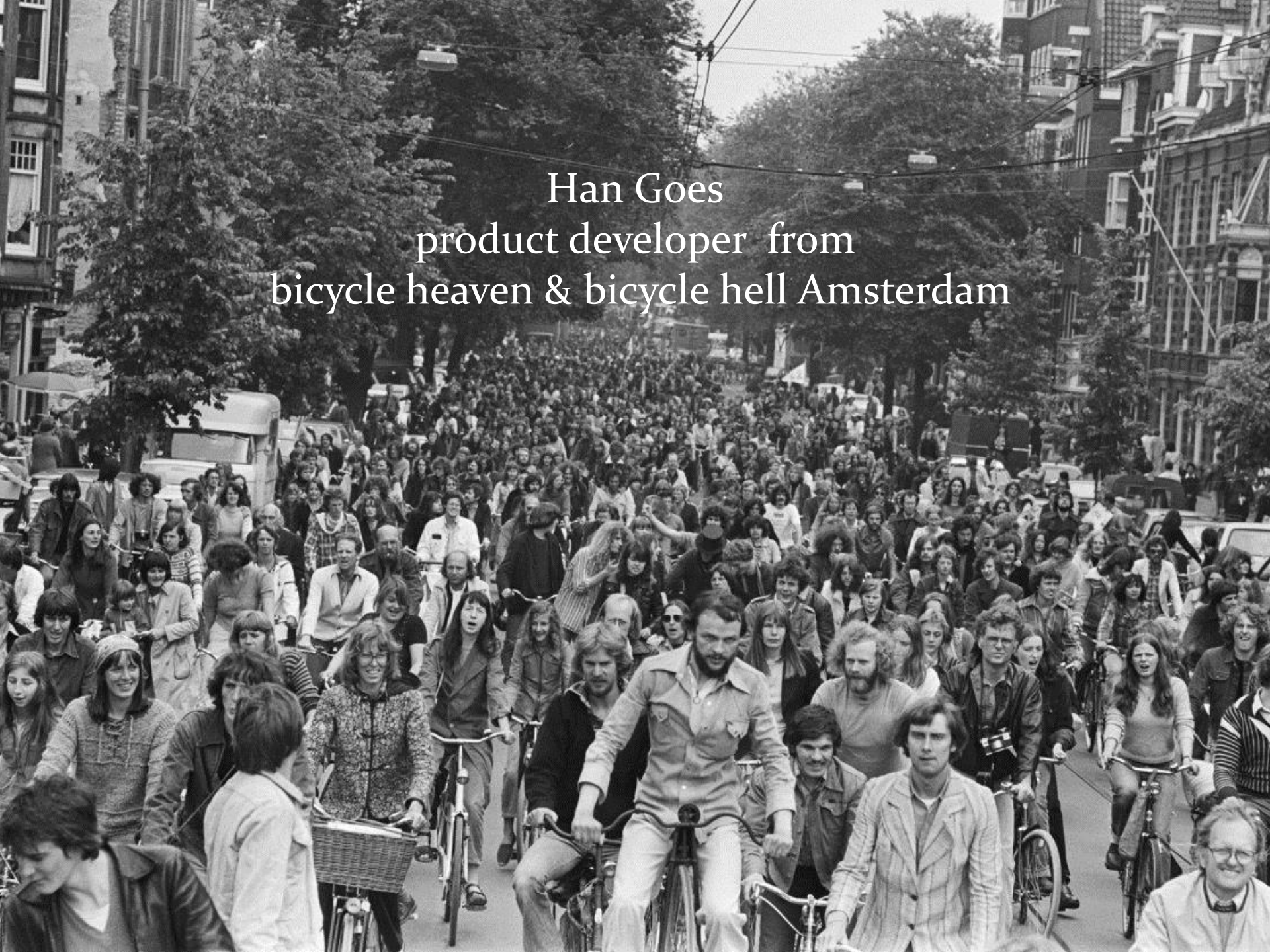


Han Goes
product developer from
bicycle heaven & bicycle hell Amsterdam



More than 30 years of experience in the bicycle industry
Above all more than 50 years cyclist

