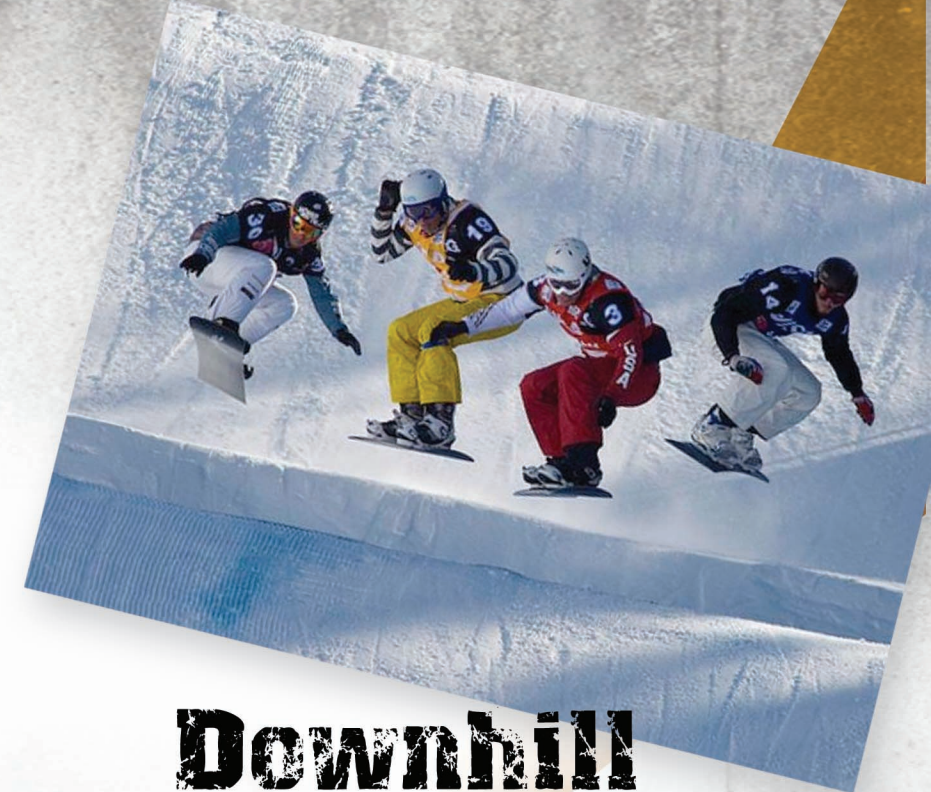


Consumer



Park



Downhill

Business Needs

1. Cheap and easy closure solution.
2. More efficient and effective in tightening than laces and just as effective as BOA.
3. Less expensive than BOA

Problems

1. Laces are difficult with gloves.
2. Pressure points around the bottom of the tongue due to hard plastic internal structure in tongue and/or overtightening using the BOA system.
3. Boa closure system is great but expensive. Also, once it breaks, you have to buy new boots.
4. Is there a way to have flexibility for when I ride in the park and a tight responsive feel for when I ride downhill.

VANS

