



Cycling**Designs**



cyclesightTM

A Safer Way to Ride

A photograph of a bicycle lying on its side on a road. The bicycle is blue and black, with a black tire and a blue frame. A blue helmet is lying on the ground next to the bicycle. The road has a yellow line. The background is blurred, showing green foliage.

PROBLEM

Each year cyclists spend \$1.5B on Protective Equipment and yet 130,000 get injured and 1,000 die (in the U.S.) because they *Don't Have Full Visibility*



Front mounted screen gives you
'eyes in the back of your head



Rear view camera lets
you monitor and record
what's behind you

SOLUTION

**Cyclesight:
Gives
Cyclists
Full
visibility**

MARKET SIZE

Our first target market are the 9.8M Commuters who Bicycle to Work in the U.S.

They represent the submarket with the most potential.



Projected revenue in year four:

\$10M+

<10% of competing product sales.*

HOW IT WORKS

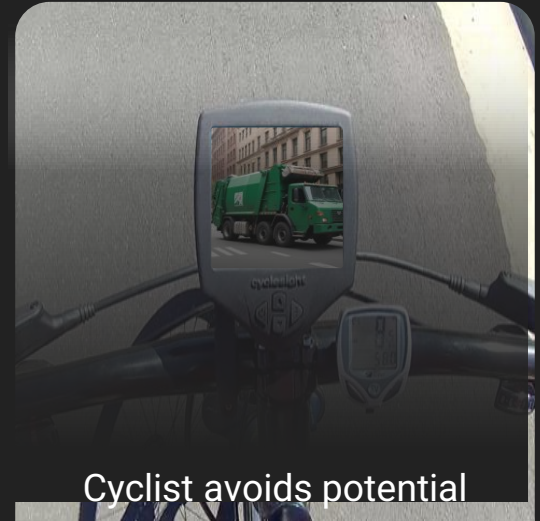
Cyclesight helps avoid accidents from rear-approaching vehicles



Cyclist riding in a major city dealing with distracted and dangerous drivers



Cyclist detects a dangerous situation!



Cyclist avoids potential catastrophic accident because Cyclesight is installed

TRACTION

Cyclesight is a Proven Product



Status of Cyclesight product
Ready for “mass” production



Sales
Sold \$13.5K of product using a social media (using low volume production techniques)



Intellectual Property
Two patents issued



If you're looking for safe and effective way to see what's behind you, then Cyclesight is the answer, and it records at the same time."

Jim B.

COMPETITION

Cyclesight provides real-time visibility of approaching traffic

	Real-Time Rear Visibility	Recording	Dangerous Head or Body Movement	Eyes-forward Visibility	Phone Integration	Price
Cyclesight: Wireless, easy to see display	✓	✓	✗	✓	Future Product Enhancement	\$379
Mirrors: Limited field of view, distortion, unsafe head movement	Limited	✗	✓	Diminished	✗	\$15-\$40
Radar Devices: (Garmin /Trek) Blinking lights indicate approaching traffic, but no specific info.	✗	Some models	✗	✓	Some models	\$400-\$1,000
Rear Cameras: Recording, but no visibility	✗	✓	✗	✓	✗	\$200-\$400

Is there really a comparison?



TEAM

We have experience in the cycling accessories industry as well as engineering and marketing to support Cyclesight



Jeff Gindin: President and Founder – Creator of Cyclesight concept; Forged key account relationships across a variety of industries including wholesale distributors, manufacturers, brokerage operations, and auctions; Oversaw purchasing, accounting and operations functions of multiple small businesses. While at Microsoft, helped bring Office 365 to market through distribution.



Jeremiah Mitchell: Co-founder: Jeremiah started racing bikes in the mid 2000's achieving elite triathlon level. Upon finishing his racing career, he transitioned to the bicycle component manufacturing industry working in product development and design of bicycle components. He then added technical management to his skill set. Now, he brings his knowledge and experience to Cycling Designs. Intermediate fluency in Mandarin.



Terry F: Silicon Valley marketing agency owner focused on startups and bringing new products to market. Over 40 years of experience in advertising and media. Former Gannett general manager and business and strategic planning consultant.



Corey E: Head Engineer at Engage Engineering. Engage is a southern California contract manufacturer that does high-level engineering and production specializing in mechanical/optical/electronic design and manufacturing. Engage is experienced in both fast turnaround and long-term production. ISO9001 compliant.

FUNDING

We're raising a Pre-Seed Round of \$1.5M for inventory, molds and startup expenses.

