EXHIBIT A

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2012 2013 2016
About this capture

The Ridge Wallet 2.0

by Daniel Kane



730
backers
$55,660
pledged of $14,000 goal
44
days to go

Back This Project
$1 minimum pledge

This project will be funded on Friday Oct 18, 2:49pm EDT.

Funding period
Aug 31, 2013 - Oct 18, 2013 (48 days)

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More than a Minimalist Wallet. The re-designed wallet system constructed from Aluminum, Titanium, and Carbon Fiber

Hey Kickstarter!

I'm Daniel and this is my dad, Paul, and we are here to introduce The Ridge 2.0; Designed to be an encompassing alternative to a bulky traditional leather wallet and a dedicated minimalist wallet that can only hold a few cards.

With an integrated elastic track, The Ridge 2.0 can accommodate various numbers of cards without losing elasticity; providing an extremely thin wallet that isn't limited in it's capacity.





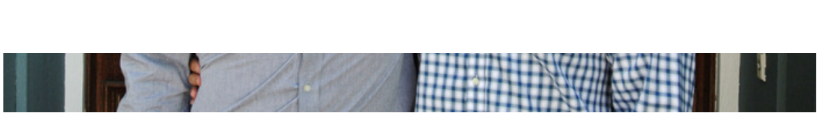
Project by
Daniel Kane
Santa Barbara, CA
Contact me

3 created · 17 backed
Has not connected Facebook
Website: enclaveeyewear.com
See full bio

Pledge $38 or more
89 backers **Limited** (61 left of 150)
Early Bird Special: Aluminum outer plates without money clip. Choose from natural, gunmetal, black, or pink edition.
Estimated delivery: Jan 2014
Add $12 USD to ship outside the US

Pledge $45 or more
1 backer
The Ridge: Aluminum outer plates without money clip. Choose from natural, gunmetal, black, or pink edition.

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The Ridge 2.0 is the re-designed version of our wallet based on feedback from backers and our own real-world use for over a year! We went back to the drawing board to incorporate some key new features without sacrificing the original design.

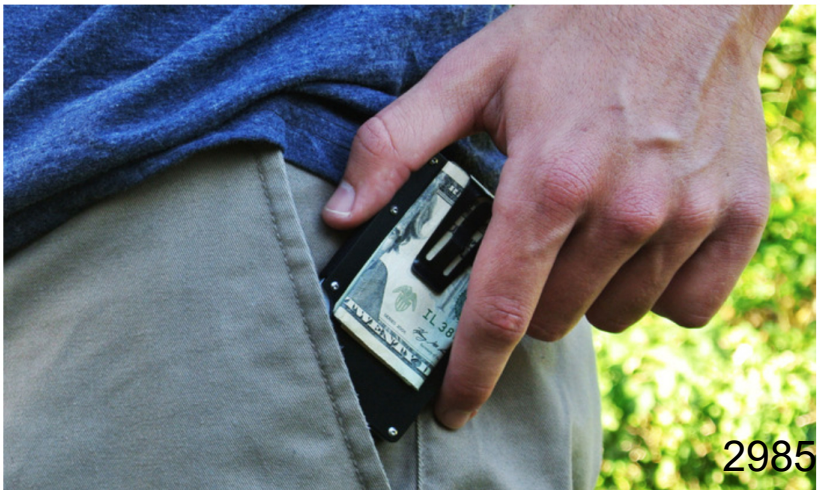
The interior plates have been tapered at the edge to allow easier access to the middle cards, and re-machined with threads for seven hex screws on either side that turn the wallet into a "system" that can be completely disassembled by the user to replace the elastic and exchange outer plates for greater personalization.

Core design:

- Low profile to easily fit in your front pocket
- Block RFID-skimming devices (wireless identity theft)
- Singular Construction that won't let cards slip out the bottom
- Expandable track that can accommodate a various number of cards
- Available in brushed natural and black

What's new:

- Re-Machined interior plates
- Improved and replaceable elastic
- Custom hex screws instead of rivets
- Interchangeable faceplates (swap materials and money clips)
- Improved traditional money clip design
- Designed additional money clip with an internal spring (spring-loaded)
- Improved metals including a spring steel
- Optional carbon fiber faceplates
- Greater selection of anodization (gunmetal and pink)



Estimated delivery: Jan 2014
Add $12 USD to ship outside the US

Pledge $50 or more

235 backers
Limited (15 left of 250)

Early Bird Special: Aluminum outer plates. Choose from the traditional or spring-loaded money clip. Available in natural, gunmetal, or black.

