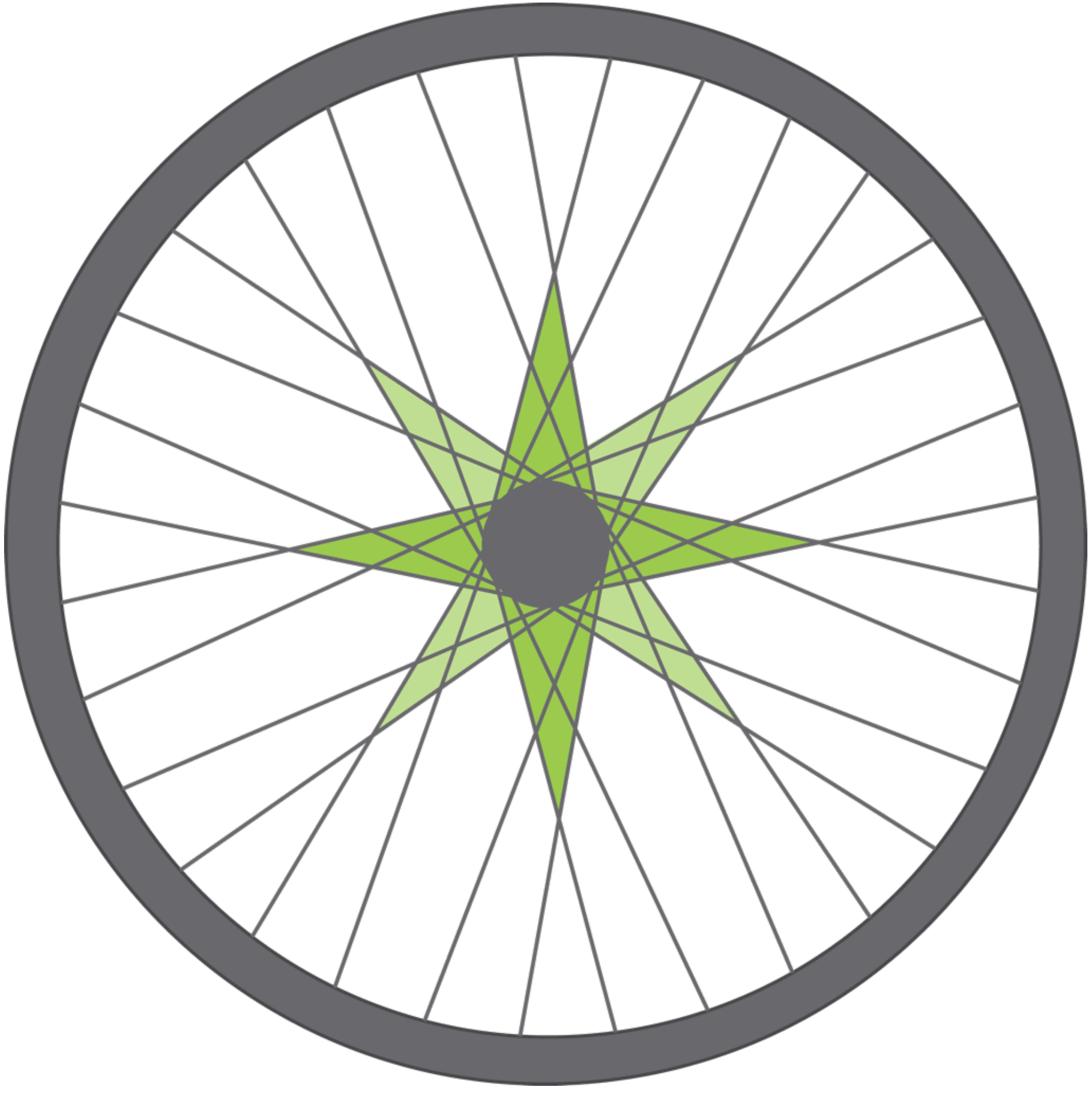
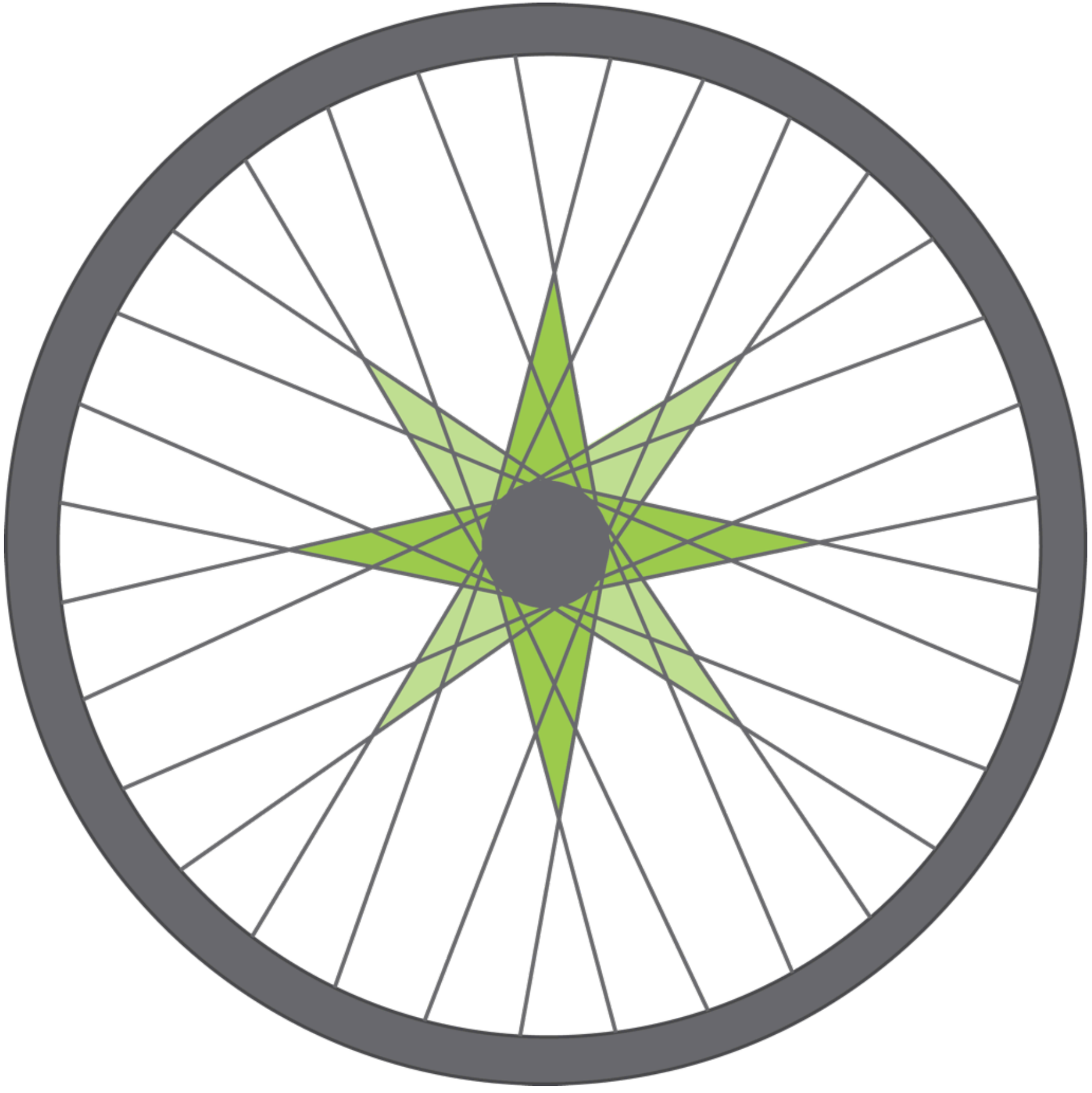
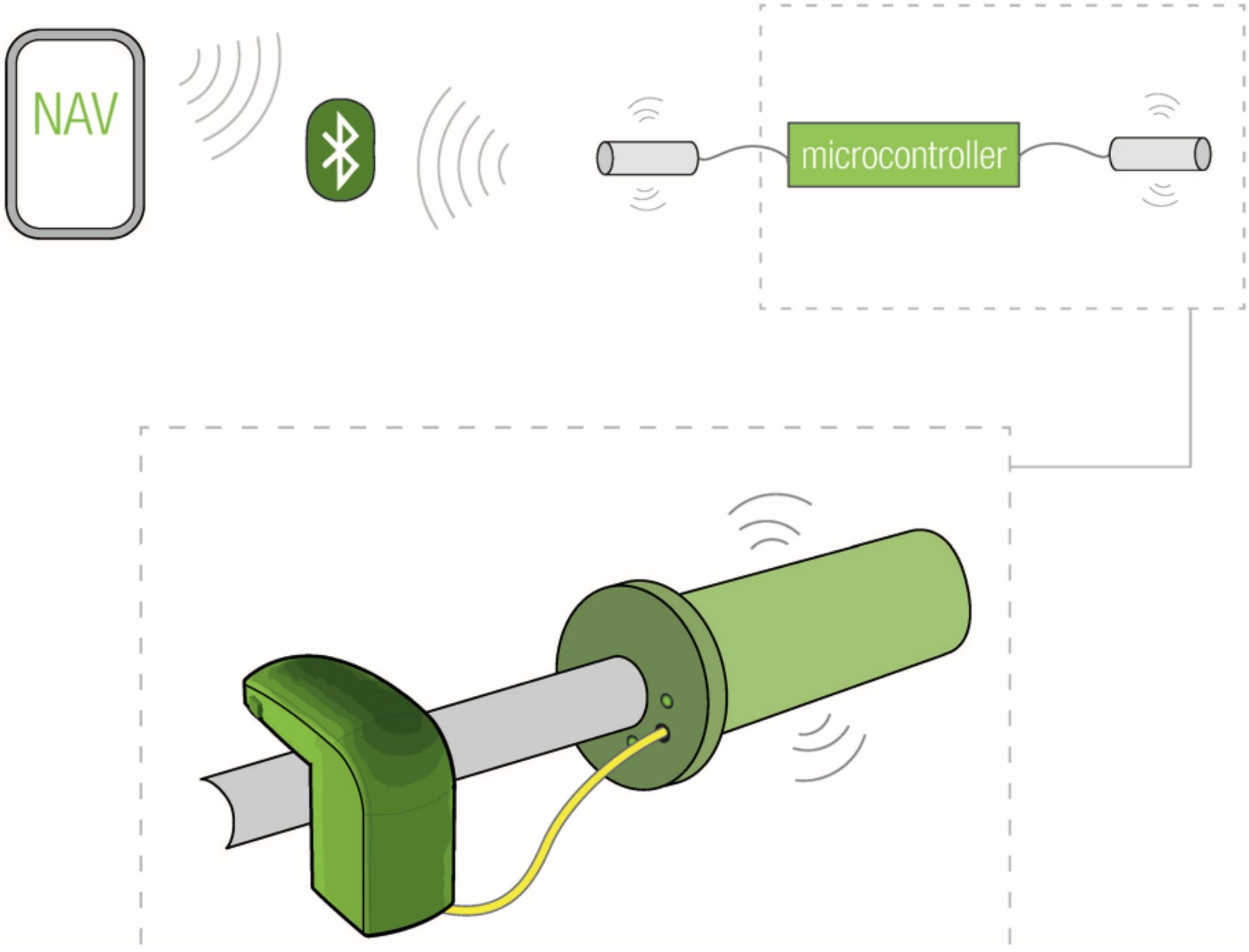




