



*It's not a bicycle*



24

**zoomo**



From 24" to 26"



GROW SYSTEM



**GROW BIKE**



WHY  
HOW  
WHAT



BECAUSE  
PARENTS WANT  
TO SHARE MORE  
ADVENTURES  
WITH THEIR  
CHILDREN.



BECAUSE  
CHILDREN WANT  
TO EXPLORE AND  
BE INDEPENDENT  
WITH THEIR  
FRIENDS.



WHAT DOES  
SUPER POWERS  
MEAN FOR  
  
GROW BIKE ?



SINCE PARENTS  
WANT TO HAVE  
A SAFE  
DAILY TRIP  
WITH THEIR  
CHILDREN.

**SAFETY FIRST**



WHAT

WHAT SHOULD  
WE DO

# HOW

HOW SHOULD  
WE DO  ?  
**GROW BIKE**

DEVELOPMENTAL  
MILESTONES  
DURING PATHWAY  
OF GROWING UP.

# HOW

HOW SHOULD  
WE DO  ?  
**GROW BIKE**

CREATING  
THE FIRST  
COMPLETE eBIKE  
EXPERIENCE FOR  
CHILDREN.





THE FIRST  
eBIKE  
PLATFORM  
FOR KIDS  
BY MATRA





# COMPETITOR

EXPLORE NEW MARKETS

BLACK MOUNTAIN

MODE 1



BALANCE

MODE 2

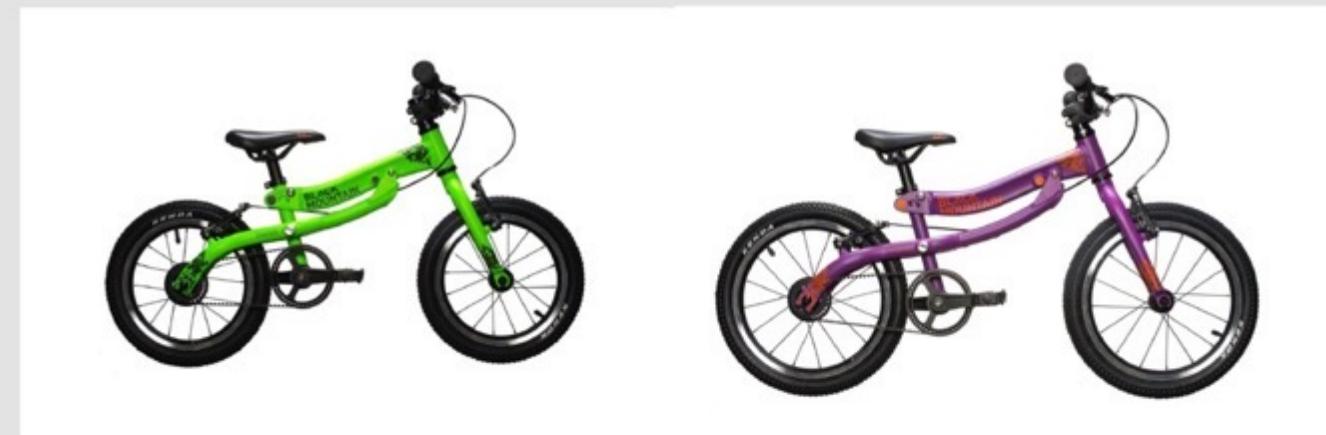


SMALL PEDAL

MODE 3



LARGE PEDAL



>PINTO 12"-14" £329.00

>5,7 kg

>3-5 YEAR OLDS

>SKØG 14"-16" £329.00

>6,1 kg

5-8 YEAR OLDS



# COMPETITOR

EXPLORE NEW MARKETS

ORBEA 12" 16" 20" 24" 26"



>12" 209.00 €

>16" 279.00 €

>20" 299.00 €

>24" 499.00 €

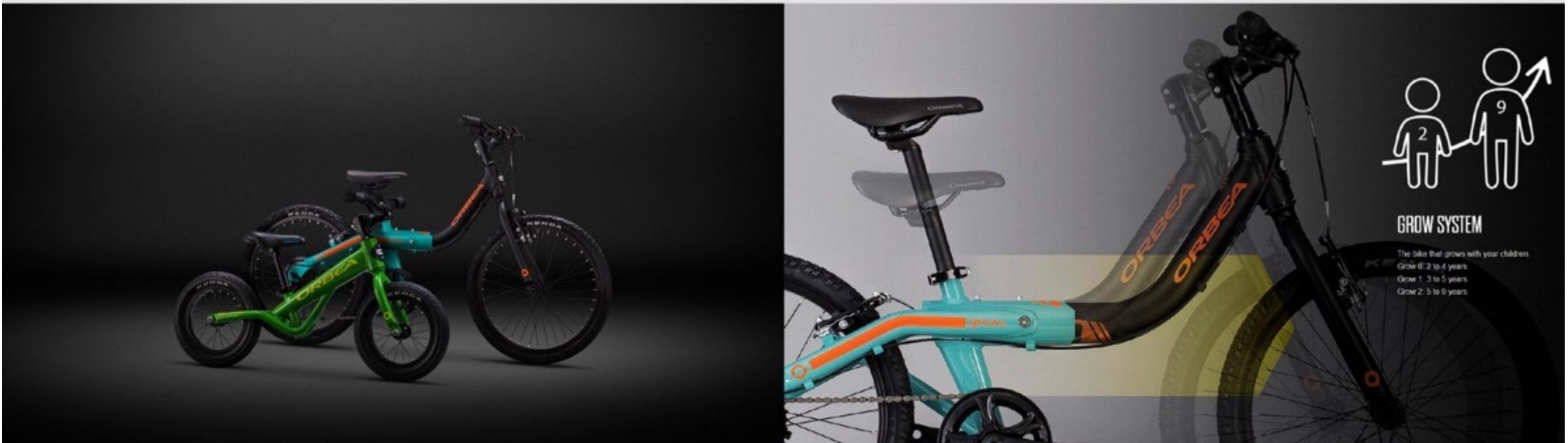
>26" 499.00 €



# COMPETITOR

REOWNED CONCEPT IN THE MARKETS

ORBEA GROW CONCEPT





# COMPETITOR

EXPLORE NEW MARKETS

YOUNG HEROES CANYON

16"

FOR RIDERS BETWEEN  
98 CM - 115 CM

20"

FOR RIDERS BETWEEN  
110 CM - 125 CM

24"

FOR RIDERS BETWEEN  
120 CM - 140 CM

CF 24"

FOR RIDERS BETWEEN  
120 CM - 140 CM

16"

FOR RIDERS BETWEEN  
110 CM - 115 CM

20"

FOR RIDERS BETWEEN  
110 CM - 125 CM

24"

FOR RIDERS BETWEEN  
120 CM - 140 CM

CF 24"

FOR RIDERS BETWEEN  
120 CM - 140 CM

16"

FOR RIDERS BETWEEN  
98 CM - 115 CM

20"

FOR RIDERS BETWEEN  
110 CM - 125 CM

24"

FOR RIDERS BETWEEN  
120 CM - 140 CM

CF 24"

FOR RIDERS BETWEEN  
120 CM - 140 CM

16"

FOR RIDERS BETWEEN  
98 CM - 115 CM

20"

FOR RIDERS BETWEEN  
110 CM - 125 CM

24"

FOR RIDERS BETWEEN  
120 CM - 140 CM

CF 24"

