



AIR LIGHT

INTERIM PRESENTATION

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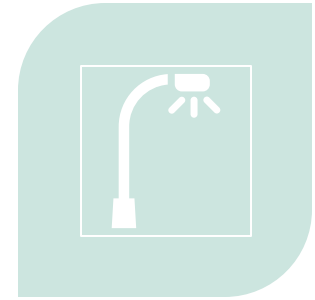
Problem Statement



CYCLISTS SAFETY NEEDS
IMPROVEMENT



CYCLISTS ARE USING
POLLUTED ROUTES



THE USE OF A NON-
RENEWABLE SOURCE OF
ELECTRICITY



ENSURE SAFETY WITH THE USE
OF A SUSTAINABLE LIGHT



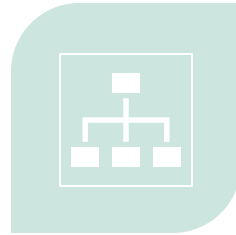
BUILD ON THE CYCLING
COMMUNITY TO FIND BETTER –
LESS POLLUTED ROUTES



CYCLISTS MUST BE CONSCIOUS
ABOUT AIR QUALITY ISSUES

Objectives

Project Management



SCOPE

6 STAGES : PROPOSAL,
DESIGN, INTERIM,
EXECUTIVE, TESTING,
FINAL



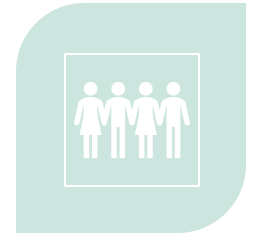
TIME

GANTT CHART, SPRINT
PLAN, LIMITED TIME STILL
HIGH QUALITY



RESOURCES

MATERIAL COST MUST BE
UNDER 100€, QUALITY
STILL NEEDS TO BE HIGH



PEOPLE

TEAM COMMUNICATIONS,
SHARED
RESPONSIBILITIES,
STAKEHOLDERS
MANAGEMENT

State of the Art



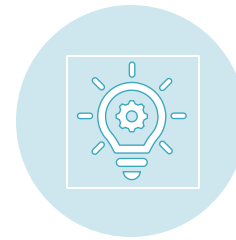
LOW END

ONLY SIMPLE FEATURES



HIGH END

TOO EXPENSIVE, NO AIR
POLLUTION SENSORS



SPECIALS

NOT WHAT WE ARE GOING
TO OFFER



AIR POLLUTION CREATING MAPS

ONLY APPS TO PHONE, NOT
INTEGRATED IN THE DEVICE

SWOT

A GREAT COMBINATION OF 2 TOOLS

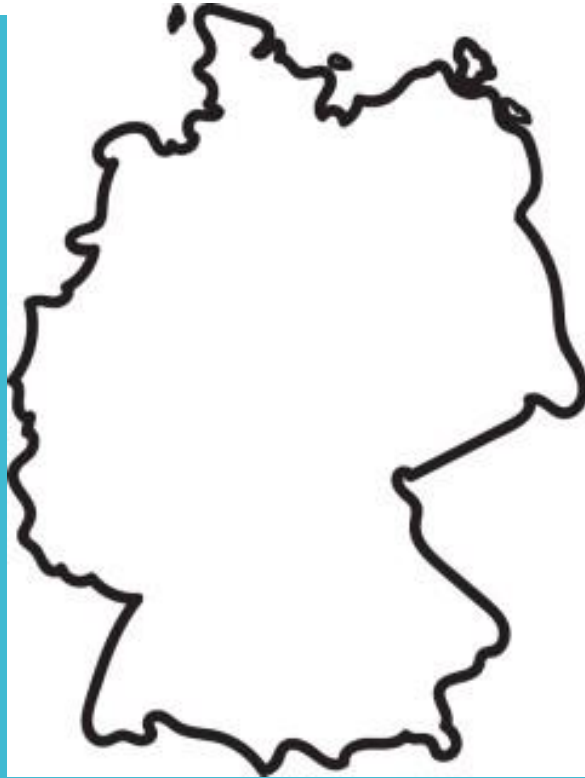
A LACK OF FUNCTIONS COMPARED TO COMPETITORS