riderguider

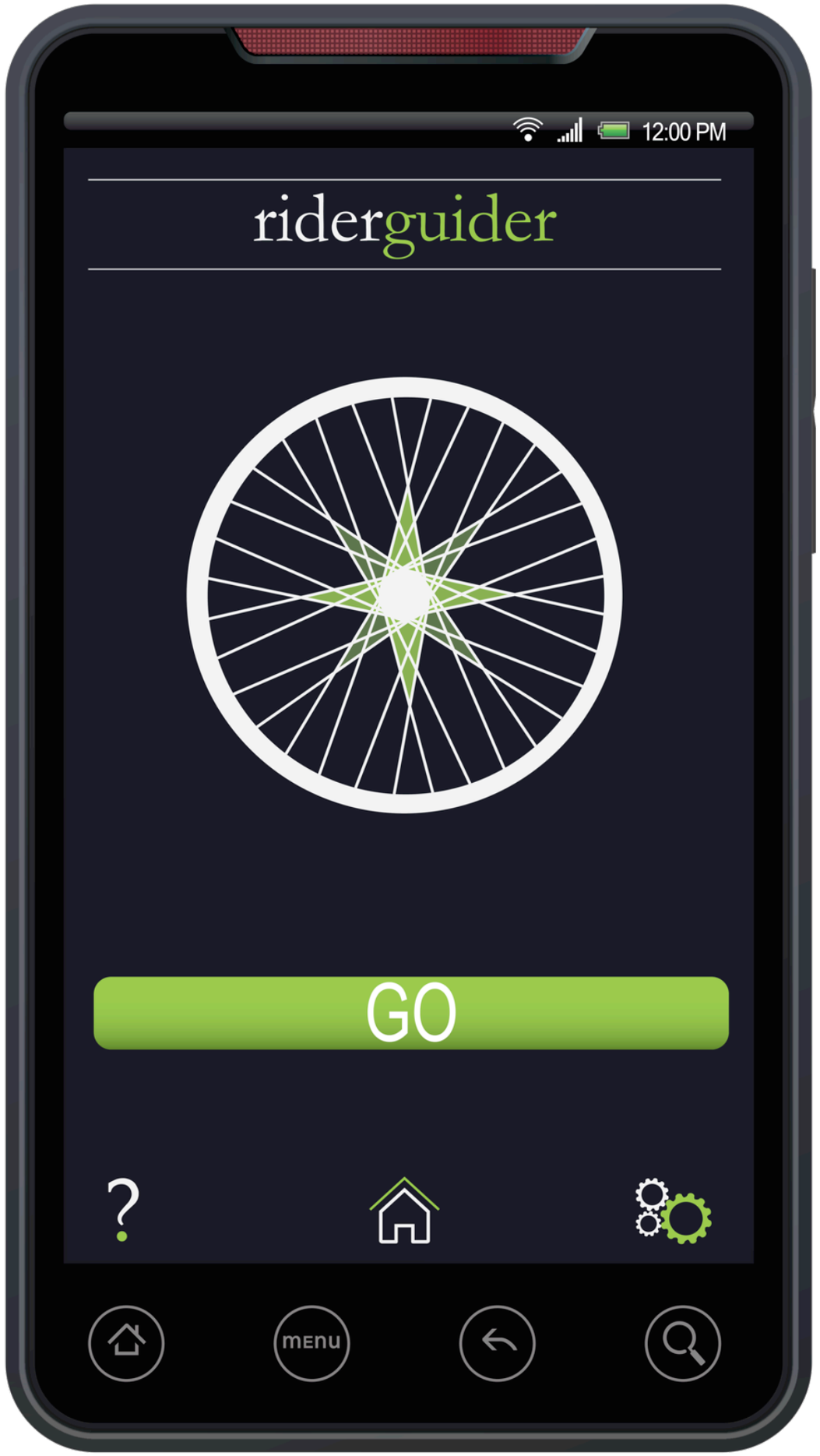
riderguider



riderguider

Let’s go for a ride!

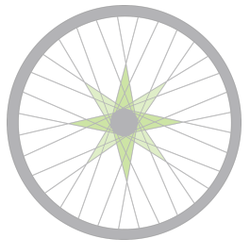
app



app

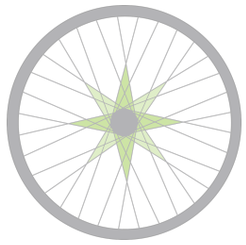
app

12:00 PM
first direction
‘ head East on Freeman St. towards Powell ’
now store phone and follow tactile directions from grips
LOST?
?
menu



