



Launching November 26, 2013

A COOLER THAT IS

The Easy Portable Party
ADJUSTABLE BUNGIES
KEEP YOUR STUFF TOGETHER

Show Your Colors
PERSONALIZE IT
CUSTOMIZATION KIT

Want A Cold One?
BUILT-IN BOTTLE OPENER
BECAUSE... WELL, DUH.

Life's Better with Music
BLUETOOTH SPEAKER
BUILT IN & READY TO PARTY

Smoothies or Margaritas?
BUILT-IN BLENDER RUNS
ON RECHARGABLE BATTERY



YOUR COOLER JUST GOT COOLEST

It's probably hard to believe, but that insulated cooler sitting in your garage hasn't really evolved much since coolers were invented, way back in the 1950s. Sure, they added wheels in the '90s, but that's pretty much it as far as technology advancements go. Seriously.

The Coolest takes your grandma's sandwich-and-lemonade carrier and kicks it up a notch. OK, probably about 5 notches. It's the only all-in-one outdoor entertainment solution you need for tailgating, camping, picnics, beach parties, barbecues, and anytime you're outdoors having fun with friends and family. It's the best thing to happen to outdoor fun since Slip met Slide.



WHAT YOU GET

The Coolest is the no-hassle way to eat, drink, and play tunes—just about anywhere you happen to be.

- + **Built-in battery-powered blender**
- + **Removable Bluetooth speaker**
- + **Gear-carrying bungee tie-down**
- + **Embedded lid light**
- + **Attached bottle opener**
- + **Side accessory cubby**
- + **Decorative decals in more than 40 colors**

Hot and thirsty? With a **built-in blender** you can whip up a batch of margaritas, daiquiris, or smoothies anytime! Need a soundtrack for that? No problem, The Coolest has a **Bluetooth speaker**, so you can stream your favorite tunes from your smartphone or other Bluetooth-enabled device for up to 8 hours on a single charge.

The Cooler's **adjustable locking bungees** let you get your, um, STUFF together, and make just 1 trip from the car, instead of 7.



LET'S PARTY



After the sun goes down, you'll have no trouble getting your hands on that last cold brewski, because the battery-powered light embedded in The Coolest's lid means that pawing in the ice after dark is over! And when you are ready to crack open that tall cold one, just use the built-in bottle opener. No more shredded hands from twist-off caps that don't, and nobody will accidentally pocket it and wander away.

You can also use personalize your Coolest with your favorite colors. Match your car, your camper, your eyes, or your mood! Emo? No problem: Our decals come in black, too! And it's all powered by a rechargeable battery, so you never have to deal with packing extra equipment, connecting wires, or buying batteries, when all you want to do is GET OUT THERE!

KICKSTART THE COOLEST

WE'D LOVE YOUR HELP

As of today, there's only ONE Coolest in the world, and it's mine! But everywhere I take my Coolest, I'm surrounded by a group of people who want to have one of their very own.

If we can reach our investment goal of \$125,000, then we can bring the Coolest product to market for everyone. I've already done the heavy lifting - I've lined up suppliers and back-up suppliers for every component, and we've even got a factory here in the USA that's ready to go. They're ready to manufacture and assemble the final Coolest from the moment we say "GO!"

Every new product comes with its own challenges, and that's where we're going to need your help. Manufacturing a large product like this requires expensive tooling to create the molds for the Coolest body and the Coolest lid, and they require a level of expert knowledge to be done correctly. To address this, I've contracted with an experienced engineering firm who can take the Coolest design and create the most durable, best-insulated and highest-quality Coolest possible.

But none of this is possible without your support. We think everyone can benefit from the Coolest's all-in-one entertainment solution for outdoor fun. Come by and support the Coolest Kickstarter campaign as it launches at 8:00am EST on November 26th at www.kickstarter.com.

With your help, we can meet our goals and make the coolest idea the coolest product!

