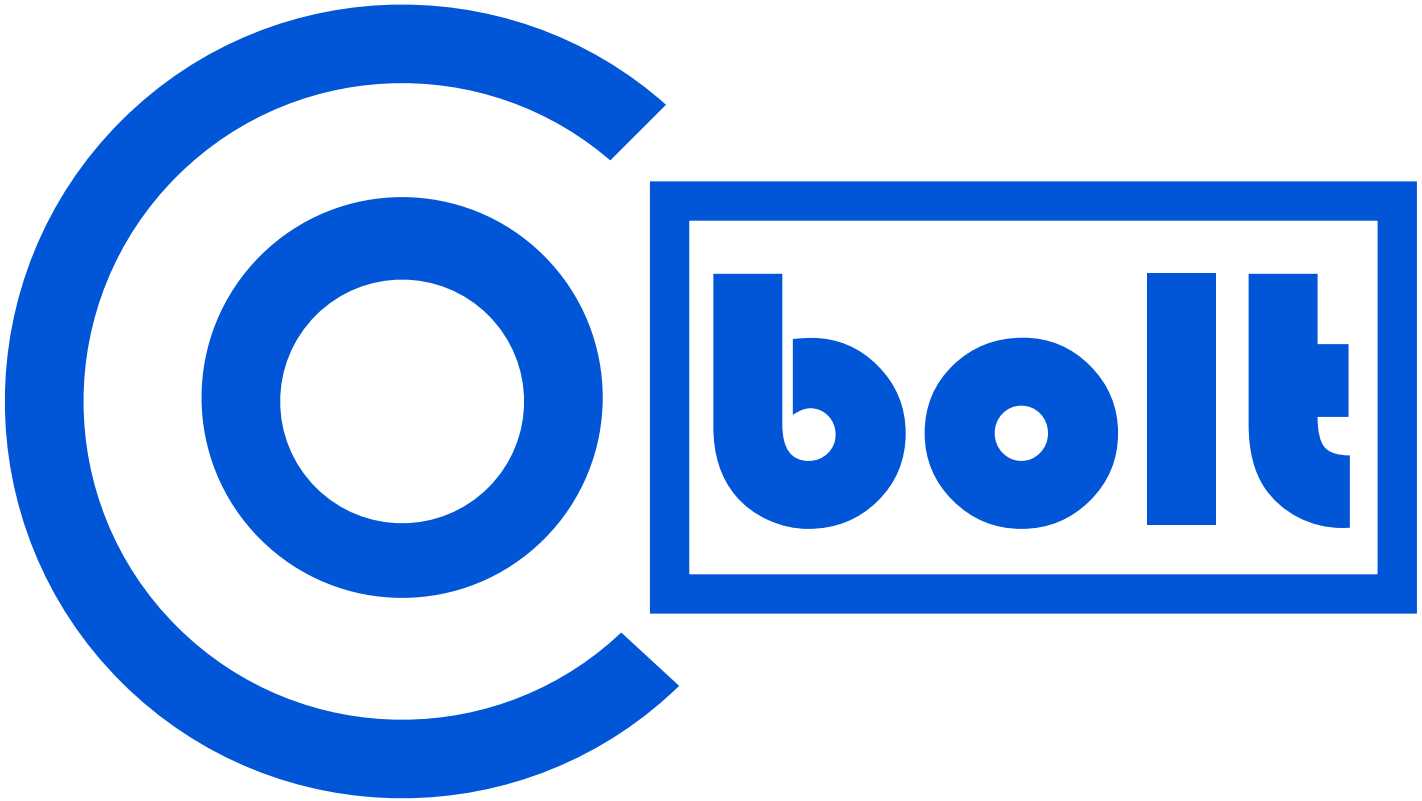

bolt

bolt

Leading Competitor

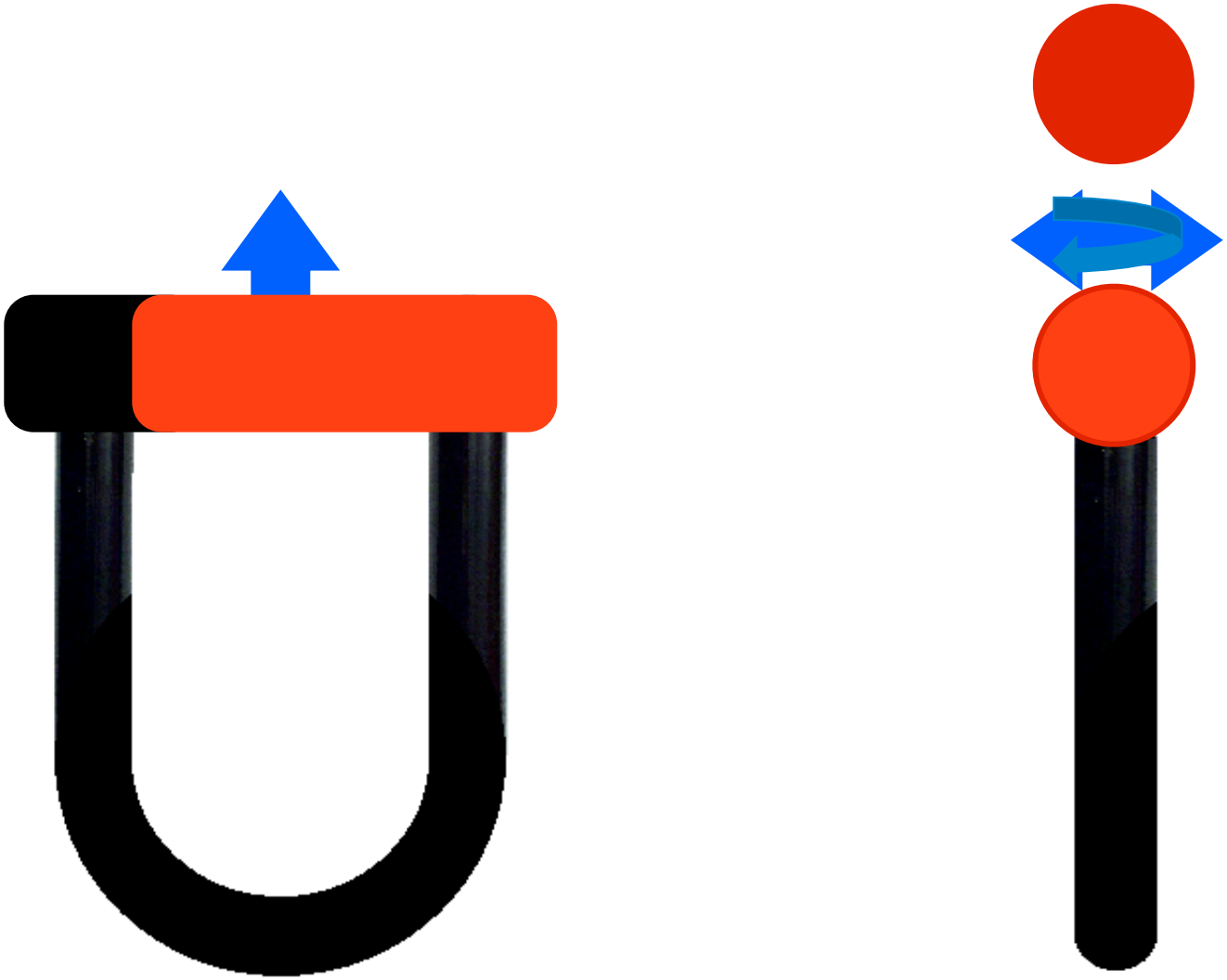
bolt

Keyless Electric System

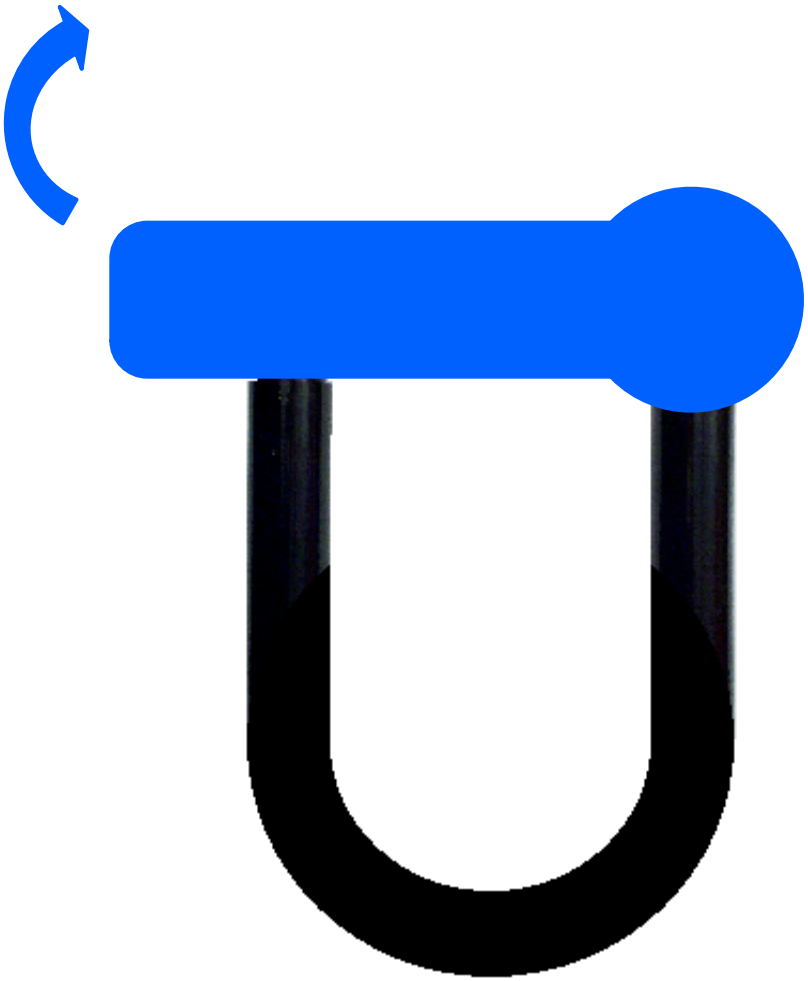
+ Simplified Lock Form

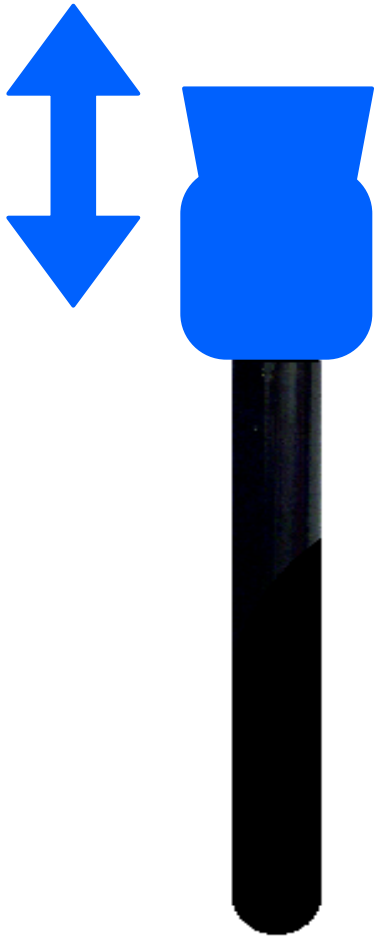
Convenience

