



BOOMERANG

BOOMERANG BIKE

Manufacturer of a bike alarm with cellular based GPS tracker



AGENDA

1 | THE PROBLEM

2 | VALUE PROPOSITION

3 | SOLUTION PRODUCT

4 | REVENUE MODEL

5 | COMPETITION ADVANTAGE

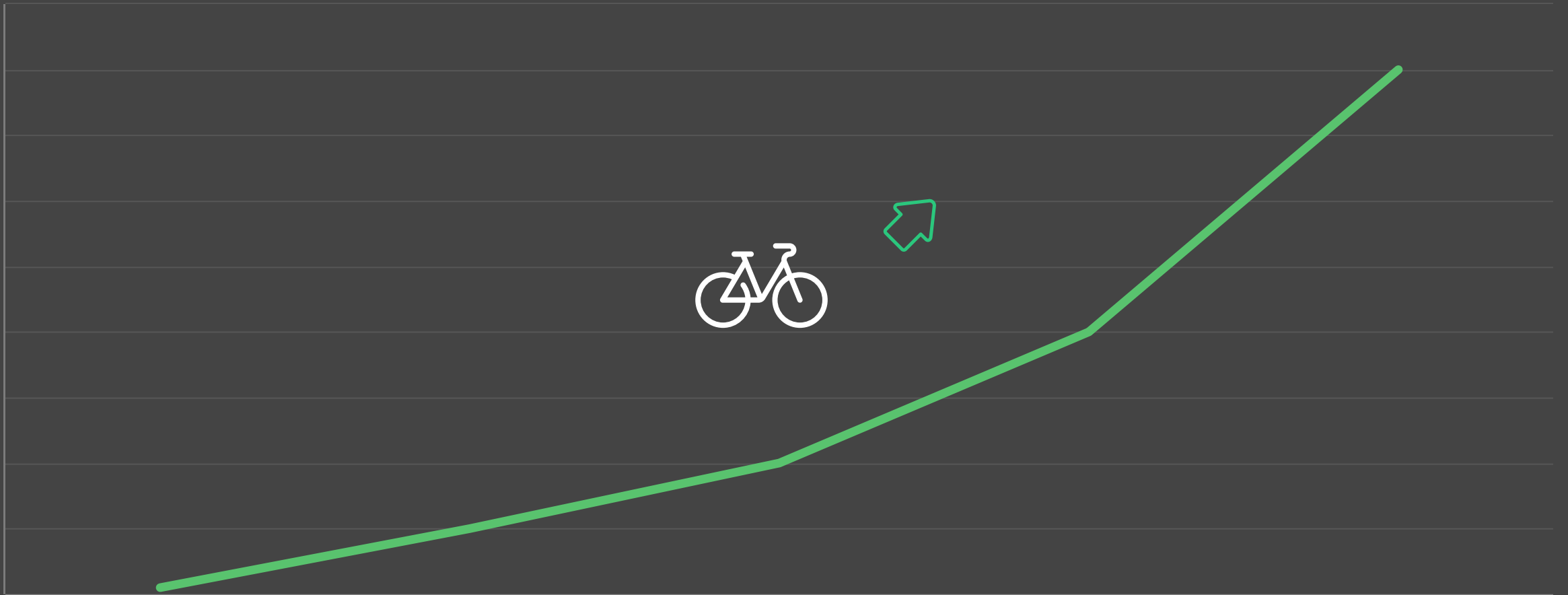
6 | TEAM

7 | CURRENT STATUS OF COMPANY

8 | NEXT STEPS

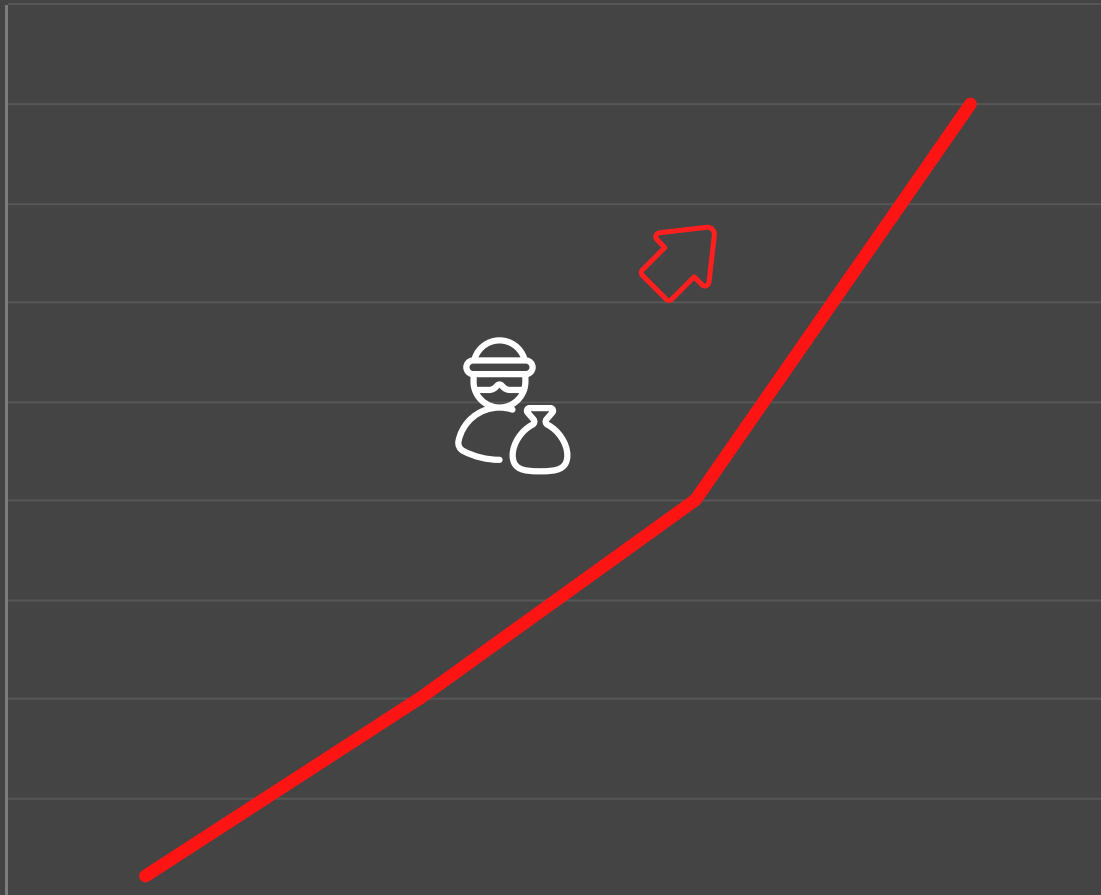
