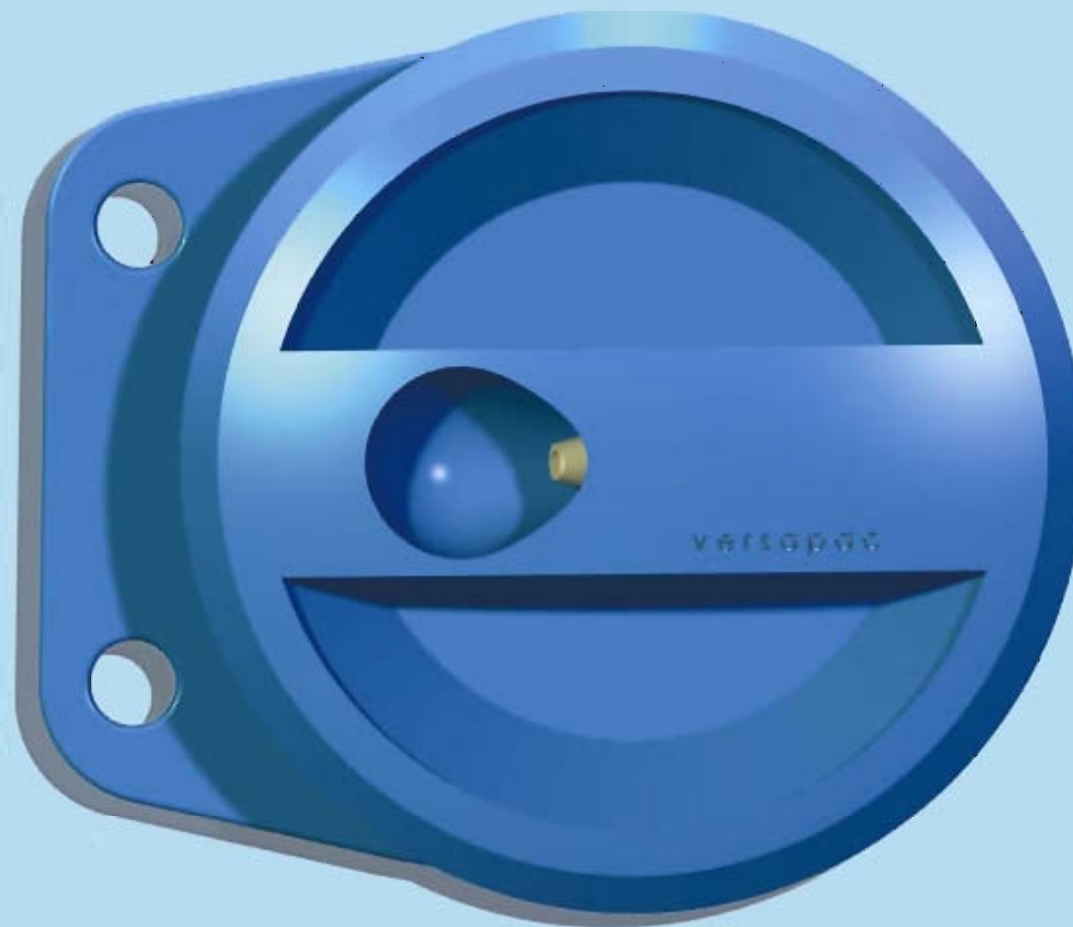


DAN CHRIS INNA KEN KOBI SARAH WES



versapac

HYDRATION PACKS

a plastic bladder that can be easily carried on
your back with a flexible tube to drink from

customers love them!

easy to use

light wieght

keep the hands *free*

flexible shape

small size

large capacity

carried easily

but mainly....

Because they keep water so handy



versapac

USER COMPLAINTS

“Tradeoff in tube connection to bladder: If it can disconnect, it wears out more and if it can't, you can't clean it thoroughly.”

“It's hard to prop open to dry completely.”

“Water gets stuck in the bottom part of the bladder. Moisture forms and it gets nasty if you don't empty it soon.”

