

HUMANITY

PERILS

AND

YOUR

Get Ready for What's Ahead Now!

SURVIVAL

PROBLEM – HUMANITY IN PERIL

SOLUTION – SURVIVAL ESSENTIALS

DISASTERS HAPPEN

- **ANYPLACE** • **ANYTIME** • **ANYONE**

Survival Made Simple, Complete, and Effective
Your Survival Is Our Number One Priority!



Always Expect Unexpected Disasters

Discover the Difference Our Products Make
In Every Disaster Survival and Outdoor Adventure

Surviveit2 
WORLD'S BEST SURVIVAL ESSENTIALS

Alex J. Malavazos *Survival Realist & Author*

PROBLEM –ONLY 8% OF USA CITIZENS PREPARE FOR DISASTERS, GLOBALLY LESS

PEOPLE EVERYWHERE FACE MUCH HIGHER DEATH RATES WITHOUT AMPLE LIFE ESSENTIALS
GLOBALLY 150 MILLION PEOPLE ARE HOMELESS TONIGHT, BILLIONS WERE AFFECTED IN 2023

CURRENT SURVIVAL ESSENTIALS ARE INEFFECTIVE, COSTLY & INCOMPLETE

**WHEN YOU
RUN OUT OF
ESSENTIALS:**

- REFUGE
- WATER
- FOOD
- SEWER
- ELECTRICITY
- NATURAL GAS

WHAT WILL YOU DO?

**ESPECIALLY LEAVING HOME ON YOUR OWN
AND NO TRANSPORTATION AVAILABLE!**



“The Earth’s volatile interior shifts the continents and ocean floor while the sun’s heat bombards us with wind and wild weather. Civilization is caught in the middle, and there is little we can do about it **EXCEPT BE PREPARED**”.

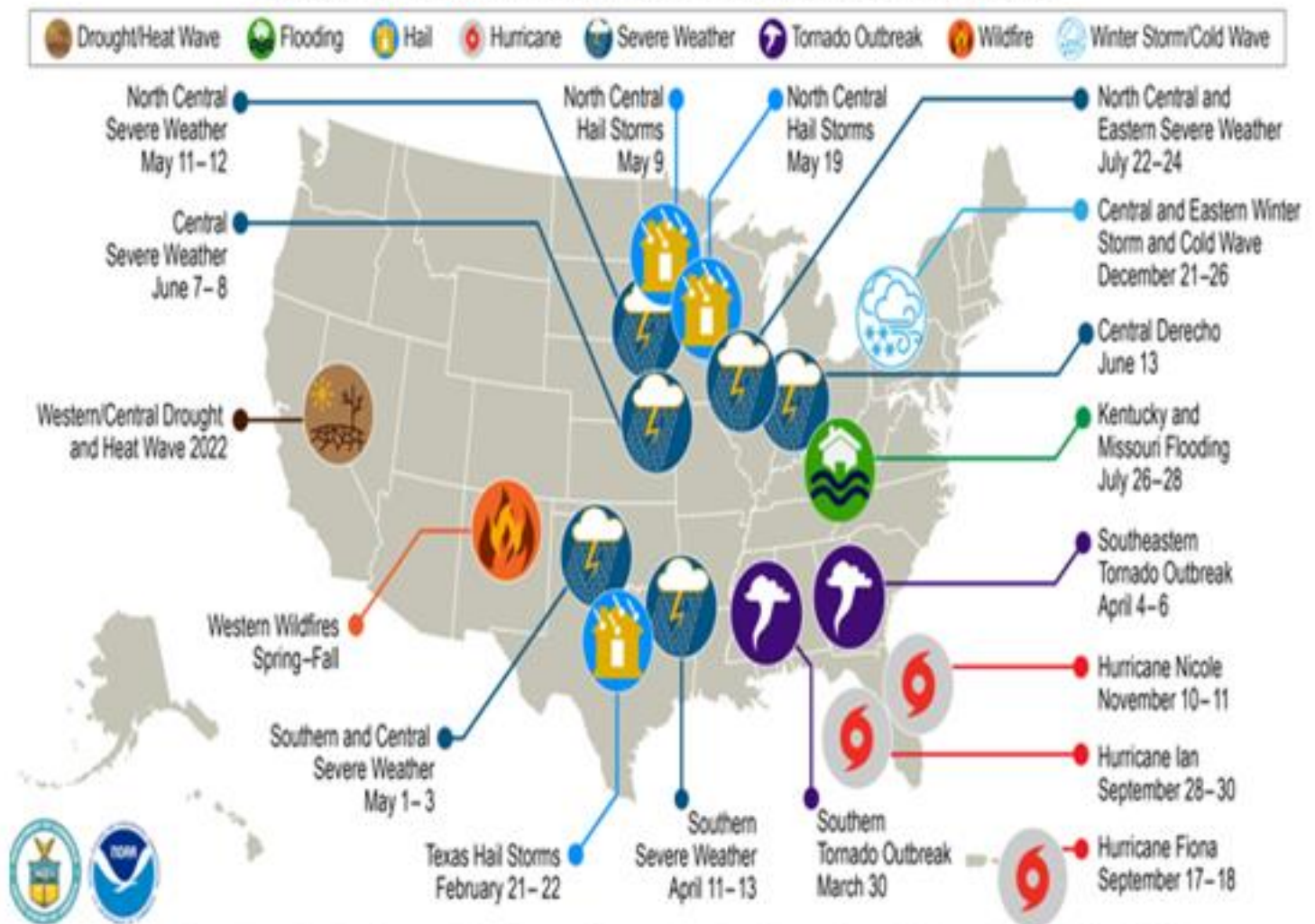
Quote: National Geographics, Nature Fury, 2010 says it best for civilization.

ENCLOSED LEARN ABOUT DISASTERS & SURVIVAL PREPAREDNESS

Think of All The Places You Might Travel In and All Types Of Disasters

Below is a map of just Billion-Dollar Type of Disasters alone in 2022. Think of what states you might travel through in the future or visit for a while and be sure to be prepared for these types of events in these states that have a history of past disasters! Knowledge is your edge to survive disaster events, not by ignoring geographical risks!

U.S. 2022 Billion-Dollar Weather and Climate Disasters



This map denotes the approximate location for each of the 18 separate billion-dollar weather and climate disasters that impacted the United States in 2022.

YOUR SURVIVAL is our number one priority

Surviveit2

WORLD'S BEST SURVIVAL ESSENTIALS

Disasters will keep happening; therefore, we have connected all these dots and more 🌐🌐🌐



World Disaster Dot Puzzle

🌐 solutions 🌐 protection 🌐 reliability 🌐 effective 🌐 affordable
🌐 friendly 🌐 comfort 🌐 choices 🌐 dignity 🌐 share 🌐 education
🌐 comprehensive 🌐 green product 🌐 breakthrough 🌐 vision
🌐 lightweight 🌐 **surviveit2** 🌐 transportable 🌐 determination
🌐 services 🌐 high technology 🌐 worldwide 🌐 assurance 🌐 life
🌐 solar 🌐 international 🌐 supplies 🌐 preparedness 🌐 society
🌐 individuals 🌐 weather 🌐 **help** 🌐 relief 🌐 cloud-sourcing
🌐 national 🌐 everyone 🌐 cooking 🌐 group research 🌐 change
🌐 why 🌐 **surviveit2** 🌐 relief 🌐 products 🌐 worthy 🌐 passion
🌐 big 🌐 purpose 🌐 expect 🌐 recyclable 🌐 air 🌐 innovation
🌐 mission 🌐 size 🌐 paradigm 🌐 read 🌐 consulting 🌐 markets
🌐 victims 🌐 family 🌐 reusable 🌐 compost 🌐 cost 🌐 research
🌐 durable 🌐 designed 🌐 unique 🌐 flowchart 🌐 concept 🌐 plan
🌐 global 🌐 overview 🌐 sea 🌐 human 🌐 survival 🌐 packages
🌐 people 🌐 essential 🌐 products 🌐 expense 🌐 **surviveit2**
🌐 effective 🌐 weight 🌐 items 🌐 costs 🌐 simple 🌐 value 🌐 easy

Survival solutions are not easy to see at first, once explained, it seems obvious! What is the one dot puzzle word that sums up what we are doing for you? Answer: the word is in the middle of page in bold.

🌐🌐🌐 *for your protection. What are you going to do?*
We know this can be very confusing, but we can help you!

Term – Survival Realist is a person who accepts a situation as it is and is prepared to deal with it accordingly. Our company has realistic solutions, accurate information, for Disasters and Adventures, its problems, and what is needed to make THE BEST measurable differences for everyone, everywhere!

PROBLEM – CONTRIBUTING ISSUES INCLUDE INADQUATE SURVIVAL PLANS

ESSENTIALS AND LIMITED DISTRIBUTION RESPONSES, IF PROVIDED AT ALL. EXAMPLES SHOWN BELOW. DISASTER RELIEF SUPPLIES AKA SURVIVAL ESSENTIALS

DISASTER RELIEF SUPPLIES - ALL CURRENT GROUP TYPES BELOW HAVE MAJOR INHERENT CONCEPT DESIGN FLAWS



DISTRIBUTION OF SUPPLIES - ARE INEFFECTIVE, DANGEROUS, CHAOTIC AND CURRENT METHODS ARE PIECEMEAL



The Two Big Disaster Relief Problems Above That We Solved!

Our Big Ideas Starts with Survivit2 Products - providing new and better ways to help people survive the world around them when disasters strike with dignity; while balancing social, economic, environmental interest and solved the two main disaster relief problems above! Also, these products are excellent ROI to investors and high value to customers.

- **The Core Solution** - is to change the world's current disaster response approach from multiple "piecemeal" slow delivery systems to a new rapid reliable delivery. A Single Point of Distribution (SPOD), that provides a "one-time individual self-portable package" that disaster victims can easily use and control. Also, suppliers can now monitor who received packages or needs packages during a disaster event. These packages are complete and effective providing everything victims need for the short term, until longer solutions are available.
- **We Do not Want People to Stand in Long Lines** – waiting for hand-outs of questionable products, which may not come, when every minute counts, nor people trying to catch products thrown out of trucks, planes, or helicopters in a chaotic situation way. All disaster victims need a variety of essential supplies to stay alive.
- **Change By Design, Blue Ocean Strategy, and Nudge Concepts**- helped provide these unique breakthrough Disaster Products and Services, Innovations and Technology, and a Business Model like no other. However, we also need to be taking the initiative, educate, train, and help everyone receive products and services prior to a disaster, not just when disasters strike, which is no small challenge, but also is a great business opportunity!

