

TeamZWATT



SENSITIVUS & Team ZWATT

Advanced bike sensor technology

WANTED

Chairman/Investor to scale and exit (1-10% at €500K valuation).
International webshop/b2c experience. Open for CEO/partner.

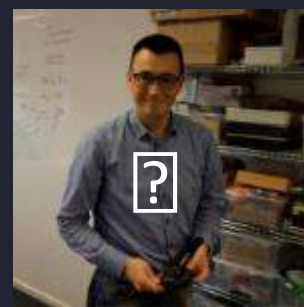


The Team



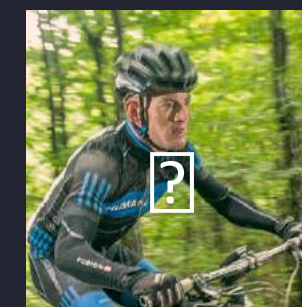
Rolf Østergaard Founder

Axcon (exit) | CXT, Dixa Net, 3Com, |
Adomo | 3Com (HW developer) |
Thrane&Thrane (HW lead) | M.Sc.EE.



Tommy Pedersen Supply Chain

Copham (strategic supply chain) |
Jabra (supply chain) | GN Netcom
(supply chain) | Nokia (quality engineer)



Erling Madsen Support & Test

Avid cyclist and runner | M.Sc.
Nutrition | Exercise & Sports



Morten Kristiansen Lead SW

Copham | Axcon | Rescom |
M.Sc.EE.



Benjamin Salka Mechanical Eng

Cyclist MTB | DTU | M.Sc.ME.



Leif Andersson Chairman

Communications agency (exit) |
Management consulting | Journalist

Overarching Problem :

