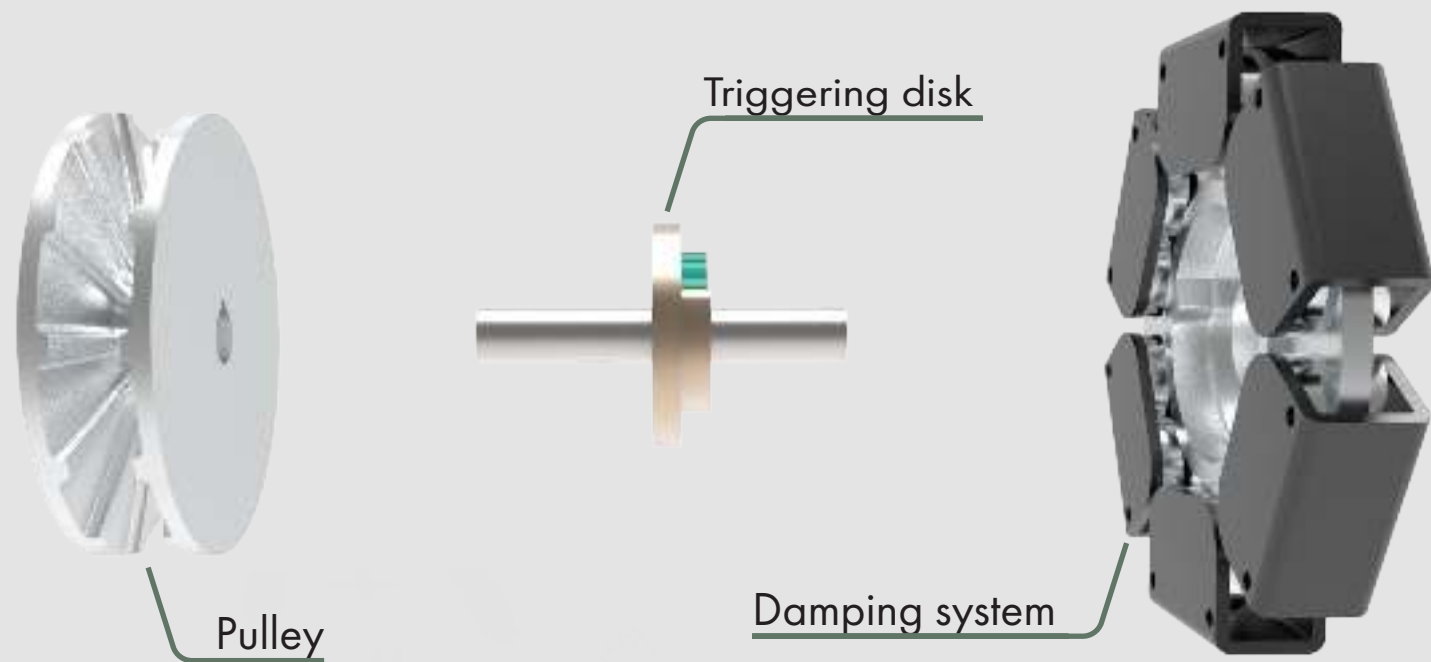
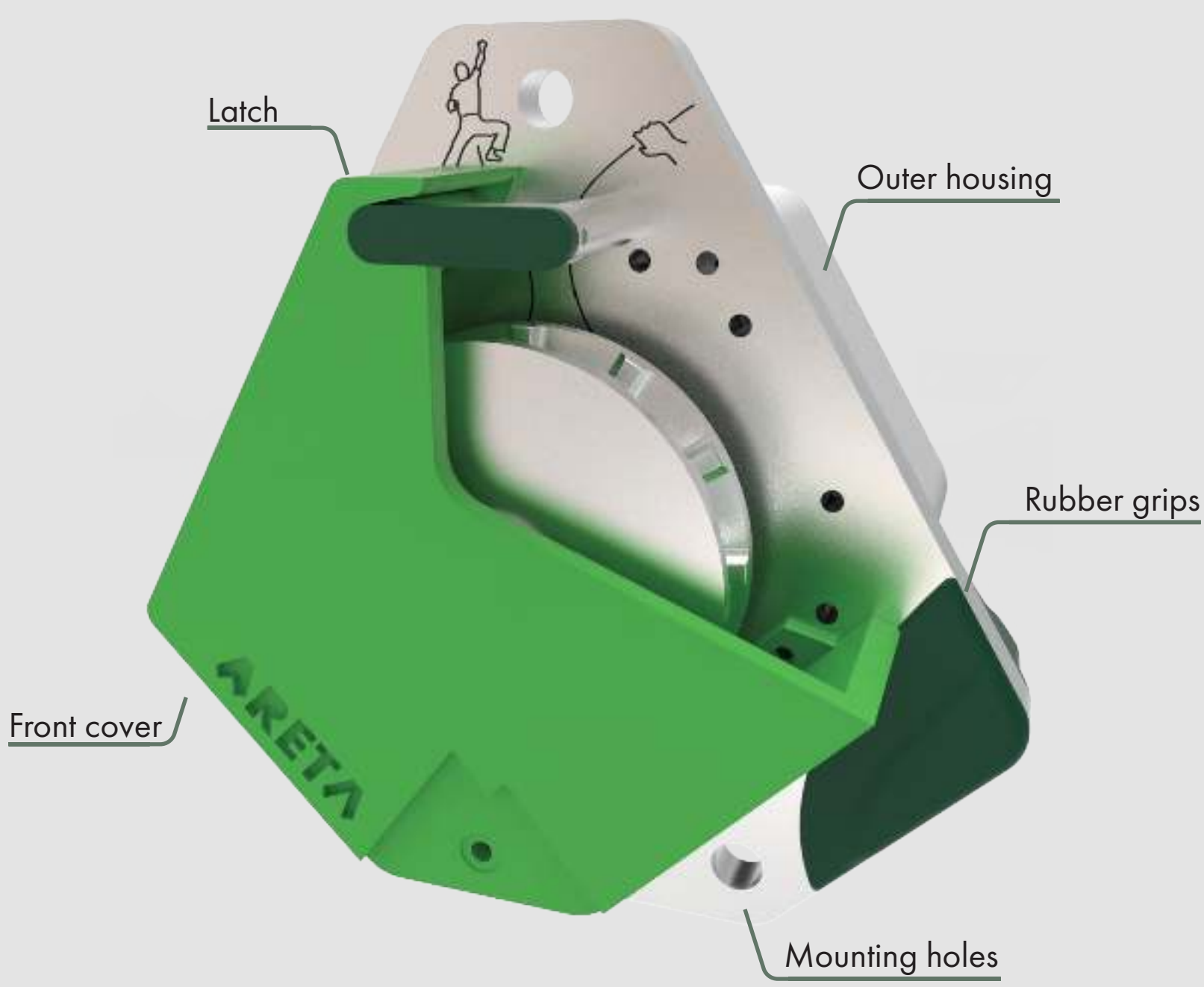