THE PROBLEM

BIKE SALES

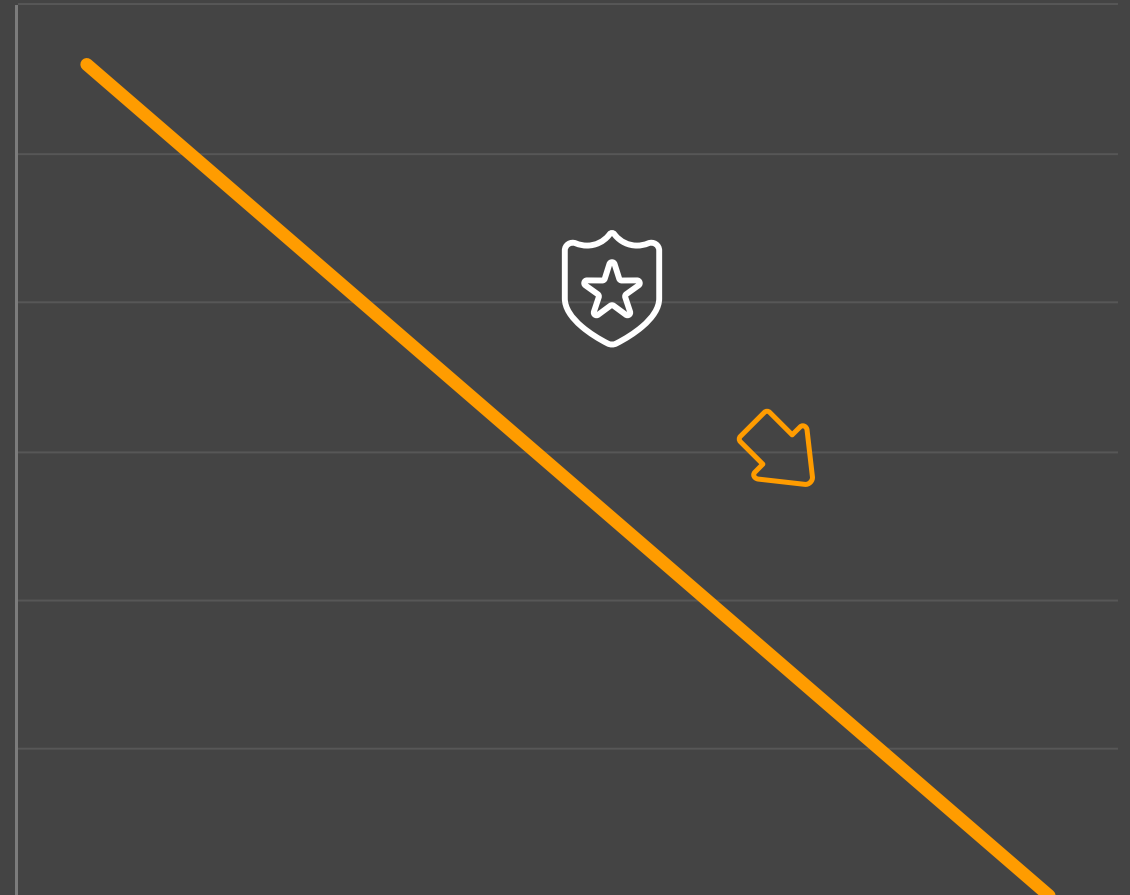


THE PROBLEM

BIKE THEFTS



POLICE RESOURCES



BOOMERANG SOLUTION

**HARDWARE:
ALARM AND GPS TRACKER**

