# Contoso Sessions at Microsoft Build Conference 2025

## A collaboration between the two companies

In this document, we have a list of all the topics that Contoso, the ebike company will present at Microsoft Build 2025. Contoso is excited to partner with Microsoft to make the world a more greener place.

Contoso is a leading ebikes manufacturer, based out of Canada. They also command the majority of the market share in both North America and LATAM. All Contoso bikes can be customized by customers. This is a feature unique to Contoso, as the bikes are indeed assembled and shipped from Canada. Contoso has a diverse range of customers including students commuting to school, professionals commuting to work, and baby boomers interested in riding but wanting a little extra kick in case they run out of energy. They ship worldwide and have done business with customers as far away as Iceland, Finland, Sweden, Switzerland, the UK, France, Israel, Jordan, and Dubai.

## 1. Future of Ebiking

**Description:** Explore the latest advancements in ebike technology and how Contoso is revolutionizing urban mobility with cutting-edge innovations. This session will cover the integration of smart technology, AI-driven navigation systems, and enhanced battery performance to shape the future of ebiking.

**Speaker:** Alex Morgan, Chief Innovation Officer at Contoso

**Timeslot:** May 20, 2025, 10:00 AM - 11:00 AM

**Type:** Breakout Session

## 2. Saving the Environment: Ebikes as a Green Alternative

**Description:** This session highlights the role of ebikes in reducing carbon footprints and promoting sustainable transportation. Learn how Contoso’s designs contribute to eco-friendly commuting and how cities can adopt ebike-friendly infrastructure.

**Speaker:** Dr. Mia Chen, Sustainability Lead at Contoso

**Timeslot:** May 20, 2025, 1:00 PM - 2:00 PM

**Type:** Breakout Session

## 3. Contoso Ebike Demo: Smart Features in Action

**Description:** Join us for an interactive demonstration showcasing the smart features of Contoso's latest ebike models. From voice-activated controls to real-time performance monitoring, this demo will give attendees a hands-on experience of the future of ebiking.

**Speaker:** Jamie Lee, Product Manager at Contoso

**Timeslot:** May 21, 2025, 11:30 AM - 12:15 PM

**Type:** Demo Session

## 4. Building a Connected Ebike Ecosystem

**Description:** Discover how Contoso is leveraging IoT and cloud technologies to create a seamless connected ecosystem for ebike users. This session will delve into data analytics, predictive maintenance, and personalized rider experiences.

**Speaker:** Raj Patel, Head of IoT Development at Contoso

**Timeslot:** May 21, 2025, 1:00 PM - 2:00 PM

**Type:** Breakout Session

## 5. Pricing Analytics for an Ebike

**Description:** In a world where ebikes are quickly getting commoditized, learn how Contoso keeps its competitive advantage and maintains quality and price on par or even better than industry standards. Contoso uses analytics and advanced ML models to adjust our ebike prices to match the value they provide to our customers. For this, we have partnered with Microsoft to create a state-of-the-art system that can monitor and adjust prices within few seconds on any given day so that customers always get the best out of their purchasing experience. This session is a collaboration between Contoso and Microsoft.

**Speaker:** Suzanna Seltzer, Head of Sales at Contoso and Adele Vance, VP of Azure Analytics at Microsoft.

**Timeslot:** May 21, 2025, 2:00 PM - 3:00 PM

**Type:** Breakout Session