FOR RIDERS BETWEEN  
120 CM - 140 CM



<



>



<



>

>16" \$499.00 €  
>8,2 KG

>20" 699.00 €  
>9,1 KG

>24" 799.00 €  
>10,9 KG

>24" 1,299.00 €  
>10,6 KG



# COMPETITOR

KIDS BIKE COMPANIES

EARLYRIDE CLASSIC



>12" \$120.00 €  
>3,75 KG

>14" \$130.00 €  
>3,6 KG

>14" \$149.00 €  
>3,6 KG

>16" \$325.00 €  
>5,6 KG

>20" \$525.00 €  
>8,45 KG



# COMPETITOR

MARKET  
CUBE



2-4 YEARS  
>12" \$129.00 € Boys  
>3,9 KG

2-4 YEARS  
>16" \$249.00 € Girls  
>8 KG

+5 YEARS  
>20" \$299.00 €  
>9,8 KG

>24" \$699.00 €  
>11,7 KG

>18" Frame \$1799.00 €  
>11,7 KG



# COMPETITOR

KEY CONCEPT ADD-ON

TRAININGBIKE



>12" 89,99 €



>39,99 €





# COMPETITOR

## EXPLORE NEW IDEAS

CONCEPT



>DESIGN MATERIAL / ADD-ON



>ADD-ON



>TRICYCLE



# COMPETITOR

EXPLORE NEW IDEAS

CONCEPT



>DESIGN MATERIAL



>MODIFIABLE POSTURE



>DESIGN MATERIAL



>INTERACTION DESIGN



# COMPETITOR

KEY FEATURES



>WELL SELLING



>SINGLE FRAME



>MATERIAL



# COMPETITOR

EXPLORE NEW IDEAS  
CONCEPT





# COMPETITOR

EXPLORE NEW IDEAS

INFENTO



>INFENTO / MODULAR KIDS SYSTEM



# COMPETITOR

EXPLORE NEW MARKETS

BEN-E-BIKE



>20" \$1,749.00

>24" \$1,799.00

>24" \$3,499.00

>26" \$3,499.00

© 2014 Grow Bike



# COMPETITOR

EXPLORE NEW MARKETS

STACYC eBALANCE BIKE



>12" \$649,00  
>17lbs



>16" \$699,00 Sold out  
>19lbs



# COMPETITOR

## MARKET

PROPAIN - SUPER PERFORMANCE



>20" \$,999.00 €  
>8.6 KG

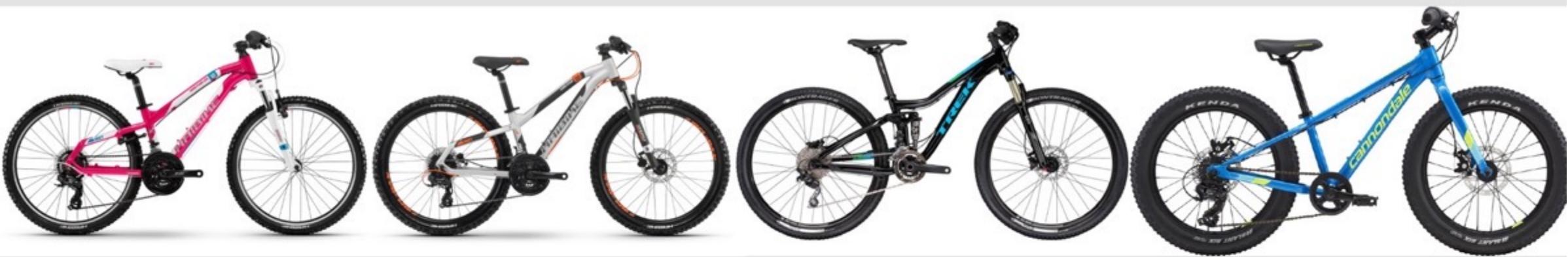
>20" \$1,599,00 €  
>9,9 KG

>24"- 26" \$1,799.00 €  
>12,3 KG



# COMPETITOR

MARKET  
SCOPE





# COMPETITOR

MARKET  
SCOPE



>24" \$1,999,00 €  
>19,9 KG



>24" \$2,099,00 €  
>18,7 KG



>26" \$2,299,00 €  
>21,8 KG



>27,5" \$3,999,00 €  
>19,5 KG



# COMPETITOR

KIDS BIKE COMPANIES

SCOOT-LIFESTYLE-SPORT

LIFESTYLE

#cool kids wanted

SUPPORT

Mit mir läuft's rund!  
Ich beantworte all  
deine Fragen!



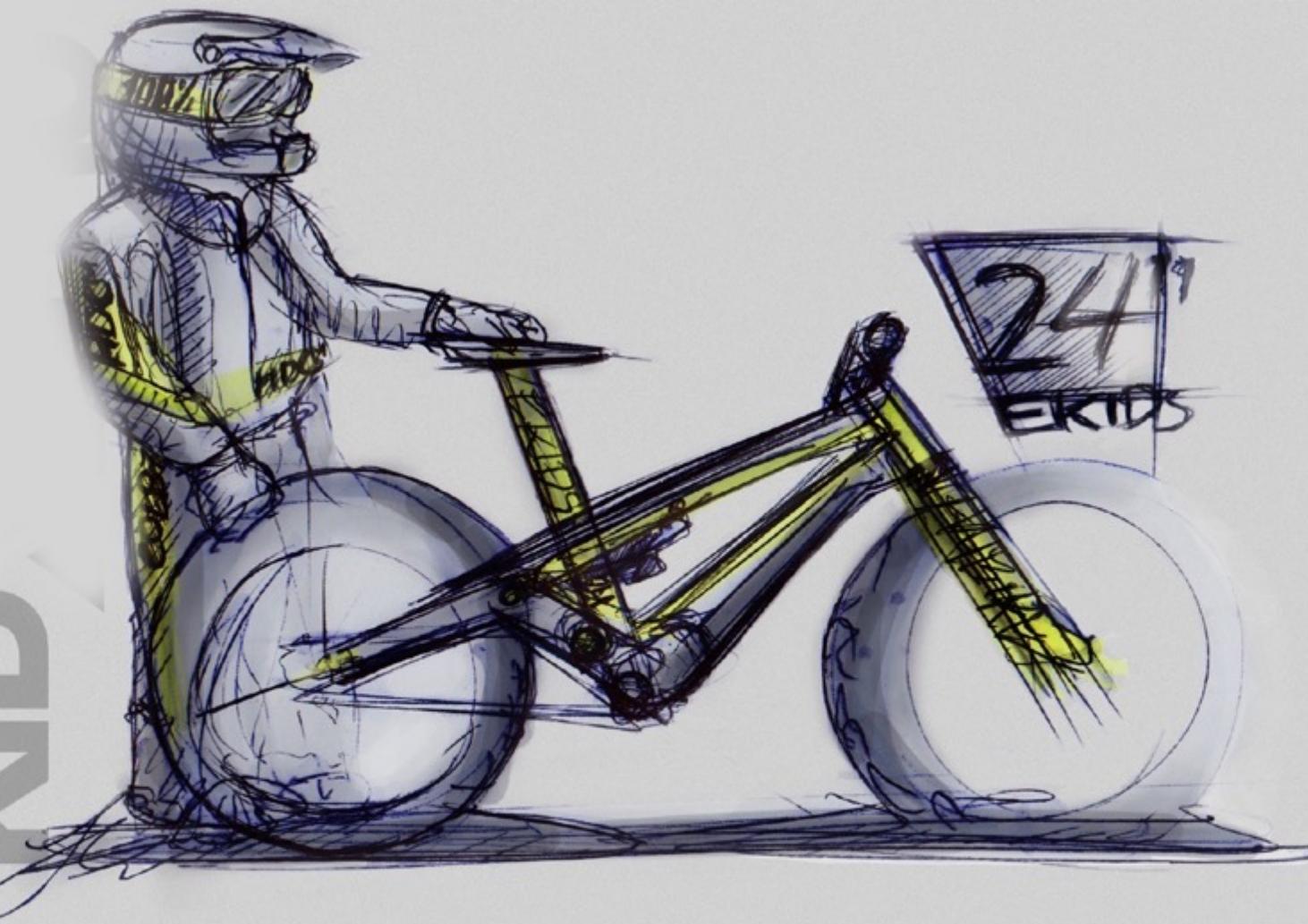
IMAGINE YOU AS  
A KID,  
YOU HAVE NO  
LIMITS...