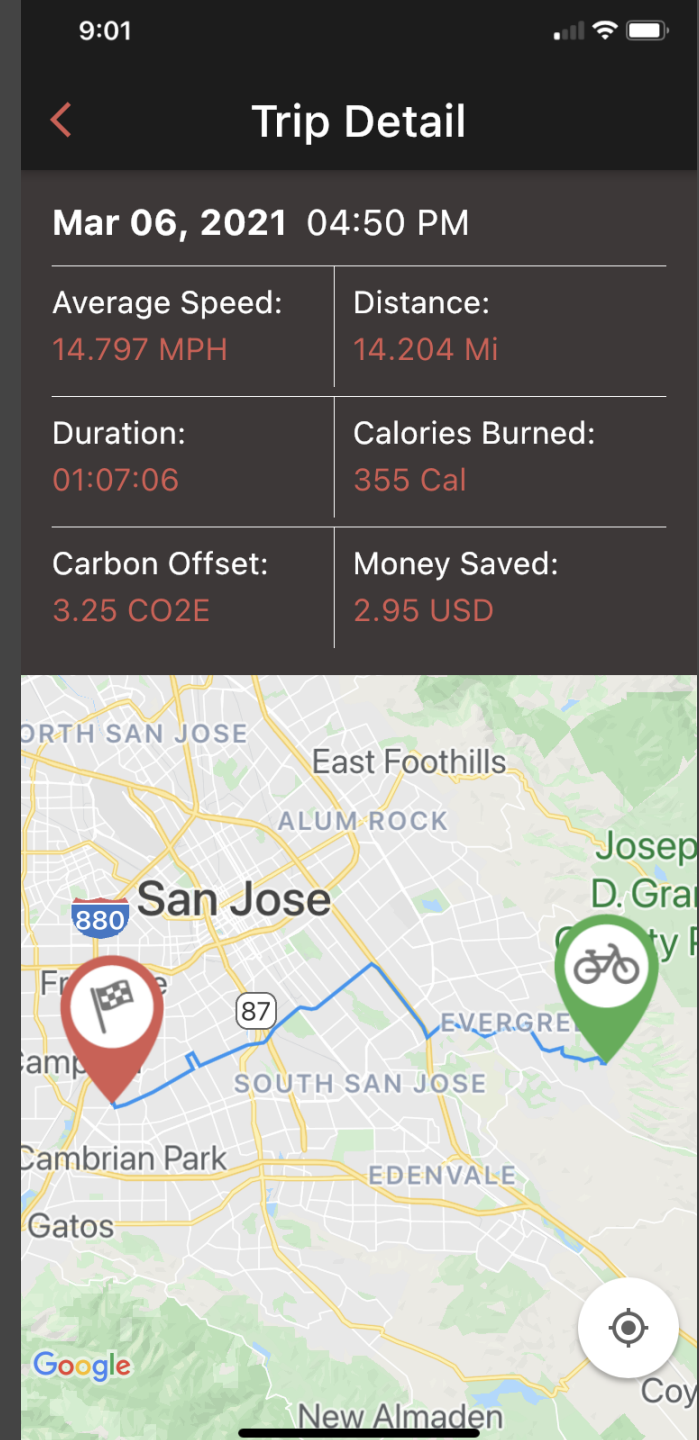
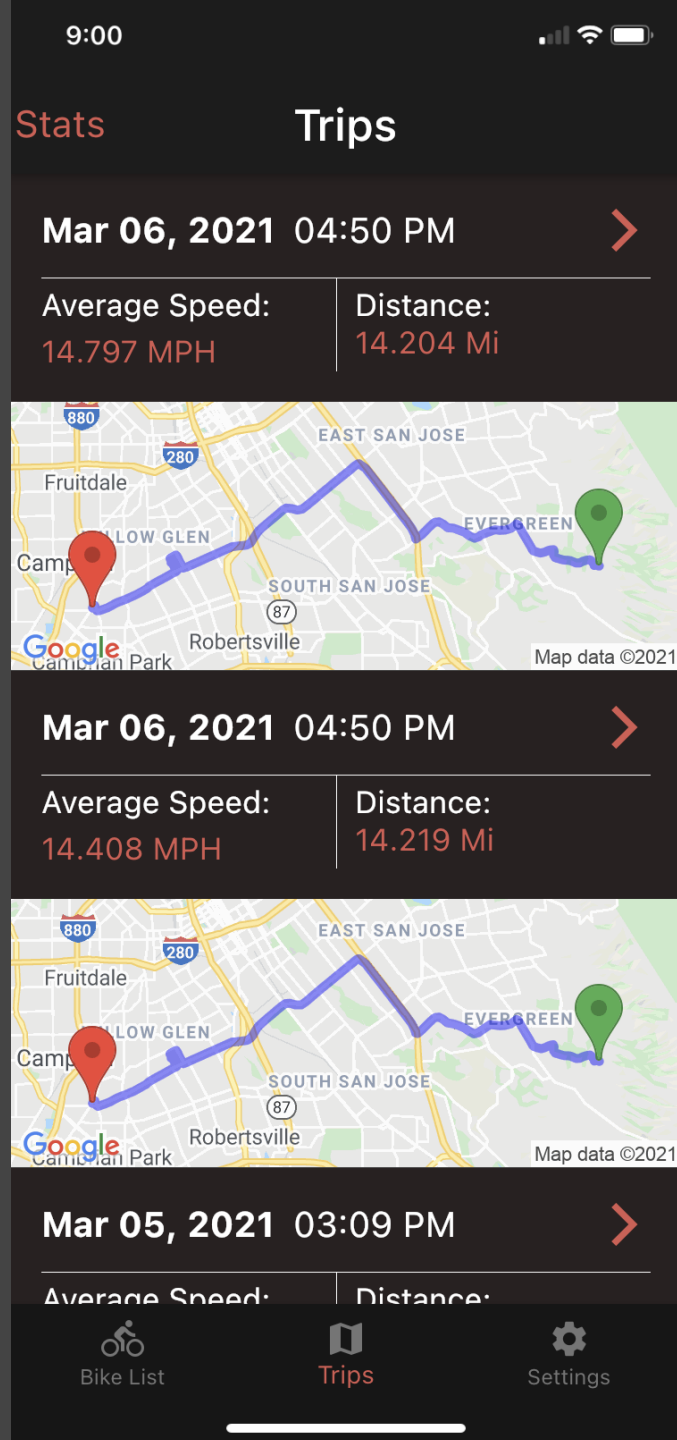
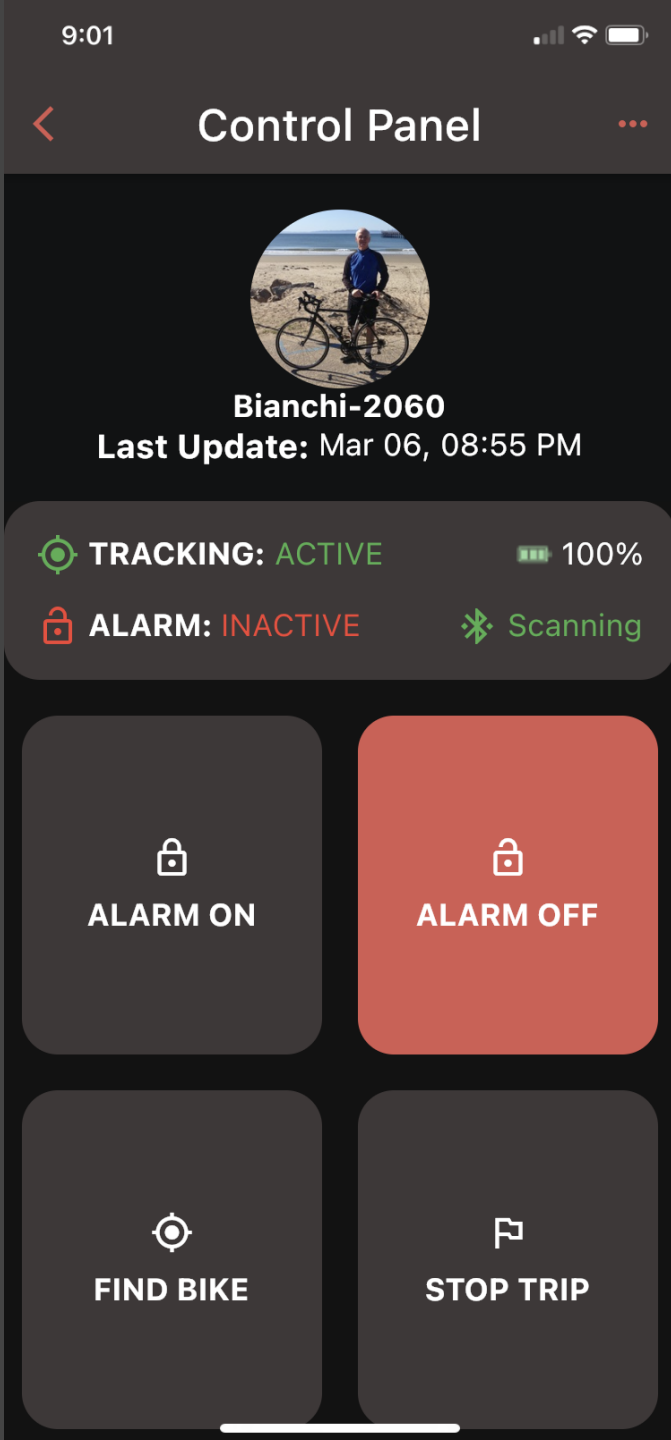
**SOFTWARE:
CLOUD BASE DASHBOARD
MOBILE APP**

