Problem

**Bicycles** are a growing mode of transportation for Americans

**Thieves** steal more than a million bicycles each year

**Accidents** are an unfortunate reality of owning a bicycle

**Insurance** often does not cover the cost of stolen or broken bicycles

**There is no good system** that exists to help people make smarter bicycling decisions in real-time
Value Proposition

We protect the bicycle riding experience

replace/find lost or stolen bicycles and accessories
fix broken or worn bicycles through partnerships with shops
provide real-time safest routes and parking spots
deduct from premiums with the purchase of safety accessories
offer shipping, race, and rental reimbursement
Value Proposition

We protect the bicycle riding experience where others will not.

Renters and homeowners:
- Insurance typically does not cover your bicycle.
- If they do, there are significant deductibles that may be the entire cost of the bike.

SafeSaddle always has you covered and charges you based on the way that you bike in efforts to not overcharge customers.

Renters/ Homeowners:
- SafeSaddle locates stolen bicycles
- Repairs (unconditional)
- Apparel and accessories
- Valuable safety information
- Event fee return
- Deductibles for safe behavior
- Loss (unconditional)
- Racing coverage
- Theft (unconditional)
- Shipping
Market Validation

How large is the U.S. market this year?

45,000,000 bicycle riders
750,000 bicycle commuters
2,200,000 adult bicycles sold
$750 avg price of adult bicycles

1,500,000 commuters, couriers, racers, extreme, normal, and light users who would be interested in the service

$180,000,000 estimate for full penetration of market with an average of $10 dollar premiums
Journey (week 1)
Journey (week 3)
User Experience and Features
User Experience and Features
Business Model

We project a yearly premium of 5-10% the cost of the bicycle with an average of $8 per month premiums

industry: $80,000,000
Illinois: $5,000,000
Things to learn

**Demographics and locations**
where do we play? who should we specifically target?

**Risk analysis**
what are the risks for each demographic and how should we adjust?

**Offerings and preventative measures**
what can we afford in terms of theft and accident prevention?

**Partners and alliances**
who can we partner with? how can they help us?