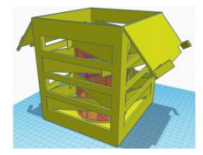


Visit our website for our business pitch and a video of the Z-Box in action: <http://ctrlzfill.com>



JOURNEY

1. PROBLEM IDENTIFICATION AND RESEARCH

Ctrl-Z team members brainstormed for over 50 hours, had discussions with several packaging / containerboard experts and performed a detailed literature review of the subjects of cargo, freight and protective packaging.

2. SOLUTION IDEA GENERATION

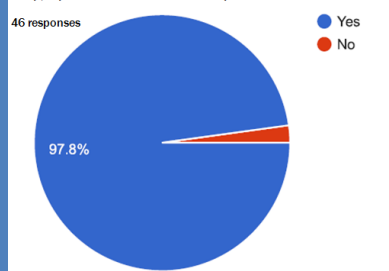
After having thoroughly researched the problem, experimented with a variety of packaging void-filling materials and spoken with industry experts, Ctrl-Z team members came up with the innovative idea of the Z-Box.



3. VALIDATION OF KEY ASSUMPTIONS AND THE NEED FOR THE Z-BOX

Ctrl-Z validated key assumptions by way of discussions with one of Canada's largest containerboard manufacturers and the Canadian Corrugated and Containerboard Association. The team conducted a targeted and comprehensive online survey to illustrate the market need for a product like the Z-Box.

Does it concern you that most protective packaging, like bubble wrap, is petroleum-based and ends up in landfill?



ALL IN CONSULTATION WITH A BROAD RANGE OF INDUSTRY LEADING SUBJECT MATTER EXPERTS AND SPONSORS

PACKAGING EXPERT
Mr. James Downham,
President and CEO, PAC Global



CONTAINERBOARD INDUSTRY EXPERT
Mr. Allen Kirkpatrick,
Executive Director, Canadian Corrugated and Containerboard Association



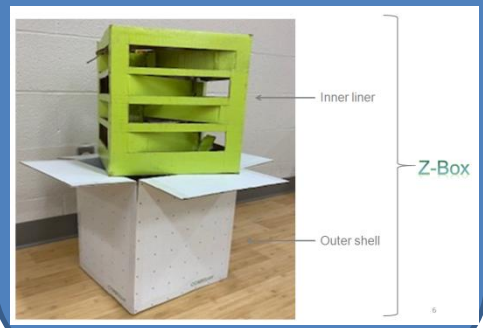
CONTAINERBOARD MANUFACTURING EXPERT
Mr. Robert Suga, *Director-Quality & Continuous Improvement, Atlantic Packaging Inc.*



4. SOLUTION DESIGN

Ctrl-Z team members have refined the Z-Box in creating 5 iterations of the invention, each one improving on the product's performance.

We Have Created 5 Prototypes Of The Z-Box



5. ASSESSMENT OF COMMERCIAL VIABILITY

Ctrl-Z received guidance from Atlantic Packaging Inc. concerning materials and technology to be used in the commercial version of the Z-Box. Ctrl-Z estimated the cost to produce the Z-Box, market demand volume and selling price per unit. This information was used to create our financial projection which provided a strong indication that Z-Box can be a viable and profitable business.

Modest Up-front Investment With Profitability in Just 3 Years