**SUMMARY:
KIT TO TURN ANY BICYCLE INTO A CONNECTED BIKE**



AUDIBLE ALARM & GPS TRACKER



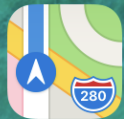


MESSAGES now

Alarm
ALERT: your Boomerang CycloTrac has registered an alarm. Your bicycle may...



Camera



Maps



Clock



Weather



Notes



Reminders



App Store



Settings



Pandora



Strava



Podcasts



Sheets



Calculator



Voice Memos



Wash Post



Crisp



Google Maps



WhatsApp



Bluefruit Con...



Alarm >

ALERT: your Boomerang CycloTrac has registered an alarm. Your bicycle may have been tampered with. For security, we recommend you investigate.

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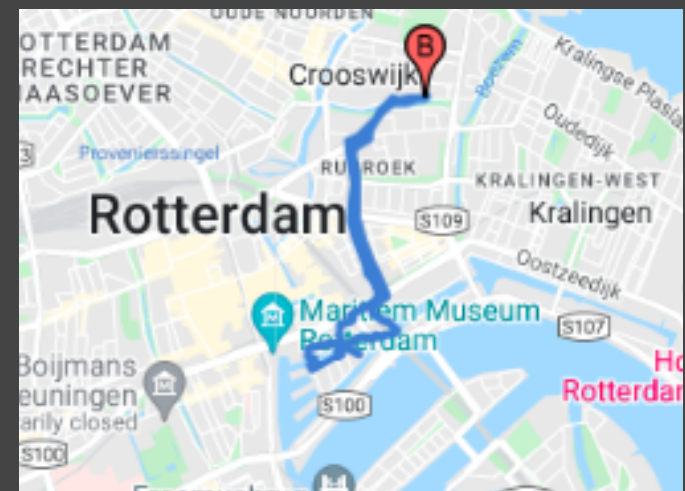
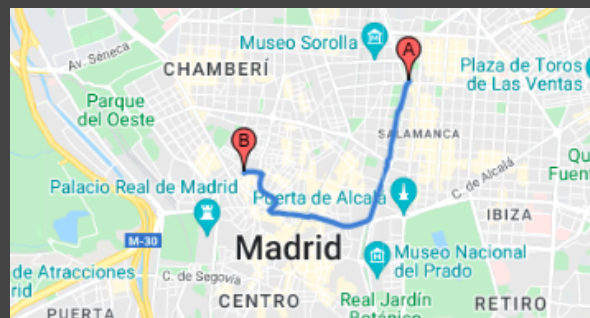
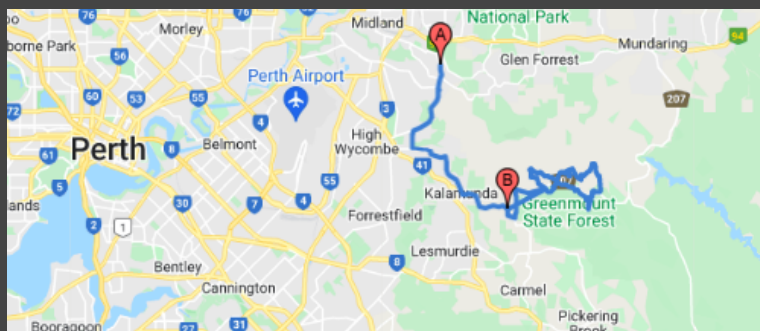
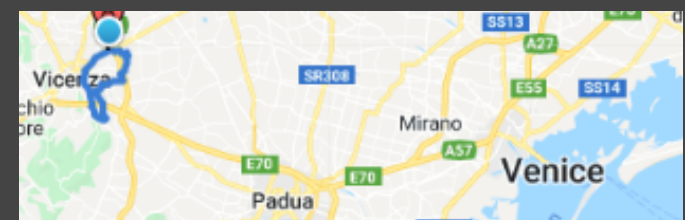
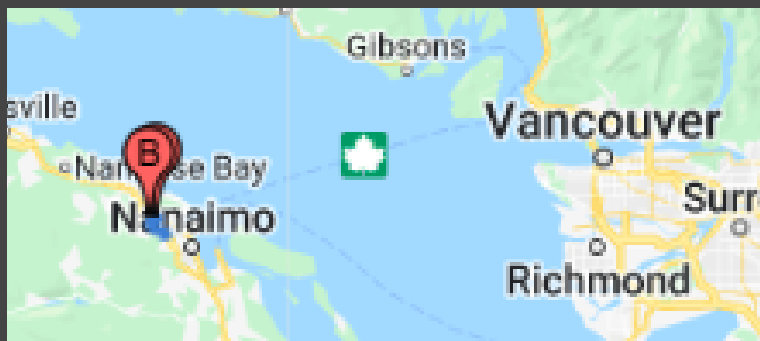
ALERT: your Boomerang CycloTrac has registered an alarm. Your bicycle may have been tampered with. For security, we recommend you



Text Message



WORLDWIDE MARKET



We ship to 18 different countries

COMPETITION ANALYSIS

Company Name	Company Website	Alarm	Bike Specific	Ride Analytics
Boomerang Bike	https://boomerangbike.com/	YES	YES	YES
Sherlock GPS	https://www.sherlock.bike/en/	NO	YES	NO
GPS Tracker	https://www.gps-tracker.info/	NO	NO	NO
INVOXIA	https://www.invoxia.com/us/gps-tracker/valuables	NO	NO	NO

NO LARGE COMPANIES IN THIS SPACE. WE VIEW THIS SPACE AS GREENFIELD.