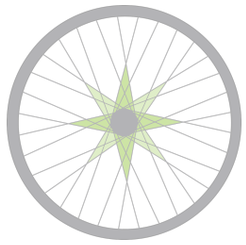
app

end



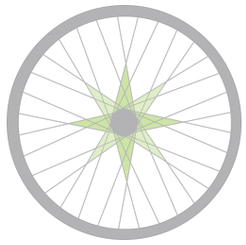
app

end



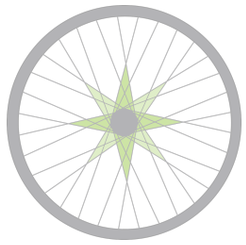
app

end



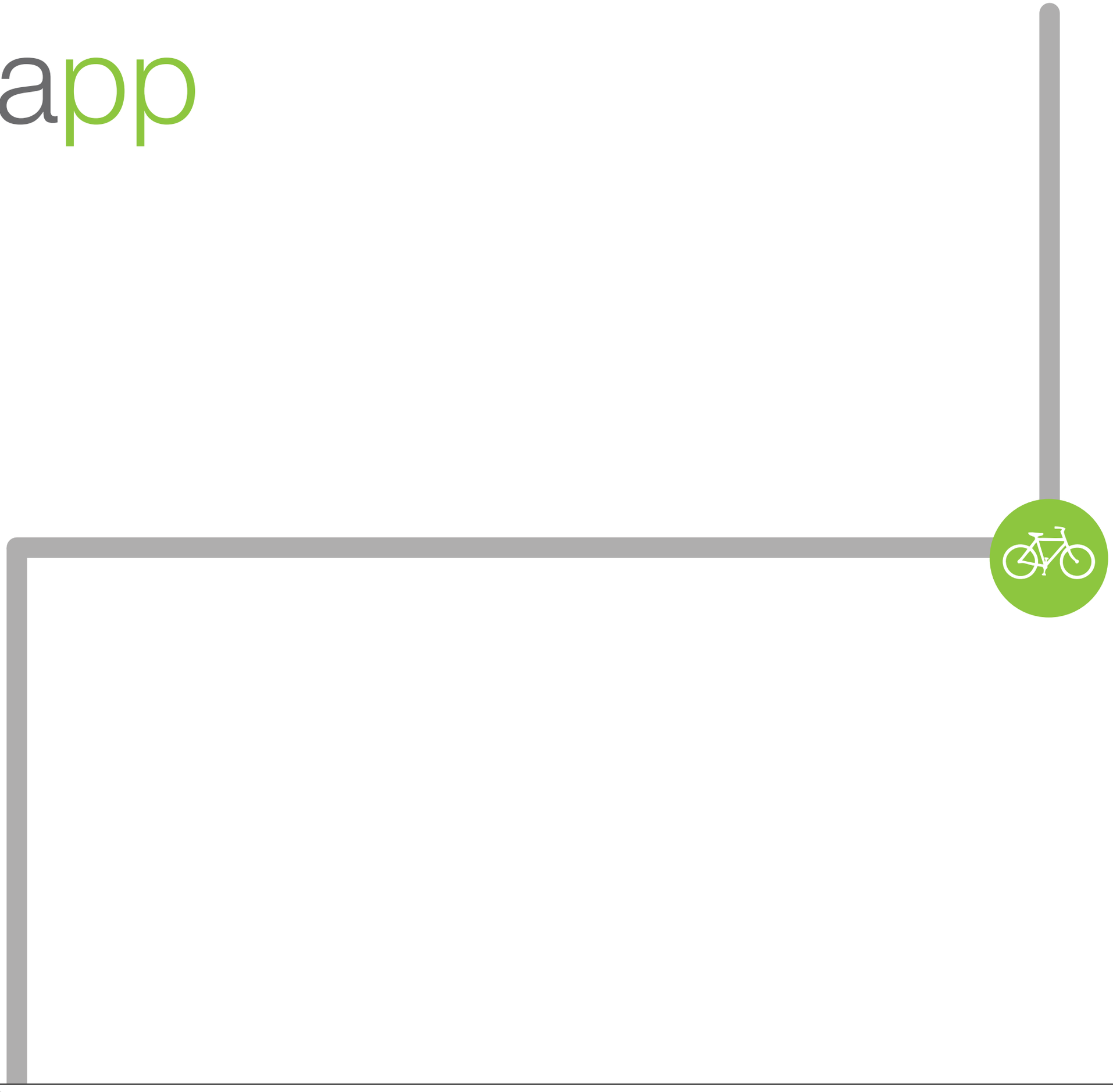
app

end



app

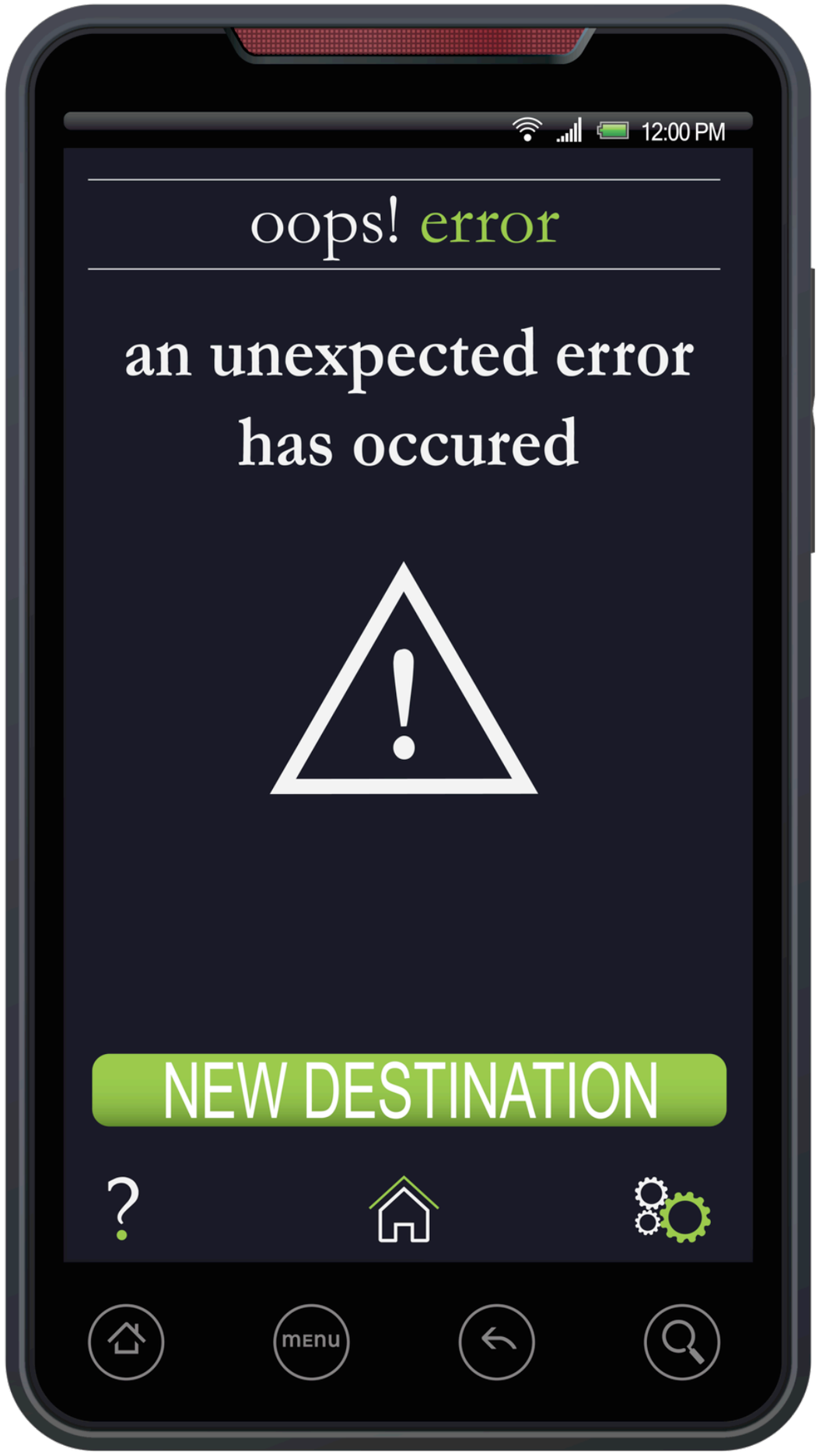
end



app