Degrees of Freedom

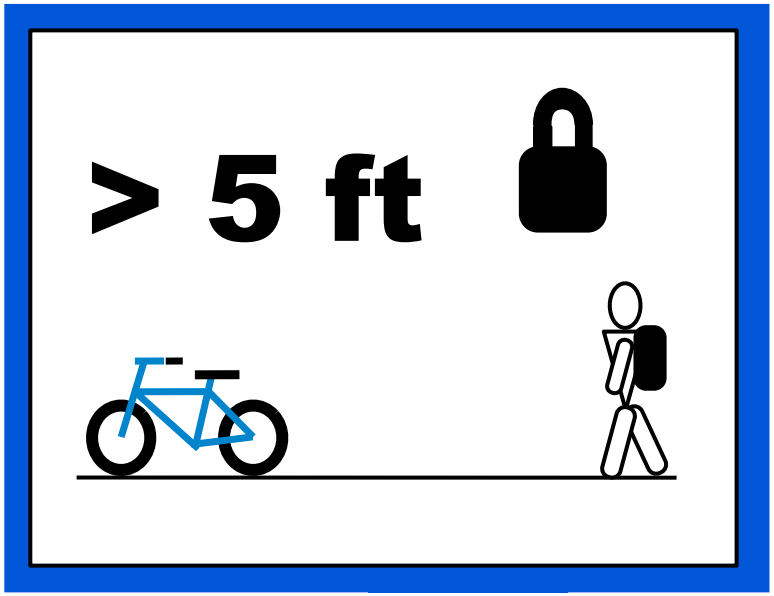


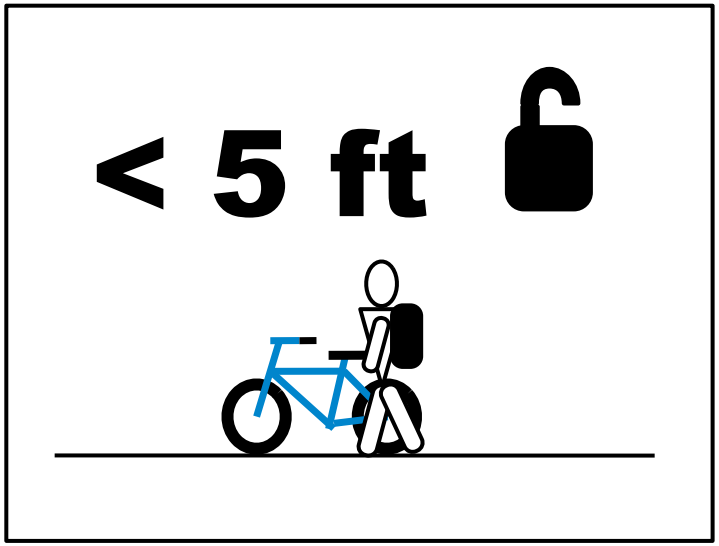
Degrees of Freedom

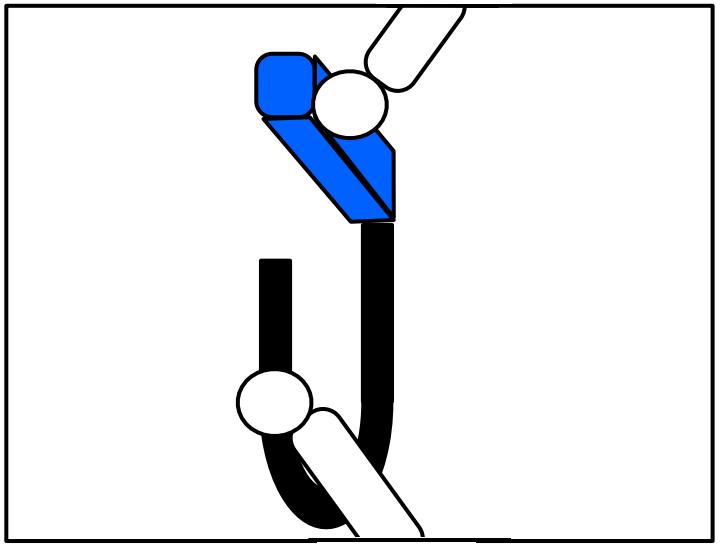


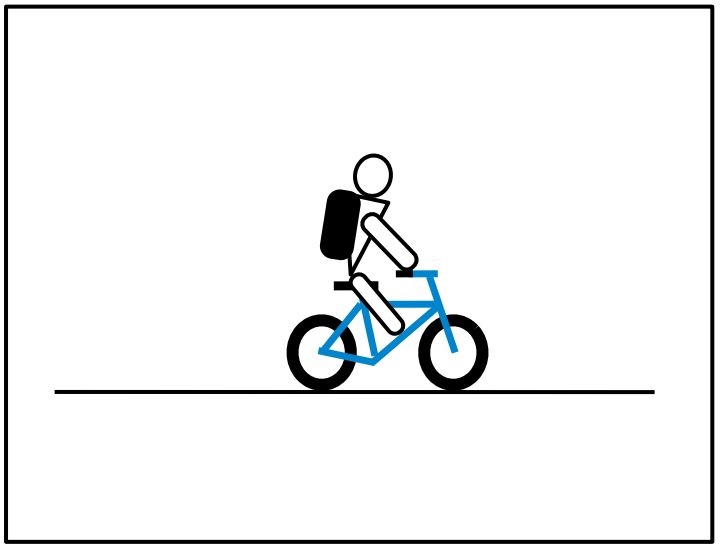


Keyless Unlocking

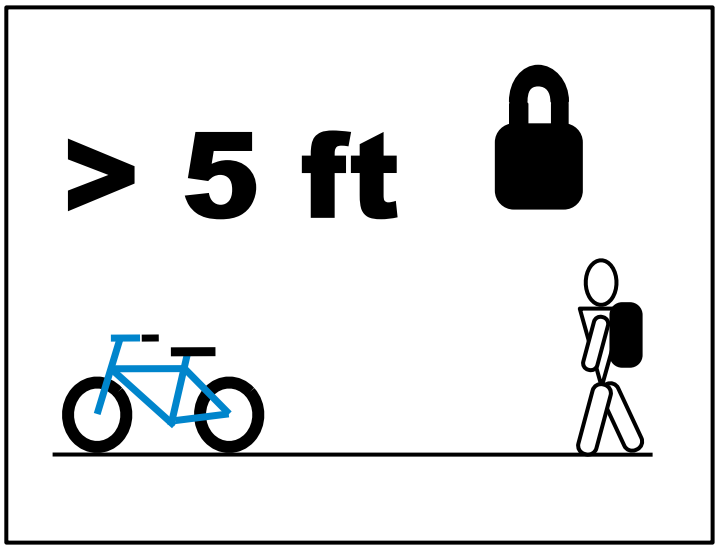