IMAGINE YOU AS A  
KiD  
YOU HAVE SUPER  
POWERS.

MATRA

KID



GROW BIKE

KID



GROW BIKE



BALANCE  
+12" BIKE



FIRST  
+16" BIKE



ALLMTN  
+20" 24"  
26"



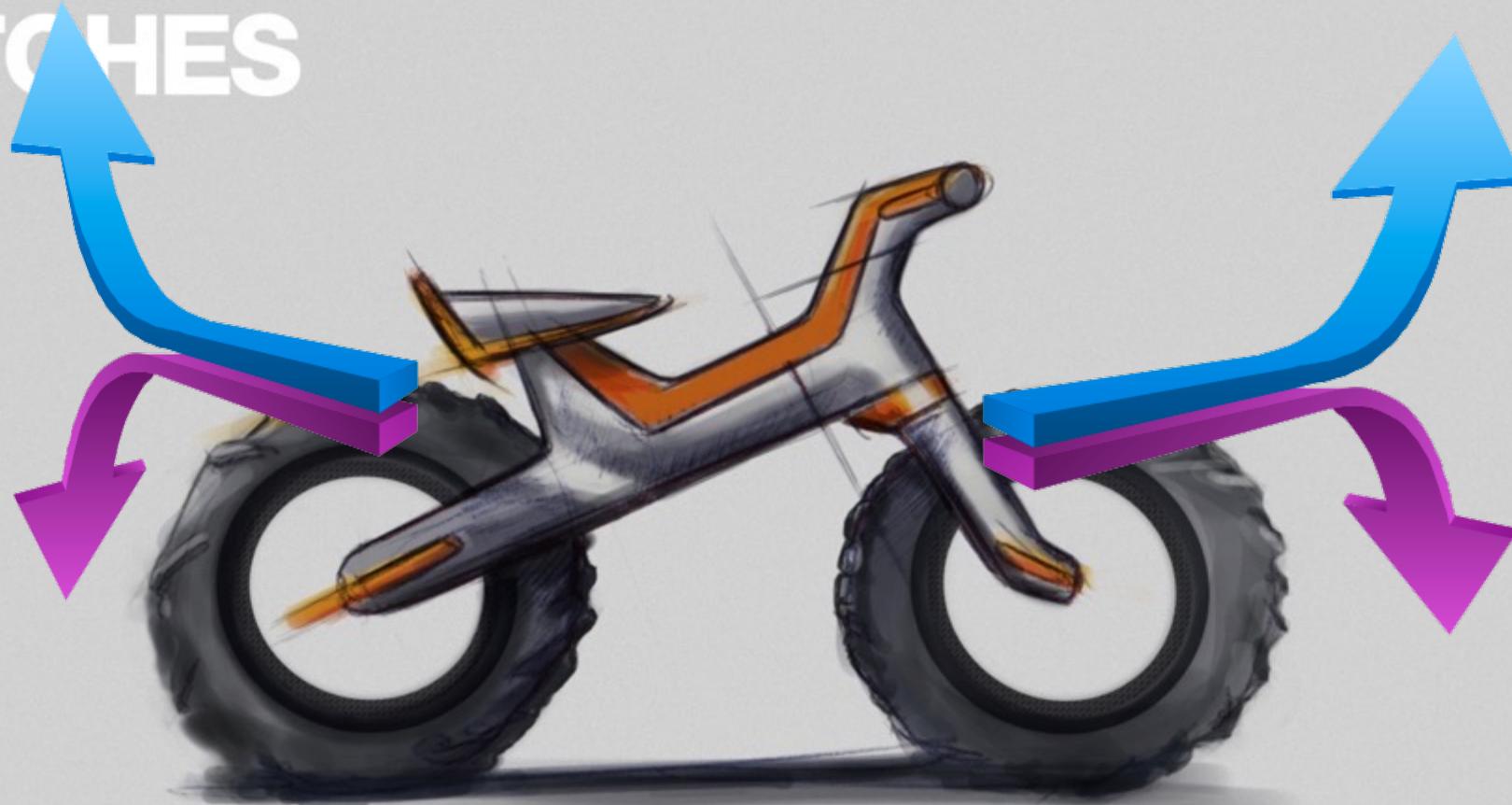
Add on!!



