



Retrofitable Automatic Longboard brake *to prevent runaway boards*

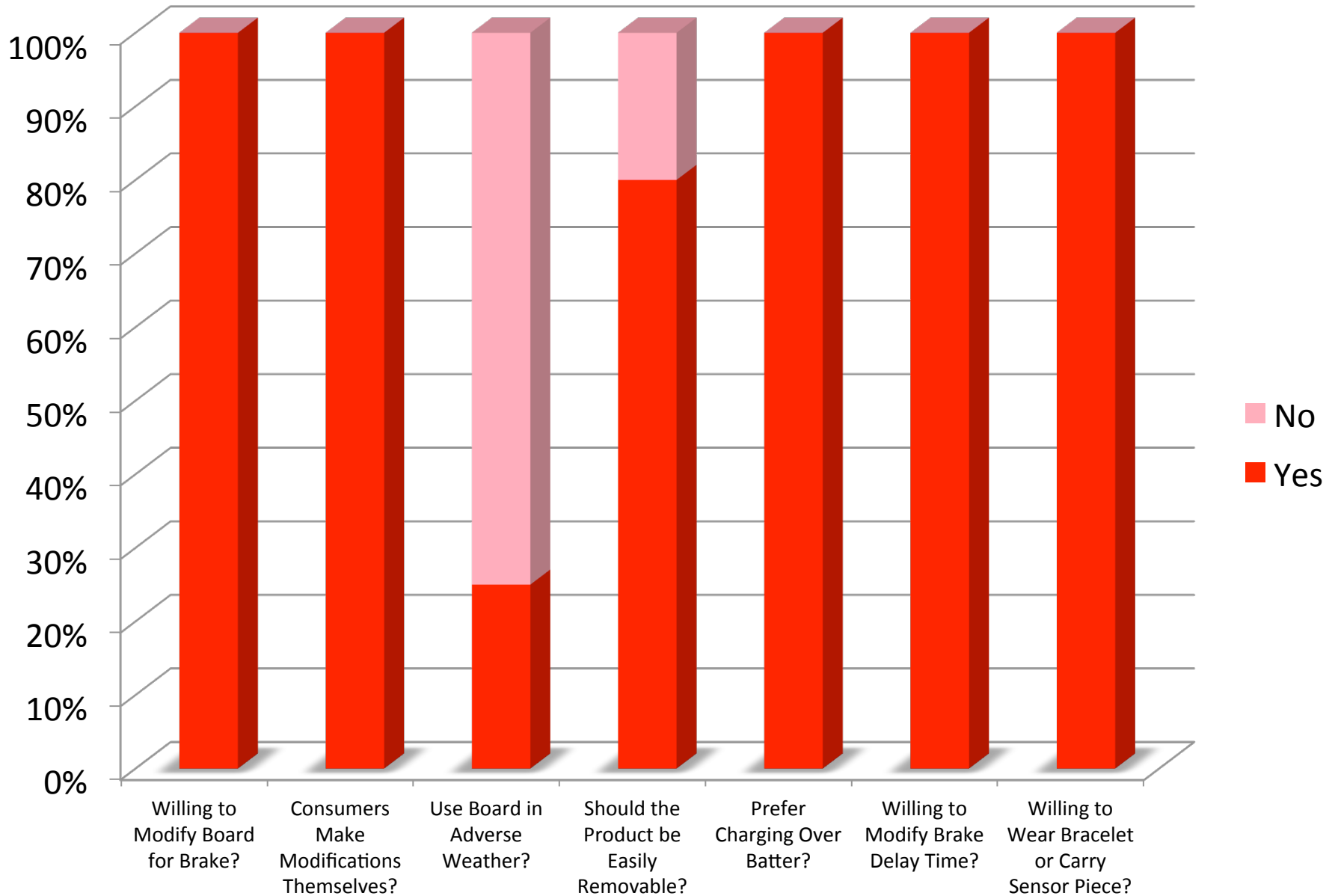
Intended Market: Longboard Accessories

Intended Customers: College Students/Young Professionals using longboards for commute