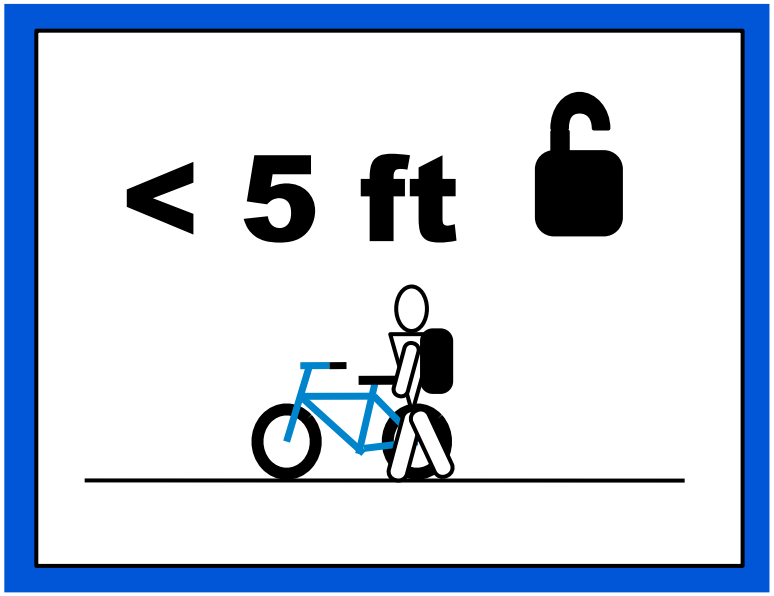


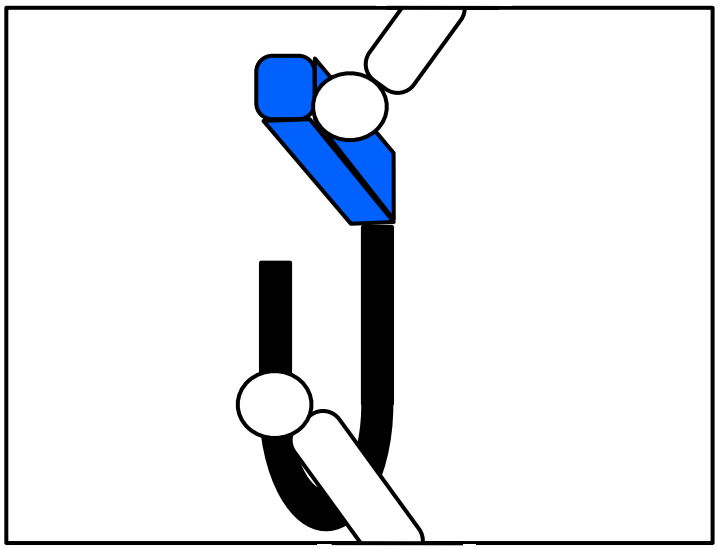


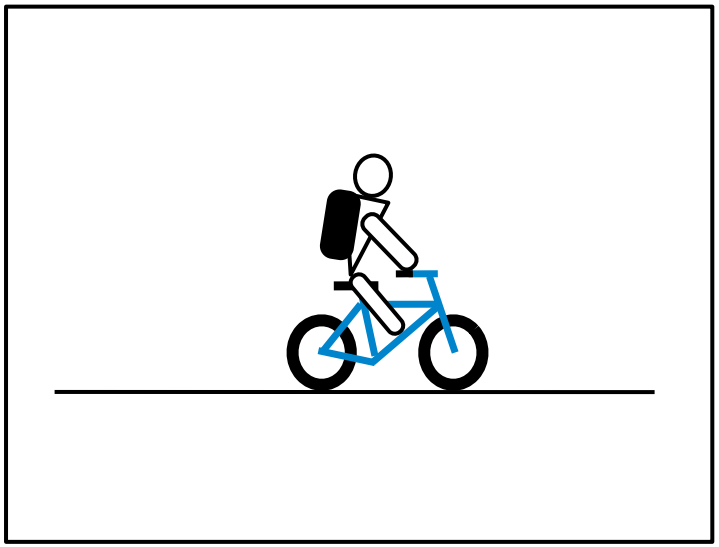


Keyless Unlocking









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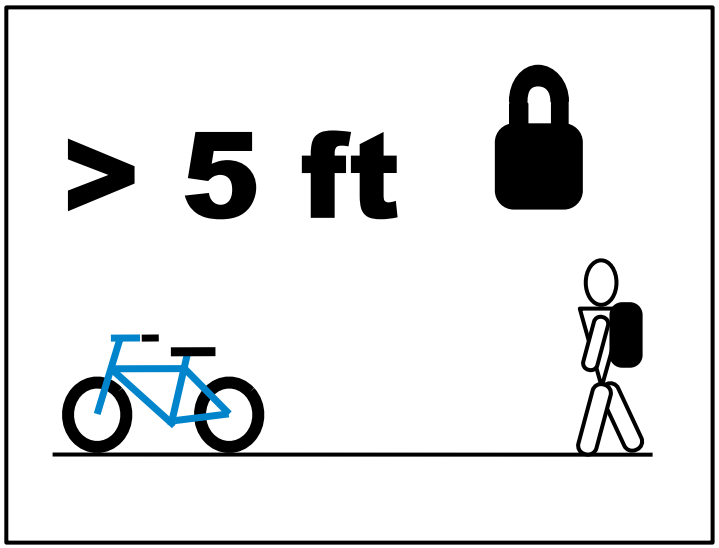

