

Cycling**Designs**



cyclesight[™]

A Safer Way to Ride

Created by Cycling Designs LLC

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PROBLEM

Each year Cyclists Spend \$2.1B* on Protective Equipment in the U.S.

Yet 130,000 cyclists get injured and 1,000 die in the U.S.**

Because they *Don't Have Full Visibility*

SOLUTION

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



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

Cyclesight: Gives Cyclists Full visibility

Real-time Rear Visibility + Recording = Fewer Accidents, Injuries & Deaths

MARKET POTENTIAL

Cycling is a 200-Year-Old Growth Industry

Bicycle Sales: 8.7% CAGR* (2024-30) Driven by e-bike sales, health trends, urban mobility

Bicycle Accessory Sales: 7.9% CAGR* (2025-2034)

Bicycle Helmet Sales: 5.4% CAGR** (2024-2025)

46% of Adult Cyclists in the U.S. report regularly wearing a helmet***

* Grand View Research. ** Market Research Future. ***MedRxiv

Market Size: TAM, SAM, SOM

Market Size
Calculations:
*Annual helmet sales
used as a proxy for
people willing to pay
for cycling safety*

Sources:
Helmet Sales: Astute Analytica
U.S. Helmet Sales: Market Research
Future and Astute Analytica

Total Addressable
Market: Global

TAM = \$11.1B*

29.4M bike
helmets sold
worldwide.

29.4M bike
Helmets *
\$379 = \$11.1B

Service
Available
Market

SAM = \$3.3B*

Regular
helmet usage
varies from
22% in Europe
to 46% in the
U.S.

Weighted
average =
29.7%

Service
Obtainable

SOM = \$1.7B*

US accounts for
34.1% of global
helmet sales with
46% of adults
regularly using a
helmet = 4.6M
helmets

HOW IT WORKS

Cyclesight helps avoid accidents from rear-approaching vehicles



RIDE

Cyclists face danger because they can't see distracted drivers approaching from behind



DETECT

Cyclist sees a potentially dangerous situation on Cyclesight display while watching the road ahead!



AVOID

Cyclist takes evasive action to avoid potential catastrophic accident because Cyclesight is installed

GO TO MARKET

Our first target market are the 9.8M bicycle commuters in the U.S., followed by the 14.6M recreational cyclists who ride more than one time per week.*



Projected revenue in year four:

\$20.7M

<25% of the sales of the leading radar and recording competitors.

TRACTION

Cyclesight is a Proven Product



Status of Product Development

*Engineering and testing completed.
Ready for "mass" production*



Sales

*Sold 50 beta units using social media
campaign*



Intellectual Property

Two defensible 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.

Patent Highlights

Two broad, defensible patents secured for a system that enhances cyclist safety and awareness by providing a real-time rear view, creates high barrier to competitive entry.

Patented Rear-View Camera System for Cyclists

1. **Camera Features:**
 - Adjustable rear-facing video camera mounted on the bicycle
2. **Display Features:**
 - Real-time display of camera feed mounted facing the rider
 - Adjustable display settings (brightness, color, contrast)
 - Customizable positioning for optimal viewing
3. **Wireless Functionality:**
 - Camera transmits data wirelessly to the display
4. **Additional Features:**
 - Provides views of scenes not directly visible to the cyclist
 - Image storage capability for later review
 - Anti-theft and crash detection functionalities
 - Replaceable, rechargeable batteries

COMPETITION	Real-Time rear Visibility	Recording	Avoids Dangerous Head or Body Movement	Eyes Forward Visibility	Phone Integration	Price
CYCLESIGHT:					Future enhancement	\$379
MIRRORS:	Limited			Diminished		\$15 - \$40
RADAR DEVICES		Some Models			Some Models	\$400 - \$1,000
REAR CAMERAS						\$200 - \$400

Team:

We have Experience in the Cycling Accessories Industry as well as Engineering, Marketing and Production to Support Cyclesight



Jeff Gindin: President and Founder – Originator of cyclesight concept; has experience working with distributors, manufacturers, brokerage operations and auctions. He was part of the team at Microsoft that launched the predecessor to Office 365 through distribution channels. Manages the design, engineering and testing of Cyclesight.



Jeremiah Mitchell: Co-founder. After completing a career as an elite athlete, Jeremiah transitioned to bicycle component manufacturing. He excelled in the design of high-performance bicycle components. He has expertise in operations management and lean manufacturing processes.



Terry Feinberg: Owner of a Silicon Valley marketing agency that specialized in startups and market introductions for new products. With over 40 years of experience in advertising and media, he has previously served as a general manager for Gannett and worked as a consultant in business and strategic planning.