end

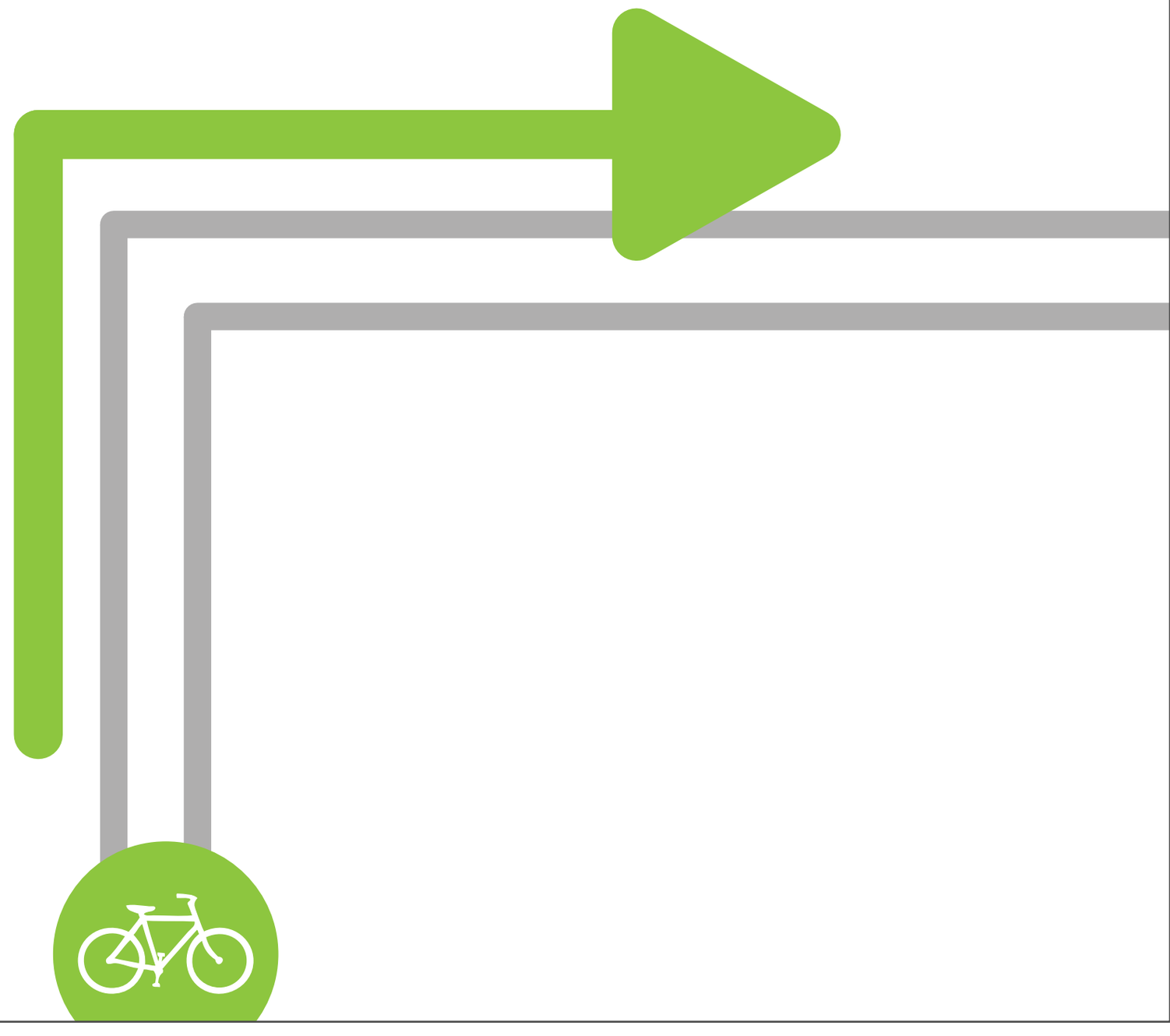
app


12:00 PM
oops! error
an unexpected error
has occured
NEW DESTINATION
?
menu

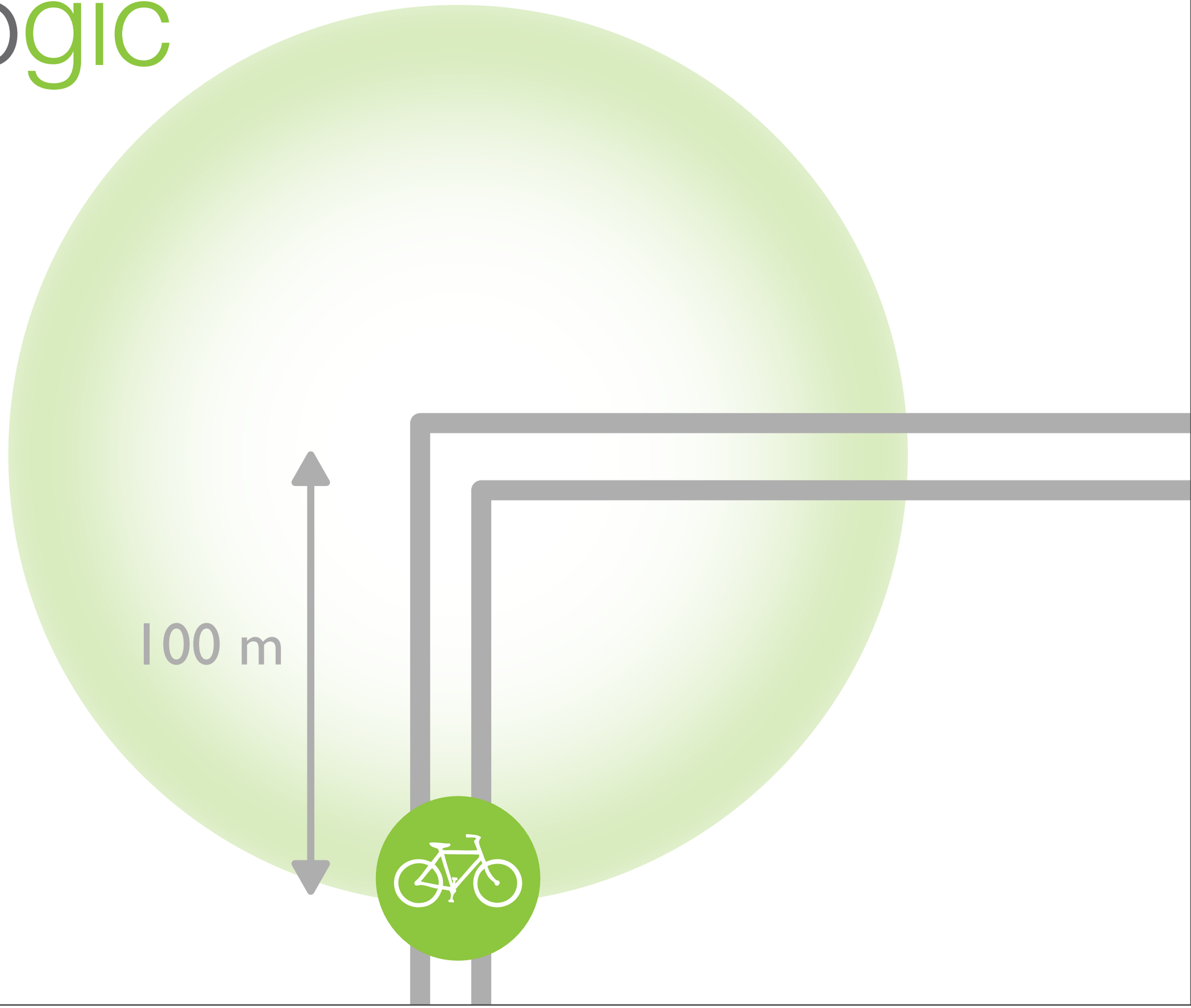
app

12:00 PM
destination reached
35 Powell St.
destination will be on right
NEW DESTINATION
menu

