

EJECTO POLES

Magna Teeth Strap System

MSRP: \$24.99

Revenue after 3 years:
\$5,083,904

Feature	Function	Benefit
Magnetic Clip	Release pole from skier in the event of a fall or other injury likely event	Safety, prevents user injury and equipment damage
Thumb/Wrist Strap	Attaches the ski strap to the user's glove	Convenience, user doesn't have to take ski strap loop on and off
Hand Harness	Adjustable strap	Ability to adjust strap to varied hand sizes
Compatibility	Attach strap to any ski pole	User does not have to buy additional ski pole

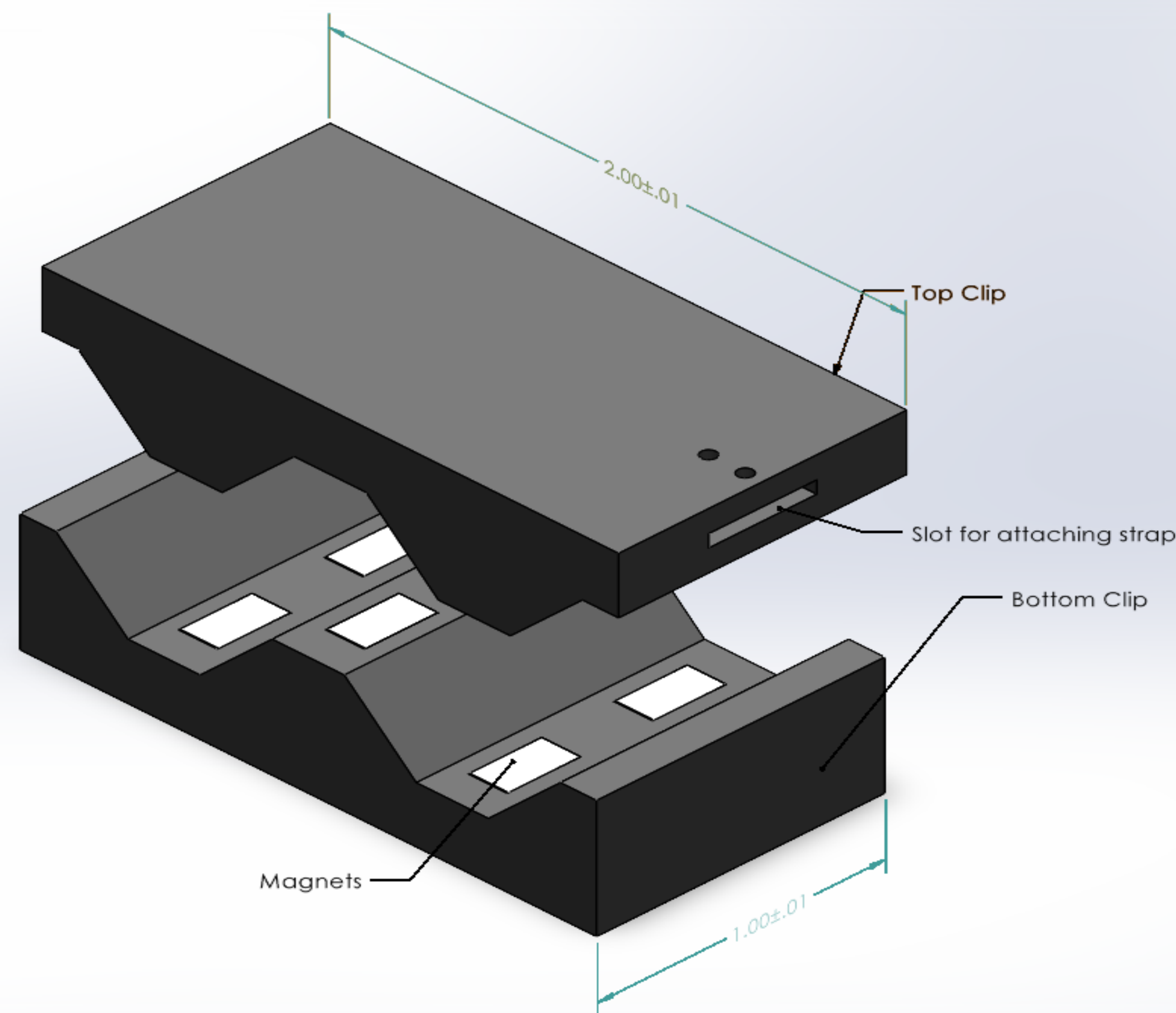
Quick release device for your ski poles

Value proposition:

Ejecto Poles can greatly reduce accidents while skiing involving wrist straps by utilizing our *Magna Teeth* strap system

Target Market:

We expect to capture 200,000 skiers in the Northeast region which accounts for 1% of the market



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