PROBLEM - PAGE 1 OF 4 ISSUES THAT NEEDED SOLUTIONS FOR MASS CONFUSION IN THE EMERGENCY PREPAREDNESS MARKET

CURRENT MASS CONFUSION IN THE EMERGENCY PREPAREDNESS MARKET. CAUSING POOR CHOICES, INEFFECTIVE DISASTER PROTECTION, BAD OUTCOMES, INFLATED COSTS, AND CHAOTIC CONDITIONS. NO INTERNATIONAL ORGANIZATION STANDARD (IOS) FOR THE WORLD'S EMERGENCY PREPAREDNESS INDUSTRY EXIST TODAY FOR THESE NEEDED TYPE PRODUCTS AND SERVICES

All too often, the public is exposed to media and manufacturers' misinformation about disasters, conflicting survival expert advice and limited survival product choices that have inherent concept design flaws. Most survival products are promoted as "72 Hour Emergency Kits", easy to use and as being disaster survival solutions. People often assume a false sense of disaster protection from these products, not knowing that most were only designed for limited use of a few hours, at best.

But first, let us examine why there is so much mass confusion in the Emergency Preparedness Industry and why *there is no recognized leading product manufacturer or retailer*. For instance, in the **Emergency/Disaster Kit/ Survival Kit/Bug-out-bag** category:

- On just three internet web sites alone (Alibaba, Global Source and Made-In-China), there are 30,377 products listed from 2,512 suppliers.
- Amazon lists 20,000 Survival Kits
- Wal-Mart lists 2,666 Survival kits
- Google lists 173,000 Bug-out Bag Checklists
- Plus, hundreds of other retail websites have even more Emergency Kits for sale.

Most customers do not have the time, energy, and knowledge to compare all these disaster products, or means to determine what protection, comfort, hope and dignity each of these products might provide over what length of time and under what type of disaster situation. Comparing the actual product configurations, quantity of individual items, product quality, weight, transportability, pricing of products, user friendliness, customer reviews, etc. is a daunting task. Plus, one must determine what is the best overall disaster product for all the diverse types of disasters known considering different ages and abilities of users, be it if a disaster strikes at home, work, in a car, school or out and about.

Leading experts show no consistency on their choice of the best disaster products. Those companies with large websites or high advertising budgets get noticed in a crowded field of related products. We recognized we had to develop something for everyone, while doing the best for the most people that would meet all our pre-set criteria.

Per the US government's document, "Are You Ready", only 8% of the American Public has done everything that is needed to fully prepare for a natural disaster or terrorist attack. But what does the definition of "fully prepared" really mean and to whom? Most countries are less prepared!

• **White Paper Report - Mass Confusion** our guide that informs readers concisely about a complex issue and presents our philosophy on the matter. It is meant to help readers understand survival product issues, solve problems, or make decisions. It is the first document people should read to better understand our core concept or idea.

CHOICES YOU MAKE CAN DETERMINE YOUR SURVIVAL OUTCOME!

PROBLEM - PAGE 2 OF 4 ISSUES THAT NEEDED SOLUTIONS FOR MASS CONFUSION IN THE EMERGENCY PREPAREDNESS MARKET

Listed below are some of the reasons for the mass confusion in the Emergency Preparedness marketplace, fundamental problems of disaster products and why no apparent recognized industry leader has emerged, until now, to address these issues! In no order, this list includes:

- **Product Name** – Products are listed under different names, such as: Emergency Kit, Survival Kit, 72 Hour Kit, Earthquake Kit, Grab and Go Kit, Deluxe Family Kit or Group Kits, Bucket Kit, Fanny Pack Kit, Backpack Kit, To-Go-Bag, and the list goes on...
- **No Standard Definition** – Not only in name, but what is included in the above listed kits and more importantly, what is not included in these products.
- **Identify/Recognition** – What do emergency kits look like? What shape, size, color, and type of material, minimal features and benefits should they have, etc.?
- **Protection** – What do these kits protect people from and for how long? Again, no standard in the marketplace. It is left up to the manufacture/provider to state the claims, if any. Too many times people are given a false sense of protection from products that never were designed to go beyond a few hours of use, at best.
- **Certifications & Testing** – Under what, if any procedure, conditions, or situation have materials and the total products been subjected to under a recognized organization? Usually, products only have testimonial statements or brand label attachments.
- **Experts** – Emergency Preparedness, Preppers and Survivalist, i.e., subject experts make conflicting statements of what is required and how much. Take the subject of water; no consensus on what the daily minimum requirement is for a person due to all the variables to consider. Amazon.com alone lists 2,938 different books on Disaster Preparedness.
- **Piecemeal vs Single Point of Distribution (SPOD)** – Is everything you need to survive an emergency or disaster included in a kit or do you need to acquire additional items? Experts suggest people have different kits for home, car, plus out and about use.
- **Transportation** – How will you carry the kit? How much does the kit weigh and its size?
- **User Friendly** – How easy is it to follow directions, if any given, and use these products? Are products appropriate for babies, children, adults, and disabled people?
- **Affordability** – The costs of these different kits vary widely even among similar descriptions of items by different manufacturers, distributors, and retailers. Who pays for the kits, the ultimate sales price, how people can pay under what terms can vary greatly?
- **Quality, Accessibility of Products, Distribution of Products, Warranty, Shelf-Life of Perishables, and a host of other concerns also need to be recognized and addressed.**

Based on the Above List and More, **Surviveit2 LLC** has purposely differentiated its products from all other disaster products, starting with referring/naming our products as *"Survivor Packages"*. We offer greater value, numerous new features and benefits compared to other current disaster products on the market and provide clear comparative choices. **Surviveit2 LLC** is the World's Leader in Survivor Packages, a unique lifesaving core of essential packaged products.

The term "Packages" means comprehensive and complete disaster solutions that include emergency 72-Hour "Grab-and-Go" survival kit type products for: individuals to groups of people, infants to adults and the disabled, to stay alive. Packages include bivy tents on platforms for clean

CHOICES YOU MAKE CAN DETERMINE YOUR SURVIVAL OUTCOME!

PROBLEM - PAGE 3 OF 4 ISSUES THAT NEEDED SOLUTIONS FOR MASS CONFUSION IN THE EMERGENCY PREPAREDNESS MARKET

off-the-ground sleeping protection, comfort, hope and dignity, water life jacket/backpack vests (43% of all disasters are water related), and many other unique proprietary multi-purpose tools. All our products are designed to be self-transported by individual users. Our products are safe, dependable, user friendly, extremely affordable, fun, easy, and green.

*Simply, **Surviveit2 LLC has the Best Emergency Preparedness Solutions!** We are changing the status quo of Emergency Preparedness Products and the confusion they now create by offering simple and effective new survival solutions. We are creating the first recognizable brand and standard of Emergency Preparedness products that people really want, when given a choice.*

Bottom line-our scientifically proven concepts and tools will significantly increase everyone's chances of surviving all types of future disasters, anywhere, anytime. Together we can make a clear, measurable, and positive difference in the Emergency Preparedness Industry today!

In the meanwhile, most emergency preparedness products remain cheap, confusing, and cumbersome. But worst of all, they can be deceptive, ineffective, and incomplete survival products which may not only get someone injured but can get someone killed. A lot of people have a false sense of survival protection from poor advice and products, if they have done anything to protect themselves or others at all.

Additional Confusion in the Emergency Preparedness Market

Many Manufactures and Retailers Make Similar Promotional Claims. The Emergency Preparedness Industry has tens of thousands of products, thousands of suppliers/retailers for customers to choose from and various quotes to consider, like the ten sample quotes below:

Ready America- "now **leads the field in emergency preparedness** solutions"

Life+Gear- "**you'll feel more secure** about protecting you and your family wherever you go" and "10.5 million people on 6 continents used Life+Gear Products in one year".

1-800-Prepare- "are committed to bring you the best products and information to meet all your preparedness needs" and "we intend our company to be **the Premier Company in the Preparedness Industry**".

May Day- "specializes in disaster preparedness supplies" and "has **set itself apart** from the crowd by offering..."

Quake Kare, Inc. - "is the **industry's leading manufacturer and supplier of emergency preparedness kits**

North by Honeywell- "**the most diversified safety and personal protective equipment in the world**"

Survivor Industries- "has been **the forerunner in the emergency preparedness field**".

Emergency Packs- "offering **the best products on the market**" and "secure the **best pricing** as well".

Essential Packs-are "**specializing in emergency preparedness**" and "at the **lowest available prices**".

Surviveit2- our company has **the most complete and effective multifunctional survival product**"

So, what is the public to think with so many like and different claims from numerous companies? Are you confused? We were! Can you really have so many "Best" claims of products and all at the lowest prices? Obviously, the answer is No!

CHOICES YOU MAKE CAN DETERMINE YOUR SURVIVAL OUTCOME!

PROBLEM PAGE 4 OF 4 - ISSUES THAT NEEDED SOLUTIONS FOR MASS CONFUSION IN THE EMERGENCY PREPAREDNESS MARKET

First, the enormous number of choices and manufacturer claims are the number one reason people put off buying survival gear or just buy the limited items they think they will need. They are overwhelmed with all the choices and become frustrated buying survival gear. So-called experts cannot agree on what to buy, using only generalized categories of products such as: shelter, water, food, etc.

The second biggest reason people decide not to buy is they do not know who to trust. Salespeople will say "We Have the Best..." and not take into consideration if people are going to try to shelter in place or must leave their shelter and be exposed to the various worldwide elements.

Thirdly, how are people to resupply the goods that are used? Not easy to do with trips to the store or ordering online with shipping costs for items that may not be sold separately, discontinued, and or at a higher price per individual unit sold than the complete kit pricing.

Fourth, language diversity when stating what products are and how to use them properly worldwide. In California USA alone/ more than 200 languages are spoken, which makes the state one of the most linguistically diverse regions in the world. About 44% of California households speak languages other than English at home, more than double the national average of 21.5 %.

One way to reduce or eliminate confusion in the marketplace is having a side-by-side comparison of products in various languages, that would include:

- Quality Construction and Reliability
- Last How Long? Perishables and non-perishables
- Payload - how to carry and how much to carry
- Green Products / How to Dispose of them
- Type of Use
- Customer satisfaction
- Style of Products and Aesthetics
- Reusable Value or Resale Value

We must include the US Patent office, Underwriter Laboratories, International Organization for Standardization (IOS), American National Standards (ANS), and Solar Cooker International.org to validate claims are recognized by institutions or law and what Patents/Certifications are on file?

