

HUMANITY

PERILS

AND

YOUR

BUSINESS SECTION DOCUMENTS TO CONSIDER

SURVIVAL

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

Surviveit2

WORLD'S BEST SURVIVAL ESSENTIALS



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>9. Three Configurations - Youth/Kid to 4', Pro- to 6 Feet, and Big & Tall (Plus Size People)</p> |
|  <p>2. Basic Reason - Save Lives, Reduce Suffering, Lower Costs, and Protects Environment</p> |  <p>10. Location of Use - Home, Car, Work, Boat & Out and About (Only Need One Product)</p> |
|  <p>3. Concept Idea - Simple, Safe, Complete, and Effective. Specifically Designed, Best Outcomes</p> |  <p>11. Long Lasting - For Daily Use, Durable for Many Years, 24 hours X 365 days X Years Used</p> |
|  <p>4. Patented - Unique, Nothing Like It, Control Quality Value, and Provides Real Solutions</p> |  <p>12. Solar Cooking Unit - For Hot Food, Water Purify, Sanitize Items, and Water Desalination</p> |
|  <p>5. Worthy Investment - Low Costs, High Value, Mass Producible, Durable & Profitable</p> |  <p>13. Mental Health - Provides Comfort, Hope, Dignity, and Peace of Mind</p> |
|  <p>6. Portable Ways – Hand Carry, by Backpack, 2-Wheel, 4-Wheel, and Combination of Ways</p> |  <p>14. All Seasons Use - Spring, Fall, Winter, Summer (Any Time of the Year Sun Shines)</p> |
|  <p>7. Multifunctional - Off-the-Ground Sleeping/Protection, Hammock, Stretcher, & Snow Sled</p> |  <p>15. All Terrains - Sand, Rocky Mountains, Snow, Tropical (Any Place you Travel)</p> |
|  <p>8. For Everyone - Infant, Men, Women, and Disabled People. Can be Shared by Groups!</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.



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 [Puzzle-Presentation.pdf](#)

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

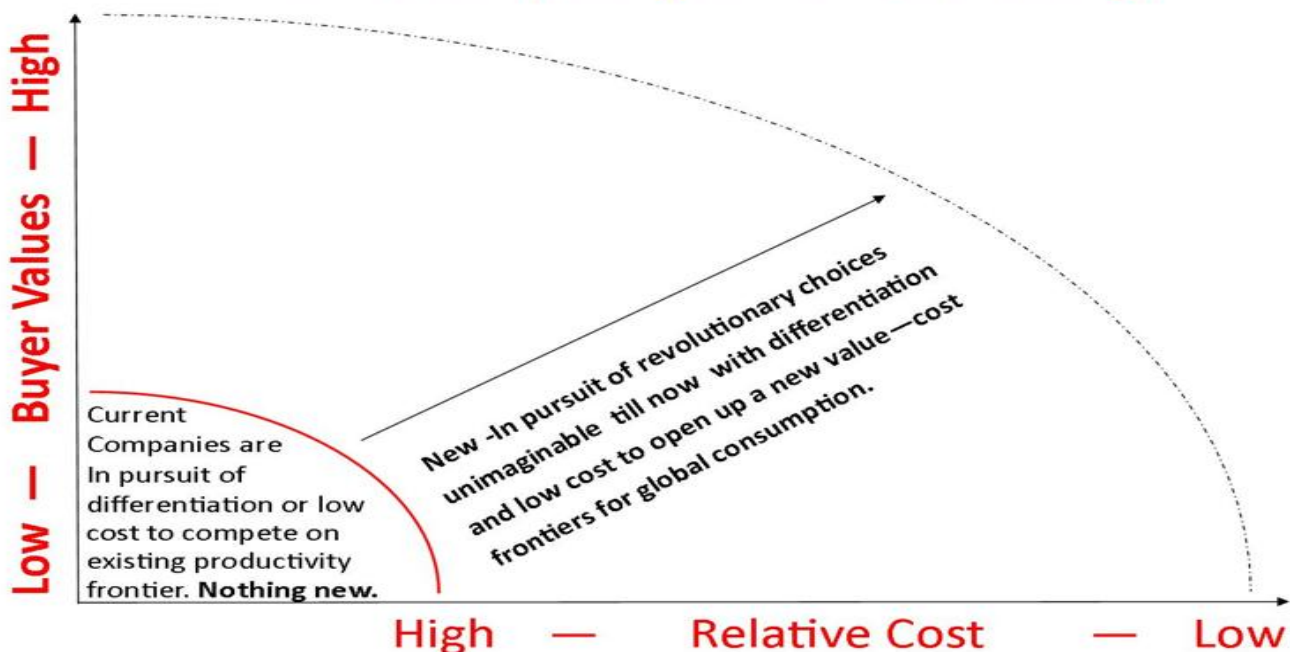
- In the period 2000 to 2019, there were 7,348 major recorded disaster events claiming 1.23 million lives, affecting 4.2 billion people (many on more than one occasion) resulting in approximately US\$2.97 trillion in global economic losses. This is a sharp increase over the previous twenty years.

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 its 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.



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!

ALL THESE COMBINED SEGMENTS PROVIDE HOPE Customer Segments  Global Multi-sided Platform Disasters - A World Issue That Touches Everyone, Everywhere!  Everyday disasters happen, news only covers the big ones, disasters can strike anyplace, anytime to anyone! Expect the Unexpected We plan to sell products globally in high volumes. Primary customers: - Pre-Disaster Customers-Purchase Own Products - Post-Disaster Victims-who rely on others for products and services Customer Relationships We Educate, Inspire & Empower People  Customer Relations Include: - Universal Need for Product - Trustworthiness - Customer Support of Products - Personal Assistance	Value Propositions The Most Complete & Effective Multi-functional Survival Solutions THE ULTIMATE SURVIVOR PACKAGE Expect The Unexpected What Is Your Life Worth? Get A Package!  Our Logo  We have created an innovative survival product that fulfills customers needs while balancing: - Social - Economic (ROI) - Environmental Interest The Design Concept is not "inspired" by any existing design, but years of ingenuity and work by our team.	Key Resources People, Ideas & Partnerships  15 YEARS Research and Development - Working Prototype - Intellectual Property - Founders Business Success - Manufacturing & Distribution Revenue Streams  We are customer and volume dependent. Primary revenue comes from: - Product Sales - Licensing of Patented Technology - Advertising and Sponsorship Sales Key Partners Companies, Organizations, Churches, Charities, and Governments Global Plan-Disaster Response In theory, the United Nations should oversee, lead, and manage international response to disasters. Participants can be: - Various Governments & Relief Agencies - Private Companies - Individuals - Other Entities We Can Help Align Partners	Channels Direct and Indirect New Single Point Of Distribution System  Governments Internet Social Media Big Box Retailers We are a registered supplier with the U.N. Global Marketplace and FEMA Vendor Program Supplier. Cost Structure Driven to Minimize Global Costs from Design, Manufacturing, Shipping and Distribution. Also, we have Multiple Vendor Sources for Products. Cost Control  Cost structure is significantly reduced due to: 'Change by Design' & 'Business Model Canvas' - Economies of Scale - Marketing & Distribution channels support products Key Activities Change Disaster Survival  Problem solving for individual survival needs.
OUR PROJECT WINNING COMBINATION: PASSION, IMAGINATION, WORK ETHICS, SKILLS, & HISTORY OF SUCCESS			

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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 manufacturers 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 Bridge 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.

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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.

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

**Don't delay,
get involved
today!**

LESSONS
LEARNED
LIFE

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

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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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