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
N.Y. TIMES NEWS SERVICE

CAUTERETS, France — R
Casartelli, a 24-year-old I
cle racer who was
Olympic road ra
killed in the
Tuesday
stee

Investigation continues into crash that killed a Guelph cyclist

sartelli lies motionless after falling and fracturing his during a descent in the Tour de France on Tuesday.

AP PHOTO

Driver in crash that killed cyclist 'fail spot'

Ms Hitchings, wh
her bike into the

'She was knocked o
subsequently died of he

helmet at the time, was thrown from

e fractures to the skull and

Cycling WEEKLY

5-year-old cyclist killed after colliding with deer

uesday, 6 December 2011 | Nigel Wynn | 2 Comments

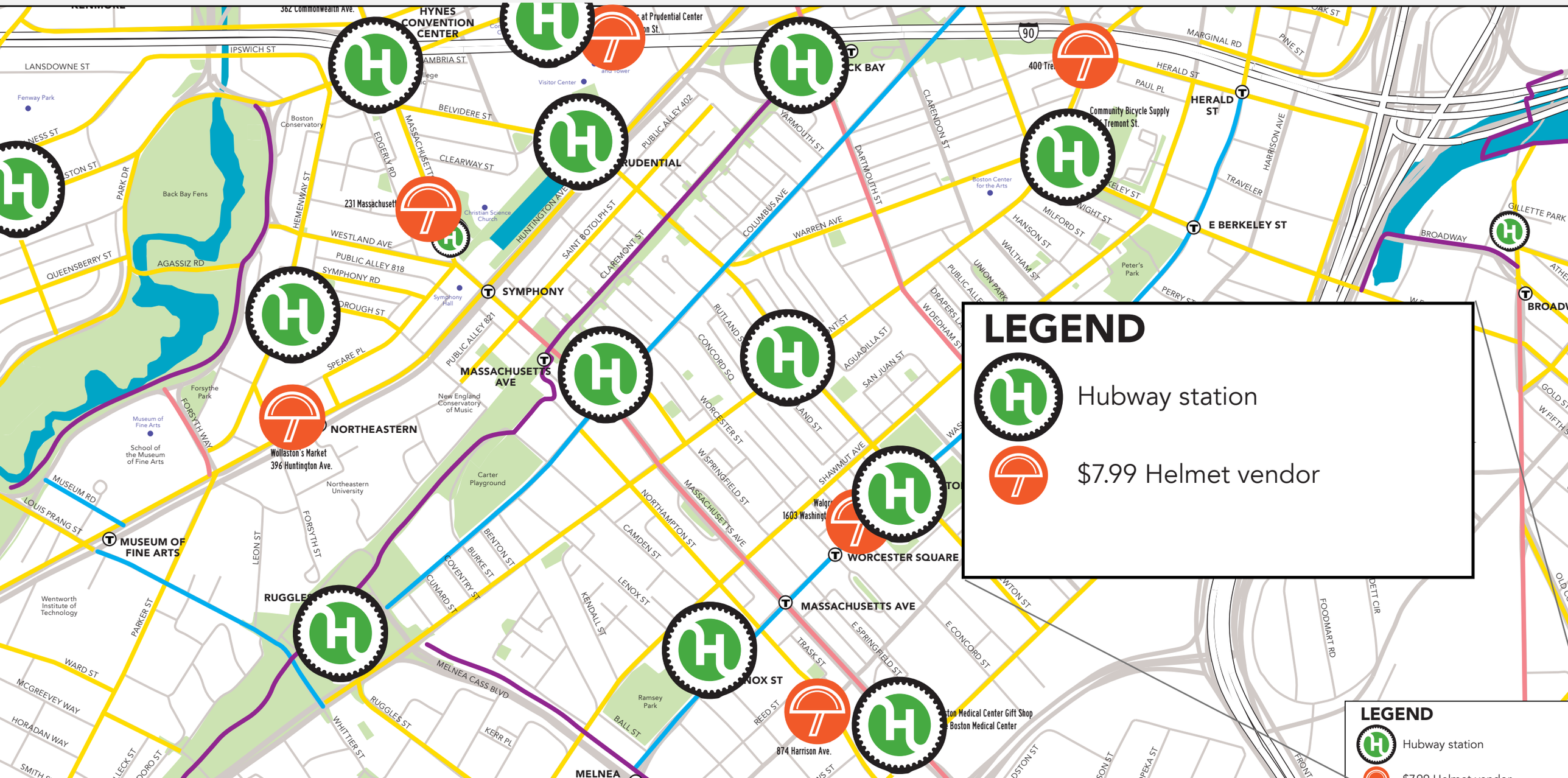
Boston

New Balance Hubway Bikeshare

Helmet Availability

Only available in stores

Often over a mile away



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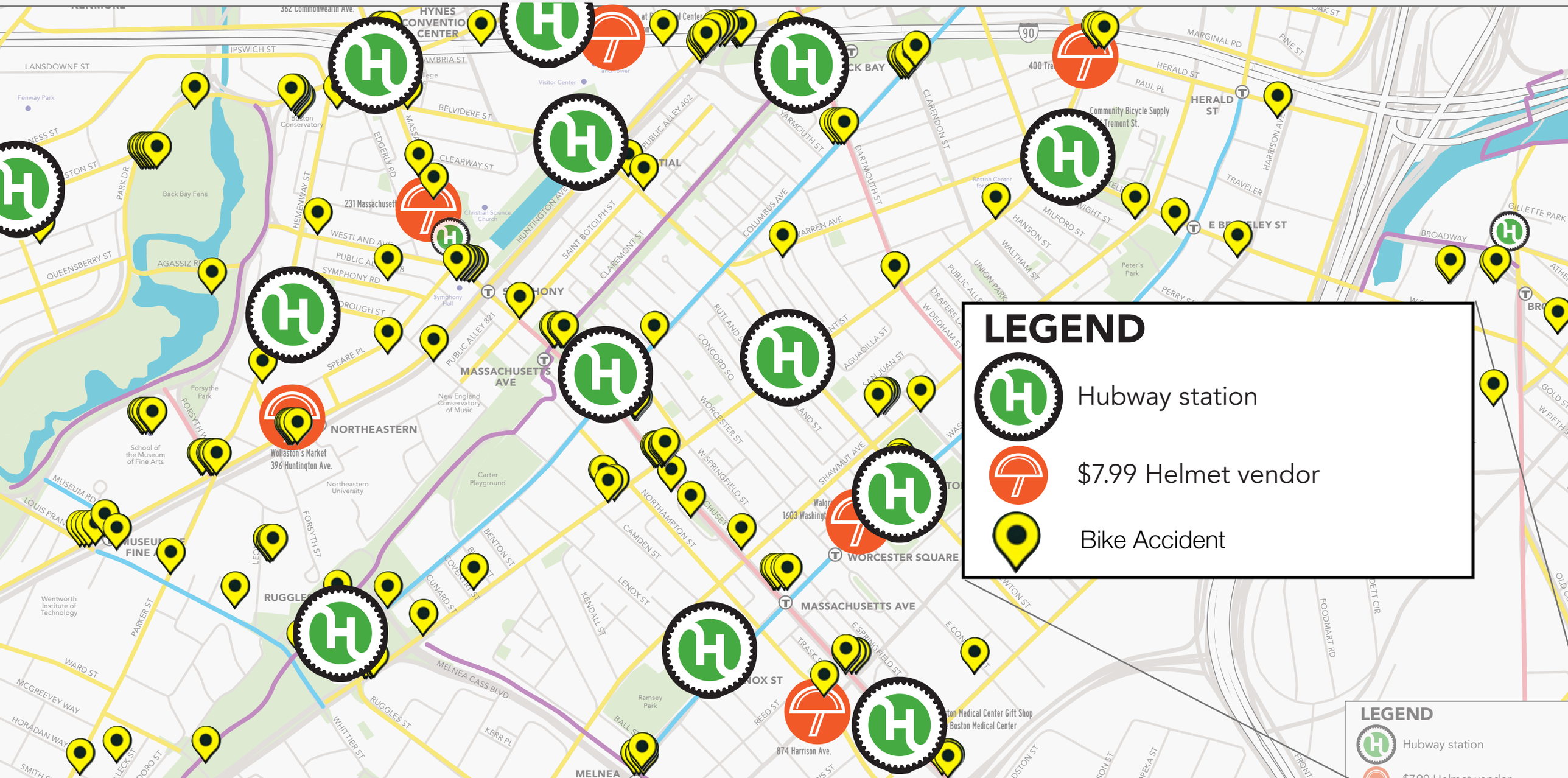


HelmetHub

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

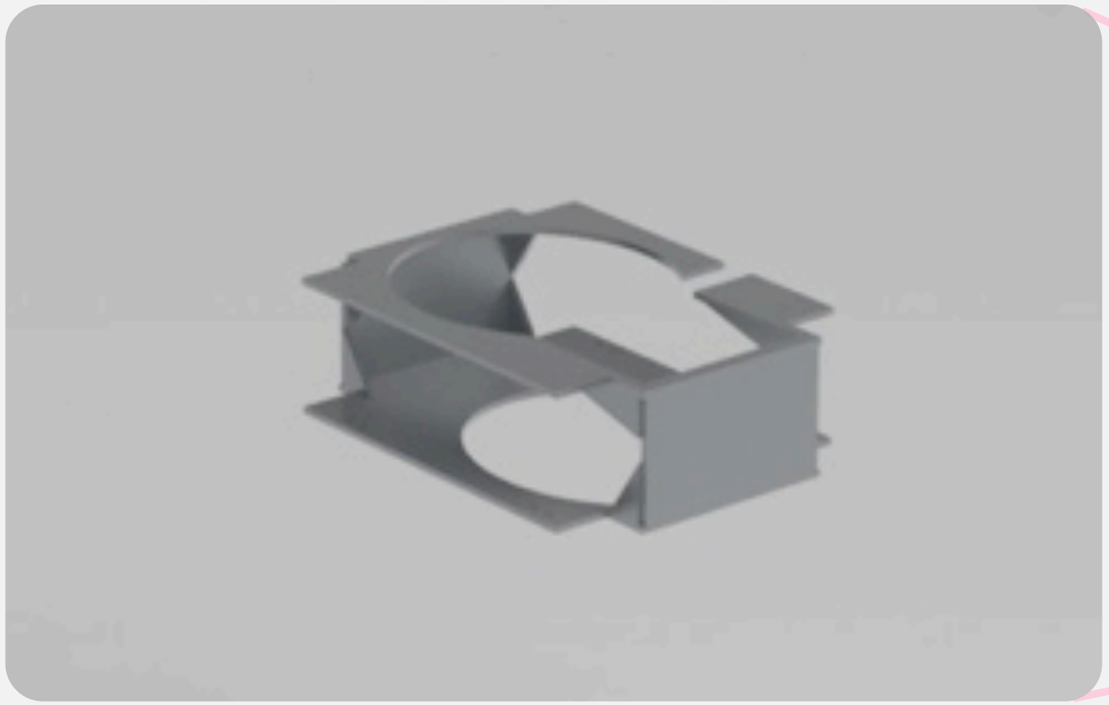
To pay, swipe your card.
$8.00 charge per card
-$6.00 return with helmet