ARETA

INDEPENDENT ADVENTURE

A lead climbing auto-belay with a built-in, controlled descent system for independent climbing.



- Size** 22 x 21 x 6 cm
- Weight** 3 kg (7 lb)
- Max climber weight** 136 kg (300 lb)
- Max descent speed** 2 m/s

OUR PROPOSAL



Pilot program
Establish reputation



Domestic sales
Breakeven by year 3



International sales
Capture 30% of market



Initial investment of \$700,000
7% annualized market growth
~5 devices per climbing gym

THANK YOU

Instructors:
Danny Braunstein
Peter Nielsen
Nate Phipps
Georgia Van de Zande
David Wallace

Mentors:
Laura McKee
James Penn
Josh Ramos
Yan Wei

Lab Staff:
Bill Cormier
Jimmy Dudley
Steve Haberek
Tasker Smith

Special Thanks:
Avilash Cramer
Dave Custer
Dan Gilbert
Izumi Kabara
Vadim Kuklov
Austin O'Brien

Duncan O'Boyle
Emma Steinhardt
Orion Taylor
David Trumper
Hannah Varner
Joe Wight

Stefan Yuhasz
MIT LMP
MIT Climbing Team
Brooklyn Boulders Somerville
Central Rock Watertown
Planet Granite San Francisco

GREEN TEAM

Mateo Correa
CJ Escobedo
Nicholas Fritzinger-Pittman
Remi Godinez
Benjamin Gray
Henry Hanlon

Max Kessler
Alyssa Li
Heyi Li
Harith Morgan
Alex Patton
Elizabeth Pedlow

Madi Pickett
Abenezzer Samuel
Robert Silvestri
Dorothy Szymkiewicz
Srimayi Tenali
Olivia Yao

ARETA

INDEPENDENT ADVENTURE