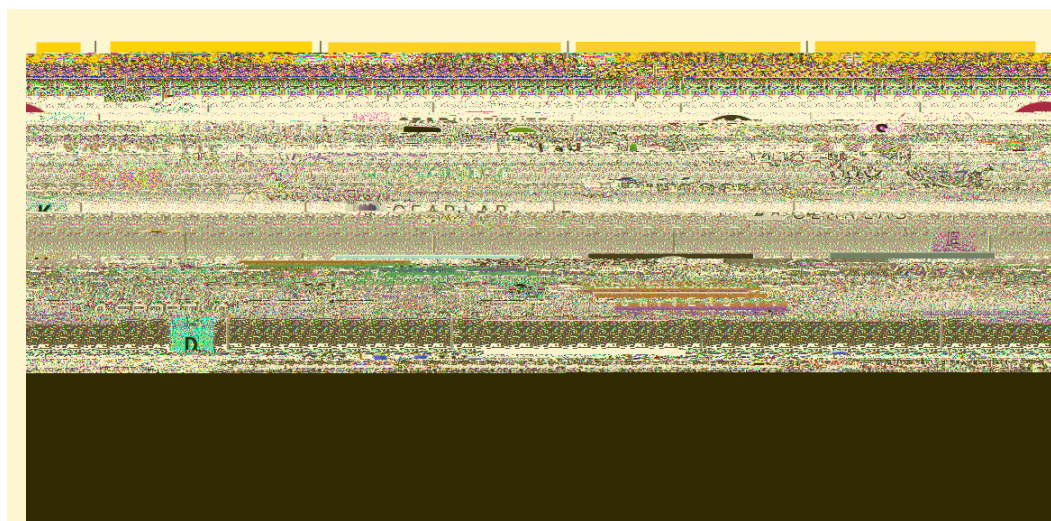


Purpose

The Center for Advanced Materials and Performance (C.A.M.P.) is a public-private business venture between Outside Inc. and CU Denver. The goal of this venture is to help the industry build products that facilitate participation growth through improving the comfort, safety, and accessibility of their outdoor experience. The state-of-the-art gear testing facility will elevate product testing and development, stimulate innovation, and encourage collaboration across outdoor brands.

Our purpose is to create a comprehensive business plan that outlines the strategic vision and operational goals for the center.



Phase 2: Industry Analysis & Business Development

Leaning on key findings from the Project Memo, our team continued **in-depth** research efforts and **engagement with stakeholders** to guide the development of testing facility and our business plan. We spoke with 20 outdoor brands, received 12 quotes from machine manufacturers, conducted competitive analyses for the product testing industry and outdoor media indu