









ABBY

Pastry Student

REPRESENTING THE WORKERS

OFTEN EXPERIENCE KNIFE INJURIES

In general, more than 350,000 people who work in the kitchens and food processing plants are injured by kitchen knives each year.

UNDERDESIGNED COLLECTIVE

- Most hardworking people in food processing units are low income individuals (Philadelphia: average \$28k gross income) and constantly working long hours.
- -At least half of the 10 lowest-paid jobs in the US are in the food industry and they rely disproportionately on federal benefits. With a high number of injuries experienced by them, they are often very disadvantaged.

CONSTANT DISCOMFORT

There has been no major innovation in comfort and performance of kitchen knives.



CHEF BRALEY

Executive Chef

REPRESENTING
THE KITCHEN MANAGERS

SHARP KNIVES ARE VITAL FOR KITCHEN PRODUCTIVITY AND USER SAFETY

Dull blades are considered to be more dangerous than sharp ones because a dull blade requires more force to cut an object and so is more difficult to control, reducing kitchen productivity by more than 60%.

KNIFE SHARPENING IS TIME CONSUMING AND EXPENSIVE

Knife sharpening can leave workers bladeless for up to 2 weeks, forcing the facility to own 2 sets of working knives. Not to mention, expensive.

COMFORTABLE HANDLE INCREASES PRODUCTIVITY

Cheap/thin/slippery/non-ergonomic knife handles are uncomfortable and can lead to repetitive strain injuries.









CRUSHING INSTEAD OF SLICING

A dull blade needs more pressure to cut, increasing the chance that the knife will slip with great force behind it.

When working with dull knives, there's an increased likelihood of crushing or tearing rather than cleanly slicing through food items like fruits and vegetables. This can result in bacterial contamination as well as affect the overall presentation of dishes









INCESSANT DISCOMFORT

Inevitably, dull knives force users to grip harder, causing repetitive strain injury in the long term.

In addition, as they require more force to cut, increasing the likelihood of slipping and causing injuries.







HAND INJURIES FROM DULL KNIVES

Improperly maintained knives increase the risk of hand injuries significantly. Knife-related hand injuries can include cuts, punctures, abrasions, and avulsions (where tissue is torn away). In severe cases, tendons, nerves, blood vessels, and bones may be damaged.





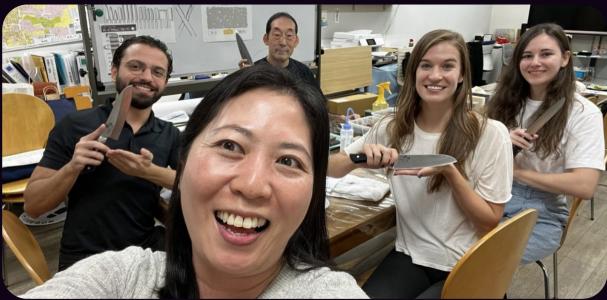




INCREASED MAINTENANCE

While it may seem counterintuitive, dull knives actually require more maintenance than sharp ones. Constant sharpening and honing are necessary to try to restore their cutting ability, which can be both time-consuming and costly.





SHARPENING LESSONS HAVE A STEEP LEARNING CURVE

Regular knife users and professionals take hours and hours of knife sharpening lessons, even abroad, and still could make sharpening mistakes that are detrimental to the future usability of the knives. Trial and errors are essential in knife sharpening and every knife requires different sharpening treatment.

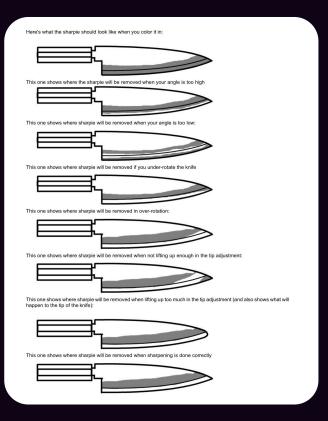






SHARPENING MISTAKES

We can see that there are so many sharpening mistakes that people make, they can affect the aesthetic of your precious knives, worse their usability.







