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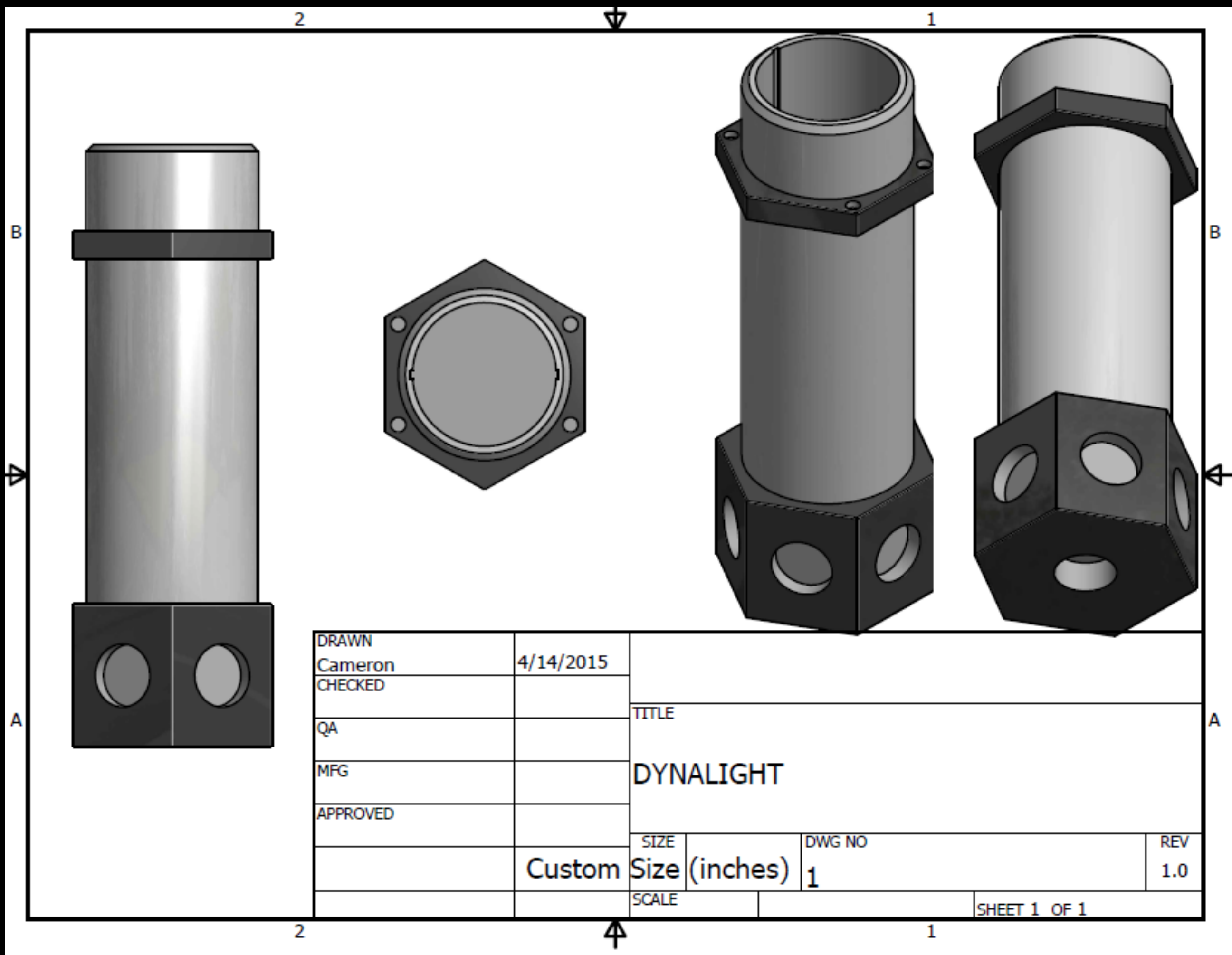
# Problem

- ❑ Flashlights and Work lights..
- ❑ Are too big and bulky
- ❑ Too small/Not enough light
- ❑ Batteries are dead
- ❑ Not waterproof and rechargeable
- ❑ Are not present or ready to use in an emergency situation

# Solution: The Modular Flashlight

- ❑ Segmented Floodlight and Spotlight
- ❑ 2 spotlights and 1 floodlight in one package
- ❑ Magnetic on all sides for Convenience
- ❑ Completely Waterproof with wireless charging
- ❑ Emergency Strobe Function








DRAWN	Cameron	4/14/2015	TITLE <b>DYNALIGHT</b>		
CHECKED					
QA					
MFG					
APPROVED			SIZE	DWG NO	REV
	Custom	Size (inches)	1	1	1.0
		SCALE		SHEET 1 OF 1	