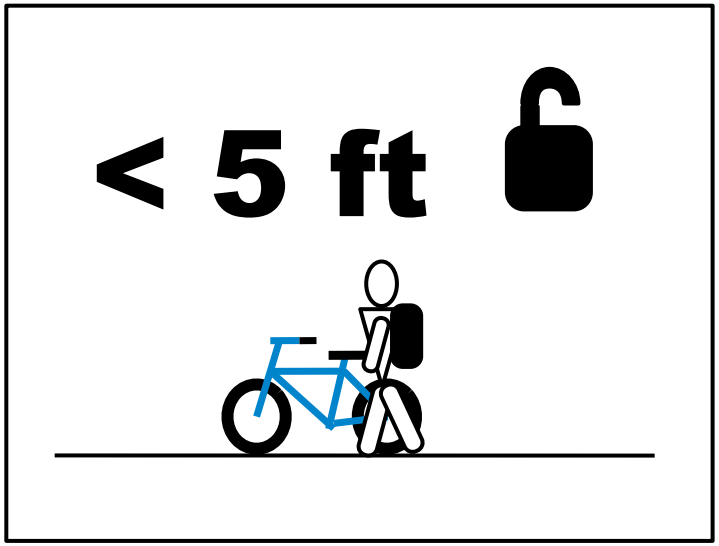

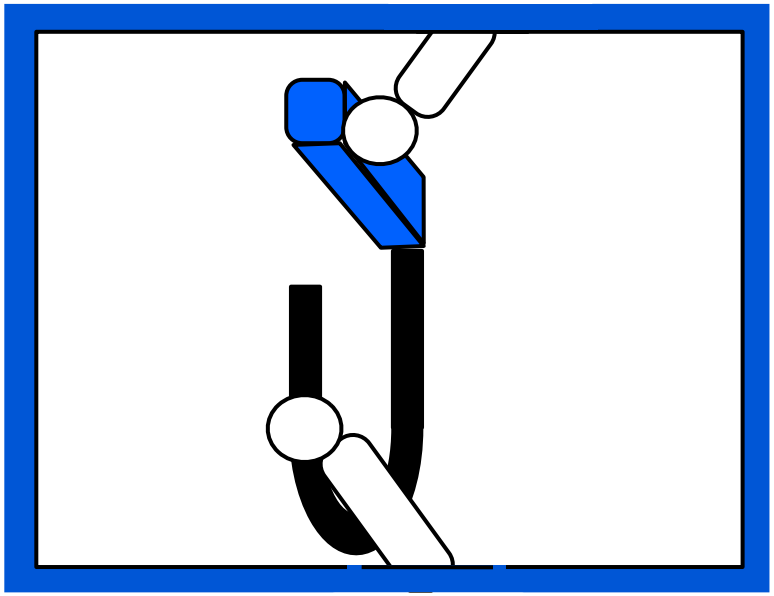

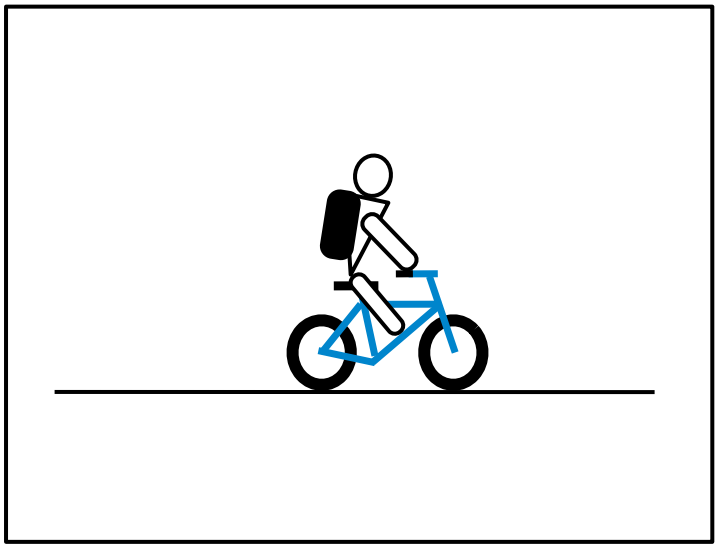

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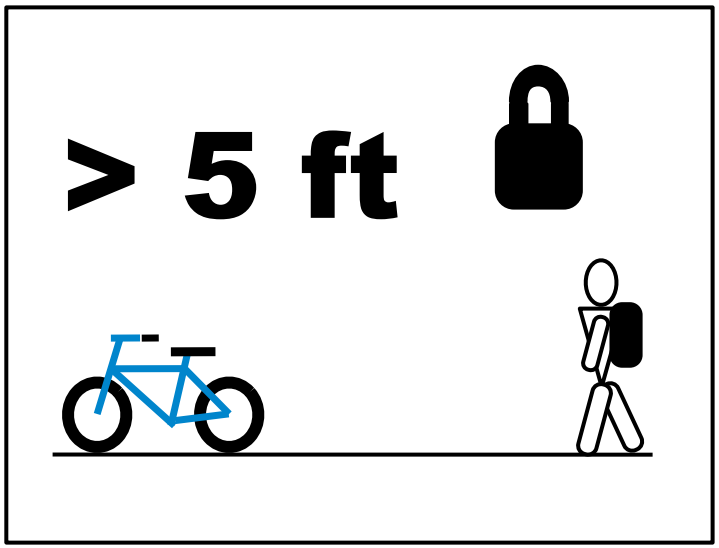
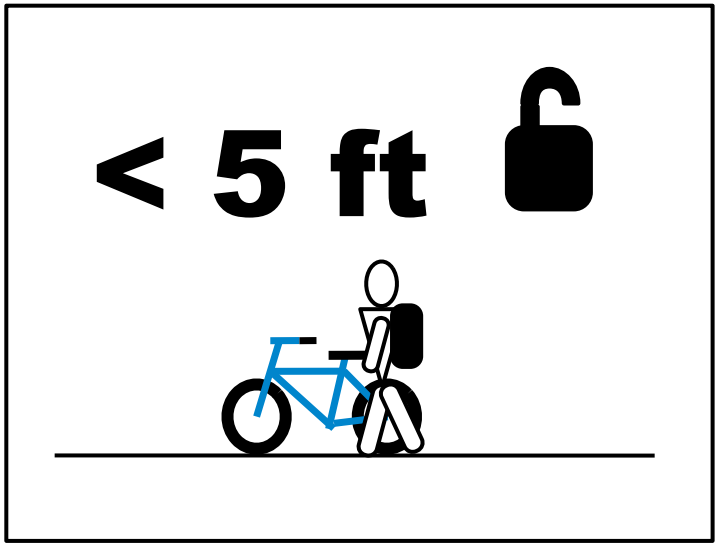
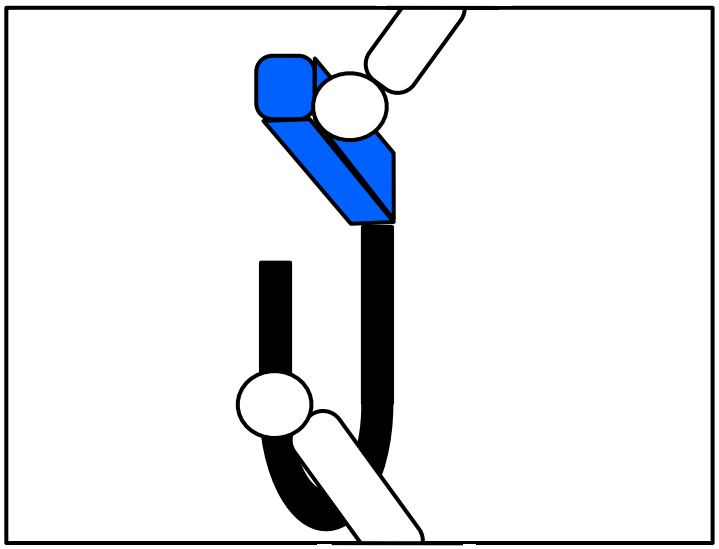
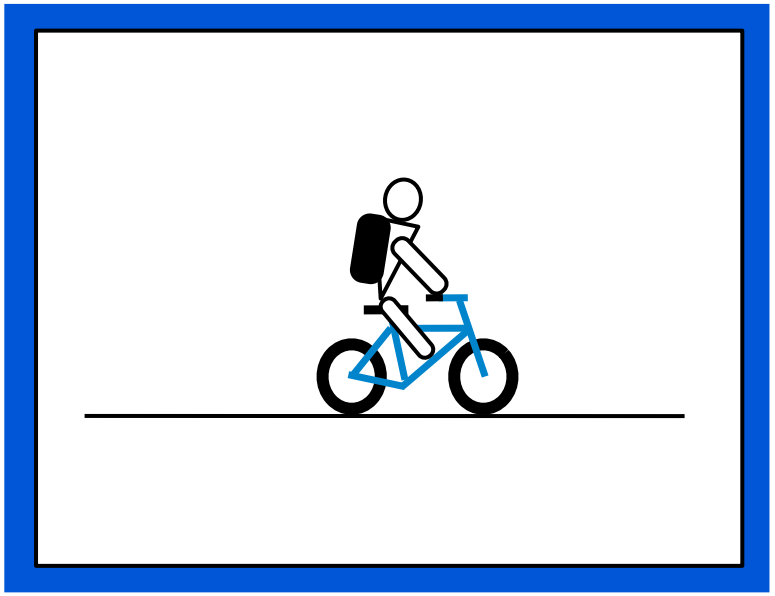
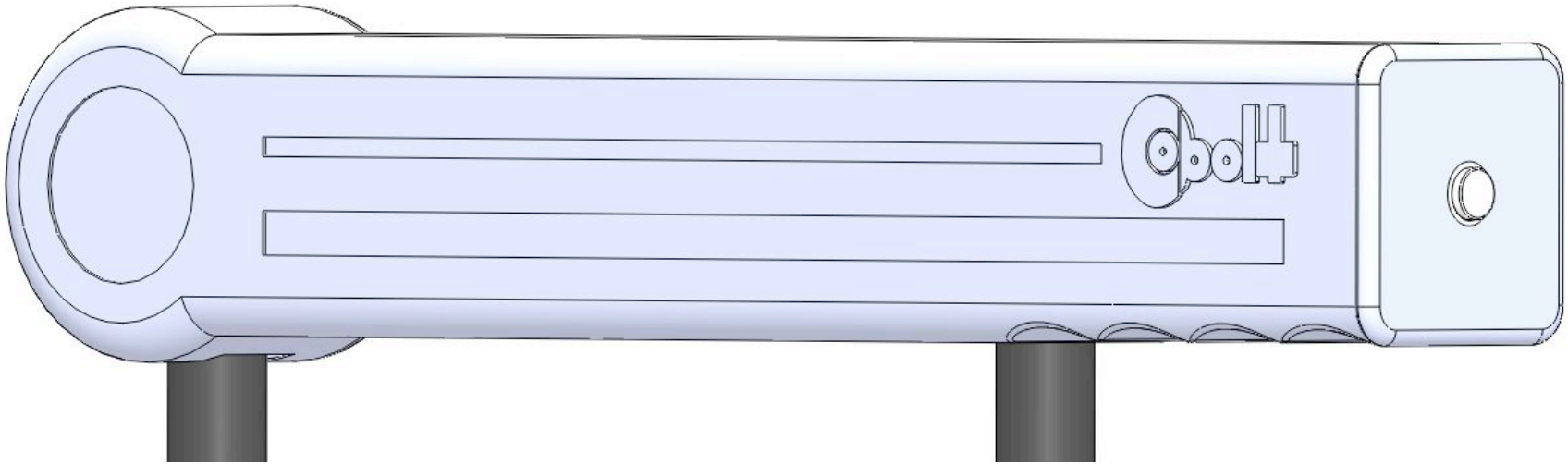