PARTNERSHIP WITH MUNICIPALITIES
SYSTEM OF REWARD

THE LACK OF USERS



PRODUCT ANALYSIS



HIGH GDP in Europe and worldwide

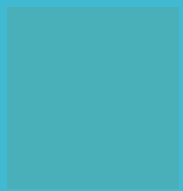
HIGH SMARTPHONE ADOPTION RATE

HIGHEST BIKE SALES to direct consumers



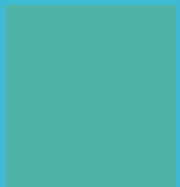
SEGMENTATION

MARKETING MIX



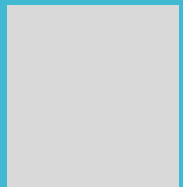
Product

FEELING SECURE
AIR QUALITY DATA



Price

HIGH-TECH PRODUCT ~100€



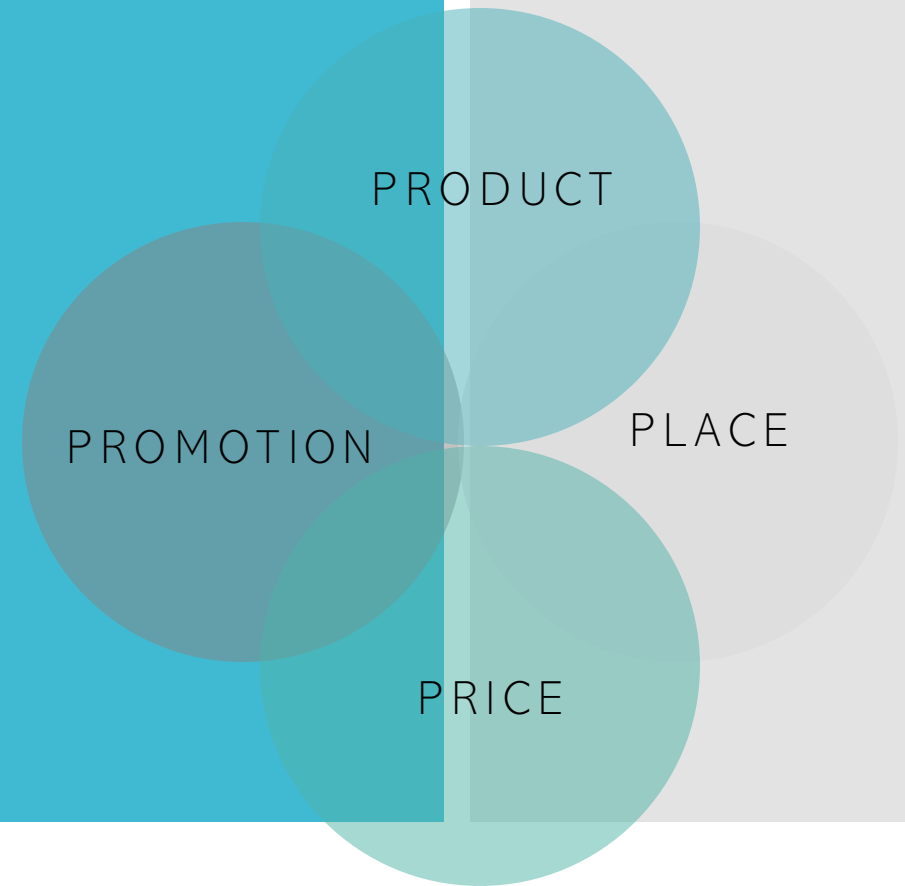
Place

WEBSITE B2C AND B2B
SOCIAL NETWORKS

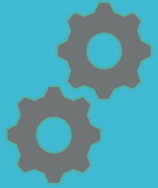


Promotion

SOCIAL MEDIA