# Market

Dynalight eliminates the need for multiple flashlights

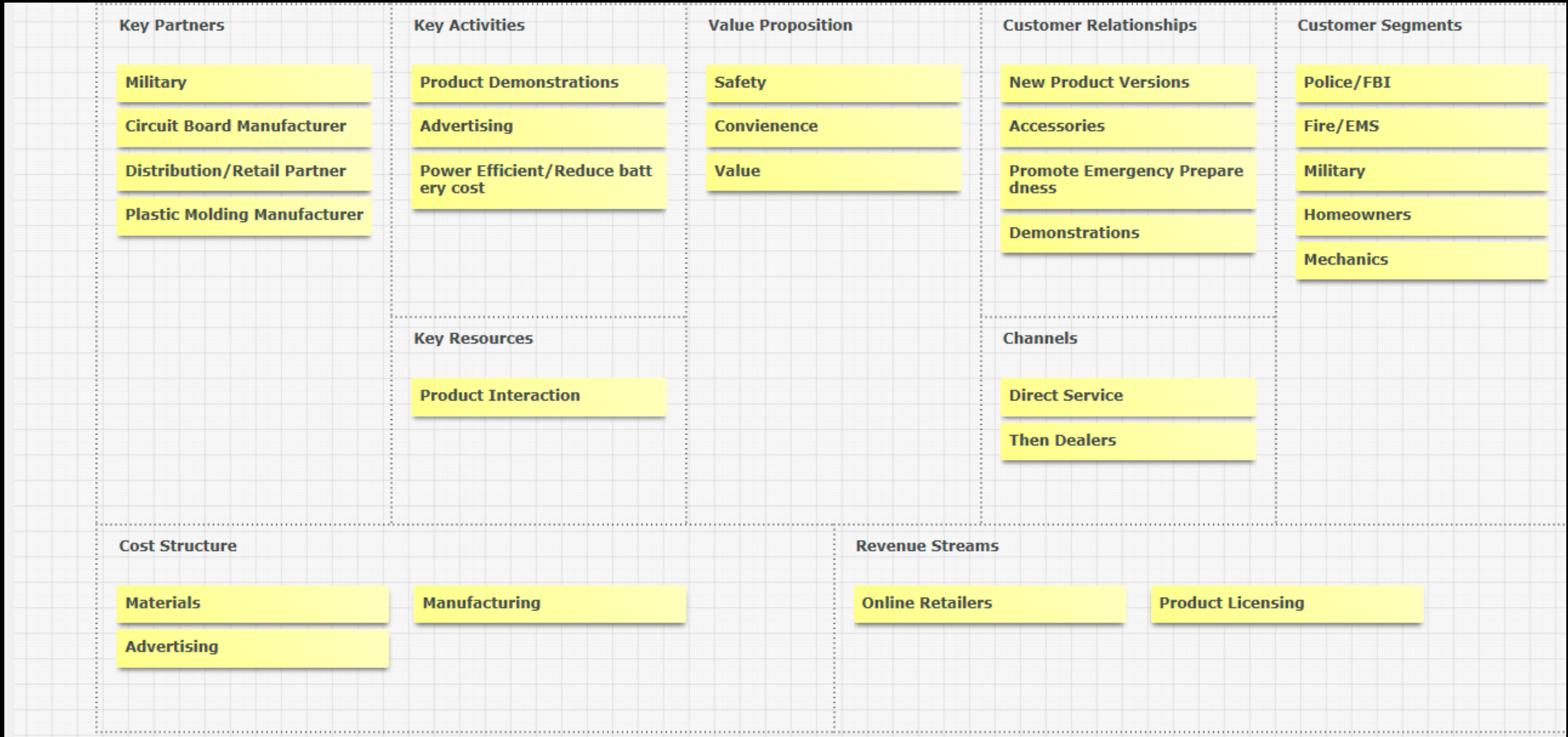
- ❑ Firefighters/EMS/Police
- ❑ Military
- ❑ Mechanics
- ❑ Homeowners/Campers
  
- ❑ A family of four could have one Dynalight with 3 added modules instead of four individual flashlights.

# Competition

	Ours Can, Theirs Can't	Theirs Can, Ours Can't
 <p>Rechargeable LED Flashlight Torch - Telescoping Retractable Work Light w/ Magnetic Base - 36 LEDs 2 Power Supplies... by TORCHSTAR</p> <p><b>\$22.99</b> <del>\$69.99</del> ✓Prime</p>	<p>Charge Wirelessly Go Underwater Split into Multiple Flashlights</p>	<p>Retractable</p>
 <p>Clight Pivot Mini LED Powerful &amp; Compact Work Light &amp; 5 LED Flashlight, Pivoting, Magnetic &amp; Clip - 120 Lumens... by Clight</p> <p><b>\$19.99</b> <del>\$24.99</del> ✓Prime</p>	<p>Charge Wirelessly Go Underwater Split into Multiple Flashlights</p>	<p>Hook on End</p>
 <p>All-Pro LED120, LED Rechargeable Worklight by Cooper Lighting</p> <p><b>\$26.54</b> <del>\$39.99</del> ✓Prime</p>	<p>Charge Wirelessly Go Underwater Split into Multiple Flashlights Stand on its Base</p>	<p>Hook on End</p>



# Economic Model



# Economic Model

- ❑ Online (amazon, ebay..etc.)
- ❑ Current Advertising
  - Word of Mouth
- ❑ Proposed Advertising
  - Social Media, Crowd Funding
- ❑ Target Cost \$30



# Project Milestones

- ❑ Produced first physical prototype
  - 3D printed, Breadboard Circuits
- ❑ Currently
  - Obtaining quote from plastics manufacturer for production
- ❑ Next Steps:
  - Research of materials and production methods/ costs
  - Version 2.0

Funding via Crowdfunding / Pre-orders (At least)

# Team Members

- ❑ Cameron Downs
  - Bachelors Science, Electrical Engineering
- ❑ Investors will have opportunity to assist with future team member selections