

What is BindBuddy?

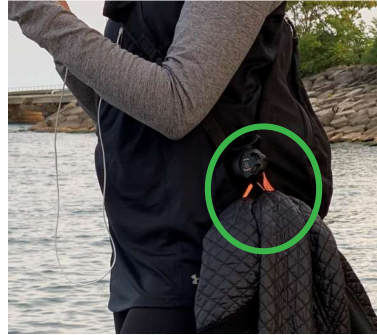
BindBuddy is a simple device that easily attaches to any bag strap. It firmly holds any garment or soft goods (jacket, yoga mat, coat, sweater etc.), keeping them close and secure at all times so you can enjoy a hands-free commute.

Where to Use?

Commuting to work, long distance travelling, going to yoga, gym or beach, carrying child's teddy or blankie!



Attach to any bag strap



RND IP LTD. BindBuddy is Patent Pending 62,946,381



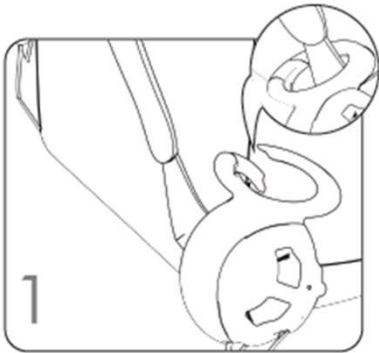
Example of BindBuddy Being Used at Trade Show

- Upon registration at the 2022 ACME Trade Show, the attendee receives a gift bag with a BindBuddy as an event giveaway.
- The BindBuddy would be private labelled with the ACME logo.
- As most conferences are air conditioned, most attendees wear layered clothing.
- As attendees walk around the conference and start to remove extra layers of clothing, BindBuddy would be the perfect product to secure that now unneeded jacket, sweater etc. to a messenger bag, backpack or purse.
- They can now network hands-free!

How it Works?

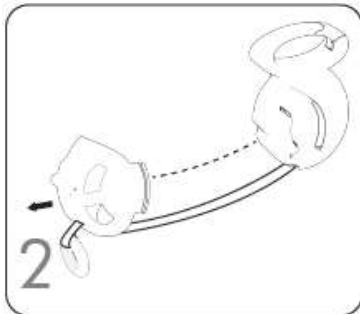
Step 1

Attach to bag strap



Step 2

Squeeze and pull out the Clasp



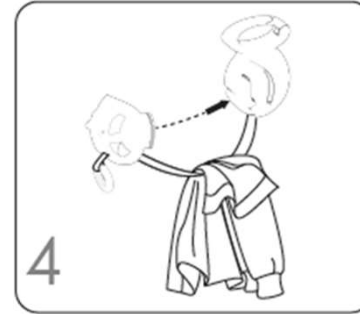
Step 3

Place garment on Strap



Step 4

Re-attach the Clasp to the main Body



Step 5

Pull Tab to tighten Strap

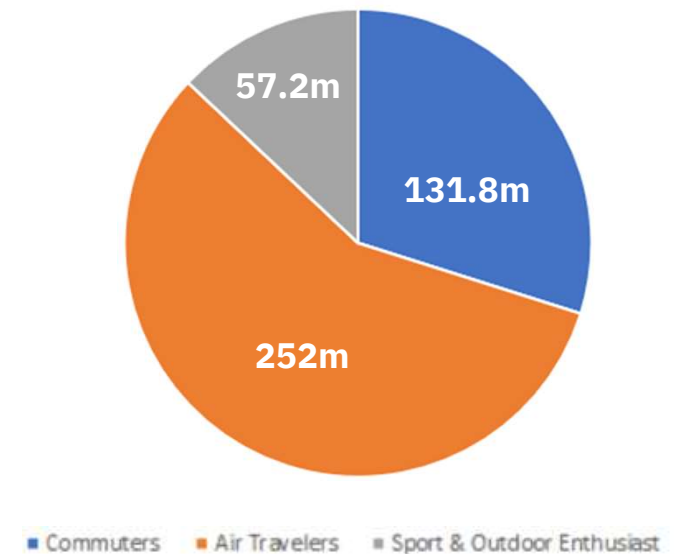


BindBuddy's USA Target Market Potential

Our target markets is a potential 441 million consumer and the average spend per consumer below demonstrates the market potential for BindBuddy and how the product can increase your financial aspirations.

1. Commuters – according to the American Community Survey (ACS), conducted by the U.S. Census Bureau, roughly 131.8 million Americans commuted to work or school.
2. Domestic Air Traveler – according to Statista, in 2019, there were 252 million domestic air passengers in USA. Revenue in luggage & bags amounts to \$24,508 million, with an average spend of \$74.04 per user.
3. Sport & Outdoor Enthusiast – according to Statista, in 2019, there were 57.2 million persons in this segment in United States. Revenue in this segment amounts to \$21,702 million, with an average spend of \$379.36 per person.