Estimated delivery: Jan 2014
Add $12 USD to ship outside the US

Pledge $58 or more

1 backer

The Ridge: Aluminum outer plates. Choose from the traditional or spring-loaded money clip. Available in natural, gunmetal, or black.

Estimated delivery: Jan 2014
Add $12 USD to ship outside the US

Pledge $58 or more

4 backers

Pink Edition: Aluminum with white elastic. Choose from the traditional or spring-loaded money clip.

Estimated delivery: Jan 2014
Add $12 USD to ship outside the US

Pledge $72 or more

44 backers **Limited** (56 left of 100)

Early Bird Special: Titanium outer plates without money clip. Available in natural, gunmetal, or black.

Estimated delivery: Jan 2014
Add $12 USD to ship outside the US

Pledge $82 or more

0 backers

The Ridge: Titanium outer plates without money clip. Available in natural, gunmetal, or black.

Estimated delivery: Jan 2014
Add $12 USD to ship outside the US

Pledge $85 or more

175 backers **All gone!**

Early Bird Special: Titanium outer plates. Choose from the traditional or spring-loaded money clip. Available in natural, gunmetal, or black.

Estimated delivery: Jan 2014
Add $12 USD to ship outside the US

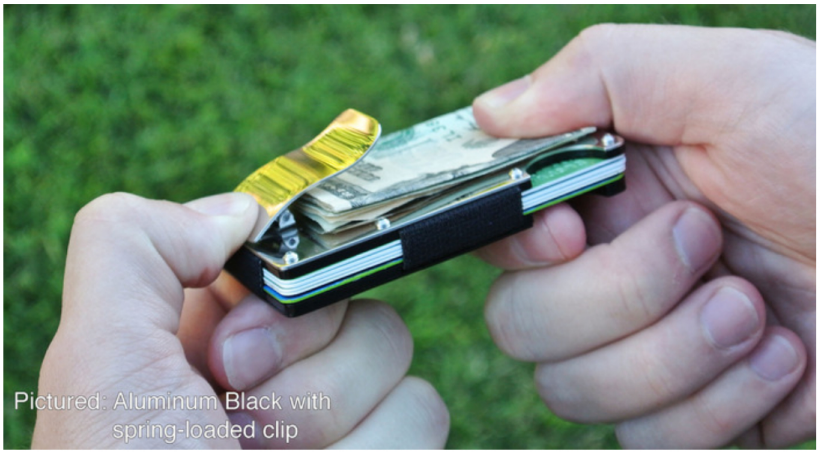
Pledge $95 or more

31 backers

The Ridge: Titanium outer plates. Choose from the traditional or spring-loaded money clip. Available in natural, gunmetal, or black.

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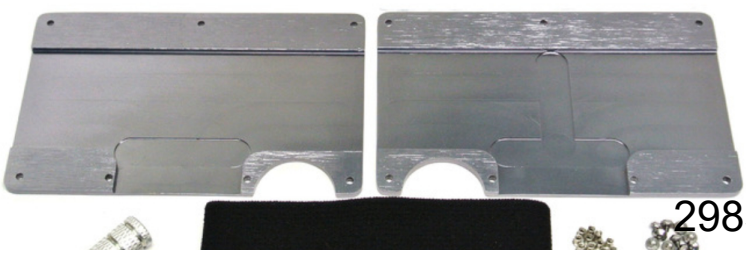


Construction

The Integrated Elastic Track can expand to hold up to 12 cards and then immediately contract to hold a single card securely. And should the elastic ever wear out, you can easily replace it.



The track runs along two hollow interior plates machined from anodized aircraft grade aluminum. The interior is hand-polished to prevent scratches and allow your cards to slide smoothly.



gunmetal, or black.

Estimated delivery: Jan 2014
Add $12 USD to ship outside the US

Pledge $100 or more

39 backers

Kickstarter Edition: Titanium outer plates. Choose from the traditional or spring-loaded money clip. Anodized Black with Green elastic. Includes spare black elastic and tool.

