



after 30 min.
in **rain jacket**

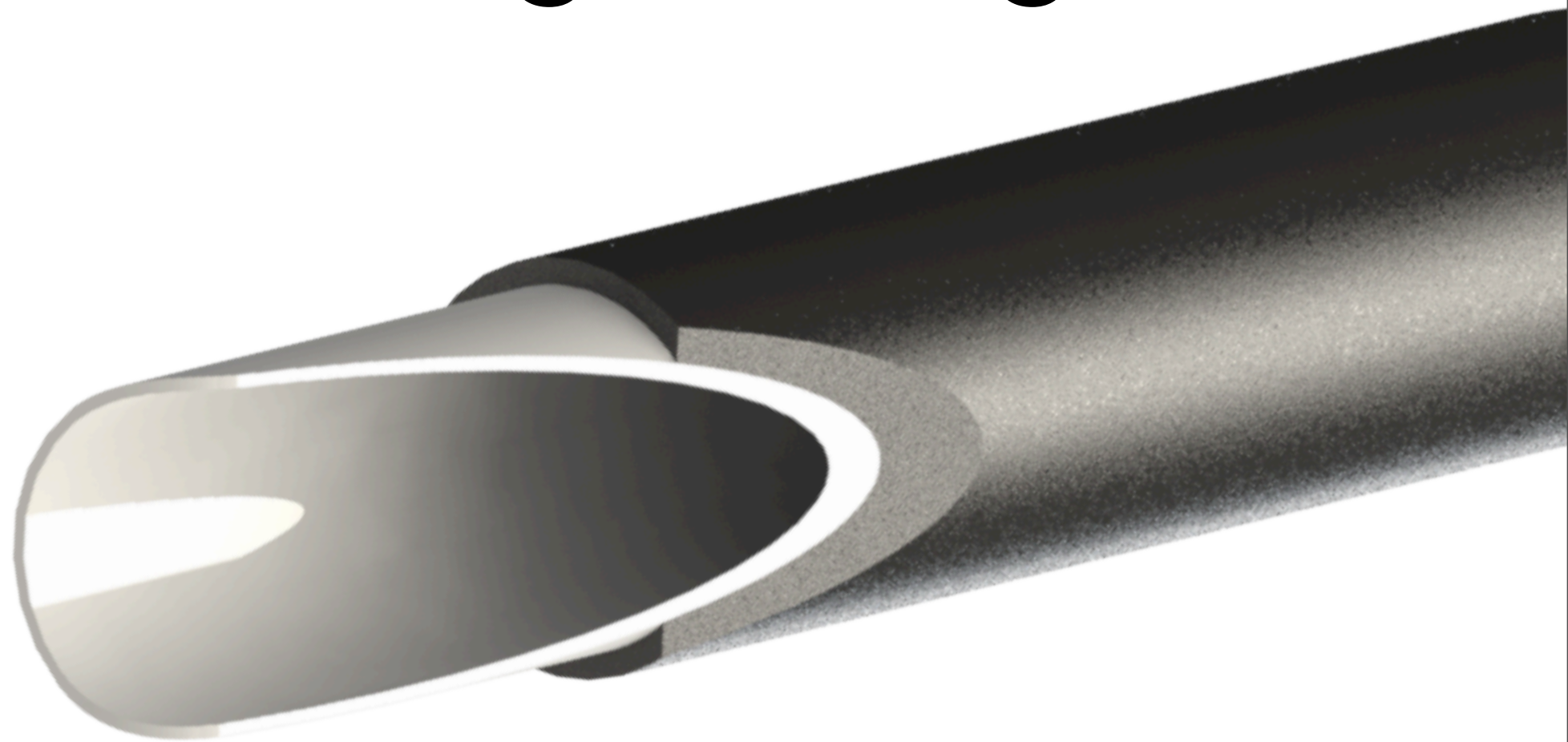




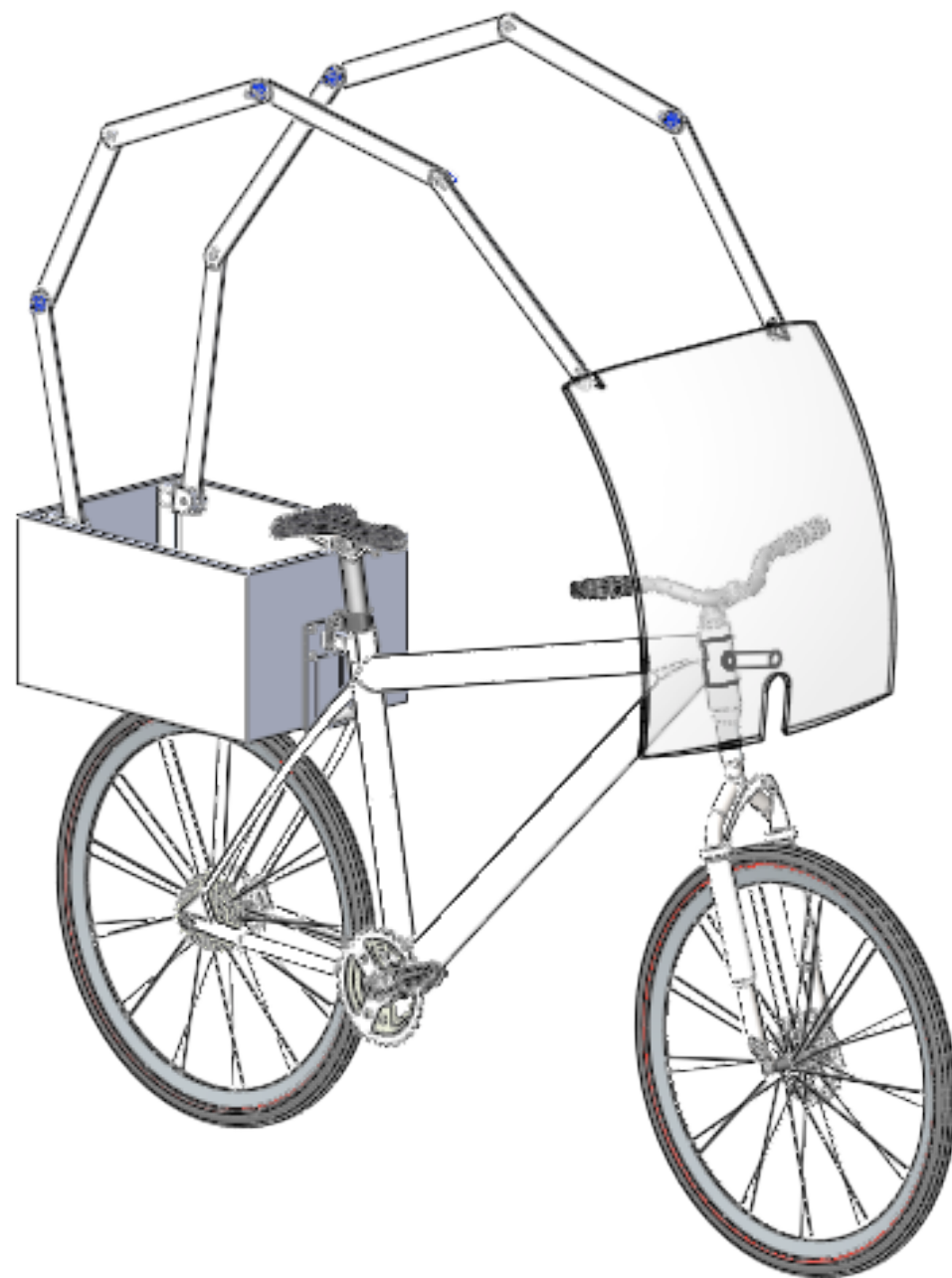
StormShield

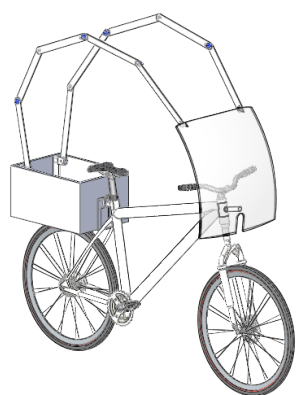
Air Beams

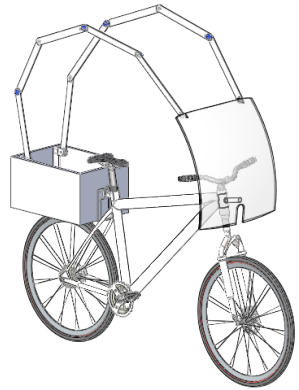
