

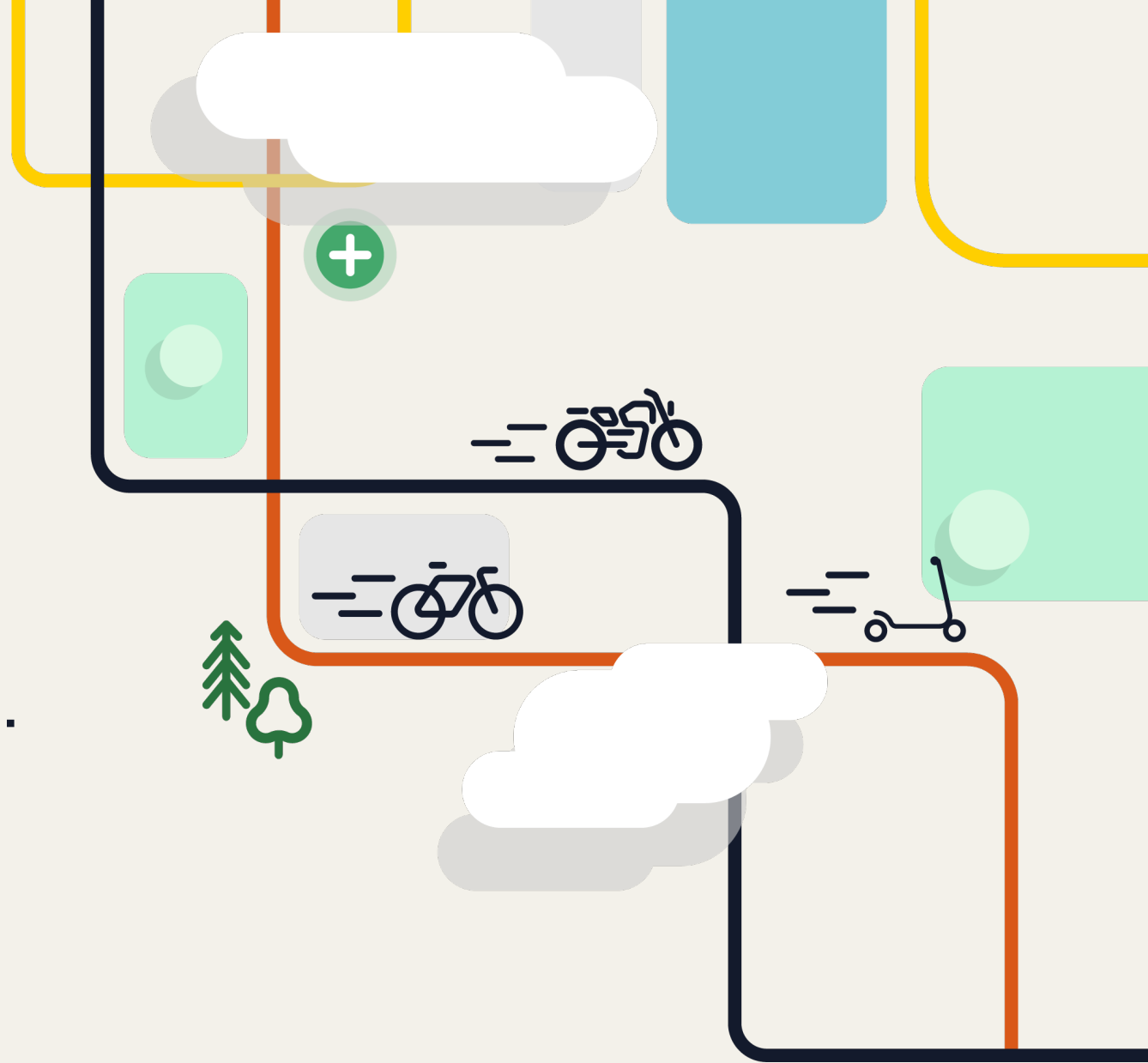


Beeline Velo 2

Enjoy the ride,
we'll handle the rest...