Estimated delivery: Jan 2014
Add $12 USD to ship outside the US

Pledge $105 or more

15 backers

The Ridge: Carbon Fiber outer plates without money clip.

Estimated delivery: Jan 2014
Add $12 USD to ship outside the US

Pledge $105 or more

14 backers

The Ridge: Carbon Fiber outer front plate with black Titanium traditional money clip.

Estimated delivery: Jan 2014
Add $12 USD to ship outside the US

Pledge $105 or more

77 backers

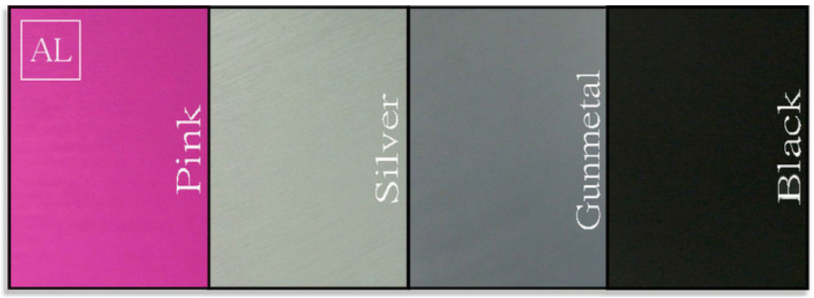
The Ridge: Carbon Fiber outer front plate with black Titanium spring-loaded money clip.

Estimated delivery: Jan 2014
Add $12 USD to ship outside the US



You can then choose between Titanium, Aluminum, or Carbon Fiber for the outer faceplates.

Aluminum options:



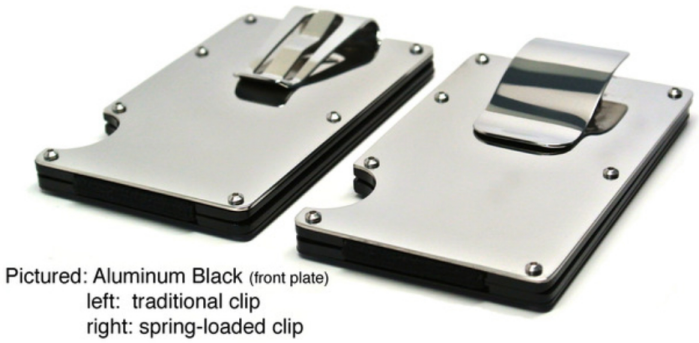
Titanium options:



The Ridge 2 is available with two different types of money clips or without a clip.



* On the Aluminum options with money clips, the clip and backplate will be a chrome spring steel to increase durability. The Titanium options will have a matching color backplate and clip.

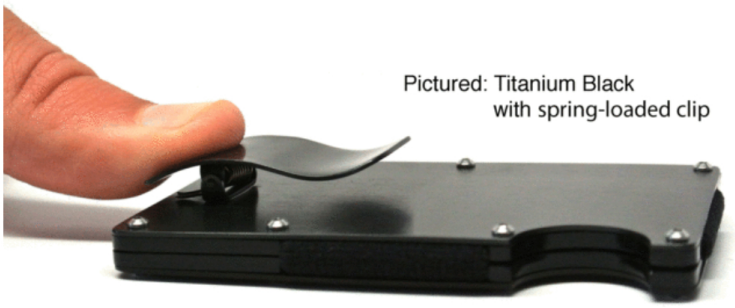


Pictured: Aluminum Black (front plate)
left: traditional clip
right: spring-loaded clip



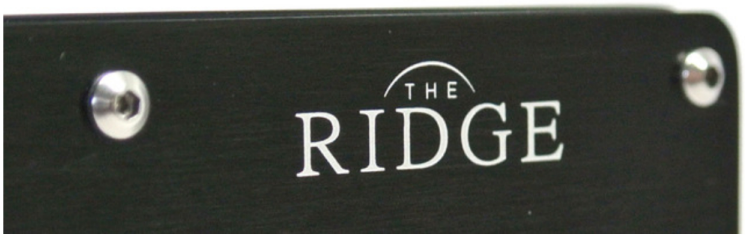


Pictured: Titanium Black
left: spring-loaded clip
right: traditional clip



Pictured: Titanium Black
with spring-loaded clip

Engraved logo on the upper right corner:



Seven hex screws machined from scratch secure the inner and outer plates allowing for replaceable elastic and interchangeable faceplates.