MOBILE SHARPENING REQUIRES ADVANCED PLANNING AND NOT MEANT FOR BULK

For smaller facilities, mobile sharpening services can be a great option, especially if they are local and familiar. However, for bulk requests, planning is required as it will take quite a while for such small operations to process large bulk orders.





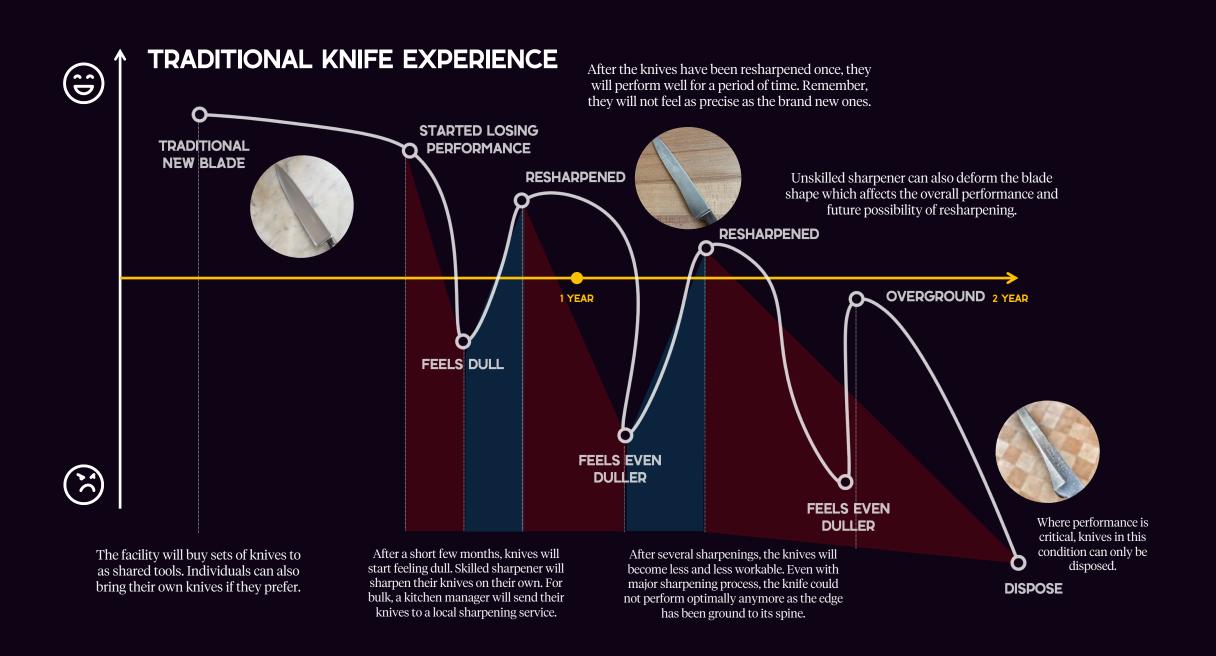




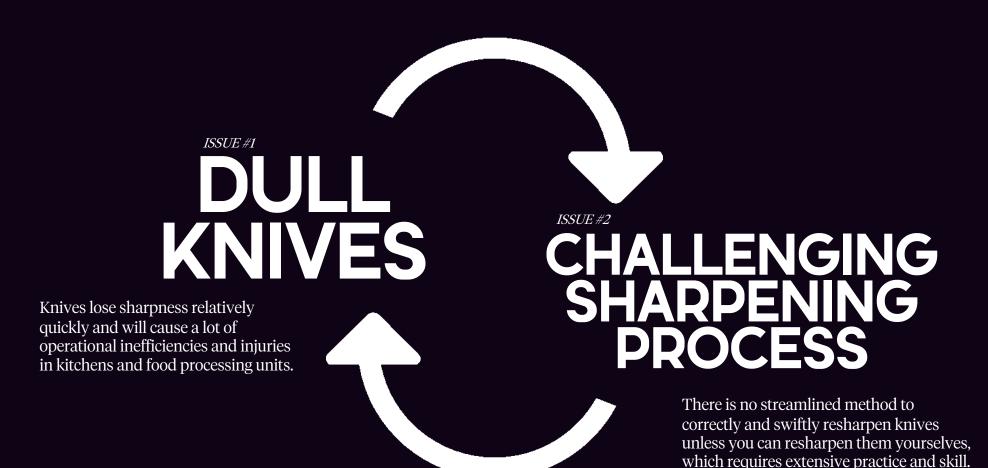
Broken tip and chip repair max \$10 extra Ceramic knife \$10 extra Single bevel knife \$10 extra Re-serration of serrated knives up to \$20 extra

