

Survival Pathways

Preparing for a sustainable future



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Executive Summary:

Survival Pathways is a business committed to helping people reforge their connection with the natural world by providing them with the tools they need in order to stay safe while they spend time in nature. Every year over 12 million people take to the wilderness to spend time hiking, camping, backpacking, fishing, and doing other outdoor activities, according to the U.S. Forest Service. However, at the same time, every year there are thousands of people who end up lost in the wilderness, usually because they are not at all prepared for any type of emergency situation. Survival Pathways provides wilderness survival kits and gear to people looking to spend more time in nature and forge a connection with the natural environment, a connection many people have lost. If people spend more time in nature, they will feel more inclined to protect it: something that is becoming more and more essential in today's world.

The target market for Survival Pathways is composed of hikers, backpackers, bikers, or people who do some other type of outdoor activity in the Marin County area. There are about 145,600 people in this market. Marin County is home to many beautiful hiking trails and camping sites, and there are many people who could benefit from a survival kit. However, many people do not realize how unprepared they are, so part of the marketing strategy will be raising awareness about the problem. The marketing personality will be friendly and welcoming, stressing responsibility, reliability, and safety to develop trust in the product. Survival Pathways will encourage people to spend time in nature by helping them to feel more safe and prepared.

Survival Pathways offers a variety of products, all made almost entirely with reused and repurposed materials to ensure sustainability. There are two sizes of survival kits: the Survival Cooking Kit and the Standard Survival Kit. The Survival Cooking Kit includes a stove made from a recycled tuna can and a soup can to boil water, along with an assortment of items to help people find food and water in an emergency situation. The Standard Survival Kit includes all of the items from the Cooking Kit as well as some other essential survival items such as a signal whistle and a compass, among others. Each kit also includes a survival manual that outlines specific uses of all the items in the kit.

Through market research, many people have already expressed an interest in Survival Pathways. It is essential that people continue to spend time in nature, but in order to do so, they must always be prepared. This business plan outlines the key details of Survival Pathways, including market demand and research, marketing strategies, operations, management, and financials.

Business Description

Positioning Statement:

Survival Pathways is the survival kit for people who love to spend time in nature which sustainably prepares people for any emergency situation by providing them with a kit that covers all important survival needs.

Business Description:

I love to go hiking and camping, but lately I've realized that if I were to get into an emergency situation, I would be totally unprepared. And I'm not alone; thousands of people go out on the trails without a clue in the world about how to survive in nature. My idea is to create survival kits out of mostly recycled items. For example, a tuna can can be made into a stove by punching holes in the side and using alcohol as fuel. Everything would fit inside a soup can small enough to easily be placed in a backpack so people can spend time in nature but still be safe and prepared. Survival Pathways: Preparing for a sustainable future.

Market Opportunity

The Need that your business addresses:

People have lost their connection with nature because they view themselves as separate and apart from it; this is an indirect cause of almost all of the environmental problems in society today. People have lost respect for nature and are even afraid of it. Other people go out in nature, but they don't even realize how totally unprepared they are for any type of emergency situation. If people feel more prepared and safe when they go out hiking or camping, they are more likely to spend more time hiking or camping, thus beginning to reforge their connection with the natural world.

Target Market:

Persona profile:

Sally is a thirty-five year old woman who works as a middle school science teacher in Marin County. She is married with one child. When she was young, her family went on many camping trips and she still loves to spend time in nature, but in her adult life she has been very busy with her job and hasn't had much time. She wants to get back to going hiking and camping, but she hates to admit how unprepared she feels on the trails, so she is looking for a way to be prepared before she goes out in nature.