low pressure, high strength




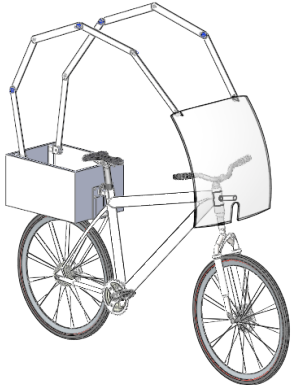













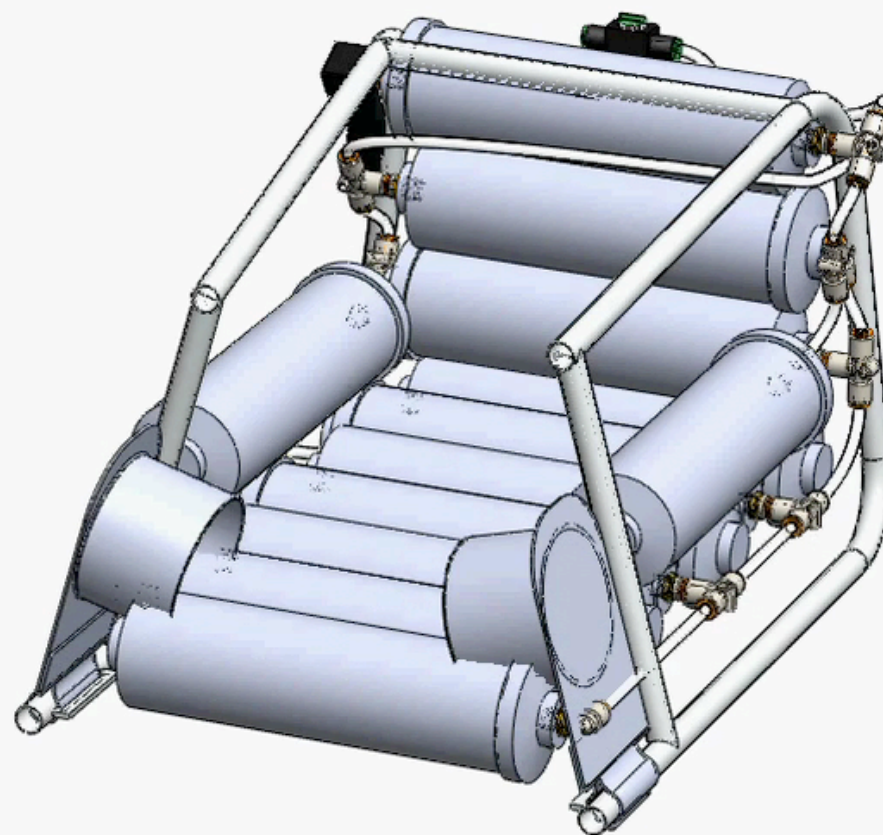


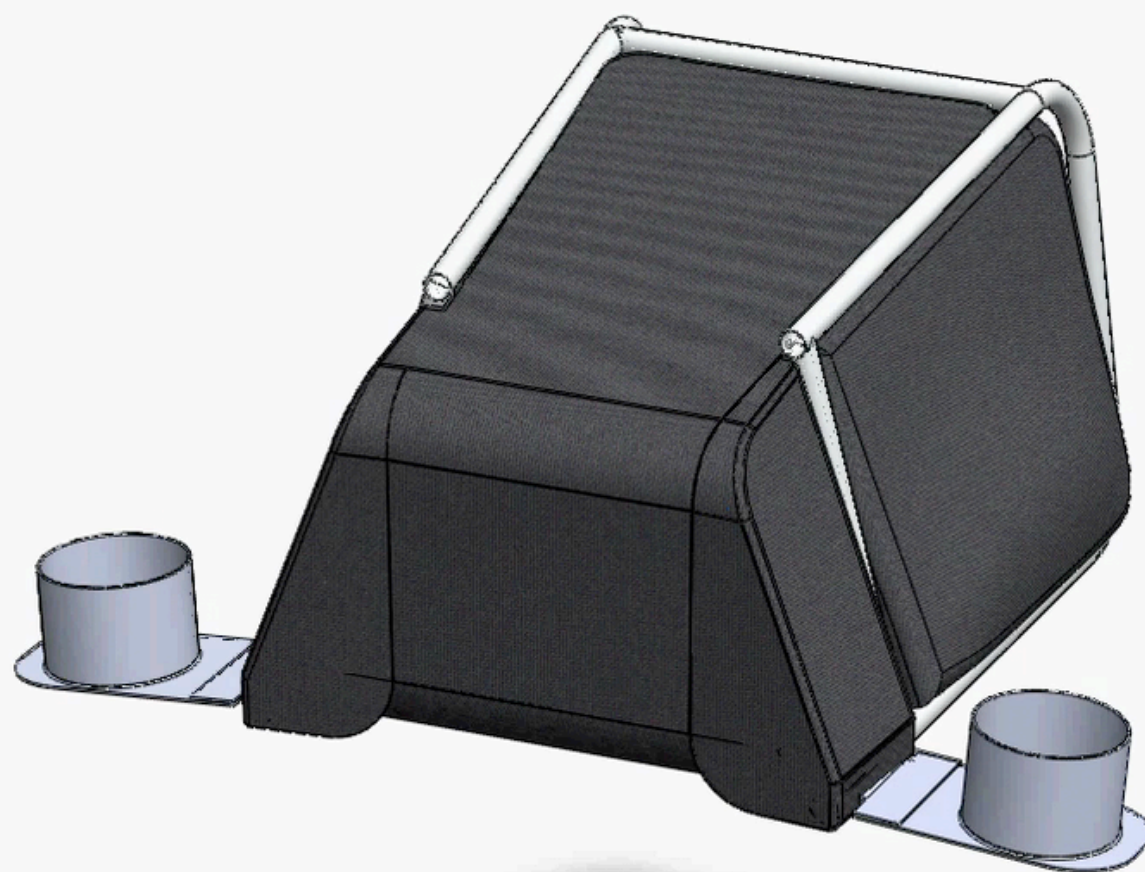


	Sturdy	Quick-to-deploy	Customizable Shape
			
			
			
			