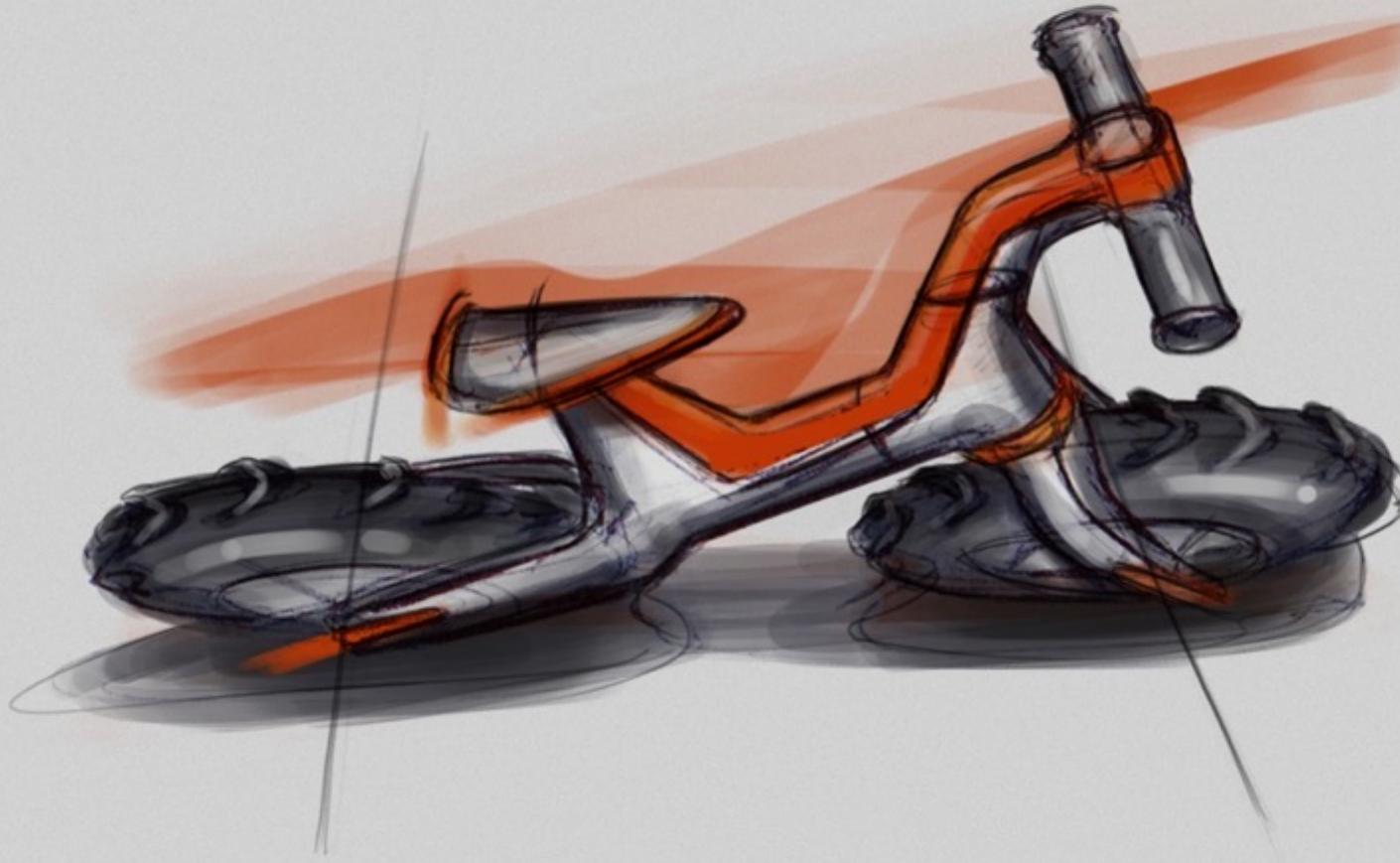
# KEY SKETCHES



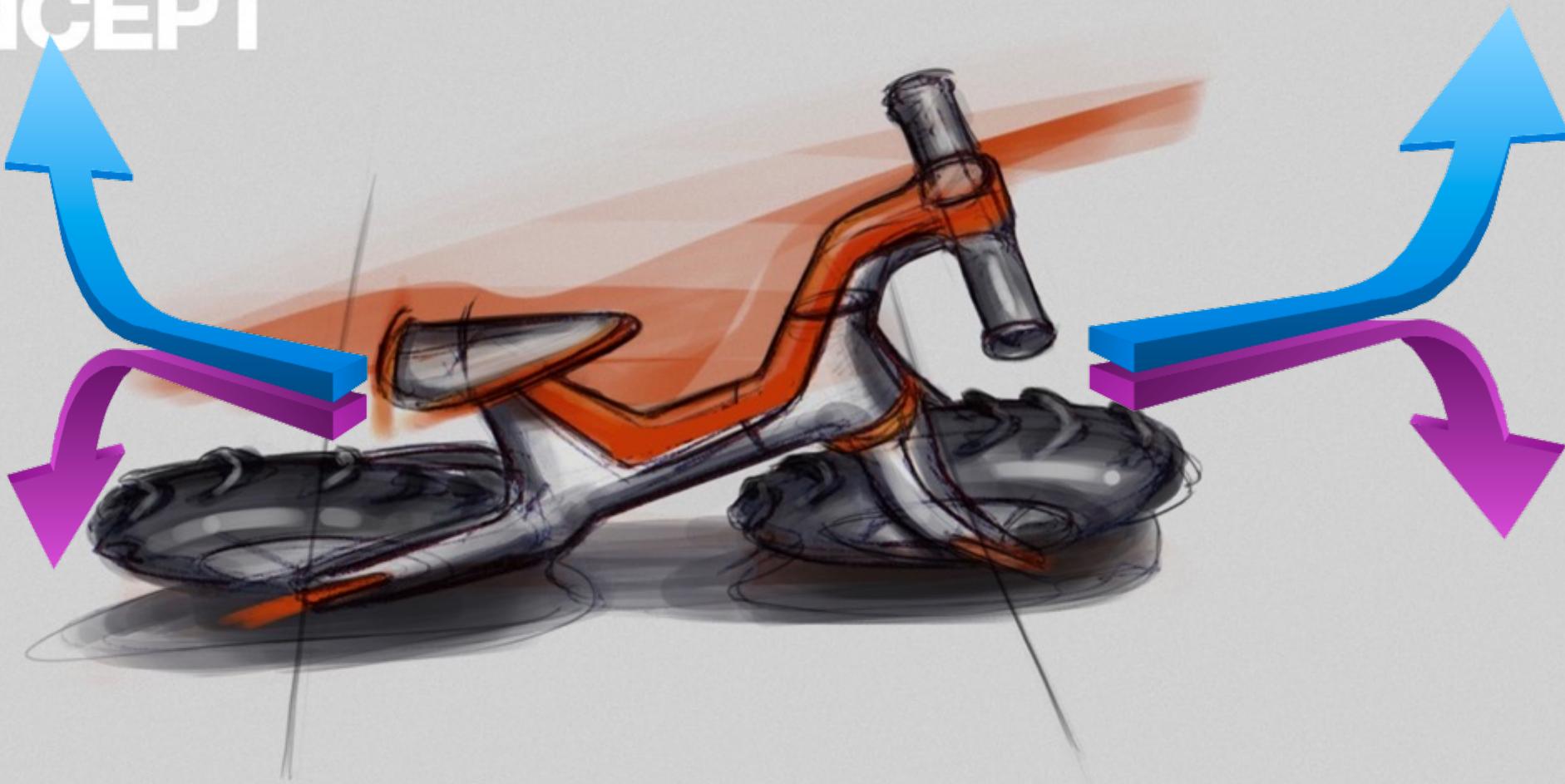
# KEY SKETCHES



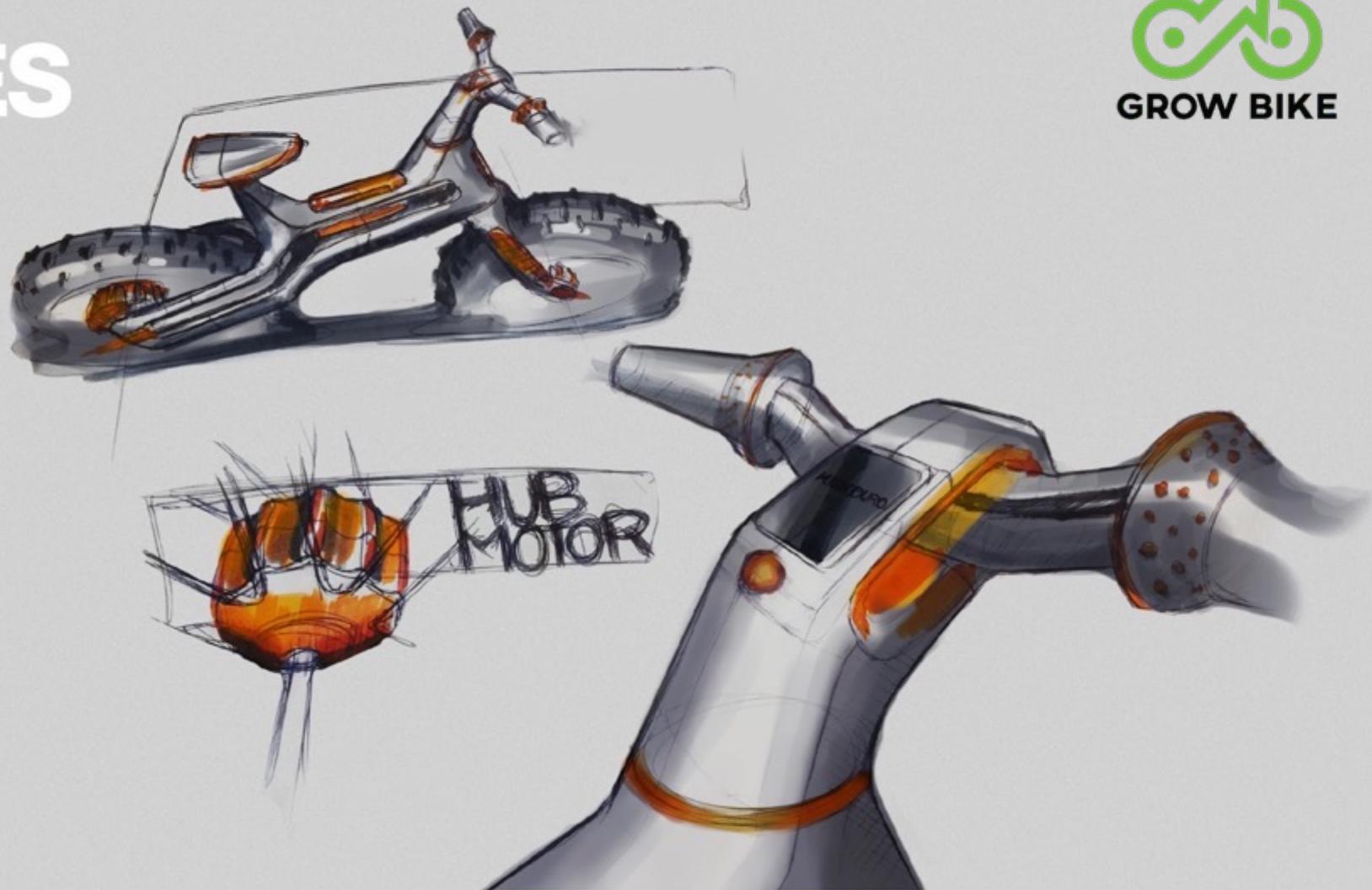
# KEY CONCEPT

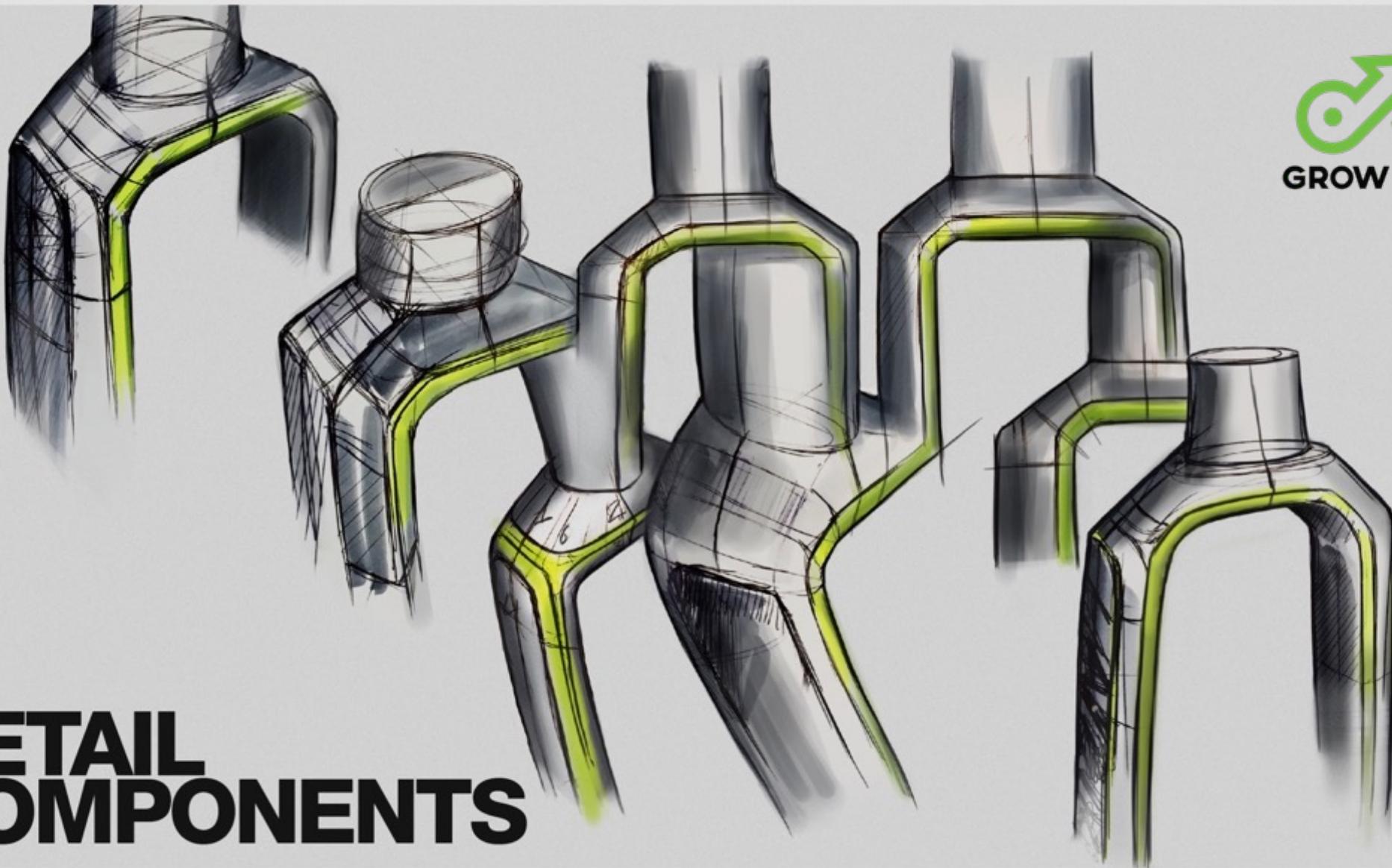