ONLINE SHARPENING SERVICES LEAVE YOU BLADELESS FOR A WHILE + EXPENSIVE

There are many online sharpening services available nowadays. However, they will render you bladeless for 7-14 days plus shipping time. Additionally, with the starting price at \$13.81/knife + shipping, it is a costly and timely process for food processing units who manage up to hundreds of knives.



WE AIM TO BREAK THIS VICIOUS CYCLE EXPERIENCED BY PEOPLE WORKING WITH KNIVES











AS EASY AS 1-2-3

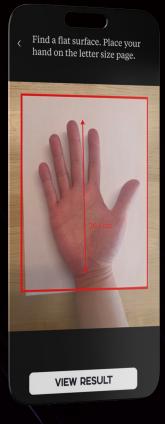
Perpetually sharp knife is within reach with Odin. Experience first-day sharpness forever, effortlessly!



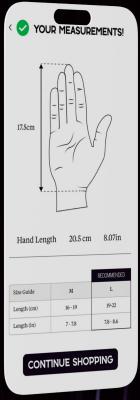
Get quick & accurate hand grips measurement

Have a sheet of **letter size**paper to start

LET'S GO



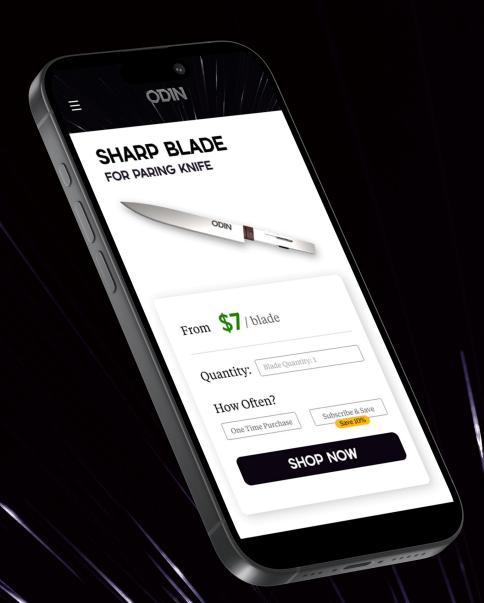






GETYOUR ODINI

Our mobile enabled ordering experience allows you to pick the material and correct size of your Odin handle.



DULL? ORDER, A NEW BLADE

Your Odin is feeling a little dull or is performing just not right? Order a new blade or enroll in our blade delivery subscription service!

Good thing, you can still use your current knife, no need to send it while you wait for your fresh blade to arrive!



UNPACK YOUR NEW BLADE

Your new Odin blade will swiftly come to your doorstep in 2 to 5 days. Unpack your new sharp blades from our earth friendly packaging.



CLICK& SLICE



Your new Odin blade will come in a sheath that also unlocks your old blade from its handle.

Unpack your new sharp blades from our carbonneutral packaging. Slot your old blade into the sheath and click your new blade into the handle to experience your fresh new Odin!



SHIP THE DULL BACK & GET YOUR REFUND

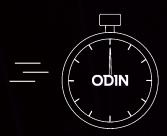
Ship the sheath back with your old blade using our provided packaging. Receive 30% refund your purchase price when we receive your old blade and sheath.



