

Snow Better
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Snow Better Presents Apex Vision

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Our *Story*

Born from frustration. Forged by necessity. Built for connection.

It positions *Apex* as more than a product; it's a solution born from real experiences, made for people who live to push limits together and nothing else.





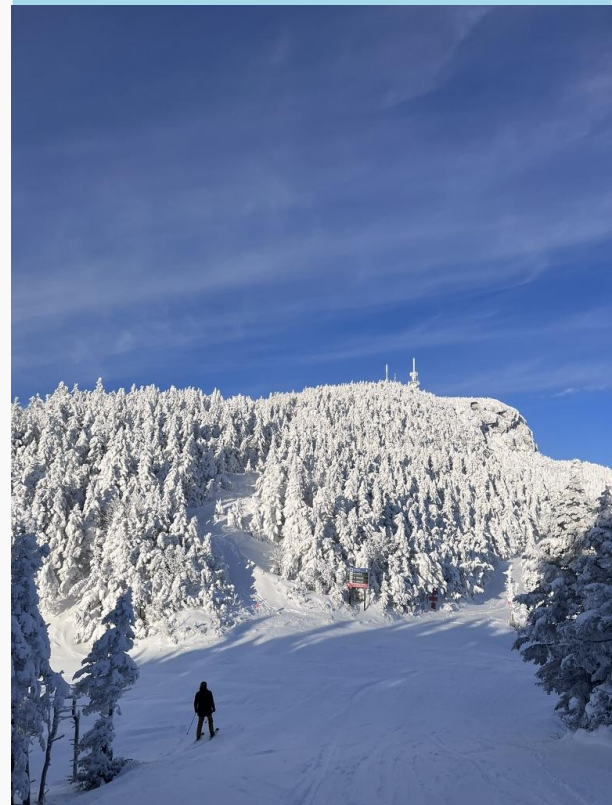
What are we trying to solve

Snow Better- Apex Vision

- All-in-one system with real-time performance insights
- Integrates heart rate, temperature, speed, GPS, and camera
- Keeps you connected, informed, and in control

Apex: The Next Generation of Performance Goggles

- Powered by XR + IoT for real-time data and awareness
- Tracks heart rate, temperature, and speed
- Built-in camera and GPS keep you and your crew connected
- Live data overlays in your view for seamless focus
- More than eyewear: a connected performance experience



Target Market

- Built for those who live for the outdoors and push limits
- Combines adventure, performance, and progress
- Gives riders awareness, connection, and control anywhere
- Perfect for skiers and snowboarders who don't just ride the mountain



Market Strategy

Target Audience

- Skiers & snowboarders seeking high-performance gear
- Tech-savvy athletes who value innovation and style

Launch Timeline

- Launch end of this quarter ready for ski season kickoff

Price & Positioning

- Premium smart goggle
- Top-tier performance at an accessible price

Revenue Model

One-time purchase:

- Goggles priced around \$450
- No app fees or subscriptions

Sales channels:

- Direct online at snowbetter.co
- Retail partnerships with ski and outdoor stores

Accessory revenue

- Lens kits
- Straps
- Travel gear

Premium margins with a focus on quality and performance

- No recurring costs smart design that sells itself



Competitive Landscape

Brand	Focus	Weakness (Our Advantage)
REKKIE	Smart ski goggles	Small brand, high cost
Meta Glasses	AR & video	Not sport-optimized
Oakley	Optics & fashion	Purpose-built for skiing and snow environments
Strava	Fitness tracking & social	No real-time, in goggle data
Slopes	Ski tracking app	No hardware or live HUD

Thank you

- Apex is more than gear, it's a new way to ride and connect
- Turns frustration into seamless insight, real-time data that empowers every athlete.
- Makes every run smarter, safer, and more connected.
Leading the next evolution of how people move together.
- Born from experience. Built for connection. Made to move.