# KEY CONCEPT



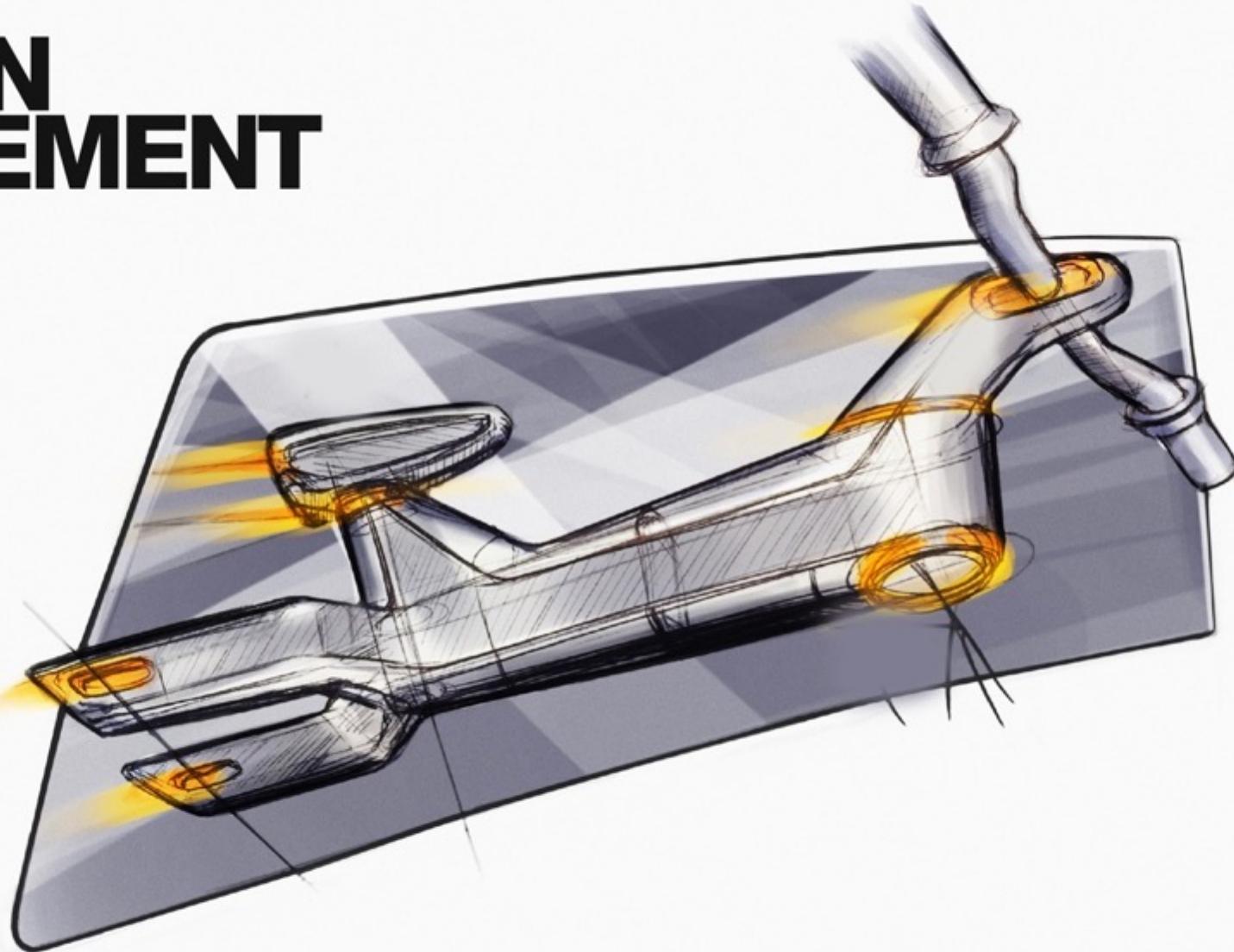
# KEY FEATURES





# DETAIL COMPONENTS

# DESIGN REFINEMENT



IDEAS **PERFORMANCE**



# DEFINE PROGRAM

**BALANCE  
BIKE**



12-16"