Target Market - Potential # of Customers

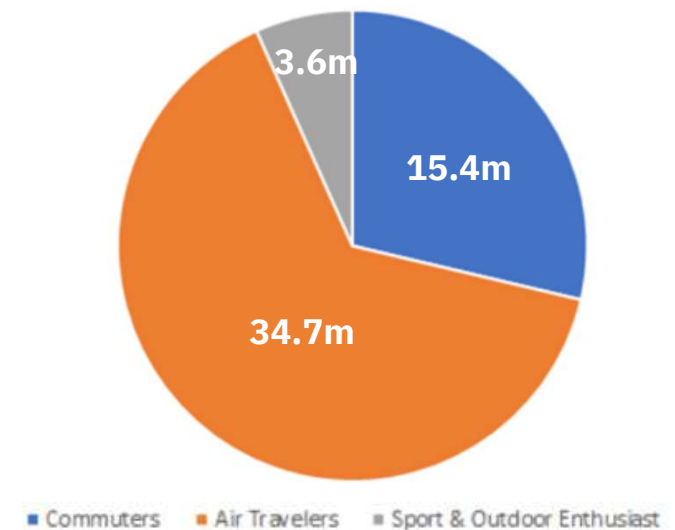


BindBuddy's Canadian Target Market Potential

Our target markets is a potential 53.7 million consumer and the average spend per consumer below demonstrates the market potential for BindBuddy and how the product can increase your financial aspirations.

1. Commuters – according to the 2011 National Household Survey (NHS), roughly 15.4 million Canadians commuted to work or school.
2. Domestic Air Traveler – according to Statista, in 2017, there were 34.7 million domestic air passengers in Canada projected to reach over 40.4 million by 2022. Revenue in luggage & bags amounts to \$2,882 million, with an average spend of \$76.37 per user.
3. Sport & Outdoor Enthusiast – according to Statista, in 2017, there were 3.6 million persons in this segment in Canada, expected to reach 8.4 million by 2024. Revenue in this segment amounts to \$1,847 million, with an average spend of \$330.28 per person.

Target Market - Potential # of Customers



BindBuddy's Features, Benefits and Specifications

Features and Benefits

- **Hands Free** – easily clips onto most bag straps (backpack, purses)
- **Flexibility** – enough strength to carry heavy parkas, yoga mat, beach towels, children toys
- **Light and Portable** – only 51 grams, sleek design, super lightweight
- **Item Protection** – smooth nylon strap will not damage garment or other soft goods
- **Secure Grip** – stays attached and secures most soft goods up to 2.5 lbs.
- **Environmental** – ABS body and packaging is 100% recyclable



Product Specifications

Weight:	51g
Height:	78mm
Width:	57.2mm
Depth:	42.5mm

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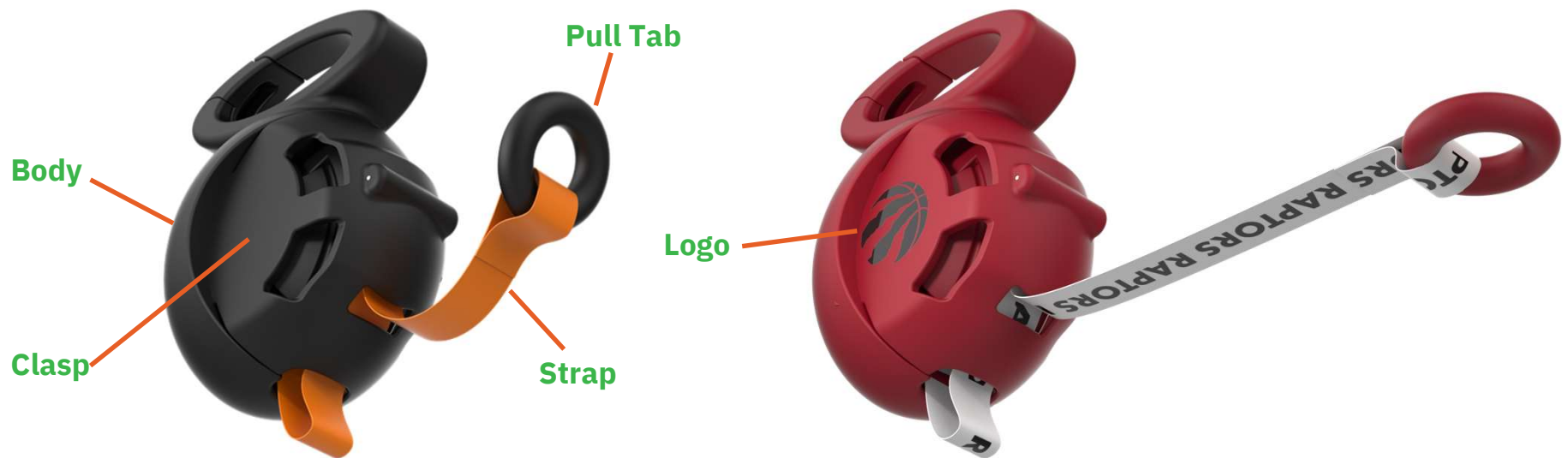
BindBuddy: Private Label Customization Overview



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BindBuddy: Private Label Customization – Corporate Colors

The Body, Clasp, Strap, Logo and Pull Tab can be customized to match a corporate brand and color(s).