Patent offices are government bodies that may grant a patent or reject the patent application based on whether or not the application fulfils the requirements for patentability.

UL (Underwriters Laboratories) is a safety consulting and certification company headquartered in [Northbrook, Illinois](#), with offices in 46 countries. UL, established in 1894, has participated in the safety analysis of many of the last century's innovative technologies including manufacturers, retailers, policymakers, regulators, service companies, and consumers.

"If you are going to put yourself or other people's lives at risk, it only makes sense to learn about disasters, the industry, and all products offered. Our aim is to provide accurate and complete information to consumers, so they can make an educated obvious choice as to which emergency preparedness products they may want for themselves and/or provide to others. Let us stop the misinformation, confusion, low survival protection, excessive cost of products in the market and all the chaos this causes in disaster conditions. Disaster products can potentially save lives but can also give people a false sense of protection and peace of mind which then can cause needless suffering or at worst case loss of life."

Alex Malavazos Founder / CEO Surviveit2 LLC, Established in 2007

CHOICES YOU MAKE CAN DETERMINE YOUR SURVIVAL OUTCOME!

Surviveit2

WORLD'S BEST SURVIVAL ESSENTIALS

The Difference We Make – The Most Complete and Effective Survival

The Surviveit2 Company LLC was founded in 2007 by Social Entrepreneurs to provide all people the **BEST DISASTER RELIEF OUTCOMES** after Hurricane Katrina in 2005 exposed the US Government failure to properly protect its citizens. We are different because our team has dedicated its hearts, minds, and souls to helping people properly prepare for Disasters and Outdoor Adventures. We have the passion, commitment, and drive for this never-ending journey to Save Lives, Reduce Suffering, Lower Costs, and Protect Environments with Hope and Dignity.

Also, we would like to have better products too, build new relationships, learn more, and grow; leave a legacy of accomplishments and achievements helping people, especially if in their time of need. Working together as a team, we have built a fabulous new line of Disaster Relief and Outdoor Products; created unique services to support products and are establishing additional cooperation relationships to do **GREATER GOOD WORLDWIDE By Thinking Outside the Box!**

With the above said, we are the only company to combine numerous proven Survival and Outdoor products and services with our own unique advanced design elements and methods to produce the Most Complete and Effective Multifunctional Packaged Products, producing the **BEST SOLUTIONS, EXPERIANCE and OUTCOMES** no matter what the circumstance or situation.

Our revolutionary groundbreaking ideas for New Disaster Relief and Outdoor Products are due to our team's philosophy, breakthroughs in utilizing **"Change by Design"** concepts, using innovative technology, space age materials plus cooperation driven relationships; and by implementing **"Blue Ocean Strategy," "NUDGE" and "Change the World"** format concepts.

Surviveit2 products are remarkable engineering feats and have evolved into **The First of a Kind and Class Product Line**, to improve status quo of industries (setting new standards) to a higher level of personal safety, comfort, hope, & dignity experiences while protecting our environment.

The Ultimate Survival Packages are for individuals to do more, travel, carry more, and enjoy more! Imagine everything you need to survive a disaster, a way to relax, to solar cook hot meals and sleep off-the-ground with comfort and protection. Products are self-portable via handles, like 2-wheel handcart, 4-wheeled wagon, or you can backpack everything. Something for everyone from a baby to adult and the disabled, experience for yourself, **The Difference We Make!**

**Our Purpose -
To provide the
Best Disaster
Relief Outcomes**

**Our Mission –
Employ state-of-the-
art Solutions to
Complex Disaster
Relief Problems**

**Our Vision –
Providing the Right
Product, at the Right
Time, for the Right
Price Worldwide**

**We have The Best Disaster & Outdoor Gear Solutions Today for Everyone!
Revolutionary Patented New Self-Portable Multifunctional Products**

Surviveit2

WORLD'S BEST SURVIVAL ESSENTIALS

← YOU CAN →

SURVIVE

3 MINUTES
without
AIR 

3 HOURS
without
SHELTER 

3 DAYS
without
WATER 

30 DAYS
without
FOOD 

Welcome to our super short guide on the Survival Rule of Three. The Survival Rule of Three is a guideline that people can use in survival situations to properly prioritize their actions. It's pretty straightforward and helps you remember what you need to focus on to stay safe. Here's how it goes:

1. **Air:** You can only survive about **3 minutes** without air. This might not come up often, but it's crucial in situations where air quality is compromised, like in smoke from a fire or underwater.
2. **Shelter:** The rule says you can survive about **3 hours** without shelter in extreme conditions. This part is all about keeping your body temperature stable. Too hot or too cold, and you could be in serious trouble. So, finding or making shelter from the elements is super important.
3. **Water:** You can survive about **3 days** without water. Staying hydrated is key to survival because your body uses water for just about everything it does, from keeping cool to digesting food.
4. **Food:** You can survive about **3 weeks** without food. While food is essential for energy and nutrition, your body can go a surprisingly long time without it when necessary.

These guidelines help prioritize in a survival situation, emphasizing the immediate need for air and shelter over water and food in the short term. Remember, while the Rule of Three provides a general framework, every survival situation is unique, and using good judgment and staying calm are just as important.

YOUR SURVIVAL is our number one priority

OUR SOLUTION – THE 16 MAIN REASONS FOR OUR PRODUCTS AND SERVICES

Surviveit2

WORLD'S BEST SURVIVAL ESSENTIALS



<p>1-Industries We Serve</p> 	<p>2-Basic Reason</p> 	<p>3-Concept Ideas</p> 	<p>4-Patented</p> 	<p>5-Worthy Investment</p> 	<p>6-Portable Ways</p> 
<p>7-Multifunctional</p> 	<p>8-For Everyone</p> 	<p>9-Three Configurations</p> 	<p>10-Locations of Use</p> 	<p>11-Long Lasting</p> 	<p>12-Solar Cooking</p> 
<p>Our Coin Medallion</p> 	<p>13-Mental Health</p> 	<p>14-All Seasons Use</p> 	<p>15-All Terrains</p> 	<p>16-All Disasters</p> 	<p>What We Stand For</p> 

Explanation of Icons Shown Above Include but Not Limited To The Following:

- | | |
|---|--|
| <p> 1. Industries We Serve – Designed for Survival, Camping, Homeless, and Migration</p> <p> 2. Basic Reason - Save Lives, Reduce Suffering, Lower Costs, and Protects Environment</p> <p> 3. Concept Idea - Simple, Safe, Complete, and Effective. Specifically Designed, Best Outcomes</p> <p> 4. Patented - Unique, Nothing Like It, Control Quality Value, and Provides Real Solutions</p> <p> 5. Worthy Investment - Low Costs, High Value, Mass Producible, Durable & Profitable</p> <p> 6. Portable Ways – Hand Carry, by Backpack, 2-Wheel, 4-Wheel, and Combination of Ways</p> <p> 7. Multifunctional - Off-the-Ground Sleeping/Protection, Hammock, Stretcher, & Snow Sled</p> <p> 8. For Everyone - Infant, Men, Women, and Disabled People. Can be Shared by Groups!</p> | <p> 9. Three Configurations - Youth/Kid to 4', Pro- to 6 Feet, and Big & Tall (Plus Size People)</p> <p> 10. Location of Use - Home, Car, Work, Boat & Out and About (Only Need One Product)</p> <p> 11. Long Lasting - For Daily Use, Durable for Many Years, 24 hours X 365 days X Years Used</p> <p> 12. Solar Cooking Unit - For Hot Food, Water Purify, Sanitize Items, and Water Desalination</p> <p> 13. Mental Health - Provides Comfort, Hope, Dignity, and Peace of Mind</p> <p> 14. All Seasons Use - Spring, Fall, Winter, Summer (Any Time of the Year Sun Shines)</p> <p> 15. All Terrains - Sand, Rocky Mountains, Snow, Tropical (Any Place you Travel)</p> <p> 16. All Disasters - Which Happen, Any Time, Any Place, to Anyone (No Exceptions)</p> |
|---|--|

Everyone Requires/Needs Elements, Available Products to Live, Even You! Got Yours?

For more Detailed Information on this Worthy and Valuable Product, See Our Features & Benefits Guide Sheet.

Surviveit2

WORLD'S BEST SURVIVAL ESSENTIALS

THE ULTIMATE SURVIVOR BASECAMP PACKAGED PRODUCTS for 2024
THE BEST SURVIVAL ESSENTIALS FOR LIFE EVER! REVOLUTIONARY, SUSTAINABLE, FASTEST
DISASTER RESPONSE SOLUTIONS. OUR SURVIVE TO LIVE AND TRAVEL FREEDOM PRODUCTS
NOW ENABLE, ADVANCE, AND SUSTAIN INDEPENDENCE/SELF-RELIANCE FOR EVERYONE.

Surviveit2, was founded in 2007, for the best survival solutions to people's needs.

The enclosed information is about The Ultimate Survivor Basecamp Products and Mission-
designed for personal survival, emergency professionals and established evolving industries to
advance Saving Lives, Reducing Suffering, Lowering Costs, and Protecting Environments!

These Multifunctional Worldwide Survival and Outdoor Adventure Products - are the Most
Complete and Effective Ever for the Best End User Experiences and Outcomes; holistic and
excellent for other uses including Citizen War Relief, Emergency Responders, Homelessness,
Migration, Adopt-A-Kid and Hunting for everyone's mobility. Products provide basic protection,
comfort, hope, and dignity, which are essential! Everyone's imagination will unlock new ways to
use these products. You will be surprised how handy they are for everyday use while setting the
First Emergency Preparedness Industry Standard for what products are.

The commonality is - we all need these life essentials products packaged together to live and be
able to travel freely, including you, no exceptions! This is especially relevant during a disaster, if
no viable transportation is available, no rescue help is coming, or when helping others. **Surviveit2**
provides the best mobile solutions for life essentials in the industry, all in one complete package!
Our dynamic, innovative designs and breakthrough technologies change everything for everyone.

We Have the Best Survival Solutions, Products, and Vision for the Future!

Our offerings solve real-world problems - makes competition irrelevant, creating phenomenal
new opportunities. We are committed to all aspects of Survival, to help people thrive physically,
mentally, and emotionally under any circumstances. Customers are impressed by all the features,
benefits, and choices this fun, unique, and low-cost technology provides everyone, from infants
to large adults and those who are disabled. Now everyone on earth can and should have one!

Generating new demand - lies at the heart of any marketing-creative strategy. We offer Life
Assurance for the Living, Not Life Insurance After Loss. Only our breakthrough technology has:
Patented Flip Wheel Mobility, a Real Leap in Value, and Innovation at Low Cost.

