



SafeSaddle

a dedicated bicycle insurance company
that works to keep you safe



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

SafeSaddle

locate stolen bicycles
repairs (unconditional)
apparel and accessories
valuable safety information
event fee return
deductibles for safe behavior
loss (unconditional)
racing coverage
theft (unconditional)
shipping

Renters/ Homeowners

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 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?