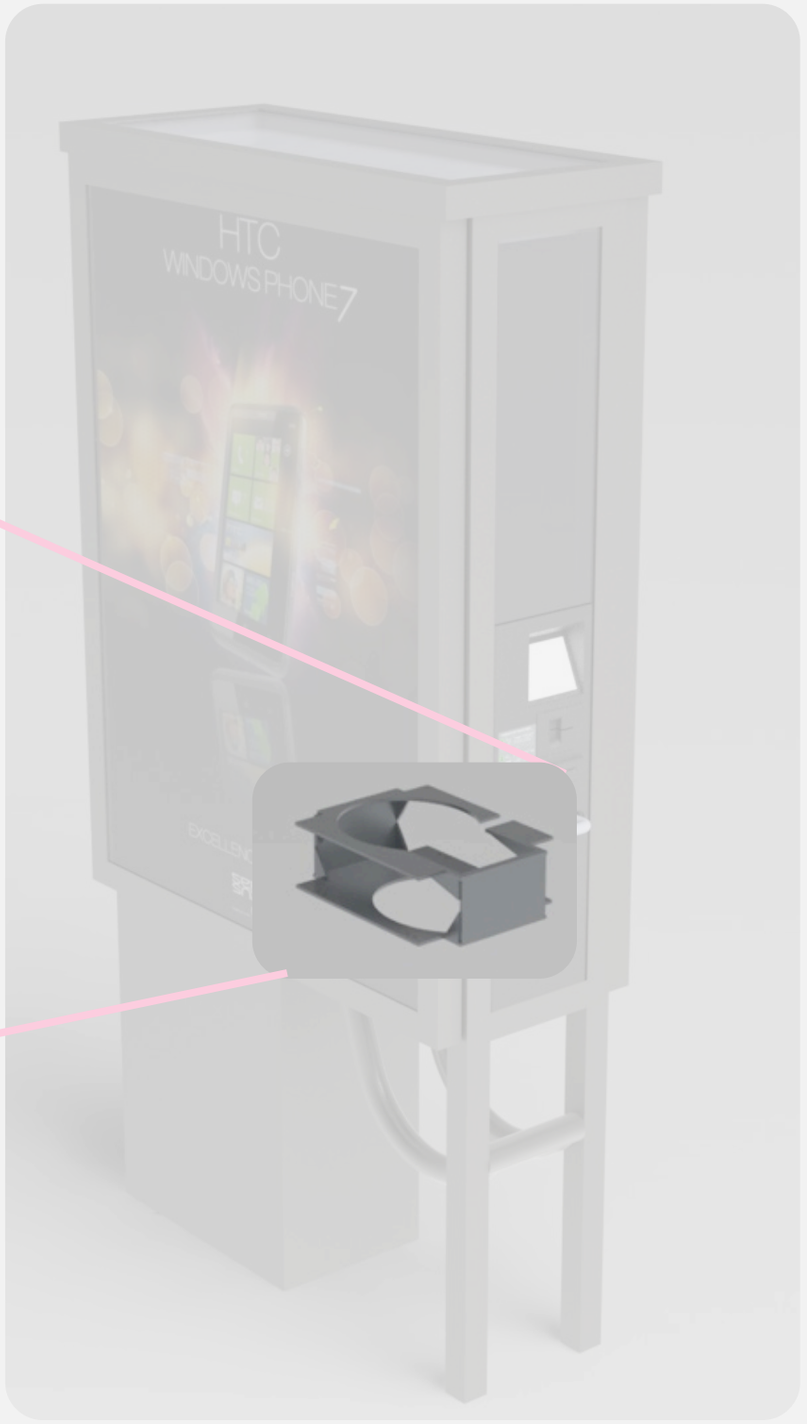
$2.00 helmet rental

3 RETURN ON BACK

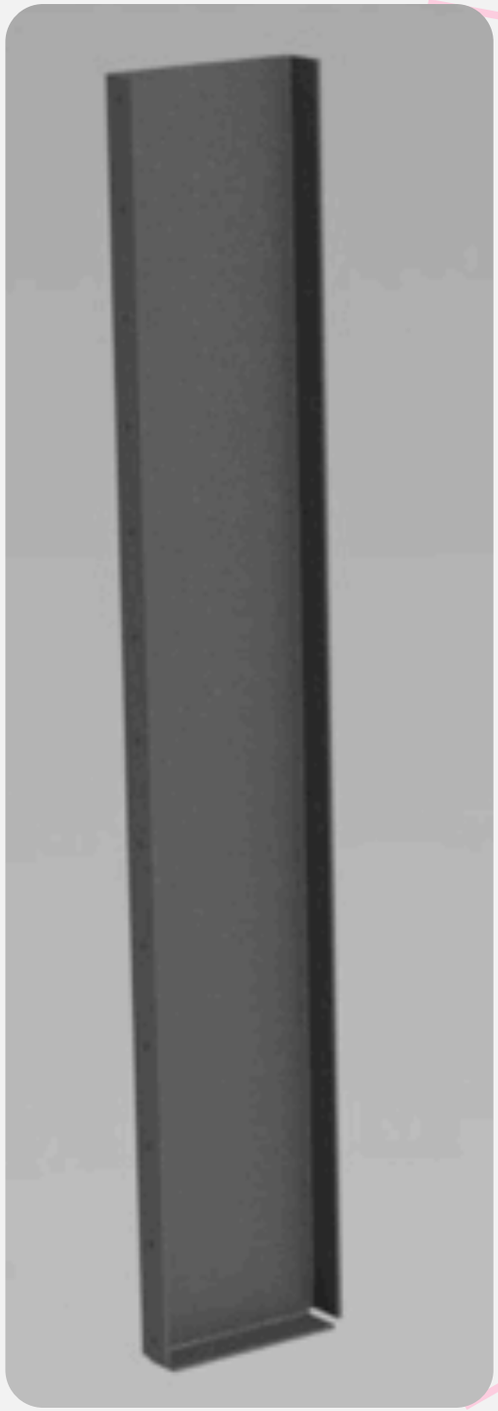
To return the helmet:
Access the kiosk on the opposite side of this HelmetHub. This will return your $6.00 deposit.

