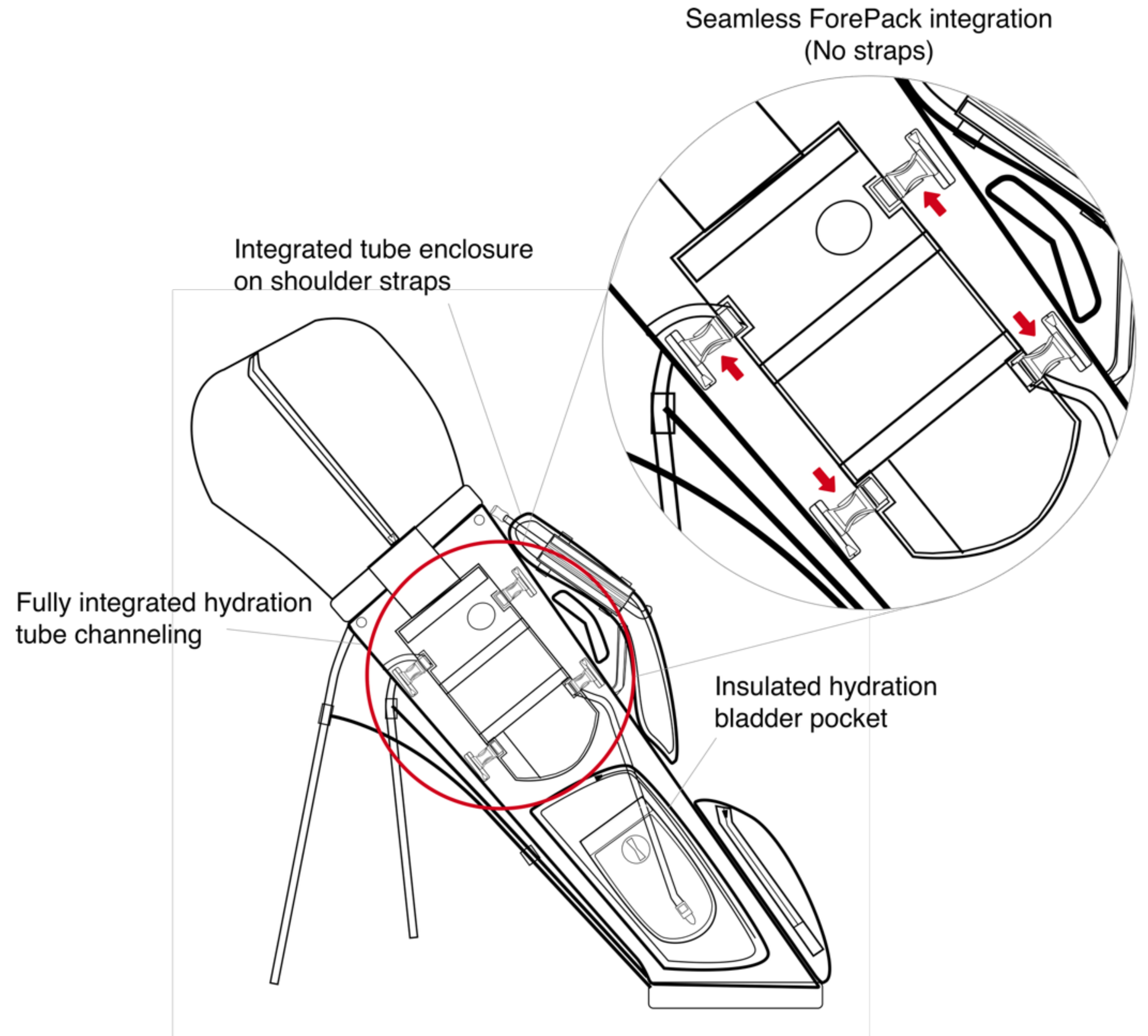
WHOLESALE PRICING				Retail Price: \$114.99 & \$89.99		
QUANTITY	5-10 UNITS	11-26 UNITS	27-50 UNITS	51-100 UNITS	101-300 UNITS	300+ UNITS
FOREPACK UNIT ONLY	\$67.50 <i>(per unit)</i>	\$64.80	\$58.50	\$54.00	\$47.70	\$40.50
FOREPACK W/BATTERY	\$86.25 <i>(per unit)</i>	\$82.80	\$74.75	\$69.00	\$54.05	\$51.75
DISCOUNT	25%	28%	35%	40%	47%	55%





# Long Term Future Concepts/Development

CUSTOM GOLF BAG





**Raising \$100K**



# Contact Mark Kreutzer

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[www.forepack.com](http://www.forepack.com)