**Easy Backyard Ice**

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**Want Backyard Ice?**

- Used much like a lawn mower, pulling or pushing works.
- Quicker way to get a solid base for skating.
- No more shoveling after each use.
- Easy put away, disconnect hose and store in garage.
- Very cheap, just $59.99.
- Easy assembly.
- Not hard to begin.
- Lighter, less expensive models to come.
- It’s the MINI-BONI!

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**THE MINI-BONI!**

When turned on with the hose attached, water will flow through and be spread by the towel dragging behind.

With portion #2 attached the snow blower type blades will grind up the top layer of ice and suck up the piled snow, to be blown out the snow projector.
Utilization

- The Mini-Boni combines the technology of a snow blower, with the conventional hose.
- A zamboni made for your backyard.
- Two easily assembled pieces for just getting started or after a foundation has been made.

Uses

- Large Rink
- Small Rink

- Just Ice Skating
- Hockey
- Figure Skating

Estimated Profits

<table>
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<th>YEAR</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007*</th>
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Getting Started

- Start with a flat base with snow packed down.
- Use portion #1 of the Mini-Boni only, the hose attachment.
- With hose on, push or pull as using a lawn mower.
- Cover desired area in water.
- Let freeze. (quicker when colder)
- You will need 5-6 coats before skating.
- End up with this.
**After Solid Formation**

- After a skating base has been established, attach portion #2.
- Use as before, but aim the snow projector over the boards/banks or onto the still snow-covered ice.
- Enjoy the smooth ice surface.

**Product Distribution Plan**

![Product Distribution Diagram]

- **Product Distribution**
  - Distribution
  - Retailer
  - Distributor
  - Manufacturer

**Competition**

- **Why is the MINI-BONI the Best?**
  - Unlike these other two, Ice N. So (left) and Nice Rink (right), there is no set-up handle.
  - Only one piece to set up, not two easily assembled pieces.
  - No much prior set-up needed:
    - No need to place snow boards/banks.
    - Just two pieces to set up at the start and clear, respectively.
  - Cost:
    - More than two and over $500 and over $1000 respectively, but where
      some pieces are already attached. $300 and $150 are less than both.

**Conclusions**

- **It is a time saver**
  - No more shoveling
- **It is cheap**
  - Inexpensive
  - Less than competitors
- **It is easy to use**
- **Go with the MINI-BONI!**