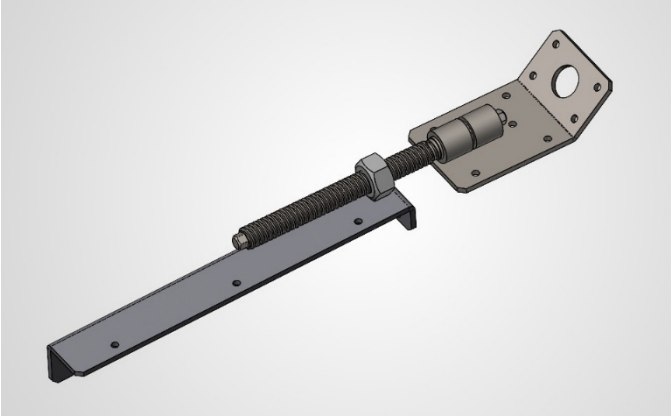
ZU 2XK™ – The Future of Wall Bracing

A smarter, faster way to brace walls



What is ZU 2XK™?

ZU 2XK™ is an innovative **wall brace** that is light-weight, drill-adjustable, and can be used from both directions (2X heads). The brace can be used with ICFs, plywood forms, and framed walls .

The Advantages

- **Adjustable from 2 Directions:** Traditional braces are adjustable from just one direction, standing on the ground. But ZU 2XK is adjustable on the ground and from the scaffolding.
- **Drill Adjustable:** Most braces are slowly adjustable by hand. ZU 2XK is adjusted with an electric drill, very fast and accurate. Indeed, ZU 2XK is four times faster at achieving plum than a hand-adjusted brace.
- **Designed for Mass Production:** The 18 mm trapezoidal shaft is stamped out of a single 16 mm shaft, including the two 11 mm hex-heads. This lowers the welding costs by over 300%. Machining is eliminated by accurate forging.

Product Development

Our employees contribute to our product development. The double-headed adjuster came from Joey. The dual-sleeve device was invented by Vish. Both these ideas make this product a world winner.

Patent Protection

- **International patent:** pending
- **Trademark:** none

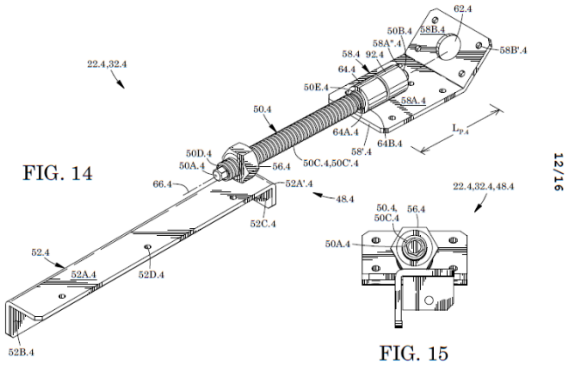


FIG. 14

FIG. 15

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The Opportunity: Market Size

We invented the "Zuckle" for adjusting ICF walls. However, we have realized that there are two much larger markets: plywood forms and wood framing. Here is Grok's estimate of market demand for the three sectors, based on:

Zuckles per job	19
Zuckles, number of uses	50
Zuckle, average price	$ 15.00

Region	**ICF jobs**	**Framing jobs**	**Plywood jobs**	**Total jobs**	**TAM**
United States	28,000	1,050,000	250,000	1,328,000	$ 7,569,600
Canada	9,000	190,000	80,000	279,000	$ 1,590,300
Europe	25,000	200,000	280,000	505,000	$ 2,878,500
Japan	2,200	400,000	80,000	482,200	$ 2,748,540
Australia + New Zealand	2,200	160,000	40,000	202,200	$ 1,152,540
China	5,500	30,000	500,000	535,500	$ 3,052,350
Rest of Asia	4,000	60,000	1,000,000	1,064,000	$ 6,064,800
Middle East	2,000	5,000	120,000	127,000	$ 723,900
Africa	1,000	20,000	200,000	221,000	$ 1,259,700
Latin America	2,000	60,000	300,000	362,000	$ 2,063,400
World	**80,900**	**2,175,000**	**2,850,000**	**5,105,900**	**$29,103,630**