Now everyone has the choice and freedom - to take all their life essentials wherever they go!
Our unconventional products allow and encourage everyone to explore new adventures and
easily carry their life essentials by hand, backpack, or on wheels, from city to mountains and to
the sea. They can be conveniently stored at home or in the office. Our retail price is based on the
real value and utility these Environmentally Green Products offer. See our enclosed ***White Paper
Reports** why these products are a must-have for humanity today to not only survive but thrive!

SOLUTION – REASONS FOR OUR PRODUCTS AND SERVICES ARE MANY

WE HAVE THE RIGHT PRODUCTS, AT THE RIGHT TIME, FOR THE RIGHT PRICE, AND CAN BE IN THE RIGHT GEOGRAPHICAL PLACE TO MAKE A MEASURABLE DIFFERENCE FOR EVERYONE SAKE.

ALSO, WE HAVE THE BEST VISION AND LIFE ESSENTIAL PRODUCTS TO ELIMINATE PAIN POINTS EXPLAINED IN THE SIX STAGES OF THE BUYER

Rain Shelter 	Water 	Fire Light 	First Aid 	Food 	Sun Shelter 
Tools • Spear • Fish Pole • Razor Blades 	<div style="text-align: center;"> <h3>THE ULTIMATE SURVIVOR BASECAMP PACKAGE</h3> <p>WHAT IS YOUR LIFE WORTH? GET A PACKAGE!</p> <p>Survival is not a game. Why leave it to chance? All illustrated survival supplies shown included.</p> <p>THIS PRODUCT CAN SAVE YOUR LIFE!</p> </div>				Survival Booklet • Suggestion • Advice • Reference 
Back Pack 					Lifejacket 
Your Comfort Safety Zone ZZZ 	Gurney 	6 foot+ Bevy Tent 	Cot / Bed 	Signal Navigation 	Pull cart Storage 

THE ULTIMATE SURVIVOR BASECAMP PRODUCTS – THE 5 W'S CORE QUESTIONS ANSWERED AT A GLANCE

- WHY** - Saves Lives, Reduces Suffering, Lowers Costs & Protects Environment
Also: for Personal Protection, Comfort, Hope and Dignity
- What** – New Solutions & Better Ways. Simple, Safe, Complete & Effective
- Who** – For Everyone! Survival, Camping, Homeless & Migration.
- When** – Now...On going Needed and Valued Products and Services.
- Where** – Worldwide. All Seasons. All Terrain. Any Place

And How – By Working Thru: For Profit, Non-Profit, Government, Faith-Based, Charity and list of like-minded people and organizations.

Vision Statement – Provide leading state-of-the-art Solutions to Current Survival, Camping, Homeless, and Migration Problems. Offer Customers the Best Experiences, Outcomes, and Value. The Health Benefits of Products Are Incredible. Patented Disruptive Products to be Manufactured and Distributed in a Scalable Worldwide Way Now!

SOLUTION – OUR PRODUCTS AND SERVICES ARE THE BEST EVER CONCEIVED!

THE ULTIMATE SURVIVOR PRODUCTS. THE MOST COMPLETE, EFFECTIVE, AND SIMPLE TO USE, PLUS SELF TRANSPORTABLE ANYWHERE, ANYTIME!

Portable Shelter, Food and Water...Got Yours? Prepare to Relocate, Be Ready!
GLOBALY 150 MILLION PEOPLE ARE HOMELESS TONIGHT!
DISASTERS STRIKE DAILY ANYPLACE, ANYTIME, AND TO ANYONE



THE ULTIMATE SURVIVOR BASECAMP 7 DAY PACKAGE

WORLD'S BEST- MOST COMPLETE & EFFECTIVE! Items LASTS YEARS!
PERISHABLES 5 YEARS

PORTABLE WAYS:

- HANDLE CASE
- 2 WHEEL PULL
- 4 WHEEL CART
- IN SECTIONS
- OR BACKPACK ADULT UNIT

ASSESSED,
FIELD TEST
PROVEN, &
PATENTED



Innovative Trolley Cart
NEW HALF FLIP WHEELS



DRYBAG BACKPACK
STORES ALL ITEMS

100 + Items – see product list



SURVIVAL PRODUCTS INCLUDE: FOOD,
WATER, TOOLS, FIRST AID, ETC. FOR ALL
WEATHER SEASONS AND SNOW

PRODUCTS ARE BUILT IN MANY CONFIGURATIONS FOR SURVIVAL, CAMPING, HOMELESS, ETC.

New Innovative Automatic Tent



CONVERTS INTO OFF-THE-GROUND
BIVY TENT, HANGING HAMMOCK,
STRETCHER, SNOW SLED & MORE



HAS WATER LIFE VEST
- 43 % OF ALL
DISASTERS ARE WATER



SOLAR TUBE COOKER UNIT- BOIL/
WATER PURIFICATION, HOT FOOD,
STERILIZATION, DEHYDRATION, ETC.

PROTECTION, COMFORT, HOPE AND DIGNITY...YOU CAN COUNT ON!

ALL ITEMS SHOWN ABOVE FIT INSIDE OUR DRYBAG BACKPACK THAT CAN BE HAND CARRIED OR BACKPACKED

We are Thinking Outside the Box! We are Thinking Inside the Box Too!

A metaphor that means thinking differently, unconventionally, or from a new perspective or angle.

Not Just Thinking, But Doing, for Better Experiences & Outcomes.

Providing Best Innovative Valued Solutions is not easy, once explained they are obvious.

What is in Your Box, Bag or Bucket Today? See Our Product Chart.

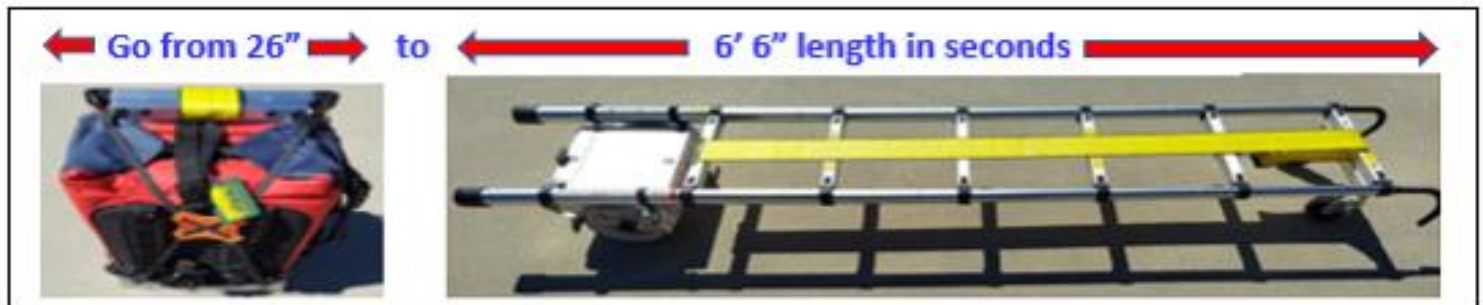
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WORLD'S BEST SURVIVAL ESSENTIALS

ALL NEW CONCEPT- 1st Responder Emergency Telescopic Gurney!
Floatable & Backpackable When Going Faster, Further, Doing More Work Required.

This gurney's emergency survival design is Best...found nowhere else!

● SAVE LIVES ● REDUCE SUFFERING ● LOWER COSTS ● PROTECT ENVIRONMENT



Gurney - a wheeled stretcher to transport people, items and pets. Bed on wheels for all people.

Our ultra-light and compact gurney is only 26" high X 18" wide X 7" deep and extends to 6 feet 6-inch-long X 18 inches wide X 7 inches deep with large 7 ½ "Half Flip Wheels (Patent). It has a lockable aluminum case, used as a tool device or storage in a variety of ways that is attachable or detachable, depending on the job/objective at hand. Furthermore, it can be used as a ladder. It comes in two configurations, small or large backpacks, large dry-bag backpack 18" x 24" x 10".

And our Automatic Pop-up Tent, Bag-inflate Air Mattress, Fire Cloak Garment and Blue Stretcher can be used independently or be easily attached to our gurney. Also, this gurney can be air lifted by helicopter or other means and comes with sturdy handles for easy movement.



Basic Gurney Configuration Weight of Parts: 26 lbs. i.e., Gurney/Trolley Cart and Backpack.

Designed to be used from sea to mountain tops in all weather conditions. Provides off-the-ground refuge (sleeping and protection) 5" off surface. Unit can float in water with patient on it and other goods. Rated to handle a Patient up to 300 lbs. Furthermore, this product can be used as a sturdy telescopic hook ladder with or without the aluminum case or handle hooks.

Product items sets-up in seconds, not minutes with spring loaded Automatic Pop-up Tent, Fire Cloak Garment (to escape/resist fire flames and heat), Air Mattress -with Bag Inflatable Air Mattress, etc. Optional Skid capability available with additional part (for Snow or other surface).

Self-transportable in three basic ways, hand carry, backpack, and as a trolley cart. Store more gurneys in smaller space, behind seats of ambulances, air planes, trucks, boats, at air ports, etc.

YOUR SURVIVAL is our number one priority

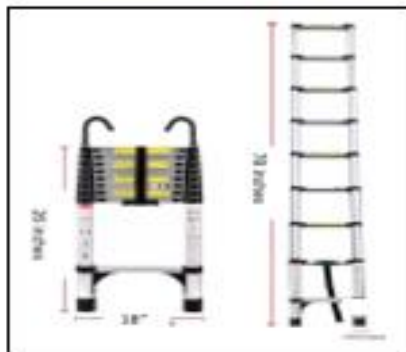
SOLUTION – OUR PRODUCTS AND SERVICES ARE THE BEST EVER CONCEIVED!

Surviveit2 
WORLD'S BEST SURVIVAL ESSENTIALS

AND OTHER WORLDWIDE UNIQUE PROPRIETARY PRODUCTS AND SERVICES

ROLLING™ HAND CART LADDERS

*Combination Ladder + Trolley Cart + Storage Case
Now Roll Your Ladder, Tools, and Supplies Together!*



Used as a 4-wheeled Transport Cart –
7.6" Back Wheels and 5.6" Front Swivel



Trolley Cart Wheels Closed,
Metal Case On The Ground



Trolley Cart ½ Wheels
Open, Ready To Roll



Extend Ladder, 1st
Step is Metal Case

New Ladder Product Category - Combination of a Ladder, Trolley Cart, and Storage Case. A Ladder easily detaches from Lockable Storage Case with Half Flip Wheels via side Slide Locks, or be used as a ladder with Storage Case attached as the first step of the ladder. Ladder safety features include very strong and stable to climb. Rugged, light weight, and only 7" deep with case.