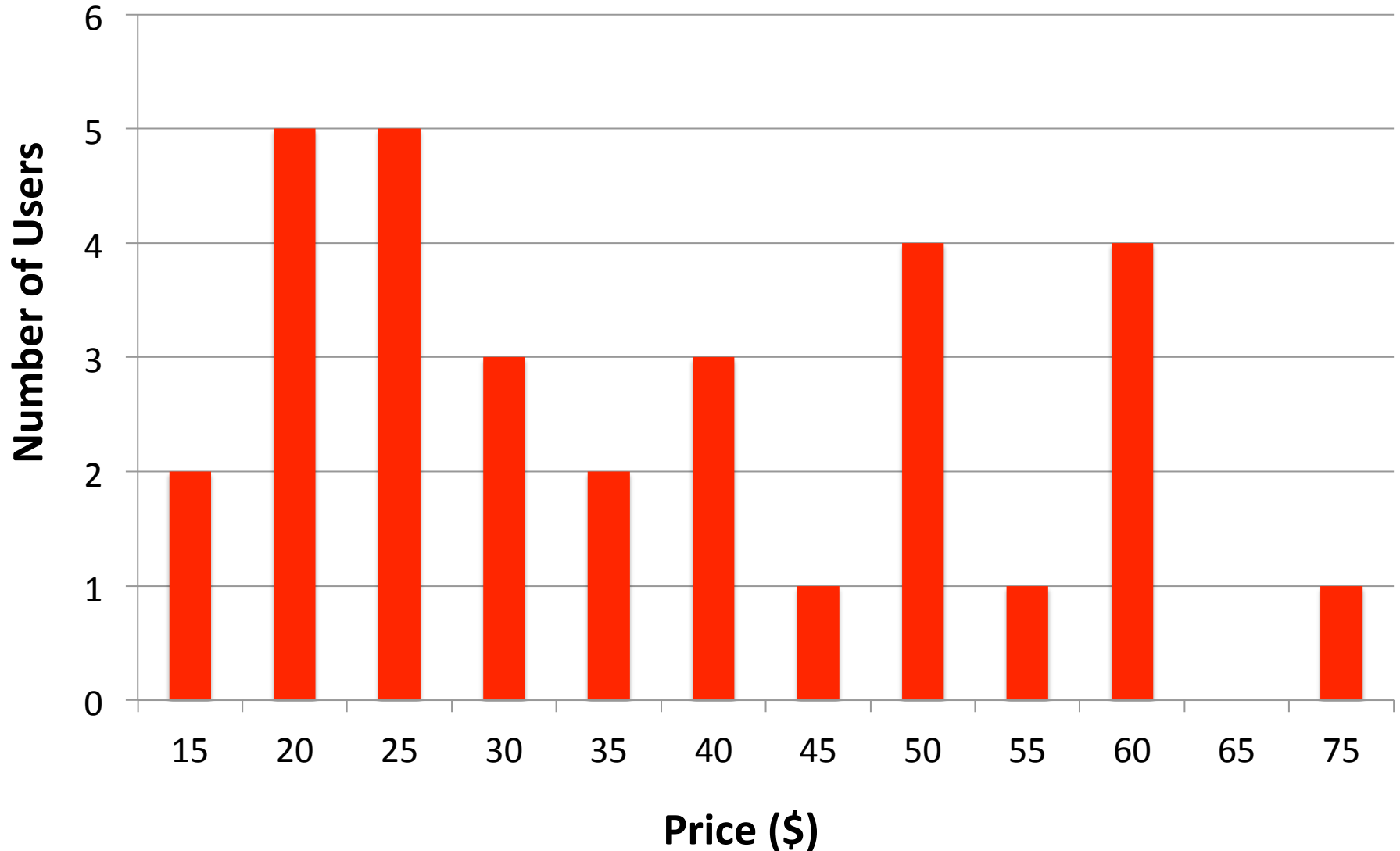
Target Price: \$40

Customer Needs	Product Attributes	Engineering Specification
Device doesn't affect the user riding experience	Size	Maintains existing board dynamics by having profile of 3 in length by 2 in width by 1 in height
Device doesn't affect the user riding experience	Weight	Device weighs less than 2 lbs
Device can Integrate with existing hardware on longboard	Ability to attach/detach	Can be removed and attached within 10 minutes.
Device can be activated when needed	Switch	Actuation system can be turned on or off
Device could be used in adverse weather conditions	Water resistance	Have a IP-44 rating
System can run during a day's use	Battery life	Battery life of 40 hours of continuous use

