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
redBQuestions?

Duo Seat

Lumenbrella