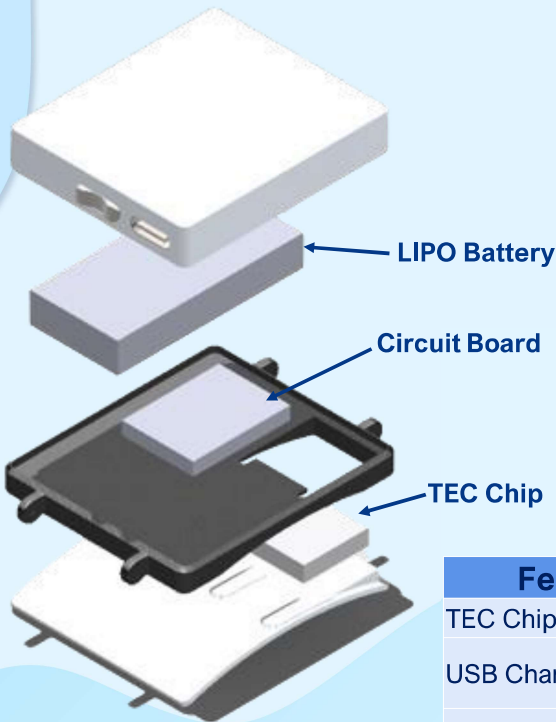
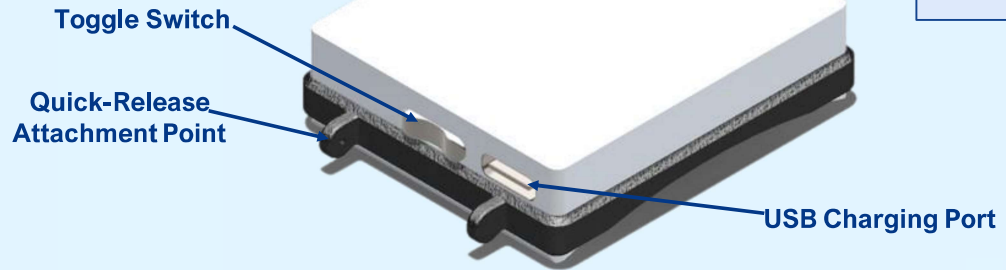


# TECOOL

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**MSRP:**  
**\$100**



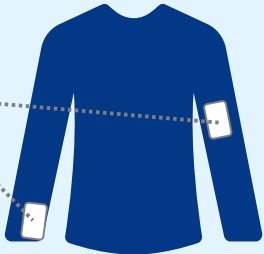
**Value Proposition**  
TECOOL is a discreet modular cooling device that can be worn on multiple parts of the body to provide a cooling sensation that provides relief from hot flashes and overheating at an affordable price.

**Financials**

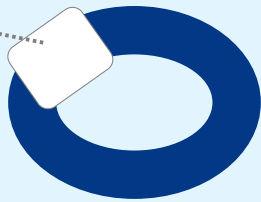
- 0.5% estimated market penetration of 40 million menopausal women
- Projected cumulative sales after three years = \$4.8M

**The Cooling Cell Applied:**

Cooling cells in athletic apparel could support up to 64 million fitness enthusiasts in the U.S.



75% of all women experience hot flashes. A bracelet attachment is discrete and stylish for menopausal women.



Multiple applications of the cooling cell could benefit those with excessive sweating disorders or anxiety disorders, as well as kitchen staff and construction site staff.



Feature	Function	Benefit
TEC Chip	Creates a thermoelectric cooling effect	Provides cooling-based relief
USB Charging Port	Allows for convenient recharging	Enables the device to easily be reused
Toggle Switch	Turns the cooling device on and off	Allows the user to use the device as needed
Quick Release Attachment Point	Allows the user to change how it is worn	Provides versatility and customizability for the user