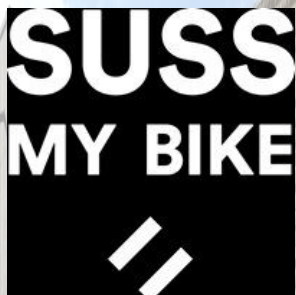


CASE STUDY



BACKGROUND:



SussMyBike came about from Alan Mason's experiences as a mountain biker. With 20 years of riding and thousands of pounds spent on equipment he had a nagging doubt about whether he was getting the most from his bikes.

CHALLENGE:

Alan always felt that the suspension might not be working as well as it could. The solution was to build a small data logger that measured what the suspension does during your ride.



In July 2014 Alan set out to make a viable solution for the public knowing that there were millions of people out there who could benefit from properly setup suspension

SOLUTION:

- Alan first attended an MTBCOS innovation clinic in July 2014
- SFC Innovation voucher with Edinburgh University
- A follow on voucher. This voucher was the first ever joint voucher between two Universities. The joint voucher allowed Edinburgh University to work on the electronic design, with Edinburgh Napier University undertaking the field testing of the device.



The use of an Innovation voucher and gaining access to an Engineer and the Fablab tooling resources were a critical moment in the development of SussMyBike and ensured we got to where we are today.

The credibility of renowned Universities Edinburgh and Napier and the building of the prototype which then drove the Kickstarter campaign which raised £28k from backers and subsequent pre-sales to the tune of £47k.

- Alan Mason, Sussmybike

Danny Cowe, Business Development Executive

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