

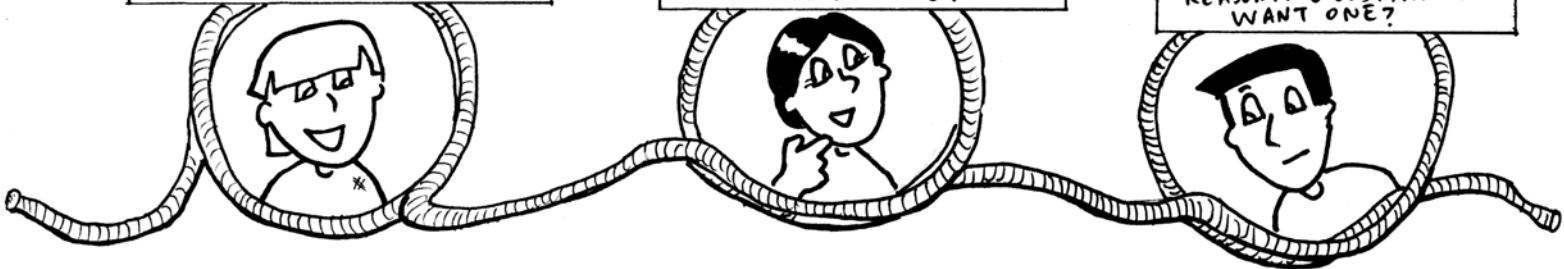
EVERYONE, DO INTERVIEWS AND GATHER RAW DATA!



THERE ARE ABOUT 700 ROCKCLIMBING GYMS IN THE US TODAY. WHAT DO YOU LIKE ABOUT THIS ONE?

THE ASCF ESTIMATES THAT THERE ARE ONE MILLION ROCKCLIMBERS TODAY. WHY DO YOU CLIMB?

THE COST OF ROCKCLIMBING EQUIPMENT IS ABOUT \$200. IF OUR PRODUCT WAS AT A REASONABLE COST, WOULD YOU WANT ONE?



WEEK 6

MEETING TODAY
4:00 P.M.
GO OVER
CUSTOMER DATA
AND DISCUSS
NEEDS.

LET'S TRANSLATE THE CUSTOMER FEEDBACK INTO CUSTOMER NEEDS.

HAS TO BE SAFE

NEEDS CONSTANT FEEDBACK

CAN ADJUST TO VARIOUS WEIGHTS

