CAPSTONE 2.0 COURIER

CP135081_1 Round 3 - 2029 Report

Roster

Andrews
Alexus Bravo
Walter Anderson
Curtis Bradshaw
Juan Avalos

Baldwin
Clarence Burton
Catrell Brownlee
Jennifer Canas

Chester
Ivory Coachman
Gibram Cruz
Oladipo Efunkoya
Jane Dyal

Digby
Cee Harris
Nicholas Freeman
Alexis Gonzales
Justin Forrester

Erie
Kaisean Hawkins
Vincent Jones
Mary Jane
Lewis Jones

Ferris
Wilek Mason
Nimene Kofa
Eric Kastl
Thomas Lintz

Garrett
Christopher Roberts
May Perez
Dustin Nagy
Franky Rodriguez

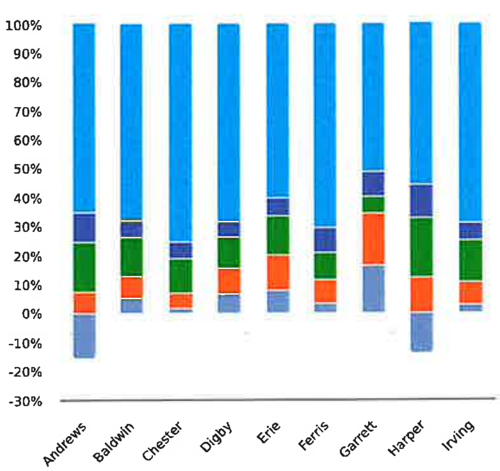
Harper
Alexander Sorden
Callan Roybal
Omar Soria
Henry Rose
Eana Clopton

Irving
Edwin Villalobos
Suzanne Whitman
Tula Taylor

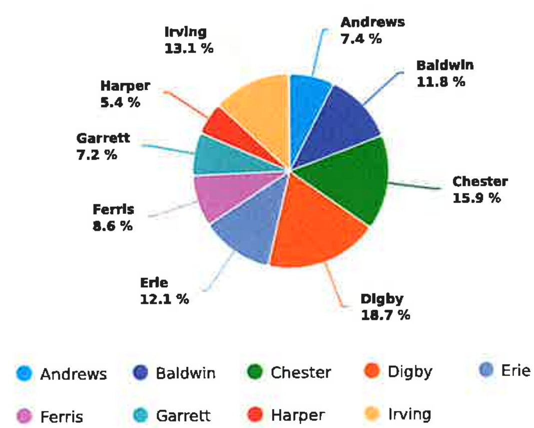
Selected Financial Statistics

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving	Average
ROS	-15.5%	5.1%	1.7%	6.7%	7.9%	3.3%	16.4%	-14.2%	2.7%	1.6%
Asset Turnover	0.82	1.31	1.51	1.61	1.20	0.84	0.85	0.54	1.40	1.12
ROA	-12.7%	6.7%	2.5%	10.8%	9.5%	2.7%	13.9%	-7.6%	3.8%	3.3%
Leverage	3.12	1.62	2.15	1.60	1.70	1.74	1.82	2.33	1.84	1.99
ROE	-39.6%	10.8%	5.5%	17.2%	16.1%	4.8%	25.4%	-17.8%	7.1%	3.3%
Sales	$92,209	$148,168	$198,583	$233,927	$151,530	$107,838	$89,580	$67,102	$163,765	$139,189
EBIT	($12,574)	$16,468	$12,690	$29,923	$24,510	$10,901	$28,903	($5,666)	$12,827	$13,109
Profit	($14,298)	$7,524	$3,335	$15,627	$11,927	$3,527	$14,735	($9,503)	$4,485	$4,151
Cumulative Profit	($13,623)	$25,925	$17,280	$30,382	$30,210	$23,263	$14,266	$9,882	$19,824	$17,490
SG&A to Sales Ratio	17.30%	13.78%	11.90%	10.41%	13.22%	9.51%	6.08%	20.31%	14.12%	12.96%
Contribution Margin	19.25%	31.75%	24.62%	31.51%	39.84%	29.34%	48.98%	30.07%	31.18%	31.84%
Emergency Loan	$23,822	$0	$0	$0	$0	$0	$0	$22,682	$3,461	$5,552

Percent of Sales



Market Share



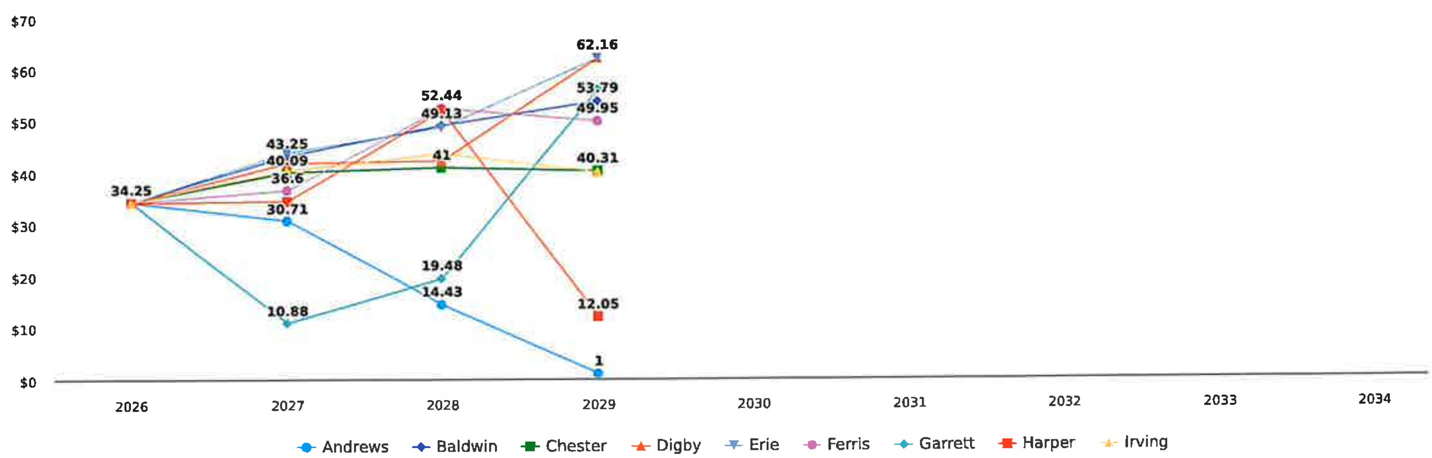
Stock & Bonds

CP135081_1 Round: 3 Dec. 31, 2029

Stock Market Summary

Company	Closing Price	Change	Shares Outstanding	Market Cap	Book Value	EPS	Dividend	Yield	P/E
Andrews	$1.00	($13.43)	2,255,361	$2m	$16.02	($6.34)	$0.00	0%	-0.16
Baldwin	$53.79	$4.67	2,000,000	$108m	$34.84	$3.76	$0.00	0%	14.30
Chester	$40.31	($0.69)	2,000,000	$81m	$30.52	$1.67	$0.00	0%	24.17
Digby	$62.16	$19.88	2,390,625	$149m	$37.91	$6.54	$0.00	0%	9.51
Erie	$62.11	$13.38	2,000,000	$124m	$36.98	$5.96	$0.00	0%	10.41
Ferris	$49.95	($2.49)	2,133,482	$107m	$34.69	$1.65	$0.00	0%	30.21
Garrett	$56.09	$36.62	2,000,000	$112m	$29.01	$7.37	$0.00	0%	7.61
Harper	$12.05	($40.02)	2,096,412	$25m	$25.50	($4.53)	$2.23	18.5%	-2.66
Irving	$40.08	($3.63)	2,000,000	$80m	$31.79	$2.24	$0.00	0%	17.87