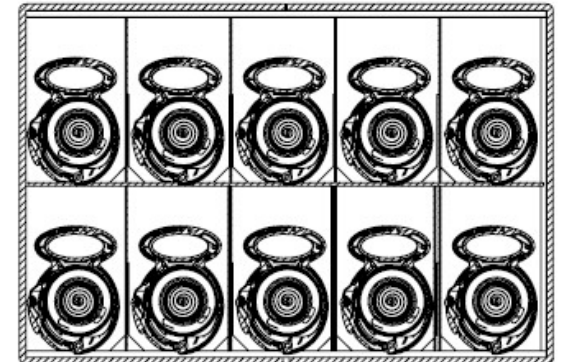
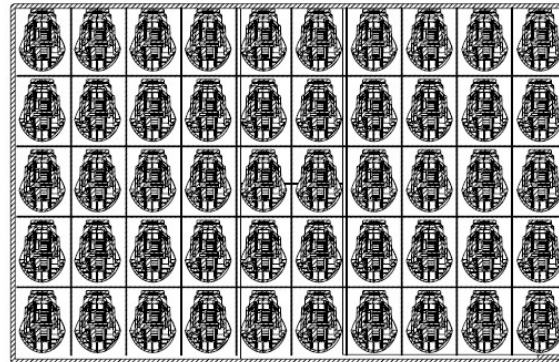
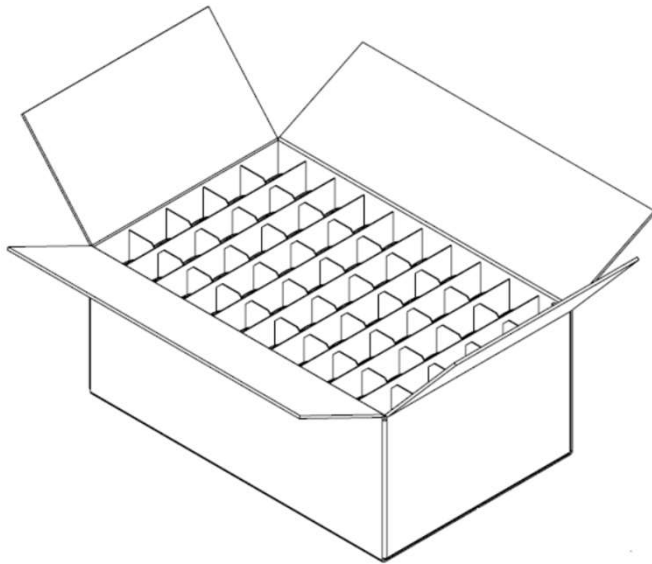


Notes to consider:

- Color of the Body and Clasp can only be one color, i.e. Body and Clasp must be red.
- Pull Tab color can be a different color from the Body and Clasp, i.e. Body, Clasp is red, Pull Tab can be black.
- Strap color can be a different color from the Body, Clasp and Pull Tab, i.e. Body, Clasp is red, Pull Tab is black, Strap can be white.
- Color gradient will not be a 100% match.

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Private Label Packaging



- Carton box L x W x H (518 x 332mm x 224.50mm).
- Each shipping carton box will contain 100 pieces of BindBuddy. No retail clamshell packaging.
- Each BindBuddy will be packaged in a poly bag with a “How to” QR code sticker attached.
- 5 layer corrugated shipping carton box will provide protection during shipping.

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Production and Lead Time

Lead time considerations

- 1 ½ month for production.
- Shipping lead time options:
 - **Option 1 – Sea Shipping**
 - 2 month for sea shipping. Estimated **14-week** lead time from production to port of entry.



- **Option 2 – Air Shipping**
 - 1-2 weeks for air shipping. Estimated **8-week** lead time from production to airport of entry.



Private Label Pricing

For private labelling, the BindBuddy is sold individually without the retail clamshell packaging.

Minimum order is 2,000 units.

Volume	2,000 – 4,999	5000 – 9,999	Over 10,000
Unit Cost (1 piece, no clamshell packaging)	Please call for pricing.		

Assumptions:

- Shipping to customer facility is not included in unit pricing
- Excludes any applicable taxes

MSRP price at participating retailers and Amazon - \$24.99 CAD / 19.99 USD for a pack of two (see below)





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Additional Information for BindBuddy

Product Videos & Photos:

-  Promotion Video: <https://youtu.be/7o998K5FYhE>
-  How to Video: <https://www.youtube.com/watch?v=BSNfPaWN4S4>

Social Media Information:

-  Website: www.bindbuddy.com
-  Instagram: BindBuddy
-  Facebook: facebook.com/yourbindbuddy
-  YouTube: <https://youtu.be/3FUaoHbXSVI>

Thank You

Please contact us to discuss next steps.

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