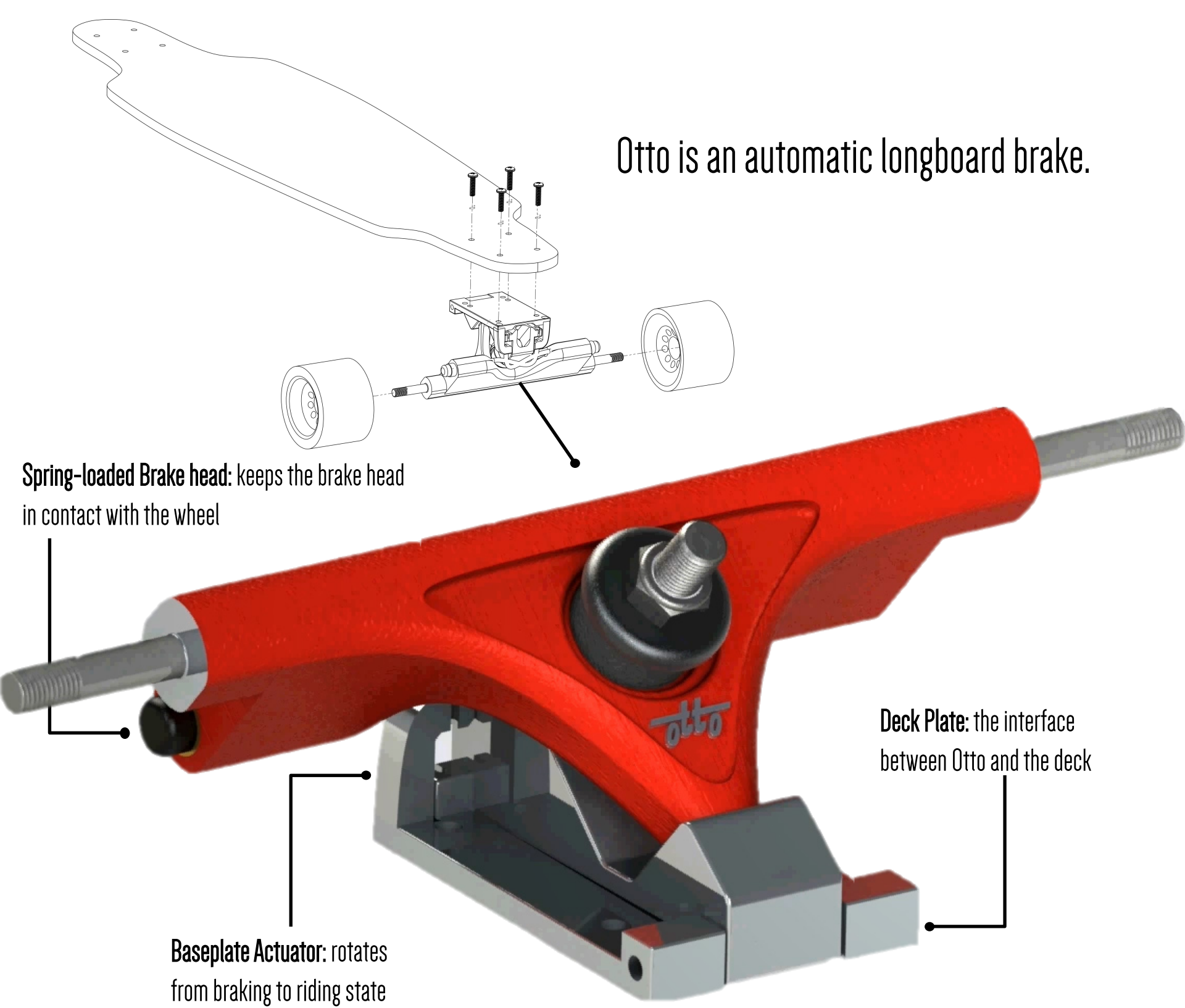


otto

Brake, not Break.