**FIRST  
BIKE**



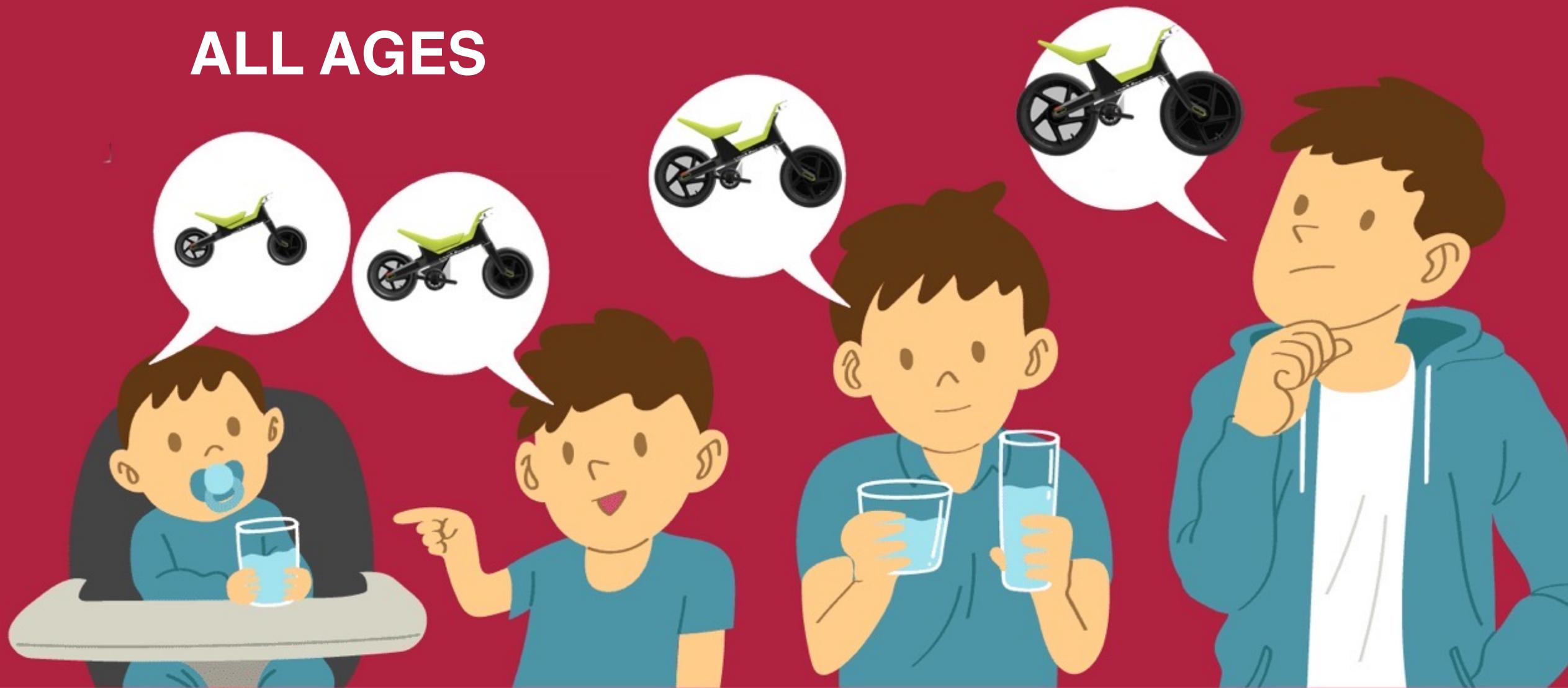
16-20" 20-24"

**ALLMTN**



24-26"

# ALL AGES



**BABY**

**SMALL KID**

**BIG KID**

**TEEN**

12"



16"



GROW SYSTEM

20"



24"



GROW SYSTEM

16"



20"



GROW SYSTEM

24"



26"



GROW SYSTEM

Target price **1200 \$**



GROW SYSTEM

Target price **1900 \$**



GROW SYSTEM

Target price **1500 \$**



GROW SYSTEM

Target price **2300 \$**



GROW SYSTEM



 **zoomo**



One frame



GROW SYSTEM



12  
PUSH

 zoomo



From 12" to 16"



GROW SYSTEM



16  
PUSH

 zoomo



From 12" to 16"



GROW SYSTEM



 **zoomo**



One frame



GROW SYSTEM



# 16



 **zoomo**

From 16" to 20"



