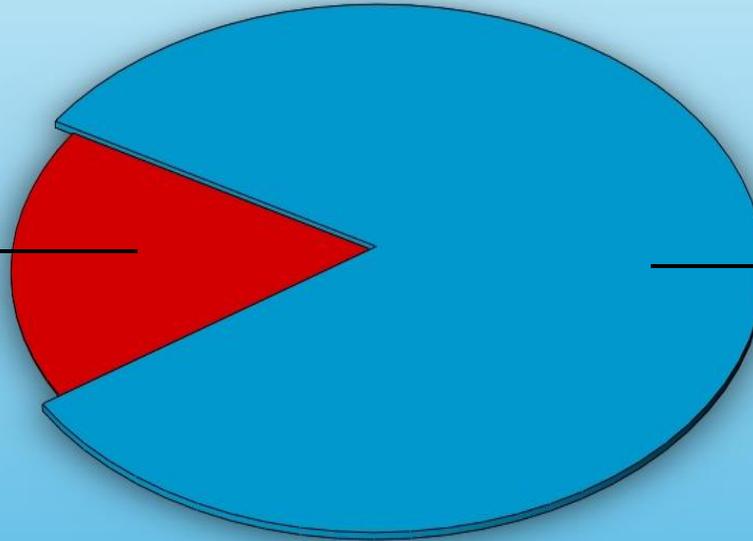


Cycling in Major Markets

Cyclists
23m



Non- Cyclists
161m



Example: USA (Data: Trek/IDEO/Shimano)

Blue Ocean Strategy

Go where the profits and growth are - and where the competition isn't

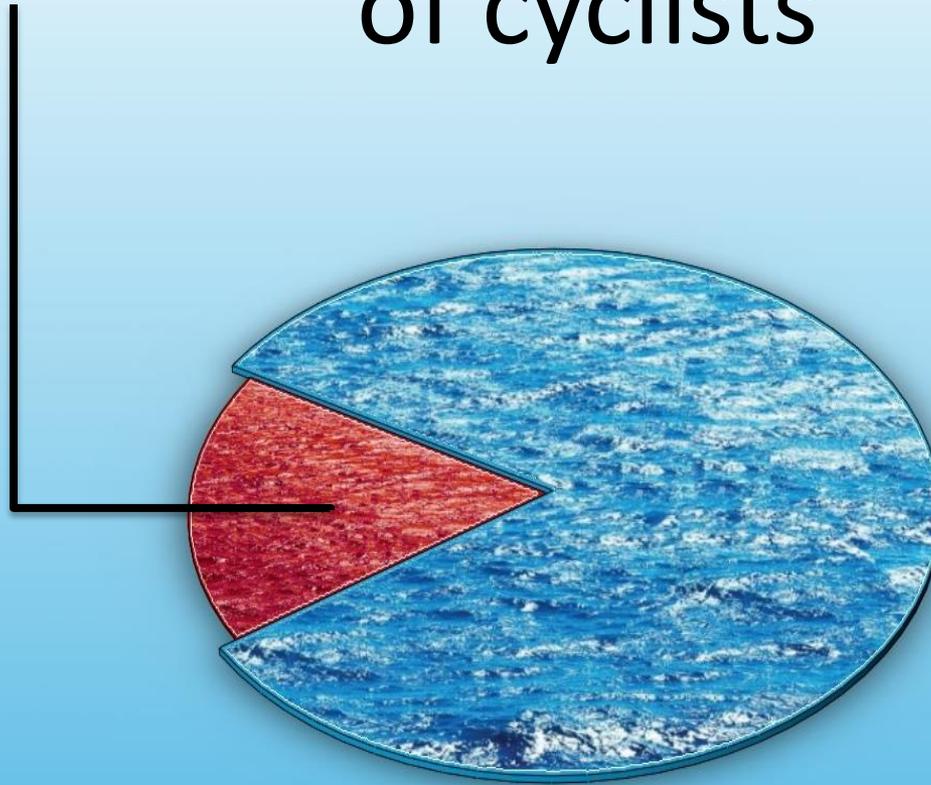


W. Chan Kim & Renée Mauborgne

BLUE ocean = the 80% population who are non-cyclists



RED Ocean = the <20% population
of cyclists



The bicycle market as an ocean

Bicycle industry
competes for
a share of the
20% cyclists
(red, with blood)



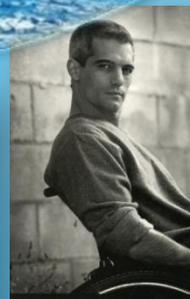
Who ?



- Sporty
- Male



Everyone
Else



What ?



Sport



Transport & Freedom For Everyone



Wear ?