Accessing Your Cards:

The Thumb indentation at the lower left of the wallet allows you to easily push your cards up and select the correct one.

The top of the inner plates are tapered to let you easily slide additional cards into the wallet.



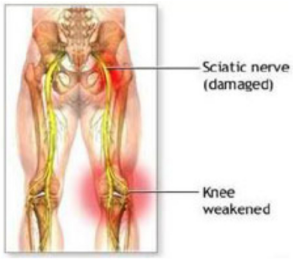
RFID blocking (wireless identity theft):

Radio Frequency Identification is becoming an increasingly common feature on credit

cards that allows the user to wirelessly "swipe" their card. However, the technology is inherently vulnerable as it lends itself to wireless identity theft. The Ridge's aluminum interior plates block RFID, keeping your information safe.

Lower back pain and your wallet:

Sitting on your wallet can lead to bad posture, misalignment of the spine, and a nerve dysfunction known as *sciatic neuropothy.* The sciatic nerve runs through your hip and down your leg and can cause lower back and knee pain when pinched (a problem my dad actually dealt with firsthand). The Ridge is slim enough to keep in your front pocket and thereby, avoid any harm to your spine or nervous system. It also avoids the simple, lopsided discomfort of sitting on a bulky wallet.



Manufacturing:

We have learned a lot since producing our original design, most of which came from real-world use and feedback from backers. We've listened to suggestions and gone through several additional prototypes from manufacturers at home and abroad to create the second iteration. As of now, each wallet is a one-off design that requires custom tools, benders, and moulds to produce on a large scale.

If we reach our goal, as a reward you will receive a wallet from the first large-production run of The Ridge 2.0!

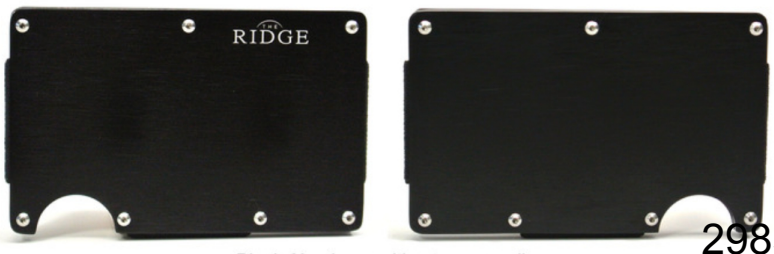
Rewards



Natural Aluminum without money clip



Gunmetal Aluminum without money clip



Black Aluminum without money clip



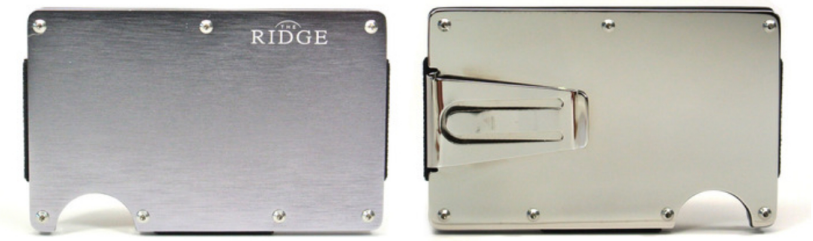
Pink Aluminum without money clip



Natural Aluminum with traditional money clip



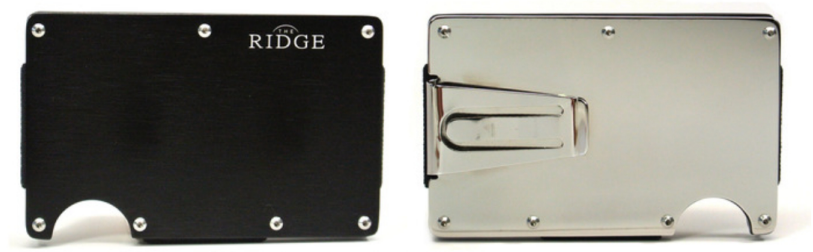
Natural Aluminum with spring-loaded money clip