Market Demand:

Target market: hikers, camper, backpackers in Marin County

Size of target population: 145,600

Percentage of possible market your business plans to capture: .1% (145)

Average revenue from each potential customer per year: \$20

Total potential revenue per year: 2,912,000

Estimated annual revenue: 2,912

Market Research

Secondary Research

1	Assumption	Importance	Evidence
	I will be able to find enough items from around the house to make a complete survival kit.	9	3
	What you need to research		
	I need to research the essential items that are needed in a survival kit and where I can get those items.		
	How you will research		
	I will research online essential items needed, then I will make a list of the items that will go in my kit, and then I will research the best places to find those items.		
2	Assumption	Importance	Evidence
	I will be able to get people to donate old soup cans and other materials that I need for the survival kits.	8	1
	What you need to research		
	I need to research the best place to find the items that I need.		
	How you will research		
	I will survey people at the school and in the community to see if they have the items I need and if they would be willing to donate them. I will also research online other place to get these items.		
3	Assumption	Importance	Evidence
	People will be interested in a survival kit made out of recycled materials.	8	2
	What you need to research		
	I need to research what qualities people are looking for in a survival kit.		
	How you will research		
	I will research online popular survival kits and what people like about them, and I will survey people at school to see what qualities they are looking for in a survival kit.		
4	Assumption	Importance	Evidence
	People who love outdoor activities like hiking or camping will want to buy my product.	7	4
	What you need to research		
	I need to research which people are most likely to buy a wilderness survival kit.		
	How you will research		
	I will research online what kind of people are most likely to buy a survival kit.		
5	Assumption	Importance	Evidence
	My target market will be willing to pay for my product.	7	1
	What you need to research		
	I need to research how much people are willing to pay for a survival kit.		
	How you will research		
	I will research online prices of popular survival kits and how much people are willing to pay for a survival kit.		

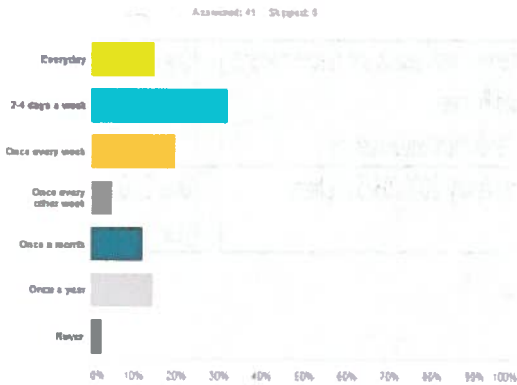
Question/Topic of Research	Source (include link)	What you learned from the source
How much are people willing to pay for a survival kit?	http://www.survivaloutdoorskills.com/survival_kits_tips.htm	People pay for expensive survival kits because they don't know what they need in a kit.
What are the main reasons for people getting lost in the wilderness?	Wilderness Survival Institute interview with search and rescue manager from Lanmer Country Search and Rescue http://www.wisesurvival.com/QandAwithDonDavis.shtml	One of the main reasons for people getting into trouble in the wilderness is not bringing a survival kit
How prepared are people for a survival situation?	http://www.vanahoe.com/science/story/2009/03/SS1a.html	Over 2,000 people get lost in the wilderness each year

Competitive Analysis

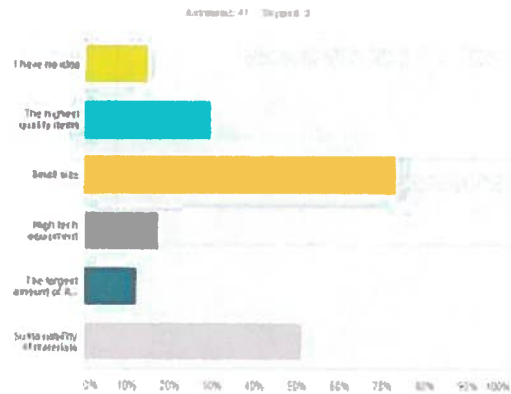
Competitor Name	Products/Service	Price	Quality	Competitive Advantage	Weaknesses	How are you different?
REI	SOL Pocket Survival Kit-small enough to fit in any pack and contains basic items for survival	\$27.00	average quality	Has survival essentials, but is small enough not to take up too much space and it is water proof.	Lacking certain items like first aid supplies or a way to purify water.	Made out of recycled and reused items, and is sustainable, more items in kit and will be much cheaper because the supplies are reused.
Cabelas	Ultimate Survival Deluxe Survival Kit-small survival kit wit firestarter, whistle, rope and other essential items.	\$81.99	average-high quality	High quality survival tools that fit inside a small, waterproof case	Very small kit, doesn't have all essential items	More items like a stove for boiling water, and some first aid supplies, but still a small container and much cheaper.
Essential Packs	Basic Emergency Bucket Kit-small survival kit that fits in a small bucket.	\$49.99	low quality	Has a lot of essential survival items including food rations, water purification, emergency blankets and other items that all fi in a small container.	The container is small, but a little bulky and would be hard to take in a day pack.	Smaller and more sustainable with reused items and it is a lot cheaper, but still high quality.
Big 5 Sporting Goods	Lifeline Ultralight Survival Kit	\$14.99	low to average quality	Cheap, small, and readily available	Low quality and doesn't have everything needed	Higher quality with more essential items
Walmart	Coghian's Survival Kit in Can	\$9.92	low quality	Very cheap and small enough to easily fit in a backpack	Has items that aren't that useful for survival and is lacking other items needed	Every item is useful and there are no extra items that aren't needed.

