

INVENT INSIGHTS with DELOITTE DIGITAL

In the first in a series of conversations with the finalists of Catalyst INC's INVENT 2016 programme, sponsor Deloitte Digital catches up with Philip McIntosh, co-founder of JumPack.

JumPack is a tough, lightweight, easily portable and foldable extreme sports jump ramp. It is designed to be carried 'hands free' whilst riding a bike or skateboard. Phil, a former All-Ireland mountain bike champion invented the product with co-founder Mike Crowe to solve an age old problem faced by kids everywhere.



How did you come up with the idea?

While on holiday a few years ago I watched as three young BMX guys tried to carry a make-shift ramp comprising of a large ply-board loaded with bricks to a nearby park. Although the distance to travel was only a hundred yards, they struggled, sweated, dropped bikes, dropped bricks, regrouped and continued on with their struggle.

I was amazed that they were faced with the same problem my friends and I were faced with over 30 years ago, surely things had advanced? They hadn't, so I decided to design a ramp that kids and pros could wear like a backpack.

What makes this idea different to anything else out there?

Before starting with any design, a thorough internet search was carried out for a portable sports ramp that could be carried by the user as they rode or skated. Our search drew a blank. We delved deeper with a world-wide patent search but with the same result. No such product existed.

The next four years were spent realising the concept of JumPack, the world's first truly portable extreme sports ramp. A ramp that removes boundaries and literally allows its users to Get Air Anywhere.

Jumpack is a 'game changing' product with no direct competitors. It has been patented in the USA, Europe and Russia.

Where do you see JumPack being five years from now?

While we expect to see Jumpack in stores worldwide, my vision from the outset has been to see it in parks, car parks and playgrounds as enthusiasts transform their urban environment into pop-up jump spots.

Retail giants Decathlon, Argos and Chain Reaction Cycles have been quick to identify the potential of JumPack and have already expressed their intention to trial it in a selection of stores throughout the UK and Europe.

As members of GoPro's secretive 'Strategic Product Partnership Program', we plan to develop this relationship further and release a selection of aftermarket GoPro mounts and ramp accessories specific to JumPack.

As an entrepreneur who or what inspires you the most?

My inspiration has always been to find a better solution. To create a concept or product that has a positive impact on the lives of others, to make a difference. I believe that if I am successful in this aim, any financial reward will come as a side-effect.

[Click Here](#) to see JumPack in action.