Bikes Need **More Innovation**

Power meters too expensive for mass adoption



PowerTap P1 Pedal Powermeter Set

★★★★★ 2 Reviews

€1293.99

~~RRP €1432.99~~ **SAVE 10%**



PowerTap Shimano G3 Power Meter Hub

★★★★★

€676.49

~~RRP €682.49~~ **SAVE 1%**



Shimano Dura-Ace R9100-P Power Double Chainset

★★★★★

€1774.49



Rotor InPower 3D+ MAS Full Crankset

★★★★★ 2 Reviews

€955.49



Garmin Vector 2 Power Meter

★★★★★

€1228.49

~~RRP €1364.99~~ **SAVE 10%**



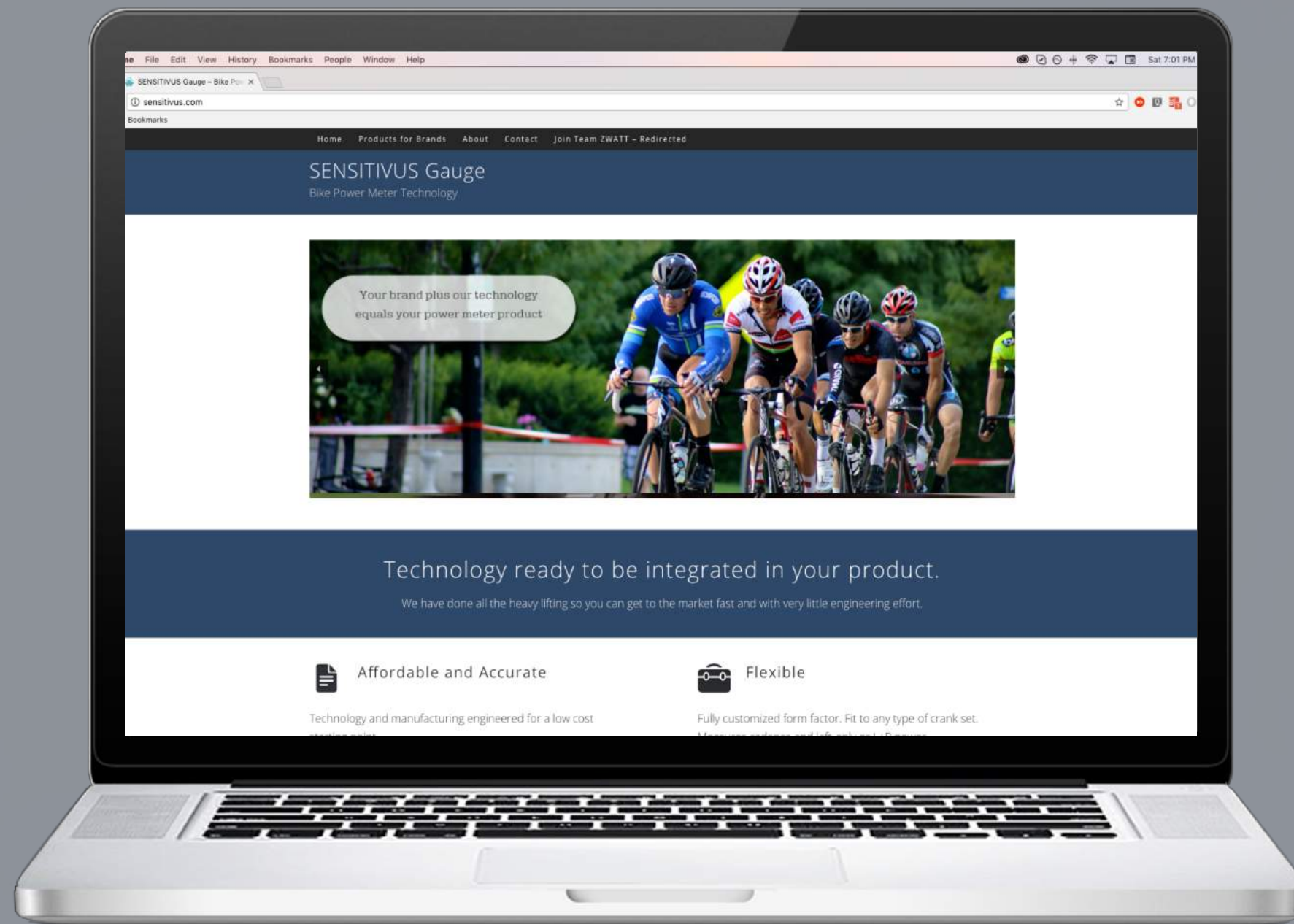
Pioneer Single Leg Power Meter Ultegra