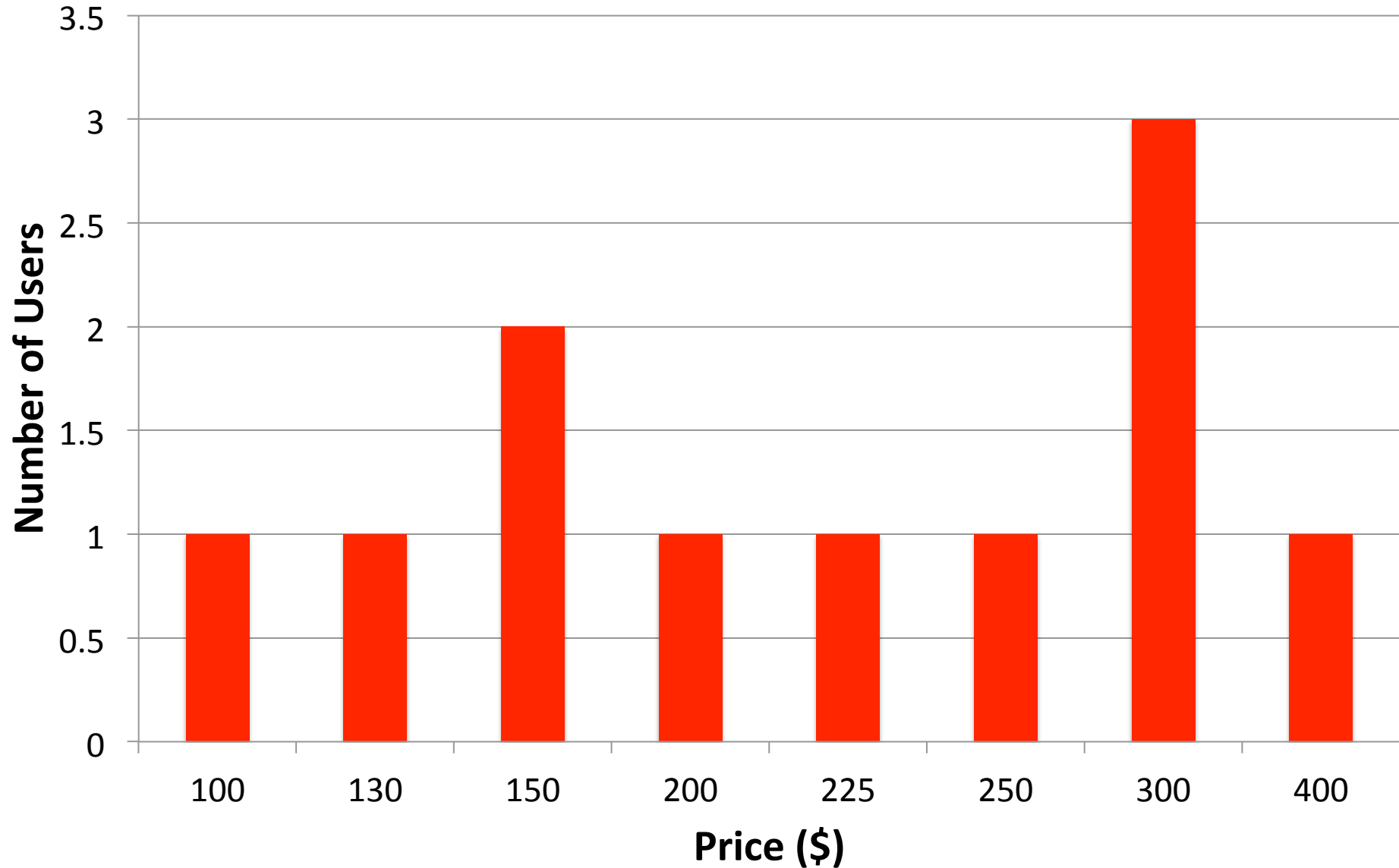
Customer Surveys



Retrofittable Braking System Consumer Price Survey



Integrated Board With Braking System Consumer Price Survey



Customer Interview Quotes

- “Seems very useful for long boaders but not skateboarders. Definitely something I can see people buying from our stores!” – Orchard Skateshop
- “Definitely think it is useful and there is a huge need for it. Practical!” – Orchard Skateshop
- “Helpful. It seems cool since runaway boards can end up damaged quite often.” – Mechanical Turk Feedback

Distribution Channels

- Stand Alone Websites
- Smaller Local Companies
- Licensed Distribution
- Major East Coast Distributors