

InstaPump Mockup

Vision

Portable CO₂ pump with integrated pressure gauge for sports balls or bikes

Intended
Customers

Sports coaches & equipment
managers; or, regular cyclists

Market

Sports or bike accessories

Existing Products

for sports balls



Champion Sports
Economy Electric

\$70

4.5 pounds

Source: Amazon

Existing Products

for bike tires



Portable Hand
Pumps

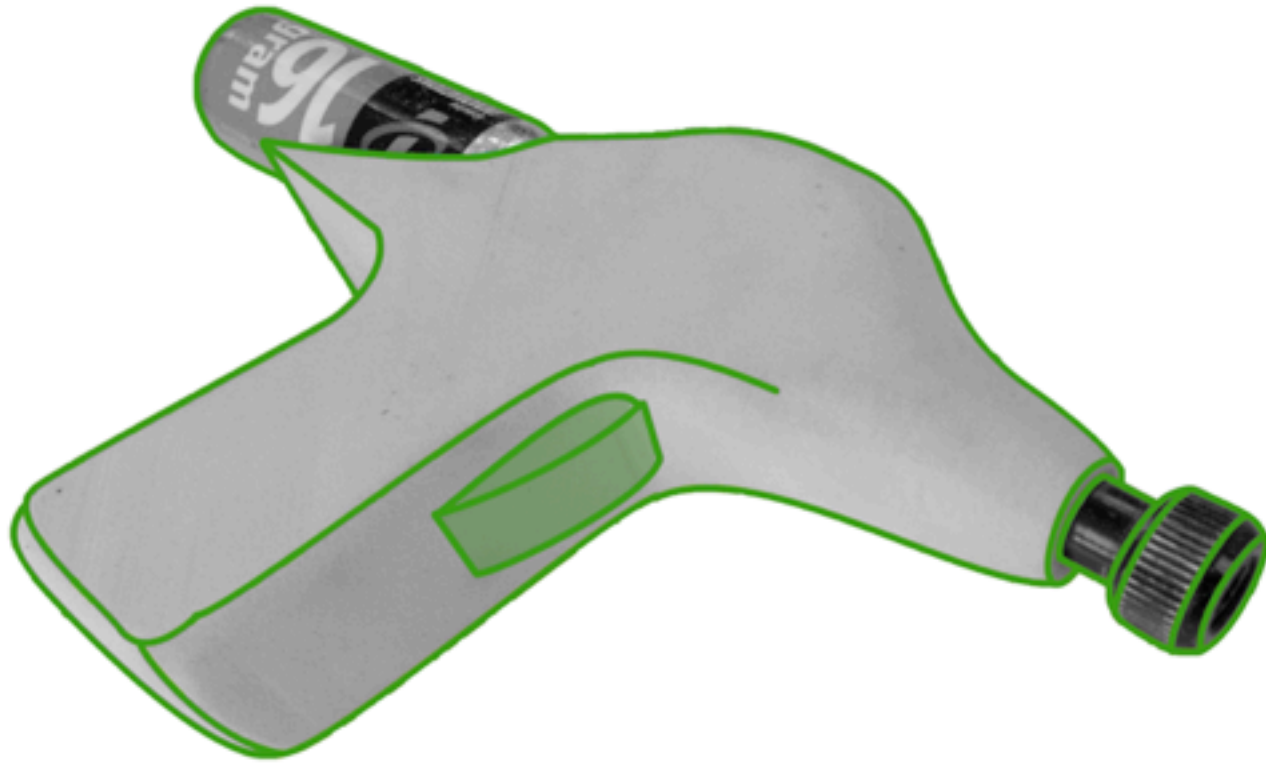


CO₂ pumps



Pressure Gauges

Product



Alternative
form factors



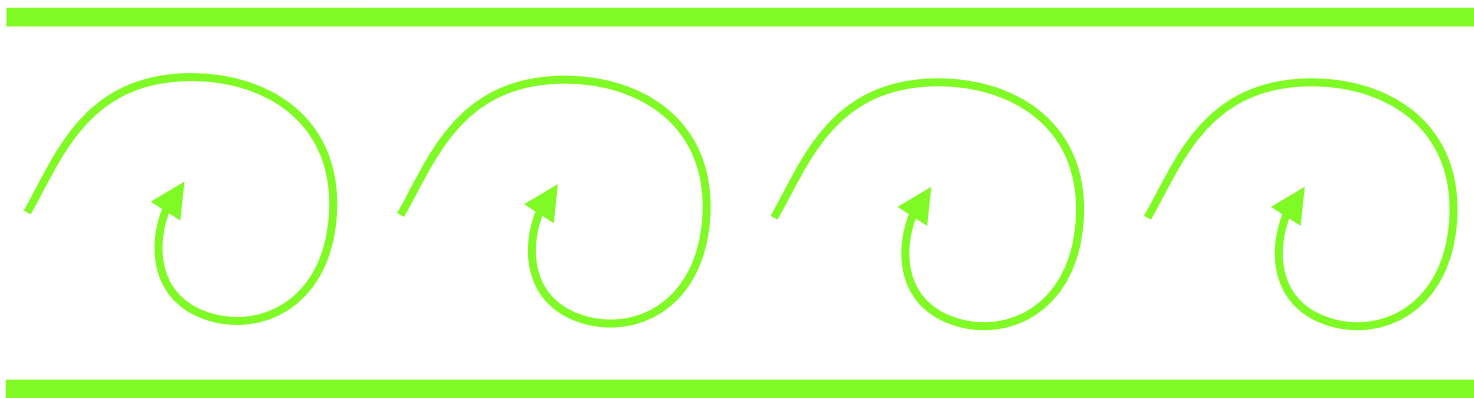
Risk 1

puncturing CO₂ canister ✓



Risk 2

continuous monitoring
of air pressure



Customer Needs

Bikes

individual cyclists

fill up entire tire or "top off"

130 psi

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precision, portability, style

Sports balls

team assistant/coach

"top off" a ball

5-9 psi

\$\$

precision, portability, cost

Next Steps

fully investing in one
market

designing value to
suit our needs