GROW SYSTEM



20

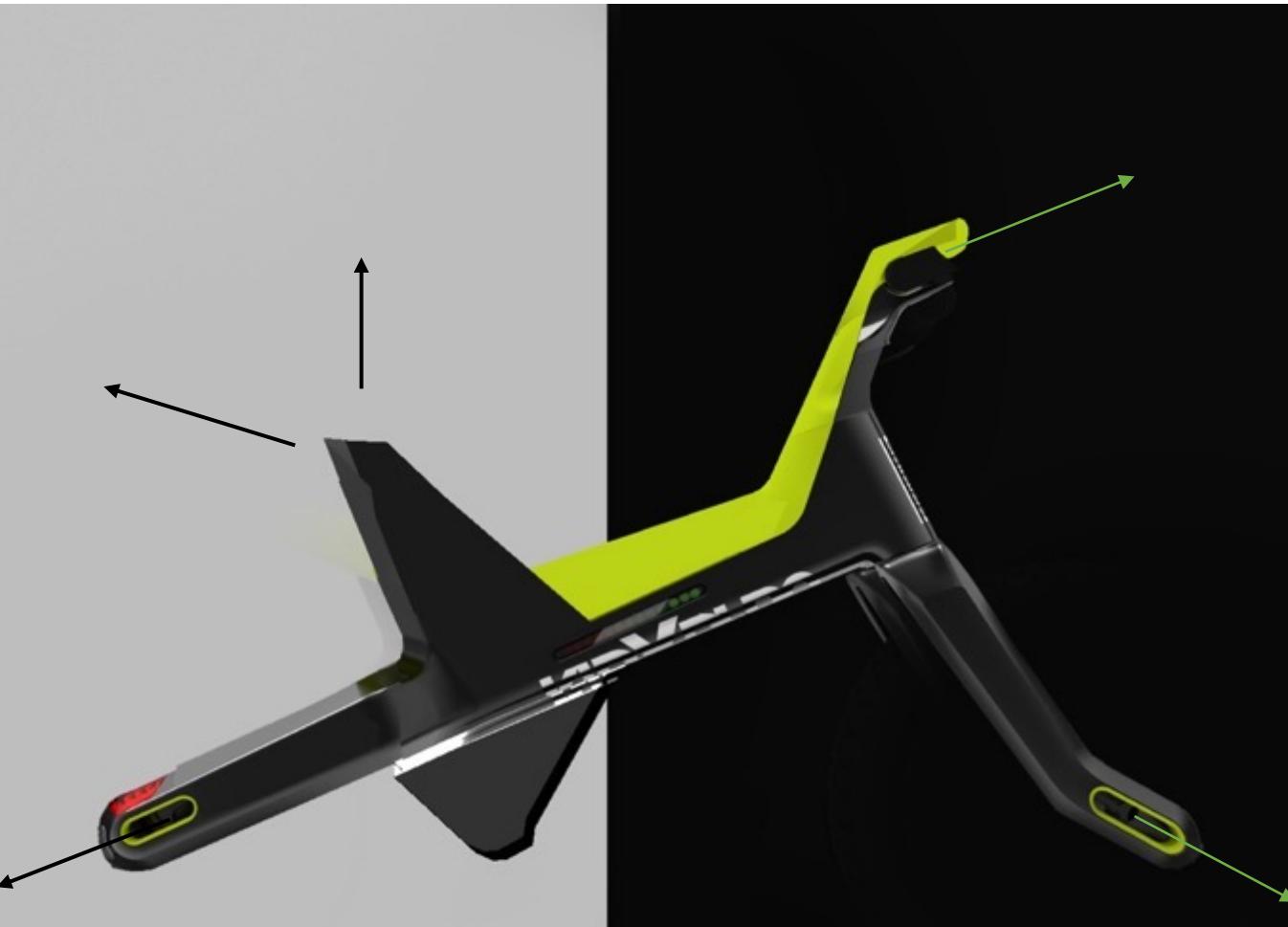


 **zoomo**

From 16" to 20"



GROW SYSTEM



One frame



GROW SYSTEM

 zoomo



20

 zoomo



From 20" to 24"



GROW SYSTEM



24

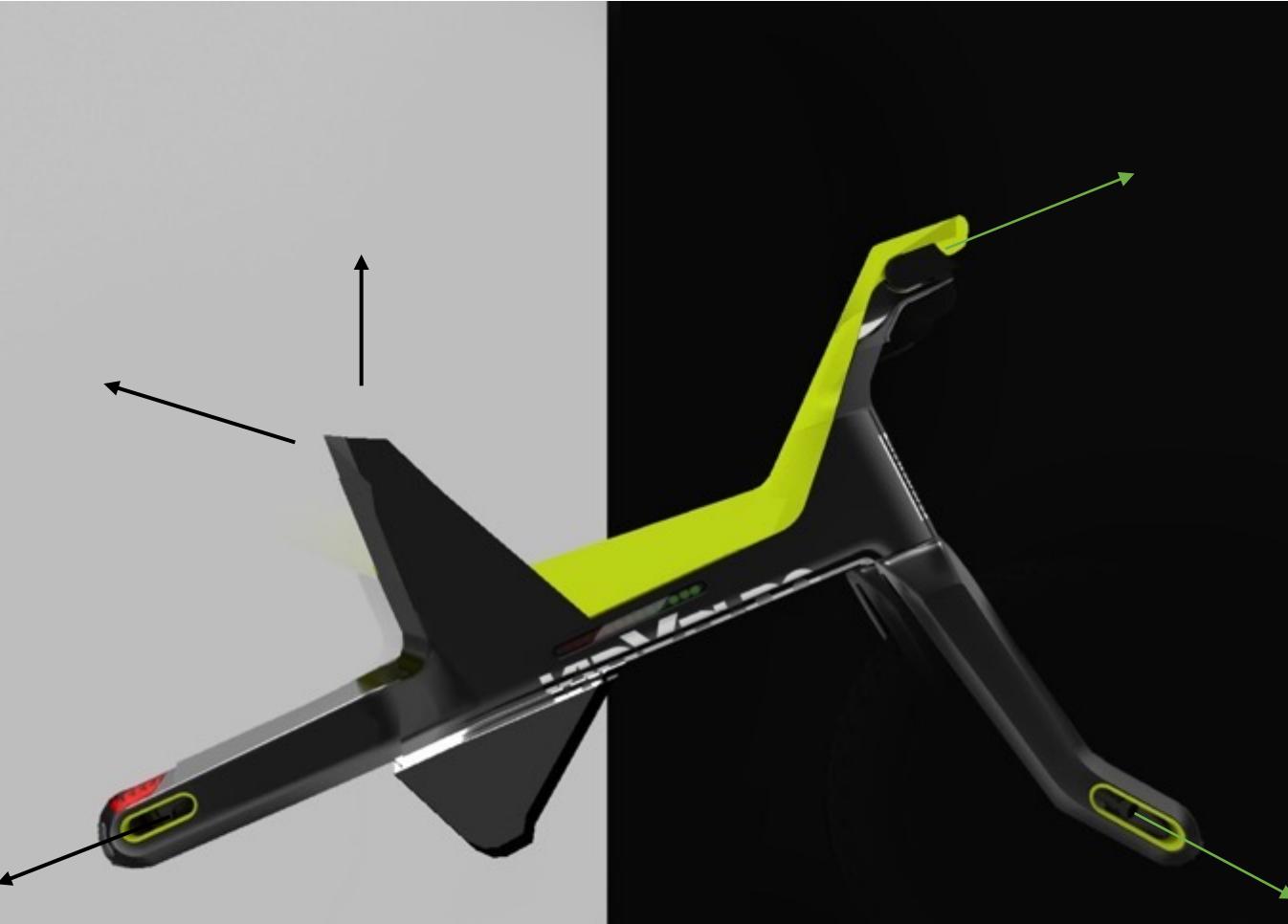
 zoomo



From 20" to 24"



GROW SYSTEM



One frame

 zoomo



GROW SYSTEM



24

 zoomo



From 24" to 26"



GROW SYSTEM



26

 zoomo



From 24" to 26"



GROW SYSTEM



**INTUBE  
BATTERY**



BUILT FOR KIDS,  
TRUSTED  
BY PARENTS.

**FRONT  
LIGHT**



**TWIN  
TAILLIGHTS**

HUB  
eMOTOR



 GROW BIKE

INTEGRATED  
LIGHTS



INTEGRATED  
LASER LIGHTS  
FOR BIKE LANE  
MARKING





# SPECIFICATIONS

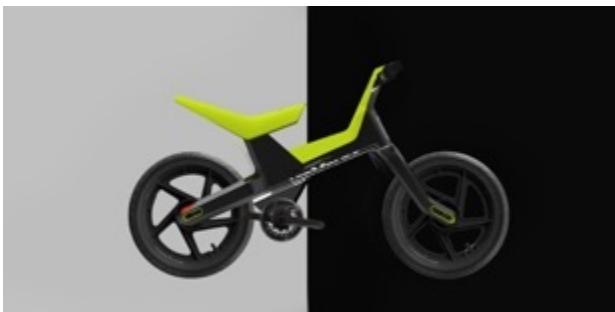
- Alloy frame
- Alloy fork
- Lasco Crankset
- Singlespeed
- Mecanical disc brake
- Rear Motor
- 400 Wh battery