Locking Mechanism



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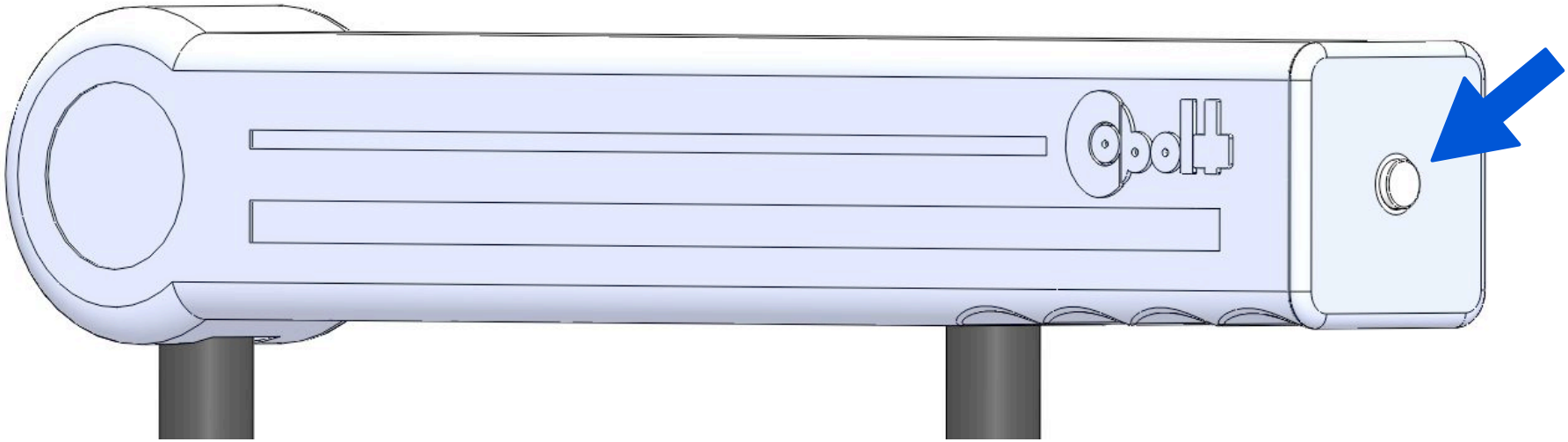

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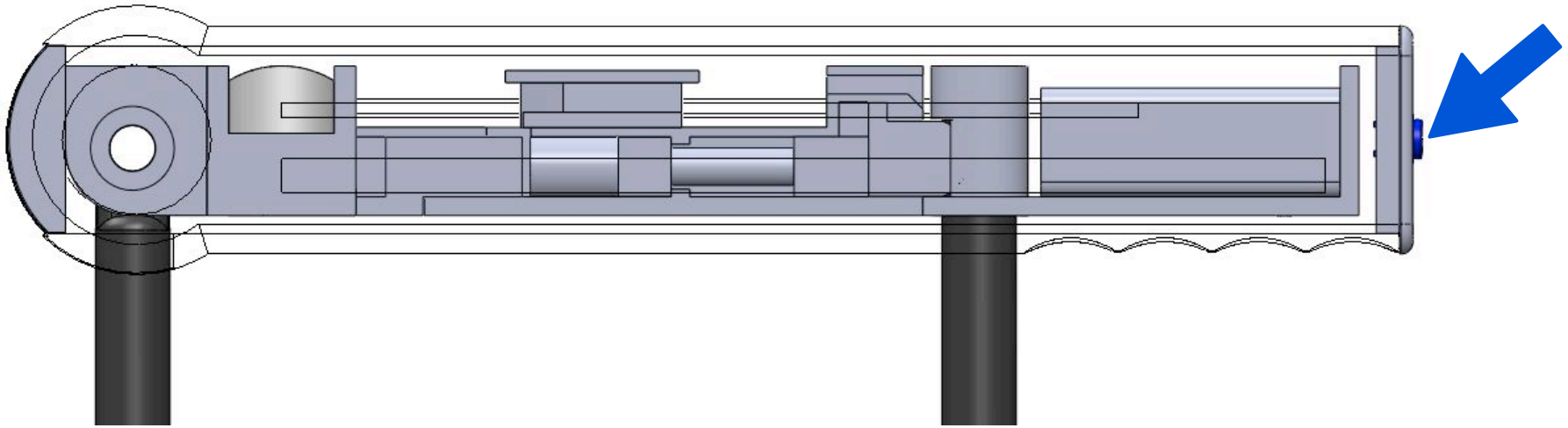

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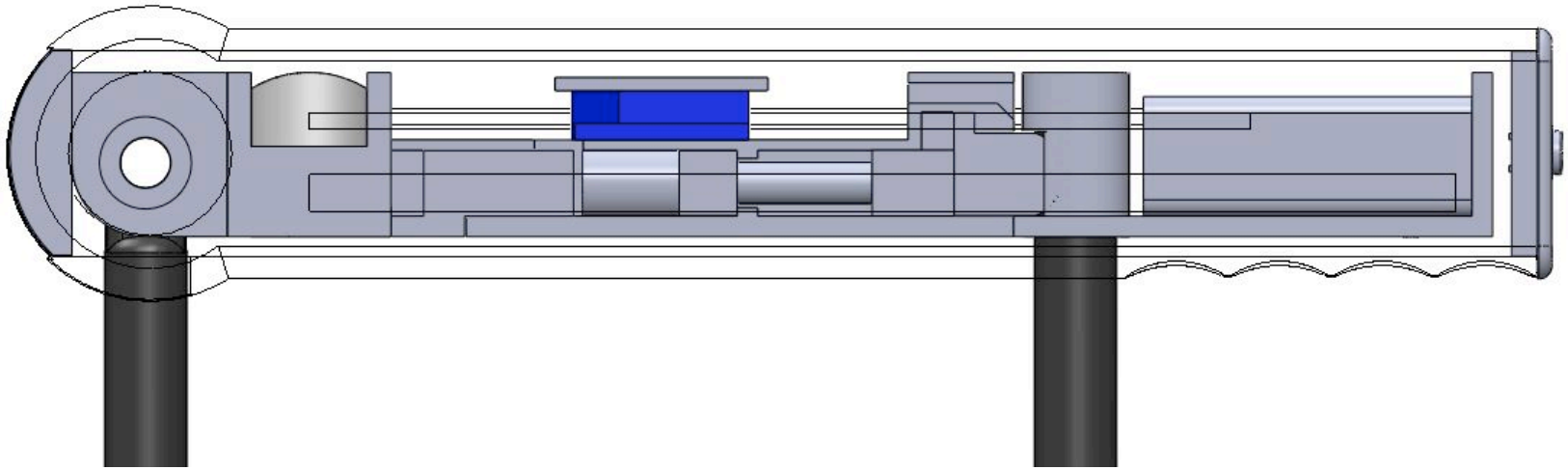