Stock Price



Bond Market Summary

Company	Series	Face Value	Yield	Closing Price	S&P Rating
Andrews	12.5S2030	$13,900,000	12.7%	$98.43	C
	14.0S2032	$20,850,000	14.1%	$99.31	C
	11.3S2037	$6,200,000	13.11%	$86.22	C
Baldwin	12.5S2030	$13,900,000	12.39%	$100.90	BBB
	14.0S2032	$20,850,000	13.2%	$106.06	BBB
Chester	12.5S2030	$13,900,000	12.57%	$99.47	CCC
	14.0S2032	$20,850,000	13.71%	$102.12	CCC
	11.6S2038	$8,100,000	12.56%	$92.33	CCC
	12.3S2039	$15,100,000	12.86%	$95.68	CCC
Digby	12.5S2030	$13,900,000	12.38%	$100.99	BBB
	14.0S2032	$20,850,000	13.17%	$106.31	BBB
	11.3S2037	$6,500,000	11.36%	$99.49	BBB
Erie	12.5S2030	$13,900,000	12.42%	$100.63	BBB
	14.0S2032	$20,850,000	13.3%	$105.30	BBB
	11.3S2037	$10,000,000	11.59%	$97.50	BBB
Ferris	12.5S2030	$13,900,000	12.43%	$100.54	BB
	14.0S2032	$20,850,000	13.33%	$105.05	BB
Garrett	12.5S2030	$13,900,000	12.47%	$100.27	BB
	14.0S2032	$20,850,000	13.42%	$104.31	BB
	11.3S2037	$3,500,000	11.83%	$95.56	BB
	12.4S2038	$5,800,000	12.27%	$101.06	BB
Harper	12.5S2030	$11,835,128	12.61%	$99.12	CC
	14.0S2032	$20,850,000	13.84%	$101.17	CC
	11.5S2039	$3,200,000	12.87%	$89.36	CC
Irving	12.5S2030	$13,900,000	12.48%	$100.18	BB
	14.0S2032	$20,850,000	13.45%	$104.06	BB
	11.3S2037	$5,000,000	11.88%	$95.08	BB

Next Year's Prime Rate: 8.5%

Financial Summary

CP135081_1 Round: 3 Dec. 31, 2029

Cash Flow Statement

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Cash From Operations									
Net Income(Loss)	($14,298)	$7,524	$3,335	$15,627	$11,927	$3,527	$14,735	($9,503)	$4,485
Adjustment For Non-Cash Items									
Depreciation	$9,347	$8,147	$11,813	$12,700	$9,813	$9,235	$7,733	$7,753	$10,109
Extraordinary Gains/Losses/Write-offs	$4,928	$0	$0	$0	$0	$0	$0	$35	$0
Changes In Current Assets And Liabilities									
Accounts Payable	($1,504)	$1,632	$2,788	$4,863	$830	$6,031	($30)	($211)	$1,122
Inventory	$1,105	$0	($168)	$0	$3,052	($1,370)	$0	($37,255)	($13,599)
Accounts Receivable	$4,682	($1,478)	($3,146)	($6,449)	($2,053)	($6,608)	($1,202)	$3,163	($502)
Net Cash From Operations	$4,259	$15,825	$14,622	$26,741	$23,569	$10,814	$21,236	($36,019)	$1,615
Cash From Investing									
Net Plant Improvements	($15,776)	$0	($27,800)	($44,300)	$0	($5,820)	($20,000)	$0	($16,120)
Cash From Financing									
Dividends Paid	$0	$0	$0	$0	$0	$0	$0	($4,675)	$0
Sales Of Common Stock	$2,000	$0	$0	$15,000	$0	$7,000	$0	$6,000	$0
Purchase Of Common Stock	$0	$0	$0	$0	$0	$0	$0	($2,500)	$0
Cash From Long-Term Debt Issued	$0	$0	$15,100	$0	$0	$0	$0	$3,200	$0
Early Retirement Of Long-Term Debt	$0	$0	$0	$0	$0	$0	$0	($2,100)	$0
Retirement Of Current Debt	($14,305)	($6,950)	($6,950)	($6,950)	($6,950)	($6,950)	($13,350)	($6,950)	($6,950)
Cash From Current Debt Borrowing	$0	$0	$0	$0	$0	$7,000	$0	$6,000	$0
Cash From Emergency Loan	$23,822	$0	$0	$0	$0	$0	$0	$22,682	$3,461
Net Cash From Financing	$11,517	($6,950)	$8,150	$8,050	($6,950)	$7,050	($13,350)	$21,657	($3,489)
Net Change In Cash	$0	$8,875	($5,028)	($9,509)	$16,619	$12,044	($12,114)	($14,362)	($17,994)

Balance Sheet

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Cash	$0	$40,735	$5,011	$4,426	$32,461	$33,903	$13,529	$0	$0
Accounts Receivable	$2,526	$12,178	$16,322	$19,227	$12,454	$17,727	$7,363	$3,677	$13,460
Inventory	$27,336	$0	$1,071	$0	$0	$2,801	$0	$63,674	$16,217
Total Current Assets	$29,862	$52,914	$22,403	$23,653	$44,916	$54,430	$20,892	$67,351	$29,677
Plant And Equipment	$140,211	$122,200	$177,200	$190,500	$147,200	$138,520	$116,000	$116,300	$151,640
Accumulated Depreciation	($57,459)	($62,373)	($68,313)	($69,100)	($66,160)	($64,489)	($31,067)	($59,093)	($64,307)
Total Fixed Assets	$82,752	$59,827	$108,887	$121,400	$81,040	$74,031	$84,933	$57,207	$87,333
Total Assets	$112,614	$112,740	$131,290	$145,053	$125,956	$128,461	$105,825	$124,558	$117,010
Accounts Payable	$11,711	$8,312	$12,306	$13,168	$7,242	$12,695	$3,756	$6,531	$10,222
Current Debt	$23,822	$0	$0	$0	$0	$7,000	$0	$28,682	$3,461
Long-Term Debt	$40,950	$34,750	$57,950	$41,250	$44,750	$34,750	$44,050	$35,885	$39,750
Total Liabilities	$76,483	$43,062	$70,256	$54,418	$51,992	$54,445	$47,806	$71,098	$53,432
Common Stock	$24,360	$18,360	$18,360	$34,860	$18,360	$25,360	$18,360	$24,456	$18,360
Retained Earnings	$11,771	$51,318	$42,674	$55,775	$55,604	$48,656	$39,659	$29,004	$45,218
Total Equity	$36,131	$69,678	$61,034	$90,635	$73,964	$74,016	$58,019	$53,460	$63,577
Total Liabilities & Owner's Equity	$112,614	$112,740	$131,290	$145,053	$125,956	$128,461	$105,825	$124,558	$117,010

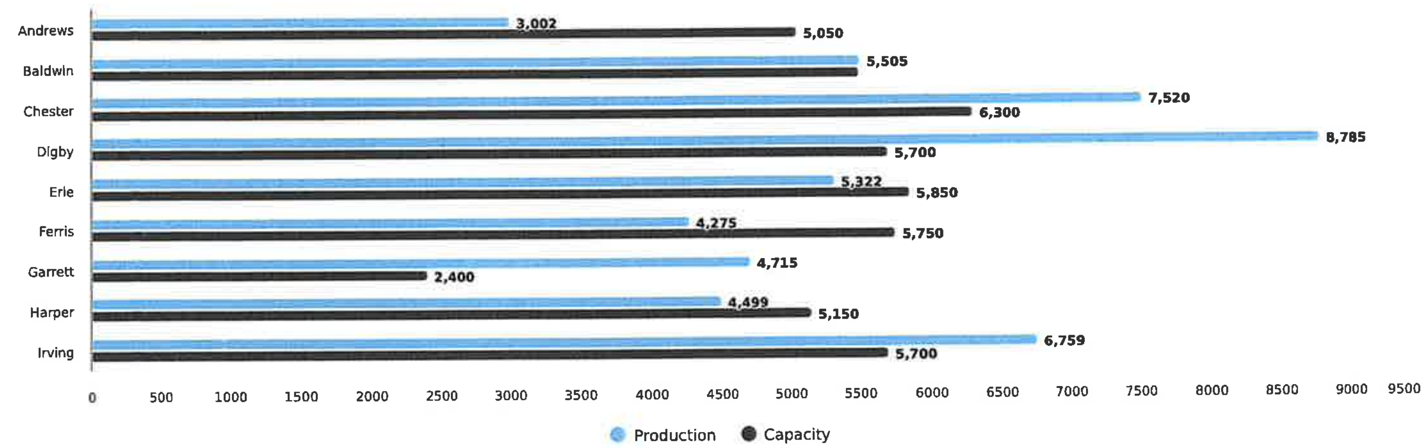
Income Statement

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Sales	$92,209	$148,168	$198,583	$233,927	$151,530	$107,838	$89,580	$67,102	$163,765
Total Variable Costs (Labor, Material, Carry)	$74,459	$101,130	$149,687	$160,209	$91,167	$76,195	$45,700	$46,922	$112,709
Depreciation	$9,347	$8,147	$11,813	$12,700	$9,813	$9,235	$7,733	$7,753	$10,109
SG&A	$15,949	$20,424	$23,638	$24,344	$20,039	$10,257	$5,444	$13,628	$23,120
Other (Fees/Write-offs/Bonuses/Relocation Fee)	$5,028	$2,000	$755	$6,750	$6,000	$1,250	$1,800	$4,464	$5,000
EBIT	($12,574)	$16,468	$12,690	$29,923	$24,510	$10,901	$28,903	($5,666)	$12,827
Interest (Short-Term/Long-Term)	$9,423	$4,657	$7,453	$5,391	$5,787	$5,364	$5,771	$8,955	$5,786
Taxes	($7,699)	$4,134	$1,833	$8,586	$6,553	$1,938	$8,096	($5,117)	$2,464
Profit Sharing	$0	$154	$68	$319	$243	$72	$301	$0	$92
Net Profit	($14,298)	$7,524	$3,335	$15,627	$11,927	$3,527	$14,735	($9,503)	$4,485

