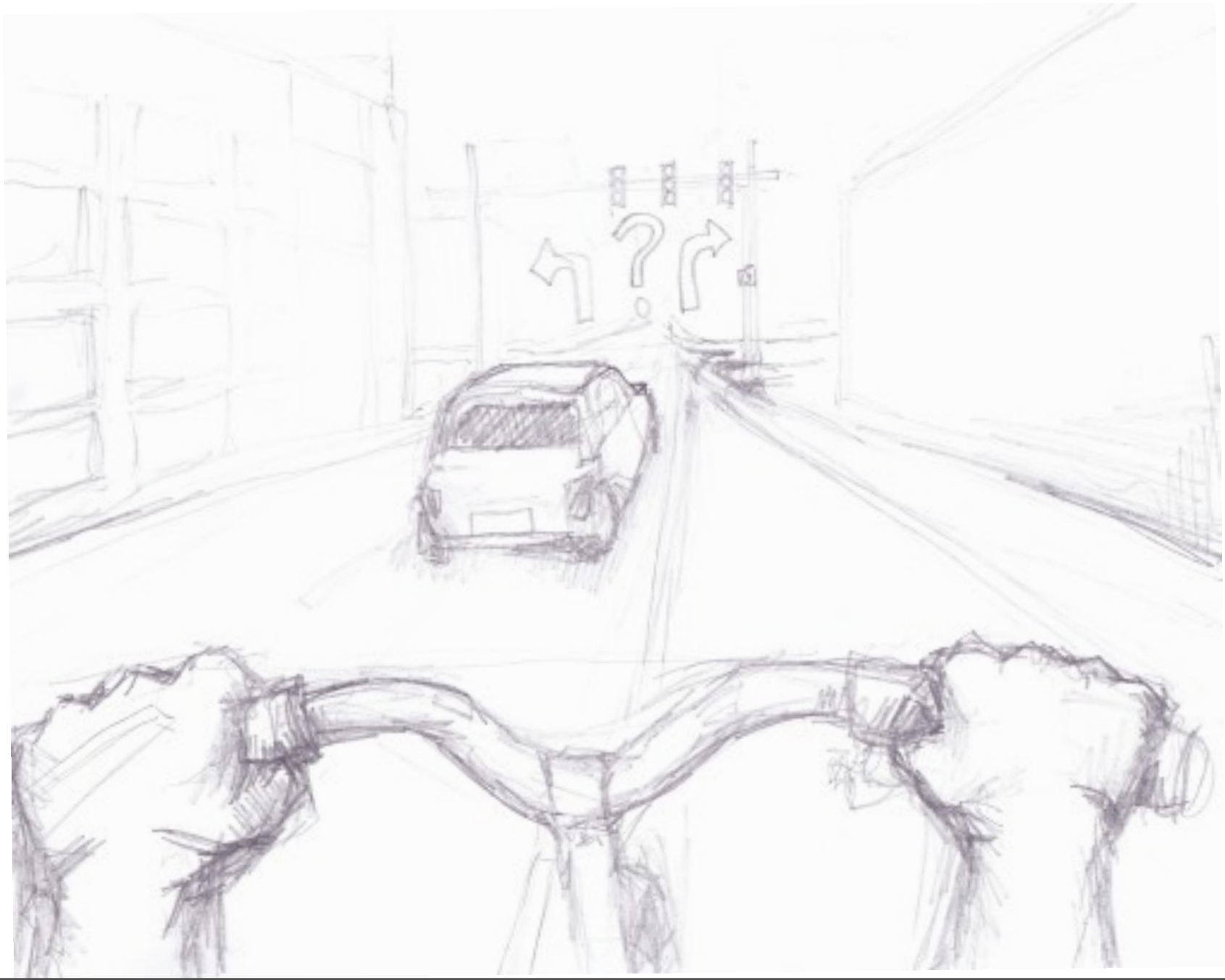