★★★★★

€682.49

The Solution

Sell Technology Business to Business Model



1

Integrate into crank sets

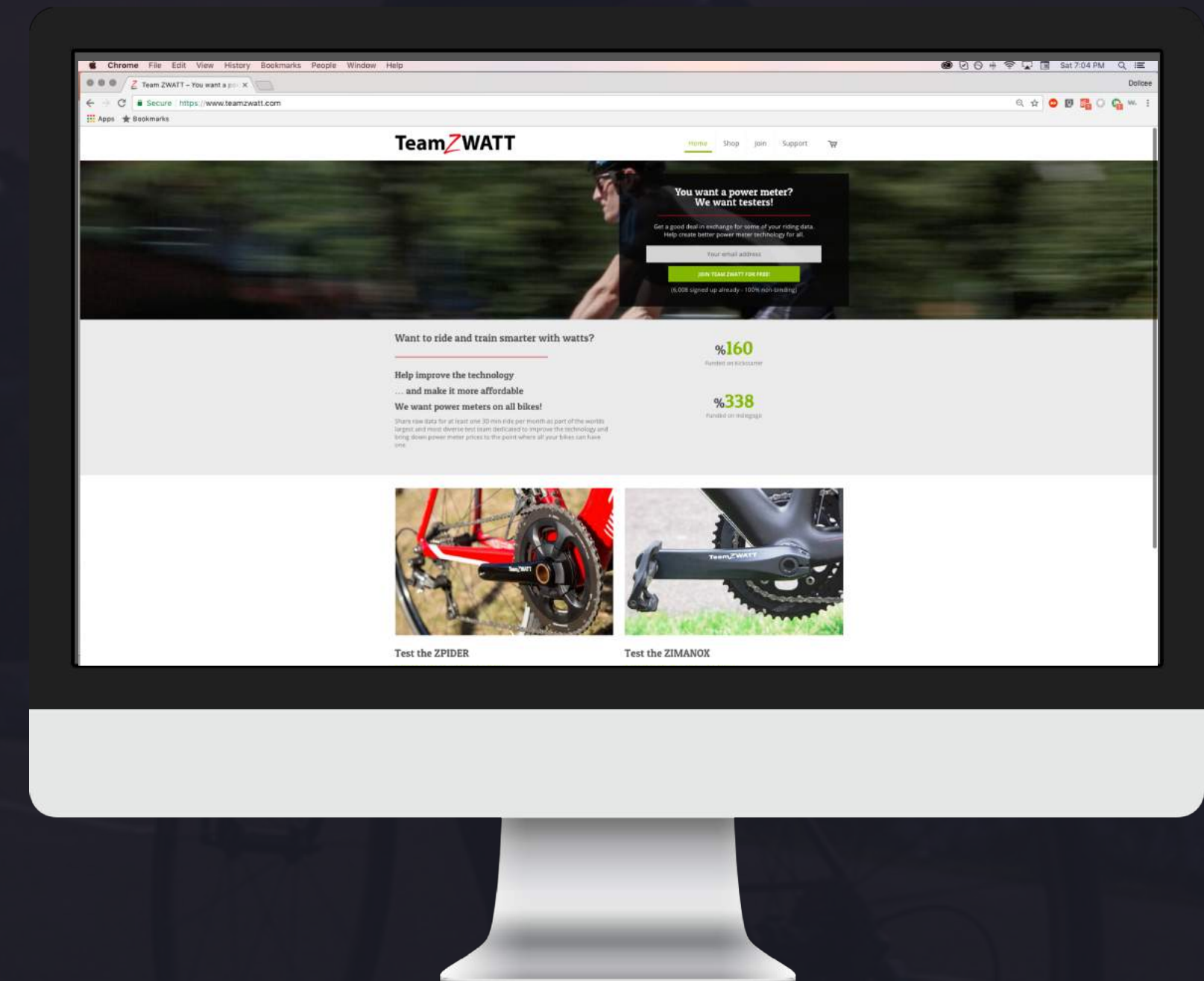
2

Common Platform

3

Many Form Factors

Sell Direct Business to Consumer Model



1

Online Sales

2

Subscription lowers
retail price

3

Customers = Testers
providing data



Unfair Advantage

“Worlds largest power
meter test team: Team
ZWATT”

Experienced team

(hardware / embedded / supply chain / android)

Designed for low cost

(hardware, business model, bootstrapped)