Product Analysis

CP135081_1 Round: 3 Dec. 31, 2029

Production vs Capacity



Plant Information

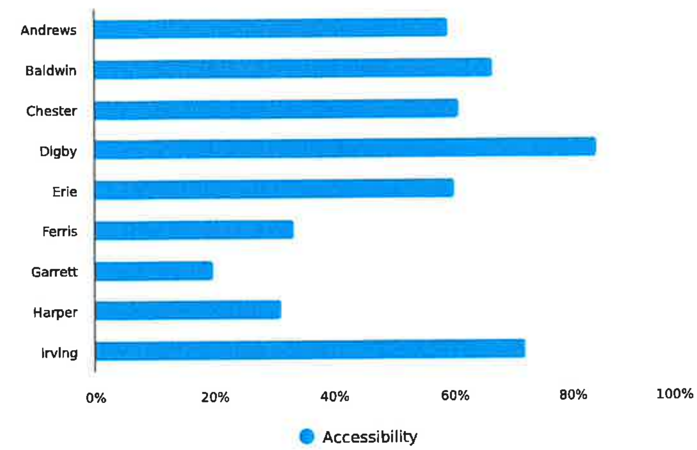
Name	Primary Segment	Units Sold	Inventory	Revision Date	Age Dec.31	MTBF	Pfmn Coord	Size	Price	Material Cost	Labor Cost	Contribution Margin	2nd Shift & Over-time	Auto. Next Round	Capacity Next Round	Plant Utilization
Able	Traditional	1,079	0	25-Jan-2030	4.3	18,900	5	13.9	$25.25	$9.55	$9.48	22.8%	0%	5	1,600	75%
Acre	Low End	525	1,288	1-Apr-2031	4.5	20,700	2.7	18.9	$22.25	$0.00	$0.00	8.7%	0%	4.5	1,800	0%
Adam	High End	474	281	6-Sep-2030	3.1	21,500	9.5	10.2	$40.25	$13.93	$10.84	32.4%	0%	1.5	900	93%
Aft	Performance	494	0	17-June-2030	3.9	25,500	10.7	15.2	$31.00	$14.01	$10.84	18%	0%	2	900	92%
Agape	Size	674	0	1-June-2031	4.1	20,650	4.6	11.5	$28.00	$11.23	$13.89	8.4%	36.4%	1	550	136%
Baker	Traditional	1,662	0	26-Sep-2029	2	17,500	7.1	12.9	$28.00	$10.47	$8.40	33%	0%	4	1,800	94%
Bead	Low End	2,004	0	26-May-2022	7.6	14,000	3	17	$19.50	$5.79	$7.29	31.3%	28.1%	5.5	1,600	128%
Bid	High End	743	0	14-Oct-2029	1.8	23,000	10.3	10	$37.00	$14.82	$9.60	34.4%	0%	3	900	84%
Bold	Performance	587	0	12-Nov-2029	2.1	27,000	11.3	14.3	$32.00	$15.02	$9.60	25.3%	0%	3	600	100%
Buddy	Size	508	0	3-Nov-2029	2.1	19,000	5.6	9.1	$32.00	$12.36	$9.60	32.1%	0%	3	600	87%
Cake	Traditional	1,892	0	10-Feb-2029	3	17,500	6.1	13.9	$25.50	$9.59	$8.45	27.1%	8.3%	4.5	1,800	108%
Cedar	Low End	2,555	77	23-July-2029	2.7	12,050	4.2	15.8	$18.00	$6.27	$7.46	22.5%	20.5%	6	2,400	120%
Cid	High End	1,116	0	11-Dec-2029	1.2	25,000	10.4	9.6	$33.50	$15.64	$10.38	23.3%	27.8%	3.5	1,200	128%
Coat	Performance	970	0	4-Dec-2029	1.4	27,000	11.8	13.2	$34.00	$15.60	$11.47	21.2%	42.9%	3	1,000	143%
Cure	Size	970	0	31-Oct-2029	1.5	25,000	6.1	8.8	$35.00	$14.47	$10.75	28.8%	42.9%	3.5	1,000	143%
Daze	Traditional	2,224	0	6-Aug-2028	2.9	18,500	6.4	13.6	$25.75	$10.15	$7.02	32.3%	12%	6	2,000	112%
Dell	Low End	3,176	0	26-May-2022	7.6	14,000	3	17	$18.50	$5.79	$6.89	30.3%	100%	7.5	2,000	200%
Duck	High End	1,320	0	2-Dec-2029	1.2	23,000	11.6	8.4	$37.25	$16.10	$8.99	34.9%	47.8%	5	1,050	148%
Dot	Performance	874	0	8-Oct-2029	1.5	27,000	12.4	13.9	$33.00	$15.75	$8.97	26.6%	46.7%	4.5	600	147%
Dune	Size	1,191	0	19-July-2029	1.5	19,000	6.1	7.6	$33.50	$13.35	$9.64	31.6%	100%	4.5	700	200%
Eat	Traditional	1,531	0	2-Jan-2029	3	17,900	6.3	13.8	$28.50	$9.84	$6.60	41.2%	0%	5.3	1,900	82%
Ebb	Low End	2,172	0	14-Dec-2029	3.8	14,500	5	15.1	$21.50	$7.67	$6.54	43.3%	37.5%	6	1,600	138%
Echo	High End	553	0	14-Feb-2030	3.5	23,500	8.9	11.1	$38.50	$13.86	$8.80	40.2%	0%	3.4	900	62%
Edge	Performance	619	0	24-July-2030	3.9	27,000	10.4	15.3	$33.50	$14.26	$8.57	30.1%	0%	3.6	700	71%
Egg	Size	573	0	17-Apr-2030	3.8	19,000	4.7	9.6	$33.50	$11.86	$8.45	38.4%	0%	3.7	750	77%
Fast	Low End	1,512	0	10-Oct-2030	6.1	17,500	5.5	14.5	$24.50	$9.05	$7.97	28.7%	0%	5.2	2,400	74%
Feat	Low End	1,648	0	26-May-2022	7.6	14,000	3	17	$21.00	$5.79	$8.84	28.7%	30%	5	1,400	130%
Fist	High End	255	116	20-Apr-2025	4.7	23,000	8	12	$38.00	$12.92	$10.63	33.2%	0%	3	900	46%
Foam	Performance	458	0	2-July-2024	5.5	25,000	9.4	15.5	$33.00	$13.03	$10.63	26.9%	0%	3	600	73%
Fume	Size	344	0	26-May-2024	5.6	19,000	4	11	$33.00	$10.88	$10.63	33.4%	0%	3	600	63%
Gerbil	Low End	4,715	0	26-May-2022	7.6	14,000	3	17	$19.00	$5.79	$3.62	49%	99.9%	8.5	2,900	200%
Heft	-	0	1,375	11-Jan-2029	4.4	18,700	5.7	14.3	$33.50	$9.59	$7.75	0%	0%	4.5	1,800	78%
Hue	Low End	793	2,882	11-Nov-2029	2.6	13,500	3.9	17.3	$23.75	$5.98	$7.56	17.5%	13.7%	5	1,600	114%
Hoary	High End	530	0	6-Oct-2029	1.8	23,000	10.8	11.4	$39.00	$14.48	$9.54	38.5%	0%	3	550	98%
Hilt	Performance	432	0	11-Sep-2029	2.1	26,000	10.8	16.5	$34.25	$13.98	$9.54	29.7%	0%	3	600	73%
Hamper	Size	373	0	15-Jan-2029	3.8	20,000	4.8	9.6	$34.25	$12.18	$9.54	35.4%	0%	3	600	63%
Ignite	Traditional	2,023	0	7-June-2029	1.8	18,000	6	13	$25.50	$10.11	$8.51	27%	13.9%	4.5	1,800	114%
Irate	Low End	1,180	1,234	11-June-2029	1.8	12,000	4.5	16.9	$19.50	$5.98	$7.05	24.1%	25%	5.8	1,800	125%
Indigo	High End	1,036	0	13-Jan-2030	2.6	24,000	8.2	11.2	$37.50	$13.66	$8.32	40.4%	31.2%	4.8	900	131%
Invert	Performance	740	0	10-Mar-2030	2.6	27,000	11.5	14.5	$34.00	$15.08	$7.95	31.2%	7.1%	4.5	800	107%
Iota	Size	740	0	2-Jan-2030	2.5	19,450	4.8	8.4	$34.00	$12.72	$10.07	31.9%	25%	3.5	700	125%