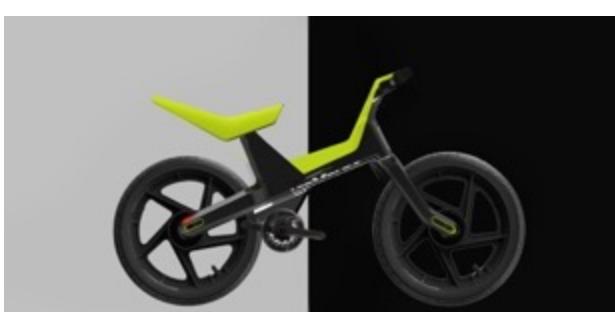
Target price 300 usd



Target price 500 usd



Target price 600 usd



Target price 700 usd



**EXPECTED QTY 3 years period**

**60.000**

**VALUE 94,5 MILL \$**

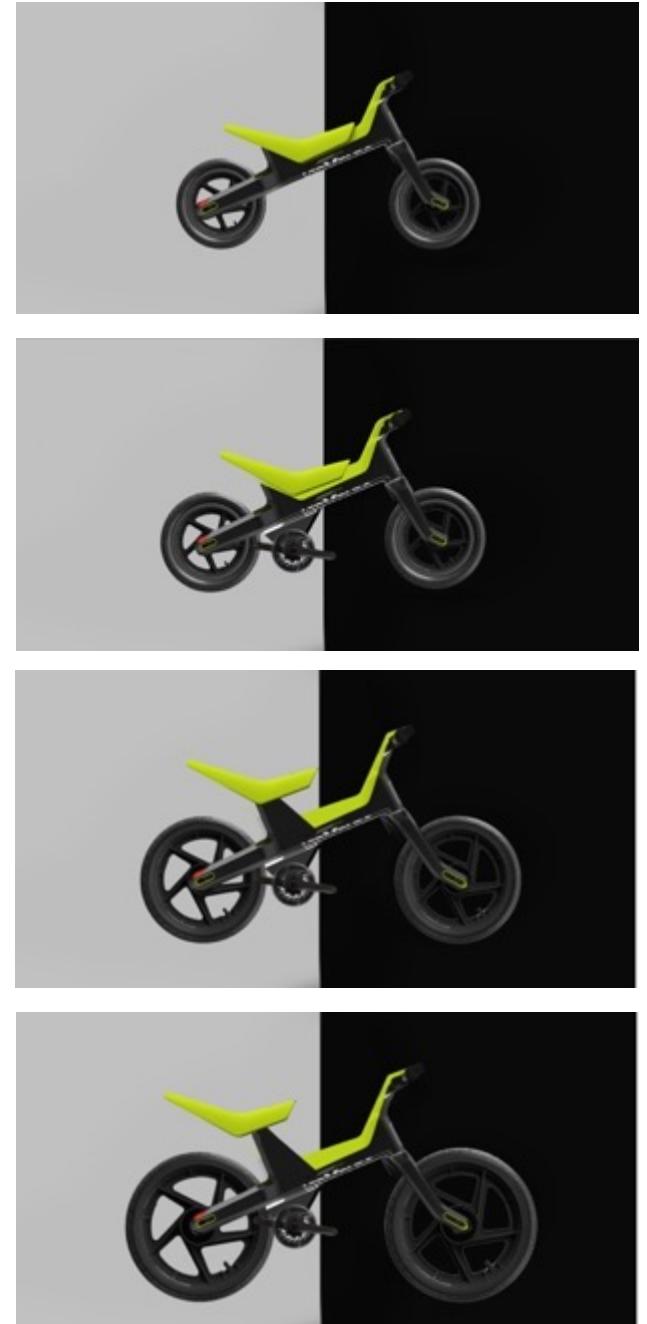


# TIMELINE

JAN 2021      APRIL 2021      AUGUST 2021.      OCTOBER 2021      November 2021



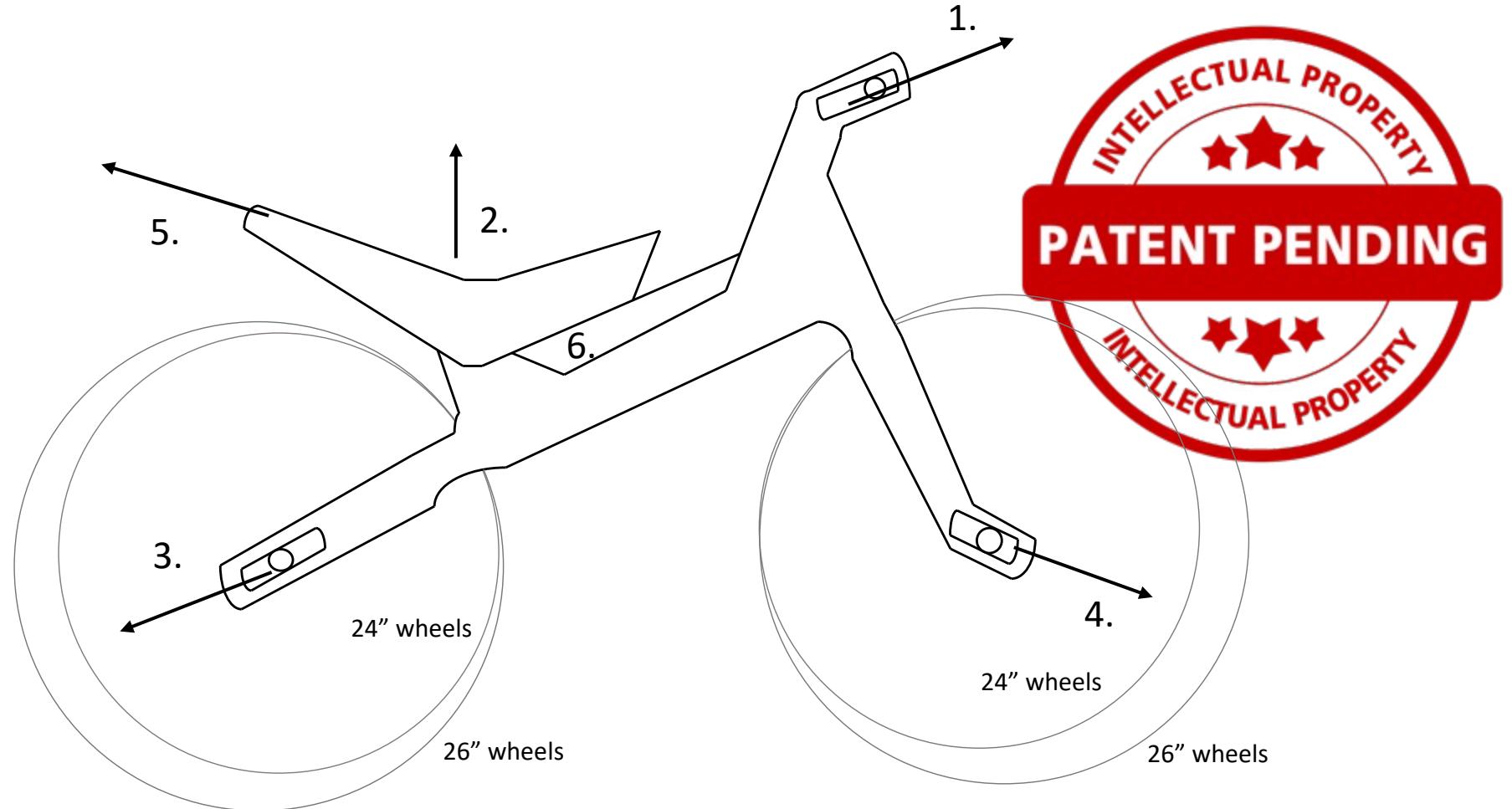
# Development BUDGET





A bicycle frame that can grow for bigger wheel mount

1. Bike can grow in this direction
2. Bike can grow in this direction
3. Bike can grow in this direction
4. Bike can grow in this direction
5. Bike can grow in this direction
6. Battery bow can open
7. Wheels can grow in this frame



Pat. Pending by Brian Hoehl



**THIS IS JUST FIRST  
DRAFT THERE WILL BE  
CHANGES WHEN WE DO  
THE 3D CONCEPT**



**GROW BIKE**



*It's not a bicycle*