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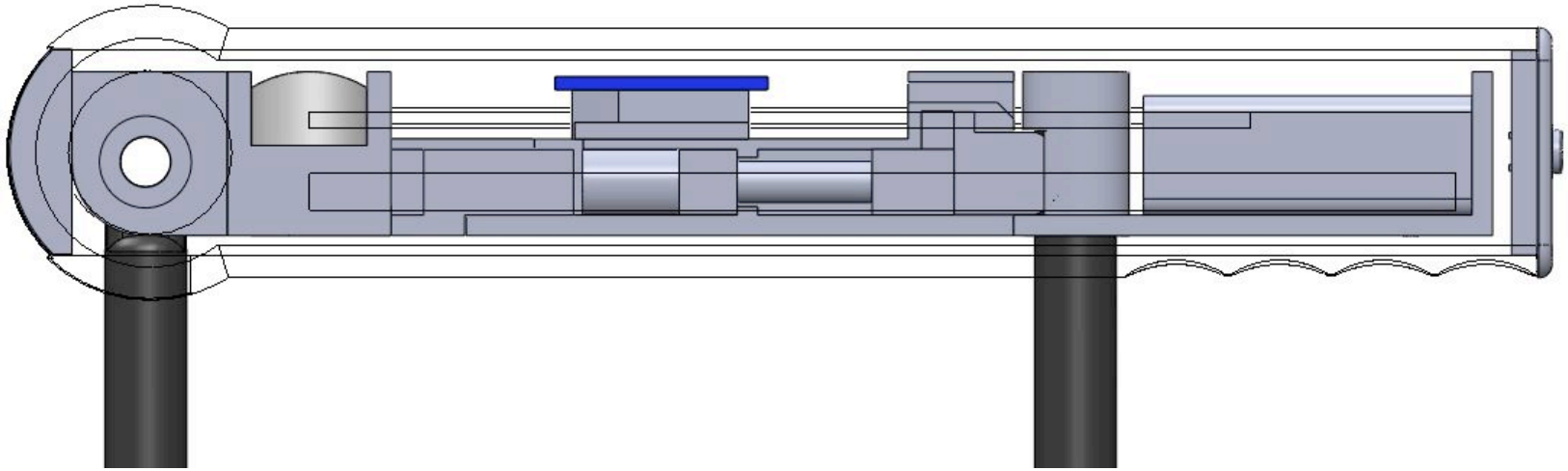

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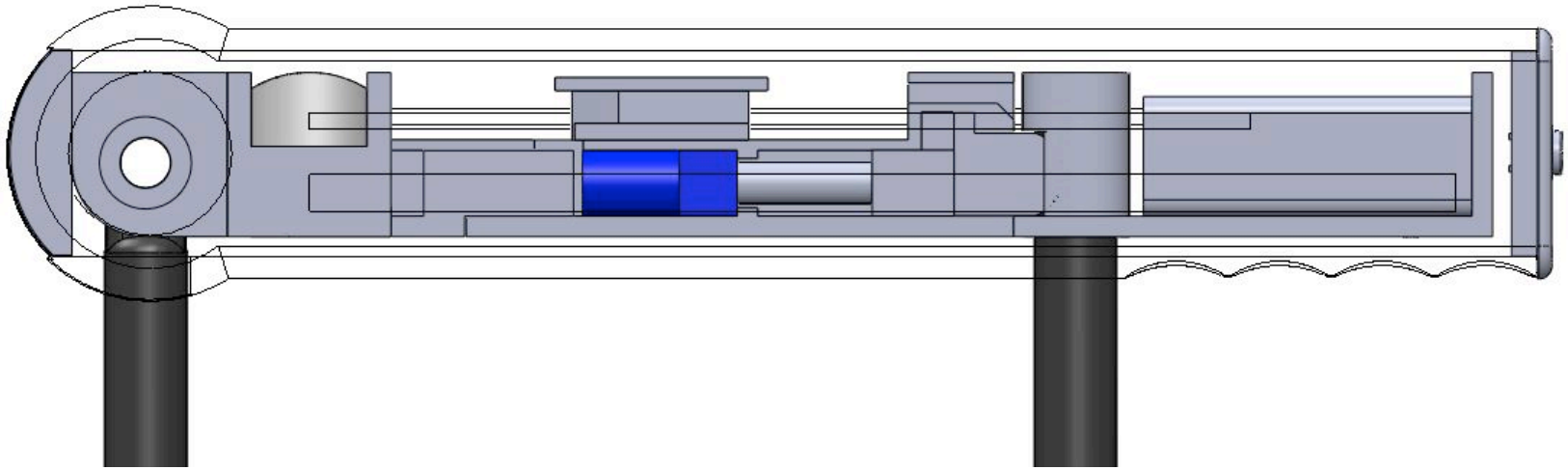

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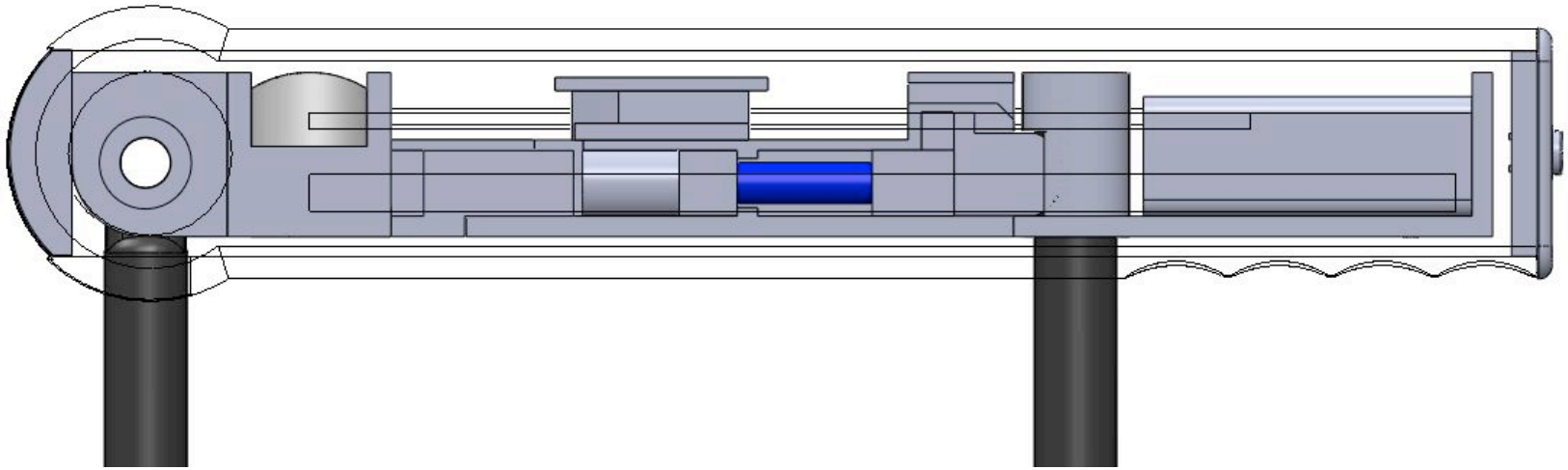

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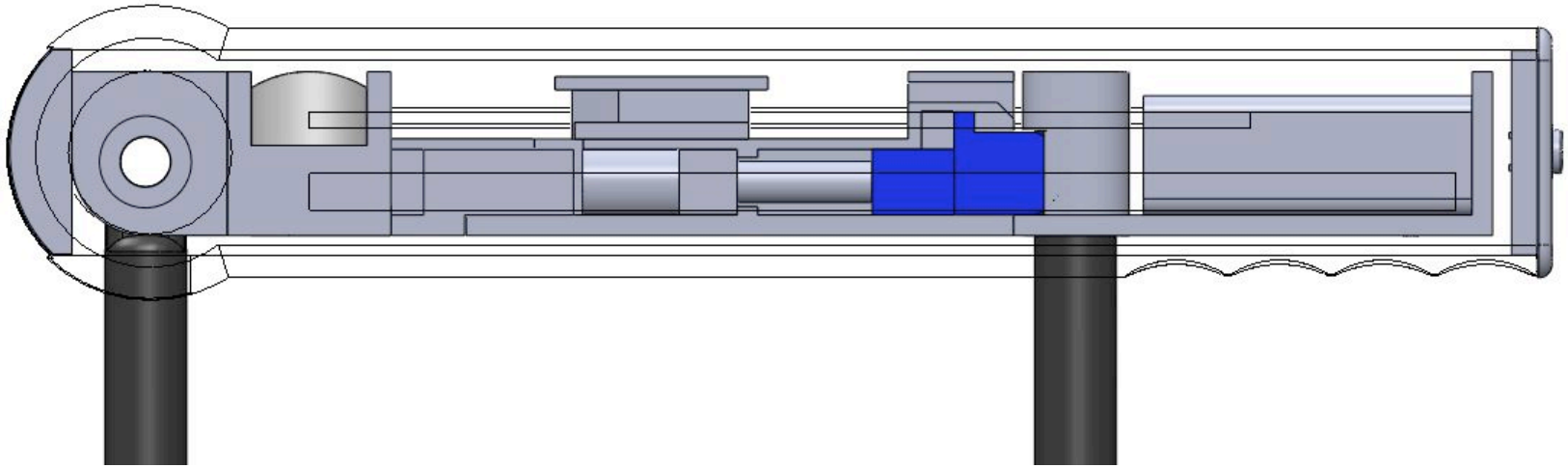