Consumer Need

Trend

Functionality

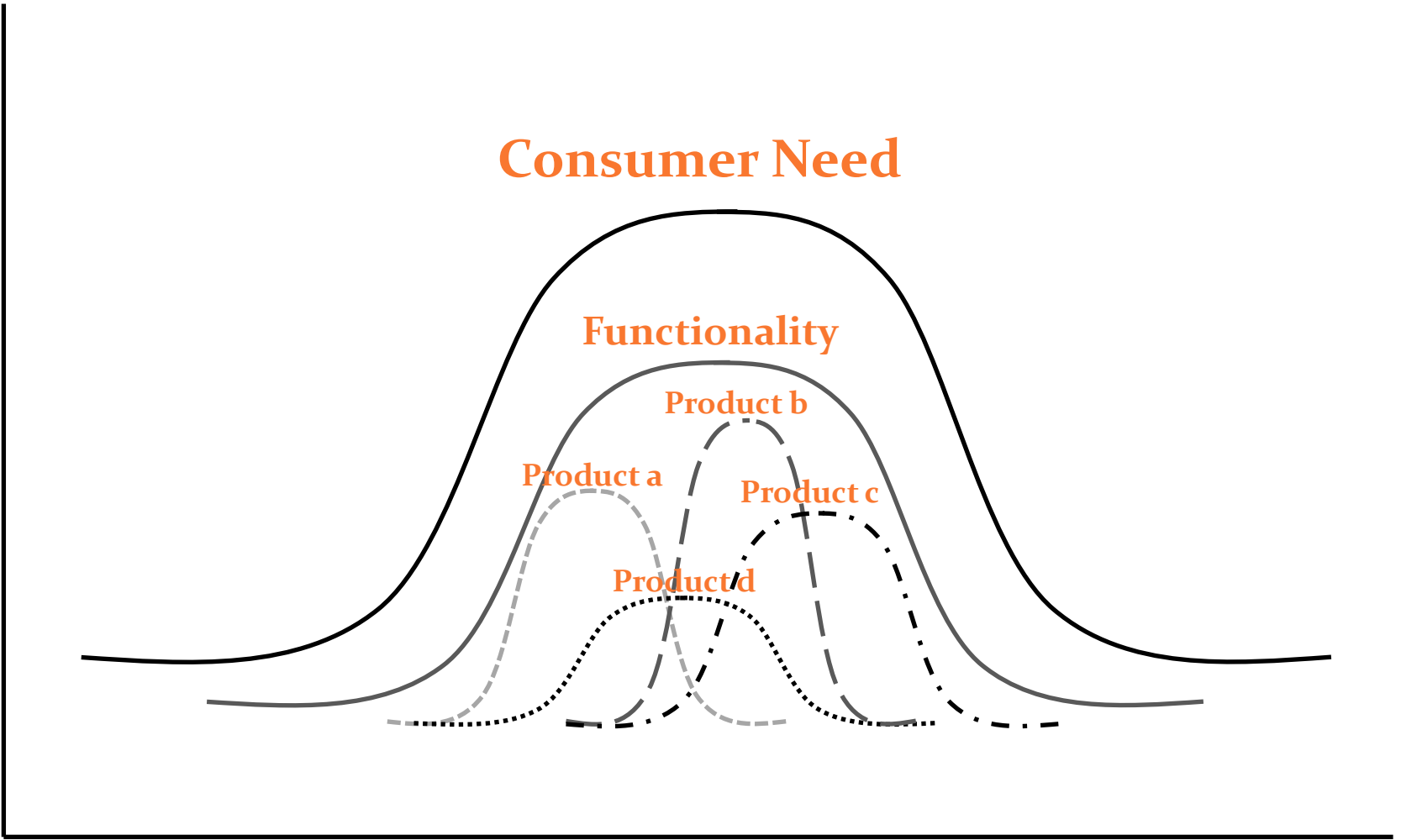
Product b

Product a

Product c

Product d

Time



Macro Level = Consumer Need

- Visionary
- Societal relevance

Consumer Need

Meso Level = Functionality

- Innovative
- Independent
- Out of the box
- Integrated & holistic

Functionality

Micro Level = Product

- Iconic
- Intimate
- Functional
- Intuitive