RINSE& REPEAT FOREVER SHARP

Enjoy the Odin system—a revolutionary, stress-free approach to knife ownership, ensuring perpetual first-day sharpness with every use.









SAFE AND EASY

Swift blade replacement system allows you to quickly swap out your dull blade with a sharp fresh blade without the wait of sharpening.

Internal mechanisms are completely sealed, thanks to the clamp and rubber gasket, preventing food from getting into the handle.

FAST AND COST EFFECTIVE

Our sharpening, or lack thereof, process is effortless, fast, and will not leave you bladeless.

Our pricing is fair and transparent: Opt to order new blades as you need or subscribe to our convenient blade delivery service.

ERGONOMIC

Ergonomic handle design, custom handle sizes and materials available for your slicing comfort.

Sheath unlocking mechanism prevents you from directly holding the dull or sharp blade.

SUSTAINABLE

Promoting circularity in knife ownership and sharpening:
Customers keep their precious handles that are still in perfect condition.

ODIN BLADE

440 Stainless Steel, strong, precise, multipurpose, and recyclable once the blade reaches its end of life.

GASKET

Rubber ring attached to the aluminum clamp.

RELEASE PIN

Machined aluminum, won't bend, split, or chip even when used in really harsh or rough environments

CUSTOMIZABLE HANDLE

Available in Medium and Large size and in these material options: Flex Mold, Wood, and Stainless Steel

BLADE CLAMP

ODIN

Machined aluminum

BLADE CASE

Machined aluminum, selected for its featherweight characteristics as the handle has to be agile for various purposes.

ODIN ANATOMY



ammin



INTEGRATED TAB

The integrated tab locks securely with the release pin for stable handling.

ODIN SHEATH

This slim profile sheath will house your new sharp blade. Thanks to its intelligent unlocking mechanism, this sheath will also work harmoniously to unlock your dull blade from its handle and house it on its way back to us.

UNLOCK SLIDER

This slider pushes out the unlocking pin in our sheath. The dull knife will be unlocked from its handle and slots into the sheath to be shipped back to us.

SLIDE TO UNLOCK

SHARP BLADE INTO HANDLE



DULL BLADE IN

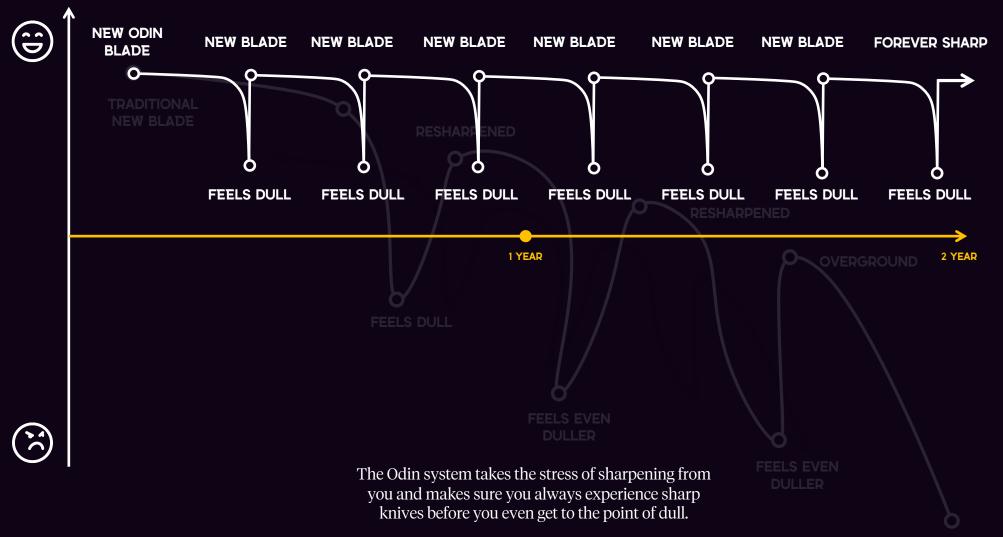
DULL SIDE

Your dull blade will be released and slotted into this side and shipped back.

