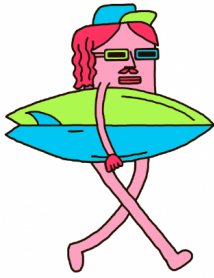


## Validation



At Sunday Swell from Christchurch Girls' High we believe that ocean plastic pollution is a key issue in our world today. Our mission is to create a sustainable surf wax alternative to many of the other waxes today whilst raising awareness around the topic of ocean plastic pollution. A fixed percentage of our profit will also be donated to Live Oceans, an Aotearoa based ocean conservation organisation focused on protecting our local moana.

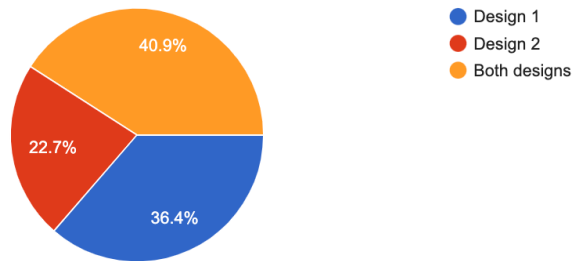


### Prototype and Getting Out of the Building

We carried out our validation by getting surfers off of the Christchurch Surfers Facebook page to test our surf wax. We did not know any of these surfers and all volunteered to try out our wax through a post we put onto the page as seen to the right. We decided to choose 10 surfers because we got such a large response from people. We made a smaller version of our finished surf wax as seen to the right.



We are also creating caps and stickers to expand our target market as people who don't surf won't be interested in surf wax. We sent out a survey with 2 designs (pictured above, design 1 to the right, design 2 to the left) to see which design they liked the most and what they'd like to see on the bags and caps. This was the result:



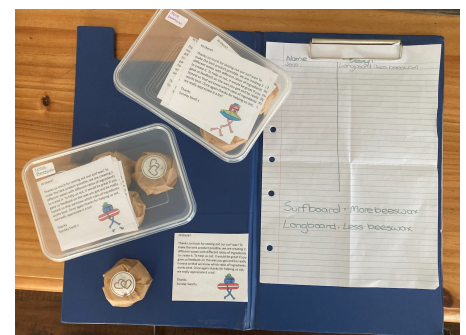
### Target Market

- Teenagers and Millenials under 35
- Surfers
- Eco-conscious consumers that are looking to make an impact

through the products they purchase

### Validation - Surfers testing our wax

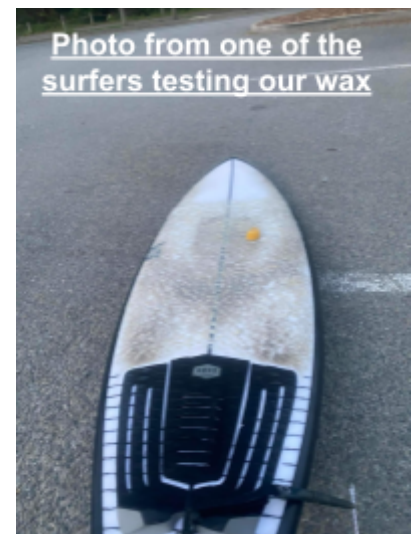
We created 2 prototypes of our surf wax using different ratios of ingredients as we were stuck as to what ratio we should use. We varied the levels of beeswax creating 2 batches. One with more beeswax and one with less, we each gave the surfers 1 surf wax and a note thanking them for testing out our wax as seen to the right keeping note of which batch they received, whichever one received the better feedback was the ratio



of ingredients we were going to use. As the weather for the surf varies day by day, we delivered all the waxes on Saturday and gave the surfers until Wednesday to test out our surf wax and give us feedback on through a google form survey.

### **What we learnt**

- The surfers who were testing the wax with less beeswax seemed to have better feedback as the surfers with more beeswax waxes said their wax melted a little bit so we should use the ratio with less beeswax
- The smell of the wax was really nice as it didn't smell as chemically like other surf waxes on the market
- The surfers agreed that creating more sustainable surf waxes was the way to go and they said they would recommend this to friends and know that surfers will back our brand
- They would purchase an 85g wax priced at \$7.00
- They preferred a square shape for their surf wax instead of a circle like our prototypes were.



### **A couple of the responses from our surf wax google form survey (The one in the middle had the one with more beeswax)**

My first impression is that it smells really nice not chemically like some mainstream waxes. I found the wax easy to apply and it had the consistency that I'd hope for in a surf wax. I had an hour long surf at Taylor's today and a few hours at magnet bay on Saturday and the wax held up great. I didn't slip at all even in steeper waves. I would definitely buy this product and recommend it to friends. Steps need to be taken to make the equipment we use in surfing in more sustainable and I believe most surfers would agree on this and back this product.

I definitely enjoyed it! It was quite sticky and smooth which was good, maybe it had melted a bit cause it went a bit smooched in places but overall was great!

Surf wax was mint! Used it on Monday and works just like the other surf waxes i would purchase from the shop! Yes i would buy it. Good stuff guys!