



War Paint

Paint RPG

Zach Joyner, Jack Schenk

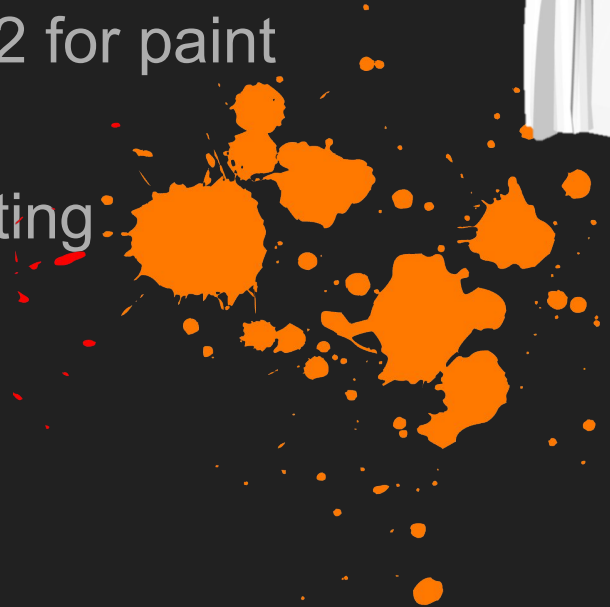
The War Paint Solution

- Paintball players lack tactical weaponry
- Players have the desire for a hyper realistic battle experience
- Players want more powerful weapons than the standard paint marker



Product

- First ever Paintball Launcher to utilize rocket engines
- Uses 12 Grams of Pressurized Co2 for paint explosion
- Rocket made entirely from 3D printing
- Safety concerns



Marketing

- \$149.99 will be the price of the Launcher Kit
 - Costs \$49.99 to make
- Sales will be hosted through our company website
- Utilize Social Media such as facebook and instagram to reach potential customers and build our brand
- Contact Paintball courses for direct sales



Team



Jack Schenk

- Business Management Major at ECU
- Management experience
- Sales/Strategic Manager



Zachary Joyner

- Business Management Major w/ concentration in Entrepreneurship
- Day-to-day/Financial Manager
- Also a salesperson



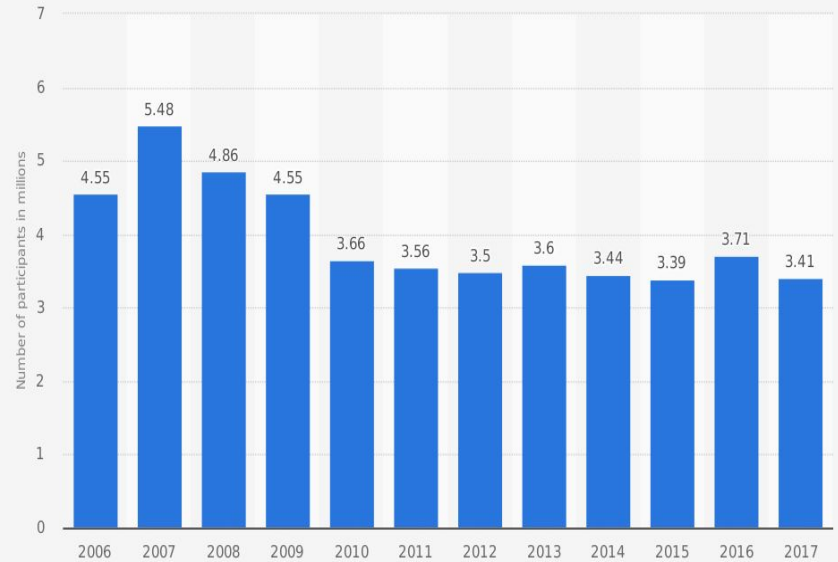
Christopher Connolly

- Entrepreneur
- Veteran
- Design and Safety
- Holds 15% stake in company

Financials

- Paintball industry is matured w/ 3.41 million participants in U.S. alone in 2017
- Lots of room for product expansion
- Product is novel → little to no competition

Number of participants in paintball in the United States from 2006 to 2017 (in millions)*

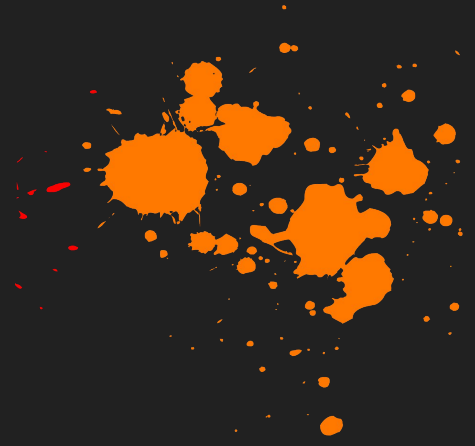


Source
Outdoor Foundation
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Additional Information:
United States; Ipsos; Synovate; 2006 to 2017; 30,999 respondents; 6 years and older

Resources Needed

- Engineer to work on product designs
- Lawyer to draft liability waivers
- Funds for launcher/rocket production
- Web Designer costs
- Looking for \$10,000 for 20% stake



Conclusion

- War Paint is looking to breath new life into the paintball industry
- Unique and realistic products
- Huge potential market for expansion