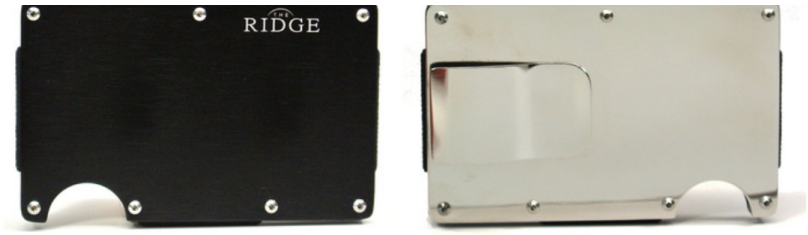
Gunmetal Aluminum with traditional money clip



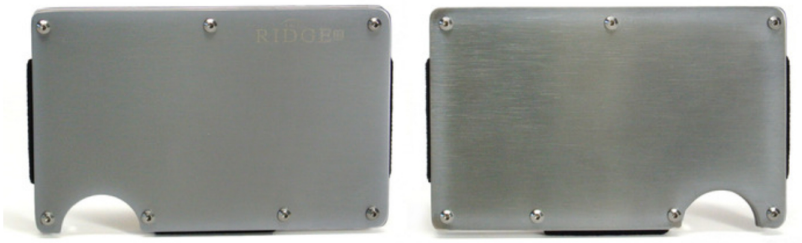
Gunmetal Aluminum with spring-loaded money clip



Black Aluminum with traditional money clip



Black Aluminum with spring-loaded money clip



Natural Titanium without money clip



Gunmetal Titanium without money clip



Black Titanium without money clip



Natural Titanium with traditional money clip



Natural Titanium with spring-loaded money clip





Gunmetal Titanium with traditional money clip



Gunmetal Titanium with spring-loaded money clip



Black Titanium with traditional money clip



Black Titanium with spring-loaded money clip



Kickstarter edition (Titanium and green elastic) with traditional money clip

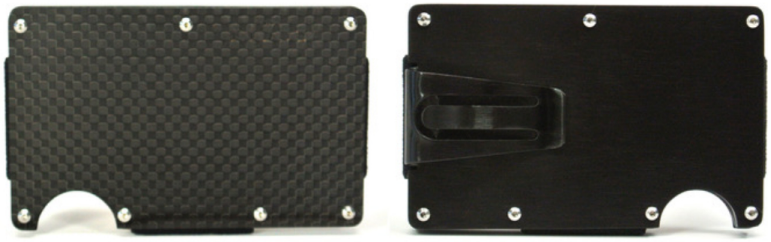


Kickstarter edition (Titanium and green elastic) with spring-loaded money clip

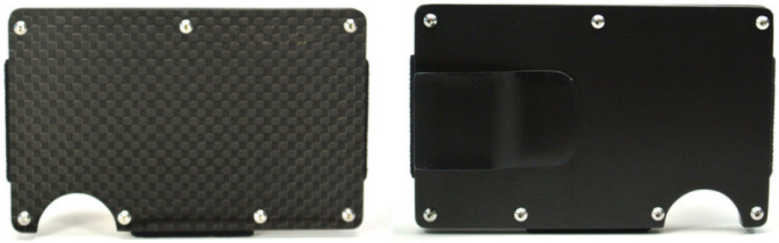




Carbon Fiber without money clip



Carbon Fiber with Titanium traditional money clip



Carbon Fiber with Titanium spring-loaded money clip

Stretch goal rewards:



Pink Aluminum with traditional money clip



Pink Aluminum with spring-loaded money clip

Thank you Kickstarter!

Risks and challenges

Learn about accountability on Kickstarter

Our biggest challenge is conveying our idea and creating a product that is versatile enough to suit a wide range of people and preferences. We believe this new version has much more flexibility in terms of both aesthetics and ease of use.

The next challenge is production standards, quality control, and fulfillment if our goal is reached. We are very confident in our ability as my dad and I have worked on several projects together, from sending out small batch orders over a long period of time to fulfilling several thousand pledges in a few months. We understand each others strengths and weaknesses and complement each other very well in a work environment as well as our personal lives which makes the entire process very enjoyable.

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-Paul and Daniel

FAQ

Have a question? If the info above doesn't help, you can ask the project creator directly.

Ask a question

Report this project to Kickstarter