pacer laser

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concept

- single lane
- laser
- multiple pace settings
- pool floor projection
sketch model

- visibility
- rotation
- optimal location
sketch model - outside

- Practical Location
sketch model - outside

- Reflection
sketch model - inside
sketch model - inside
sketch model - inside
US market

target groups
  - 500,000: professional (A)
  - 500,000: triathletes (B)
  - 40,000,000: >6x swims/year (C)

customer base

\[ 1\% \times A + 10\% \times B + 1\% \times C = 400,000 \]

market size

Cost of $300 \times 400,000 = \$120 \text{ million}
benchmarking

Laser v LED
Bulky Parts
Expensive wires

Pacer2Swim
$500
benchmarking
next steps

- waterproof testing
- pace modulation code
- UI design
- market surveys
questions?