Helmet Capacity

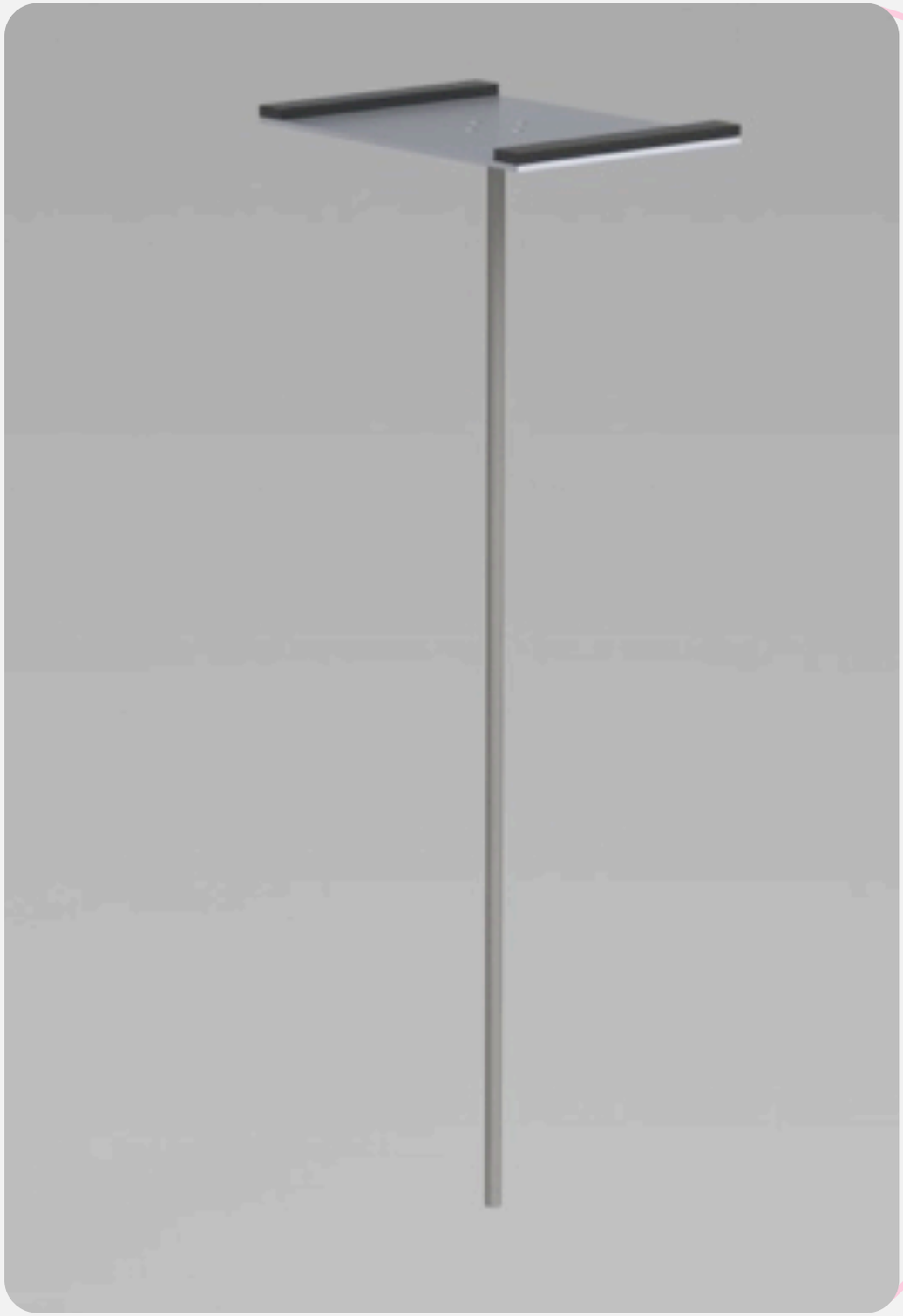


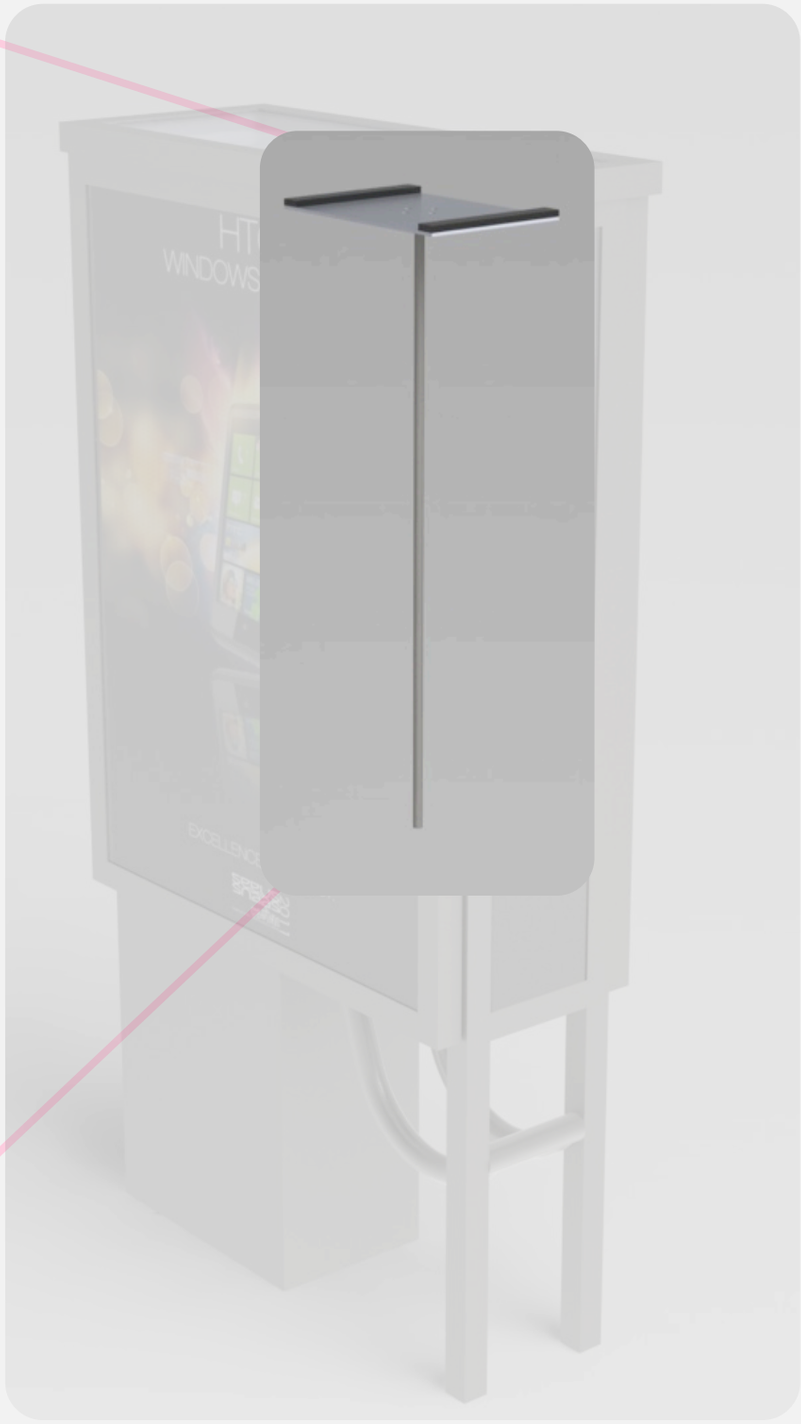


Dispensing

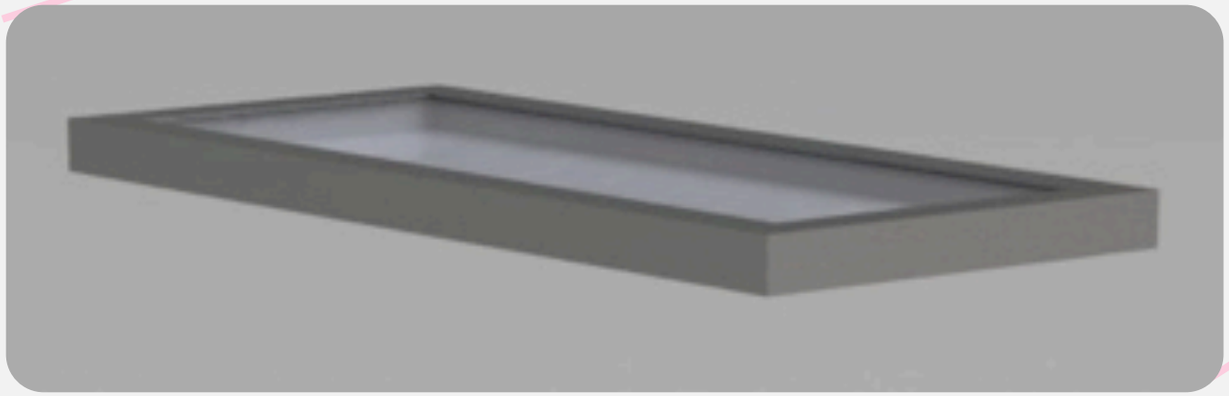


