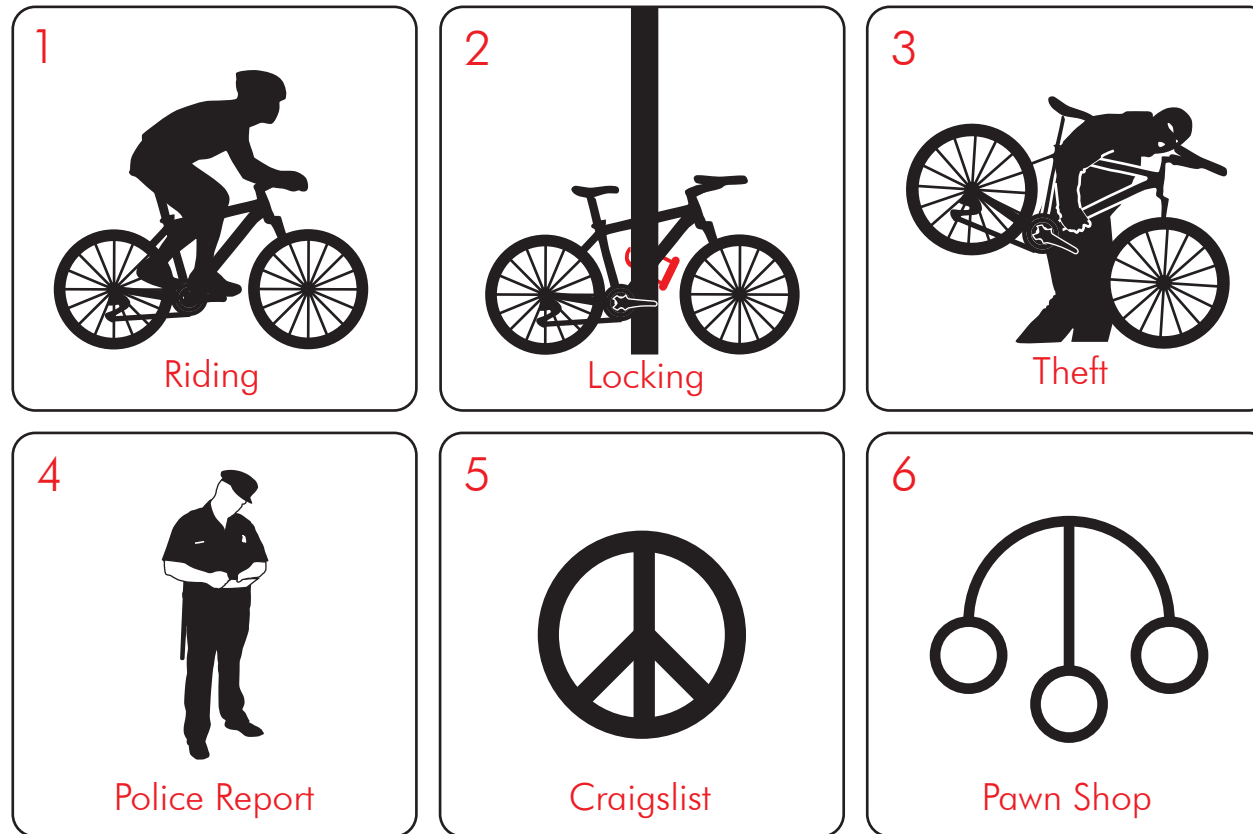
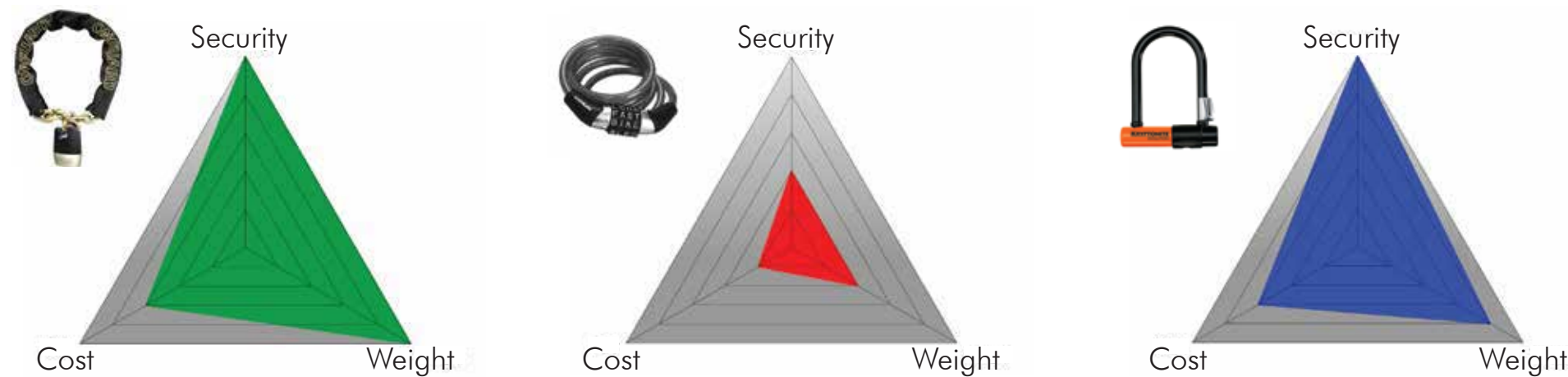


RESEARCH



SCENARIO:

Here is a typical scenario of someone who has had their bicycle stolen.



EXISTING PRODUCTS:

Chain, cable, and u-lock are the most popular locks on the market. Cost, security, and weight are the most important features to the average rider.