

# ODIN'S INNOVATIONS DEALER VALUE PROPOSITION



When we introduced Odin's Innovations, we set out to introduce something better, something using new technology and something new..... finally! It seems that every product on the market only slightly repackaged the same old thing. But, in their defense, there is just not a lot you can do with deer urine, is there?

**At the core of our offering is the biodegradable polymer.** The technology we developed is a plant-based polymer that absorbs liquid scents. This allows us to infuse scents into the material and, by the characteristics of the polymer, the scent is released over time. We tested it in a University chemical laboratory and found that after 27 days the polymer was still releasing 52% the amount of scent as day one! And, impervious to moisture; heavy dew, rain, or snow!

**Next, the scents.** Our first iteration was natural doe urine. Though the polymers functioned as expected, the natural urine had many, many undesirable characteristics.

- It offered poor shelf life and difficult handling requirements.
- As a natural product, it grew mold over time.
- There was no reliable and reasonable method to ensure the efficacy of the product; every sample from an animal was, at least, a little different than the previous or the next.
- There was no way to remove any bacteria or other unwanted components.
- The trending State regulations are limiting or regulating against the use of natural cervid urine.



So, what do we do? We migrate to synthetic scents.

We partnered with a company, Hunter's Kloak, that had developed a family of scents for a mister developed for hunters. To secure the formulations, in January 2021 we acquired the company.

The efficacy and manufacturing options has allowed us to continue to release new products. We can be flexible; introduce a scent to test the market as well as respond to market demand for something new that is not currently available.

We introduce product consistent with our centralized theme; all packaging and communications will align with guiding parameters for all products. They are represented with these icons:

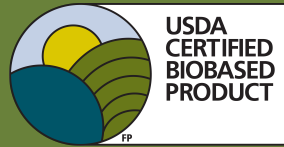


New technologies open a lot of opportunity; opportunity to provide a product that just plain does a better job of its intended purpose. (If you need to release a scent, why not do it for 30-days instead of just until it soaks into the ground or it rains?) Also, opportunity to take care of the environment. We were able to develop the bead that delivers the scent to (1) release the scent over an extended period of time, and (2) biodegrades.

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I believe we would all choose the option to be better to the environment as long as that product actually worked! We agree.... we will not risk the precious time and the expense we commit to hunting only to use a "green" product that did not work! We feel fortunate to be able to offer both to our customers.... superior product with nothing left behind. That is why we even Trademarked "Better Than You Found It®."



As further evidence of our commitment we participate in the USDA's BioPreferred Program. There are a lot of marketing spellings for the word "green" ...we wanted to be vetted through the USDA's rigorous testing to make sure we were doing well. **We Passed!**

And finally, **distribution channel**. We have committed to "a road less traveled". With new technology, a different looking and a different performing product, we need interaction with the consumer. We did not expect the big box stores to engage with the customer anything like the independent pro shops, farm and ranch store or cooperatives do.

## **We strive to be good partners!**

- We offer dealer margins greater than most other products they can carry.
- We do not compete with our dealers; we sell on our website, but at over MSRP.
- Every dealer is listed on our website.
- We promote, through customer communications, to SHOP LOCAL....going to our map of dealers to find the one nearest to them.
- We share all our marketing material to assist the dealer with social media, website display and store signage.