



# The Norsk Pole

A brand of titanium ski poles  
from Norsk Titanium

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# The Problem

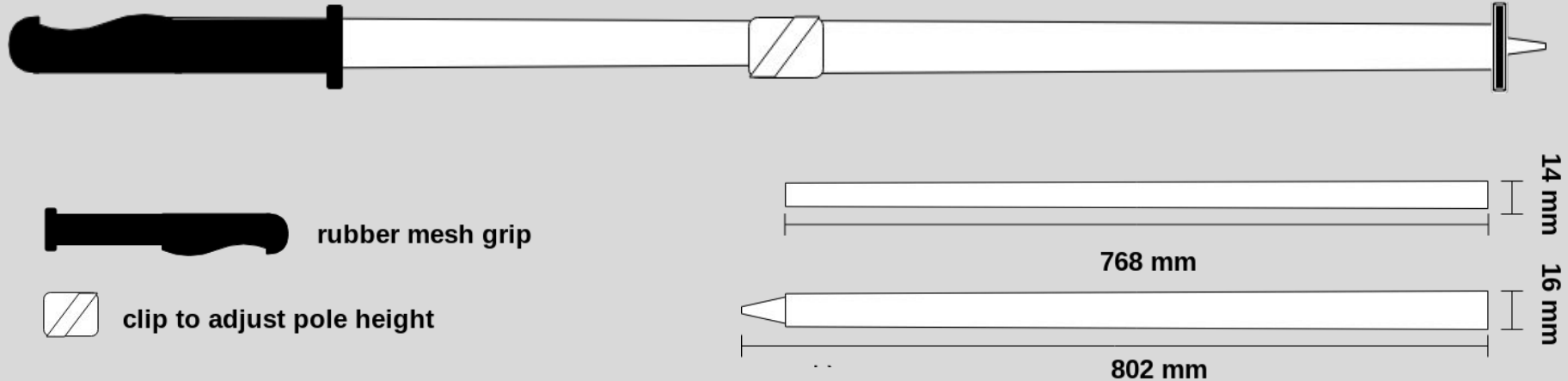
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- Approximately 57% of the Norwegian population, or 2.8 million people ski
- Similarly, 3.5% or 14.94 million Americans ski
- Roughly 86% of skiers use poles
  - Out of these skiers, 50% break their poles at least once per season
  - 22% break them more than twice

# Our Solution

Create collapsible ski poles made out of strong and durable titanium





# THE NORSK POLE

## THE MOST DURABLE SKI POLES EVER

Manufactured from Norsk Titanium, leading innovator in titanium production



### *Strong*

Made of titanium, which has the highest strength-to-weight ratio of any natural metal

### *Lightweight*

Similar mass to aluminum used in traditional poles

### *Long lasting*

Titanium is one the most resistant elements to corrosion and best at absorbing shock

## BROKEN SKI POLES?

Turn in your snapped or damaged ski poles in exchange for a 5% discount of Norsk brand poles! Our poles last a lifetime, so you no longer have to worry about buying a new pair.

# Who is Our Target Market?

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- Avid skiers of all ages
  - Ski on a regular basis
  - Purchases quality equipment- willing to spend between 200 and 400 dollars on ski poles

# Competitive Advantages

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- Norsk Titanium is able to manufacture titanium poles at a cheaper rate than potential competitors due to their Rapid Plasma Deposition technology
- Collapsible poles are easier to carry with the numerous other pieces of equipment
- Titanium will hold strong, preventing poles from snapping or bending too much

# Environmental Recycling Incentive Program

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- A person can return their broken skis to Norsk Titanium for a five percent discount on their **first** purchase of a set of The Norsk Poles
  - The company will recycle these broken poles
    - Broken ski poles can be recycled for on average 40 cents per pound, the cost to recycle aluminum

