



## 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 offine does not ecure the cost of ballen or brishes bicycles
There is no good system that exists to help people make smarter
bicycling decisions in real-time



#### We protect the bicycle riding experience

replace/find lost or stolen brycles and accessories fix broken or worn brycles 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

they do, there are signif

SaleSaddle always has you covered and charges you based on the way that you bike in efforts to not overcharge SafeSaddle Renters/ Homeowners

valuable safety information event fee return

less (undoeditions) racing coverage theft (undconditional)

## Market Validation

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

45,000,000 750,000 blockle computers 2,200,000 \$750

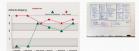
1.500.000

\$180.000.000

# 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



#### **Demographics and locations**

Risk analysis

## Offerings and preventative measures

Partners and alliances