Primary Research

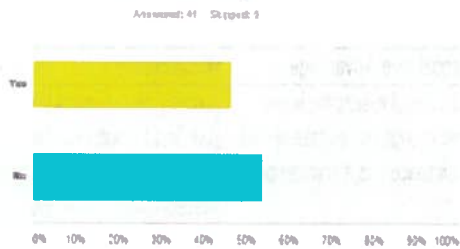
On average, how often do you do some sort of outdoor activity such as hiking or camping?



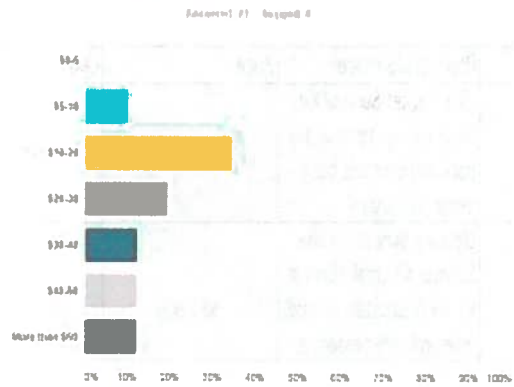
If you were to buy a wilderness survival kit, what would you be looking for? (Check all that apply)



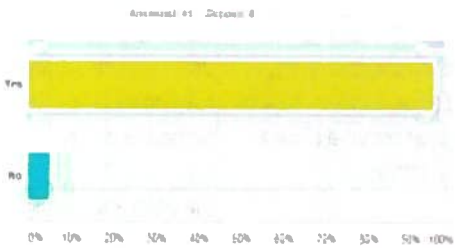
When you go hiking or camping, or do any kind of outdoor activity, do you take some type of survival kit?



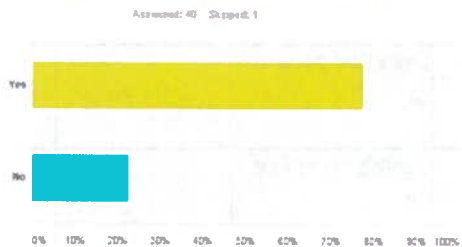
What is the highest amount you would be willing to pay for a survival kit?



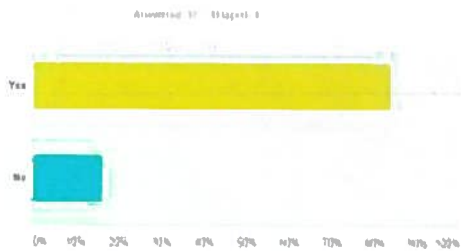
Would you be willing to donate old soup cans to Survival Pathways if there was an opportunity to do so?



Would you be interested in a survival kit made out of mostly reused and repurposed materials? (For example, a tuna can stove)



If no, would you be willing to pay for a survival kit if it would help you be better prepared and safe and it had a reasonable price?