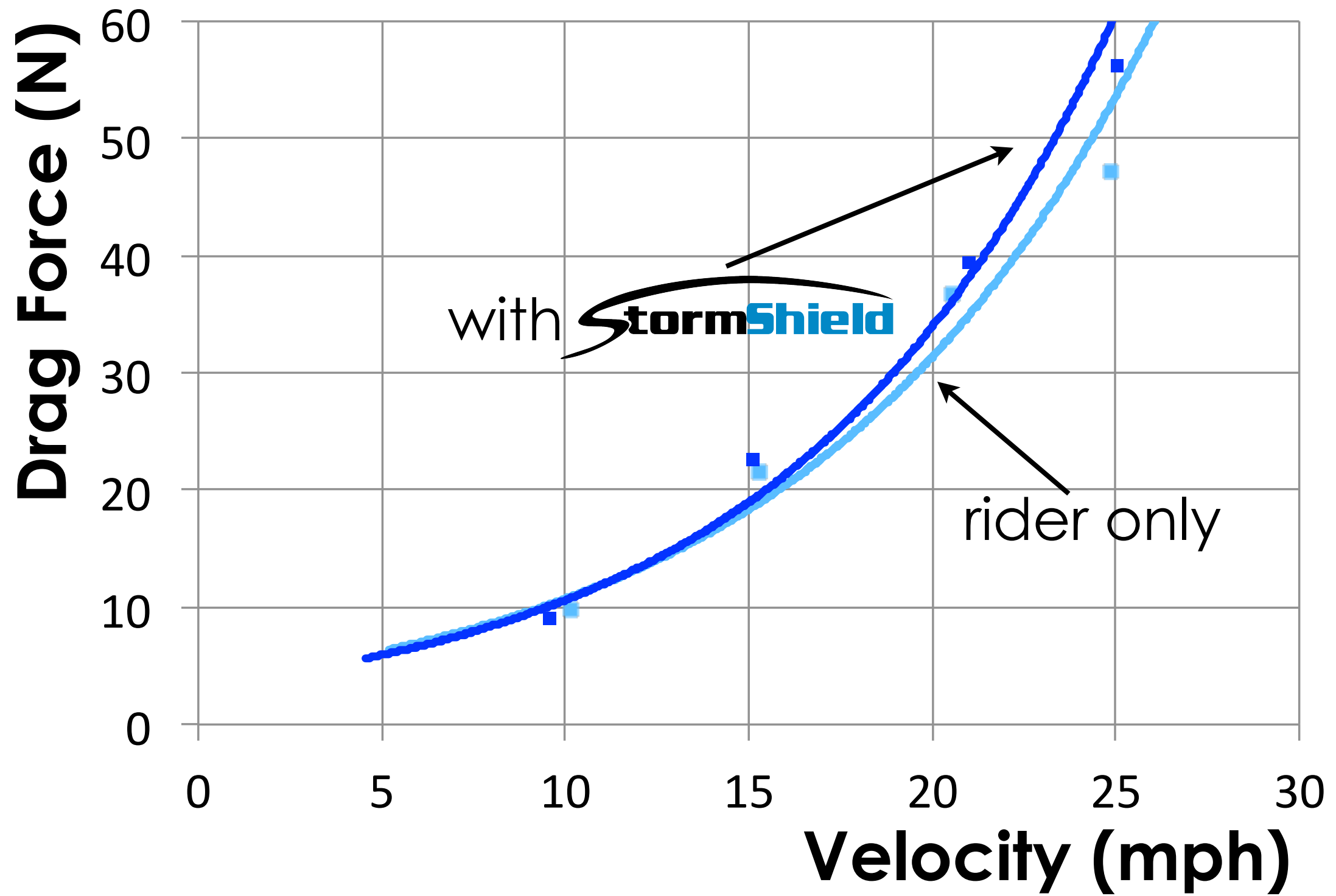








25 mph wind speed







730,000
Bike Commuters

15.1 Million Bike Commuters



Rain
Protection



Comfort &
Convenience

Rain
Protection



Comfort &
Convenience

Rain
Protection



