

The EasyRoll-System

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Outline

- Project description
- Estimate of size of the market
- Execution plan
- Summary

Project description



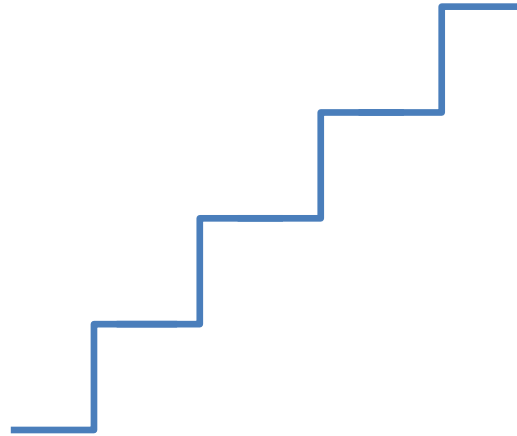
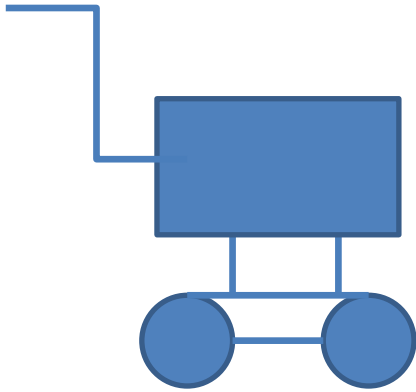
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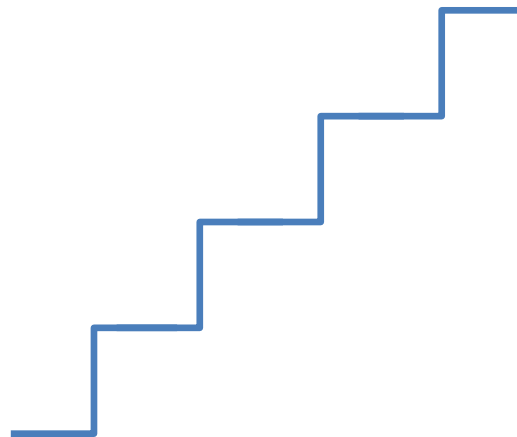
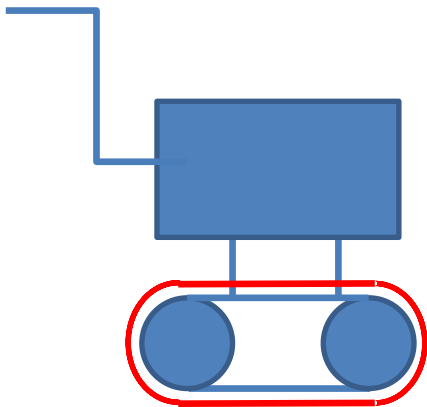
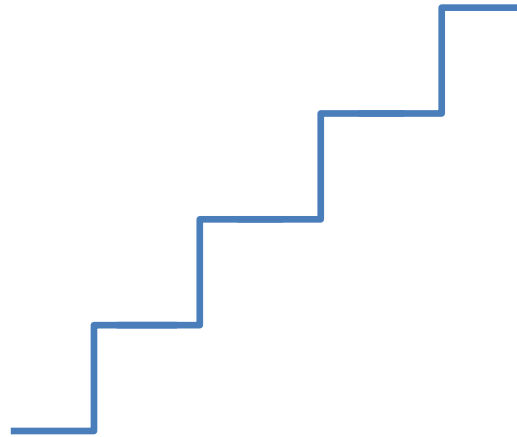
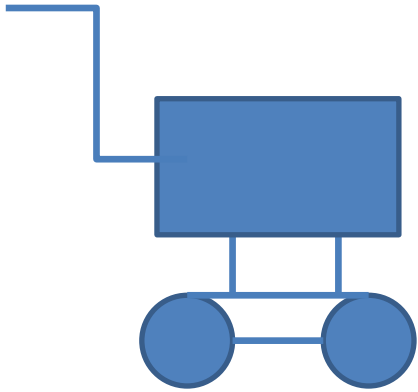
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- We see an existing gap in the market.
- We want to deliver a product to bridge this gap in the market.
- We have the technical ideas to realise such a product.