SHARP SIDE

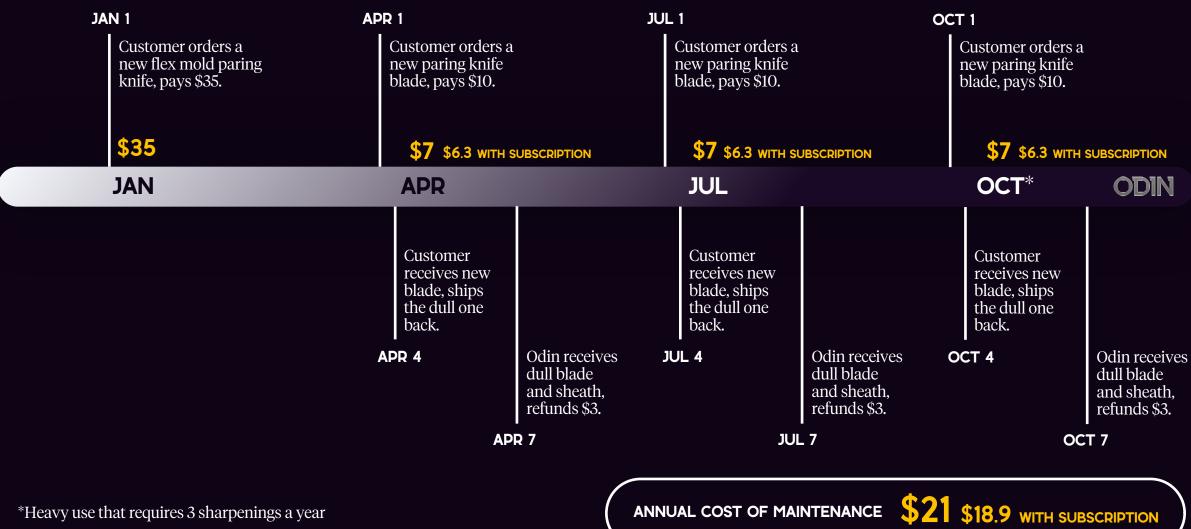
The fresh sharp blade will be shipped installed to this side of the sheath.

THE ODIN EXPERIENCE





STAINLESS STEEL HANDLE



*Heavy use that requires 3 sharpenings a year

	IN-HOUSE SHARPENING	LOCAL/MOBILE SHARPENING	ONLINE SHARPENING	ODIN
CAN WORK WITHOUT IN-HOUSE SHARPENING TRAINING	NO	YES	YES	YES
FACTORY FINISH AND BLADE ANGLE – FACTORY SHARPENING PERFORMED	NO	NO	NO	YES
RISK OF REMOVING TOO MUCH METAL FROM THE BLADE (SHORTENING LIFESPAN)	HIGH (IF NOT HIGHLY TRAINED)	HIGH	HIGH	NONE
TIME AWAY FROM KNIFE	SHORT (30MIN)	SHORT (1-2H)	LONG (2 WEEKS)	NONE
ANNUAL COST OF SHARPENING (HEAVY DUTY USE)	\$80.90	\$44.25	\$44.25	\$21.00