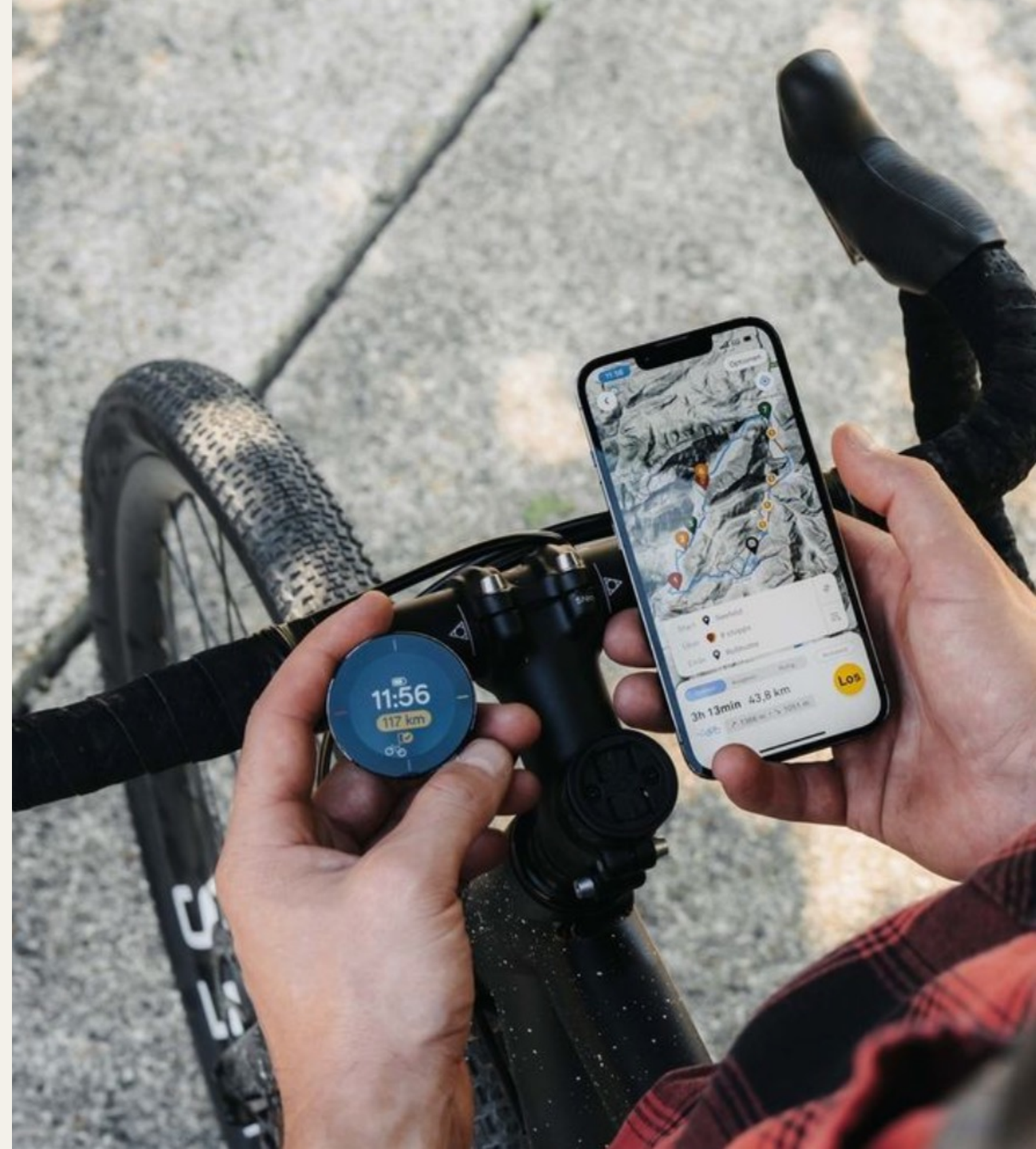


BEELINE



Sections

- Who are Beeline?
- What is Velo 2?
- Who are our customers?
- How does Velo 2 work?
- Resources
- Competition?
- Endorsements
- Questions



Who are Beeline?

Beeline is here to make journeys better. In fact, it's our mission.

After getting lost in London several times, Mark and Tom joked that a compass on their handlebars would make life a lot easier...

...after thinking it over, they realized they could be a lot smarter than that, and worked on creating a simple navigation solution which makes getting round a pleasure.