Return

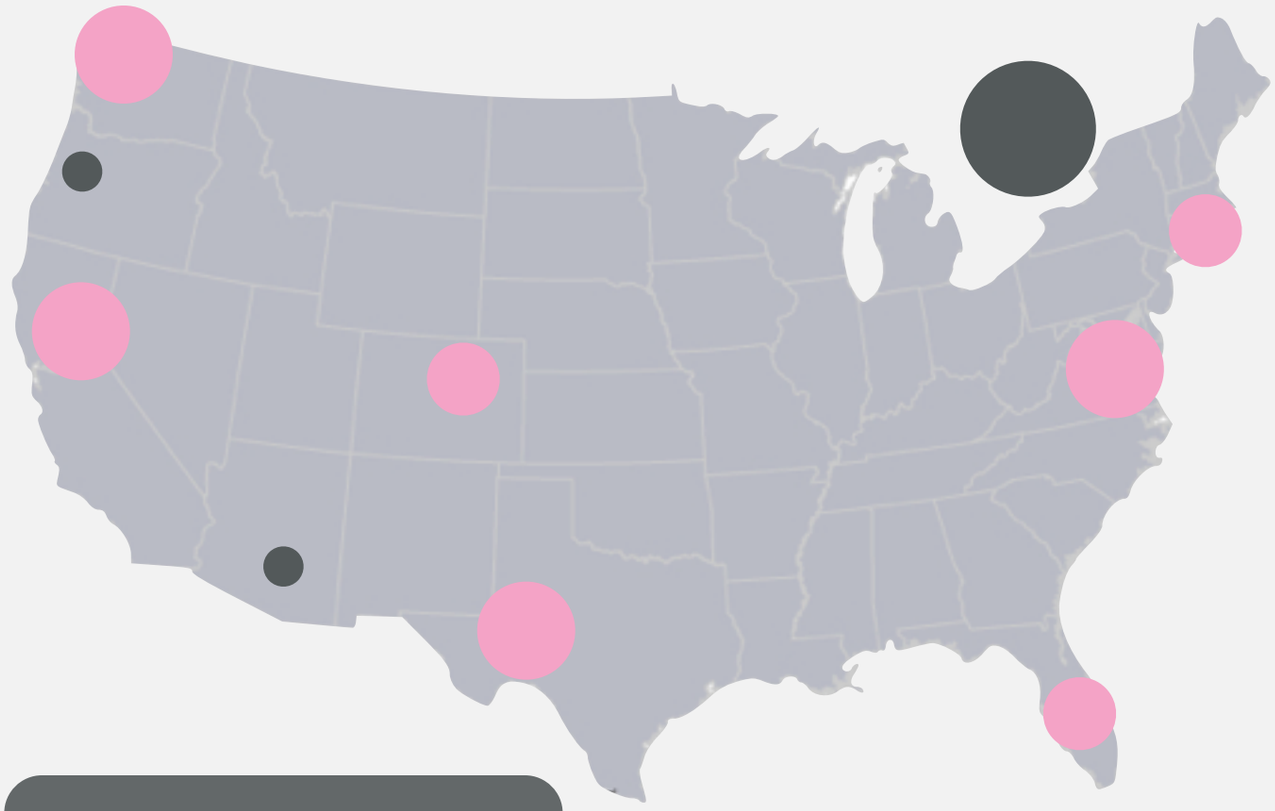


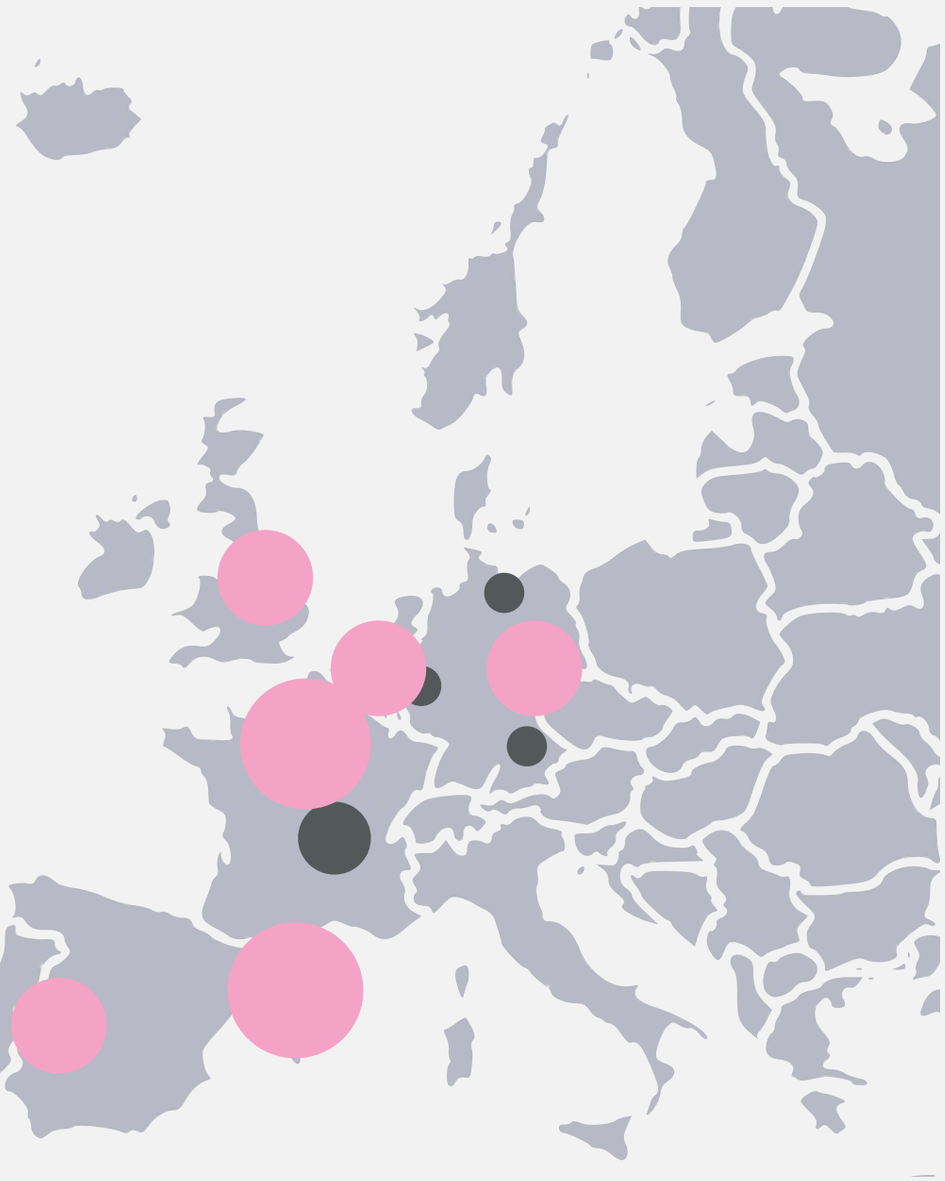


Reloading/Maintenance



Electronics