TARGET MARKET E-BIKES

- 1 THE LIGHT ELECTRIC VEHICLE ASSOCIATION
- 2 THE US IMPORTED AROUND 270,000 ELECTRIC BICYCLES IN 2019, AND 600,000 E-BIKES ARE PREDICTED FOR 2022
- 3 DELOITTE SAYS IT EXPECTS 130 MILLION E-BIKES TO BE SOLD GLOBALLY BETWEEN 2020 AND 2023



PROJECT 529 PARTNERSHIP



OVER 400,000 ACTIVE USERS

REVENUE MODEL YEAR 1-3

	COGS	Net Unit Price	Margin
GPS Tracker	\$85.00	\$106.00	20%
Data Revenue year #1	\$3.50	\$46.8	92%
Data plan Revenue year #2	\$3.50	\$46.80	92%
Date plan Revenue year #3	\$3.50	\$46.80	92%
Total	\$95.50	\$246.40	61%

REVENUE PROJECTION

	2022	2023	2024 Min	2024 Max
Units	25,000	100,000	300,000	500,000
Hardware Revenue	\$1,952,000	\$7,320,000	19,520,000	\$39,040,000
Subscription Revenue	\$880,000	\$3,520,000	10,560,000	\$17,600,000
Total Revenue	\$2,832,000	\$10,840,000	30,080,000	\$56,640,000
Net Operating Income/EBITDA	\$227,024	\$2,831,778	\$10,243,475	\$19,270,675

ROAD MAP

THE FUTURE

**CAN WE SELL A
MILLION UNITS?**

ROAD MAP: **THE FUTURE**



THINK OF **BOOMERANG
BIKE** AS THE **RING** FOR
THE BICYCLE INDUSTRY

CURRENT STATUS OF THE COMPANY

- **COMPLETED 18TH MONTH TRIAL**

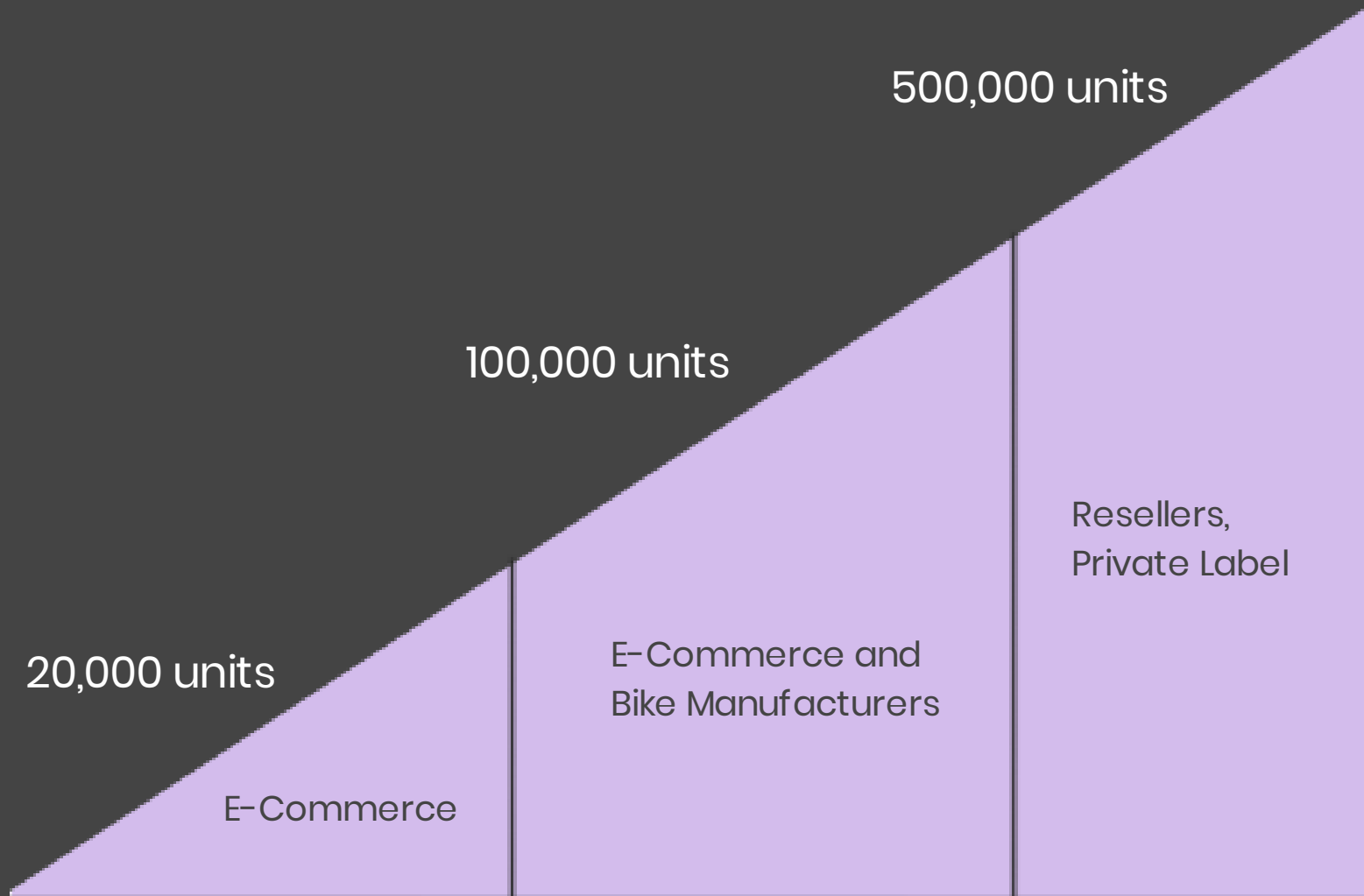
- **ACHIEVEMENTS**

- Developed 4 star product ✓
- Domestic and international ordering system implemented ✓
- 2,500 subscribers paying \$44/year annual subscription fee ✓
- Auto-pay subscription payment system ✓
- Over-the-air firmware update capability for new features ✓