Traditional Segment Analysis

Traditional Statistics

2029 Total Market Size	14,429
2029 Total Units Sold	12,749
Segment % of Total Industry	28.4%
2030 Demand Growth Rate	9.2%

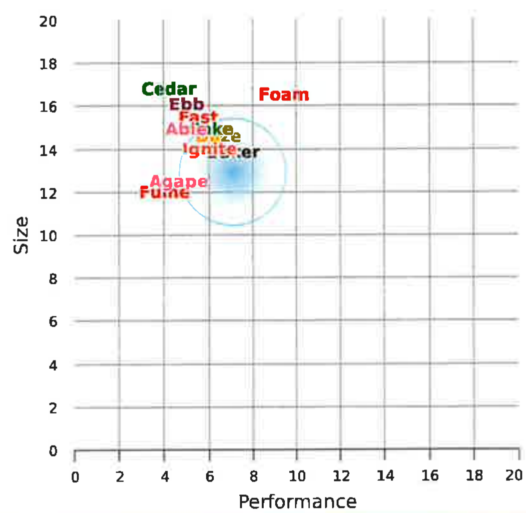
Accessibility



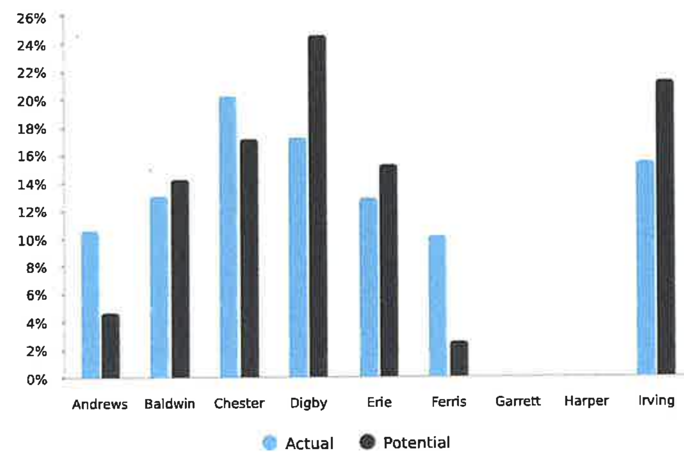
Traditional Customer Buying Criteria

	Expectations	Importance
Age	2 Years	47%
Price	$18.50 - $28.50	23%
Positioning	Performance 7.1 Size 12.9	21%
MTBF	14,000 - 19,000 Hours	9%

Perceptual Map for Traditional



Actual vs. Potential Market Share



Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Daze	$25.75	2,208	3,549	Yes	6-Aug-2028	2.9	6.4	13.6	18,500	$2,500	84%	$1,800	99%	39
Ignite	$25.50	1,971	3,071	Yes	7-June-2029	1.8	6	13	18,000	$2,000	72%	$1,500	100%	55
Cake	$25.50	1,852	2,423	Yes	10-Feb-2029	3	6.1	13.9	17,500	$2,000	61%	$1,500	93%	25
Baker	$28.00	1,656	2,070	Yes	26-Sep-2029	2	7.1	12.9	17,500	$3,000	67%	$1,800	92%	53
Eat	$28.50	1,531	2,178	Yes	2-Jan-2029	3	6.3	13.8	17,900	$1,650	60%	$1,450	90%	22
Fast	$24.50	930	371	Yes	10-Oct-2030	6.1	5.5	14.5	17,500	$900	34%	$1,300	79%	5
Able	$25.25	925	424	Yes	25-Jan-2030	4.3	5	13.9	18,900	$250	59%	$150	60%	5
Cedar	$18.00	741	54	No	23-July-2029	2.7	4.2	15.8	12,050	$1,500	61%	$1,500	76%	0
Agape	$28.00	432	256	Yes	1-June-2031	4.1	4.6	11.5	20,650	$1,600	59%	$1,150	66%	2
Foam	$33.00	211	4	Yes	2-July-2024	5.5	9.4	15.5	25,000	$700	34%	$700	39%	0
Fume	$33.00	162	3	Yes	26-May-2024	5.6	4	11	19,000	$700	34%	$700	39%	0
Ebb	$21.50	117	27	Yes	14-Dec-2029	3.8	5	15.1	14,500	$1,500	60%	$1,250	77%	5

Low End Segment Analysis

CP135081_1 Round: 3 Dec. 31, 2029

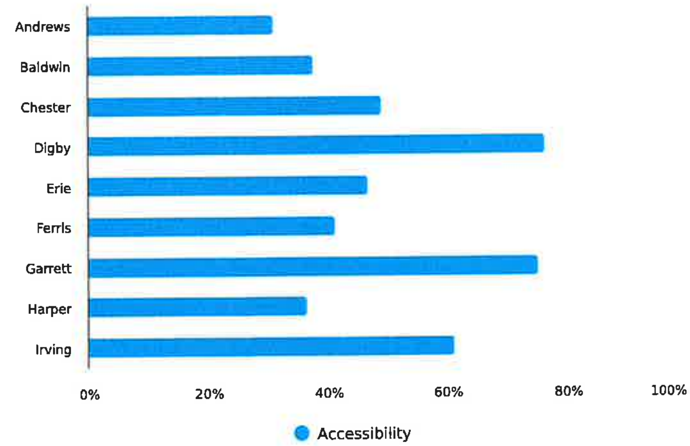
Low End Statistics

2029 Total Market Size	18,732
2029 Total Units Sold	18,732
Segment % of Total Industry	37.8%
2030 Demand Growth Rate	11.7%

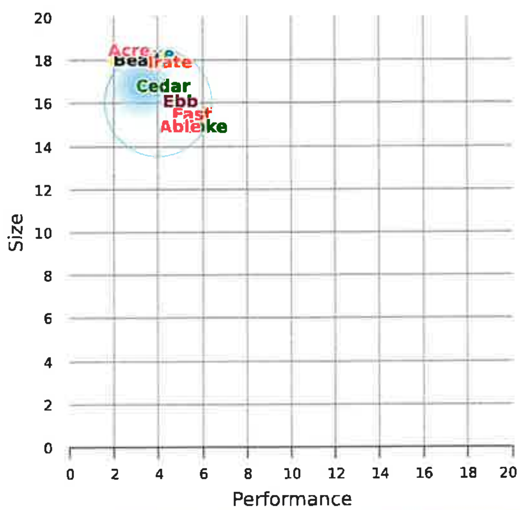
Low End Customer Buying Criteria

	Expectations	Importance
Price	$13.50 - $23.50	53%
Age	7 Years	24%
Positioning	Performance 3.2 Size 16.8	16%
MTBF	12,000 - 17,000 Hours	7%

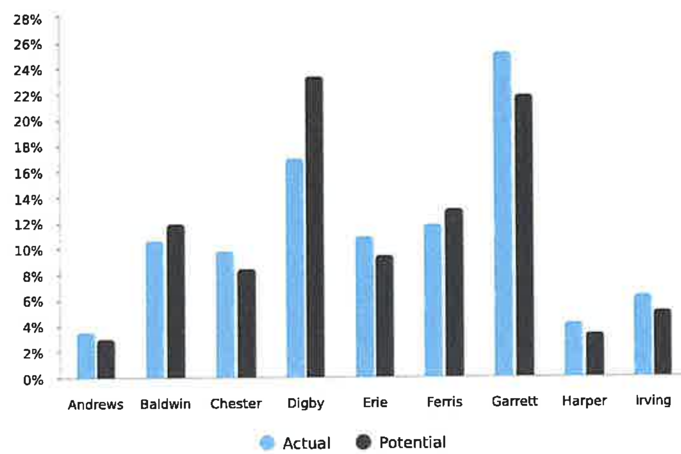
Accessibility



Perceptual Map for Low End



Actual vs. Potential Market Share



Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Gerbil	$19.00	4,715	4,106	Yes	26-May-2022	7.6	3	17	14,000	$2,500	75%	$2,000	100%	44
Dell	$18.50	3,176	4,343	Yes	26-May-2022	7.6	3	17	14,000	$2,500	77%	$1,500	87%	46
Ebb	$21.50	2,055	1,771	Yes	14-Dec-2029	3.8	5	15.1	14,500	$1,500	47%	$1,250	77%	7
Bead	$19.50	2,004	2,239	Yes	26-May-2022	7.6	3	17	14,000	$1,400	38%	$900	54%	24
Cedar	$18.00	1,814	1,509	No	23-July-2029	2.7	4.2	15.8	12,050	$1,500	49%	$1,500	76%	14
Feat	$21.00	1,648	1,877	Yes	26-May-2022	7.6	3	17	14,000	$900	41%	$900	54%	20
Irate	$19.50	1,180	931	No	11-June-2029	1.8	4.5	16.9	12,000	$1,500	61%	$1,000	68%	10
Hue	$23.75	793	637	No	11-Nov-2029	2.6	3.9	17.3	13,500	$1,400	37%	$1,100	68%	4
Fast	$24.50	582	568	Yes	10-Oct-2030	6.1	5.5	14.5	17,500	$900	41%	$1,300	79%	7
Acre	$22.25	525	418	No	1-Apr-2031	4.5	2.7	18.9	20,700	$1,400	31%	$1,200	78%	4
Able	$25.25	154	152	Yes	25-Jan-2030	4.3	5	13.9	18,900	$250	31%	$150	60%	2
Cake	$25.50	41	85	Yes	10-Feb-2029	3	6.1	13.9	17,500	$2,000	49%	$1,500	93%	2

