

BIKE RIGHT

2.009 Sketch Model

October 6, 2011

“With Bike Right, you can bike right, any day”

Yellow



THE PROBLEM

- Bad weather conditions
- No portable training stands
- Hassle of existing stands



MARKET DATA

- 39.8 Million Cyclist in the USA, ~13% of population
- \$295 Million bike accessory market
- \$70-\$300 price range for existing stands



BENCHMARKING

- Generic shape
- Stationary
- Various resistance devices
 - Magnetic
 - Fluid
 - Wind
 - Pivot
 - Rim



Yellow **B**

SKETCH MODEL

Approach

- Questions to answer:
 - Automation?
 - Placement?
 - Feasible?

Concept



NEXT STEPS

- Motor
- Power Source
- Resistance Type
- Measuring Instruments (heart rate, distance)