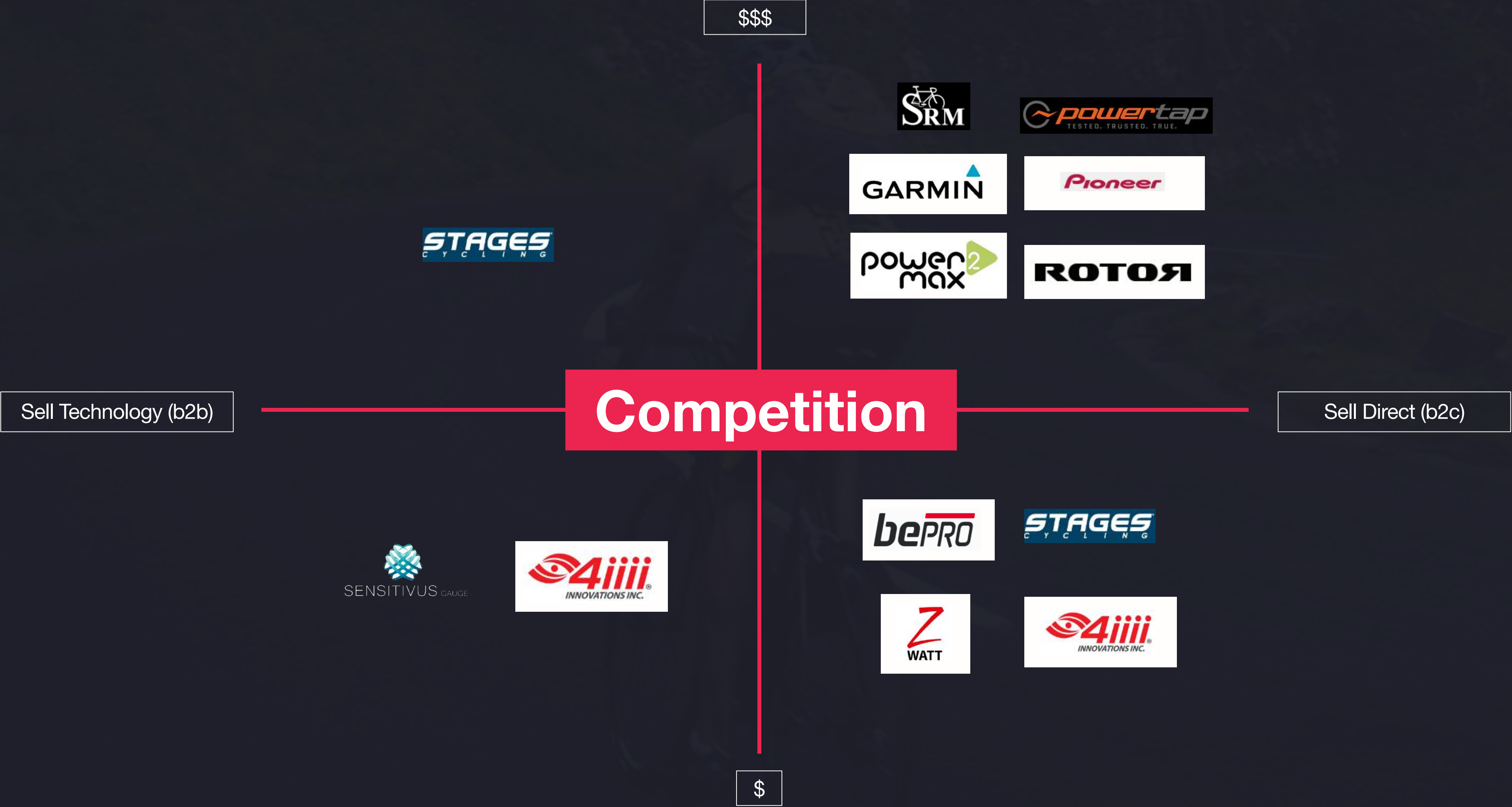
Great but unknown

low cost sensor supplier in China

Patents / IP

Own patent on subscription model for bike sensors (pending)

License on patent for worlds first brake power meter (pending)





KICKSTARTER

€ 399

Additional € 5 Maint Fee/Mo (24 Mo)



KICKSTARTER

€ 270

Additional € 5 Maint Fee/Mo (24 Mo)



RACEFACE

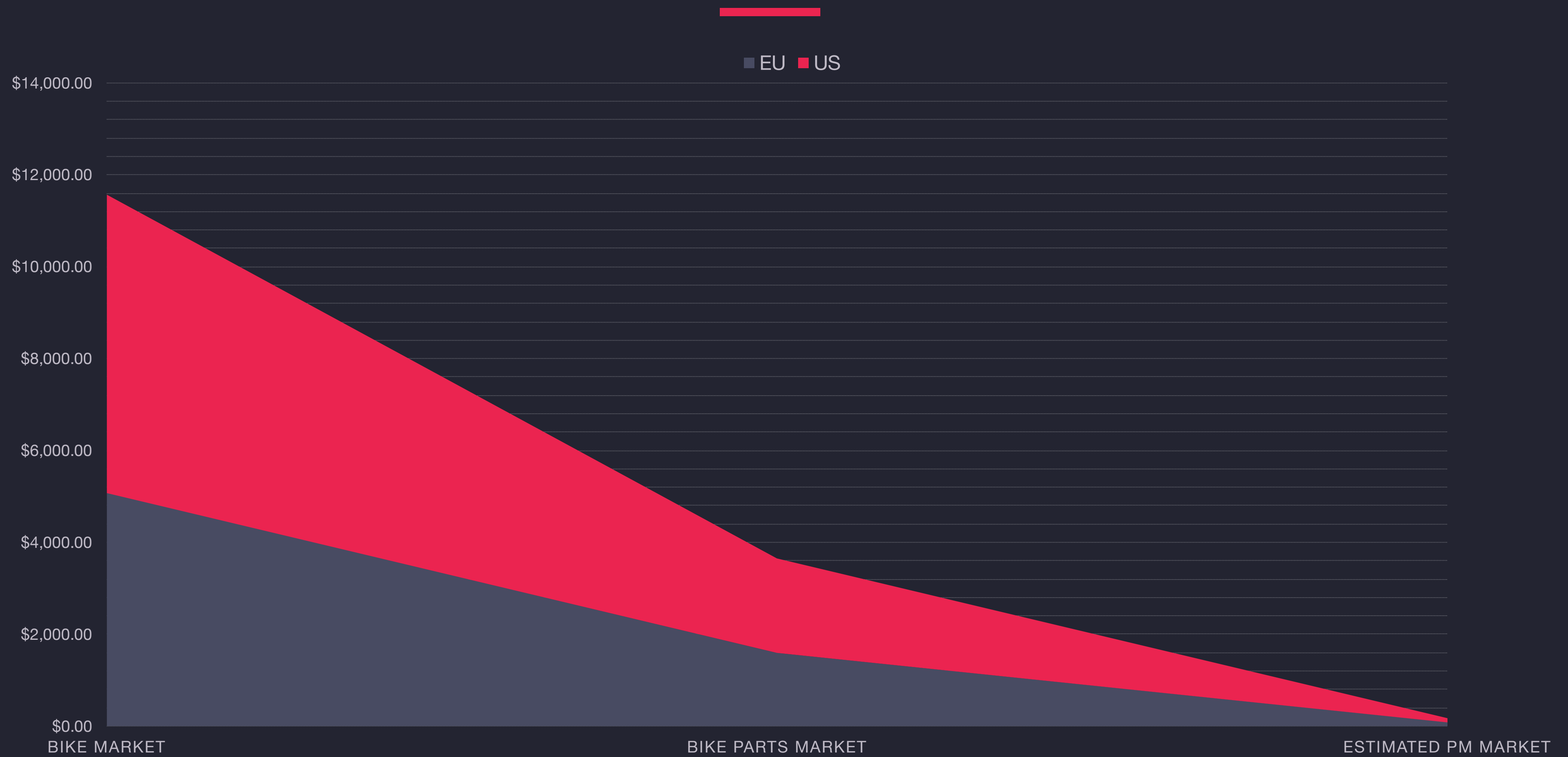
€ 135

Electronic Module (B2B)