\$1.7B

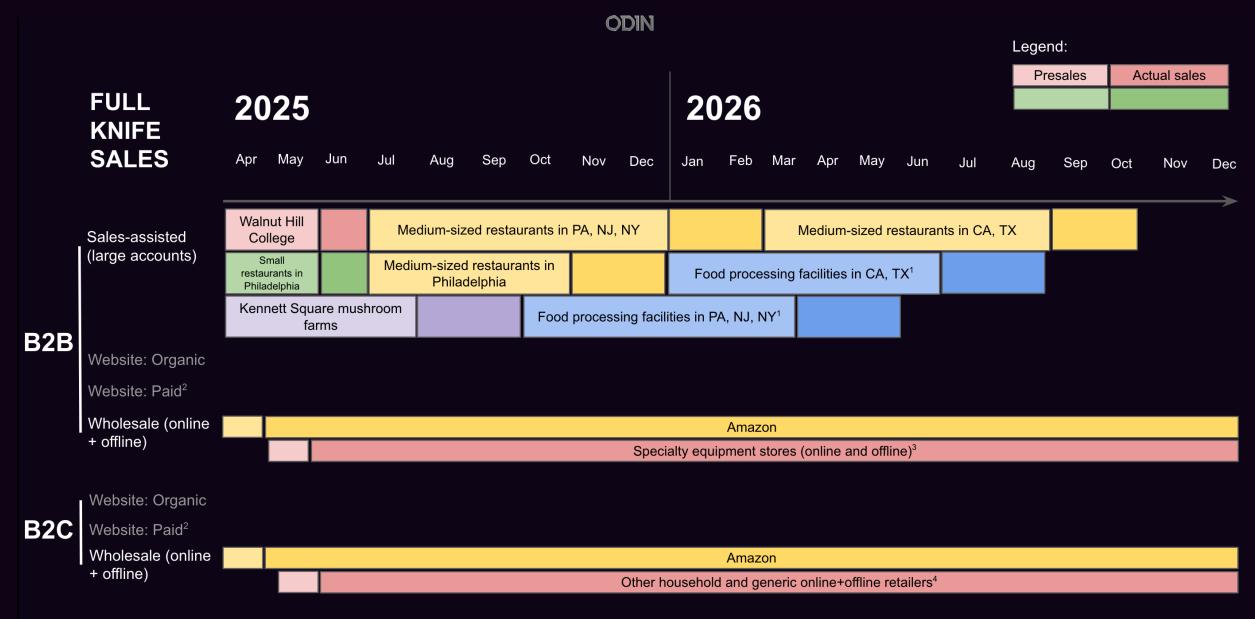
Estimated 2025 global market for All Kitchen Knives.

\$111M

Estimated 2025 NA market for Chef's and Paring Knives.

\$8.2M

5% of 2024 NA market of Kitchen + Food Processing Plant workers.



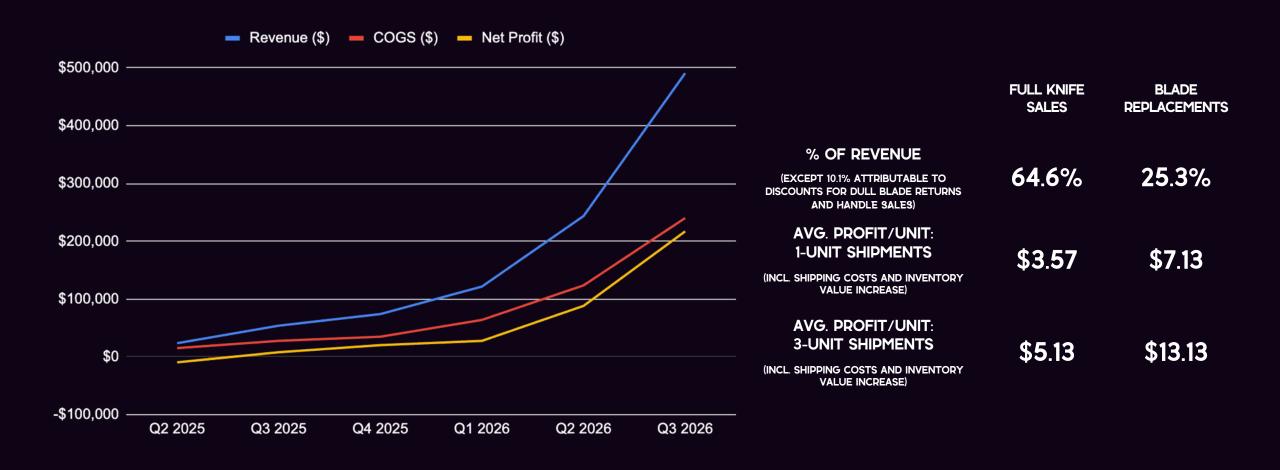
¹ Food processing companies: lists for PA, NJ, NY, CA, TX (first three are close geographically, second two are the main food processing states in the country)

² Includes Social Media, Search Engine and Affiliate Marketing

³ Includes Sharp Knife Shop, Johnny's Selected Seeds, etc.