The Trolley Cart allows user to transport other large carry item with the ladder now, and the Secure Metal Case provides additional lockable storage space for tools, parts, etc. This highly versatile tool has many features and benefits. It comes in many ladder lengths. The Half/Flip Wheels are revolutionary and patented, they fold in half, light weight, and are strong for daily use.

So, why compete with other increasing number of manufacture of like type products in an ever declining market share, when you can expand the ladder market with new proprietary patented product of your own that can't be found nowhere else today! Products people want when known. Now, people can work smarter, faster, easier, with less effort and number of trips on the job site.

Adopted from "Blue Ocean Strategy", How to Create Uncontested Market Space and Make the Competition Irrelevant by W.Chan Kim and Renee Mauborgne. Turn Red oceans into Blue oceans.



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PLEASE NOTE: ALL THE ABOVE INFORMATION IS ON OUR WEBSITE



Because Disaster Happen Anyplace, Anytime, To Anyone!

Surviveit2

WORLD'S BEST SURVIVAL ESSENTIALS

Surviveit2 Products are Great for Outdoor Survival and Adventures, But Also Great for Indoor Type Use Too!

As mentioned, “Globally 1.6 Billion People Live in Inadequate Shelters.” Our custom products are designed for Outdoors, Interior of Homes and other types of Disaster Emergency Buildings including: (Churches, Schools, Transportation Hubs, Warehouses, Stadiums, Bomb Shelters, and more). Offering off-the-ground sleep and protection, plus if desired, placed on top of an existing bed or cot, etc.

Why? Reasons for Including Indoor Use Applications:

- People get stuck in indoor building areas and cannot relocate to a safer place.
- Privacy – when you want to be alone, space to yourself and control your own temperature, lighting, or sound.
- Protection from pests, rodents, and other small animals from your sleeping area
- We provide Mosquitoes Bed Netting on our products to help fight “Malaria which remains a significant public health and development challenge. In 2021 it is estimated 228 million cases occurred in WHO/AFRO Region along with 602,020 reported deaths.” Bed Netting with new spatial repellents. United Nations and other organizations spend Millions of Dollars on protective coated netting. Quote from United Nations News 25 April 2022 Working towards a malaria-free world.
- Our Tents can be placed on the floor or outside dirt, snow, etc. but also on a single bed or two units on a king bed. Easy, simple, and fast setups and take down in 3 minutes.
- Nuclear fallout-Refuge can be set up in under 5 minutes and you don't need to seal off room doors and windows with tape. Optional Products, we provide IOSAT Tablets for Thyroid Blocking in a Radiation Emergency and RADSticker which is a casualty radiation dosimeter for monitoring harmful high dose.
- If your electricity grid goes down or turned off for any reason, homes or other structures can get too cold or too hot and kill people...this happens all the time. Now in an emergency you can control your body temperature better with our small footprint size tent product and not have to heat or cool the whole structure you reside in.
- This list can go on, but the main point is there are many reasons for our refuge products.



New Complete and Effective Survival Products!

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WORLD'S BEST SURVIVAL ESSENTIALS



Self-Portability of Unit

This is a newly created product, primarily for people who can't shelter at home or in a safe area and must Evacuate to the safety of disaster shelters, mass transit locations or homeless facilities and need a "Portable Shelter Unit." People need a way to transport all their survival supplies, especially when transportation isn't available, and they must rely solely on their own ability and physical strength.

It also provides a uniform way to identify and provide disaster assistance for a single person to masses of people in need of life saving survival supplies in a timely, efficient, and orderly manner. Its unique transforming case provides an integral part of the package system. It can be used in several configurations depending on the user's needs at the time. It can provide shelter for clean off-the-ground sleeping protection and comfort; can be set-up or taken down in a few seconds. The package has everything necessary contained within it for a person to survive for at least the first 168 hours (7 days) after a disaster or delay (which includes all types of transportation travel delays). The small footprint, light weight, water resistant case, with all the contents enclosed, allows for a single point one-time distribution; the physical dimensions of this unit allows users to carry this product on, and be stored inside, commercial airplane compartments when traveling by air, if necessary. It is easy to transport and simple to use by individuals requiring protection from disasters. The package may also be used for a variety of other purposes such as recreational activities. Each part of the case and its contents can be used for multiple functions. The case can be configured to be used as a base for a shelter. In addition, it serves as a place to store and carry essential survival items necessary to sustain life, such as: water, food, solar blanket, and hygiene items, to name just some of the items in this package system. The package walls provide print space for instructions, as well as advertising and marketing.

The package system takes into consideration, and is built to accommodate, the whole family (children to adults) and utilizes the same base case. Children make up approximately 50% of our world population. Furthermore, because this product protects people from all kinds of disasters and is easy to self-transport, wherever they go, people only need this one product instead of acquiring separate disaster products (i.e. cots, blankets, pillows, etc.) while in shelters or mass transit locations. The disaster package systems are bright in color and photoluminescent to glow in dark, extremely affordable, environmentally green products that can be easily reused, recycled, or composted. **PORTABLE WAYS INCLUDE:**

- HANDLE CASE
- 2 WHEEL PULL
- 4 WHEEL CART
- IN SECTIONS
- OR BACKPACK - THE ADULT UNIT



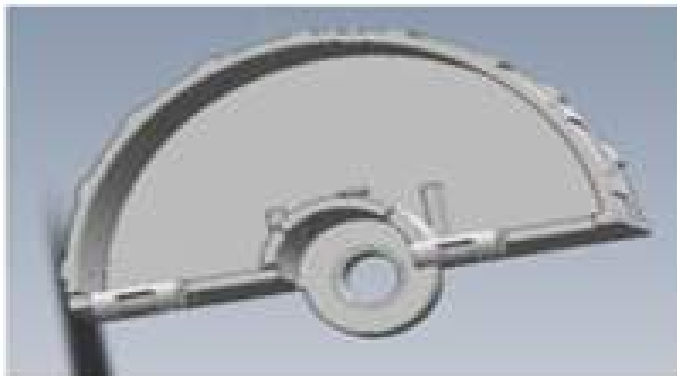
Surviveit2

WORLD'S BEST SURVIVAL ESSENTIALS



Our Revolutionary Flip-Half and No Flat Tire Wheels The main reasons for developing these wheel concepts were:

- **PORTABILITY OF PRODUCTS**- Allows more products to be transported with less effort & cost, plus take less physical space than traditional fixed round wheel systems currently used in the market.
- **ROLL EASIER** - Big wheels perform better over any terrain and glide effortlessly on smooth surfaces. Allows the use of much larger wheels without taking more perimeter space on storage.
- **FEEL LIGHTER** –The large diameter and position of the center rotating hubs shifts the center of gravity of the entire unit making the unit feel lighter.
- **MORE DURABLE** – The size and type of these wheels are more dependable and stronger than average two or four – wheel luggage. Can be made from nylon, metal, plastic, rubber and more depending on criteria required, that is weight of object, surface being moved over, etc.
- **WHEELS STOWED COMPACT AND DOESN'T PERTRUDE FROM OVERALL CASE** – can be easily transported or stacked on top of like products without wheels being subject to undue impact protrusion; thus, reduces potential product damage and allows for more stored/nested products.
- **EASILY RECONGNIZABLE** – New, Hi-Tec look and function. Has outer surface space that logos and other information can be displayed on for Brand marketing purposes.
- **REVOLUTIONARY** – Can be used in other applications for other similar or diverse types of products where space, function, weight, or other criteria are challenged.
- **COST EFFECTIVE** – Less cost to produce than large wheel and hub sizes of metal and rubber.
- **HAS STORAGE CAPABILITY** – In a stowed position, closed position, there is space created to store and protect other small items for future use if necessary.
- **MAKES A WIDER WHEEL** – When in an open position (for use) the total width of the wheel is wider than a standard single wheel due to the inner rim design, which is nested to the outer rim, and sticks out. This allows for the wheel to contact more roll over surface and distribute the entire weight of the wheel and what it is supporting so it does not sink in or depress the rolling surface for a better pounds per square inch weight ratio.
- **ALLOWS MORE CASE GROUND CLEARANCE** – This design results in more ground clearance (Contact between the ground to contact with the case) allowing the case to be rolled over greater obstacles or ruff terrains before case hitting object which interfere with portability.
- **ACTS LIKE A PARKING BRAKE WHEN STOWED** - when wheel is in a closed position, center straight edge parallel to ground, it cannot be rolled, and wheels are off the surface.
- **EASY TO OPERATE**- open and close flip wheels, even with heavy objects attached.



SOLUTION – NO MORE GUESSING IN BEST SURVIVAL OUTCOMES

THE ULTIMATE SURVIVOR PRODUCTS ARE THE HIGHEST STANDARD IN THE EMERGENCY PREPAREDNESS AND OTHER ADJACENT INDUSTRIES

Guess What? No More Guessing About Survival!

We have solved the questions of what is essential, what is not, how to obtain products, use and transport them.! Our Products are Better, Safer and Easier Than Ever to Protect Everyone with More Features and Benefit.

CUSTOMERS WANT PRODUCTS THAT PROVIDE REAL SOLUTIONS AND ELIMINATE *PAIN POINTS. NO MORE GUESSING. WE PROVIDE FREE CUSTOM PERSONAL SURVEYS TO ALL.

Items People Try to Fit into or Attach to a Backpack



***Pain Points** expressed earlier are aspects of business, products, or services that buyers, knowingly or unknowingly, are forced to put up with or find so inconvenient that they turn to alternatives. See our White Papers Reports on Mass Confusion in the Market Place, Why We Developed TUSBP, Survival Decision Guide & Product Comparison Chart, and Buyer Utility Map.

SURVIVAL DECISION GUIDE AND PRODUCT COMPARISON CHART

Current Types of Individual Emergency Preparedness Product Choices are:



Fanny or Hip Pack Kits—these types of products fit around the waist of people and have storage areas to carry a very limited amount of emergency survival supplies.



Backpack Kits—these are used for storage and “grab and go” emergency survival supplies. Usually carried on user’s back and come in a variety of sizes, colors and shape configurations. However, limited supplies can be easily crushed/destroyed.



Bucket Kits—are mainly 5-gallon plastic buckets that also convert into a portable toilet seat; many different materials and sizes. Usually, products are very heavy and awkward to transport and must be emptied first, before using as a toilet.