Business Model

Aenean lacinia bibendum nulla sed consectetur. Cras mattis consectetur purus sit amet fermentum. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Maecenas sed diam eget risus varius blandit sit amet non magna. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

Traction



The Market



USA

\$6.1m

Bike Market

EU

€5m

Bike Market

EU

€1.6m

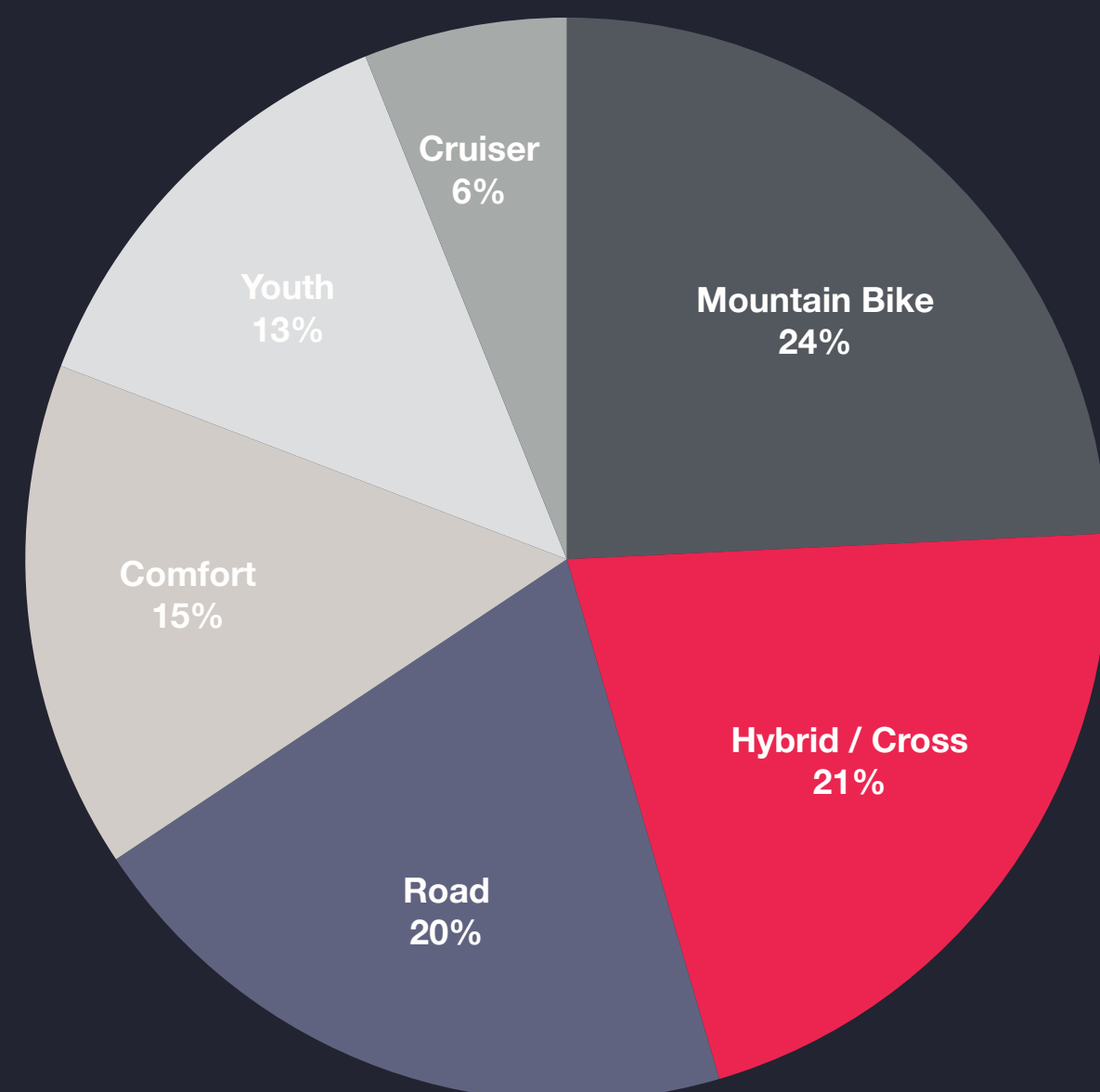
Bike Parts mkt

Total

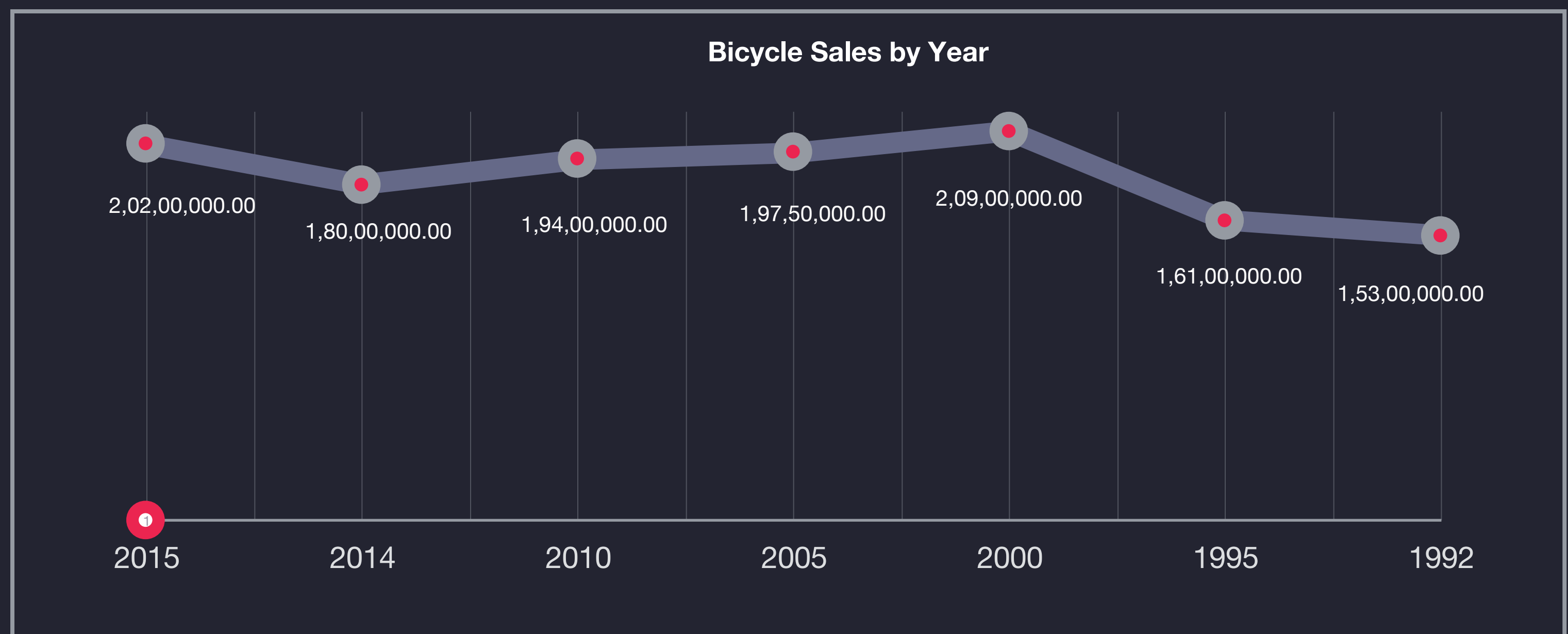
