HelmetHub
Bike Helmet retail and renting machine
It’s a beautiful day for a bicycle ride.
Helmet Related Accident

Nashville, Tenn.
33-year-old dies from severe brain damage and brain trauma
Cyclist without helmet killed.

By Samuel Abt

CAUTIONERS. France's "Olympic" who was killed in the Tour de France on Tuesday.

5-year-old cyclist killed after colliding with deer.

Tuesday, 6 December 2011 | Nigel Wynn | 2 Comments

Driver in crash that killed a Cuban cyclist.

Mr. Hitchings, who

She was knocked off

Her bike into the

subsequently died of

helmet at the time, was thrown from

his fractures to the skull and

during a descent in the Tour de France on Tuesday.

Investigation continues into crash that killed a Cuban cyclist.

Cycling Weekly
Helmet Availability

Only available in stores
Often over a mile away
Helmet Availability

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Often over a mile away
HelmetHub

Dispenses and returns

Fast and convenient

Completely self sustained power

Integrates with Bikeshare station

Vandal and theft-resistant
Welcome to HelmetHub!

1. **START**
   - To begin, touch screen.
   - You can use this machine to rent or purchase helmets.

2. **PAY**
   - To pay, swipe your card.
   - $8.00 charge per card
   - $6.00 return with helmet
   - $2.00 helmet rental

3. **RETURN ON BACK**
   - To return the helmet:
     - Access the kiosk on the opposite side of this HelmetHub. This will return your $6.00 deposit.
Helmet Capacity
Reloading/Maintenance
Bikeshare: Expansion: 70% annually*

Before 2010

After 2010
Projected Growth

Bikeshares/ Hubway
Price/unit: $7,000
Product cost: $2,200

Manufacturing & Assembly Breakdown

Operations Cost
- Research & Development
- Overhead
- Administrative
- Components
- Labor
- Materials Cost

IRR 40%
Break-even Point Year 2

Pricing
thank you

David Wallace
David Meeker
Sangbae Kim
Melody Kuna
Ilan Moyer
Josh Ramos
Richard Wiesman
Loren Wood
Dick Fenner
Steve Haberek
James Dudley
Joe Cronin
Bill Cormier
Mary Caulfield

Boston Hubway
Bern Unlimited
Nicole Freedman
Alison Cohen
Jim Bales
Adam Geboff
Ben Zaslow
Emily Obert
Jeff Senez
Jeremy Van Hill
Maria Prus
Scott VanBroekhoven
It’s a beautiful day for a safe bicycle ride.