5 WAYS TO BACK US

1. Post on Your Blog

We're providing bloggers with all the resources they'll need to create the coolest blog post (scroll to the next page). Do you need more information? Or an interview with Ryan? Email us at: coolest.kickstarter@gmail.com for more.

2. Post via Social Media

We'd love for you to help us get the word out about our project. Please share any way you can.

3. Add it to Your Newsletter

Do you have a newsletter? We bet your subscribers would love to hear about the Coolest!

4. Hashtag Your #CoolestParty

We'd love to see your coolest party to see how we can make it even cooler. Hashtag your shots with #coolestparty to get involved with our campaign.

5. Back Us Yourself!

If you're not able to post about us, feel free to back us with a monetary contribution and grab a sweet reward!

RESOURCES FOR BLOGGERS

FAQ's

What happens after the Kickstarter campaign ends?

Assuming we're successful in our fundraising goal, the Coolest goes straight into production! Our manufacturing partners are all onboard, and our engineering partners are busy making modifications to the existing prototype to prepare it for larger production runs. All we need now is a successful campaign!

What happens if you don't reach your goal?

Kickstarter is an all-or-nothing scenario. So if we don't make our full \$125,000 target, then nobody's pledges are activated and we don't see a dime. If that happens, the Coolest may just stay in Ryan's garage and remain his own exclusive prototype. But we prefer to think that - with your support - this won't happen!

When will the Coolest be ready to ship?

We're aiming to have the Coolest out the door by August, 2014 - just in time for the fall tailgating season.

Who is this guy Ryan behind the curtain?

Ryan is part visionary, part mad scientist, and a passionate supporter of the DIY revolution. He's the driving force behind [The Coolest](#), and has been a full-time inventor and product developer since 2006, with multiple products successfully developed and licensed in several industries.

He's also committed to advocating for other inventors and helping them succeed. As Founder of [Inventor's Blueprint](#), an online video training program, Ryan helps inventors take their great ideas and turn them into products that sell.

RESOURCES

CAMPAIGN IMAGES:

<https://www.dropbox.com/sh/ioicwtxgun320dt/MmlMo36Vlk>

YOUTUBE CAMPAIGN VIDEO:

<http://youtube/3F13d9wmiCs>

CLICK-TO-TWEET LINK:

<http://clicktotweet.com/8bde2>

SPECS

60 Quart rolling cooler

18 Volt battery powered blender with hardened plastic pitcher, good for over 60 batches per charge

Powered Bluetooth speaker with rechargeable battery, range 30-50 ft connectivity and 8-12 hours per charge

#COOLESTPARTY



HASHTAG #COOLESTPARTY

We'd love to see your coolest party. Hashtag **#CoolestParty** at your next event, whether it be a backyard barbeque, tailgate party, or birthday - we want to see how you party!

Upload your shots to Twitter, Facebook, Instagram, Vine or Google+ for us to check out!



RYAN GREPPER, INVENTOR

Ryan is part visionary, part mad scientist, and a passionate supporter of the DIY revolution. He's the driving force behind The Coolest, and has been a full-time inventor and product developer since 2006, with multiple products successfully developed and licensed in several industries.

He's also committed to advocating for other inventors and helping them succeed. As Founder of Inventor's Blueprint, an online video training program, Ryan helps inventors take their great ideas and turn them into products that sell.

It's Not All Work:

Ryan loves nothing more than to get outdoors and play, because he's originally from Helena, MT. In fact, whenever he's not busy inventing cool things, he can usually be found on a mountain bike, a snowy slope, dangling from a hang glider—or getting tackled by his kids, who show no mercy.

CONTACT US

Do you have a question? Some feedback? Feel free to give us a shout at coolest.kickstarter@gmail.com.

FOLLOW THE COOLEST COOLER

Campaign: www.coolestkickstarter.com

Facebook: www.facebook.com/TheCoolestCooler

Twitter: www.twitter.com/CoolestCooler

Google+: <https://plus.google.com/u/0/112201341739394676126/posts>

YouTube: www.youtube.com/watch?v=3F13d9wmiCs