The Bateau:
Active Seating for an Active Lifestyle
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Summary

The Bateau is attractive and contemporary seating that complements natural elements in park-like settings for people with an active lifestyle.

The sleek and curvilinear design is captured in steel and enhanced by a colorful seat wrap of recycled material.

Cities and universities that promote and support pedestrian interaction, fitness, and public art are the potential markets for this design.

As energy, transportation, and housing costs escalate, people will return to the urban environment to live and work. Planners will look for opportunities to blend practicality with art.

Leasing this idea to current park equipment manufacturers and distributors represents the best way to maximize the value of this idea.
Product description

The.Bateau

This seat is to be placed at parks where people normally walk or exercise.

It is a quick stopping point for them to rest.

The steel structure flexes to maintain momentum and energy by gently bouncing up and down.

Resting on The.Bateau gives a feeling of slight undulation as if floating on a wave.
Competitive Space

Park benches are a commodity product manufactured and sold by companies specializing in outdoor equipment such as trash cans, benches, and bike racks.

While the outdoor equipment industry is diffuse with a large number of companies, the three largest are: Highland Products Group (The Park Catalog), Site Furnishings (The Bench Factory), and American Park and Recreation Company (APark).

Park benches cost between $300 and $1500 each, depending on the materials and the style. Steel benches typically cost between $500 and $1000.

This industry is mature as the growth of new park land has slowed (source: IBISWorld).

The.Bateau seeks to exploit a competitive white space in this industry by introducing the first active seating for park visitors.

The.Bateau will replace traditional benches as a way to promote an active use of parks through its momentum-conserving action.
Opportunity Diagram

Purchase Process
1. Decision to create new park.
2. Lobby for park types and features to be created.
3. Open bidding process for park construction.
4. Seek bids for various equipment needs.

The Bateau Sales Process
5. Contractors are decentralized and difficult to sell to. May not get bid.
6. Stimulate demand through contacting decision-makers.
7. Once demand is created, lease to established companies.
Next Steps

1. Finish development
2. Begin patent procedure
3. Find organization sponsorship
4. Deal with park equipment manufacturer
5. Market to target cities
1. Finish Development: Explore Product Risks

### Product Risks

**Weather**
- How will the product react to cold weather?
- Any cracking or shape change from use?

**Liability**
- How can we protect customers from liability lawsuits?

**Patentability**
- Simple design makes enforcing a patent difficult.
- How much time from application to receipt?

**Demand**
- Entering a market white space requires determination of market demand

### Actions

- Explore Composites
- Contact Lawyer
- Contact Lawyer
- Market Research
1. Finish Development: Necessary refinements

**Manufacturing techniques**
- Refine method to produce The.Bateau from one piece of steel eliminating the need for welding
- Develop a two step process to bend The.Bateau into shape

**Seat Wrap**
- Determine best material to use.
- Find correct adhesive agent to keep seat in place
2. Patent Process

- The patent process is estimated to take approximately 18 months and cost a minimum of $20,000.

- While the patentability of the product is in doubt due to its simplicity, this process will allow time to pursue sponsorship by organizations.

3. Running Organizations

In order to gain credibility, we intend to have The.Bateau sponsored by running groups. Some possibilities are:

- International Association of Athletics and Federations (IAAF)
- Run the Planet
- USA Track and Field
- Road Runners Club of America
- Runners World Magazine
4. Park Equipment Companies

-Leasing the idea is optimal because establishing manufacturing capabilities or contracting the production significantly raises costs and increases our risk.

-The best companies to approach will be:
  - Highland Products Group
  - Site Furnishings
because of their size and current contacts with existing contractors.

5. Top Ten Target Cities

These targeted cities have been named in the top 25 running cities in the USA, have significant spending on parks ($10+/resident), and have been increasing its park area the past few years making them ideal locations for introducing The.Bateau.

1. Anchorage, AK
2. Atlanta, GA
3. Austin, TX
4. Chicago, IL
5. Denver, CO
6. New York City, NY
7. Phoenix, AZ
8. Portland, OR
9. Seattle, WA
10. San Francisco, CA
Financial Graphics

Per Unit Profit for Manufacturer

- Profit: 15%
- Overhead Est.: 35%
- License Fee: 5%
- Material Cost: 45%

Market Size for The.Bateau

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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<tbody>
<tr>
<td>Retail Price</td>
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<tr>
<td>Benches/Acre*</td>
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<tr>
<td>New Acres/yr*</td>
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</tr>
<tr>
<td>Refurbish Acres/yr*</td>
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<tr>
<td>New Benches/yr</td>
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<tr>
<td>Max Market Potential</td>
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<tr>
<td>*- Numbers from <a href="http://www.tpl.org">www.tpl.org</a></td>
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Total Cost per Bench

- Labor: $50 (b)
- Materials: $80 (a)
- Other: $50 (c)
- Total: $180

License Fee Sensitivity Report

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<thead>
<tr>
<th>Units Sold</th>
<th>License Received*</th>
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<tbody>
<tr>
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</table>

* assumes 5% license fee

- Steel = $300/sheet
- 6 benches per sheet plus seating material estimate.
- $25/hr for 2 hours
- Coatings, bolts, etc
The.Bateau