The Ultimate Basecamp Package (TUBP)—is an all-new concept design that solves most Worldwide Emergency Preparedness Issues. The most complete and effective multifunctional survival product conceived to date! They are: safe, reliable, user friendly, extremely affordable and green. Our product increases everyone’s chances of surviving all types of future disasters! Designed for adults, children, and the disabled. Units are designed for retail sales and for mass disaster victims. Pictured is our Dry Bag Backpack that everything fits into, and our red plastic case, if needed.

Comparison Chart for Products Listed Above:

Rating Factors	Other Kits	Ultimate Survivor Package
Off-The-Ground Bed/Cot	No	✓ Yes
Bivy Tent	No	✓ Yes
Air Mattress	No	✓ Yes
Gurney	No	✓ Yes
Blanket	Some	✓ Yes
Backpack	Some	✓ Yes
# Of Days Perishable Supplies Provided	3 or Less Days	✓ 7 Days
Carrying Options	No	✓ Yes
All-Weather Application	Limited Climate Zones	✓ All Climate Zones
Survival Effectiveness	Low	✓ High
Cost to Value	High /Marginal	✓ Affordable / Best Value
Quality of Materials / Supplies	Poor to Marginal	✓ High Quality
Portability	Heavy, Bulky	✓ Light Weight, Compact
Distribution	Lengthy Shipment Preparation and Requires Additional Packaging	✓ Designed for fast, Simple, organized, Bulk shipment
Overall Survival Rating	Inadequate / Ineffective	Best Of The Best !

Given a choice, which emergency preparedness product would you want?

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WORLD'S BEST SURVIVAL ESSENTIALS

Major Features and Benefits of this Product that Solves Today's Problems.
The list below is not stated in any priority status ranking, everything is very important!

Major Features	Major Benefits
Complete, Effective & Multi-functional	Save more lives, reduce human suffering
Products for Everyone	Covers infants to adults, sick to disabled
7 days of survival supplies, double current	Longer survival time than 72hr. kits
Four-In-One concept-location use	For Home, Car, Work and Out and About
Designed for all types of disasters	Only need one basic product
Portable product	End User has 5 basic ways to self-transport
Compact design & lightweight	More efficient, more people can use
Single distribution-everything included	Everything you need is in one package
Off-the-ground sleeping-in bivy tent	Proper sleeping, protection & comfort
Water life Jacket	Protect people from drowning
Affordable	Available to masses of people
Green product	Reusable and recyclable, cost effective
Solar Tube Cooker	Cook hot meals, purify water, sterilization
Stretcher, Hammack, Snow Sled & Shoes	Transport sick or deceased even in snow conditions
Triage tag	Classify degree of sickness-disaster victim
Radiation protection	Reduce effects of radiation disasters
Tools included - Machete	Items to survive with: saw, machete, etc.
First aid products	Health continuance, emergency aid
Signal & Navigation products	Communication & location finder
Water and water purification products	Life support element-required
Food and cooking supplies	Life support element-required
Solar blanket	Keep warm, reduce hypothermia
Durable Case	Safe storage of items, foundation of idea
Toilet Seat & Pop-up Room	People who need support, can't squat
No set-up tools required	Easy to use, set-up or dismantle
No packaging material	Shipped in finished form, ready, no waste
Backpack included	Carry survival products hands free
Fluorescent color design, case, and tent	Visibility-day and night
Protective Gear: poncho, gloves, etc.	Stay healthy
Mass distribution	Supply by air, ground, and sea
Sanitation supplies	Stay healthy
One Person, One Package or Share	Easy to control and monitor distribution
Protection, comfort, hope, & dignity	Four Season for product & peace of mind
Daily use, multiple reasons to have	Cost justified to purchase and keep

Surviveit2 is the only entity to provide all the above tools bundled

Please note: Water makes up 71% of earth's surface and #1 cause of disasters; we provide water life jackets. 32% of adults are obese, and we provide for them too! Seasonal snow covers 33 % of earth's land mass, why we provide snow products. 1 gallon of water weighs 8.33 lbs.; we have ways to transport. We have the most complete and effective survival products. What do you have to protect yourself?

SOLUTION – 4 SEASON ALL WEATHER SOLUTIONS THAT WORK

We've Got You Covered. Get In. Beat The Heat or Cold.

Manage extreme temperatures, which can cause serious health problems or even kill you! Our Ultimate Survivor Basecamp Package can help you in an emergency to regulate your body's temperature with our Cooling-down or Warming-up Temperature Refuge Bivy Tent, created for indoor or outdoor use. Facts to know, significant core temperature elevation ([hyperthermia](#)) or depression ([hypothermia](#)) that is prolonged for more than a brief period of time is incompatible with human life. **Heat and Cold -related deaths and illnesses are preventable.**

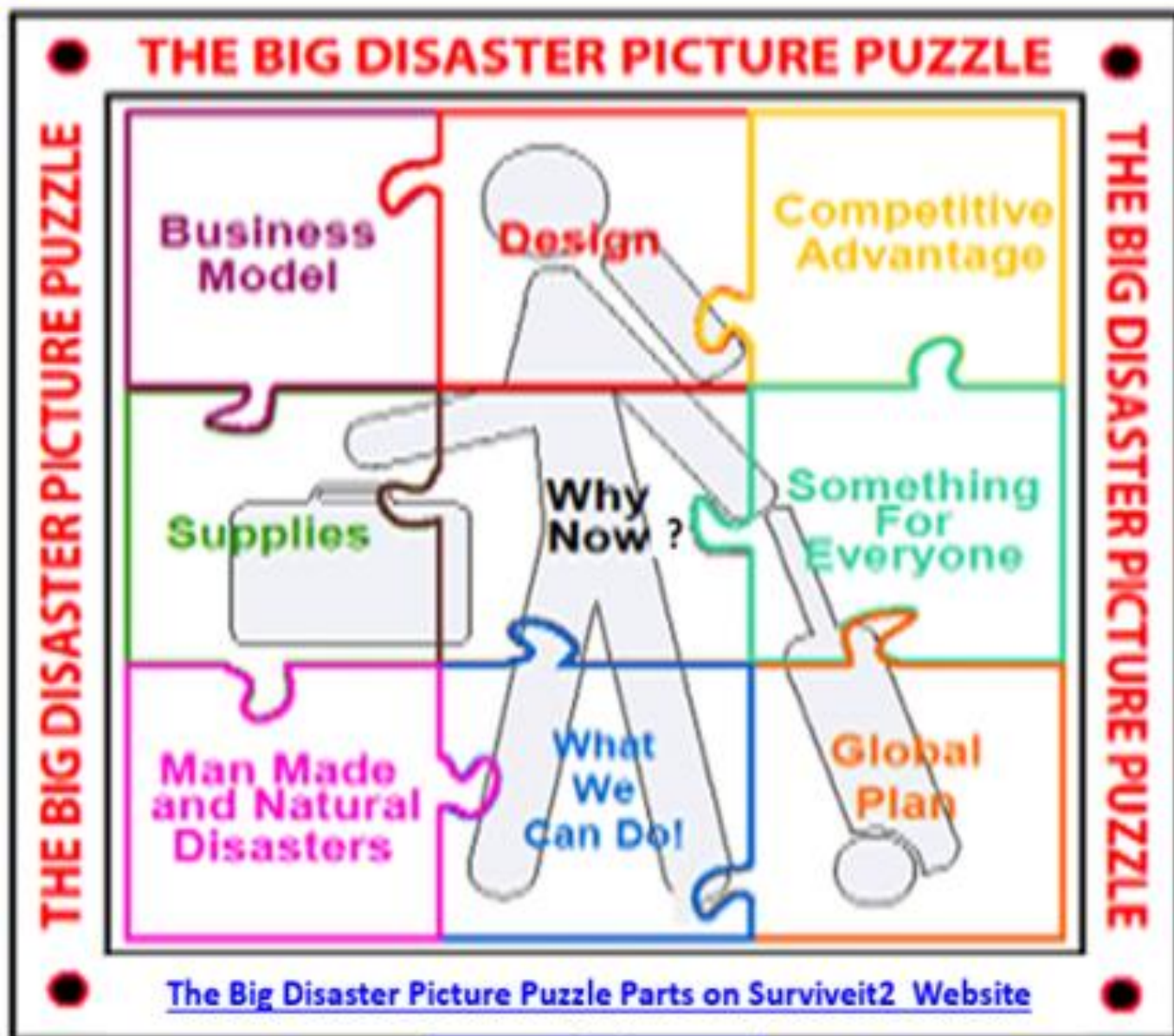


Heat Wave – kills more U.S. residents than any other natural disaster. As many as 10,000 people have died in past events. As urban areas get hotter, electrical systems are strained and as the population ages, the risk grows.



Cold wave - (known in some regions as a cold snap or cold spell) is a weather phenomenon that is distinguished by cooling of the air. Specifically, as used by the U.S. National Weather Service, a cold wave is a rapid fall in temperature within a 24-hour period requiring substantially increased protection for humans.





Note: All the pieces of the puzzle must interconnect together – to form a complete picture of the very complex disaster problems and solutions we all face. Click on link shown for individual puzzle part information.

Our Basic (3-P's) Strategy: **Predict** (Forecast the Future), **Prepare** (Get Ready for What's Ahead), and **Persevere** (Continue Making Effort). It's a strategy in mitigating risks and a key element in laying the foundation for helping people to survive on-going disasters Anyplace, at Anytime.



SOLUTION – OUR TOTAL COST OF OWNERSHIP / BUYER CYCLES ARE BEST

TOTAL COST OF OWNERSHIP - OUR PRODUCTS PAY FOR THEMSELVES AND MORE IN MANY WAYS! THEY ARE THE LOWEST TCO IN THE EMERGENCY PREPAREDNESS INDUSTRY, AN ACCOUNTING CONCEPT FOR USEFUL LIFE.



For instance, Our Solar Cooking System, saves people and the environment in many different situations where traditional cooking fuels shouldn't be used, can't be used, or are not available. Solar Cooking allows people to breathe cleaner air, save trees, and soil, and save money. It makes drinking water safe, improves health, builds resilient families, breaks the cycle of poverty, boosts local economies, empowers women and children, and helps achieve all 17 United Nations Sustainable Development Goals (SDGs). Nearly 3 billion people lack sustainable fuel to cook meals & make water safe to drink. **Please see Our Cost Justification in Dollars – Like Insurance but Much Better, Life Assurance! Plus, Why We Made Solar Cooking an Accessory, Informational Sheets.**

The Six Stages of the Buyer Experience Cycle

	Purchase	Delivery	Use	Extras	Maint.	Disposal
Customer Productivity	●	●				
Simplicity	●	●	●	●		●
Convenience	●	●	●			●
Risk Reduction	●		●	●		
Fun & Image	●		●			
Green Friendliness			●			●

The six stages present a template of the buyer experience cycle, we customize them to best fit the various industries we targeted.