Fast forward a few years, and that 'back to basics' idea has come a long way.



*'With a nudge in the right direction, we humans are pretty good at finding our own way.
And, after all, it's much more fun to pick your own path.'*

What is Velo 2?

The clever, compact cycling computer for effortless navigation and tracking, loaded with great routes





Beeline Velo 2 range



Velo 2



Stem Cap Mount



Carry Case



Universal Strap
Mount

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 / go off-route
- Long battery life



Tracking

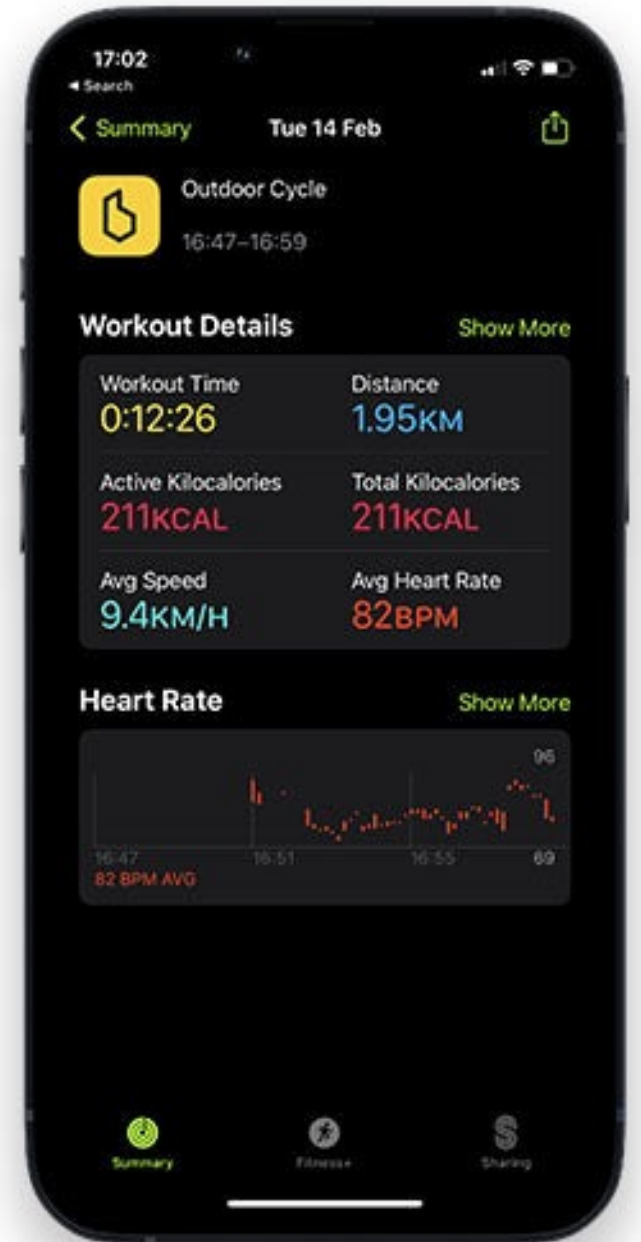
Riders want;

- Live and post-ride data about their achievements
- 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