Comfort &
Convenience

Rain
Protection



Comfort &
Convenience

Rain
Protection



Comfort &
Convenience



Year 1

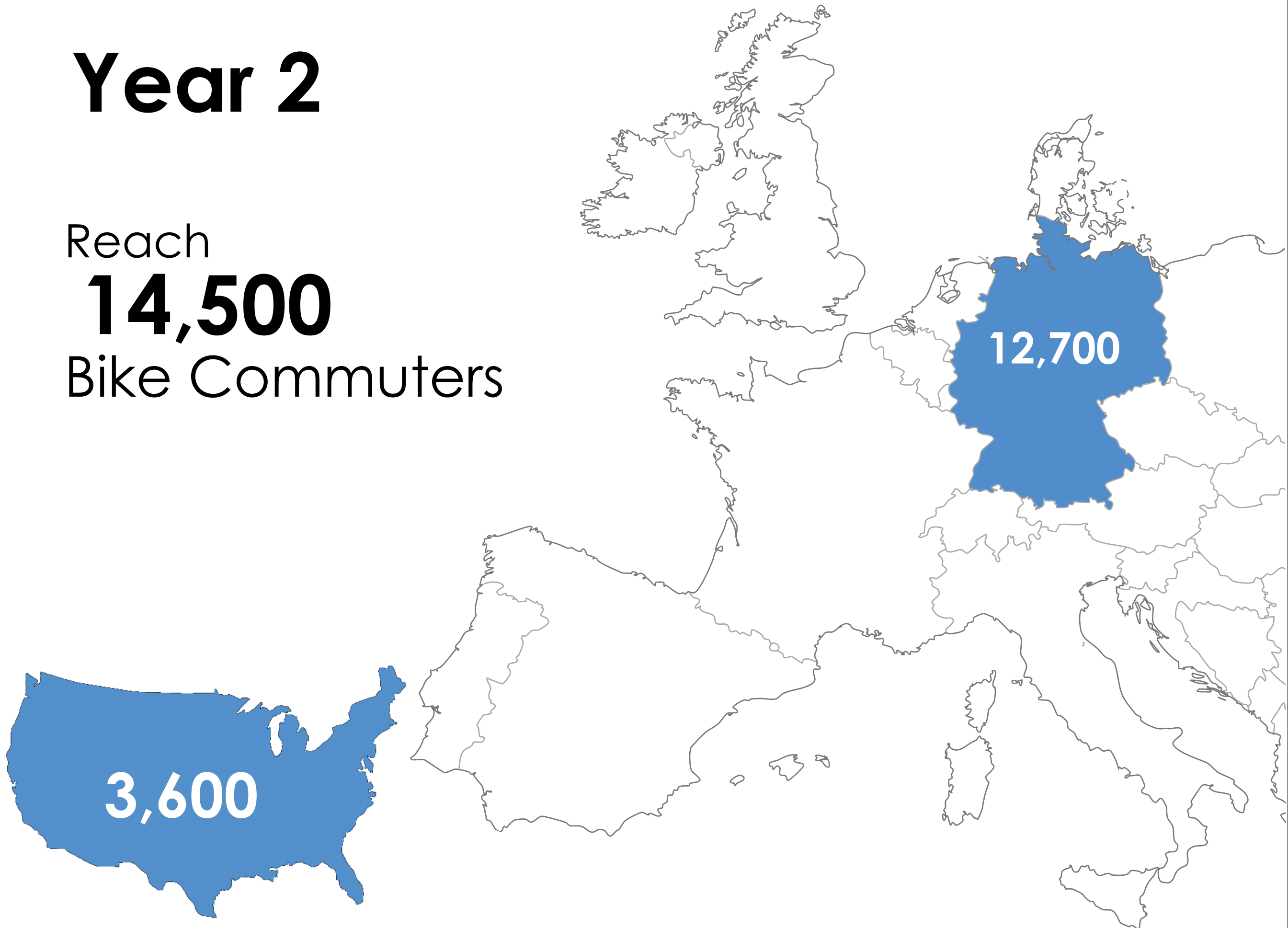


Year 2

Reach

14,500

Bike Commuters

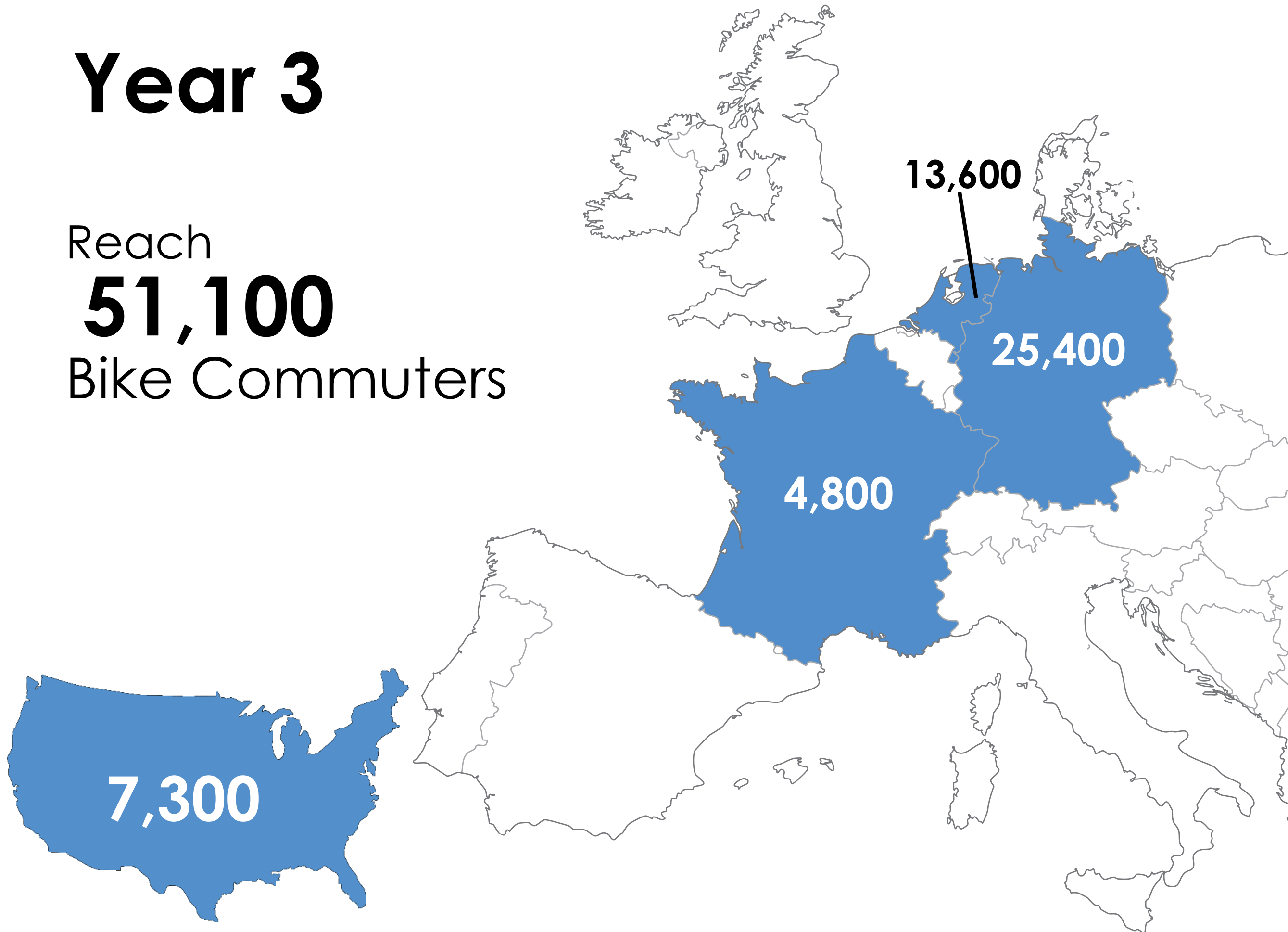