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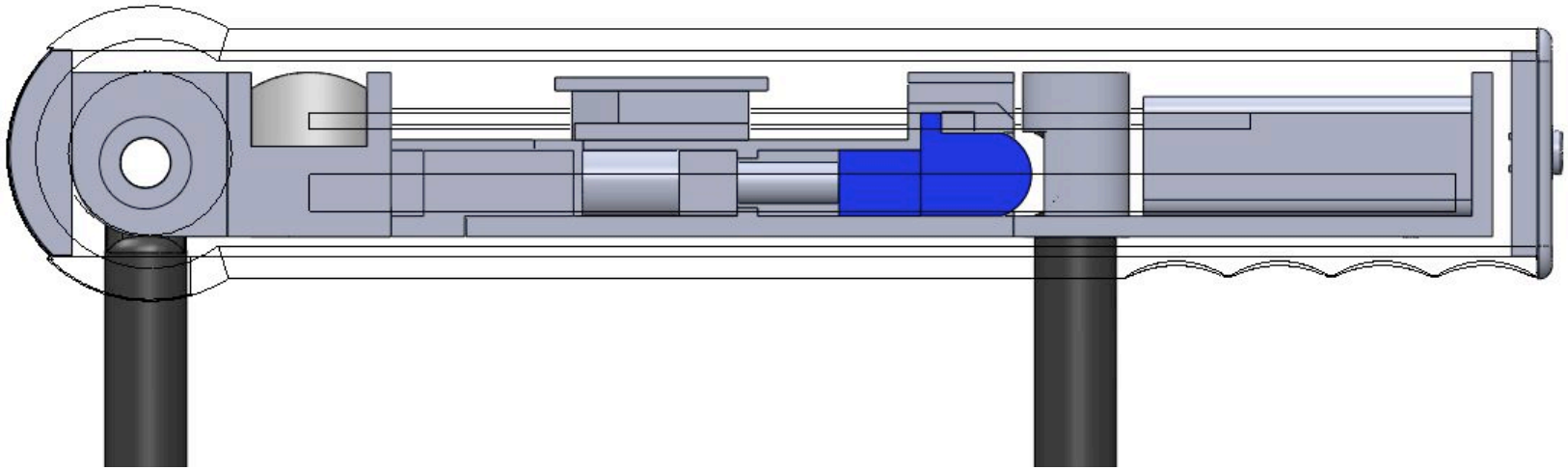

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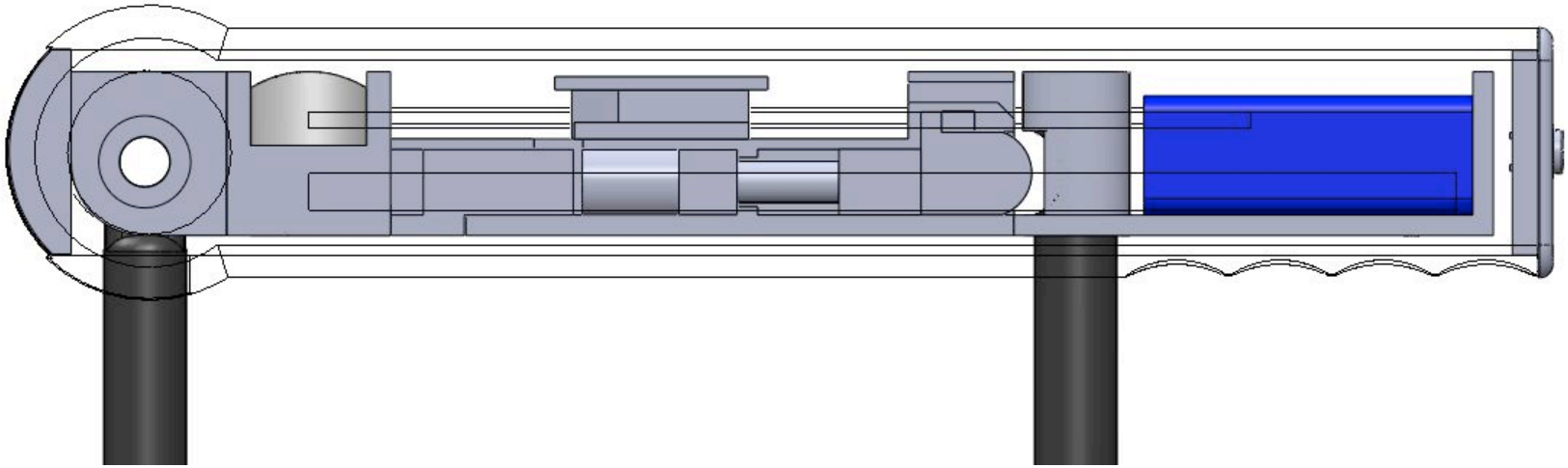

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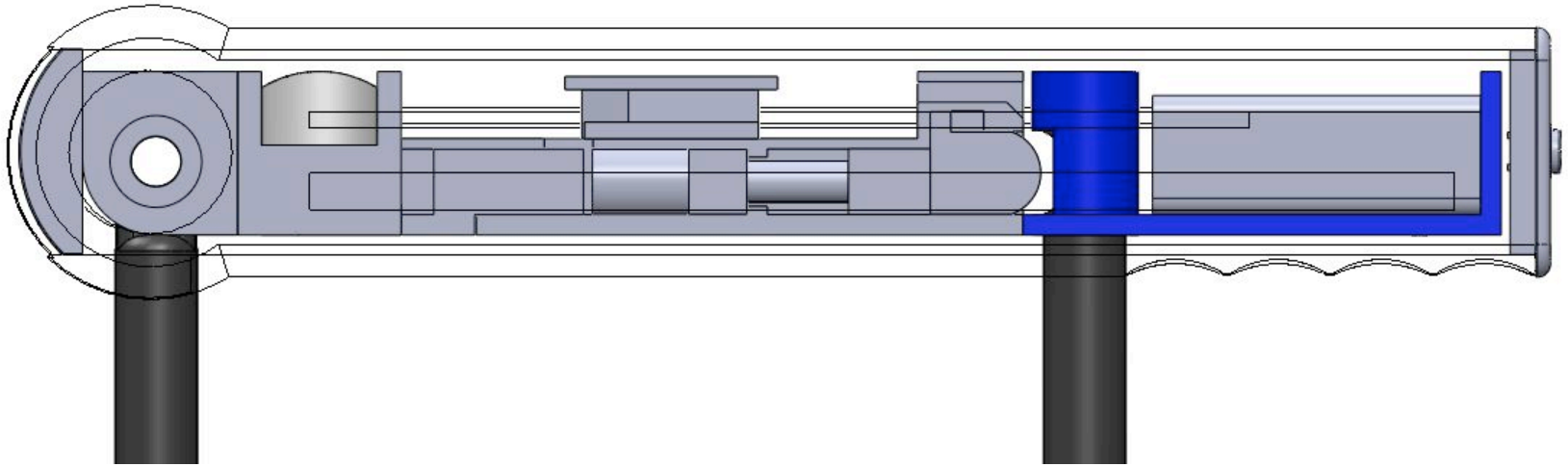


