Bike Right

2.009 Sketch Model
October 6, 2011

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

<table>
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<th>Approach</th>
<th>Concept</th>
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<td>Questions to answer:</td>
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<tr>
<td>• Automation?</td>
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<td>• Placement?</td>
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<td>• Feasible?</td>
<td>![Image of a bicycle wheel and sketch]](&quot;<a href="https://via.placeholder.com/150?text=Image">https://via.placeholder.com/150?text=Image</a>&quot;)</td>
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NEXT STEPS

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