Year 3

Reach

51,100

Bike Commuters

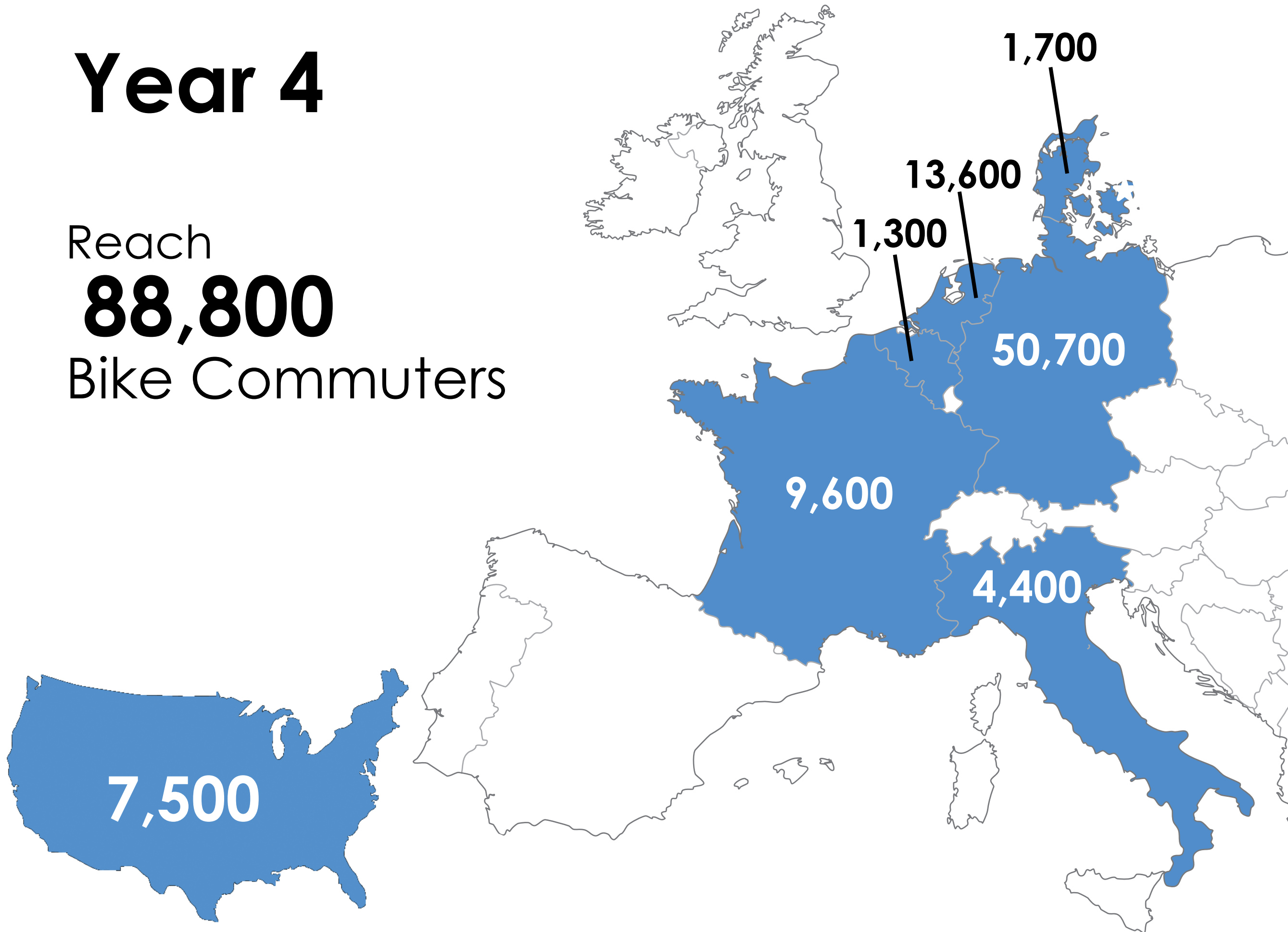


Year 4

Reach

88,800

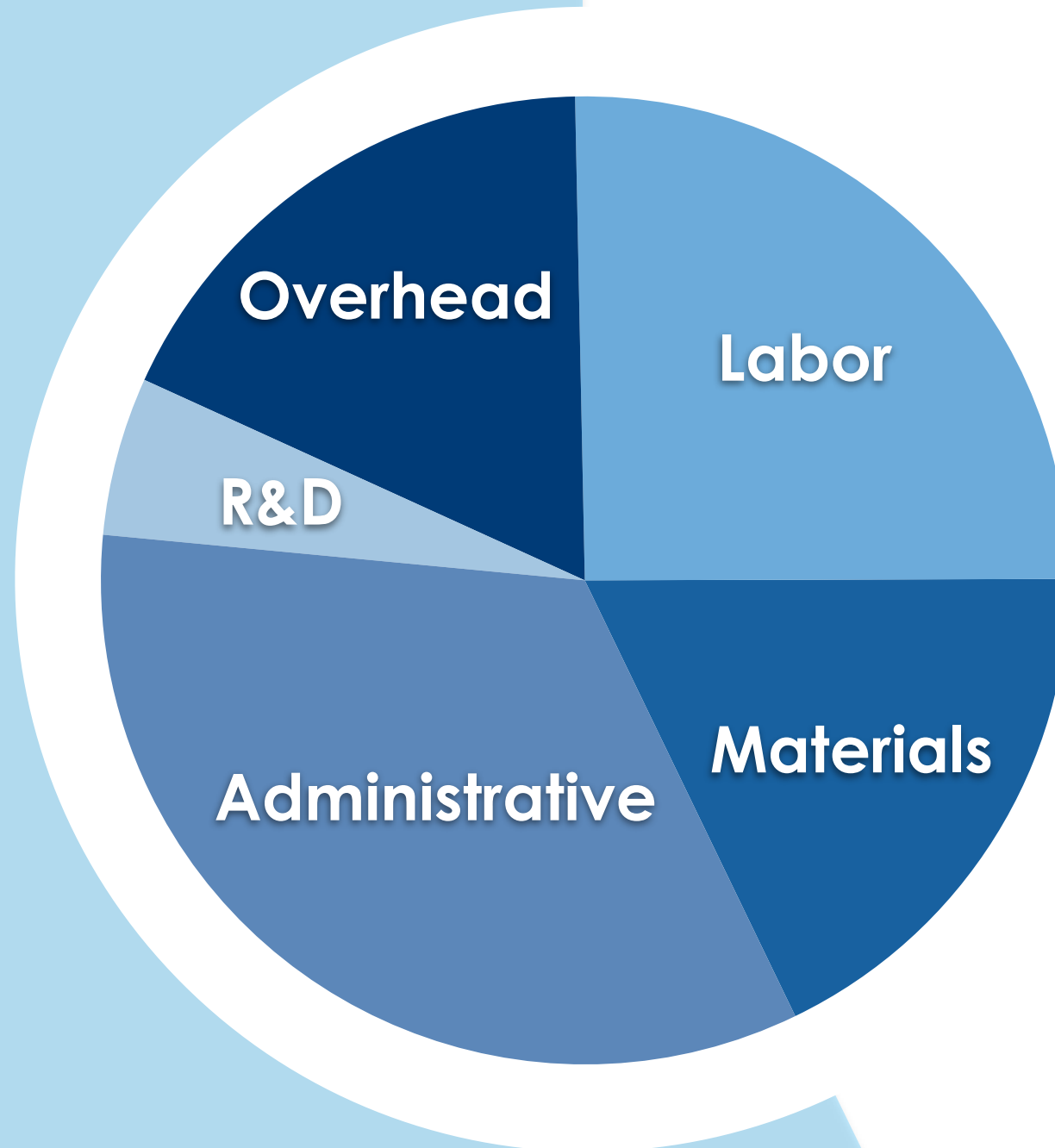
Bike Commuters



Cost Summary

Operations Cost

Product Cost



Product Cost: **\$48**