Critical Features

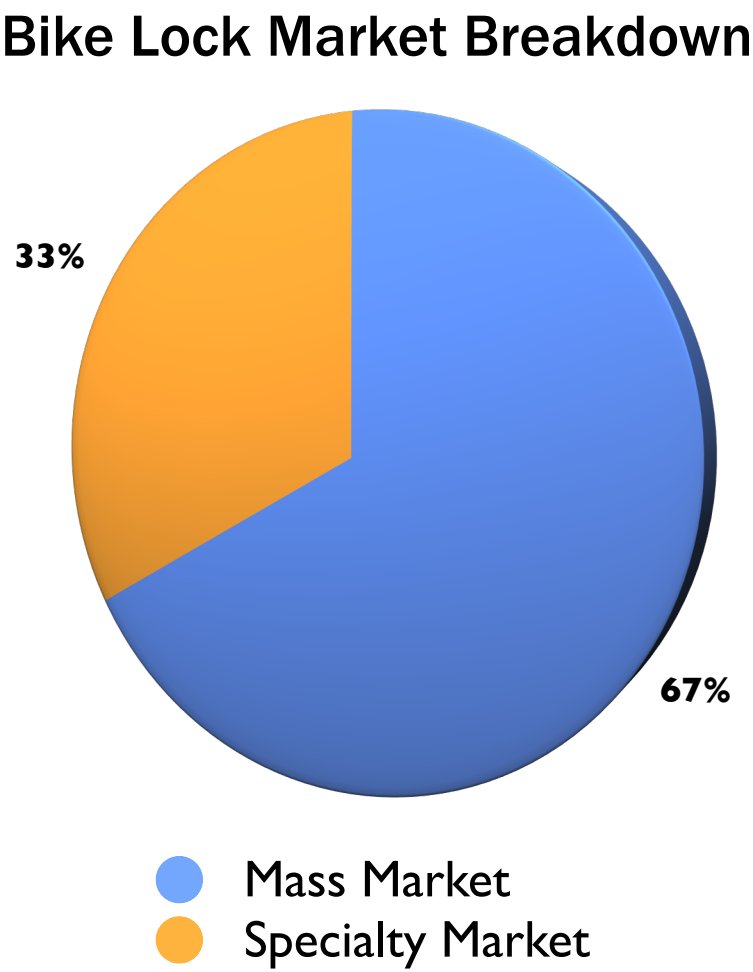
Keyless locking/unlocking

Electronic bolting mechanism

Single-piece hinged design

$70m Market

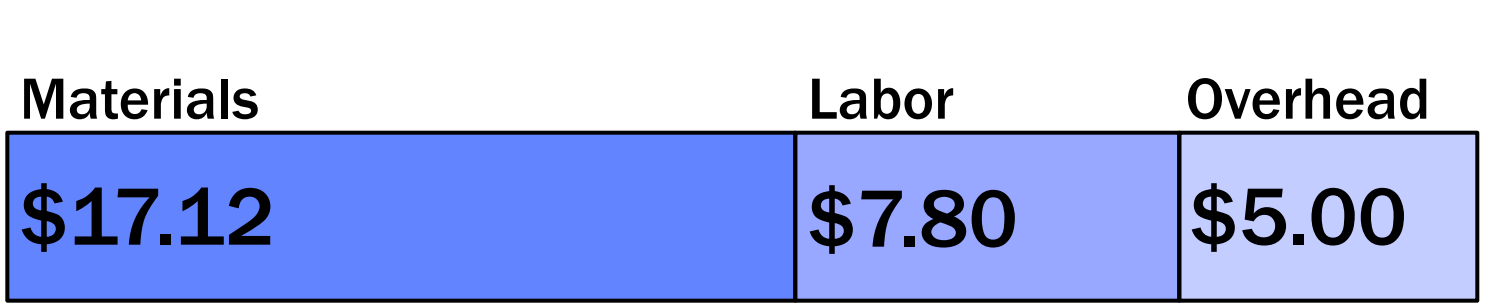
- 4m units sold per year
- Specialty market: Commuters, students
- Key players: OnGuard, Kryptonite, Abus



Competitors

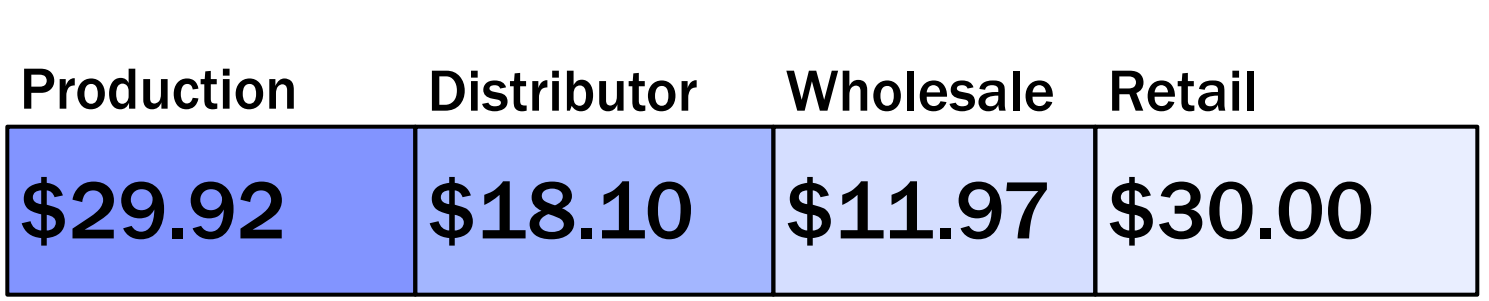
	OnGuard Brute Standard 5001	Kryptonite New York Standard	Cobolt
Dimensions	10.8” x 8.9” x 3” 4.9 pounds	10.8”x 6.5”x 2” 4.3 pounds	9.5” x 9.5” x 1.5” 3.4 pounds
Features	Hardened steel Quattro bolt locking	Hardened steel Double deadbolt	Hardened steel Electro-actuated bolt Keyless
Cost	$69.95	$90.95	$89.99

Price Breakdown



Production Cost

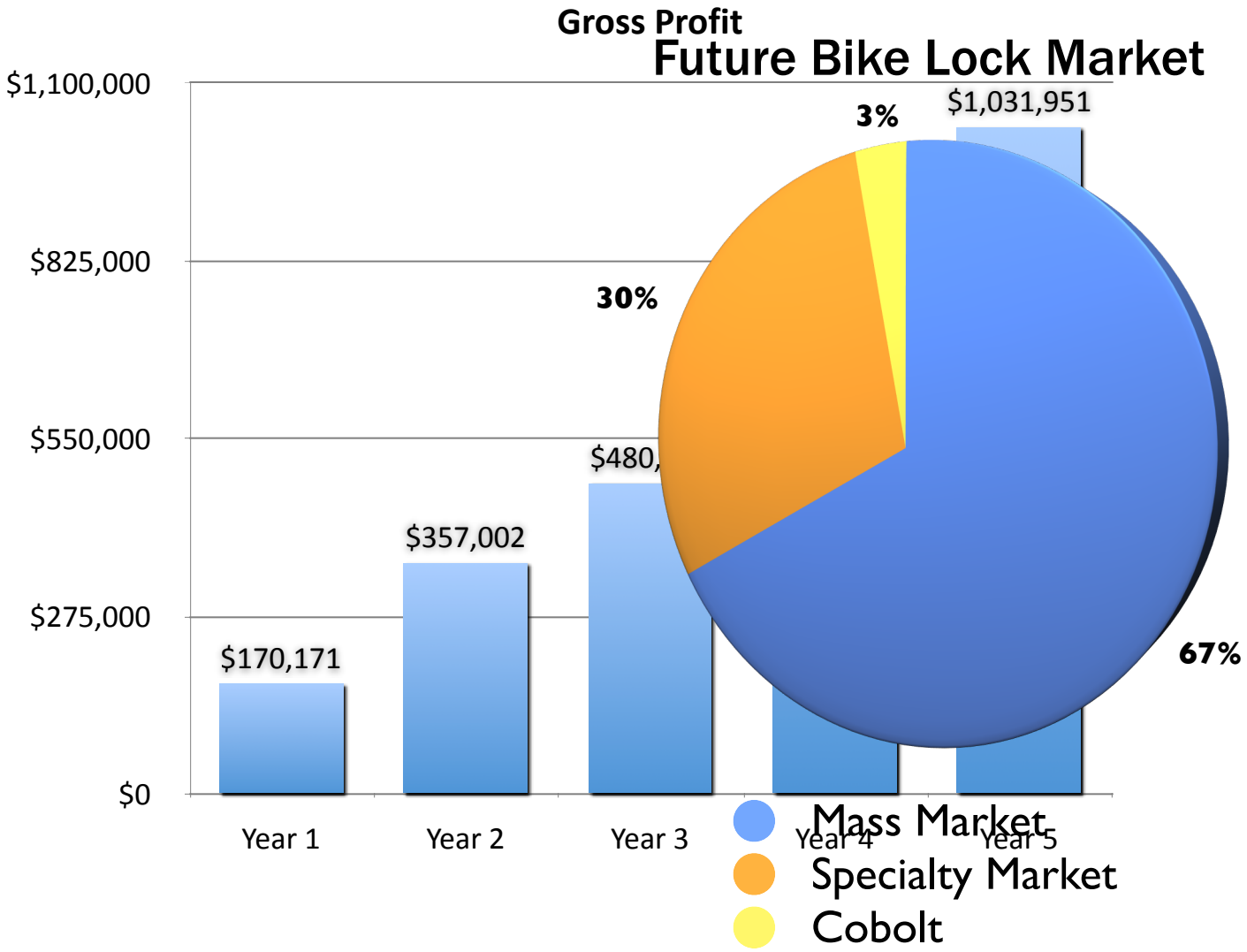
$29.92



Retail Price

$89.99

Million Dollar Company in Five Years



Customer Reviews

"Locking my bike takes a significant amount of time. Cobolt seems very promising and would certainly make me feel less rushed in my morning commute."
Tony Chen, MIT Student

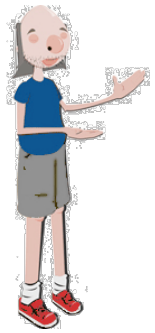
"I think this would save a lot of time for the user, but I'm more excited about the convenience of the device. It would be hard to make locking your bike any easier than this. I'm imagining someone using this with one hand, which would be impossible with any other lock. Awesome."
Mitchell Westwood, Urban Commuter

Additional Features

Mechanical Override

Bike Attachment

Acknowledgements



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2.009 Communication Instructors

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bolt