High End Segment Analysis

CP135081_1 Round: 3 Dec. 31, 2029

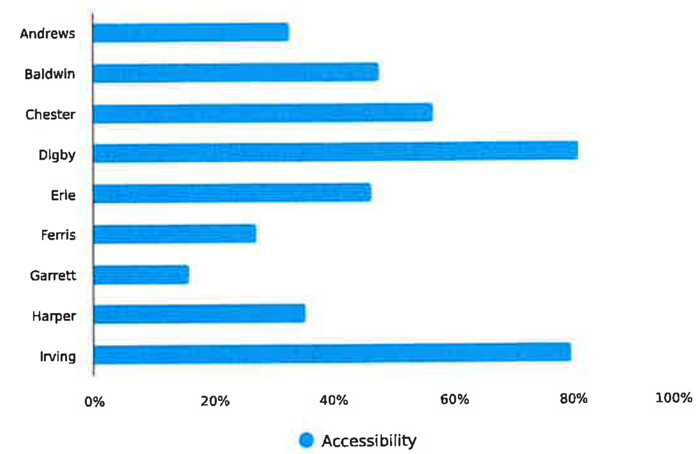
High End Statistics

2029 Total Market Size	6,010
2029 Total Units Sold	6,010
Segment % of Total Industry	12.6%
2030 Demand Growth Rate	16.2%

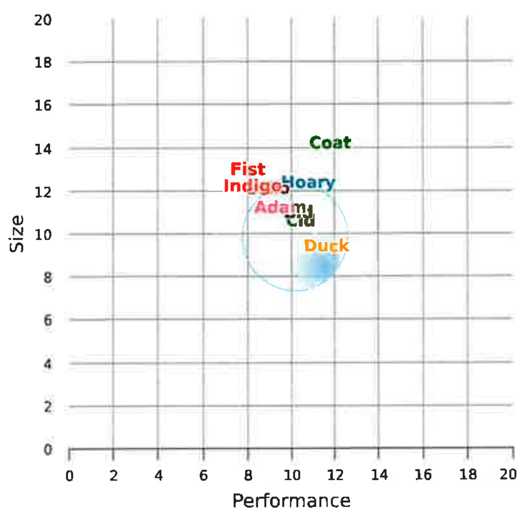
High End Customer Buying Criteria

	Expectations	Importance
Positioning	Performance 11.6 Size 8.4	43%
Age	0 Years	29%
MTBF	20,000 - 25,000 Hours	19%
Price	$28.50 - $38.50	9%

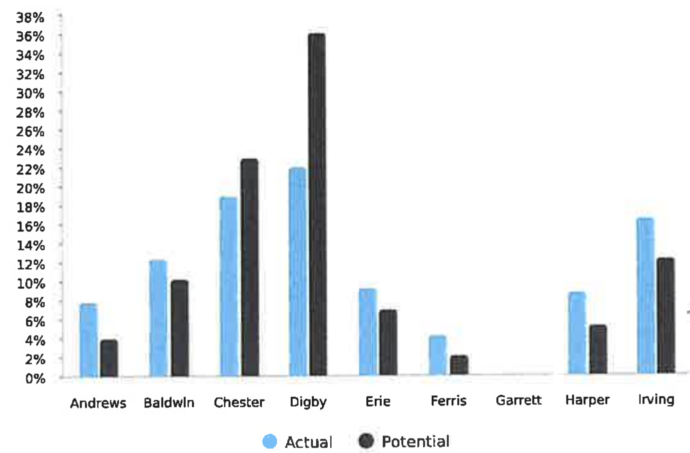
Accessibility



Perceptual Map for High End



Actual vs. Potential Market Share



Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Duck	$37.25	1,320	2,168	Yes	2-Dec-2029	1.2	11.6	8.4	23,000	$2,500	81%	$1,800	94%	58
Cid	$33.50	1,116	1,362	Yes	11-Dec-2029	1.2	10.4	9.6	25,000	$2,000	57%	$2,000	100%	41
Indigo	$37.50	994	733	Yes	13-Jan-2030	2.6	8.2	11.2	24,000	$2,500	80%	$2,000	100%	9
Bid	$37.00	743	620	Yes	14-Oct-2029	1.8	10.3	10	23,000	$1,800	48%	$1,300	64%	16
Echo	$38.50	553	420	Yes	14-Feb-2030	3.5	8.9	11.1	23,500	$1,600	47%	$1,550	93%	5
Hoary	$39.00	530	316	Yes	6-Oct-2029	1.8	10.8	11.4	23,000	$1,250	36%	$950	57%	6
Adam	$40.25	474	241	No	6-Sep-2030	3.1	9.5	10.2	21,500	$1,100	33%	$1,300	75%	2
Fist	$38.00	255	128	No	20-Apr-2025	4.7	8	12	23,000	$800	27%	$800	47%	1
Coat	$34.00	24	21	Yes	4-Dec-2029	1.4	11.8	13.2	27,000	$2,000	57%	$2,000	93%	3

Performance Segment Analysis

CP135081_1 Round: 3 Dec. 31, 2029

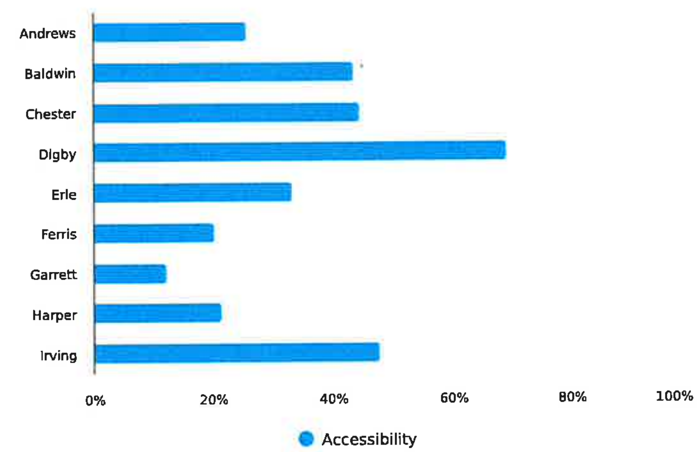
Performance Statistics

2029 Total Market Size	4,939
2029 Total Units Sold	4,939
Segment % of Total Industry	10.7%
2030 Demand Growth Rate	19.8%

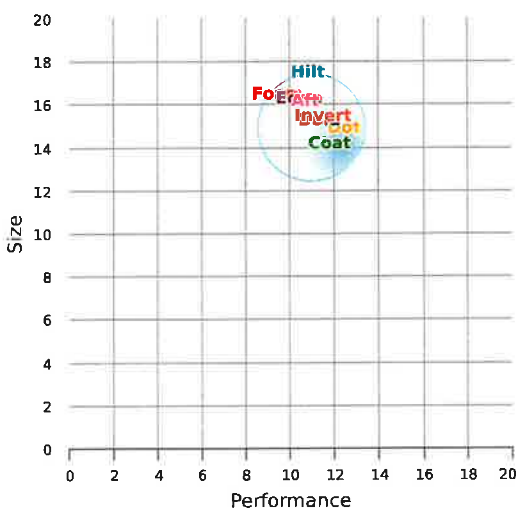
Performance Customer Buying Criteria

	Expectations	Importance
MTBF	22,000 - 27,000 Hours	43%
Positioning	Performance 12.4 Size 13.9	29%
Price	$23.50 - $33.50	19%
Age	1 Years	9%

