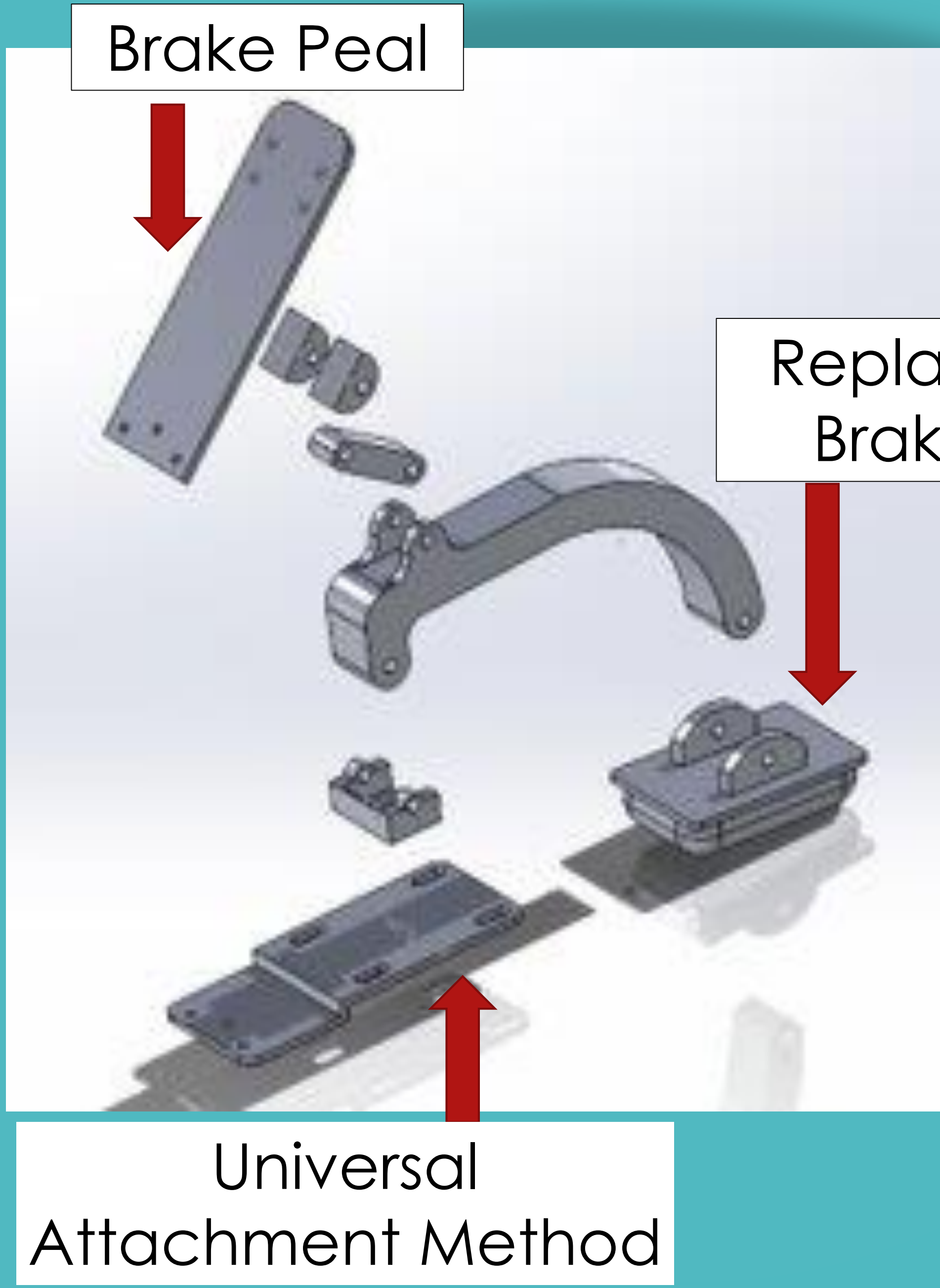




Features	Functions	Benefits
Universal Install	Allows the install on different types of longboards	Broadens the target market
Rounded Brake Pad	Allows brake pads to easily go over rough terrain without damaging pad	Brake pad will not get caught on cracks or uneven terrain when braking
Spring Returned Pedal	Easily returns the brake pedal and pad to the upright position to avoid dragging along ground	Brake pad will be able to return to starting position allowing for repeatable use. Also, well as user control of speed.
Replaceable Brake Pads	Customers can purchase replacement brake pads	Customers do not need to repurchase the entire system when pads get wore out

Preston Aldrich, Arriana Hasiuk, Alex Hernandez, Jared Morrissey, Jarrett Ruggiero, Zach Snow



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**SAFER
WAY
TO STOP!**



Target Market: We plan to capture 1.3% of the 2,000,000 longboarders

Cumulative Sales in Year 3: \$4,500,000