⁴ Includes Williams Sonoma, Kohl's, Macy's

FINANCIAL PROJECTIONS



COST OF GOODS SOLD

New Chef's knife (w/ Flex Mold handle)

Concept	\$/unit
Materials	
Handle body	\$ 1.56
Handle core	\$ 0.14
Blade and tang	\$ 0.10
Packaging	\$ 0.10
Labor	
Handle body	\$ 2.00
Handle core	\$19.00
Blade and tang	\$ 2.65
Assembly	\$ 0.67
Packaging	\$ 0.33
Shipping (divided by 3 units)	\$1.40
TOTAL*	\$27.95

MSRP: \$37

Blade replacement (paring knife)

Concept	\$/unit		
Materials			
Blade and tang	\$ 0.00		
Sheath	\$ 0.03		
Packaging	\$ 0.10		
Labor			
Blade and tang	\$ 1.07		
Sheath	\$ 1.67		
Packaging	\$ 0.33		
Shipping (2x, divided by 3 units)	\$ 2.81		
TOTAL*	\$ 6.01		

MSRP: \$10



40+

Interviews and observations with our hardest working friends







THANK YOU!



15+

Form factor iterations

Year of an exciting journey

















APPENDIX

PERPETUALLY SHARP

Swift blade replacement system allows you to quickly swap out your dull blade with a sharp fresh blade without the wait of sharpening.

FOOD-SAFE

Internal mechanisms are completely sealed, thanks to the clamp and rubber gasket, preventing food from getting in the handle.

EASY AND CONVENIENT

Our sharpening process is easy, fast, and will not leave you bladeless.

SAFE

Sheath unlocking mechanism prevents you from directly holding the dull or sharp blade.

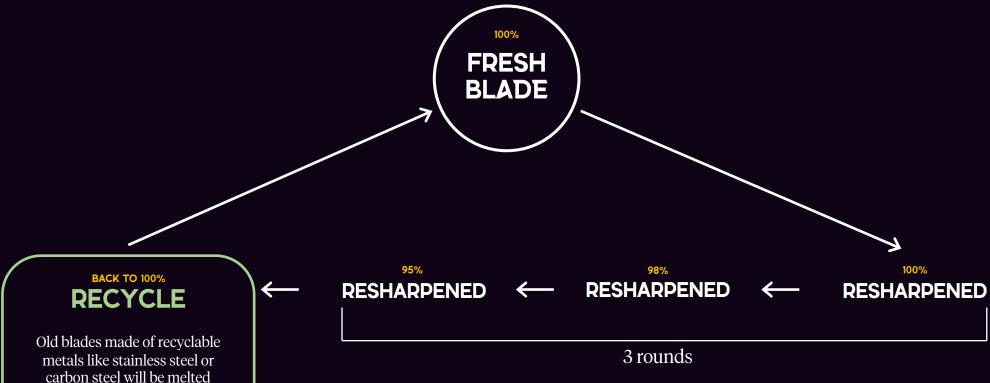
COMFORTABLE

Ergonomic handle design, custom handle sizes and materials available for your slicing comfort.

SUSTAINABLE

Promoting circularity in knife usage and resharpening services:
Customers will keep their ergonomic handles that are still in perfect condition.

ODIN BLADE LIFECYCLE



Old blades made of recyclable metals like stainless steel or carbon steel will be melted down at our metal recycling facility to create new metal ingots that will be forged into new blades.