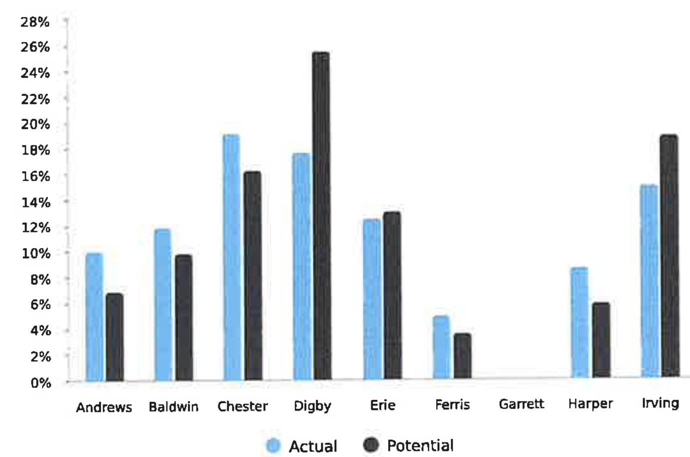
Accessibility



Perceptual Map for Performance



Actual vs. Potential Market Share



Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Coat	$34.00	946	803	Yes	4-Dec-2029	1.4	11.8	13.2	27,000	$2,000	45%	$2,000	93%	40
Dot	$33.00	874	1,257	Yes	8-Oct-2029	1.5	12.4	13.9	27,000	$2,000	69%	$1,300	81%	57
Invert	$34.00	740	933	Yes	10-Mar-2030	2.6	11.5	14.5	27,000	$2,000	48%	$1,500	74%	33
Edge	$33.50	619	646	Yes	24-July-2030	3.9	10.4	15.3	27,000	$1,450	33%	$1,450	85%	22
Bold	$32.00	587	488	Yes	12-Nov-2029	2.1	11.3	14.3	27,000	$1,800	44%	$1,400	69%	37
Aft	$31.00	494	341	Yes	17-June-2030	3.9	10.7	15.2	25,500	$450	26%	$1,050	57%	11
Hilt	$34.25	432	293	No	11-Sep-2029	2.1	10.8	16.5	26,000	$800	22%	$800	46%	9
Foam	$33.00	248	178	Yes	2-July-2024	5.5	9.4	15.5	25,000	$700	20%	$700	39%	6

Size Segment Analysis

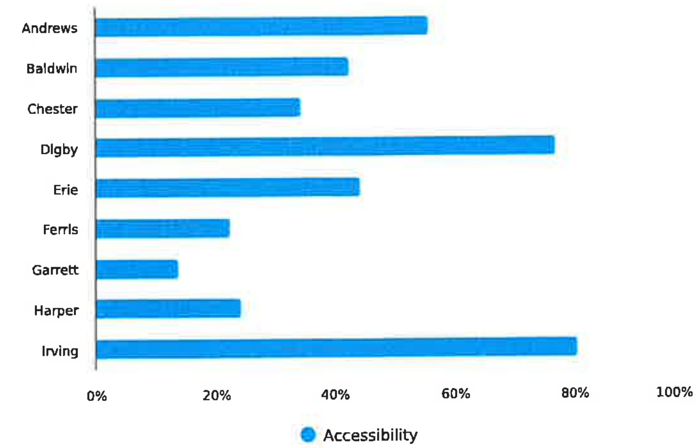
Size Statistics

2029 Total Market Size	4,926
2029 Total Units Sold	4,838
Segment % of Total Industry	10.5%
2030 Demand Growth Rate	18.3%

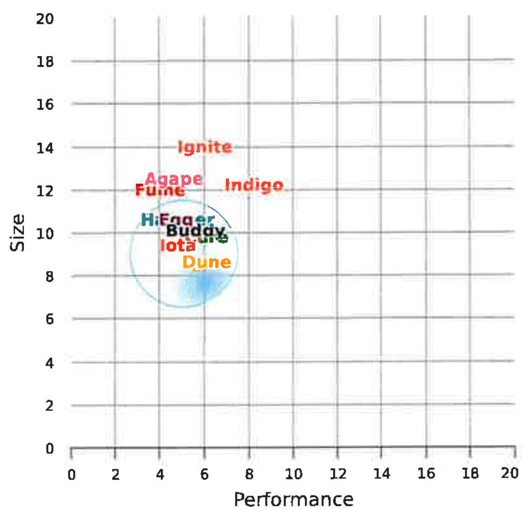
Size Customer Buying Criteria

	Expectations	Importance
Positioning	Performance 6.1 Size 7.6	43%
Age	1.5 Years	29%
MTBF	16,000 - 21,000 Hours	19%
Price	$23.50 - $33.50	9%

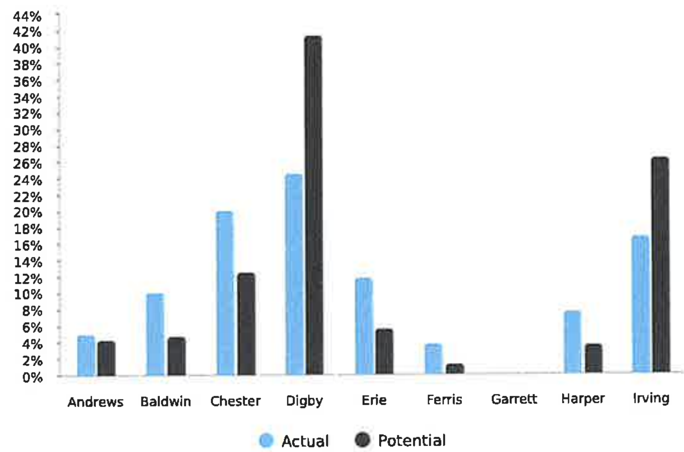
Accessibility



Perceptual Map for Size



Actual vs. Potential Market Share

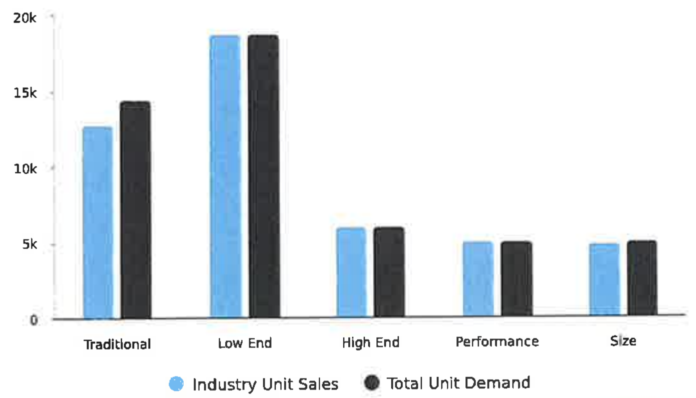


Top Products

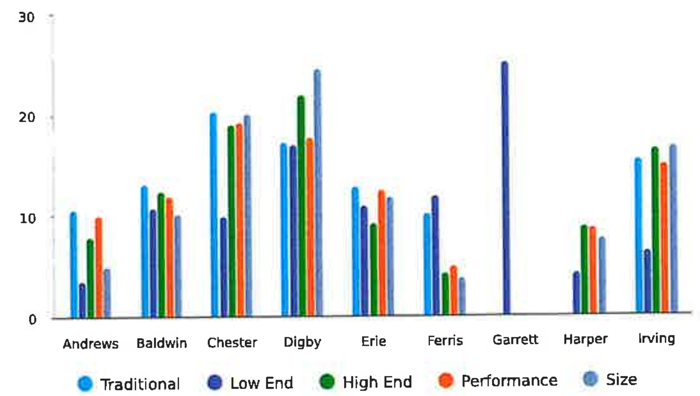
Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Dune	$33.50	1,191	2,038	Yes	19-July-2029	1.5	6.1	7.6	19,000	$2,500	77%	$1,650	91%	68
Cure	$35.00	970	619	Yes	31-Oct-2029	1.5	6.1	8.8	25,000	$2,000	35%	$2,000	92%	24
Iota	$34.00	740	1,225	Yes	2-Jan-2030	2.5	4.8	8.4	19,450	$2,500	81%	$1,500	90%	22
Egg	$33.50	573	275	Yes	17-Apr-2030	3.8	4.7	9.6	19,000	$1,450	44%	$1,550	91%	4
Buddy	$32.00	495	239	Yes	3-Nov-2029	2.1	5.6	9.1	19,000	$1,500	43%	$1,000	55%	17
Hamper	$34.25	373	179	Yes	15-Jan-2029	3.8	4.8	9.6	20,000	$800	24%	$950	50%	3
Agape	$28.00	243	215	Yes	1-June-2031	4.1	4.6	11.5	20,650	$1,600	56%	$1,150	66%	5
Fume	$33.00	182	63	Yes	26-May-2024	5.6	4	11	19,000	$700	23%	$700	39%	2
Indigo	$37.50	42	15	Yes	13-Jan-2030	2.6	8.2	11.2	24,000	$2,500	81%	$2,000	100%	0
Ignite	$25.50	29	57	Yes	7-June-2029	1.8	6	13	18,000	$2,000	81%	$1,500	100%	0