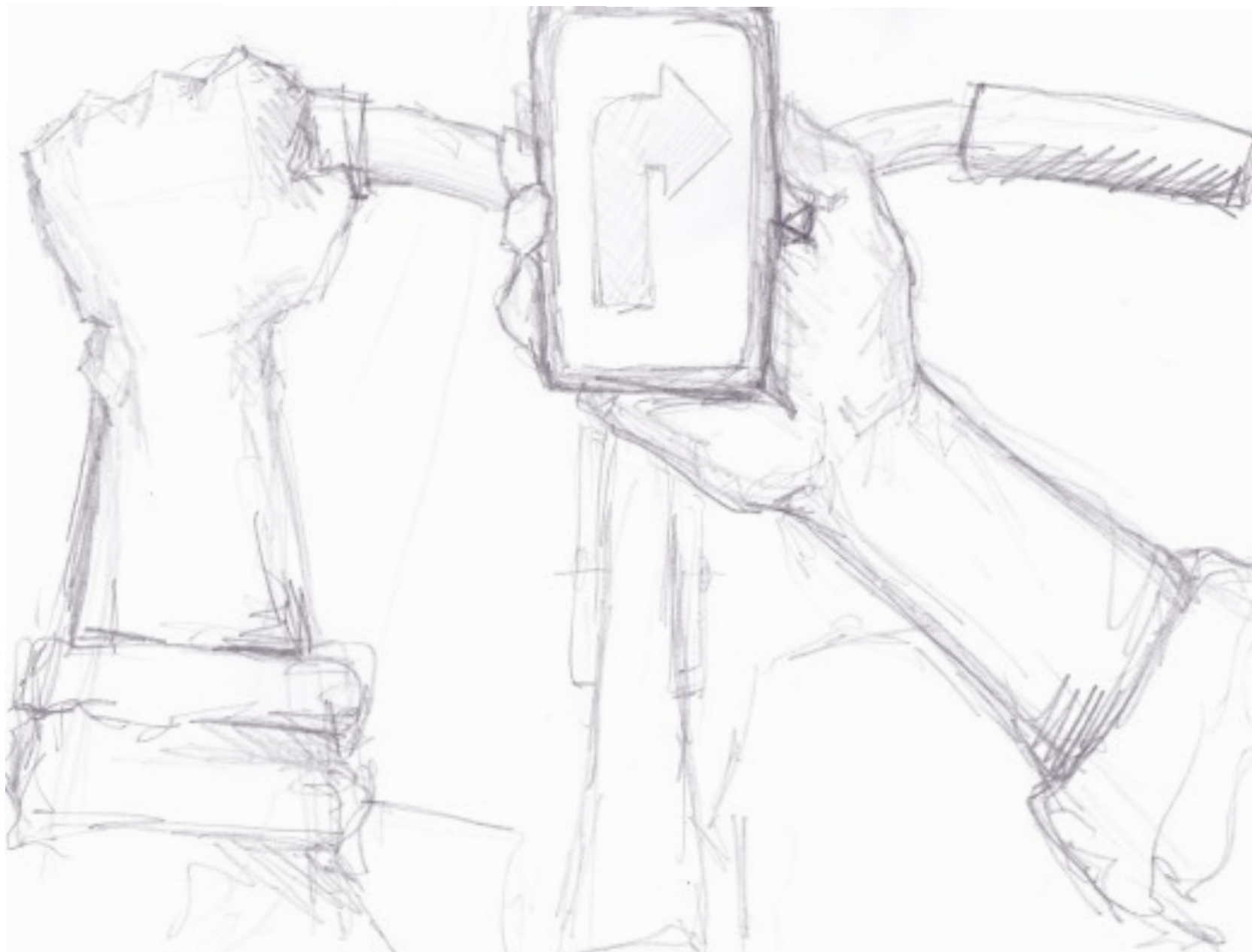