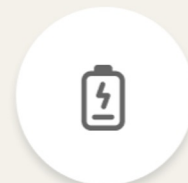




Beeline Velo 2 features



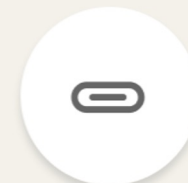
Improved water & shock resistance



Up to 20 hour battery



Ambient light auto-backlight



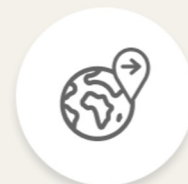
USB-C charging



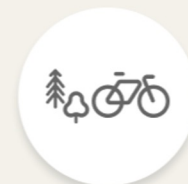
Fits all handlebars



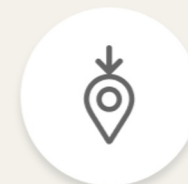
Speedo, journey data & clock



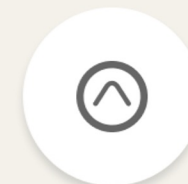
Easily plan worldwide rides



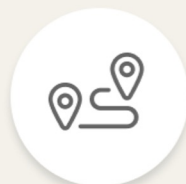
Feedback led routing



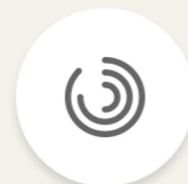
Import GPX routes



Off-grid compass navigation



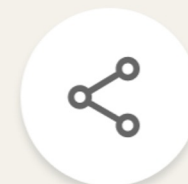
Improved turn navigation



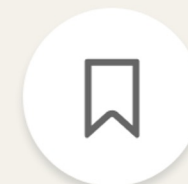
Track your rides



Upload activities to Strava



Share your routes

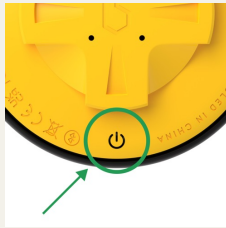


Save favourite places & routes

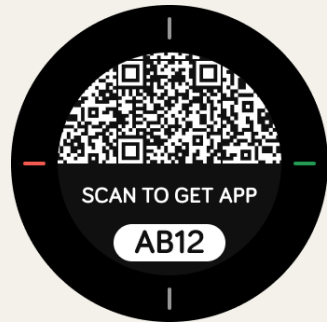
How does it work?

Out of the box.....

1. Turn your Velo 2 on
(press & hold for 3 seconds)



2. Scan the QR code to
download the App



3. In the Beeline app, select the correct device ID,
and allow your phone to pair.



NOTES:

Make sure to follow any pairing prompts your phone gives you, and enable any permissions required.

Your Velo 2 will download any firmware updates and then you should be good to go!

*** When pairing, do not attempt to pair your Beeline to Bluetooth in Bluetooth settings. **Make sure you pair and set up your device through the Beeline app***

Phone requirements:

iPhone running iOS 13.0 and above

or

Android phone with Google Play running 8.0 Oreo and above

Bluetooth 4.0 capability required

Route Planning.....

Enter your destination by either tapping the location on the map or using the search function in the 'Where to?' at the bottom of the screen.

If it is a simple A to B type of day, that is it! From here you can choose to ride the route given, or blaze your own path with light guidance by choosing the Compass option.

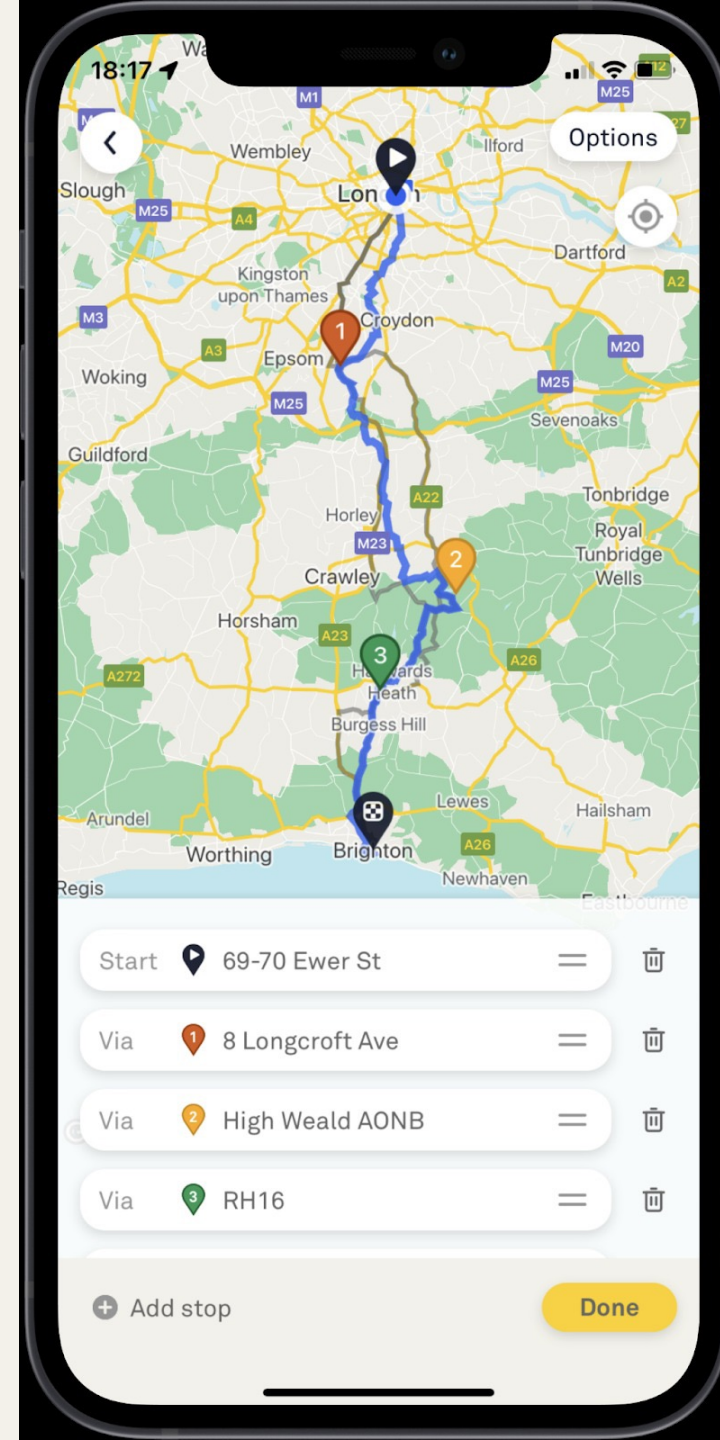
For the longer days, you can also add stops along the way if there are any specific places that you would like to pass through on your ride. These are called waypoints.

