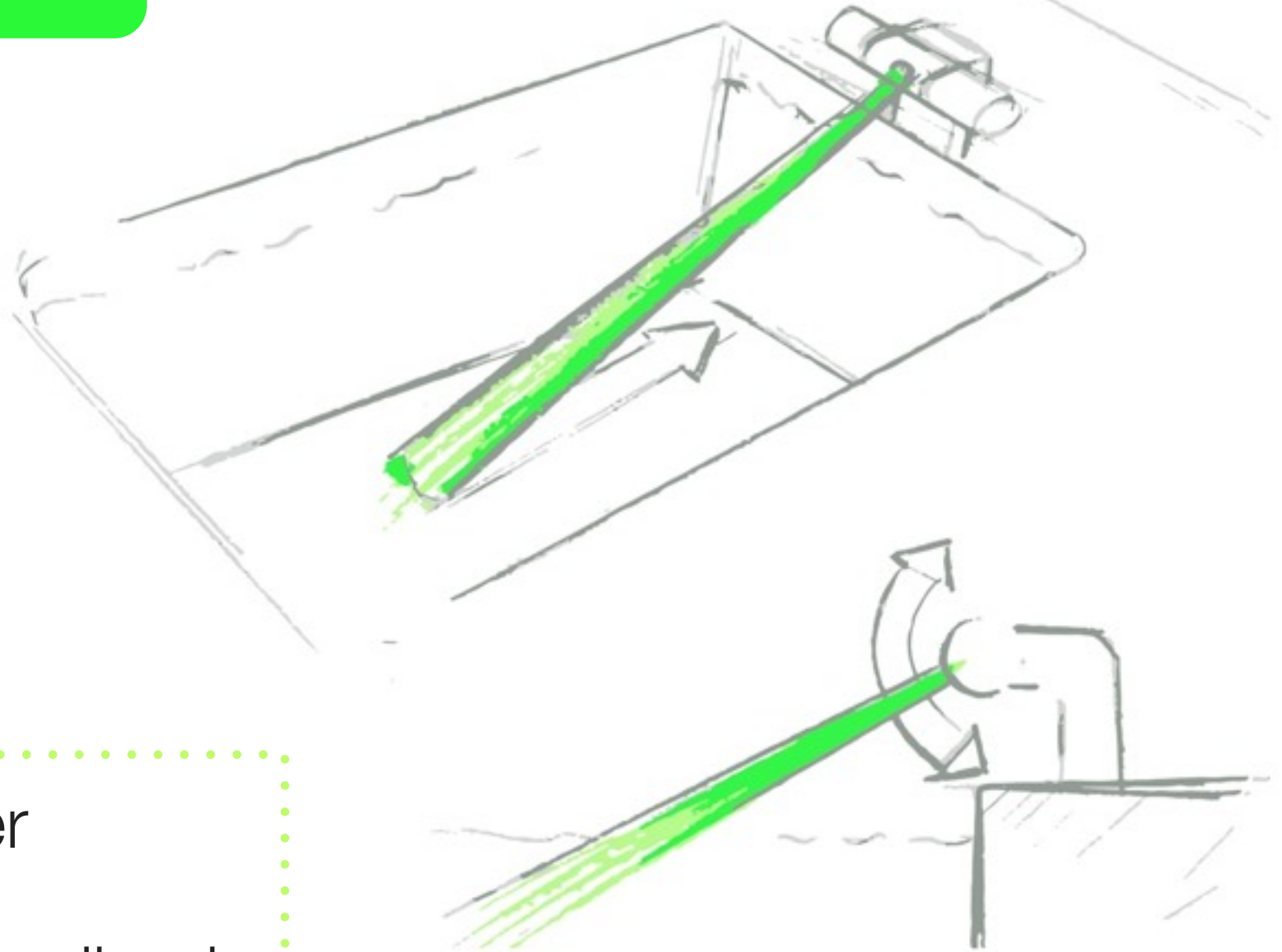


Pacer Laser Mockup

Vision



Pacing laser

Real time feedback

Need



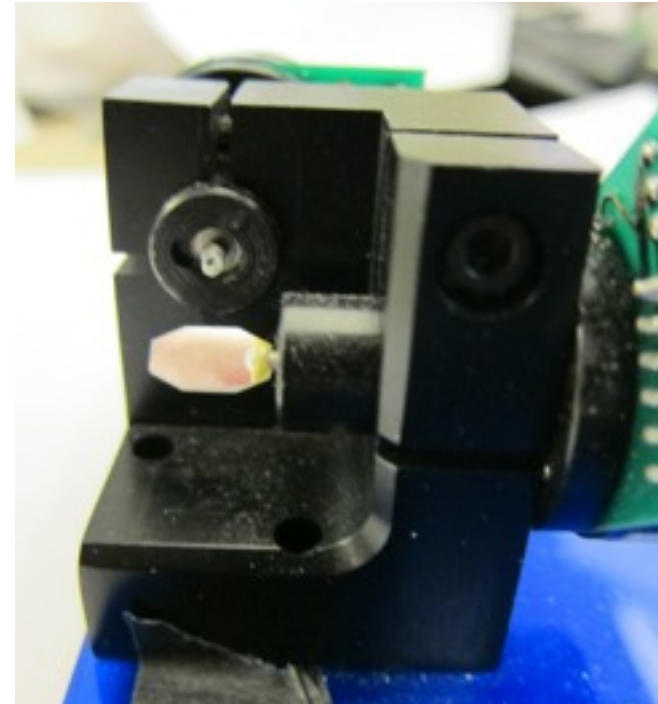
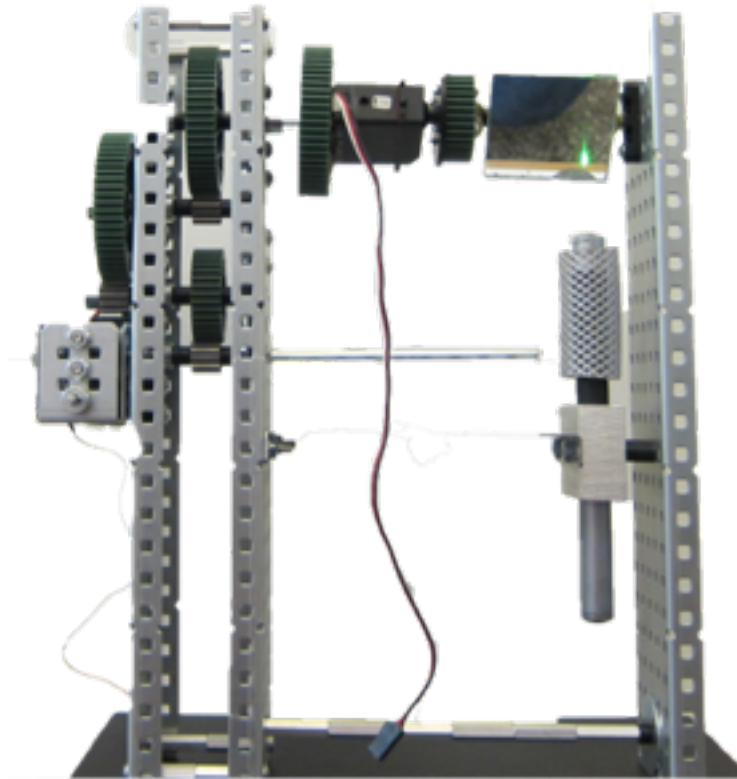
Product Contract

Description Portable **laser** pacing device for swimming

Customers **Triathletes**

Market **Sports** training

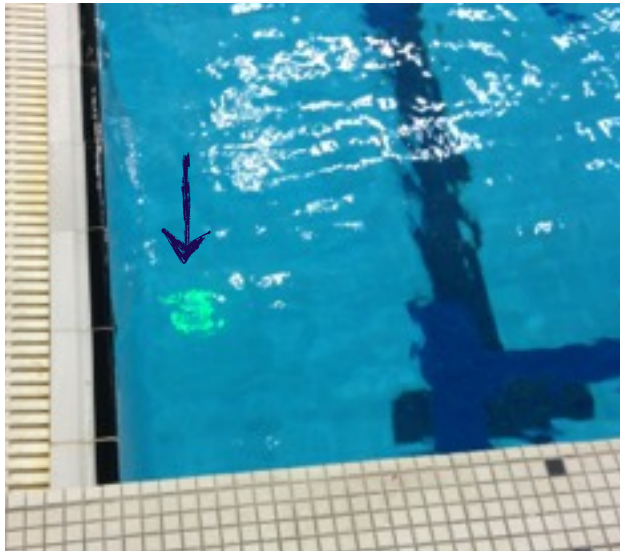
Risk 1



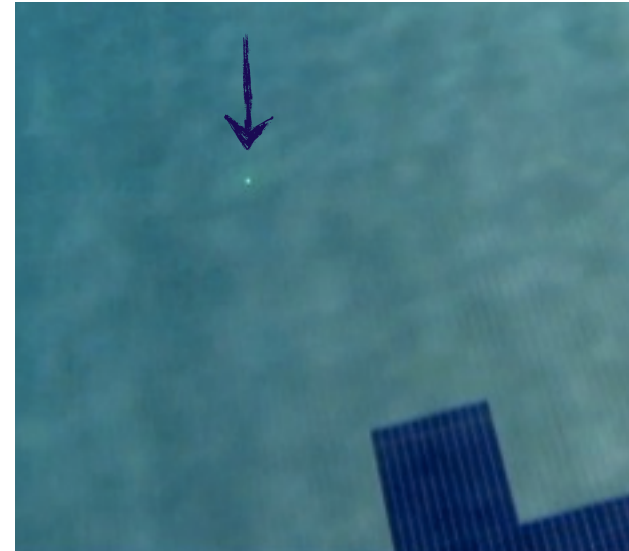
Customer Need	Product Attribute	Engineering Specification
Constant pace	Precision	Laser must maintain constant linear speed

Risk 2

Above water



Under water



Customer Need	Product Attribute	Engineering Specification
Visible to swimmer	Visibility	Display must be visible by human eye at 25m from mounting wall

Risk 3

Disposable
Alkaline



Rechargeable
LiPo



Customer Need	Product Attribute	Engineering Specification
Will operate wirelessly for entire workout	Battery life	Total battery life greater than 2 hours

Customers



Health Clubs



Triathletes

Users

Long distance swimmers

Testers



MIT Triathletes

Next Steps

waterproofing

poolside
attachment

pool bottom
profile

recharging