“Once clean, it's impossible to dry again.”

versapac

THE ANSWER:

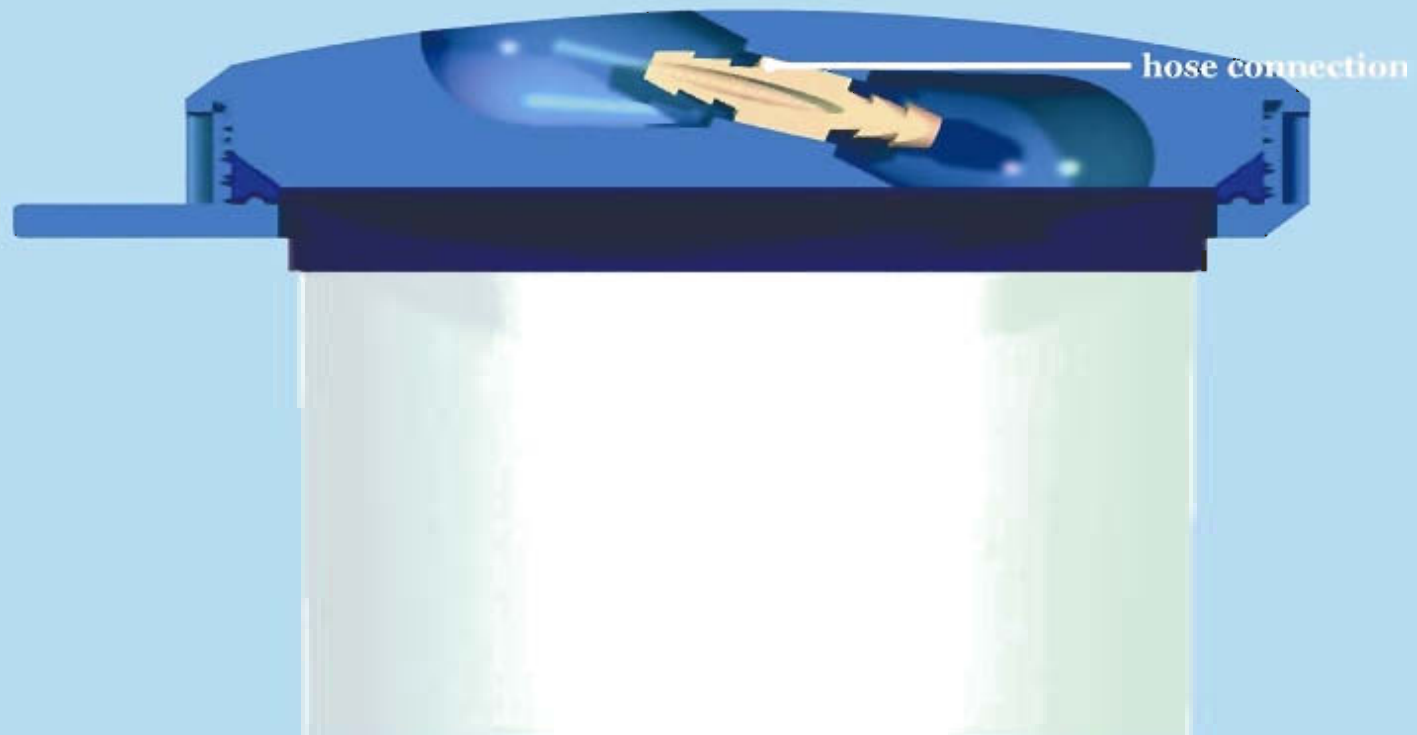
the answer is the answer



as compact as competing hydration packs with a two liter capacity

versapac

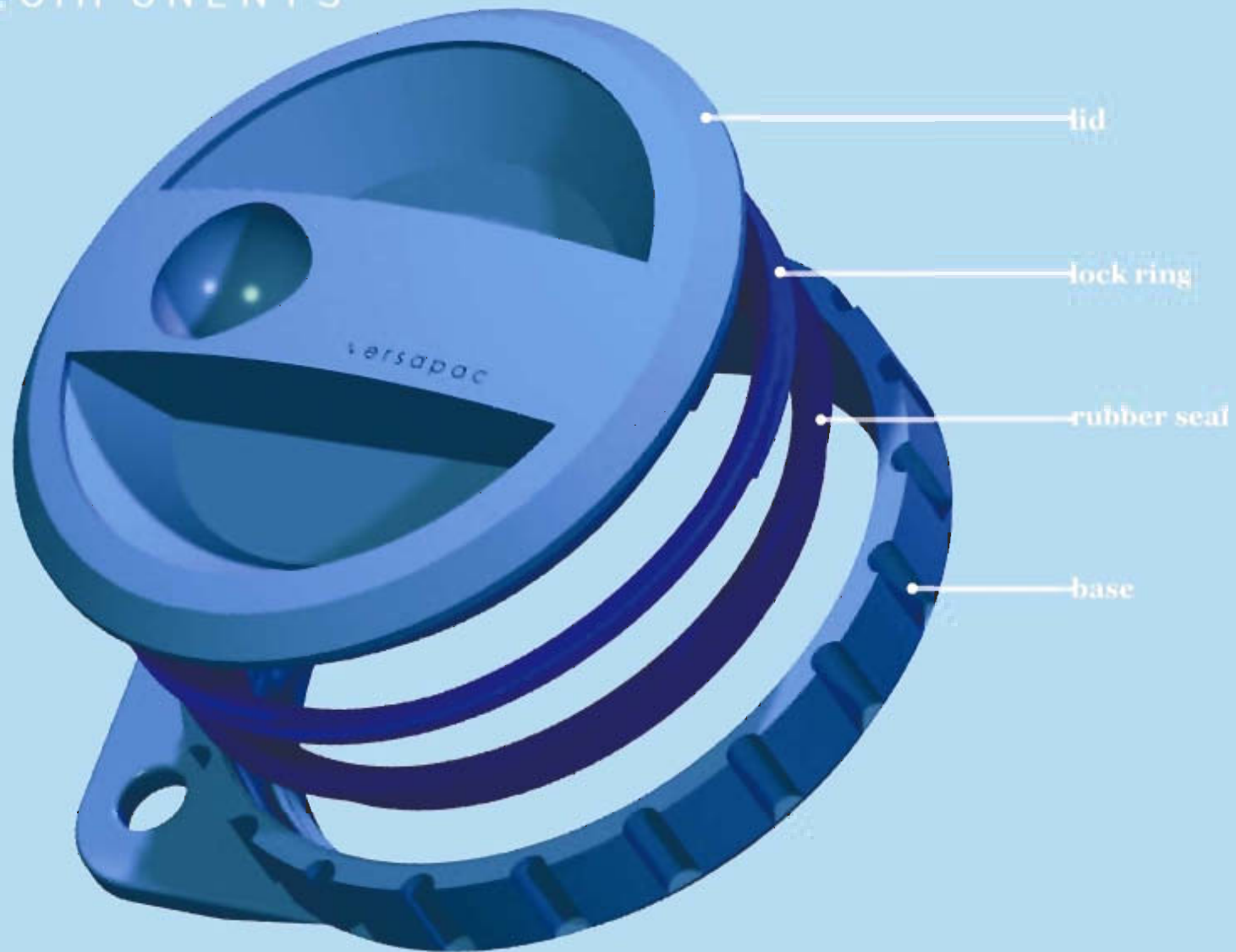
SECTION VIEW



hose runs through lid, which eliminates a plastic to bag connectiong
that simplifies the bag making it easier to clean and manufacture

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COMPONENTS



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CLEANING



open



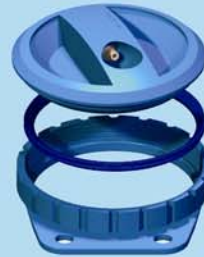
pull



wipe down

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MODULAR



large



medium



small



insulated



Can be broken down easily so that parts can be changed or replaced to suit users needs.