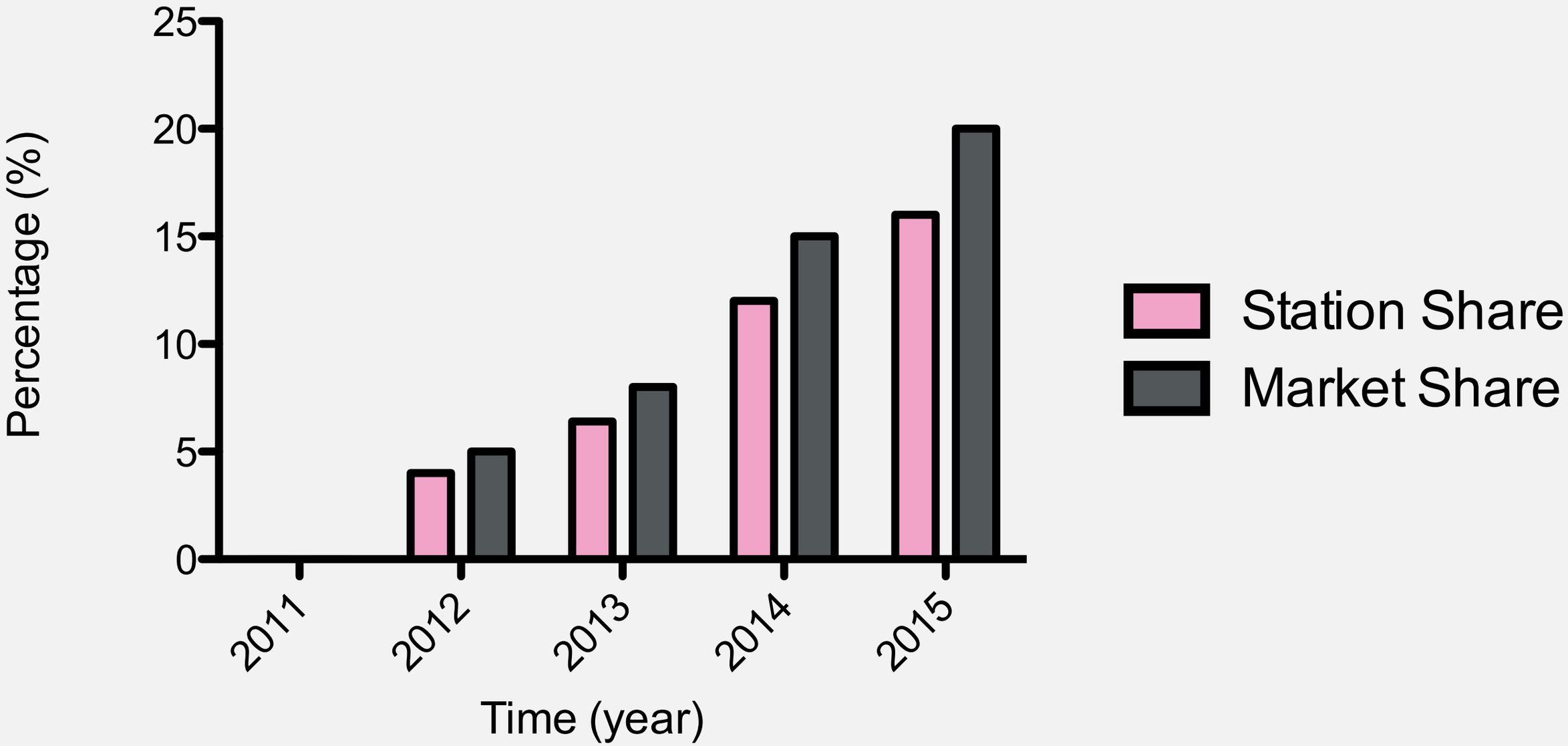


Before 2010

After 2010

Bikeshare

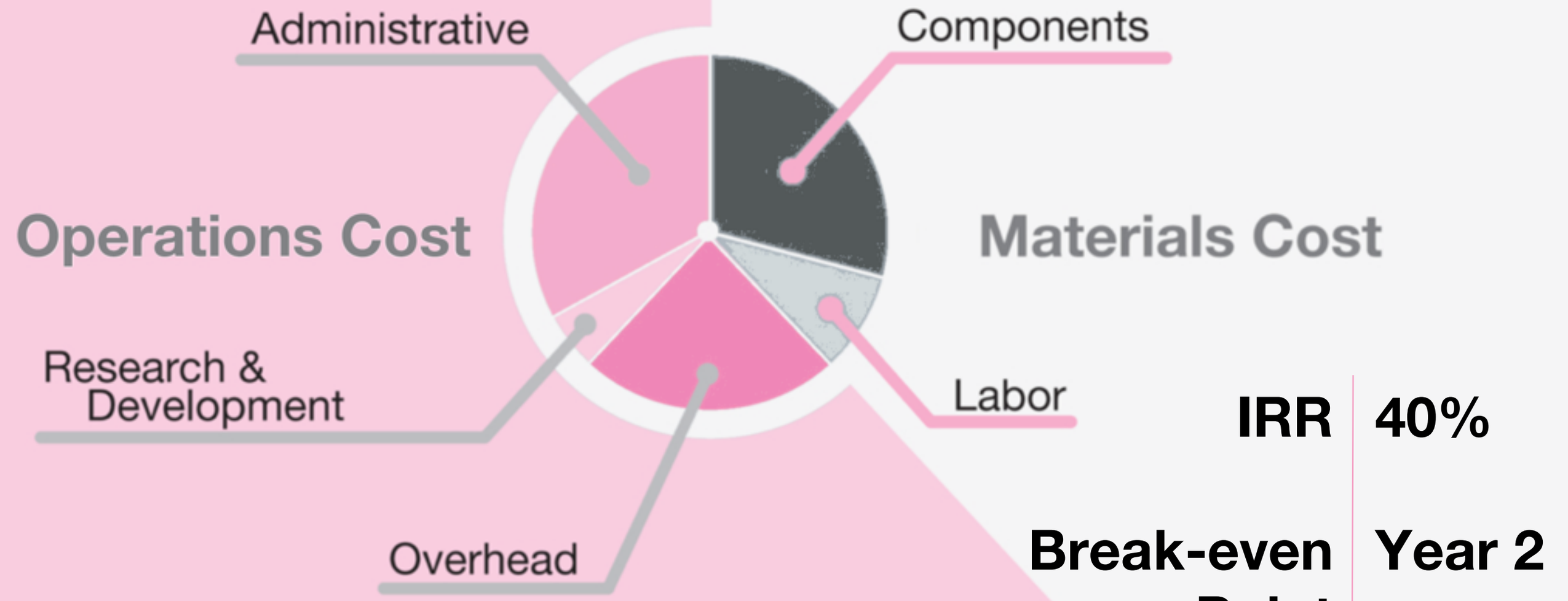
Expansion: 70% annually*



Projected Growth

Bikeshares/ Hubway

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



IRR	**40%**
Break-even Point	**Year 2**

Pricing

Manufacturing & Assembly Breakdown

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

HelmetHub

It’s a beautiful day for a safe bicycle ride.