



Travel-Ready Display Case

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The Problem

- ▶ How does one even carry all these things?
- ▶ What hobbies require a lot of room in a travel case?
- ▶ Why can't I travel with my expensive hobby on display?



<http://motonraceway.com/information/slot-car-drag-racing/>



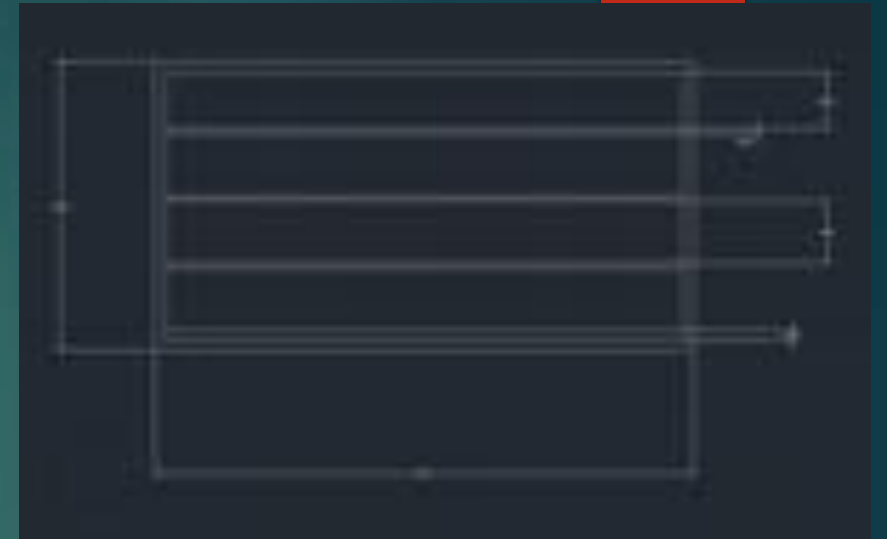
<https://warhammer39999.wordpress.com/2013/04/22/my-first-army-purchase-of-the-year-orks/>

The Solution



The Idea

- ▶ .5 inch for space to put wiring
- ▶ .5 inch thick shell to prevent damage inside
- ▶ 14 inches tall to allow room for tools on top shelf
- ▶ 26 inches wide to give enough room and space for several cars/models
- ▶ First divide for slot/wall is 2 inches in. Following will be 4 inches after for a snug fit.
- ▶ LED lights on the bottom and middle row for lighting up cars/models



Consumer

- ▶ Slot car drag racing is actually a pretty big hobby with a decent chance for pay off
- ▶ Most slot car racers have an average of 15 cars, however some have up to thirty
- ▶ The local owner of the hobby shop in Petersburg MI use to race for a living, so a need to travel around with the cars is apparent
- ▶ Races are usually scheduled events so it wouldn't be hard to show up with a box or two and give a sales pitch
- ▶ As mentioned before War gamers just need a lot of room to hold models

The Competition

- ▶ It is very much a do it yourself project or buy one from someone else, which tends to mean wooden boxes.
- ▶ Travel display cases tend to be more for jewelry.
- ▶ Most of the Warhammer carry cases are just carry cases and not means to display ones army, while ranging from \$50-\$83



Business Model

Travel-Ready Display Cases

<p><i>Key Partners</i></p> <p>Currently Lowes, Home Depot, and a local company the does contracting.</p> <p>Between Lowes and Home Depot wires, LED, switches, and wood can be obtained as well as other basic build material. The local Construction Company can provide recycled materials like roofing for gripping model bases.</p>	<p><i>Key Activities</i></p> <p>Getting out and talking to the communities to get the boxes talked about and considered to be bought.</p>	<p><i>Value Proposition</i></p> <p>Building something reliable to carry hobby pieces that are more expensive then the box itself, while also providing means to show off a collection without having to remove it from its case.</p>	<p><i>Customer Relationships</i></p> <p>Going to racing events and Tournaments. Being part of the group and not just someone selling something. Build a page that sells product and advertises events.</p>	<p><i>Customer Segments</i></p> <p>War gamers and slot car racers. Hobbyist that need means to travel with their hobbies.</p> <p>Giving them something light and durable to work with while also showing off what they have.</p>
<p><i>Cost Structures</i></p> <p>Costs include overhead costs like power and labor. Thankfully due to the smaller business model labor can be kept down as not many workers are required. With the prototype models both where made with about \$30 worth of wood between the two, a nail gun and some paint/finish (4.43 dollars a gallon), LED bulbs are only \$.05 per and wire is \$13.98 for 100 feet.</p> <p>The most expensive activity will likely be travel to sell the product and shipping not the actual production of it.</p>		<p><i>Revenue Streams</i></p> <p>The easiest way to make a profit is to have a decent amount of stock ready when going to a race or tournament, that way the product can be shipped out as soon as possible. A secondary means of profit is to add other features to a case such as making it modular or out of a specific material like recycled tires or stainless steel.</p>		

What I'm looking for.

- ▶ A loan of \$20,000 to build up stock and to begin travel around the country to pitch the product in hobby shops of all kinds. As well as making current working space more usable through out the year.
- ▶ More time to work on CAD designs and pitching back and forth ideas on what other groups could be reached.
- ▶ Help making more contacts in the field of gathering materials.