Let's go for a ride!
First direction

‘head East on Freeman St. towards Powell’

now store phone and follow tactile directions from grips

LOST?
an unexpected error has occurred

NEW DESTINATION
destination reached

35 Powell St.

destination will be on right

NEW DESTINATION
Uses bike as main means of transportation

Travels to new destinations
Bikers In The U.S.:
- 52.8 Million

Target Market:
- 2.2 Million
- 0.11 Million
- 5% Capture
<table>
<thead>
<tr>
<th></th>
<th>RiderGuider</th>
<th>Phone Mount</th>
<th>Garmin Edge 800</th>
<th>Paper Map</th>
<th>Headphone + App</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convenient</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
<td>✔</td>
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<tr>
<td>Affordable</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Easy to Use</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
Retail Price: $50

- Profit: 40%
- Materials: 36%
- Distribution: 4%
- Overhead: 10%
- Marketing: 10%
Projected Revenue

Millions Of Dollars

Year

Sunday, December 16, 12
A heartfelt thank you to Prof. Wallace, Peter Nielsen, Matt Duplessi, Lee Zamir, Mentors, TAs, and everyone who made RiderGuider come to life!
destination reached

Kresge Auditorium, MIT

you have reached your destination