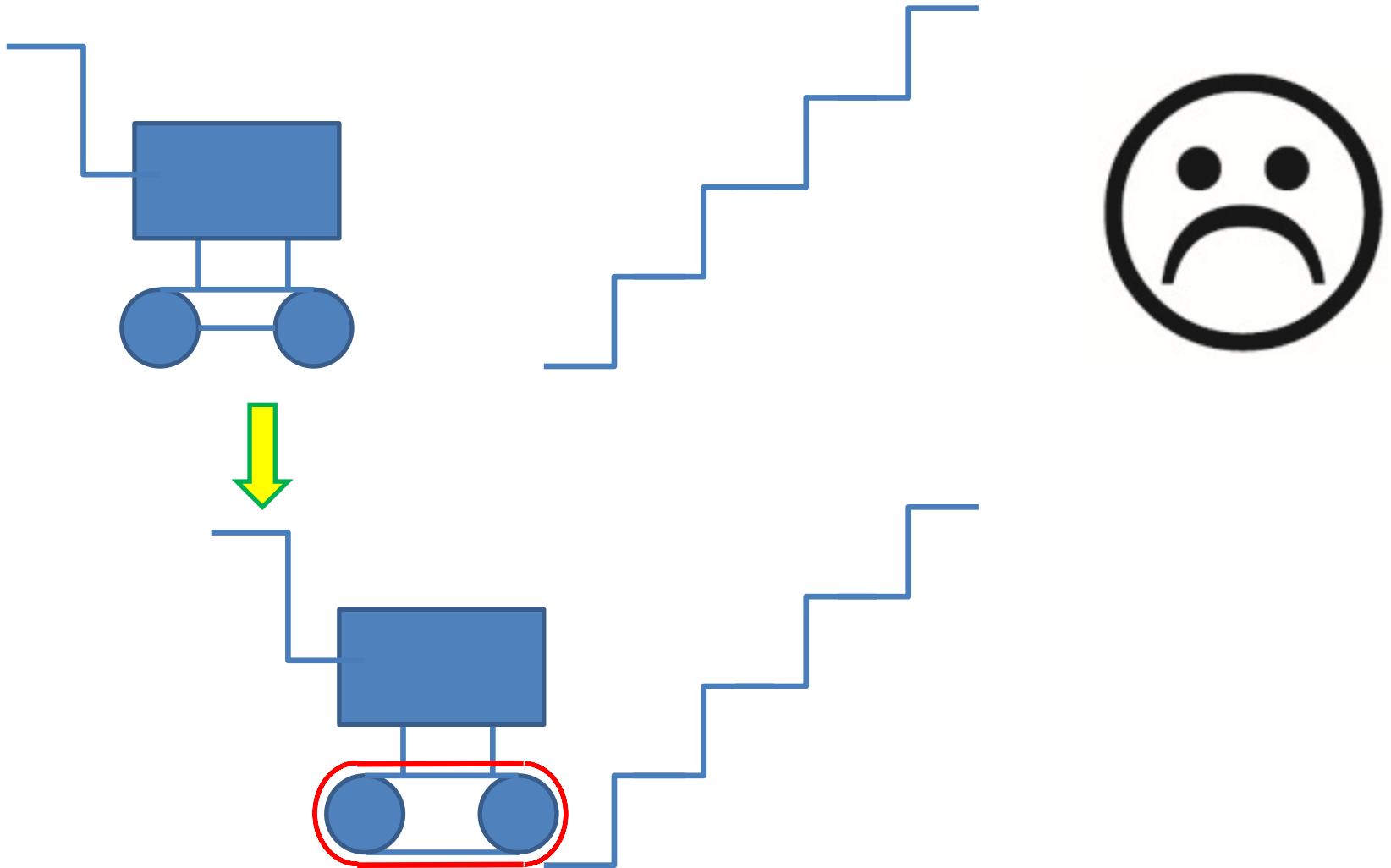
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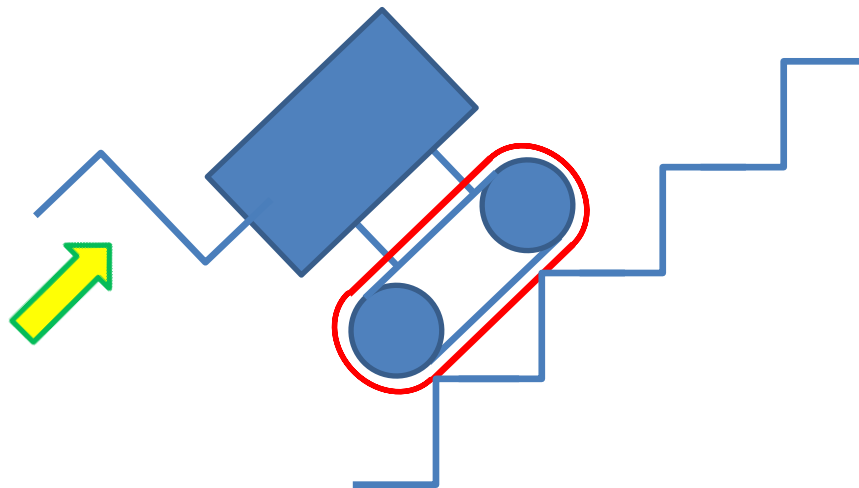
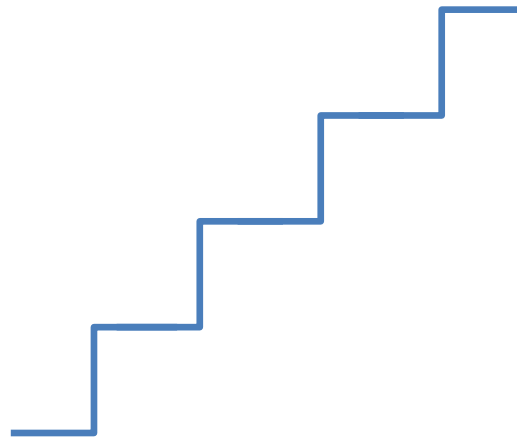
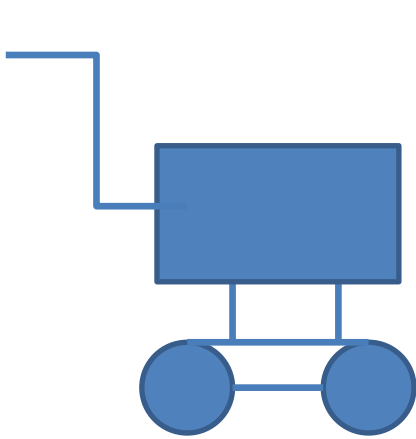
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- Switch between four-wheel and chain-drive of the vehicle under actual conditions (by pushing a button)
 - Four-wheel drive on levelled ground
 - Chain-drive to overcome stairs, to get into busses, etc.
 - Possible combination with electric drive in high-end product
 - Applications in perambulators, (shopping) trolleys, ...

How big is the cake

- Cost of single perambulator : ≈ 300 €
- Birth rate per year (Europe): 6,000,000 Babys / a
- How large is the business?
- Maximally expected total revenue:

≈ 2 Billion €

- Expected market share: highly dependent on market acceptance

Milestones I

- Exploring the best materials for different parts of the perambulator:
 - order and assess samples of light and flexible materials, magnetic or mechanical devices to hook chain
 - Time schedule: 1 month
 - Material Costs: 1000 €
 - Personal costs for 3-4 people: 6000 €

Milestones II

- Building first prototypes of innovatives parts in workshop (low technology)
 - concentrate on chain, wheels, folding mechanism
 - Time schedule: 5 months
 - Material costs: 10,000 €
 - Personal costs for 3-4 people: 30,000 €
- => Apply for patents to protect our product
- => Deliver working prototypes to selected customers for testing of practicability in day-to-day use

Milestones III

- Include gained knowledge and experience to start mass production and selling
 - concentrate on European market first
 - Time schedule: 12 months
 - Production in an existing factory
 - Production Cost/1000 Perambulators: 50,000 €

Summary

- Initial budget: 200,000 € minimum
- Best-case scenario: Sell first product in 18 months
- High growth to be expected