What Are They Like?
Business owners who are trying to expand their company

What Keeps Them Up At Night?
Whether or not their business will continue to grow and be successful

What Do You Want Them To Do?
Implement my tracking device into their bikes, and become business partners

What’s The Best Way To Reach Them?
Contact them through their phone number (855.255.5011), and reach out to them through social media

Why Are They Here?
They are willing to expand part of their business to be more enticing to customers over their competitors.

How Can You Solve Their Problem?
With the tracking device in their bikes their customers will be able to get their bikes back

How Might They Resist?
The expenses of adding this technology to their bikes, and if this technology will work
TRACKING

PURE CYCLES
2018-2025 Growth

Demands

Rising Trends

New Technologies
Bluetooth Versus GPS
Lock the Tracking Device

Track Your Miles and Routes

Find Your Bike

Tracking Application
Where Tracking Device is Located
$399 + $12.99 + $3.35 = Asking For $5
Only a range of 200-300 feet?!

Bluetooth
- Less expensive
- Lower Range

GPS
- More expensive
- Higher Range
1. **Hide it**
   Install the device into the handlebars of your bike

2. **Lock it**
   Activate Sherlock when you park your bike

3. **Track it**
   In case of theft, track your bike and get it back
Pairing Your Bike With Your Application

Your bike will come with a code

Pair your bike with the application using the code given
Why Pure Fix?

Leads the fixed gear market

Bikes would still be affordable after the addon of the tracking device

Fixed gear bikes are used more often in cities
Why $5 per Bike?

$ Only receiving profit from bikes sold with tracking device

$ Tracking device is an estimated cost of $15

$ Tracking device will be sold for $dollars on website