

ChaseWind Press Q&A Form

1. CONTACT INFORMATION

Full Contact Information **Suggested fields, they are not mandatory and will not impact the outcome of the competition.*

First Name

William

Last Name

Su

Primary phone (mobile if possible)

886 937755123

E-mail

William.su@chasewind.co

2. YOUR COMPANY TODAY

General information

Company name

ChaseWind

Date and place of incorporation

2016/10/25 (Taiwan)

Office main address

11F., No.34, Ln. 30, Xinghua Rd., Nangang Dist.,

City, State, and Zip Code

Taipei City 11553, Taiwan

Tax ID Number

52384288

Business sector

AR, IoT, Wearable, Internet of Vehicle, HUD

Website

<http://chasewind.co/>

Your tweetable elevator pitch (max 140 characters)

ChaseWind Co. Ltd is an innovative design company that aims to provide the best cycling smart glasses. The problem we found is that when cyclists ride bikes, they need to lower their heads to look at cycling computers or check their cell phones and might fall down or been interrupted, which is very dangerous. Therefore, ChaseWind designs cycling smart glasses, a heads-up display for cyclists that connects to services, in addition to giving more interesting and safer cycling experience for cyclists. Please attach your logo to your application file.

By providing your logo and a tweetable pitch you allow YEI Start in France to use those elements for external communication and promotion

Number of Full-time equivalent employees?

Four

Company's annual sales in 2016 (in USD or EUR)?

None

Do you have a branch or headquarter located outside Taiwan?

YES NO

IF yes, please specify in which country(ies) and management relationship?

None

Your elevator pitch (max 500 characters)

ChaseWind Co. Ltd is an innovative design company that aims to provide the best smart sport and healthcare devices. The problem that the company is trying to solve is to reduce the dangerous issues for cycling, and it can be traced back to the company founder, William's personal experience that one time when William was trying to answer a phone while biking but carelessly fell down and hurt seriously, so he came out the idea to invent a product that can keep cyclists concentrated on biking. In order to solve the problem, William decided to create cycling smart glasses to prevent cyclists from lowering heads and focusing on biking to provide a safer biking experience.

ChaseWind cycling smart glasses are heads-up display for cyclists that connect to wireless sensors to provide the cyclists' sensor information on the glasses, so no longer need to lower head to read the tiny figures on the cycling computer while biking. Instead, cyclists only need to look at straight while enjoying the safe riding experience. In addition, the glasses also provide other features, such as GPS navigation, team radio, photo shooting, video recording, video streaming and ICE alert notification service to give more interesting and interactive cycling experience for cyclists.

Products, services and technologies

Customer pain

Please describe what problem (customer pain point) you are trying to solve. (max 500 characters)

The pain point that ChaseWind is trying to solve is to reduce the dangerous issues occur when cyclists need to lower heads to look at cycling computers or check cell phones while biking and cannot concentrate on the front road, which is very dangerous.

Customer solution

What is your solution? What is innovative about your solution? Describe products, services and/or technologies (max 500 characters)

In order to solve the problem, ChaseWind designs cycling smart glasses which provide all the sensor data information, such as heart rate, cadence, speed and power; therefore, cyclists no need to lower heads to look at the cycling computers, instead, all the information can be received and displayed from the glasses, so cyclists can concentrate on the front road and be safer. In addition, the glasses also include other features, such as photo shooting, video shooting, video streaming, team radio, virtual coach and virtual player, which provide more interesting and interactive biking experience.

Stage of development of products / services, year of introduction *(Under design / Prototype / Proof of Concept? / What is your timeline? (Max 1000 characters)*

We've developed a working prototype, and we are in the process of manufacture. We will complete the mockup in three months and kick off the pilot run of the first 1,000 pieces mass production in six months.

Business model, Market and Resources

What is your target market? What is the market size?

Our target market is focused on semi-professional cyclists in the USA, UK, German, France and Taiwan. According to Lucintel report in 2016 that Global Bicycle market expected to reach \$59.9 billion by 2021. It can be seem that the population of cycling is still growing.

Who are your current or prospective customers?

Our current customers are semi-professional cyclists, for those who ride 50-100 km almost every week, and purchase the bike price over USD 1,000, and they would usually ride bikes with high-quality equipments.