€160m

Power Meter Mkt

Bike Sales by Category



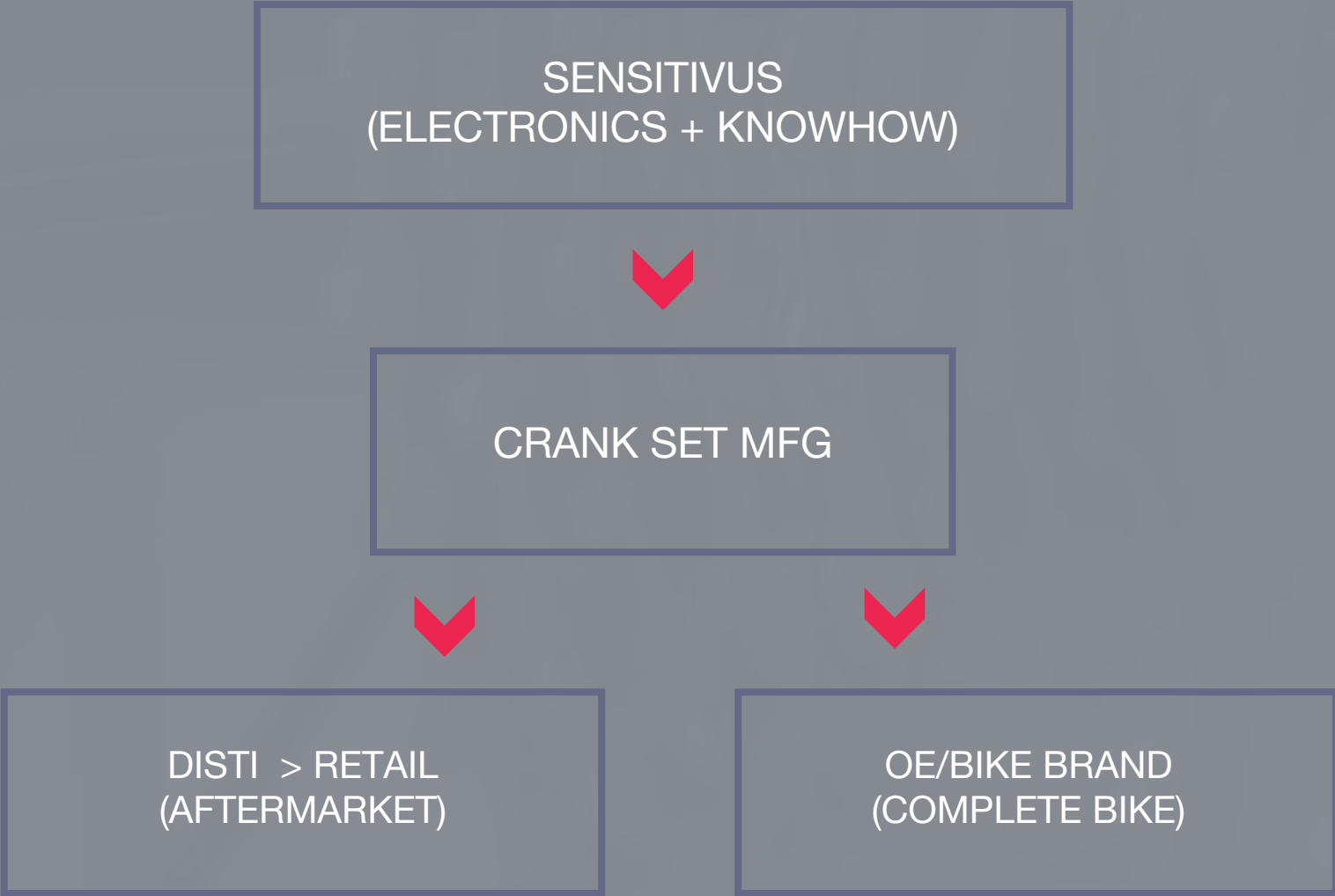
Bicycle Sales by Year



Go To Market



Sell Technology B2B

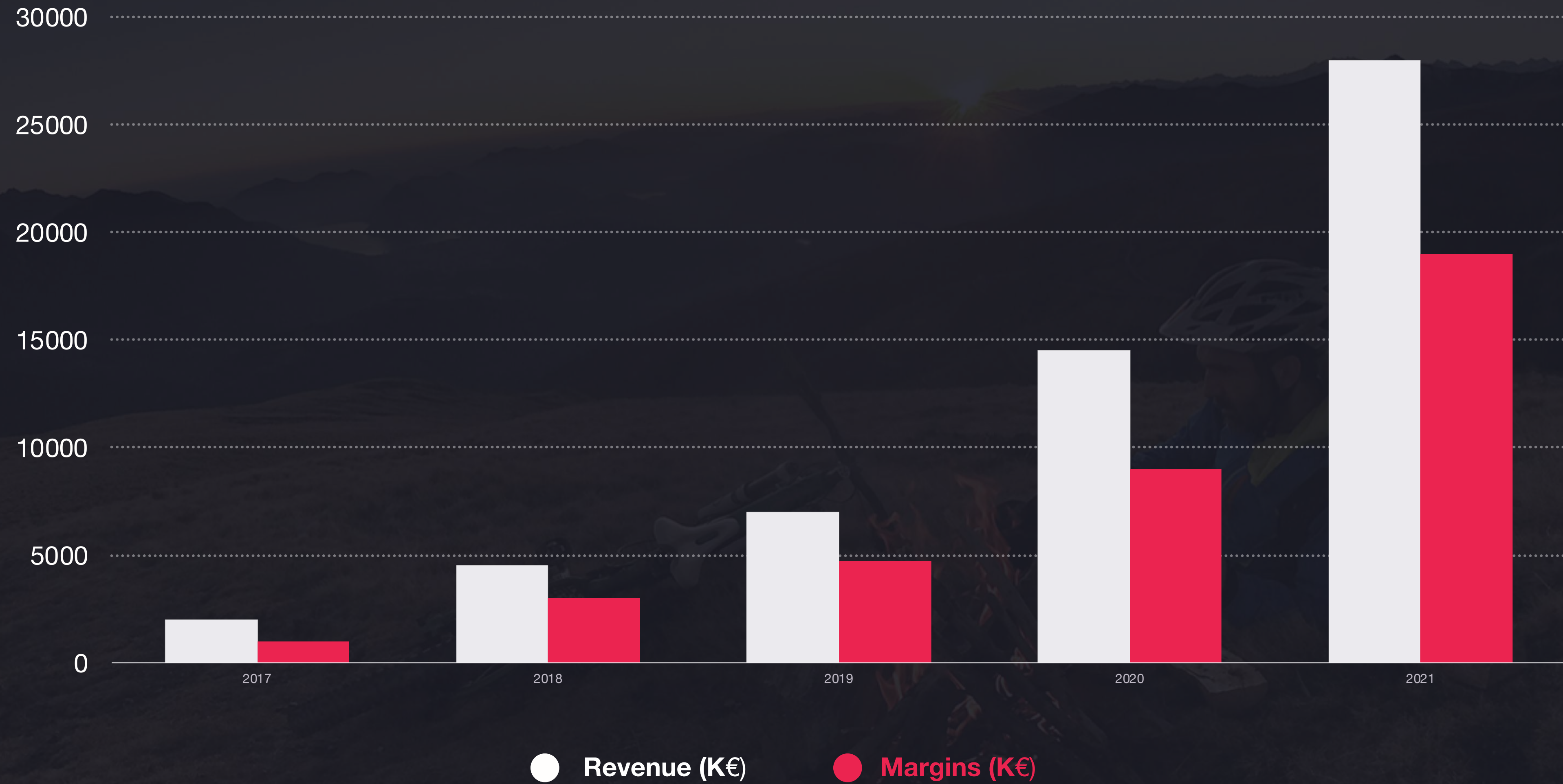


TeamZWATT

Sell Direct B2C



Financials





Milestones

2017

MILESTONES

2018

MILESTONES

2019

MILESTONES

2020

MILESTONES

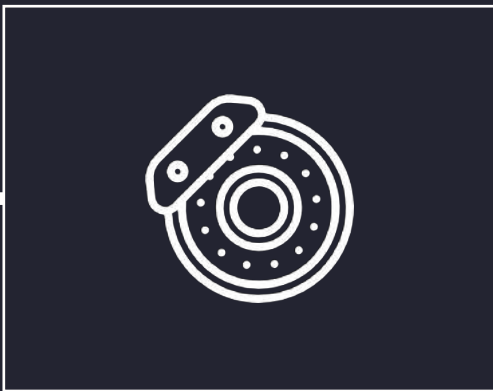
2021

MILESTONES



%160
Funded on
Kickstarter

%330
Funded on
Indiegogo



- Derived B2B Products