Wholesale Price: **\$96**

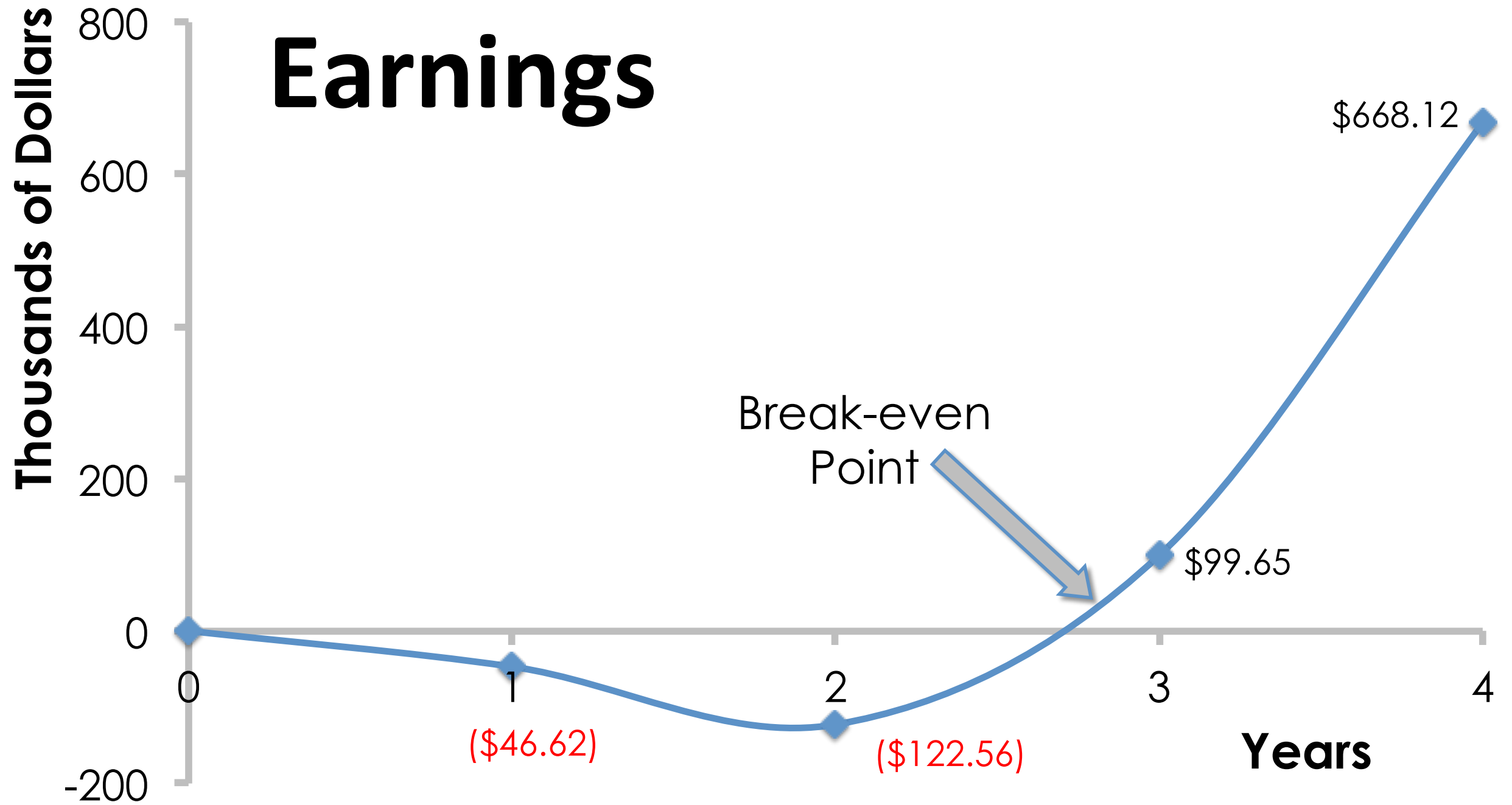
Retail Price: **\$199**

\$170,000
Initial Investment

\$170,000
Initial Investment

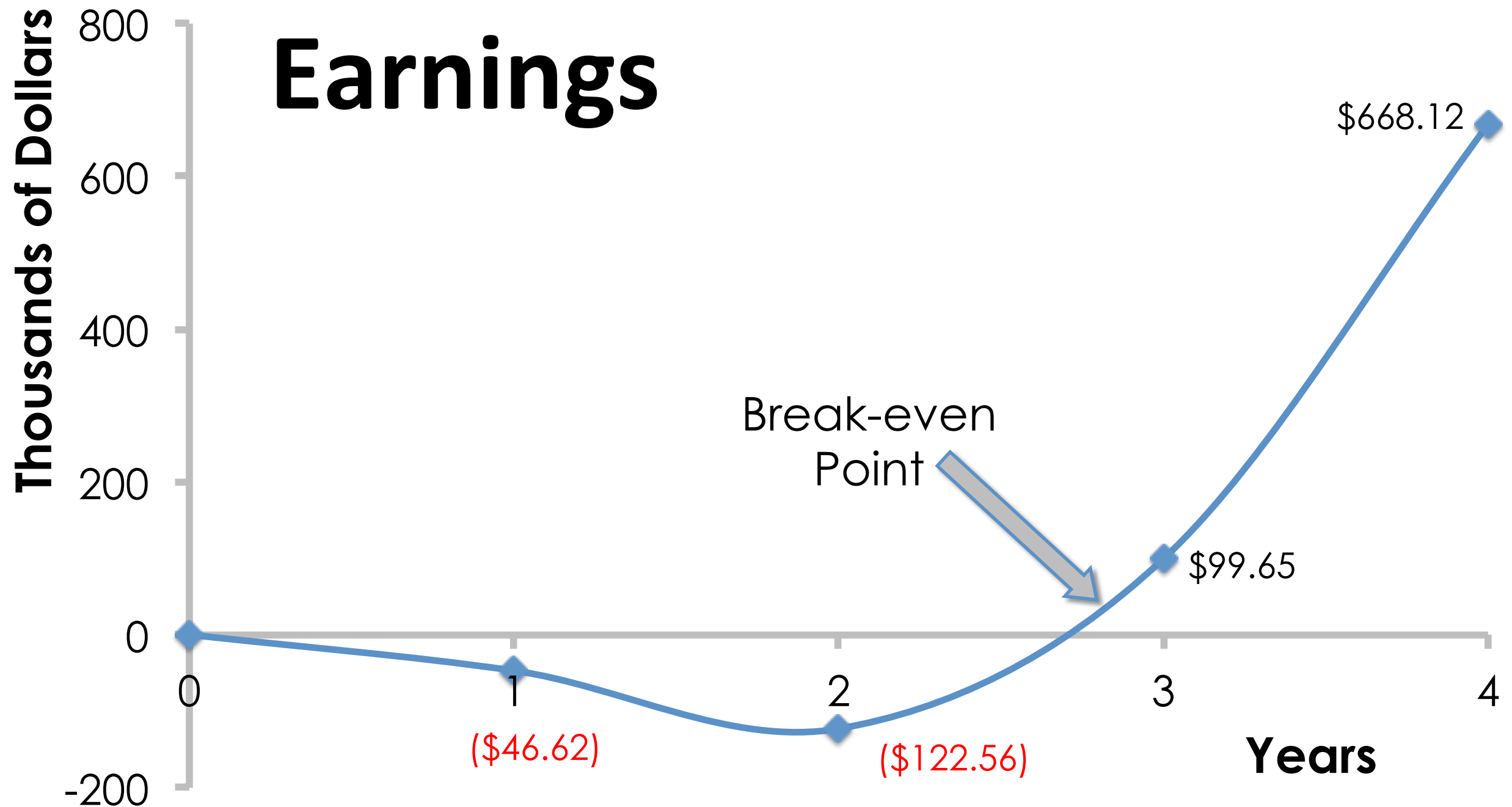
2 Years, 9 Months
Break-even Point

