A human powered lawnmower
- Reduces air pollution
- Promotes a healthy lifestyle
- Fun and functional

In one hour a conventional mower creates as much pollution as driving a car 100 miles.

(Environmental Protection Agency)
The MowerCycle Market

- Number of manual push mowers has doubled in the past 5 years
- 8.5 million total mowers sold in 2006
- $49.5 billion garden equipment industry
  
  (Euromonitor 2006)
- 80 million homes with lawns

  (American Housing Survey 2005)
- Objectives:
  - Capture reel mower market
  - Convert gasoline mower users
The MowerCycle Customer

- Age range: 20’s to 40’s
- Lawns between ~1/4 and 2 acres
- Environmentally conscious
- Seeking alternative forms of exercise
- Dislike noise and smell of gas mower

“It’s cool to get exercise while helping the environment!”
MowerCycle Sketch Model
Mowercycle 2.0 Concepts

- Dedicated mower bike vs. Retrofit
- Number of wheels
- Recumbent vs. Upright
- Rear mower vs. Front mower
- Attachments
Questions?