- Manufacturable
- Affordable

Product a

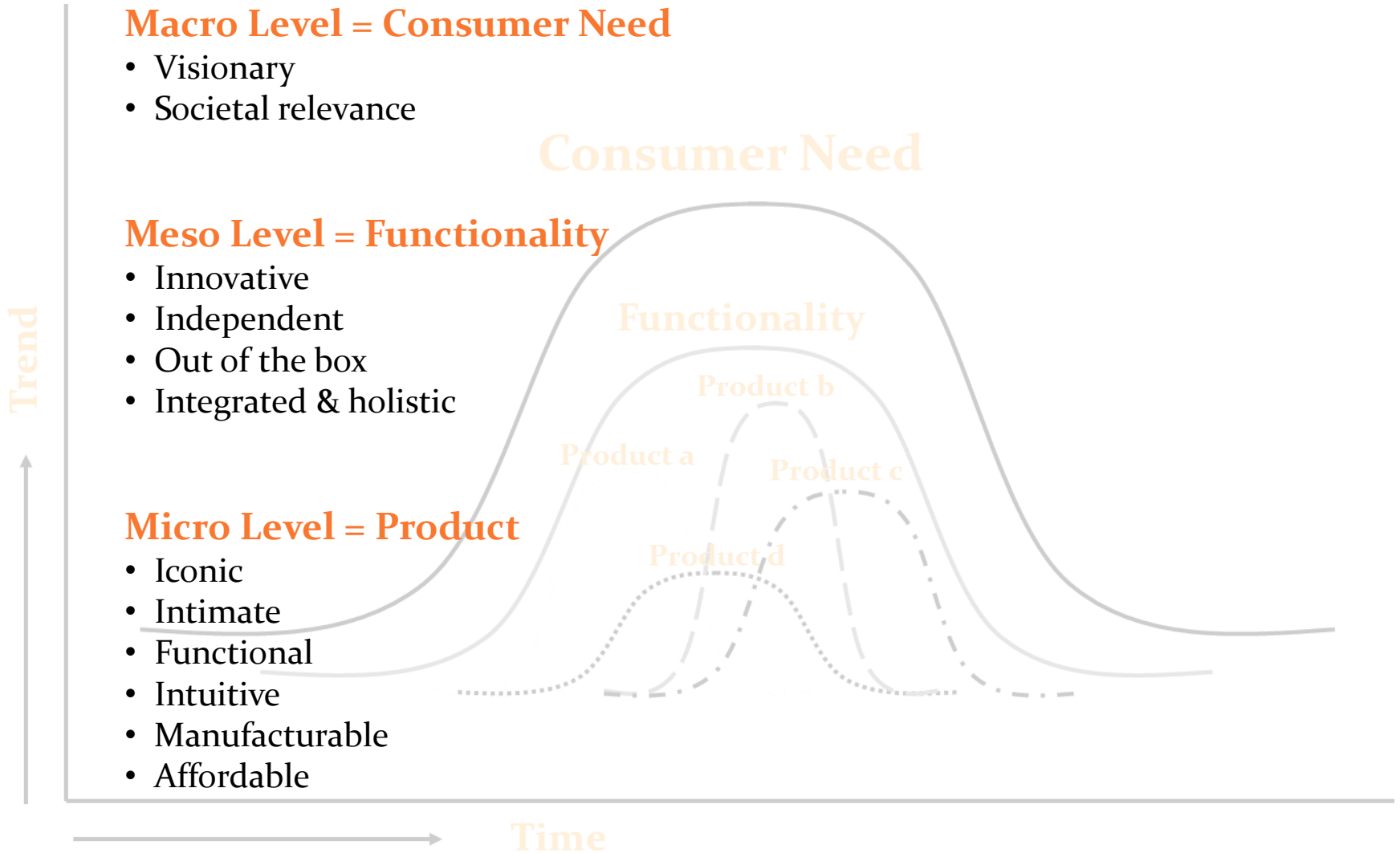
Product b

Product c

Product d

Trend

Time







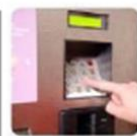






The terminal and cycle stand

Ergonomic
Simple
Strong







Svepa

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Sunny Day



For better tomorrow





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