

Executive Summary: The Snow Better team introduces Apex Vision, an innovative smart goggle system merging safety, performance tracking, and connectivity for skiers and snowboarders. Despite the snow sports tech segment's small size, it remains underserved in innovation. Leveraging IoT (Internet of Things) and XR (Extended Reality), Apex Vision enhances safety, convenience, and data-driven performance while enabling new opportunities for resort and user engagement.

Opportunity & Problem: The global ski and snowboard equipment market is a niche yet primed for disruption. Current solutions, such as Apple Watches, GoPros, and tracking apps, are often disconnected, unreliable in cold weather, and lack integrated safety features.

Research insights from our form: 83% use multiple devices for tracking and recording. 70% struggle to locate friends on the mountain. 60% report app failures or battery issues. Most rely on manual temperature checks. These findings reveal demand for a durable, all-in-one, weather-resistant smart device.

Innovation: Apex Vision integrates IoT sensors and XR overlays to deliver a fully connected safety ecosystem for snow sports, marking a first-of-its-kind achievement.

- Real-time speed, heart rate, and temperature data.
- GPS tracking, friend location, and weather or avalanche alerts.
- Built-in HD camera for seamless recording.
- Mobile synchronization for analytics and cloud storage.

Target Market: Aimed at experienced, high-frequency skiers and snowboarders (40+ days/year), including backcountry users, families, and competitive athletes. Survey data shows:

- 75% ski/ride over 30 days yearly.
- 65% are resort skiers, and 35% are backcountry skiers.
- 55% use Apple products, indicating ecosystem compatibility.

Market Opportunity: The U.S. snow sports community includes more than 14 million participants, with 4.5 million riding regularly each season. This passionate and growing audience represents a potential \$40 million revenue opportunity for Apex Vision, based on an average unit price of \$450

Competitive Advantage: Unlike GoPro (video-only) and Garmin (no XR), Apex Vision is the only ski goggle product that integrates biometric sensors with AR overlay and social GPS in a single device. Apex Vision fuses biometric, environmental, and video data through IoT and XR, delivering unmatched functionality, safety, and simplicity for mountain athletes.

Business Model: Direct-to-Consumer through Online and retail sales, supported by influencers and athlete ambassadors. Resort Partnerships will have Rentals and Safety Program Integrations. Revenue continues year-round through digital subscriptions and resort data partnerships.

Conclusion: Apex Vision redefines snow sports through connected, intelligent gear that enhances safety, performance, and enjoyment. With its unique fusion of IoT and XR, Snow Better leads the transformation of the mountain experience.