Specialist

Normal
Everyday clothes



Bicycle Design Vs Consumer Product Design

Complex



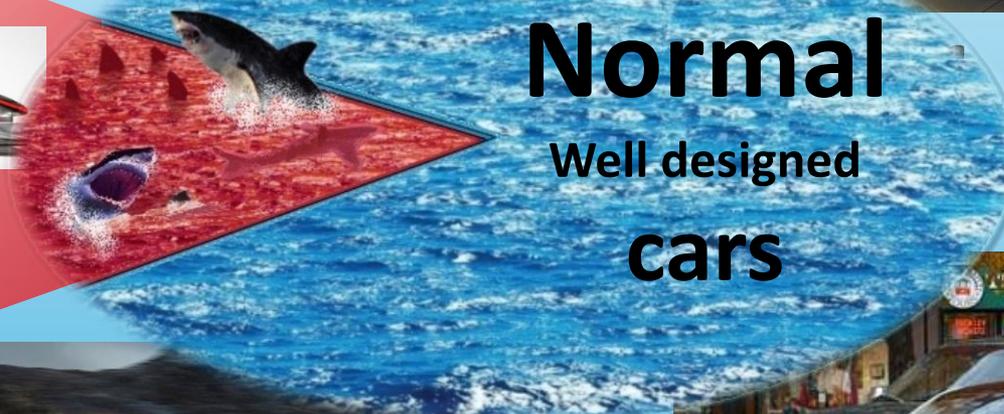
**Clean,
ergonomic
Easy to use**



Bicycle industry vs Car Industry



Racing



Normal
Well designed
cars



MAS Bike Designs



Folding MTB



**Clean &
simple
For ALL**



IBDC Bike *Designs* for the 'Blue Ocean'



IBDC Bike *Designs* for the 'Blue Ocean'



IBDC Bike *Designs* for the 'Blue Ocean'



IBDC Bike *Designs* for the 'Blue Ocean'



IBDC Bike *Designs* for the 'Blue Ocean'



IBDC Bike *Designs* 2016



IBDC Bike *Designs* 2016



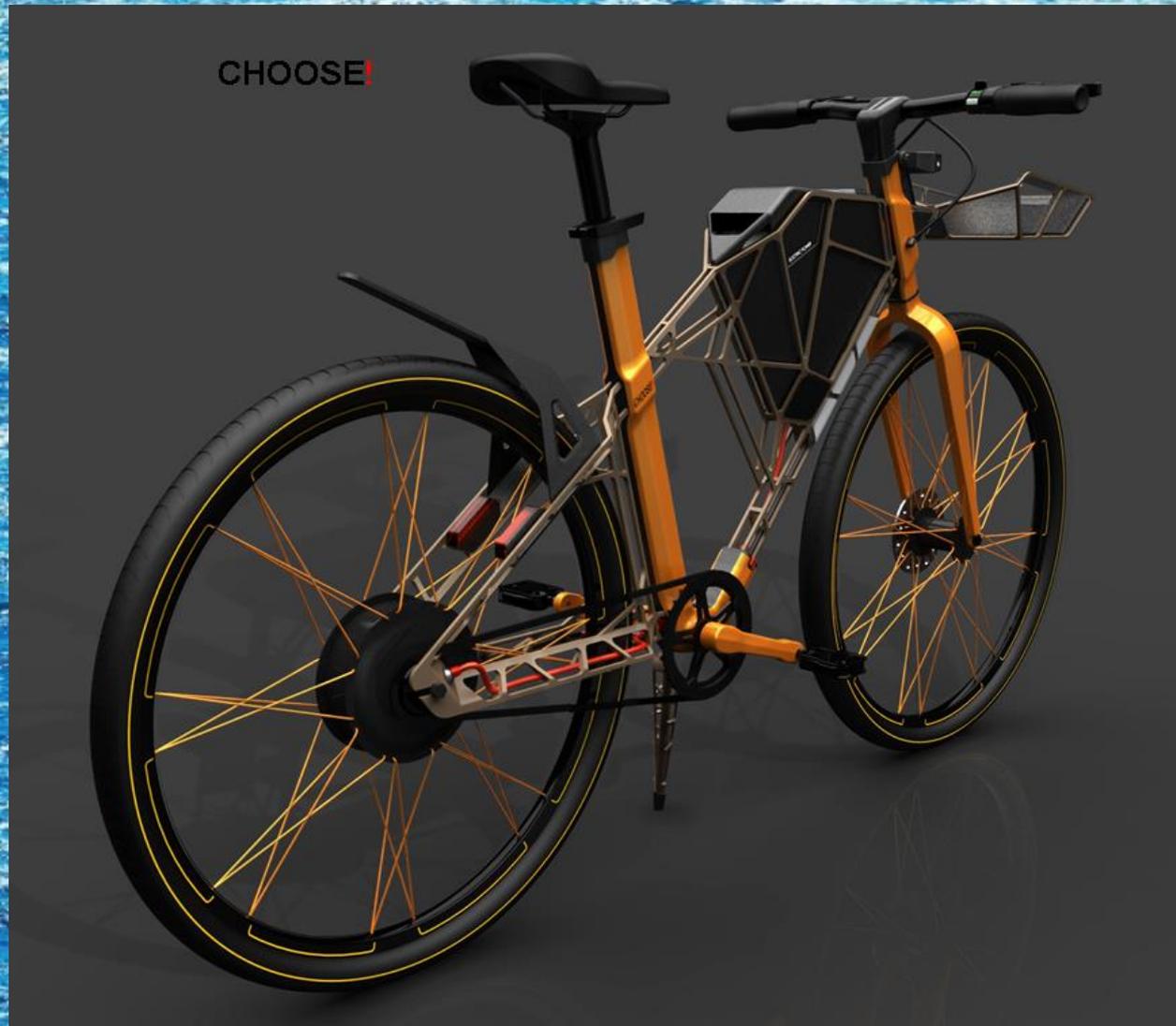
IBDC Bike *Designs* 2016



IBDC Bike *Designs* 2016



IBDC Bike *Designs* 2016



IBDC Bike *Designs* 2016

01

port hardware, but a piece
nd characteristic of the
into bike shape, trying to
e for people in Taipei city.

room for commuter's be
nternal organs covered by
n. Also, a battery system
es the commuter ride with