Market Share

Units Sold vs. Demand



Market Share



Actual Market Share in Units

Name	Traditional	Low End	High End	Performance	Size	Total
Industry Unit Sales	12,749	18,732	6,010	4,939	4,838	47,268
% of Market	27%	39.6%	12.7%	10.4%	10.2%	100%
Able	7.3%	0.8%	0%	0%	0%	2.3%
Acre	0%	2.8%	0%	0%	0%	1.1%
Adam	0%	0%	7.9%	0%	0%	1%
Aft	0%	0%	0%	10%	0%	1%
Agape	3.4%	0%	0%	0%	5%	1.4%
Total	**10.6%**	**3.6%**	**7.9%**	**10%**	**5%**	**6.9%**
Baker	13%	0%	0%	0%	0%	3.5%
Bead	0%	10.7%	0%	0%	0%	4.2%
Bid	0%	0%	12.4%	0%	0%	1.6%
Bold	0%	0%	0%	11.9%	0%	1.2%
Buddy	0.1%	0%	0%	0%	10.2%	1.1%
Total	**13.1%**	**10.7%**	**12.4%**	**11.9%**	**10.2%**	**11.6%**
Cake	14.5%	0.2%	0%	0%	0%	4%
Cedar	5.8%	9.7%	0%	0%	0%	5.4%
Cid	0%	0%	18.6%	0%	0%	2.4%
Coat	0%	0%	0.4%	19.2%	0%	2.1%
Cure	0%	0%	0%	0%	20.1%	2.1%
Total	**20.3%**	**9.9%**	**19%**	**19.2%**	**20.1%**	**15.9%**
Daze	17.3%	0.1%	0%	0%	0%	4.7%
Dell	0%	17%	0%	0%	0%	6.7%
Dot	0%	0%	0%	17.7%	0%	1.8%
Duck	0%	0%	22%	0%	0%	2.8%
Dune	0%	0%	0%	0%	24.6%	2.5%
Total	**17.3%**	**17%**	**22%**	**17.7%**	**24.6%**	**18.6%**
Eat	12%	0%	0%	0%	0%	3.2%
Ebb	0.9%	11%	0%	0%	0%	4.6%
Echo	0%	0%	9.2%	0%	0%	1.2%
Edge	0%	0%	0%	12.5%	0%	1.3%
Egg	0%	0%	0%	0%	11.8%	1.2%
Total	**12.9%**	**11%**	**9.2%**	**12.5%**	**11.8%**	**11.5%**
Fast	7.3%	3.1%	0%	0%	0%	3.2%
Feat	0%	8.8%	0%	0%	0%	3.5%
Fist	0%	0%	4.2%	0%	0%	0.5%
Foam	1.7%	0%	0%	5%	0%	1%
Fume	1.3%	0%	0%	0%	3.8%	0.7%
Total	**10.2%**	**11.9%**	**4.2%**	**5%**	**3.8%**	**8.9%**
Gerbil	0%	25.2%	0%	0%	0%	10%
Total	**0%**	**25.2%**	**0%**	**0%**	**0%**	**10%**

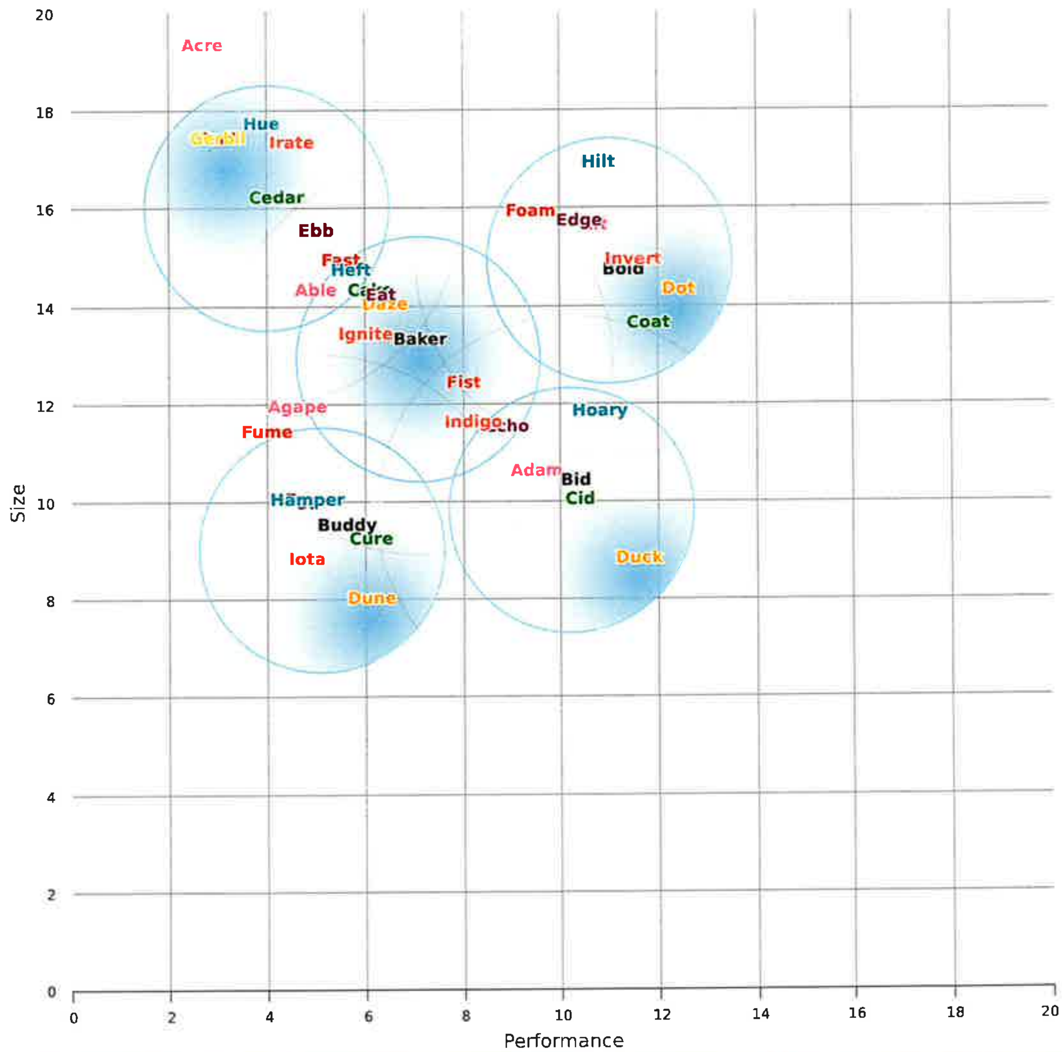
Potential Market Share in Units

Name	Traditional	Low End	High End	Performance	Size	Total
Units Demanded	14,429	18,732	6,010	4,939	4,926	49,036
% of Market	29.4%	38.2%	12.3%	10.1%	10%	100%
Able	2.9%	0.8%	0%	0%	0%	1.2%
Acre	0%	2.2%	0%	0%	0%	0.9%
Adam	0%	0%	4%	0%	0%	0.5%
Aft	0%	0%	0%	6.9%	0%	0.7%
Agape	1.8%	0%	0%	0%	4.4%	1%
Total	**4.7%**	**3%**	**4%**	**6.9%**	**4.4%**	**4.2%**
Baker	14.3%	0%	0%	0%	0%	4.2%
Bead	0%	12%	0%	0%	0%	4.6%
Bid	0%	0%	10.3%	0%	0%	1.3%
Bold	0%	0%	0%	9.9%	0%	1%
Buddy	0%	0%	0%	0%	4.8%	0.5%
Total	**14.3%**	**12%**	**10.3%**	**9.9%**	**4.8%**	**11.5%**
Cake	16.8%	0.5%	0%	0%	0%	5.1%
Cedar	0.4%	8.1%	0%	0%	0%	3.2%
Cid	0%	0%	22.7%	0%	0%	2.8%
Coat	0%	0%	0.3%	16.3%	0%	1.7%
Cure	0%	0%	0%	0%	12.6%	1.3%
Total	**17.2%**	**8.5%**	**23%**	**16.3%**	**12.6%**	**14%**
Daze	24.6%	0.2%	0%	0%	0%	7.3%
Dell	0%	23.2%	0%	0%	0%	8.9%
Dot	0%	0%	0%	25.4%	0%	2.6%
Duck	0%	0%	36.1%	0%	0%	4.4%
Dune	0%	0%	0%	0%	41.4%	4.2%
Total	**24.6%**	**23.4%**	**36.1%**	**25.4%**	**41.4%**	**27.3%**
Eat	15.1%	0%	0%	0%	0%	4.4%
Ebb	0.2%	9.5%	0%	0%	0%	3.7%
Echo	0%	0%	7%	0%	0%	0.9%
Edge	0%	0%	0%	13.1%	0%	1.3%
Egg	0%	0%	0%	0%	5.6%	0.6%
Total	**15.3%**	**9.5%**	**7%**	**13.1%**	**5.6%**	**10.8%**
Fast	2.6%	3%	0%	0%	0%	1.9%
Feat	0%	10%	0%	0%	0%	3.8%
Fist	0%	0%	2.1%	0%	0%	0.3%
Foam	0%	0%	0%	3.6%	0%	0.4%
Fume	0%	0%	0%	0%	1.3%	0.1%
Total	**2.6%**	**13.1%**	**2.1%**	**3.6%**	**1.3%**	**6.5%**
Gerbil	0%	21.9%	0%	0%	0%	8.4%
Total	**0%**	**21.9%**	**0%**	**0%**	**0%**	**8.4%**

