

Who are Beeliners?



Recreational leisure cyclists, who are 20-55 years old

They cycle to;

Maintain/improve physical & mental health
Spend time with family/friends
Be in nature/beautiful places

They ride;

Mostly circular routes via cafes and other points of interest
For up to 5 hours on paved roads or light off-road, for leisure
To the shops, to friends/family, and/or to commute

They want;

A simple and easy to use device
Cycle specific, quality routing
Easy to plan routes
Safe navigation, which is easy to follow
Tracking, and Fitness App compatibility
Good Value

They don't want;

An overly complicated device
Too much information
High cost



Beeline Velo 2 riders are split into;

A

The new, unconfident leisure/utility cyclist who wants to cycle with family/friends away from traffic

- they need reliable safe routes that they can trust, in a package that is simple and easy to use.

B

Confident, sports-oriented road and mixed-terrain leisure cyclists, who already have a favourite route planner and need super-specific route information and planning control, and to easily send routes to their navigation device and not worry about their battery on long rides.

They are not interested in high level training data and statistics



Beeline Velo 2 offers these riders;

Easy planning

Create and import routes, with the Bluetooth controlled app.

Beeline Smart Routing*

Get fantastic routes, fueled by ratings from other cyclists

Track everything. Share everywhere

Live ride stats, Connect to Strava and Apple Health, Share with friends



Routing

Riders want;

- High-quality multi-activity routes that allow them to get the most out of the time planned for cycling
- A good understanding of what to expect along their route in order to make an informed choice and plan appropriately for their ride
- An easy route planning experience
- Compatibility with their favourite existing platforms/providers

Beeline Velo 2 offers;



- Ability to plan and build routes
- Ability to upload GPX files
- Beeline Smart Routing
- Compass Mode



Riders can also;



Save favourite places and routes



Choose terrain



Track ride stats

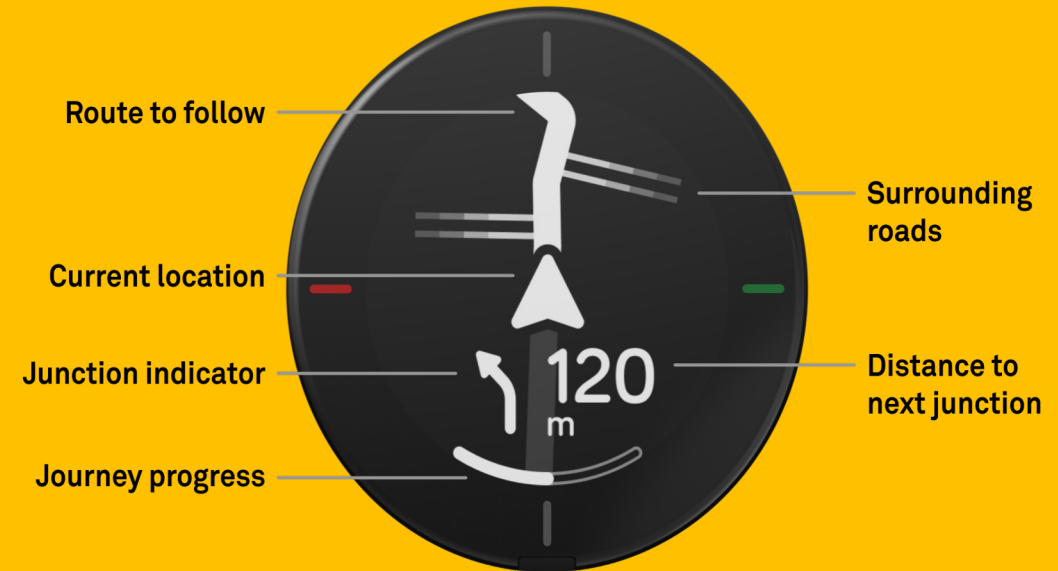
Navigation

Riders want;

- Easy-to-understand instructions
- Ample warning about dangers
- Minimal impact on their phone's battery life
- Flexibility to adapt to changes in plan

Beeline Velo 2 offers;

- Simple and intuitive directions
- Turn by turn navigation
- Fast re-routing
- Navigate even if you lose signal or go off-route



Tracking

Riders want;

- Live and post-ride data about their achievements
- The means to share their routes, ride and experiences with other people and existing apps

Beeline Velo 2 offers;



- Live Ride Stats
- Strava and Apple Health compatibility
- Share rides with friends