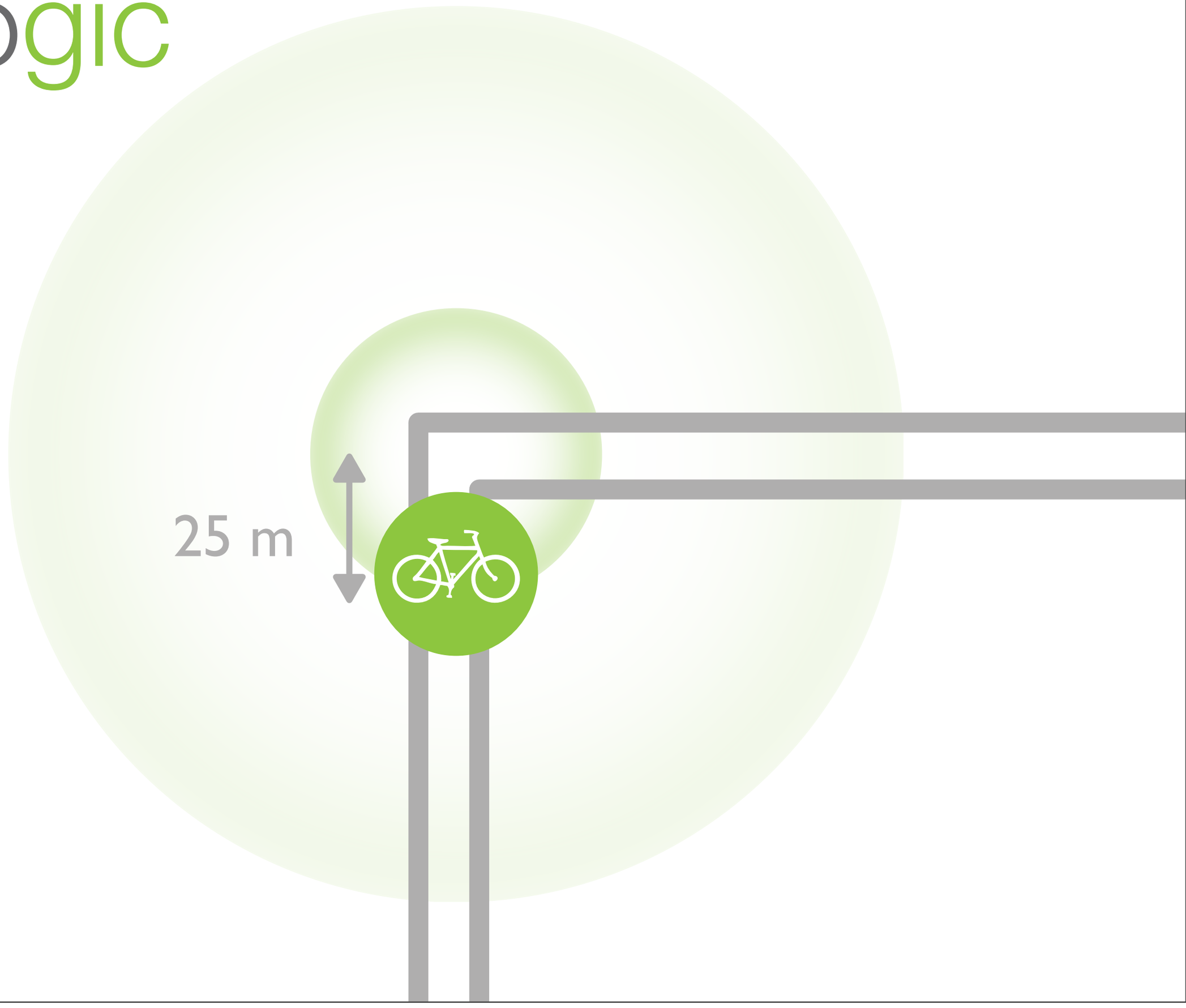
logic



logic



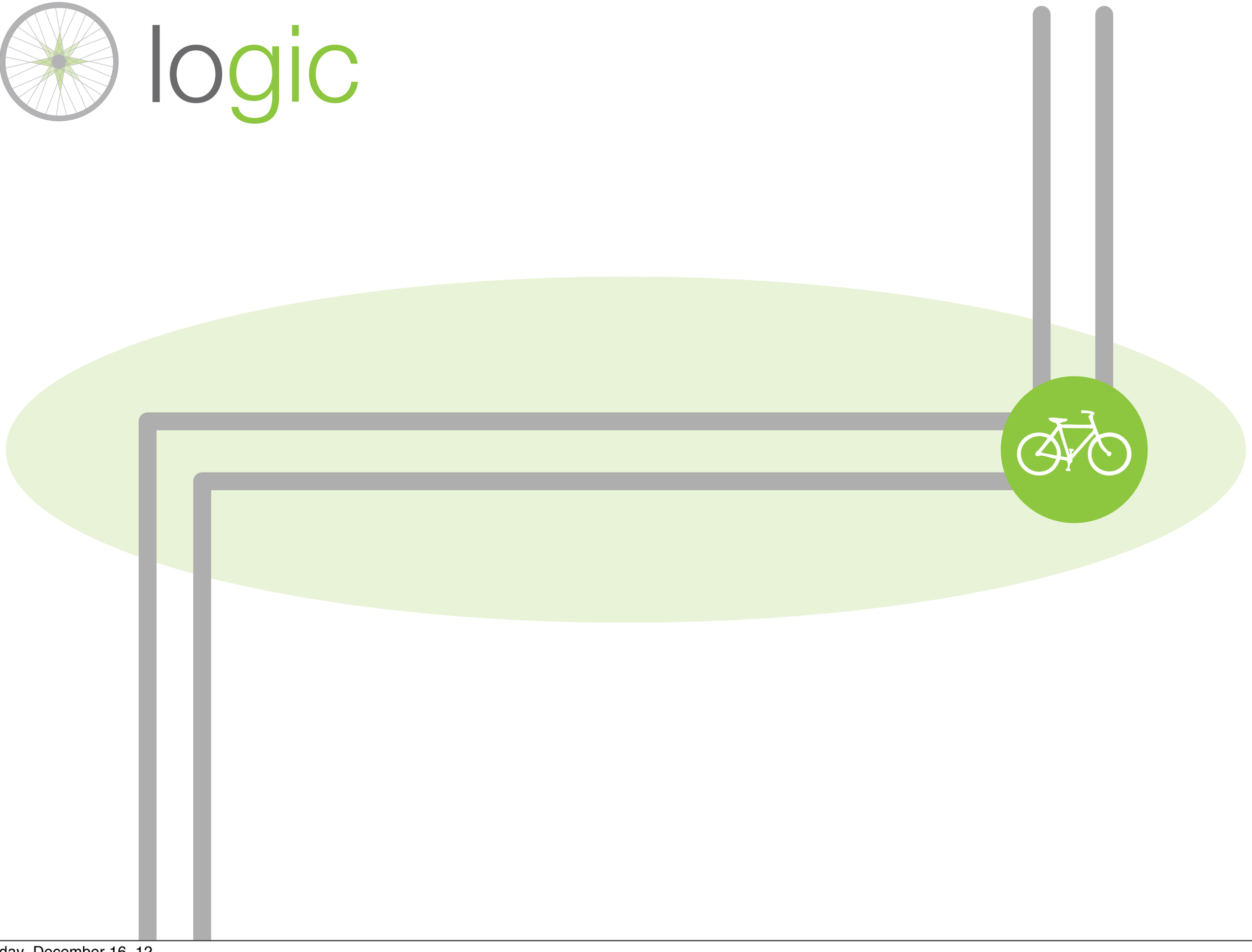
logic



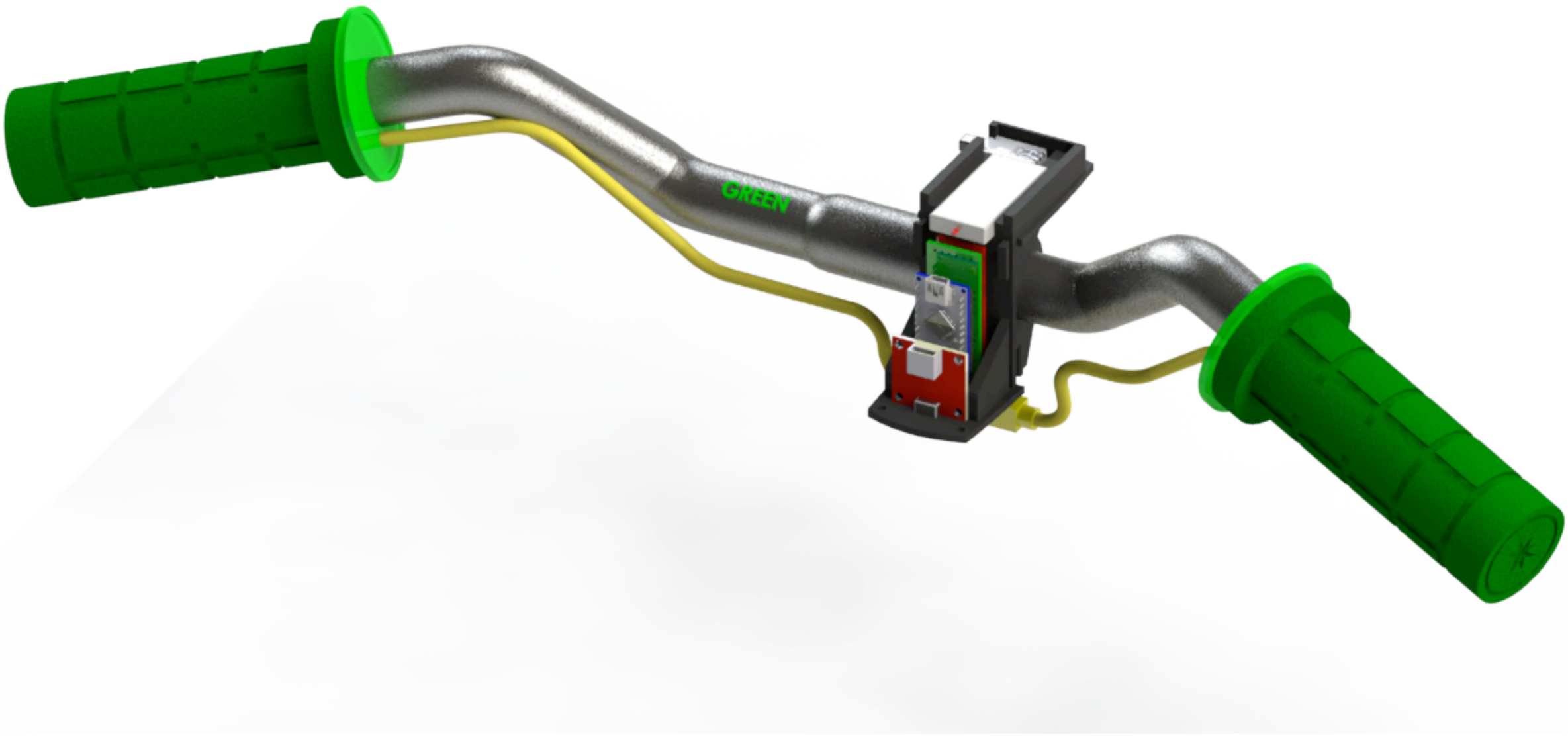
logic

logic

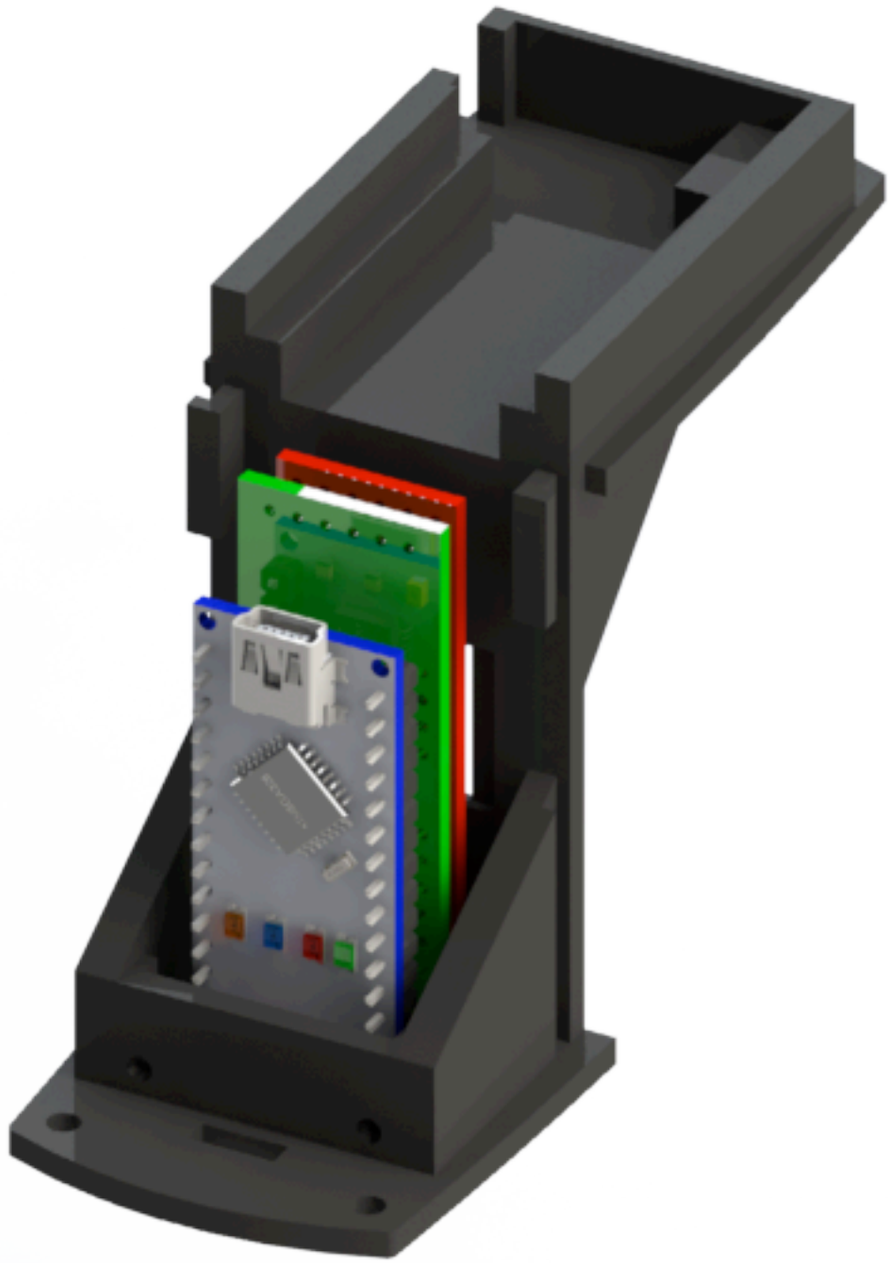
logic