MUNICIPALITIES



ETHICS & DEONTOLOGY



Guarantee of a safe and fully functional product

Ensuring fair and honest advertising,
building trust with the consumers



Applying environmentally friendly solutions

All in accordance with European Union
directives



SUSTAINABILITY

PEOPLE



COMMUNITYT SYSTEM
USER'S SAFETY
AIR QUALITY AWARENESS

PLANET

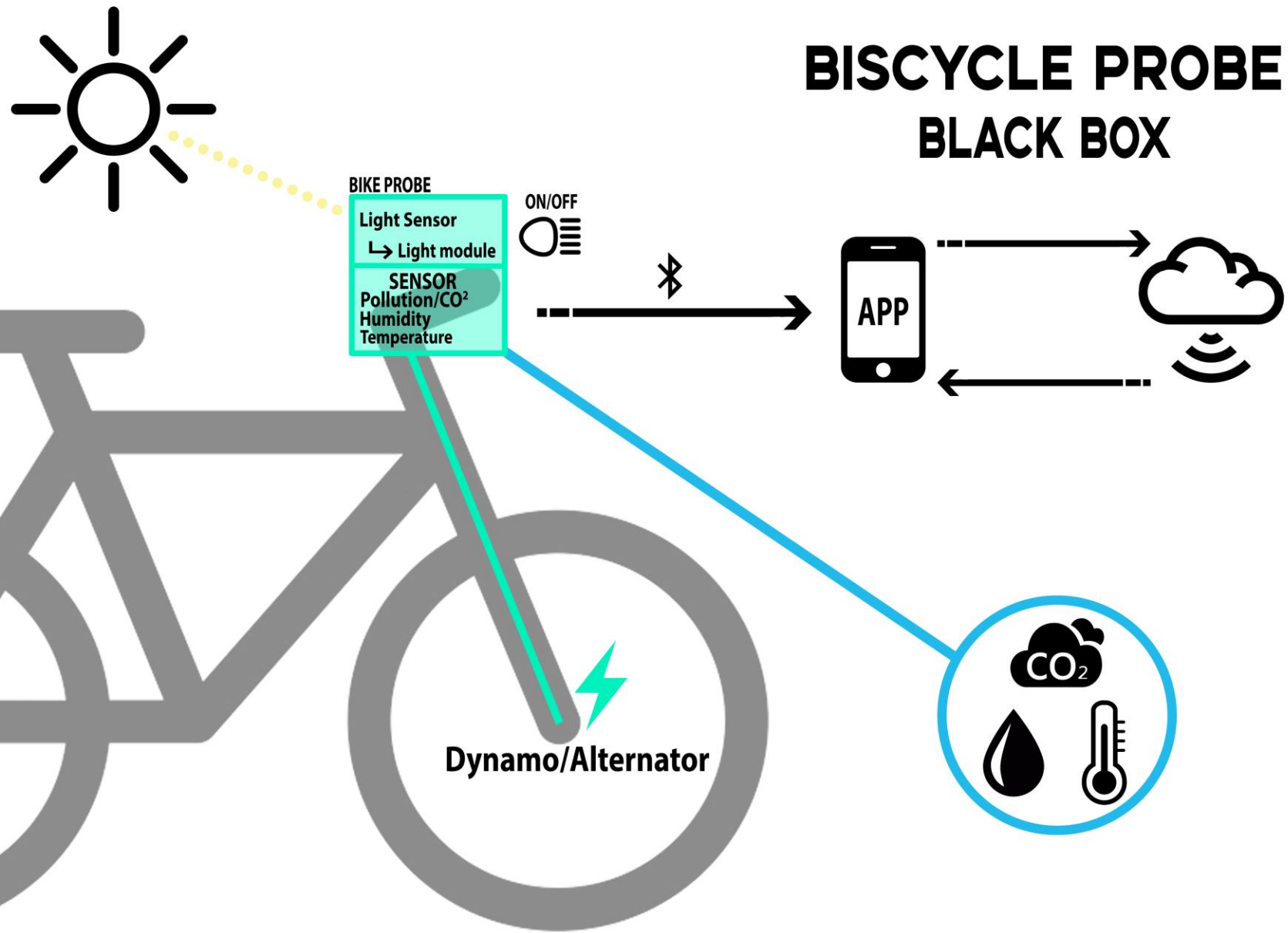


RECYCLABLE MATERIALS
RENEWABLE ENERGY
POWERED

PROFIT

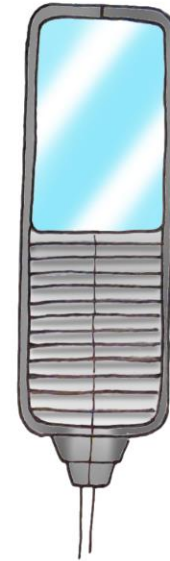
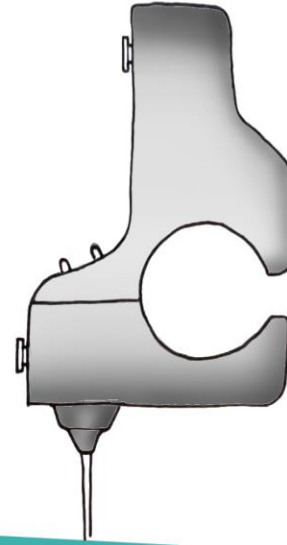
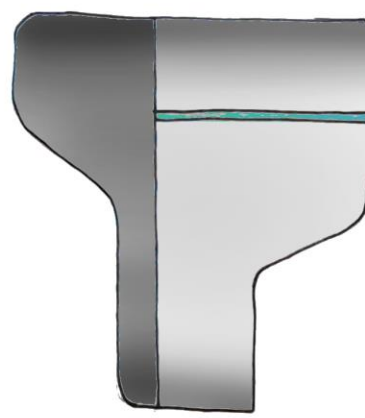


