

Rocky Mountain Inventors Association
July 26, 2012

Hatchlift, LLC
Company Overview

Nov. 2009 – Aug. 2010

Product conception, market validation, beta testing.

Aug. 2010 – Dec. 2010

Patent Search, Patent and trademark applications filed
1st Industry Trade show attended

2011

Began sales – consumer direct - web site, trade shows
Attended 6 major trade shows - 2 Camping World sponsored Rally's.

Analyzed and developed distribution strategies –
1. Camping World – largest retailer of RV Products
2. Dealer direct sales secondary.

Investigated two license rights offers - declined
1st year sales approx. 1,800 units.

2012

Attended two early season trade shows.
Developed second and third related product
Met with the CEO of Camping world in April
Develop retail packaging
Purchase orders issued July, 100 stores, 2,600 units
2012 Sales projections – 4,000 – 6,000 units

Current

Manufacturing locally – researching overseas production
Developing dealer direct strategy
Securing growth financing and/or investors / partner(s)