- **NEXT STAGE: RAMP AND GROWTH**

- Add 20,000 customers in the next 12 months
- Add 100,000 customers in the next 24 months
- Add 500,000 customers in the next 48 months

GO TO MARKET STRATEGY



BOOMERANG LEADERSHIP



KEVIN FAHRNER

- Founder CEO
- Santa Clara University
- Avid Cyclist



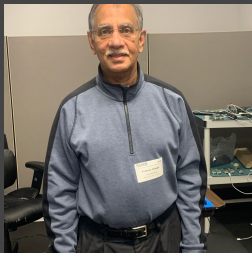
DR. PASCAL STANG

- CTO Lead Firmware Engineer
- Stanford University



JAMI KAPLA

- Senior Software Engineer
- San Diego State University



FRANCIS JOSEPH

- Senior Firmware Engineer
- HP Labs
- Key Contributor to the HP Laser Printer



DR. RONJON NAG

- Chairman of the Board.
- Professor at Stanford University
- Founder and Managing Partner of R42 Group

GRANTED PATENTS

PATENT NUMBER: 9194955

Accepting into a server a plurality of sensor data and GPS location coordinates from a device attached to a bicycle,

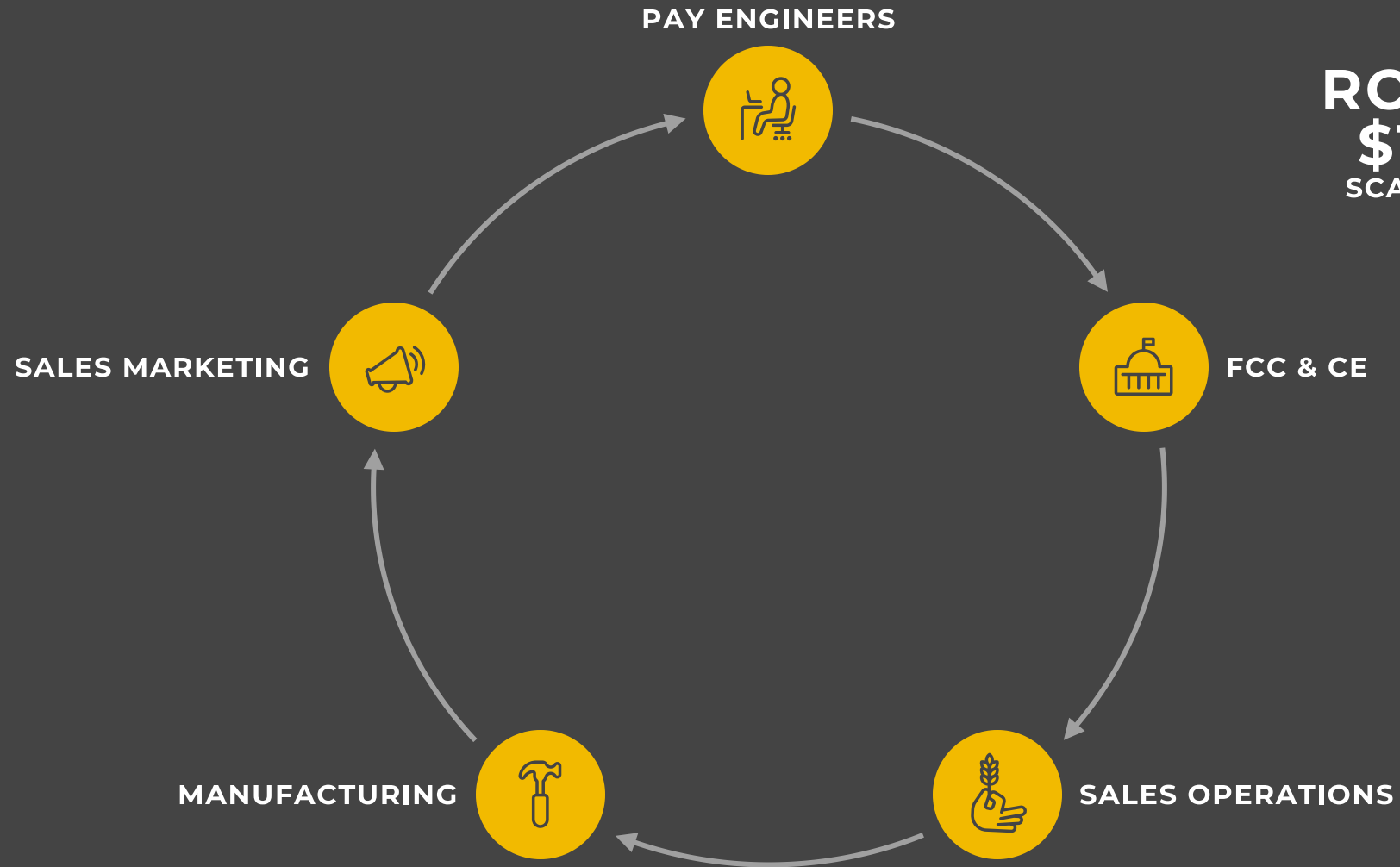
PATENT NUMBER: 9157742

The method further includes writing information relating to sensor, GPS, and alarm functions from the cloud based server into the bike mounted activity tracker via a wireless link.