IMPROVES THE BIKE
MARKET

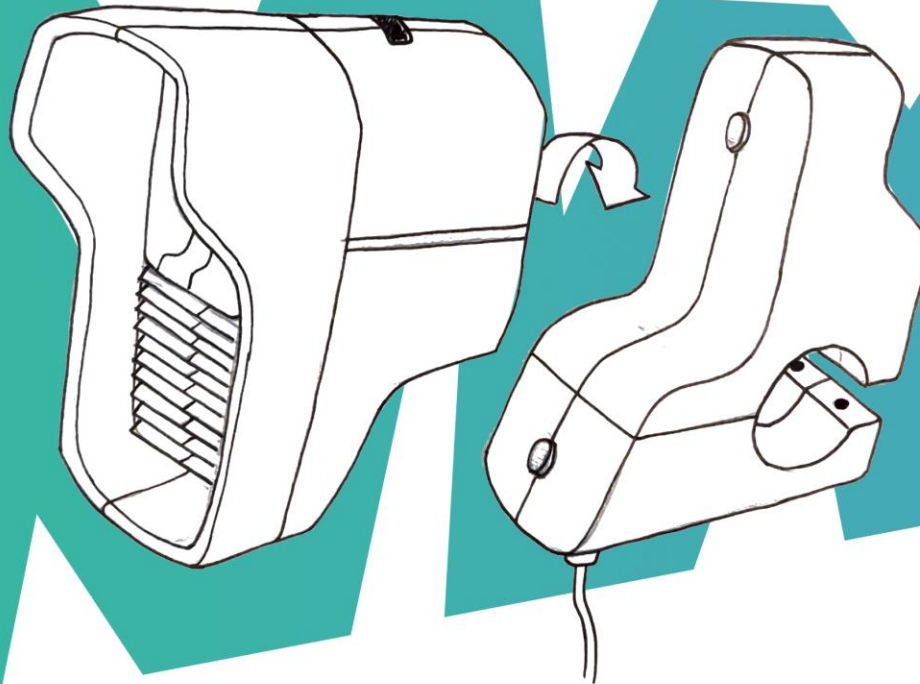


**PROJECT
DEVELOPMENT**

2D SKETCH



GO
AIR LIGHT



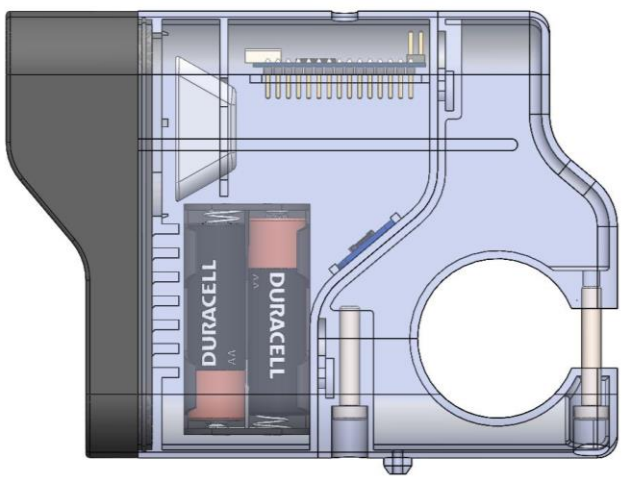