SWOT Analysis: Strengths, Weaknesses, Opportunities & Threats

		<u>Internal:</u>	
		<u>Strengths</u>	<u>Weaknesses</u>
Internal:	1	High school student (people will want to help)	1 Not enough time to work on it
	2	Small kit—easily fits in a backpack	2 High school project (people will expect it to be low quality)
	3	Uses some recycled and reused materials so it is sustainable	3 Other companies may have similar products with higher quality
	4	The price is low because many items are reused	4 Reused materials aren't always the best quality
	5		5
	6		6
	7		7
	8		8
	9		9
	10		10
		<u>External:</u>	
		<u>Opportunities</u>	<u>Threats</u>
External:	1	Large target market	1 Materials might be hard to find
	2	Can get some materials for free	2 Might not be able to get donations of recycled materials
	3	People want to feel prepared when they go hiking or camping	3 Recycled materials might not be high quality
	4	A lot of people spend time doing outdoor activities	4
	5		5
	6		6
	7		7
	8		8
	9		9
	10		10

Marketing Strategy

Mission, Vision, Values:

My mission is to provide people with the tools they need in order to survive sustainably in an unstable world, forging the pathways towards a future where people live in connection with the natural environment in order to protect and preserve our planet for all species that will ever live here.

Branding

The name and personality of brand:

Name: Survival Pathways

Personality:

--Friendly; invites people in and makes them feel comfortable

--Reliable; helps people develop trust with the business and the product

--Adventurous; attracts the type of people who love adventures and spending time doing outdoor activities

--Tough; people have to be tough to survive through an emergency situation, so the business should portray this aspect

Slogan: Preparing for a sustainable future

Customer service style: Survival Pathways will encourage customers to spend time in nature by helping them to feel more safe and prepared.

MOST Grid

MOST Grid: Marketing Objectives, Strategies & Tactics

Objectives	Strategies	Tactics
Sell at least 30 survival kits by the end of May.	Do outreach and advertising to potential customers at sporting goods stores or in parks and outdoor areas where people go hiking or camping.	Develop list of places to sell product
		Talk to state/county parks about selling product
	Develop Marketing Materials	Business cards
		Brochures
	Post Ads Online	Facebook
		Develop Website Craigslist
Relationship Development	Attend events and hand out business cards	

Operations

The business will operate out of my house. Most of the materials are donation based and the rest will come from various sporting good stores. The equipment includes a hole puncher and spray paint.

Management Plan

Key Positions:

- Project Manager
- Sales Manager and Accountant
- Marketing and Customer Service
- Design Researcher

Skills, Qualifications, and Experience:

- Project Manager
 - Leadership and management experience
 - Some knowledge of survival skills and techniques
- Sales Manager and Accountant
 - Accounting and sales skills
- Marketing and Customer Service
 - Experience with marketing
 - Experience with social media
 - Knowledge about creating websites
 - Experience with customer service
- Designer Researcher
 - Experience and knowledge of survival skills and techniques
 - Some first aid knowledge
 - Knowledge of design techniques

Financials

Unit Cost Analysis

Product: Survival Cooking Kit

Materials	Total \$ (a)	Quantity (Ex. Pound, ounce, package of 10)	Total # of Units (from this quantity) (b)	Cost per Unit = (a) / (b)
1 Soup can	\$0	20 oz	1	\$0
2 Wide mouth canning ring and lid	\$0	1	1	\$0
3 Plastic spoon	\$0.50	1	1	\$0.50
4 Bic lighter	\$1.60	1	1	\$1.60
5 Oatmeal packets	\$3.00	1	1	\$3.00
6 Cat food can	\$0	3 oz	1	\$0
7 Razor blade	\$2.97	10 blades	5	\$0.59
8 Paracord	\$8.09	100 ft	10	\$0.81
9 Fuel	\$15.00	1 gallon	21	\$0.71
10 Bandana	\$1.99	1	1	\$1.99
Total Material Cost Per Unit:				\$9

Variable Labor:	Wage Per Hour (a)	# of Hours Per Unit (b)	Cost Per Unit = (a) x (b)	
	\$9.00	15 min.	1	\$2.25
Total Variable Labor:			\$2.25	

Total Unit Cost (Total Material Cost + Total Variable Labor):	\$11
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Product: Standard Survival Kit

