

Value Proposition

Our ladder mounting and strapping device helps contractors who want a low effort solution to get their ladder onto the truck rack by automatically mounting the ladder.

Target Market

The target market is 4,608,000 businesses and we plan to acquire 5% of the market.

This would equate to 230,400 businesses.

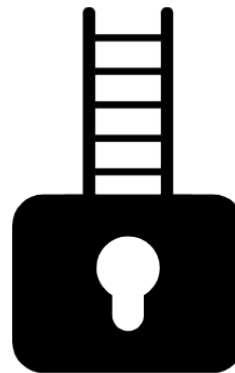
MSRP

Retail: \$240

Revenue After 3 Years

\$6.67 Million

Feature	Function	Benefit
Toggle Clamp	Hold ladder in place	Simple fastening
12 V DC Geared Motor	Electronically powered	Does the hard work for you
Guide Rail	Guide ladder into place	Don't have to manually adjust ladder position
Roller	Reduce Friction	Less wear on the motor



LADDER LOCK