3D MODEL



GO
AIR LIGHT

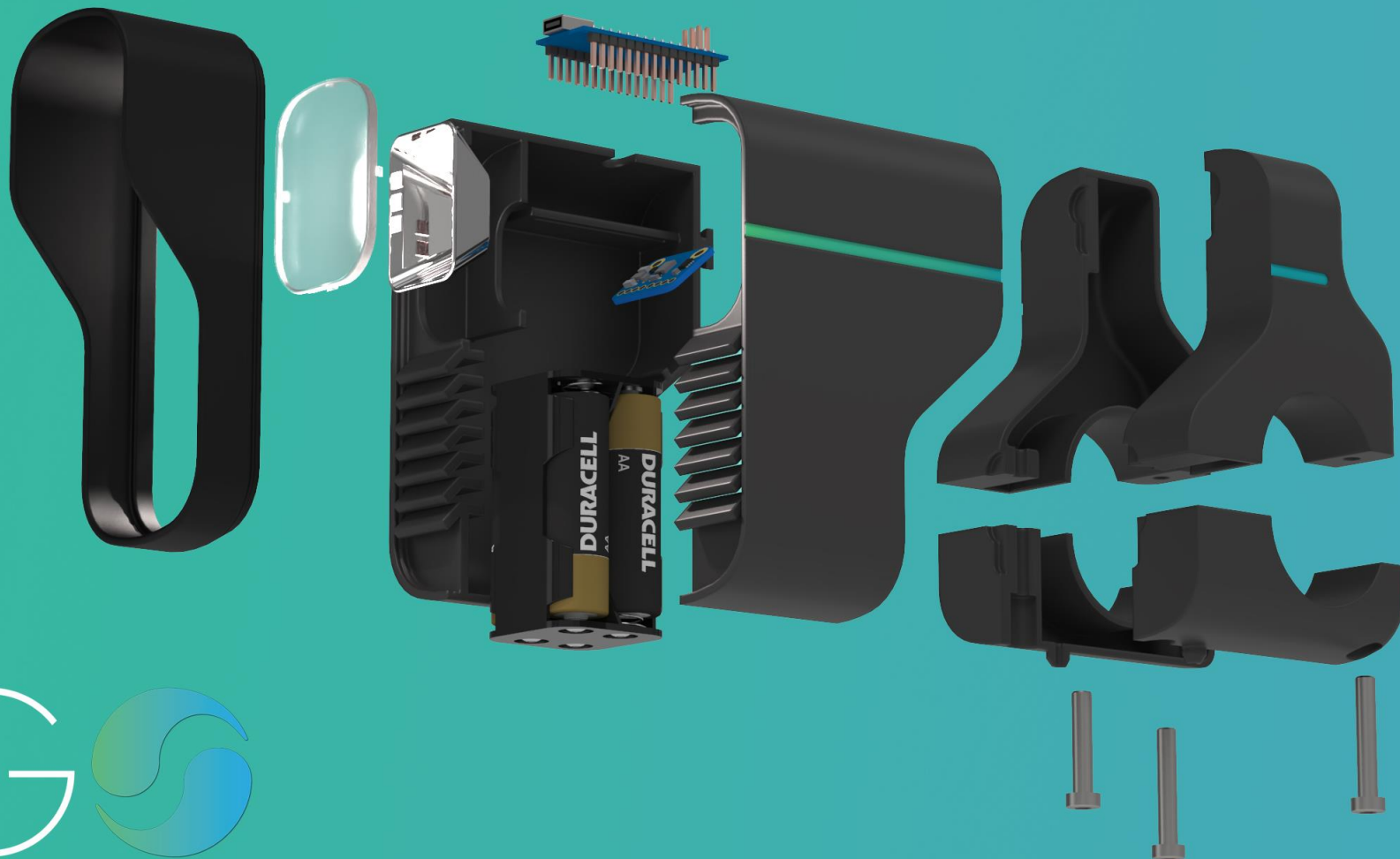
MOUNTING SYSTEM





EXPLODED VIEW

GO
AIR LIGHT



CHARGING OF BATTERY USING DYNAMO

ELECTRICAL SCHEMATIC

