

BEVISONNEERS

THE MERCEDES-BENZ FELLOWSHIP

Planet-positive Project Portfolio

Enerdrais ⚡

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<https://dicer0.com/>

What is your business model?:

Enerdrais generates revenue through:

- Direct Sales & E-commerce:** Selling our energy-generating modular machines online to individual buyers and in bulk to eco-conscious partners, such as green gyms and urban public transportation systems.
- Subscription Model:** Offering a premium app that tracks energy generation and includes gamified sustainability challenges for users to share on social media platforms like Instagram, Facebook, and TikTok. The app also features a point system that rewards users with gym discounts and prizes.
- Partnerships & Licensing:** Collaborating with bike and gym equipment manufacturers, as well as smart city initiatives, to integrate our modular technology into their existing infrastructure.

How will people discover your project?:

Our audience will find us through:

- Social Media & Influencer Marketing:** Engaging eco-conscious fitness centers and urban cycling communities on Instagram, TikTok, and YouTube.
- SEO & Google Ads:** Capturing search traffic with keywords like *“energy-generating bike wheel,” “self-charging bike,” “green gyms,” “sustainable energy,”* and *“eco-friendly fitness”* to drive awareness, consideration, and conversion.

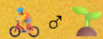
How do you know you’re successful?:

We’ll measure our success through:

- Sales & Pre-orders:** Tracking revenue growth, unit sales, and strategic partnerships.
- User Engagement:** Monitoring app downloads, active users, and engagement with tracking features.
- Community Growth:** Measuring social media followers, brand mentions, and customer testimonials.



Exercise smarter: power
your world while
powering yourself ⚡ .



Reflecting on My Journey: From Vision to Enerdrais

What began as a simple idea to harness human movement and generate clean energy has evolved into something far bigger... **Enerdrais!!**, a modular energy-generating system for bikes and other fitness machines, all designed to power a more sustainable future while encouraging us to **exercise smarter** 💡 .

Biggest insights & lessons learned:

- **Innovation thrives** at the intersection of **engineering, sustainability, and human effort.**
- The real challenge **isn't just tech solutions, it's about shifting mindsets and empowering people** to embrace clean energy alternatives that are engaging and rewarding for everyday use.
- Building the **right team to bring this ambitious vision to life** was one of the toughest, but **most rewarding efforts.**

Next up, we're focused on **mass production and launching impactful digital marketing campaigns** to spread the word and drive awareness.

To publicly share this journey, I launched *enerdrais.com* and tagged *@bevisioneers* to help amplify our mission and reach. In this post, I'm proud to share:

- The innovative mechatronic design behind the project.
- Why clean energy generation through human effort is so close to my heart and critical for a sustainable future.

Every step forward brings us closer to making a meaningful difference. **#Enerdrais** is just getting started. Let's pedal toward a greener, smarter tomorrow. 🌱