



THE SNO-SKI-PAK™

THE SNOW SKIERS INTEGRATED TRAVEL SYSTEM™

EXECUTIVE SUMMARY

THE PROBLEM – MARKET NEEDS:

Expensive ski equipment can be damaged or lost during shipment. De-tuned skis perform poorly. Ski release bindings clog with road sand and salt when transported on vehicle roofs. Compromised bindings can malfunction and cause serious injury. Telegraph News forecasts British Airways to lose 1.3 million bags this year; 1 in every 35 passengers lost a bag on BA from April-June 2007. YouClaim reports that "...every year tens of thousands of items of baggage go missing, never to be seen again." In 2005, over 3 million pieces of luggage arrived days late. Corporate Travel Safety reported that "...last year air travel increased about 5%...but complaints about baggage doubled." The Seattle Times reported that lost luggage increase 100% since TSA took over airport inspections. Snow Express, Luggage Free and Luggage Forward, just 3 of 50+ shipping services, increased in annual volume 300% annually since 9/11. Many skiers use both airlines and shipping services. They need to protect expensive ski equipment costing up to \$2,000 during shipment. No hard shell combination ski & boot luggage exists to solve these problems.

THE SOLUTION:

The Sno-Ski-Pak™ is new and innovative equipment that enhances skier performance. It has two hard case parts – a Ski Pak and a Boot Pak which can be attached for easy handling. It provides safety, protection, performance and style... competitively priced!

The Sno-Ski-Pak™ is manufactured from high-density polyethylene (super-strong and impact resistant). It encloses bindings and skis thus preventing contact with road sand and salt. It insures that finely tuned equipment will arrive at the mountain finely tuned and ready for enjoying a fun, safe day skiing on the slopes. It can be attached and locked to standard ski racks. Its clean, crisp design fits the 'SnowSports Lifestyle'. Its design can be customized online with a choice of graphics and colors, including your favorite college or team logo. The Sno-Ski-Pak™ retails for \$199 for the 'Chevy' version & \$399 for the 'Cadillac' version - a small fraction of up to \$2,000 investment in ski equipment. Jacorba obtained US Patent No. D-305,831. We are seeking additional patents.

The Sno-Ski-Pak™ safety & protection in a classy duo of hard case luggage that will improve skier performance, increase enjoyment, protect equipment, and make travels more convenient...with style. The Sno-Ski-Pak™ does it all!

THE MARKET:

The World-wide market is 82 million skiers. The North America skier population is 9 million; 11% of the world market. Jacorba will focus on the North America market first, and then expand to Europe, Asia and SA. Jacorba estimates capturing 8.5% of the skiing market based on an average of two reasonable market-share projections. The Executive Summary pro-forma is based upon the North America ski market only. The Company Overview and the Business Plan shows the pro-forma for the World market. Marketing strategies include 4,500 independent retail ski shops in the USA, E-commerce websites including, but not limited to – www.Sno-Ski-Pak.com & www.SkiNet.com (where online internet sales increased 46% this past season), SIA – Snowsports Industry America Trade Show, Regional trade shows, USRA – United States Reps Association, Ski & Boot manufacturers

(Rossignol, K2, Volkl, Head, Dynastar, Salomon, Atomic), Airline Industry Magazines – Delta, United, American, Northwest, Jet Blue, Southwest, Continental, Frontier, AirTran, and international airlines, Ski Clubs – 500+ in USA - Atlanta, Florida etc., Magazines – SKI & SKIING, Delta Sky, etc., QVC Home Shopping Channel – (\$45M annual revenue), TV advertisements after the snow reports, Snow Express & 16 other shipping services and Direct mailings.

Snowsports Industries America's (SIA) March 2008 Snowlink report's that snow sports products market grew by \$280 million to reach \$2.97 billion for the '07'08 season, up 11% from approximately \$2.69 billion last season. SIA highlighted that based on this years purchases 'new equipment can and does improve performance and one's time on the slope.' and 'newer, more innovative and better performing products is a colossal opportunity.' Kurt Widen, KJUS USA COO says, "The US market is challenging especially in these difficult economic times. However, snowfall is a great equalizer in our market, and early snowfall in the 07/08 ski season helped jump start sales...of our relatively young brand positioned us well for the 08/09 season where we saw a 27% increase over last year." "It's hard to imagine a better season in the accessories business. We sold out ..." states Blair Clark, SMITH Optics, Sr. VP, Marketing and Sales.

In 06-07 there were 58.8 million skier resort visits, \$779,004,517 purchases of accessories (the luggage sector). Resort reservations and luggage are both up this season; luggage units increased 15% and dollars spent 12%. This is the culmination of what appears to be an inexorable trend that started well before the start of this decade."

SKIING Magazine, (Nov 2008) reports that the 'Snowsport' lifestyle is a new 'in' image many people embrace and are very selective about their purchases. They want: snowsport products to reflect the proper image, demand durable, functional and aesthetically attractive, high quality products and integrated ski systems.

Jacorba Enterprises hired Research Decisions to conduct a focus group of 16 Atlanta Ski Club members. Product renderings only elicited a 32% 'interested to buy' and 24% 'would buy' response. Results would have been higher if participants saw the subsequent prototype.

REVENUE, PROFIT PROJECTION & COMPANY VALUATION – FIRST 6 YEARS:

Revenue projections are for North America only:

North America Estimated 6 year revenues / Total \$78M / B4 tax \$47M / Net \$28M.

North America Estimated year 6 revenue / Total \$28M / B4 tax \$17M / Net \$10M

Ski & Luggage Industry average P/E - 12.5

Jacorba Enterprises valuation based on year 6 revenues - \$10M x 13 = \$130M

FUNDING PHASES & REQUIREMENTS:

PHASE 1 STARTUP FUNDING – (Complete):

Over \$500,000 in cash and services invested for invention, product R&D, focus group marketing study, industrial engineering design firm research, fabrication materials research, manufacturing process research, cost/benefit analysis, Snowsports Industry America market research, corporate name & logo design, U.S. Patent No. D-305,831, full-scale working prototype, legal counsel, business plan updates & iterations, CAD product design drawings.

PHASE 2 GROWTH FUNDING (Current Need):

For engineering drawings, molds, production models, marketing & operating expenses.

- \$500,000 buys a 10% share
- Projected ROI yr 6 – 26:1 - \$13M

EXIT STRATEGY IN 2014: IPO, Buy-out investors, Sell to K2, Head, Rossignol, Samsonite, or another major ski or luggage company. Jacorba Enterprises™ will consider buy-out offers of current company.

END OF EXECUTIVE SUMMARY