



NEW SKI EXPERIENCE

PRODUCT:
BTF SKI SYSTEM

FOUNDER / PRODUCT MANAGER:
KONRAD BAUMGARTNER

THE MARKET TODAY

SKI BOOTS AND SKI BINDINGS:
**UNIMPROVED TECHNOLOGY
FOR OVER 50 YEARS**

**RIGID, UNCOMFORTABLE
AND COLD BOOTS**

**IS THERE ANY DISRUPTIVE
TECHNOLOGY AVAILABLE?**



THE BTF SKI SYSTEM TECHNOLOGY

NEW SKI BOOT

- COMFORTABLE MATERIALS
- SOFT AND WARM
- DESIGN FASHION ORIENTED
- IMPERMEABILITY, TRANSPIRATION AND COLD RESISTANCE



NEW SKI BINDING

- BINDING MOBILE ARM THAT RESTS ON THE UPPER CUFF OF THE BOOT
- IMMEDIATE MOVEMENT TRANSFER FROM LEGS TO SKIS
- FIXATION TOOTH ON THE FRONT SOLE TO FACILITATE BOOT ATTACHMENT TO THE SKI.
- SKI STOP LOCKING SYSTEM
- EASY TO CLOSE AND CARRY

THE PROMISE


BACK TO FUTURE



IT'S A NEW SKI EXPERIENCE

- ◎ **NATURAL AND STEADY POSTURE**

- ◎ **SMOOTHER SKIING**

- ◎ **SAFE SKIING**

- ◎ **NO PRESSURE ON FEET**

THE PROMISE

B
BACK TO FUTURE



IT'S A NEW SKI EXPERIENCE

◎ **COMFORT**

◎ **SUITABLE FOR WALKING**

◎ **EASY TO PUT ON**

◎ **NO STRESS**

THE PROMISE


BACK TO FUTURE



IT'S A NEW SKI EXPERIENCE

© FOR ALL APRÈS-SKI
ACTIVITIES

© ALSO FOR DRIVING



**PATENT PENDING
SINCE 2021**



SUPPORTERS AND ADVISOR



SOUTH TYROL COUNTY

CONTRIBUTION OF
NON-REFUNDABLE
273.000 EUROS
FOR RESEARCH AND DEVELOPMENT
AND MARKET RESEARCH



**PRICE WATERHOUSE
COOPERS (PWC):**

MARKET RESEARCH AND BUSINESS
PLANNING ADVISOR



**INNOVATORS
DEVELOPERS MARKETERS**

ALTO-ADIGE FINANCIAL DEVELOPMENT
SPECIAL COMPANY

SUPPORTERS

ADVISOR

DEVELOPMENT STAGES



ECONOMIC DATA



THE BTF SKI SYSTEM (BOOTS + BINDINGS) IS POSITIONED IN THE **MID-TO-HIGH RANGE**, WITH A PRICE THAT WILL BE APPROXIMATELY **900 EUROS**.

THIS COST IS **EQUIVALENT** TO PURCHASING A PAIR OF **TRADITIONAL BOOTS AND BINDINGS** IN THE MID-TO-HIGH RANGE.





THE PRODUCT LAUNCHING
FORECASTS AN OVERALL
INVESTMENT OF 2 MILLION EURO

**3,2 MILLION EURO TURNOVER
AT THE SECOND LAUNCHING SEASON**

**BREAK EVEN POINT
REACHING IN 2026/2027**



THANK YOU

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