



redB Duo Seat

allows you to bring your
friend while you bike

who?

recreational bikers
college students
city tourists



see it in action

how?



bike seat
attachment



is it feasible?



challenges?

1. various mechanisms for how one seat transforms into two
2. what about feet and hand position

mechanisms

(1) swing-out

(2) pull-up

(3) pull-out

foot placement



alternate passenger position



market?

revenue in bike industry: **\$6.1B**

profit: **\$250M**

projected annual growth 2012-2017: **2%**

bicycle parts and accessories: **5%**

dick's sporting goods: 16% of market

future development?

robustness

compatibility

redB**questions?**

Duo Seat

Lumenbrella