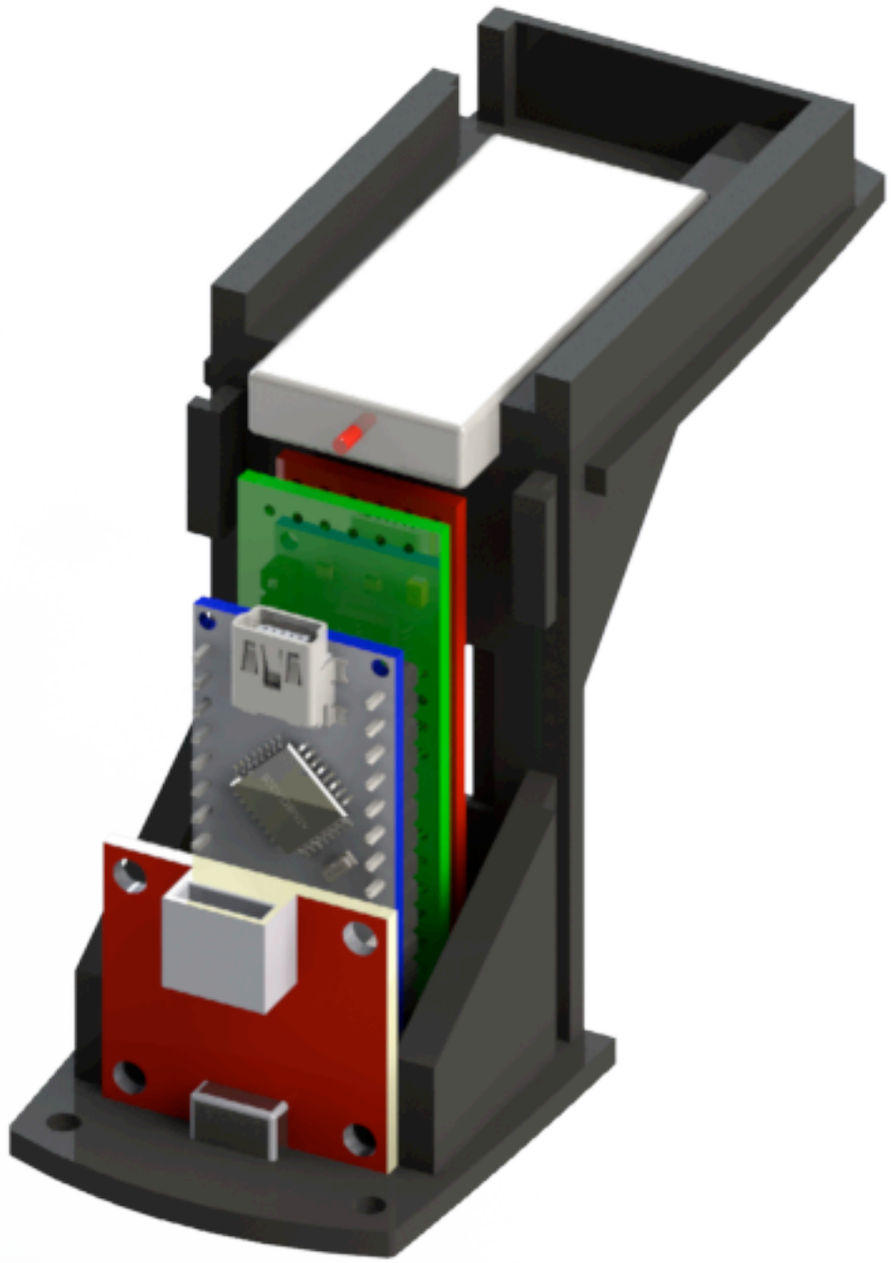
CAD model



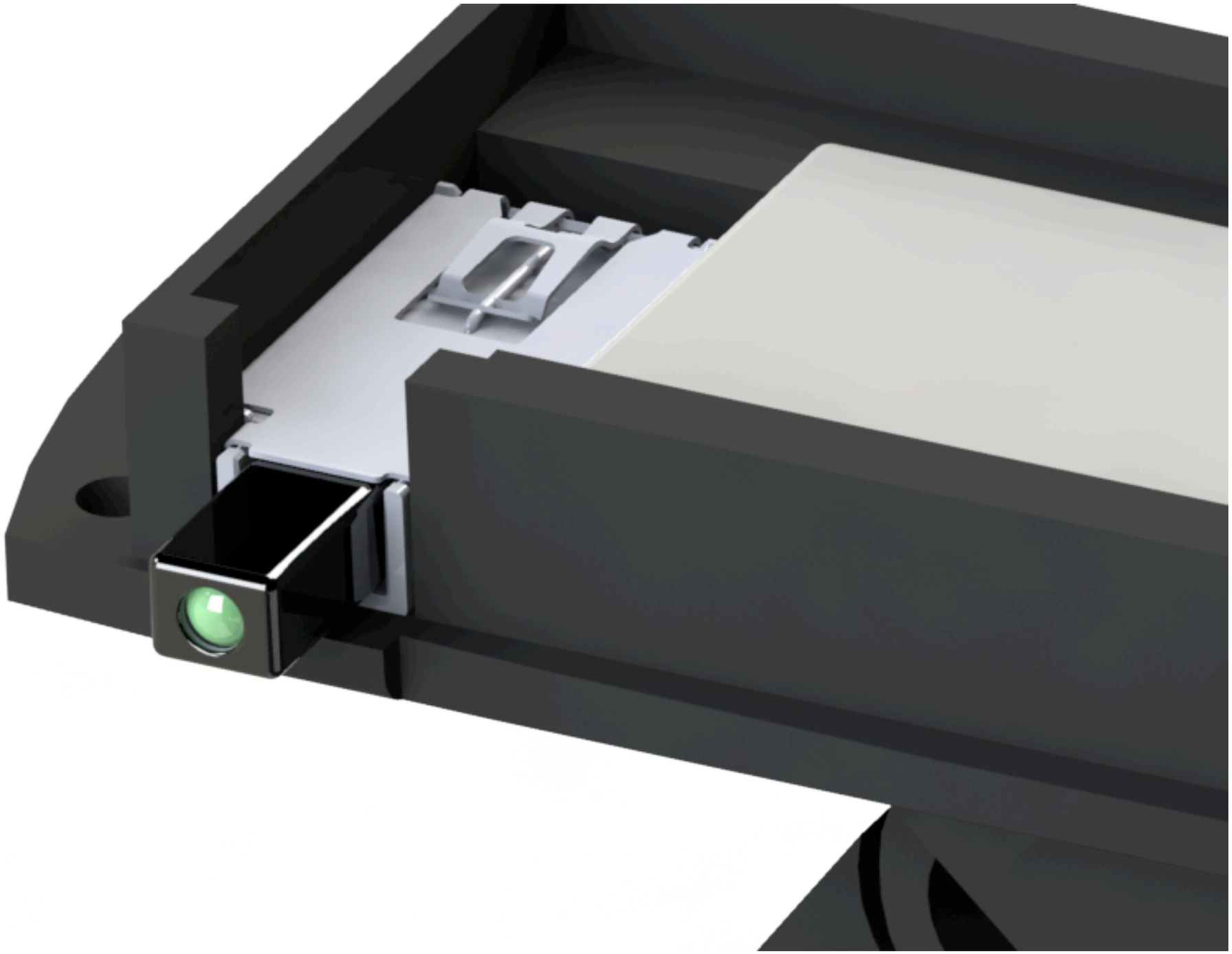
CAD model



CAD model

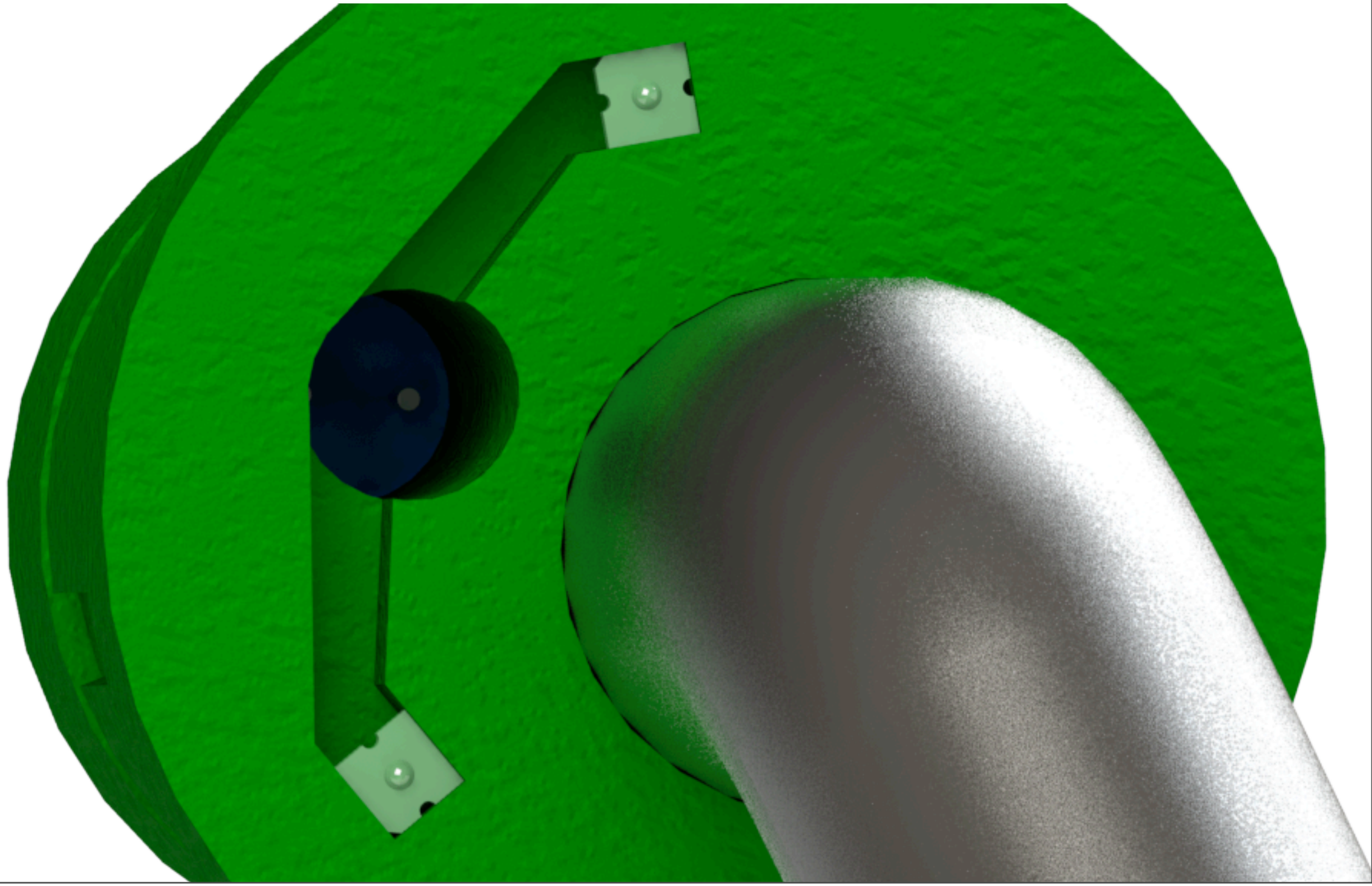


CAD model

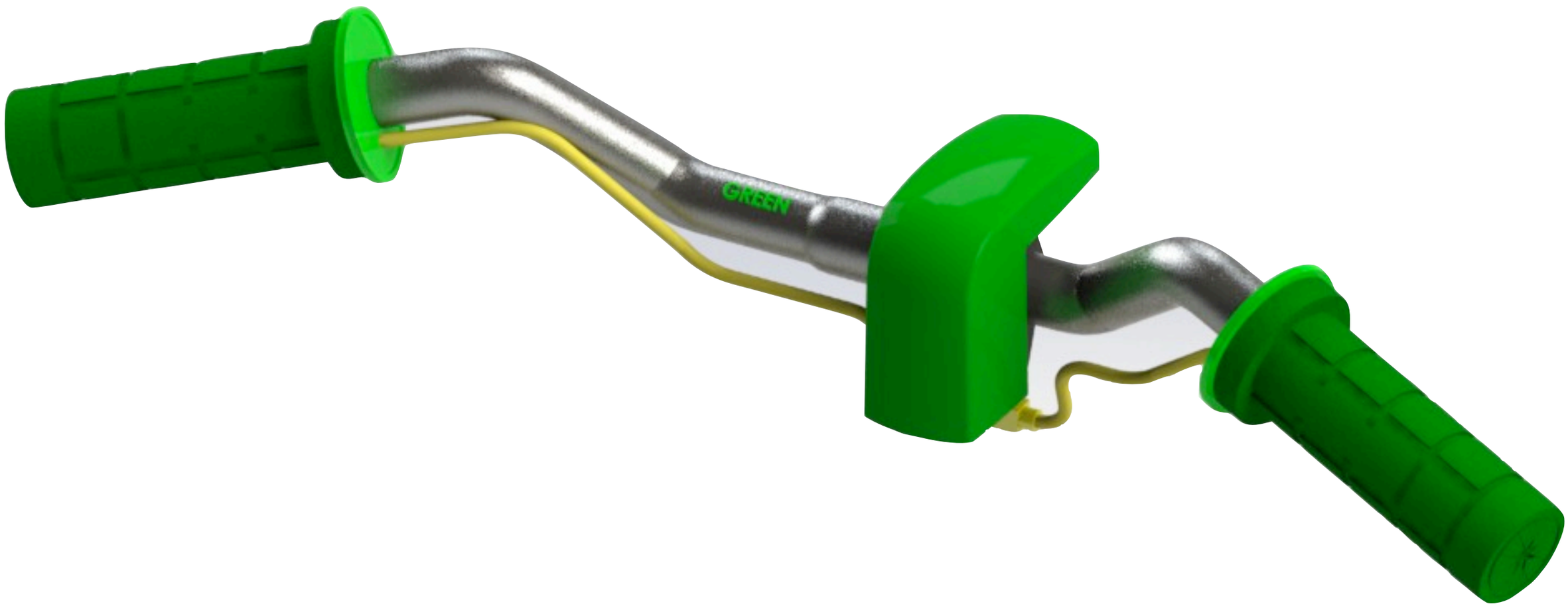


CAD model

CAD model



CAD model