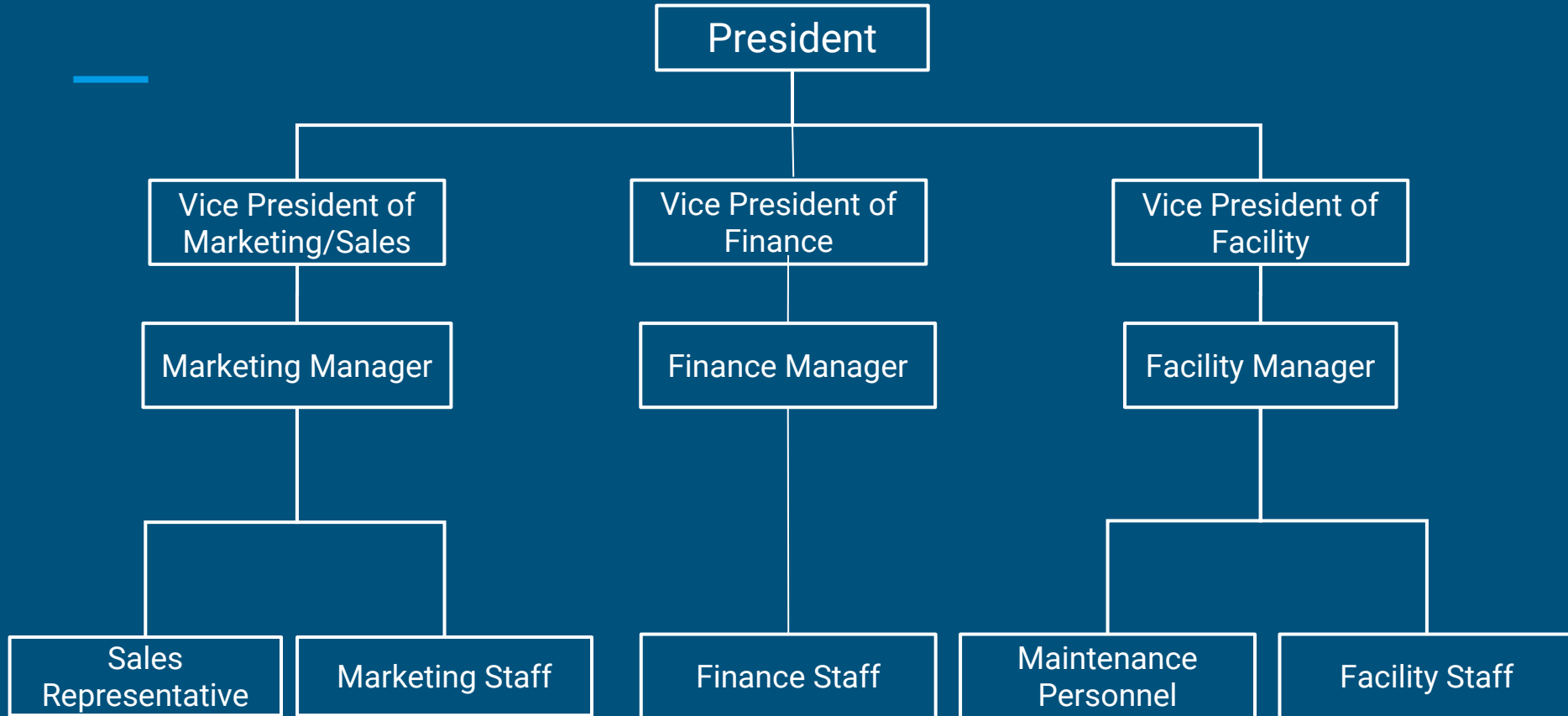
# How Will We Reach Our Customers?

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- The product will be purchased by customers at numerous ski retailers including:
  - Dicks
  - Country Ski & Sport
  - Eastern Mountain Sports
  - Ski shops and resorts in the United States and Norway
- The product will also be available for purchase online at The Norsk Pole's website
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# Organizational Chart



Thank You! We will be  
happy to answer any  
questions you may have. I  
hope you enjoyed your visit  
to The Norsk Pole.