[How to plan a route video link](#)

Auto re-route

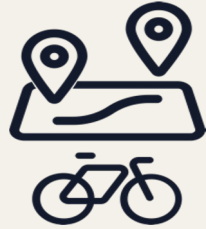
Before you set your route, you can decide whether or not you would like to keep 'auto reroute' on in the Beeline app settings menu. If you keep it on, and you go off route, your Beeline Velo will automatically reroute you within three seconds.

If you have a very specific route that you would like to follow, leave 'auto reroute' turned off and you will be guided, by the black arrow, back to your route if you go off it. You can still reroute manually by pressing the bottom button.





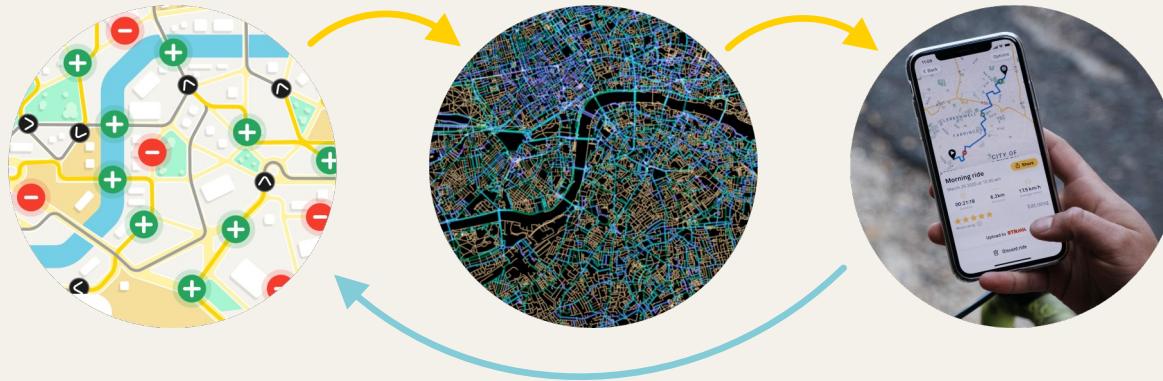
Beeline Smart Routing*



We create cycle specific routing, by analysing map data



We collect feedback from our riders to continually update our journey options



Research funded by European Space Agency and InnovateUK



Smart Routing options.....

A fast route gets you to your destination as quickly as possible!

