



Vision

Utility

- making ski poles useful
- embedded light, camera, compass, geolocator, battery etc.*

Luxury

- high quality embedded functionality
- durable
- Camera will be high resolution, with adjustable view angles, and image stabilization

Sustainability

- handles made from re-cycled plastic
- pole made from recycled aluminium

** Final functionality subject to confirmation as part of proto-typing*

Problem

Skiers want to capture images and videos whilst on the mountain in a **safe** and **convenient** manner. Current technologies – mobile phones, GoPro, ski pole mounted camera – are **inconvenient** and **unsafe**.

Inconvenience

- Skier has to take out their phone & remove their gloves.
- Batteries die quickly in cold temperatures. **We believe we can address this in the product design.*
- Phones fall out of pockets and are lost.
- Pole-mounted cameras unbalance the poles & fall off and are unwieldy on ski lifts.
- GoPro is body or helmet mounted – limits camera angles

Unsafe

- Skiing whilst holding a phone can cause injury to the user and other skiers.
- Helmet mounted GoPro can pierce the helmet if the skier falls.
- Helmet or body mounted cameras encourage skier to turn their whole head/body to get a shot which is dangerous.

Opportunity

Ski poles have a single utility yet lots of **opportunity to build in additional technology**. They are held in the skier's hands and so can easily be pointed in a desired direction **without impacting safety or performance**.

The increasing usage of social networking sites and the drive for more interactive content from influencers provides **an opportunity for a portable ski-specific camera**. In addition, the action camera market has become saturated resulting in reduced innovation and R&D. New ski-specific technology bucks the trend.

Skiers tend to have higher disposable incomes than average and are more willing to spend on ski-related tech and gadgets. A new, unique and useful **gadget** that helps them **record** their mountain experience with **no additional equipment** and **priced competitively** will be attractive.

Product

A pair of ski poles made with **recycled** aluminium and rubber/plastic.

First pole has a **high-quality camera** for image and video, **bluetooth** receptor, battery, memory card and charging point.

Second pole has additional technology - current plan for launch is a **light/projector**, battery and charging point.

Poles **telescope to fit into hand luggage** and are presented in a branded cotton carry bag.

** Final functionality subject to confirmation as part of proto-typing*

Product



Product

THE COMPASS ATTACHMENT
USES THE SAME THREADED
CONNECTION TO FIX TO THE
HANDLE

ATTACHMENT CAN BE
VARIED WITH
POTENTIAL USES
INCLUDING TORCH;
WATCH; COMPASS;
SPEED INDICATOR.

1/4-20 UNC THREAD

*SUBJECT TO FINAL
SPECS RESULTING
FROM PROTOTYPING



Use cases

Leisure skier

- A cool gadget that solves the problem of cold hands when using a mobile phone and avoids the dangers of helmet & body mounted cameras.
- Additional technology such as lights, compass etc. useful for evening skiing and route finding

Ski instructors

- Provides an easy and convenient way to film students without using a mobile phone

Influencers

- Allows for awesome images and videos to be taken whilst skiing without challenges of carrying cameras and phones

Professionals

- The **Ski Club of Great Britain** have expressed an interest in using the Alpic ski pole to improve video assessment of technique
- Potential for additional tailored technology to be included specifically for professional skiers

Market Size

Global ski equipment and gear market

- USD1.457bn in 2023
- Estimated to expand by CAGR of 2.7% per year to USD1.74bn in 2028

**Statista*

Ski Poles

- Valued at USD131.42m in 2022
- Estimated to expand by CAGR of 3.5% per year to USD179.12m in 2032

**Polaris Market Research*

Global action camera market

- USD2.36bn in 2018
- Estimated to expand by CAGR of 15.11% per year between 2023 and 2028 to USD6.02bn in 2028

**Technavio*

Drivers of **growth**:

- Significant transition from developed to developing nations, shaped by the surge in popularity of adventure tourism and improving sports infrastructure.
- Increasing urbanization, rising disposable income, and the growing trend of social media usage.
- In China and India, the growth of winter sports is rapid yet the penetration of action cameras is low.

Risk factors & mitigation

Risk factors	Mitigation
No market for product - GoPro is a good enough solution.	Market testing has shown there is significant interest from both businesses consumers
Consumers don't want to travel with ski poles.	Ski poles will telescope so they fit in hand luggage; Alpic aims to sell products in resort.
Product could be copied and produced more cheaply in locations with weaker IP protections.	Alpic has secured patents; manufacturing broken up between factories.
Reduction in size of ski market due to global warming and geopolitical factors.	Plan for rapid expansion from EU to US and emerging ski markets.
Economic contraction impacts on consumer spending with consumers not acquiring luxury goods	Business plan is to rapidly expand to multiple markets reducing dependance on a single market
Time and cost of getting product into retailers	Alpic has a clearly defined marketing plan and intends to onboard an advisor with experience in selling products in the ski equipment sector
Difficulties in sourcing materials	As part of prototyping, Alpic will identify challenges in supply chain - expected to be primarily in electrical components and identify methods to minimize risk

Intellectual Property

Patent granted under reference GB 2589319 A is held by Alpic.

UK trademark granted under reference UK00004083338. Alpic will apply for trademarks in the EU and US once investment has been received.

Alpic has **signed IP transfer agreements** with the founders transferring any IP in the brand and marketing materials to the Company.

Alpic **owns** all the intellectual property required by it to operate its business.

All parties with whom Alpic has engaged have signed **NDAs**.