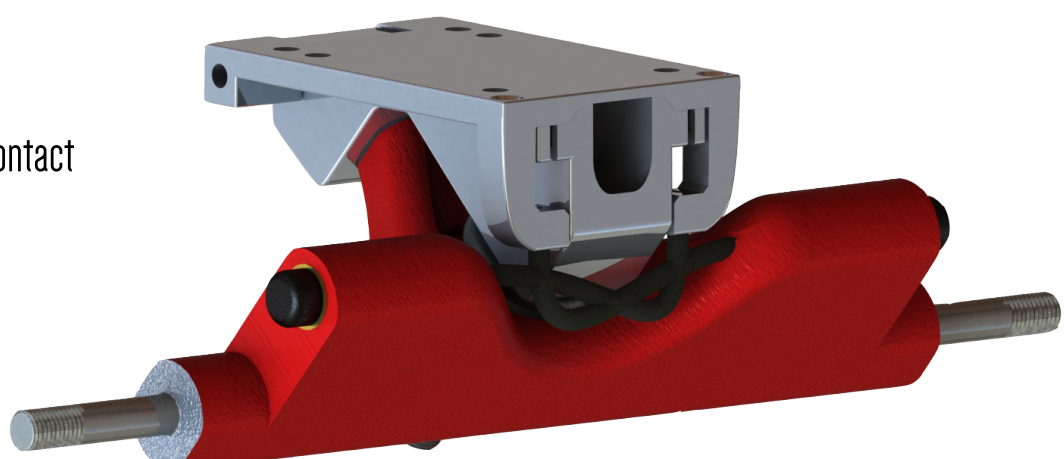
Otto is an automatic longboard brake.



Riding State

Rider's weight forces the deck plate and the baseplate into contact with each other.

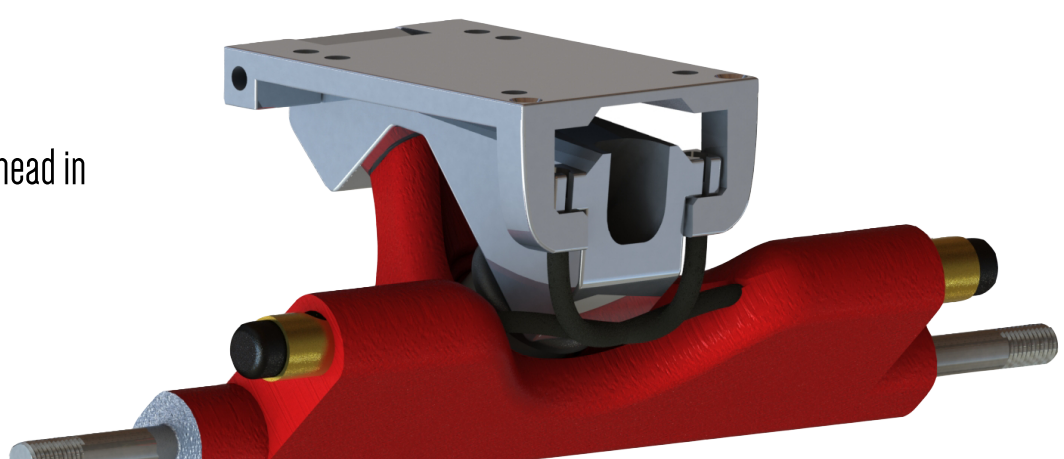
The brake is now completely retracted.







Braking State – Otto Engaged

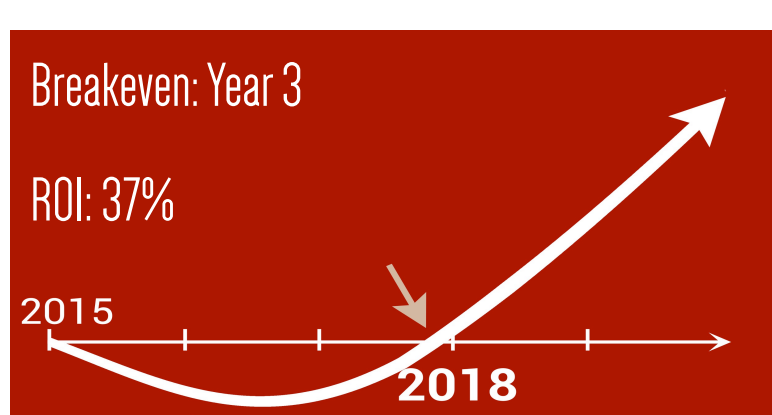
While Otto is in its braking state, the spring keeps the brake head in contact with the wheel.

This brings the board to a stop.



Business Case

-  Target market includes young professionals, students, and longboarders of all ages
-  Distributed through web channels and specialty distributors
-  \$1 billion longboarding market by 2019
-  Retail price is \$70 for a set of Otto trucks



Team Members

- | | |
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