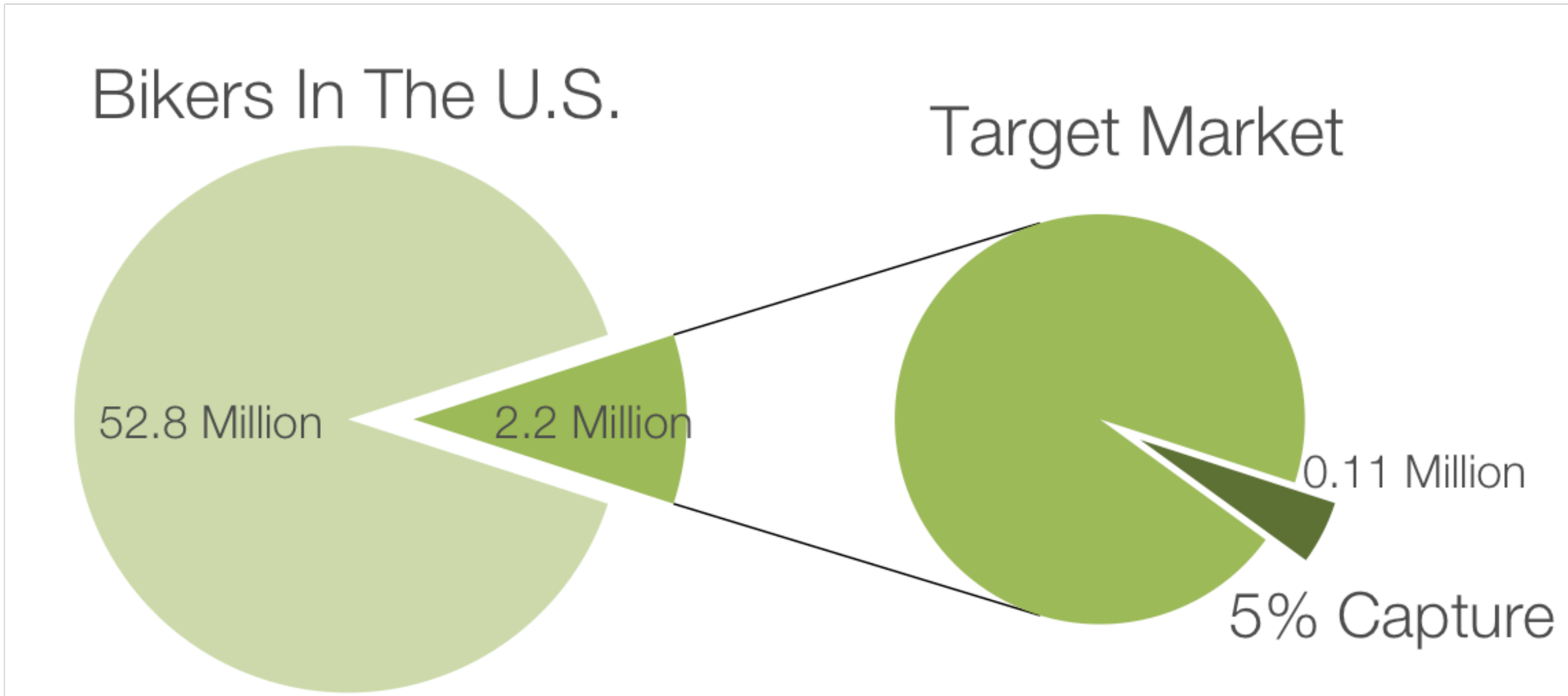


target customer

Uses bike as main means of transportation

Travels to new destinations

market size


Bikers In The U.S.
52.8 Million
2.2 Million
Target Market
0.11 Million
5% Capture