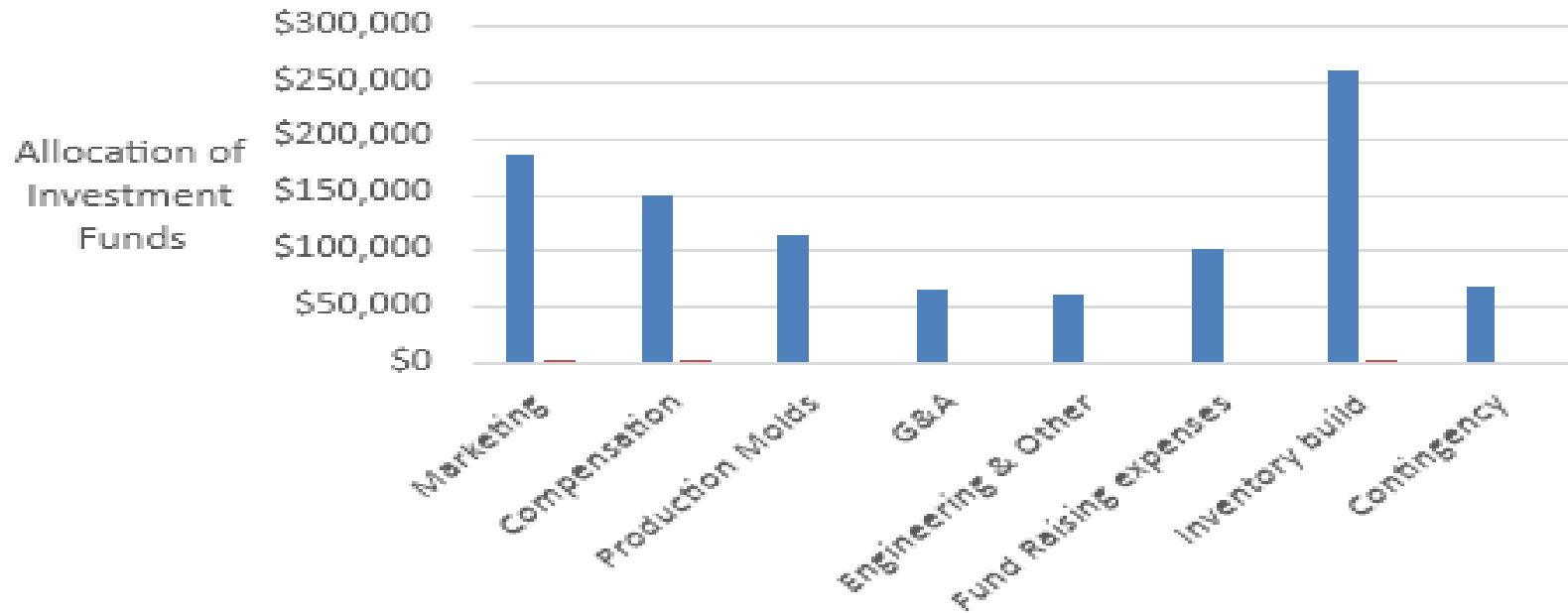
Brad Accettella: Expert in U.S. – Asia business relations with extensive contacts on both sides of the Pacific. Develops and manages private label programs for big box stores and numerous bicycle manufacturers. Deep experience in negotiating with manufacturers and making transformational changes to manufacturing processes and logistics.



Corey Eiseler: Head engineer at Engage Engineering, a southern California contract manufacturer known for high-level engineering and production particularly in mechanical, optical and electronic design and manufacturing. Engage is adept at both rapid turnaround and long-term production.

Use of Funds: We are raising a pre-seed round of \$1.0M for inventory, molds and startup expenses. Our pre-money valuation is \$2.0M

Allocation of Investment Funds



FINANCIAL Forecast

Using our “Ramp up”, we anticipate being profitable in our first full year of operation

		Ramp up	Year#1	Year #2	Year #3	Year #4
Year 3 Key Assumptions ➤ Achieve 12% of Competitors Sales ➤ BTB Reaches 22% of Sales ➤ Achieve > 50% Compound Growth	Total Revenue	\$0	\$2,817,100	\$5,036,559	\$11,428,787	\$21,038,193
	Number of customers	0	7,150	13,752	33,838	66,905
	Investment	\$1,000,000				
	Revenue per Sale		\$394.00	\$366.24	\$337.76	\$314.45
	Mktg Acquisition	0	\$339,440	\$523,160	\$998,124	\$1,753,499
	UNITS SOLD		7,150	13,752	31,838	58,905
	Aver. Marketing CPA		\$47.47	\$38.04	\$29.50	\$26.21
	COGS - from BOM	\$260,232	\$1,040,928	\$2,002,076	\$4,679,899	\$9,009,795
	% COGS to Revenue		37.0%	39.8%	40.9	42.83
	Operating Expenses	\$672,893	\$1,200,329	\$1,528,980	\$3,055,204	\$5,189,444
	EBITDA	\$66,875	\$236,403	\$982,343	\$2,695,560	\$5,085,455

GO TO MARKET

Prior to bringing Cyclesight to market, we will use the three- month ramp-up period to build inventory, initiate marketing and hire personnel

MARKET FOCUS: Commuting & Recreational 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

11,352

DTC units sold based on 325k e-bikes sales

2,400

BTB sales from 100 bike stores

FUTURE:

Planning for the Future

Ramp up	Year #1	Year #2	Year #3	Year #4	Year #5
<ul style="list-style-type: none"> ➤ IPX Rating ➤ Research last mile delivery ➤ Design rotating turret 	<ul style="list-style-type: none"> ➤ DTC Sales to U.S. commuters ➤ Plan BTB Sales ➤ R&D Phone Display ➤ Sales to last mile delivery, tandems, & recumbents 	<ul style="list-style-type: none"> ➤ BTB Sales –US ➤ Finalize Phone Display ➤ R&D re rear taillight w/ camera ➤ R&D Yellow light concept ➤ Sign up a big box store 	<ul style="list-style-type: none"> ➤ Finalize rear taillight w/ camera ➤ R&D Cycle Computer Functions ➤ R&D re accelerometer ➤ Geo expansion: UK, AU, NZ, Canada ➤ Research OEM Licensing 	<ul style="list-style-type: none"> ➤ Finalize Cycle Computer Functions ➤ Impl. yellow light concept ➤ Geo Exp: Asia & EU ➤ Research creation of other bike safety products 	<ul style="list-style-type: none"> ➤ <u>Execute Exit strategies:</u> ➤ Sale of company ➤ License IP ➤ Strategic partnerships

FUNDING:

We're raising a Pre-Seed Round of \$1.0M for inventory, molds and startup expenses



Reducing Injuries & Saving Lives

Created by Cycling Designs LLC

THANK YOU!!

Contact: Jeff Gindin:
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cycle sight

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