BIKE+
GREEN A







Friday, October 19, 12

BIKE+

40% use
navigation
on-the-go

BIKE +

NAVIGATION

TRANSLATION

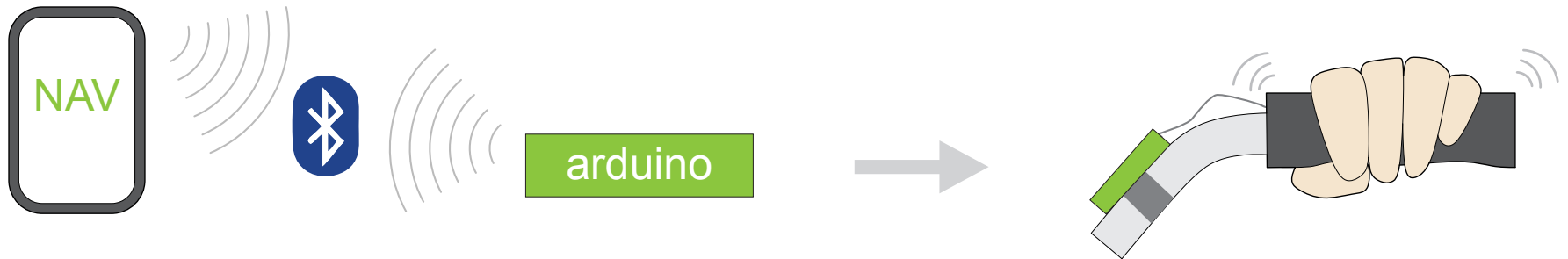
COMMUNICATION

BIKE +

NAVIGATION

TRANSLATION

COMMUNICATION



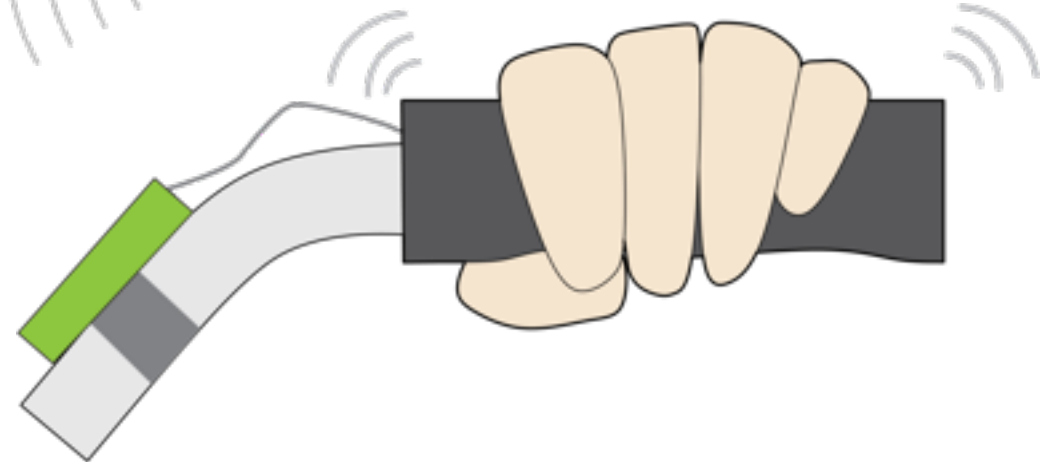


BIKE +

BIKE +



BIKE +



BIKE+ LANGUAGE

continue
enter
exit
head
slight
toward
turn
destination
merge
take
Left
Right
North
East
South
West



— vibration

Left

Right

Slight Left



Left



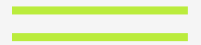
Sharp Left



Slight Right



Right



Slight Right



Destination



BIKE+ CONTRACT

UMBRELLA NEED	SPECIFIC NEED	SPECIFICATION	SOURCE/NOTES
Safety	Non-Distracting	Time eyes are off the road	< 2.5 seconds
Safety	Hands-free	Need to take hands off handlebar	No
Convenience	Accommodates missed turns	real time updates	yes
Usability	Signals easy to learn	Commands in language	< 10
	Does not add too much weight to bike	Weight	< 4 oz
	Usable for long periods of time	Power Consumption	< 4W
	Affordable	Cost	< \$100

BIKE + NEXT STEPS

android app

type of mount

narrowing customer base

testing to improve language

communicating upcoming turns

BIKE+ QUESTIONS?