Materials	Total \$ (a)	Quantity (Ex. Pound, ounce, package of 10)	Total # of Units (from this quantity) (b)	Cost per Unit = (a) / (b)
1 Survival Cooking Kit	\$10	1	1	\$9
2 Irish Oats can	\$0	1	1	\$0
3 Whistle	\$0.50	1	1	\$0.50
4 Band aids	\$2.40	4	1	\$2.40
5 1 gallon freezer bag	\$0.15	1	1	\$0.15
6 Plastic sandwich bag	\$0.12	1	1	\$0.12
7 Ranger bands	\$0	1	1	\$0
8				
Total Material Cost Per Unit:				\$12

Variable Labor:	Wage Per Hour (a)	# of Hours Per Unit (b)	Cost Per Unit = (a) x (b)	
	\$9.00	15 min.	1	\$2.25
Total Variable Labor:			\$2.25	

Total Unit Cost (Total Material Cost + Total Variable Labor):	\$14
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Standard Survival Kit Price: \$25

Cooking Kit Price: \$18

Survival Pathways

Profit & Loss Monthly

Year(s)	October	November	December	January	February	March	April	May	June	July	August	September	Total
Revenue/Sales													
Survival Cooking Kit	\$ 54.00	\$ 90.00	\$ 126.00	\$ 144.00	\$ 144.00	\$ 144.00	\$ 162.00	\$ 162.00	\$ 162.00	\$ 180.00	\$ 180.00	\$ 180.00	\$ 1,728.00
Standard Survival Kit	\$ 40.00	\$ 60.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,040.00
Total Revenue/Sales:	\$ 94.00	\$ 150.00	\$ 206.00	\$ 224.00	\$ 224.00	\$ 244.00	\$ 262.00	\$ 262.00	\$ 262.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 2,768.00
Cost of Goods Sold													
Survival Cooking Kit	\$ 33.00	\$ 55.00	\$ 77.00	\$ 88.00	\$ 88.00	\$ 88.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 1,056.00
Standard Survival Kit	\$ 28.00	\$ 42.00	\$ 56.00	\$ 56.00	\$ 56.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 728.00
Total Cost of Goods Sold:	\$ 61.00	\$ 97.00	\$ 133.00	\$ 144.00	\$ 144.00	\$ 158.00	\$ 169.00	\$ 169.00	\$ 169.00	\$ 180.00	\$ 180.00	\$ 180.00	\$ 1,784.00
Gross Profit	\$ 33.00	\$ 53.00	\$ 73.00	\$ 80.00	\$ 80.00	\$ 86.00	\$ 93.00	\$ 93.00	\$ 93.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 984.00
Gross Profit Margin	35%	35%	35%	36%	36%	35%	35%	35%	35%	36%	36%	36%	36%
Operating Expenses													
Rent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Salaries	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Professional Fees: Legal, Accounting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities: Water, energy, waste collection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Marketing	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 145.00
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Operating Expenses	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 145.00
Net Profit	\$ 13.00	\$ 33.00	\$ 53.00	\$ 60.00	\$ 70.00	\$ 76.00	\$ 83.00	\$ 83.00	\$ 83.00	\$ 95.00	\$ 95.00	\$ 95.00	\$ 839.00
Net Profit Margin	14%	22%	26%	27%	31%	31%	32%	32%	32%	34%	34%	34%	30%

Break-even point: the first month of sales

Start-up Capital: \$22-the amount of money to make two units.

Conclusion

As people search for solutions to the world's environmental problems that are continuing to escalate, it is so important that people spend time outdoors, reforging their connection with the natural world. If people have a love for the environment, they will be more inclined to take action to save it. Survival Pathways helps people to reforge that connection in a safe way by providing them with the tools they need to survive sustainably in nature. If Survival Pathways were implemented, it would be successful not because of the amount of money it would make, but because of the amount of change it would help to create. While it may not reach millions of people, the people that it will reach will be benefited positively. Change comes slowly, and it doesn't have to be huge, but it is time for the world to start to change. It is time that people learn to live in connection with the environment. It is time to prepare for a sustainable future.