Our blades are made from quality metal alloys and we guarantee first-day sharpness every time. Each time our blade is sharpened, a small amount of metal is ground away, slightly changing the blade's profile. More than 3 rounds of sharpening will alter the knife's geometry, affecting its cutting performance and balance.

THE ODIN BRAND







TRANSACTION ECONOMICS

Customer	Date	Event	Revenues		Costs			Net gains		
			Cash in	Inventory value added (sales potential of refurbished knives)	Product COGS	Shipping	Refunds	Cash	Cash + Inventory	Comments
Philly Restaurant	Jan 1st, 2025	Customer buys 3 knives	\$121.65		\$72.86	\$5.75	\$0.00	\$43.04	\$43.04	Replacements are always profitable if we take into account that we're reclaiming inventory with a sales potential. And, in the worst case, if we consider a scenario where customers return blades to us one by one, the gross profit generated by the sale of three knives can sustain the shipping losses of the customer shipping dull blades back up to 9.8 times. If the customer ships them back in numbers larger than 1, every replacement service is cash profitable.
		Replacement service #1	\$11.30	\$9.44	\$2.29	\$10.00	\$3.39	-\$4.38	\$5.06	
	Apr 1st, 2025	Customer orders 1 blade replacement	\$11.30	\$0.00	\$2.29	\$5.00	\$0.00	\$4.01	\$4.01	
	Apr 4th, 2025	Customer ships back 1 dull blade	\$0.00	\$9.44	\$0.00	\$5.00	\$3.39	-\$8.39	\$1.05	
		Replacement service #2	\$22.60	\$18.89	\$4.59	\$10.00	\$6.78	\$1.23	\$20.12	
	Apr 15th, 2025	Customer orders 2 blade replacement	\$22.60	\$0.00	\$4.59	\$5.00	\$0.00	\$13.01	\$13.01	
	Apr 18th, 2025	Customer ships back 2 dull blades	\$0.00	\$18.89	\$0.00	\$5.00	\$6.78	-\$11.78	\$7.11	
•	Jan 1st, 2025	Customer buys 1 knife	\$40.55		\$24.29	\$5.00	\$0.00	\$11.26	\$11.26	Replacements are always profitable if we take into account that we're reclaiming inventory with a sales potential. And, in the worst case, if we consider a scenario where customers return blades to us one by one, the gross profit generated by the sale of three knives can sustain the shipping losses of the customer shipping dull blades back up to 2.6 times. If the customer ships them back in numbers larger than 1, every replacement service is cash profitable.
		Replacement service #1	\$11.30	\$9.44	\$2.29	\$10.00	\$3.39	-\$4.38	\$5.06	
	Jan 1st, 2026	Customer orders 1 blade replacement	\$11.30	\$0.00	\$2.29	\$5.00	\$0.00	\$4.01	\$4.01	
	Jan 4th, 2026	Customer ships back 1 dull blade	\$0.00	\$9.44	\$0.00	\$5.00	\$3.39	-\$8.39	\$1.05	
		Replacement service #2	\$11.30	\$9.44	\$2.29	\$10.00	\$3.39	-\$4.38	\$5.06	
	Jan 1st, 2027	Customer orders 1 blade replacement	\$11.30	\$0.00	\$2.29	\$5.00	\$0.00	\$4.01	\$4.01	
	Jan 4th, 2027	Customer ships back 1 dull blades	\$0.00	\$9.44	\$0.00	\$5.00	\$3.39	-\$8.39	\$1.05	

WHY ODIN?

ODIN is a modular knife that allows professional knife users to always have a sharp blade.

When a blade starts to get dull, users can purchase a new one and get it in the post in a couple of days. If they return their dull blade, they get a 30% discount, so they can always have a sharp knife for \$21/year (excl. handle).

Handles are ergonomically designed and available in three different materials (Flex Mold, Walnut and Stainless Steel).

Blade replacement subscriptions are available for users to purchase, and they add an extra 10% yearly discount.