product comparison

RiderGuider

Phone Mount

Garmin Edge 800

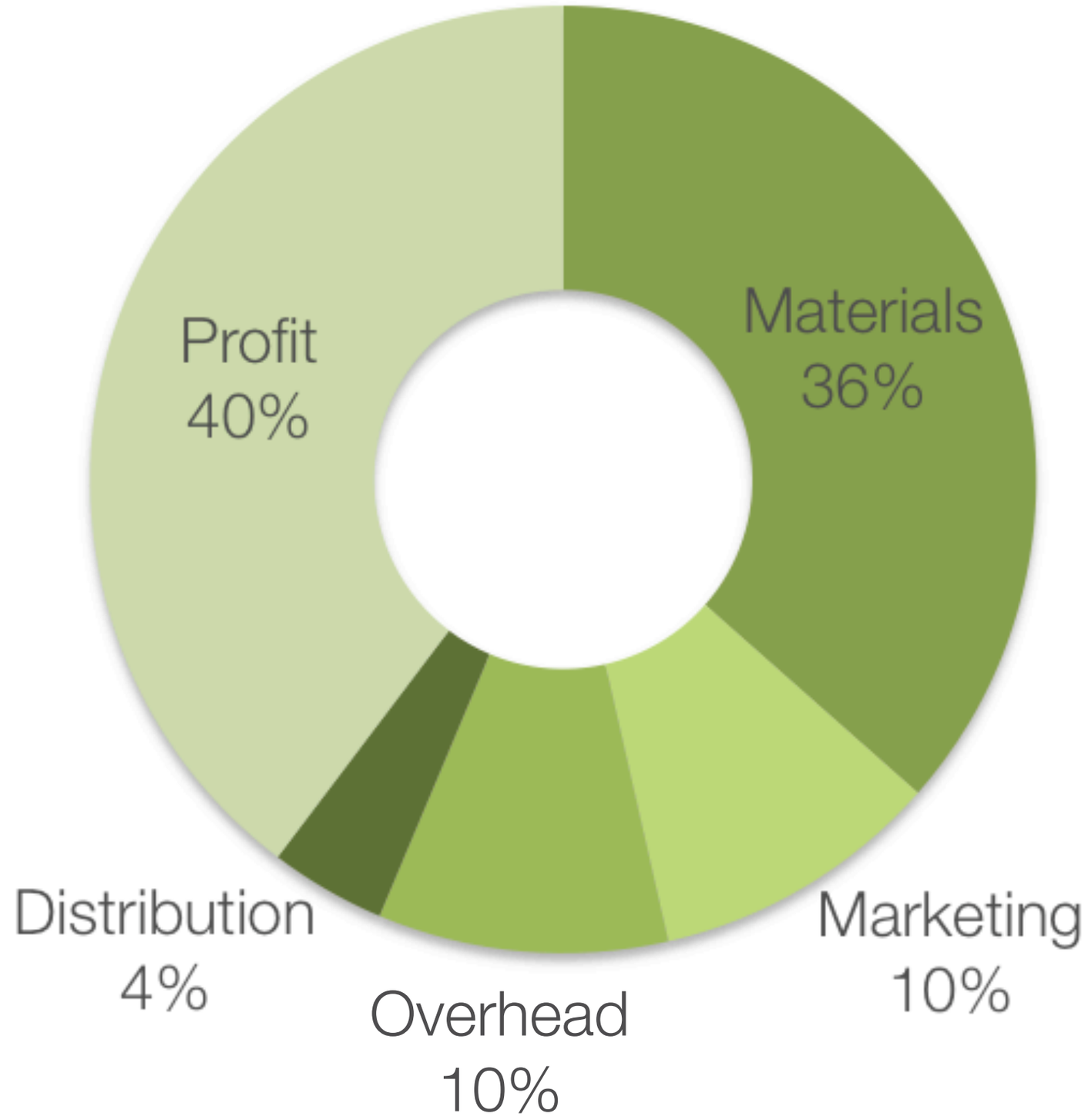
Paper Map

Headphone + App

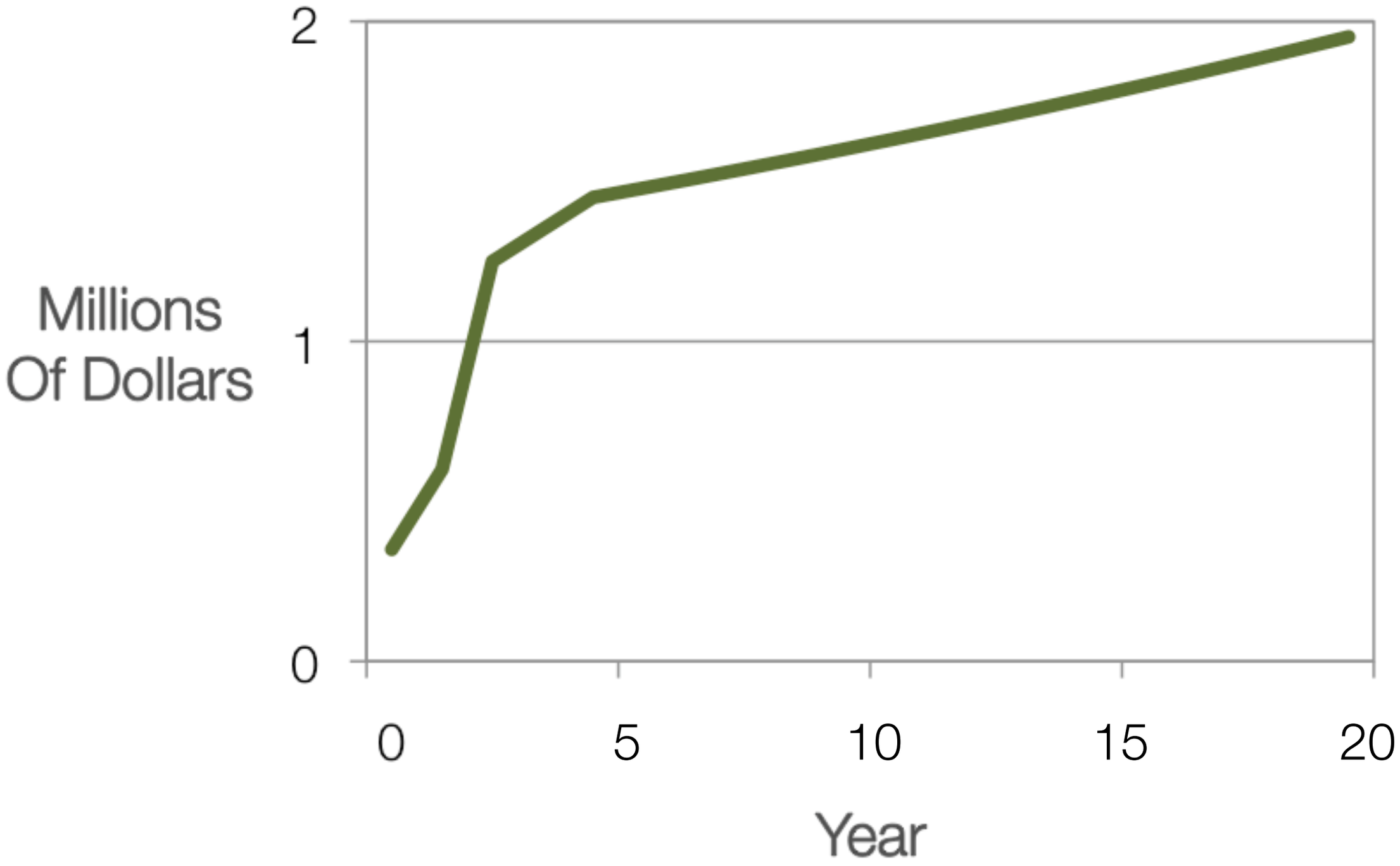
	RiderGuider	Phone Mount	Garmin Edge 800	Paper Map	Headphone + App
Safe	✓				
Convenient	✓				✓
Affordable	✓	✓		✓	✓
Easy to Use	✓	✓			✓

product price

Retail Price:
$50



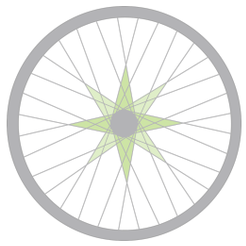
projected revenue

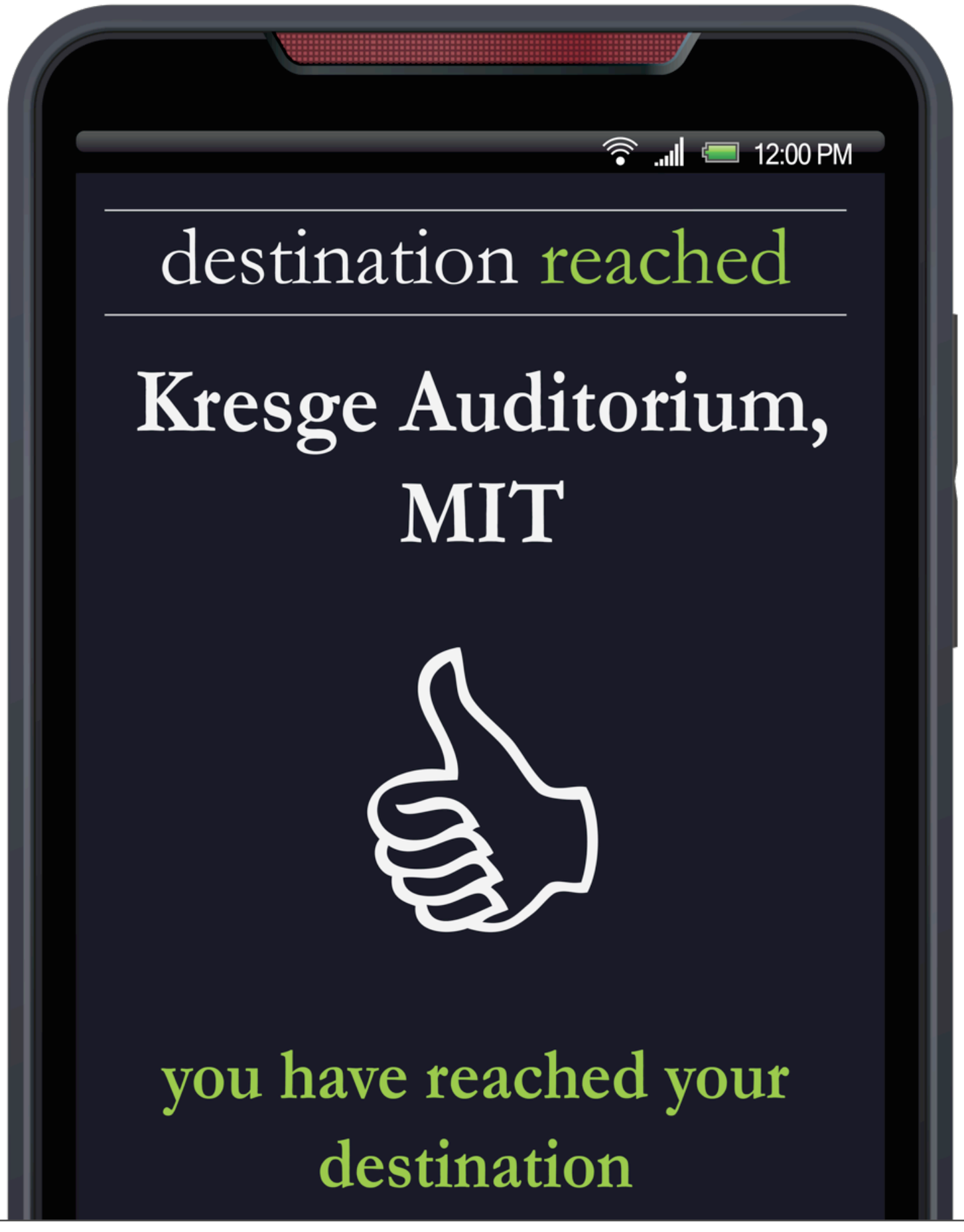


riderguider

thank you

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




12:00 PM
destination reached
Kresge Auditorium, MIT
you have reached your destination