● Current Industry Focus ● OUR Blue Ocean Offering

The Ultimate Survivor Basecamp Buyer Experience Cycles We Targeted for the Disaster, Homeless, Immigration & Pandemics Industries. However, the Camping Industry has a different set of Buyer Experience Cycles.

***Pain Points** we identified to get a clear picture of how they limited the appeal and size of targeted industries and found solutions to problems.

Running down the vertical axis are the six utility levers, some of which you might pull to offer buyers greater utility.

1. The first is *productivity*, that is, anything to do with efficiency - less time, effort, and/or money - in fulfilling buyers' needs.
2. Then we have *simplicity*, which is anything that eliminates or minimizes complexity or hassle.
3. *Convenience* is about when and where you want something, like 24/7, 365 days a year.
4. *Risk reduction* might include financial, physical, and reputational risk.
5. *Fun and image* are things like the look, feel and attitude the offering conveys.
6. And last, *environmental friendliness* is about how green your product or service is, and what this might mean for buyers.

MARKETS – TOTAL ADDRESSABLE MARKETS (TAM)

CONSIST OF EMERGENCY PREPAREDNESS INDUSTRY, AND ADJACENT HOMELESS, IMMIGRATION, AND 1ST RESPONDER MARKETS. THE USA EMERGENCY PREPAREDNESS MARKET ALONE IN 2020 WAS \$255 BILLION

The Three Pies of Emergency Preparedness Industry Market Size

Total Addressable Market (TAM) 8 + billion People, Served Available Market (SAM) 1 + billion people, and Targeted Market (TM)



Total Addressable Market (TAM). Addresses the question "How many people could potentially use this product?" It doesn't mean how many people will use this product.

Served Addressable Market (SAM). Filters the whole TAM by how many of those customers you can acquire. We can only serve as many customers as possible our sales and marketing channels will acquire.

Targeted Market (TM). Determines who are the most likely customers. The people who see or know of our products and buy; United Nations, Governments, Charity, Individual Buyers/Users.

Two Major Sources of Information for Project and Products are Listed Below:



Global Disaster Preparedness Systems Market Size, Share & Trends Analysis Report by Type, by Solution, by Services, by Communication Technology, by End Use, by Region, and Segment Forecasts, 2021-2028

Report | 150 Pages | July 2021 | Region: Global | Grand View Research | ID: 5390570



62423 Natural Disaster & Emergency Relief Services in the US

Approximately US\$2.97 trillion

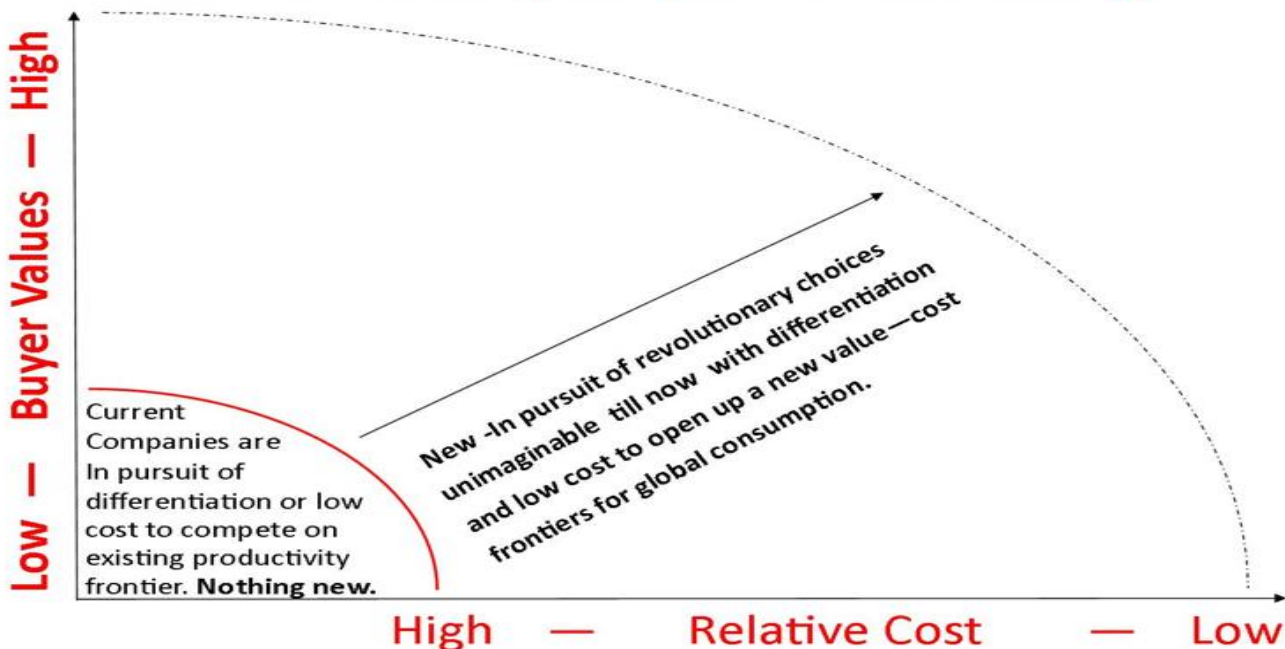
- In the period 2000 to 2019, there were 7,348 major recorded disaster events claiming 1.23 million lives, affecting 4.2 billion people (many on more than one occasion) resulting in approximately US\$2.97 trillion in global economic losses. This is a sharp increase over the previous twenty years.

Eliminate-Reduce-Rise Create (ERRC) Grid: The Case For TUSP Project

Eliminate	Raise
Lives Lost and Human Suffering Other People's Immediate Help Confusion and Chaos Packaging Waist-Green Product Shelter Building & Fuel Gathering	Public Awareness of Disasters & New Product/Service Choices Protection, Comfort Hope & Dignity Unity of Disaster Relief Efforts Better Experience & Outcomes
Reduce	Create
Survival Risk Factors/Unknowns Logistic Time –Delivery Time Weight of Products Costs of Products & Services Environmental Impact	Mobile Citizens /Portable Products Complete & Effective Products Simple Multifunctional Products Disaster Protection for Everyone Survival Knowledge Info. & Skills

Grid shows pursuit of differentiation and low cost to create best value innovation which is the key to successful new products

Market Competing to Market Creating



Note: Current companies make the Value-Cost trade off which defines the existing boundary of the Disaster Preparedness Industry, the sum total of all it's best practices. The curve represents the highest levels of value and corresponding costs an organization can achieve because they don't utilize available technology and best business practices; stuck in Status Quo competing! See Mass Confusion in The Market research paper for more details on this topic and analysis.

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WORLD'S BEST SURVIVAL ESSENTIALS



The Hedgehog Concept-Our Company Work Vision

The intersection of these three circles below translates into a simple crystalline concept that guides our company's choices. Conversely, after much careful consideration it also translates into what our company is not going to be best at, like manufacturing of products, distribution, fund raising, etc. (for a variety of reasons) and allows us to focus on our core strengths of vision, imagination, R&D, prototyping, testing and evaluation of disaster and adventure products. To maximize and obtain best results for what we envision, we need the synergy of people working towards mutually aligned goals that they and their organization can fully support.

Although we have been a worldwide manufacturer of our own products, and as contract manufacturer for other renowned companies in times past, providing marketing, sales, distribution, and financing. We no longer see taking our "Dream of A Safer and Cleaner World to Reality" in all its many tasks and forms that other established For-Profit, Non-Profits and Governments can best provide and are now doing. So, with the above in mind, see graphic below.



YOUR SURVIVAL

is our number one priority

BUSINESS - MODEL CANVAS SEGMENTS

We are Social Entrepreneurs driving social innovation and transformation into the Emergency Preparedness and Disaster Relief Survival Industries with Life Essential Products. Also, we're creating viable new Retail Products for the Camping and Adventure Outdoor Gear Industries which will provide additional revenue streams to help Charities that can't afford products. This will turn Worldwide Survival Dreams into Reality for Everyone!

<p>ALL THESE COMBINED SEGMENTS PROVIDE HOPE</p>	<p>Value Propositions The Most Complete & Effective Multi-functional Survival Solutions</p>	<p>Key Resources People, Ideas & Partnerships</p>	<p>Channels Direct and Indirect New Single Point Of Distribution System</p>
<p>Customer Segments</p> <p> Global Multi-sided Platform</p> <p>Disasters - A World Issue That Touches Everyone, Everywhere!</p>	<p>THE ULTIMATE SURVIVOR PACKAGE Expect The Unexpected What Is Your Life Worth? Get A Package!</p> 	<p></p> <ul style="list-style-type: none"> 15 YEARS Research and Development Working Prototype Intellectual Property Founders Business Success Manufacturing & Distribution 	<p></p> <ul style="list-style-type: none"> Governments Internet Social Media Big Box Retailers <p>We are a registered supplier with the U.N. Global Marketplace and FEMA Vendor Program Supplier.</p>
<p></p> <p>Everyday disasters happen, news only covers the big ones, disasters can strike anywhere, anytime to anyone!</p> <p>Expect the Unexpected</p> <p>We plan to sell products globally in high volumes. Primary customers:</p> <ul style="list-style-type: none"> Pre-Disaster Customers-Purchase Own Products Post-Disaster Victims-who rely on others for products and services 	<p>Our Logo</p>  <p>We have created an innovative survival product that fulfills customers needs while balancing:</p> <ul style="list-style-type: none"> Social Economic (ROI) Environmental Interest <p>The Design Concept is not "Inspired" by any existing design, but years of ingenuity and work by our team.</p>	<p>Revenue Streams</p> <p></p> <p>Sales - Licensing Advertising</p> <p>We are customer and volume dependent. Primary revenue comes from:</p> <ul style="list-style-type: none"> Product Sales Licensing of Patented Technology Advertising and Sponsorship Sales 	<p>Cost Structure</p> <p>Driven to Minimize Global Costs from Design, Manufacturing, Shipping and Distribution. Also, we have Multiple Vendor Sources for Products.</p> <p>Cost Control</p>  <p>Cost structure is significantly reduced due to:</p> <ul style="list-style-type: none"> "Change by Design" & "Business Model Canvas" Economies of Scale Marketing & Distribution channels support products
<p>Customer Relationships</p> <p>We Educate, Inspire & Empower People</p>  <p>Customer Relations Include:</p> <ul style="list-style-type: none"> Universal Need for Product Trustworthiness Customer Support of Products Personal Assistance 	<p>Key Partners</p> <p>Companies, Organizations, Churches, Charities, and Governments</p> <p>Global Plan-Disaster Response</p> <p>In theory, the United Nations should oversee, lead, and manage international response to disasters. Participants can be:</p> <ul style="list-style-type: none"> Various Governments & Relief Agencies Private Companies Individuals Other Entities <p>We Can Help Align Partners</p>	<p>Key Activities</p> <p>Change Disaster Survival</p>  <p>Problem solving for individual survival needs.</p>	

OUR PROJECT WINNING COMBINATION: PASSION, IMAGINATION, WORK ETHICS, SKILLS, & HISTORY OF SUCCESS

Surviveit2

WORLD'S BEST SURVIVAL ESSENTIALS

Our company is "Changing How the World Responds to Disasters." We have created the most complete and effective "Multi-functional Survival Packages" that can make a real difference in disaster relief and be used in other industries!