Earnings

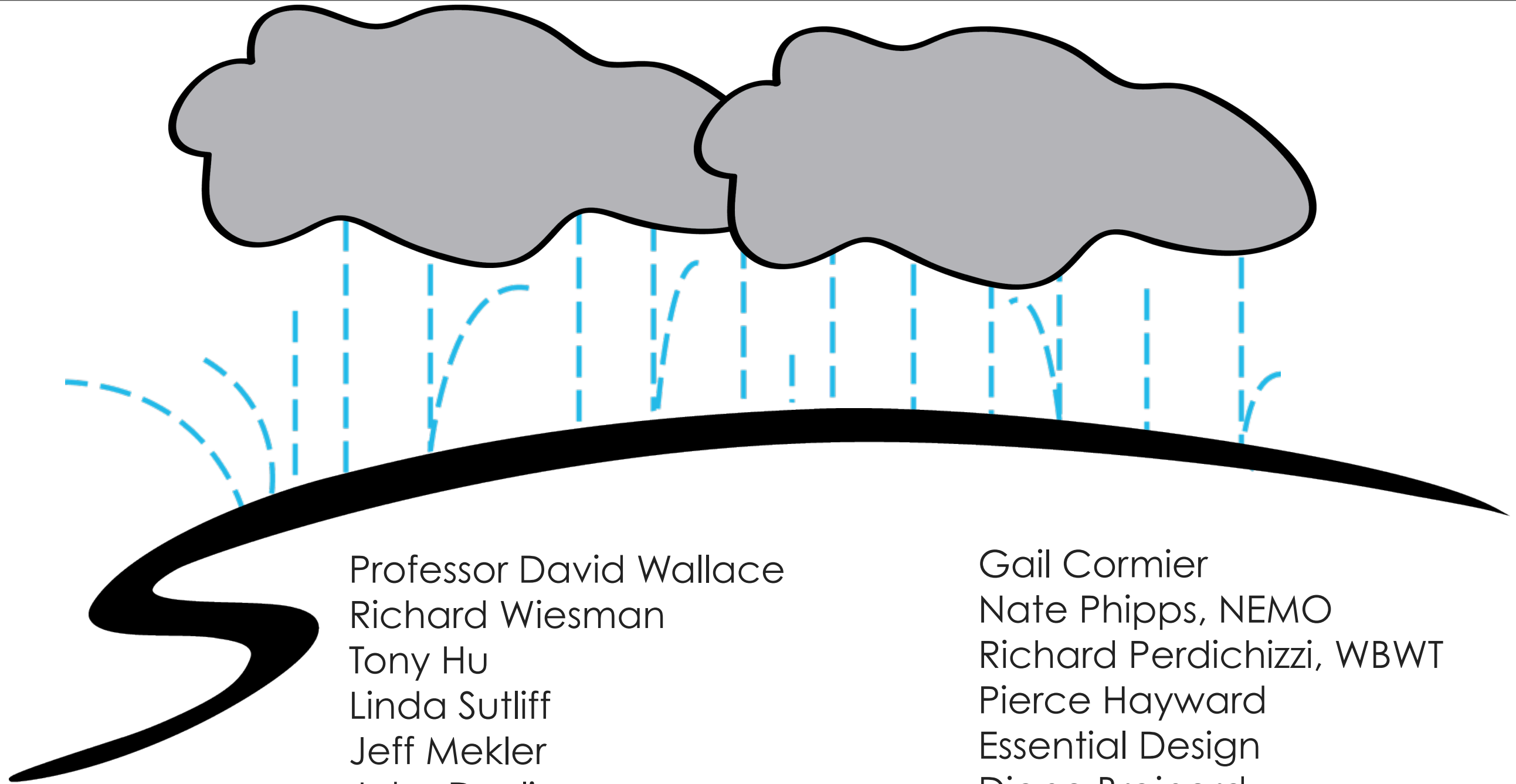


30.25%

4-Year Internal Rate of Return







Professor David Wallace

Richard Wiesman

Tony Hu

Linda Sutliff

Jeff Mekler

John Devlin

Chris Mills

Alban Cobi

Jeff Senez

Pappalardo Lab Magicians:

Dick, Steve, Bill, Jimmy, Joe, Scott

Gail Cormier

Nate Phipps, NEMO

Richard Perdichizzi, WBWT

Pierce Hayward

Essential Design

Diane Brainerd

Leslie Cocuzzo-Held

Bayer Films

American Poly Film

Cambridge Bicycle