



**INTELLIGRIP**

# Turn Every Bike Ride Into Money

The world's first platform that pays cyclists for their miles

**12B**

Miles Lost Annually

**\$900M**

Data Value Untapped

**54.7M**

Cyclists Worldwide

# Imagine Your Daily Bike Commute

Now imagine **none of those miles ever counted.**



No Incentive to Track



No Built-in Computer



\$900M Lost Annually

That's **12 billion miles** ridden every year with zero insights, zero rewards, zero benefit to riders or cities.

# Introducing Intelligrip

The handlebar that turns every ride into a digital asset



## Passive Tracking

No apps to  
remember. Just  
ride.



## Ride-to-Earn

Get paid for every  
mile you pedal.



## Blockchain Secured

Your data, your  
control, your  
rewards.



## Platform First

Building the cycling  
metaverse.

# See It In Action



Live hardware installed on real bikes

## Hardware Features

- ▶ GPS + Accelerometer + Magnetometer
- ▶ Pressure sensors validate real rides
- ▶ Bluetooth auto-sync to phones
- ▶ 14650 Li-ion (1 year battery life)
- ▶ Fall detection & emergency alerts

## App Experience

- ▶ Real-time ride tracking
- ▶ Instant reward notifications
- ▶ Community leaderboards
- ▶ Data marketplace access
- ▶ One-click insurance claims

# \$6.87B Opportunity

**54.7M**

Cyclists Globally

**12B**

Untracked Miles/Year

**\$77B**

Cycling Market Size

## Revenue Streams

**Hardware Sales**

**\$6B**

\$149 × 54.7M riders

**Data Revenue**

**\$900M/yr**

9B miles × \$0.10/mile

# Why Now?



## E-bike Explosion

130% YoY growth  
makes tech  
integration standard



## Cities Investing

\$4.6B in cycling  
infrastructure in  
2024



## Web3 Mainstream

Ride-to-earn  
follows play-to-earn  
success



## Post-COVID Boom

Cycling  
participation up  
51% and holding

# Multiple Revenue Streams

Diversified from Day One

## Hardware

**\$149**

Smart grip sales



60% of revenue

## Subscriptions

**\$29.99/yr**

Premium features



15% of revenue

## Data Sales

**\$0.10/mile**

Anonymous insights



25% of revenue

Additional streams: OEM licensing, insurance partnerships, rewards network fees

# Go-to-Market Strategy



Q3 2025

Beta Launch  
1,000 units



Q4 2025

Reddit/Discord  
Community growth



Q1 2026

Retail Launch  
REI, Amazon



Q2 2026

OEM Integration  
Factory installs

## Key Channels

- ▶ r/cycling community (400K members)
- ▶ Cycling influencer partnerships
- ▶ Bike shop affiliate program
- ▶ Corporate wellness programs



# Path to \$100M

## Three Scenarios Show Clear Upside

### Conservative

25K units

**\$4M**

Year 1 Revenue

### Base Case

40K units

**\$6.4M**

Year 1 Revenue

### Aggressive

100K+ w/OEM

**\$16M+**

Year 1 Revenue

## 5-Year Vision

**\$100M ARR by 2030**

1M active users • 5 OEM partners • 3 continents

# Built by Industry Veterans



**Samuel B. Newman**

**Founder & CEO**

18+ years cycling industry

- Scaled Electric eBikes
- IoT & blockchain expert
- Former GRiD Bikeshare



**Chaitanya**

**Co-founder & CTO**

10+ years in software & systems engineering

- SDE at AWS: Scaled cloud-native systems to millions
- Deep expertise in privacy first architecture and system integrity
- IoT, embedded & edge-cloud integration expert

# Investment Opportunity

Seeking \$1.5M for 20% Equity

## Use of Funds

- ▶ 30% → R&D & Patents (ride-to-earn engine)
- ▶ 30% → Manufacturing (first 10K units)
- ▶ 25% → Marketing & Growth
- ▶ 10% → Rewards Pool (50K users)
- ▶ 5% → Legal & Compliance



Month 3

1,000 beta units deployed



Month 6

First OEM signed



Month 9

10K active users



Month 12

\$1M ARR, Series A ready

# Addressing Key Concerns

## Battery Life

- ✓ 1-year battery life achieved
- ✓ USB-C quick charge in 30 min
- ✓ Low-power Bluetooth 5.3

## Installation

- ✓ 5-minute DIY install
- ✓ Fits 95% of handlebars
- ✓ Video tutorials + support

## Privacy

- ✓ User controls all data sharing
- ✓ Anonymous by default
- ✓ GDPR/CCPA compliant

## Adoption

- ✓ Works without app (basic mode)
- ✓ Immediate rewards visible
- ✓ Social proof via leaderboards

# The Future We're Building

By 2030, **every bike will be smart**

## For Riders

- Earn \$500+ annually
- Automatic insurance claims
- Personalized route insights
- Community challenges

## For Cities

- Real-time traffic data
- Infrastructure planning
- Pollution monitoring
- Safety analytics

We're not just building a product.  
We're building the **nervous system of urban mobility.**



**INTELLIGRIP**

# Join the Ride Revolution

Be part of the **\$6.87B opportunity**

Let's turn 12 billion lost miles into millions of rewarded journeys

[Schedule a Demo](#)

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