Business Summary: We are the World's Leader in "Survival Packages", a new category of disaster survival products we created for global short-term disaster situations. We dramatically improve saving disaster victims' lives; reduce human suffering, and lower disaster relief/health costs, while balancing our social, economic, and environmental interests. This is a worthwhile business endeavor! **We have new products for different types of disaster relief that are also being cross marketed to other types of industries from our core base products.**

Product/Services: We offer the most complete and effective multifunctional "Survival Packages". Our product line will provide everyone with the best disaster relief experience and end results possible, given any disaster circumstance. We educate, inspire, and empower people to combat disasters. Setting the standard for products that are safer, more reliable, user friendly and green is our goal. **Our first product line is "The Ultimate Survivor Basecamp Package".**

Customer Problem / Pain Point: The problem is ineffective disaster relief and inadequate survival products and services. Most mass disaster victims must stand in long lines for hand-outs of basic survival products, of questionable value, that may not come, when every minute counts. Tragically, still other disaster victims must try to catch products thrown out of the back of trucks, planes, or helicopters in a chaotic free for all. Retail customers are confused and overwhelmed about product choices. **We have solved these problems!**

Market Size/Target: Size of this market is Global. We have the needed and wanted universal products. Primarily, we will start with Global Social Media, Internet, Individuals and Disaster Relief Organizations. World Governments, United Nations Programs, and Big Box Retailers require more lead time. We are a registered supplier with the U.N. Global Marketplace and The US Federal Emergency Management Agency (FEMA) Vendor Supplier Program. The US FEMA 2020 budget alone has a \$19.4 B, Disaster Relief Fund, plus other countries around the world.

Management: Our management team has: Imagination, Ambition, Skills, Perseverance, and a History of Business Success. But mostly, a deep-down passion, to end the needless loss of life and human suffering caused by natural or man-made disasters.

Customers: Everyone is a potential end user of our products. Disaster strikes anywhere, anytime to anyone. The current world population is 8.0 billion and is projected to be 9.2 billion by 2050. Each year disasters cause Tens of Thousands of deaths, Billions of Dollars in damages and 30+ Million people are displaced. Primary customers are Pre-disaster customers who prepare and buy their own equipment and Post-disaster Victims who rely on other providers, such as the United Nations, World Governments, Charity, Faith Based and Disaster Relief Organizations. Six out of Ten American households don't have a disaster plan, worldwide it's much worse.

Sales/Marketing Strategy: We will acquire customers through direct and indirect sales/marketing of our key partners, being companies, organizations, churches, charities and governments. We will maintain customers by having the best survival solutions, being trustworthy, providing excellent customer support and personal assistance.

Business Model: We are customer and volume dependent. Primary revenue comes from product sales, licensing of patented technology, and advertising / sponsorship sales. Free services include education and training for customers on disaster issues and the proper use of our new products, giving us maximum company exposure and sales. Please review our Business Model Canvas Sheet and Business Plan Book for additional in-depth information about us, including proposed R.O.I. and Exit Options.

Competitors: are very diverse and fragmented when looking at the various types of products manufactured and distributed. All competitors buy products from other manufactures and repackage items for sale. The size and organizational structures of each company vary greatly. We identify competition in terms of specific products and services that they try to address. We address disaster needs in a very different way and have unique new proprietary products and services solutions, found nowhere else.

Competitive Advantage: We have a US patent issued that covers basic concepts. We offer Nexness, Risk Reduction, Performance, Accessibility, Convenience and Brand Status. For instance, we are the only company that offers complete and effective "Multi-functional Survival Packages". Our features and benefits include seven days of essential survival supplies, off-the-ground sleeping protection and comfort, combination water life jacket/backpack, solar cooker, user transportable and offering hope and dignity!

Company Profile:

URL: <http://Surviveit2.com>

Industries: Emergency Preparedness/Disaster Relief, Camping and Outdoor Gear

Employees: None, Outside Vendors

Founded: 2007

Contacts:
Alex J Malavazos
alex@surviveit2.com
Phone: (775) 881-8968

Financial Information (US):
Company Stage:
Manufacturing, Marketing, & Sales

Investors:
Self-Funded, No Debt

Location:

1387 Bride Way
Minden, NV 89423

"We are Creating Excellent Value for Stakeholders / Shareholders."

THANK YOU FOR REVIEWING OUR ABOVE BRIEF INFORMATION, WE HAVE A LOT MORE DATA TO SHARE WITH YOU, JUST ASK FOR WHAT IS IMPORTANT TO YOU.

Surviveit2

WORLD'S BEST SURVIVAL ESSENTIALS

Our brand is being built on the principle of four P's:
Purpose, People, Products, and Pricing.

Purpose - We are a purpose driven company with a responsibility and obligation to those we serve: investors, shareholders, customers, and end users of our products; to protect and enhance the quality of life of all disaster victims. We measure our purpose based on the difference we make in the world to other peoples' lives as the ultimate measure of our success.

People - We are an innovative group of people with leading edge expertise in various disciplines, whose jobs are never ending...always looking for, working for improvements we can make in delivering disaster relief products and services. This project ignites our associates' passion, their dedication, and their joy in helping people!

Products - the only company at present to offer disaster victims the most complete and effective individual products. clear choice alternatives. We feature clean off-the-ground- sleeping comfort and protection, seven (7) days of basic survival supplies, solar cooking, and a water life jacket that the user can transport on their own in several ways. Our products are amazingly small in size, lightweight, very durable and waterproof. We offer protection for everyone, from adult to children, from groups of people to disable persons.

Pricing - We offer competitive pricing providing the greatest features and benefits, as well as exceptional value, to those we serve, so we truly can make our products available to the masses (90% of the worlds people, not the wealth 10%) and still make the most impact while achieving a premium for first-to-market advantage.

What's inside our brand? We stand for:

Protection...Reliability...Technology...Quality...Affordability...Best Choices

- Protection- you and others can count on (Safety)
- Reliability-proven products that work again and again
- Technology-the latest state of the art designs, materials, and methods
- Quality-the best material, labor, and testing to our specifications

We are creating The Best Disaster Relief Products and developing a worldwide recognizable Brand that people will choose, when given a choice.

**Changing The World's Response to Disasters
Just Makes Sense!**

Surviveit2 Company List of Its 5 C's

1. **CONVIVTION** - a strong persuasion or belief.
2. **COMMITMENT** - the state or quality of being dedicated to a cause, activity, etc.
3. **COURAGE** - mental or moral strength to venture, persevere, and withstand danger, fear, or difficulty.
4. **CONTINUANCE** - the state of remaining in existence or operation.
5. **COMMUNITY** - a body of persons or nations having a common history or common social, economic, and political interest for Humanity survival.

SUCCESS 3 KEYS FAITH, FOCUS, & FOLLOWTHROUGH!



Our nation needs to work decisively, consistently, and urgently so it can respond quickly and effectively whether from natural or man-made disasters. To limit the massive casualties, pain and human suffering disasters cause and start providing real protection, comfort, hope and dignity for all. Faith in the end game helps you live through the months or years of buildup before breakthrough. You must confront the brutal facts of your current reality and continue on to achieve goals!

This program deserves the highest priority because disasters do strike anywhere at any time, it affects all of us and everyone counts.

Recap of PowerPoint Information

IT'S NOT WHAT WE SELL, IT'S WHAT WE STAND FOR!

To provide humanity in Disasters and Outdoor Activities with the best:

- Protection
- Comfort
- Hope
- Dignity

For the purpose of:

- Saving Lives
- Reducing Suffering
- Lowering Costs
- Protecting Environments

How? With revolutionary new basic (rule of 3's) life essentials solutions of unique products and services designed for Best Survival Outcomes:

- Refuge – shelter and protection
- Water – safe sources
- Food – Delicious and ways to prepare
- Air – Cleaner Supply



YOUR SURVIVAL is our number one priority

A MOTTO WORTH FOLLOWING

Expect Great Things from God
Attempt Great Things for God

**Do something bigger than self you can believe with faith.
Something that would spread to the ends of the earth.**

We've started a disaster and outdoor activity movement to provide new education, knowledge and specific skills, with revolutionary products and services for better outcomes; that are simple, complete and effective before, during, and after events happen.

Surviveit2 – Survival made possible, at last for everyone on earth!

Dear God, I am going to completely put my trust in you, Lord. I know that you will provide for all my needs, like you always have. Your Word says not to worry about anything, but to pray about everything. Lord, thank you for your unconditional love. This week let me be reminded that you are my provider and my protector and I am so grateful.

Amen

YOUR SURVIVAL is our number one priority

The biggest
mistake we make
in life is thinking
we have time.

Don't delay,
get involved
today!



RECAP OF DATA – HOW WE CARE FOR OUR PEOPLE AND PLANET

Surviveit2

WORLD'S BEST SURVIVAL ESSENTIALS

Preparing for Worldwide Disasters and Outdoor Adventures Takes Planning, Work, and Life Essentials. Get Hope, Share Hope with The Ultimate Survival Package.



We function for everyone's wellbeing, not individual ambition; a vision for a safer world and longer lives. We measure our success by: Lives Saved, Suffering Reduced, Lowering Costs & Protecting Our Environment. Also, Size, Scope and Locations Being Serviced.

**Get Ready for What's Ahead!
Help Make a Decisive Global Impact.
Join Our Worth Cause Today, Don't Delay!**

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