Team



Paul Lawrence, Co-Founder and Inventor



Mike Buckworth, CEO



Luke Taylor,
prototyping and
manufacturing; Idea
Reality Ltd



Sam Baldwin, product
designer; Idea Reality
Ltd

Competitors

Action Cameras

Atomic; Black
Diamond; Leki;
Olympus; Sony

Various cameras can
be attached to ski
poles

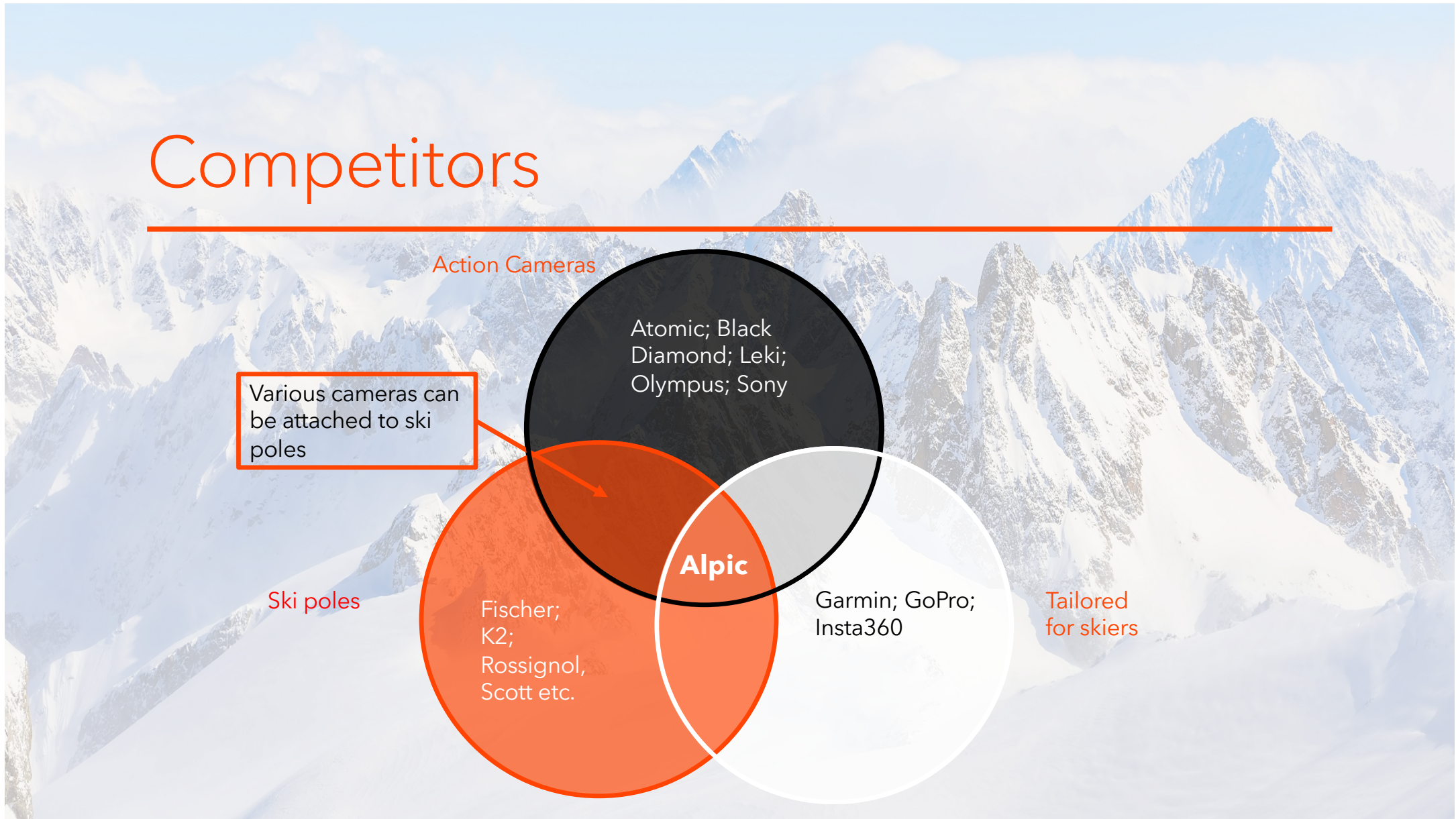
Ski poles

Fischer;
K2;
Rossignol,
Scott etc.

Alpic

Garmin; GoPro;
Insta360

Tailored
for skiers



Timeline

Date	Event
2022	Patent granted
Q4 2024	SEIS advance assurance grant & pre-seed investment round
Q4 2024	Prototyping
March 2025	Kickstarter campaign and launch of B2C website
Q2 and Q3 2025	Marketing and promotional activities, trade shows
Q4 2025	Launch in EU ski resorts
Q2 and Q3 2026	Marketing and promotional activities, trade shows for US market
Q4 2026	US and South America launch
2027	Australia, New Zealand launch

Fundraise

Raising **£250,000** at a **£2.161m** pre-money valuation meaning that investors will in aggregate receive 10.37%.

Company expects to receive advance assurance for SEIS. SEIS allows UK individual investors to get up to 50% of their investment back as a credit against their income tax liabilities and a tax-free exit (subject to certain investor and company requirements being complied with).

All investors must be certified high net worth or sophisticated investors and complete anti-money laundering and sanctions checks.

Investment monies will be spent as follows:

Description	Amount
Advertising and marketing	£23,500
Trade shows	£35,000
Prototyping	£34,000
Stock and freight	£120,960
Professional Fees	£18,400
Salaries	£4,166
General	£13,105
TOTAL	£249,131



Customer enthusiasm

The Ski Club of Great Britain have offered to trial the ski poles and said that Alpic's product *"possesses huge potential with a clearly defined niche in the snow sports market"*.

The Ski Club of Great Britain is a membership organisation that serves 17,000 Members and reaches over 100,000 UK snow sports participants ever year through our channels. Additionally, the Club acts as an impartial, non-biased source of information for the entire market, and assists the industry in understanding the UK skiing market.



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