versapac

EASY TO USE



easier to fill than other bags and functions just the same

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IMPROVES A GREAT PRODUCT



versapac

INVESTMENT OPPORTUNITY

Revenues	
Annual Industry Sales	1.5 mm
Wholesale Price	\$12.00

Annual Revenues by Market Share	
5%	\$0.9 mm
15%	\$2.7 mm
25%	\$4.5 mm

Manufacturing Costs	
Lid	\$1.00
Rim	\$1.00
Lock Ring	\$0.75
Nozzles	\$0.50
Hoses	\$0.50
Bag	\$0.75
Assembly	\$1.00
Packaging	\$0.50
TOTAL	\$6.00

Estimated Gross Profit Margins ~ 100%

COMING SOON

VERSAPAC'S NEW
VERSAPAC™ FLOW METER

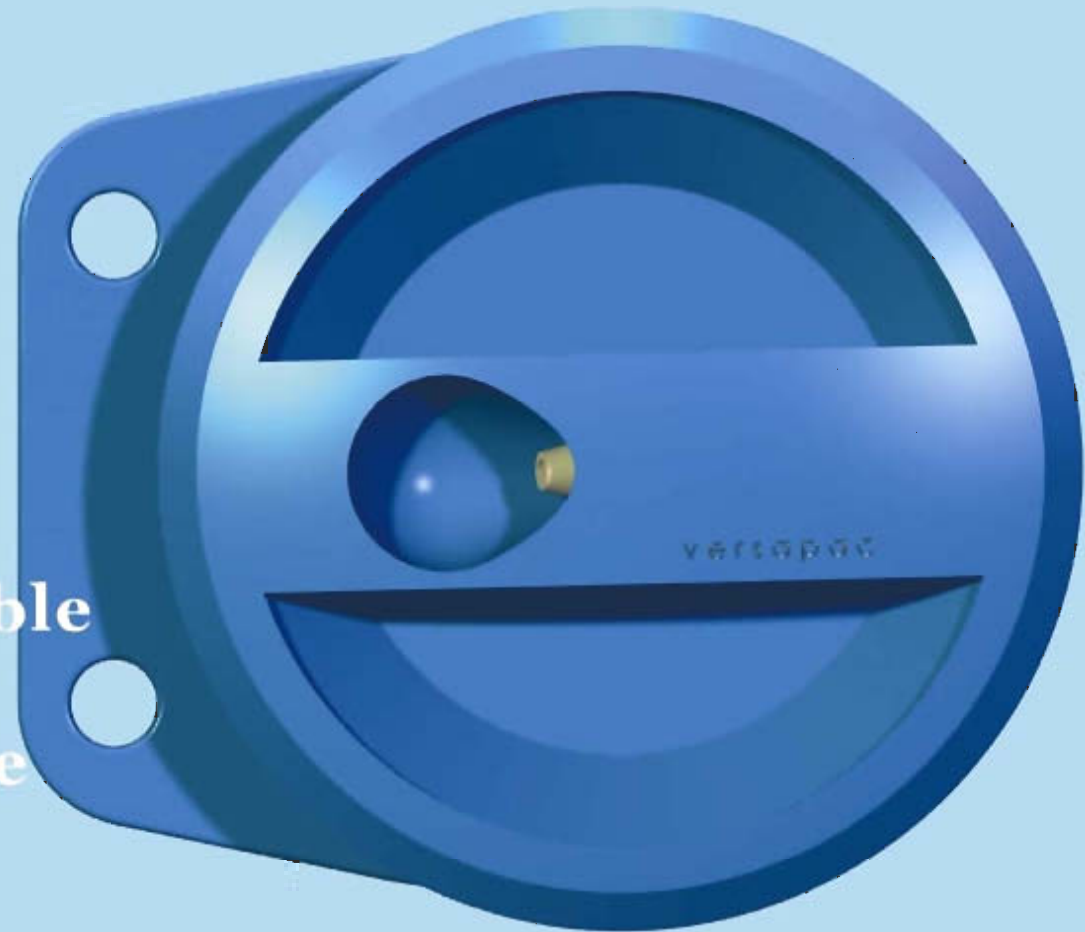
Easy to clean

Easy to use

Modular

Financially viable

Manufacturable



versapac



versapak

TURNING THE WORLD OF HYDRATION PACKS
INSIDE OUT.

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<https://ocw.mit.edu>

15.783J / 2.739J Product Design and Development
Spring 2006

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