Use of Funds



\$1,073,499

Inventory & Molds



\$67,128

Engineering and G&A



\$359,373

Marketing & Compensation

Key Outcomes in Year Two

100

Bike
stores
engaged

\$5.7M

Total
Revenue

13,752

Total units
sold

FINANCIALS

Using our three month “Ramp up” period, We anticipate being profitable in our first full year of operation

Our 3 Key Assumptions

\$342

Average revenue per customer of \$342 in year two is accurate (note: DTC is \$379 and BTB is \$250)

\$32

Customer acquisition cost of \$32 is accurate

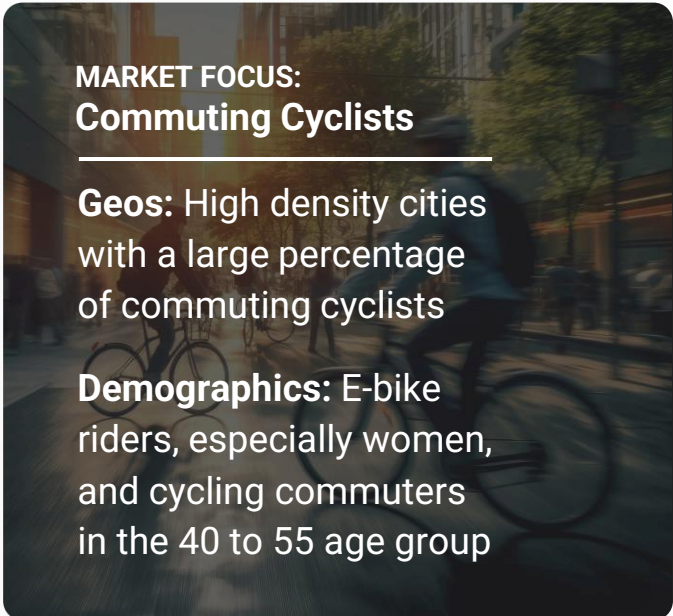
51.6%

COGS estimate of 51.6% in year two is correct

	Ramp up	Year#1	Year #2	Year #3	Year #4
Total Revenue	\$1,500,000	\$2,817,100	\$5,007,761	\$11,312,393	\$20,745,407
Number of Customers	0	7,150	13,752	31,838	58,905
Revenue per customer		\$394.00	\$364.15	\$355.32	\$352.18
Mktg Acquisition Costs	0	\$339,440	\$534,943	\$978,490	\$1,616,048
Number of Customers		7,150	13,752	31,838	58,905
Average Marketing CPA		\$47.47	\$38.90	\$30.73	\$27.43
COGS - from BOM	\$1,002,049	\$1,462,174	\$2,812,281	\$6,185,224	\$11,142,606
Percent COGS to Revenue		48.6%	54.3%	53.29%	53.1
Operating Expenses	\$472,335	\$900,573	\$1,115,149	\$2,112,605	\$3,472,731
Net Income	\$25,616	\$114,913	\$545,388	\$2,036,074	\$4,514,022

GO TO MARKET

Prior to bringing Cyclesight to market, we will use a three month period to build inventory, initiate marketing and hire personnel



MARKET FOCUS:
Commuting Cyclists

Geos: High density cities with a large percentage of commuting cyclists

Demographics: E-bike riders, especially women, and cycling commuters in the 40 to 55 age group

Channels

Trade journal magazines targeting cycling commuters

Facebook, Instagram with targeted messaging

Digital Advertising

City specific magazines and media advertising

Outcomes – Year #2

13,752

DTC units sold based on 325k e-bikes sales

2,400

BTB sales from 100 bike stores

Future Opportunities

After the successful launch of Cyclesight, we will explore product enhancements, market expansion, product line extension and exit strategies

Product Enhancements

- Phone Integration
- IPX Rating
- Cycle Computer Functions
- Last mile e-bike delivery vehicles

Market Expansion

- Europe
- Australia-NZ
- Asia

Exit Strategies

- Sale of company
- License or Sale of IP
- Strategic Partnerships

Product Line Extension

- Bike Safety Products
- Turn/Stop Indicator Lights
- Heads Up Displays





cyclesight™

Reducing Injuries & Saving Lives

Created by Cycling Designs LLC

CyclingDesigns



**Contact: Jeff Gindin:
JeffGindin@CyclingDesigns.com**

**IF THIS IS A FIT FOR YOUR INVESTMENT
STRATEGY, PLEASE CONTACT US AT:**

JeffGindin@CyclingDesigns.com Perfect fit? Call 425-638-2522