Name	Traditional	Low End	High End	Performance	Size	Total
Hamper	0%	0%	0%	0%	7.7%	0.8%
Heft	0%	0%	0%	0%	0%	0%
Hilt	0%	0%	0%	8.7%	0%	0.9%
Hoary	0%	0%	8.8%	0%	0%	1.1%
Hue	0%	4.2%	0%	0%	0%	1.7%
Total	**0%**	**4.2%**	**8.8%**	**8.7%**	**7.7%**	**4.5%**
Ignite	15.5%	0.1%	0%	0%	0.6%	4.3%
Indigo	0%	0%	16.5%	0%	0.9%	2.2%
Invert	0%	0%	0%	15%	0%	1.6%
Iota	0%	0%	0%	0%	15.3%	1.6%
Irate	0%	6.3%	0%	0%	0%	2.5%
Total	**15.5%**	**6.4%**	**16.5%**	**15%**	**16.8%**	**12.1%**

Name	Traditional	Low End	High End	Performance	Size	Total
Hamper	0%	0%	0%	0%	3.6%	0.4%
Heft	0%	0%	0%	0%	0%	0%
Hilt	0%	0%	0%	5.9%	0%	0.6%
Hoary	0%	0%	5.3%	0%	0%	0.6%
Hue	0%	3.4%	0%	0%	0%	1.3%
Total	**0%**	**3.4%**	**5.3%**	**5.9%**	**3.6%**	**2.9%**
Ignite	21.3%	0.2%	0%	0%	1.2%	6.5%
Indigo	0%	0%	12.2%	0%	0.3%	1.5%
Invert	0%	0%	0%	18.9%	0%	1.9%
Iota	0%	0%	0%	0%	24.9%	2.5%
Irate	0%	5%	0%	0%	0%	1.9%
Total	**21.3%**	**5.2%**	**12.2%**	**18.9%**	**26.3%**	**14.3%**

Perceptual Map



Andrews			
Name	**Pfmn**	**Size**	**Revised**
Able	5.0	13.9	25-Jan-2030
Acre	2.7	18.9	1-Apr-2031
Adam	9.5	10.2	6-Sep-2030
Aft	10.7	15.2	17-June-2030
Agape	4.6	11.5	1-June-2031

Baldwin			
Name	**Pfmn**	**Size**	**Revised**
Baker	7.1	12.9	26-Sep-2029
Bead	3.0	17.0	26-May-2022
Bid	10.3	10.0	14-Oct-2029
Bold	11.3	14.3	12-Nov-2029
Buddy	5.6	9.1	3-Nov-2029

Chester			
Name	**Pfmn**	**Size**	**Revised**
Cake	6.1	13.9	10-Feb-2029
Cedar	4.2	15.8	23-July-2029
Cid	10.4	9.6	11-Dec-2029
Coat	11.8	13.2	4-Dec-2029
Cure	6.1	8.8	31-Oct-2029

Digby			
Name	**Pfmn**	**Size**	**Revised**
Daze	6.4	13.6	6-Aug-2028
Dell	3.0	17.0	26-May-2022
Dot	12.4	13.9	8-Oct-2029
Duck	11.6	8.4	2-Dec-2029
Dune	6.1	7.6	19-July-2029

Erie			
Name	**Pfmn**	**Size**	**Revised**
Eat	6.3	13.8	2-Jan-2029
Ebb	5.0	15.1	14-Dec-2029
Echo	8.9	11.1	14-Feb-2030
Edge	10.4	15.3	24-July-2030
Egg	4.7	9.6	17-Apr-2030

Ferris			
Name	**Pfmn**	**Size**	**Revised**
Fast	5.5	14.5	10-Oct-2030
Feat	3.0	17.0	26-May-2022
Fist	8.0	12.0	20-Apr-2025
Foam	9.4	15.5	2-July-2024
Fume	4.0	11.0	26-May-2024

Garrett			
Name	**Pfmn**	**Size**	**Revised**
Gerbil	3.0	17.0	26-May-2022

Harper			
Name	**Pfmn**	**Size**	**Revised**
Hamper	4.8	9.6	15-Jan-2029
Heft	5.7	14.3	11-Jan-2029
Hilt	10.8	16.5	11-Sep-2029
Hoary	10.8	11.4	6-Oct-2029
Hue	3.9	17.3	11-Nov-2029

Irving			
Name	**Pfmn**	**Size**	**Revised**
Ignite	6.0	13.0	7-June-2029
Indigo	8.2	11.2	13-Jan-2030
Invert	11.5	14.5	10-Mar-2030
Iota	4.8	8.4	2-Jan-2030
Irate	4.5	16.9	11-June-2029

Custom Modules

CP135081_1 Round: 3 Dec. 31, 2029

Workforce Summary

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Number of Employees	633	885	1,235	1,163	723	731	272	714	1,003
First Shift	590	828	995	757	655	671	136	684	837
Second Shift	43	57	240	406	68	60	136	30	166
Overtime %	0%	0%	0%	0%	0%	0%	0%	0%	0%
Turnover Rate	14.0%	11.5%	14.0%	6.5%	8.5%	12.6%	9.8%	10.6%	8.9%
New Employees	89	265	382	421	123	92	27	76	98
Separated Employees	113	0	0	0	0	2	58	29	0
Productivity Index	100.0%	102.5%	100.0%	107.5%	105.8%	101.0%	104.0%	104.0%	105.5%

Human Resources

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Decisions									
Scientists - Recruitment & Retention	$0	$1,000	$0	$2,000	$2,000	$100	$0	$1,000	$2,000
Manufacturing - Training & Assembly Teams	$0	$500	$0	$2,000	$2,000	$300	$800	$1,600	$1,500
Sales - Compensation	$0	$500	$0	$2,000	$2,000	$500	$1,000	$1,300	$1,500
Total Expenditures	$0	$2,000	$0	$6,000	$6,000	$900	$1,800	$3,900	$5,000
Yearly Impacts									
R & D Cycle Time	5%	-2.5%	5%	-10%	-10%	4.3%	5%	-2.5%	-10%
Demand	0%	1.5%	0%	3%	3%	0.2%	0%	1.5%	3%
Accessibility	0%	2%	0%	8%	8%	2%	4%	5.2%	6%
Productivity Index	0%	1.3%	0%	5%	5%	0.8%	2%	4%	3.8%
Turnover Rate	20%	7.5%	20%	-30%	-30%	8.5%	-4%	-14%	-17.5%
Production After Adjustment	-1%	-0.6%	-1%	0.5%	0.5%	-0.8%	-0.4%	0.2%	0.1%

Cumulative Impacts

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
R & D Cycle Time	10%	-1.3%	10%	-20%	-8.8%	7.8%	6.3%	2.5%	-11%
Demand	0%	2.3%	0%	6%	3.8%	0.4%	0.8%	1.5%	4.2%
Accessibility	0%	4%	0%	12%	8.8%	2.4%	6.8%	5.2%	8%
Productivity Index	0%	2.5%	0%	7.5%	5.8%	1%	4%	4%	5.5%
Turnover Rate	40%	15%	40%	-35%	-15.5%	26%	-2%	6%	-11%
Production After Adjustment	-2%	-1.3%	-2%	0.2%	-0.3%	-1.7%	-0.8%	-0.8%	-0.4%