- Own MTB PM
- MTB Brake PM



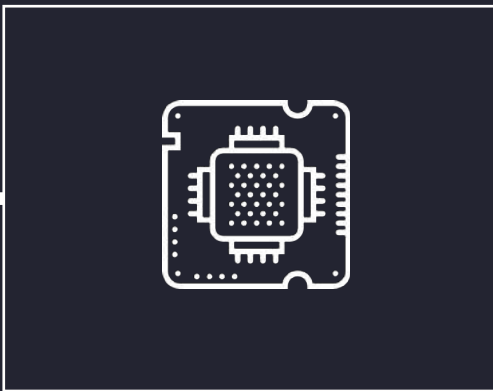
- Spin out Team ZWATT
- Spinning Arm PM



TeamZWATT

More b2b projects for bike industry and related. Powerhouse of bike sensor technology. Exit.

Build brand and power meter business. Next gen bikes with integrated sensors.



The Ask



Chairman / Investor

To scale and exit

*A Chairman who has International
Webshop / B2C experience who is also
open for CEO/partnership (B2C)*



1-10% at

€500K

Valuation + **Sweat**

Cash investment
for scaling

10-30% at

€5M

valuation

Scaling b2c side to €5M revenue in 2019

Why Sensitivus



Team & Technology

De-risked For
B2c And B2b



Scalable

Across Products
And Markets



Global Reach

with >90% export



Exit Ready

To Component, Bike Or Head
Unit Manufacturer (2016
Valuation By Italian Bike Brand:
€5M In Earn-out Negotiations).
Practically Undiluted.

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