PATENT NUMBER: 8949022

The device is an electronic device configured to attach to a human-powered vehicle.

CAPITAL NEEDED



ROUND SIZE
\$1,000,000
SCALE TO 20,000 UNITS

CONCLUSION

- 1 **SUCCESSFUL EXTENDED TRIAL**
- 2 **2,500 PAYING BETA CUSTOMERS**
- 3 **FUNDS NEEDED FOR MARKETING AND MANUFACTURING**
- 4 **MACRO TRENDS FOR BICYCLES ARE EXCELLENT**



Sean's e-bike recent trip to Costco



Boomerang

CUSTOMER FEEDBACK



"Thanks for reaching out. Yes – our boomerang is on an extra cycle cargo bike. And we use it ALOT. We are a one car family and the cargo bike is our second mode of transport. We ride it to work and to drop off kids at school.

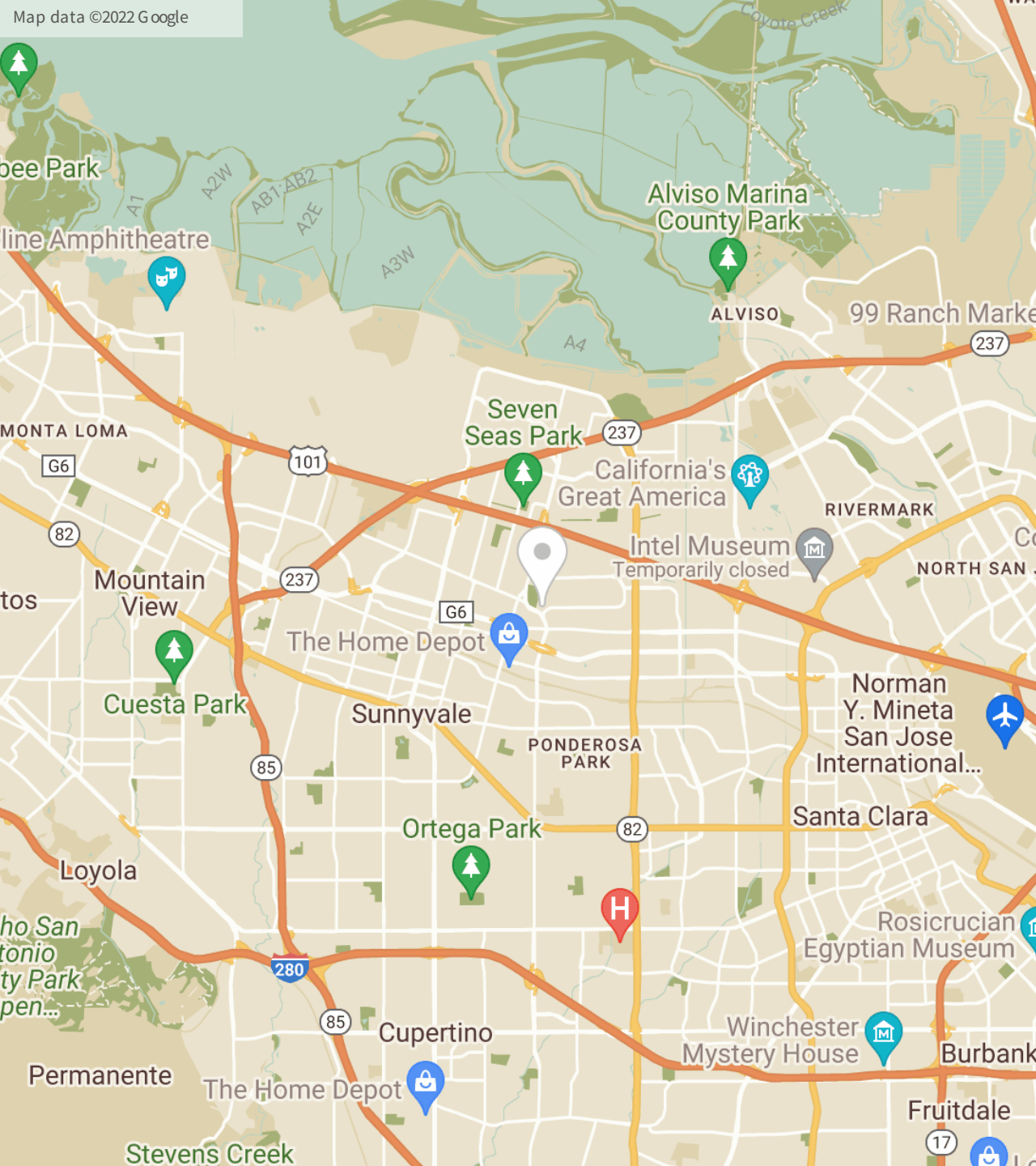
Our previous xtracycle was stolen, so we wanted to take more precautions with this one. That's why we bought the boomerang.

rob@hoehn.com"

Steve Sedlmayr

<ssedlmayr@gmail.com> wrote:

"Overall I like the device. I also installed a Sherlock device at the same time and the Boomerang is far superior to the Sherlock."



CONTACT US

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🌐 <https://boomerangbike.com/>

BOOMERANG



THANK YOU