Describe your (potential) competitors (*direct/indirect, characteristics/differences, strengths and weaknesses*)

The development of cycling smart glasses has been a trendy recently and many international sports brands, such as Recon Jet、Solos、Garmin Varia Vision have been working on developing cycling smart glasses. However, there are some rooms to improve for the currently launched products.

Compare with other competitors, ChaseWind has defined a specific market segment that focuses on semi-professional cyclists and provides more entertaining and interactive features, such as photo shooting, video recording, video streaming, team radio, virtual coach and virtual player, most of the product features haven't existed in the current market yet, and the purpose of the cycling smart glasses is to provide safer and more interesting cycling experience.

Brand	ChaseWind	Google Glass	Recon Jet	Solos
Product Image				
Battery	4-6 hrs	2-3 hrs	2-3 hrs	4-6 hrs
Camera	13MP	5MP	1.2MP	NA
Proce	USD 500 (NTD 16,000)	USD 1,500 (NTD 48,000)	USD 499 (NTD 15,900)	USD 500 (NTD 16,000)
ANT+	○	×	○	○
Virtual player	○	×	×	×
Virtual coach	○	×	×	×
Cell phone notification	○	○	×	×
Team radio	○	×	×	×
Video streaming	○	○	×	×

Does your company hold any intellectual property (brand, patent, software, etc.) in Taiwan, US, Europe / France?

We are coworking with the pattern lawyer to apply Taiwan and USA patterns.

How have you financed the company to date?

No

What is the development strategy and the major objectives of your company in the next two years
(partnerships, funding, growth, etc.)?

1. Product plan:

We've developed a working prototype, and we are in the process of manufacture. We will complete the mockup in three months and kick off the pilot run of the first 1,000 pieces mass production in six months.

2. Marketing plan:

We are going to launch our product in the early of 2018. We are currently doing the market survey in USA, France, Spain and Taiwan, and to collect the first-hand feedback, and we are going to attend CES to promote our product, and after the product launch, the phase one will be to sell through distribution and bike retail stores in Taiwan. We will also open an on-line commerce site in the US along with becoming an Amazon Marketplace partner. Similar models will be used in EMEA. Marketing will be on cycling web properties. Our plan is to use retail in Asia, on-line first in North America & Western Europe. (Tier one market: UK, France) Over time we want to extend to bike shops worldwide. We are now looking for potential distributors and channel partners at the selling stage.

3. Fundraising plan:

In 2017, we are looking for seed round; the purpose is for hardware develop, APP & Cloud develop, 1,000 units pilot run, collect user feedback, and conduct APP beta test. In 2008, we are looking for A round; for the purpose is for mass production, launch Kickstarter campaign, build the community and after-sales service. In 2009, we are looking for B Round; the purpose is for scale up, connect to the IoT, kick off the new product line, and conduct machine learning.

Do you have a synthetic business plan and/or a SWOT analysis available?

YES NO

If yes, you can attach documents.

3. FOUNDING TEAM AND ADVISORS/INVESTORS

Please share some background information on your team members, and tell us what makes your team special

There are four core members in our company.

First, the founder and CEO, William Su, who is graduated from double master degrees in Institute of Information Management and Institute of Transportation at National Chao Tong University, and he used to work at Intel and HTC as an engineer for many years. Willam is specialized in R&D and product invention, and he is now in charge of business development, fundraising and product manufacture in the company.

Secondly, the co-founder and CTO, Andy Huang, received his Ph.D. degree from Electronics Engineering at Taiwan University. Andy is now responsible for hardware & software development and financial plan.

Thirdly, marketing manager, Daisy Wang, graduated from the master degree in communication design and creative economic at Kingston University London, who is in charge of marketing strategy plan, international trade fair plan, PR management, conducting press release, social media and market survey.

The software engineer, Weilin Chang, graduated from the master degree in Electronics Engineering at Taiwan University, who is responsible for software development in the company.

William, Andy, and Daisy all worked at Intel before, and they gather together because of a mutual vision and would like to achieve the goal together.

Please tell us about current or anticipated scientific advisorsy or management board if any.

None

What is the position of your advisors and investors on expanding abroad? (max 250 characters)

ChaseWind's Advisor, Stephen Difranco is Santa Mateo, CA USA, and responsible for USA go to market strategy plan and business developemt.