BIBREIF (BE BREIF)

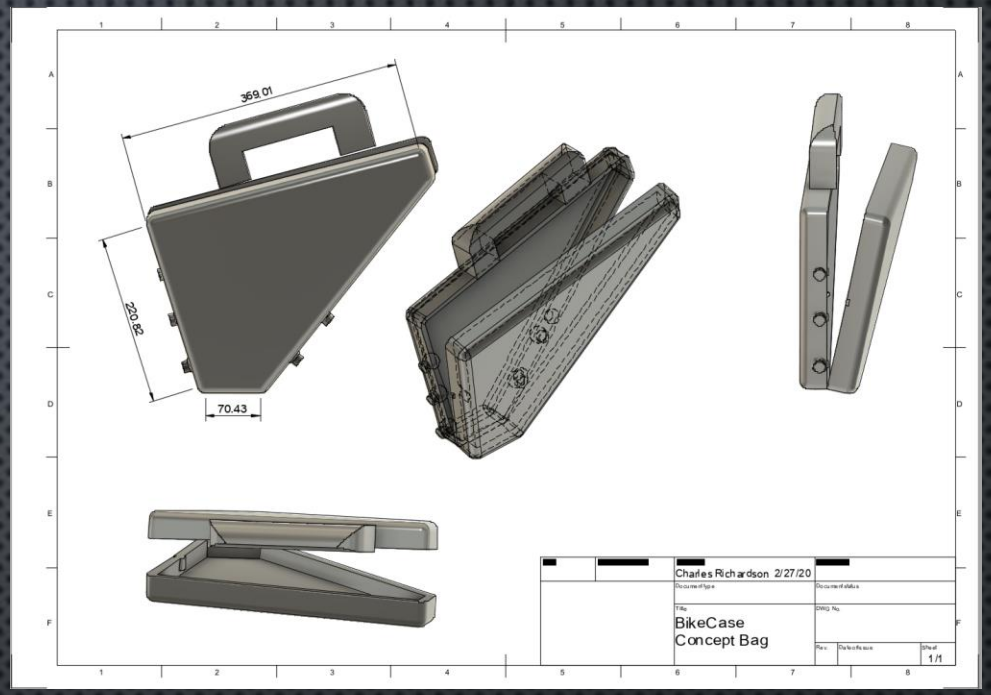
PROBLEM

- SINGLE STRAP BACKPACKS ARE A HASSLE TO CARRY ON BIKES.
- CARRYING THINGS IN YOUR HANDS WHILE RIDING IS DANGEROUS FOR THE RIDER AND THEIR SURROUNDINGS.
- NO PRACTICAL DETACHABLE BAGS EXIST FOR BIKES
- THE INSIDE OF THE FRAME OF THE BIKE IS UNDERUSED ON COMMUTER BIKES.

HOW MIGHT WE...

CREATE A BAG THAT WOULD BE EASIER TO ATTACH TO A BIKE THAN CARRY ON ONES BACK?

TARGET AUDIENCE



VALUE PROPOSITION

- A WATER PROOF/SHOCK RESISTANT BAG FOR CYCLIST
- MINIMALIST DESIGN (THINK CYBERTRUCK)
- EASIER TO CARRY ON YOUR BIKE THAN YOUR BACK
- EASY TO MOUNT AND DISMOUNT ACCESSORY
- CASE ABLE TO HOLD WATER BOTTLES AS WELL