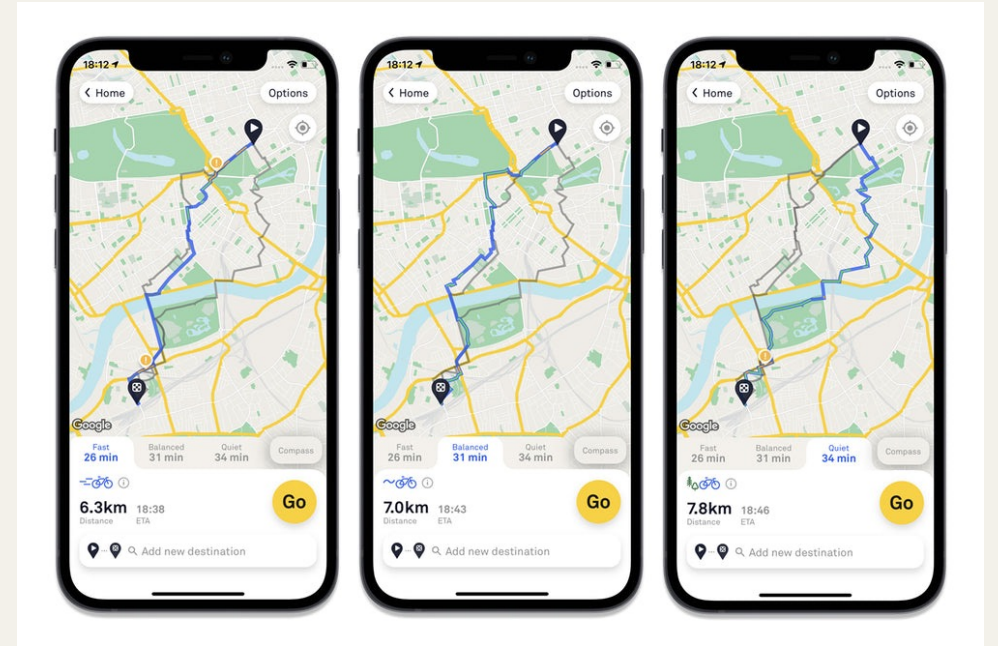
If you are in a rush, or just like going quickly, this route might put you on slightly less pleasant roads in the interest of time. If you're a confident cyclist, and in a hurry, this is the one for you.

A quiet route prioritises enjoyability and safety.

It will guide you along quieter roads and cycle-paths that previous riders have rated positively. It may take you a little longer to get to your destination, but if you want to explore a little more, enjoy a quieter journey, or are new to cycling, pick this

A balanced route is a blend of fast and quiet!

You'll be guided along the best combination of well rated stretches and the most direct route. If you're pretty confident in the saddle and care about pleasantness as much as pedal-power, this is the one for you.



GPX Files – Import

[Import GPX file video](#)

1. Open the Beeline app and choose the ‘Plan ride’ on the ‘Ride’ page
2. Tap the ‘Options’ menu in the top right corner and ensure your route type is set to bicycle before selecting ‘Import GPX route’
3. From a locally stored location, select the desired GPX file and choose whether you’d like to ride in either ‘Route’ or ‘Compass’ Mode

There are loads of websites that you can use to download GPX files. For example [= Strava](#), [National Trails](#), or [ridewithGPS.com](#).



GPX Files –Export

[Export GPX file video](#)

1. Open the Beeline app and select the ride you would like to export as a GPX file
2. Tap on the 'Options' menu in the top right corner and select the 'Share/ download' option
3. Choose whether you would like to share/download the ridden or planned route
4. Choose your desired method of sharing or saving the file

Note:

Your rides are automatically saved. You can see the distance you rode, time elapsed, and when you took this trip.

Find this on the middle tab at the bottom of the screen in the Beeline App

Route mode vs Compass Mode

Route Mode:

For the times when you just want to get from A to B, on a planned route.

Route Mode will guide you along your route turn-by-turn.

Route Mode is the default navigator, so all you need to do is to choose your destination, drop and drag a waypoint(s) to tailor your journey.

Compass mode:

Compass Mode allows you to create your own route as you ride. Imagine a compass that knows where you want to go, and instead of pointing North, it points to your destination.

If there is anywhere you would particularly like to pass through on your ride, you may want to set some waypoints. You can set these by tapping on the grey line route and dragging the orange marker.

At that point, just select the Compass option to the right of the Route Mode options to ride in Compass Mode:



Beeline Road Rating

We use your feedback to improve routes for you and the entire Beeline community.

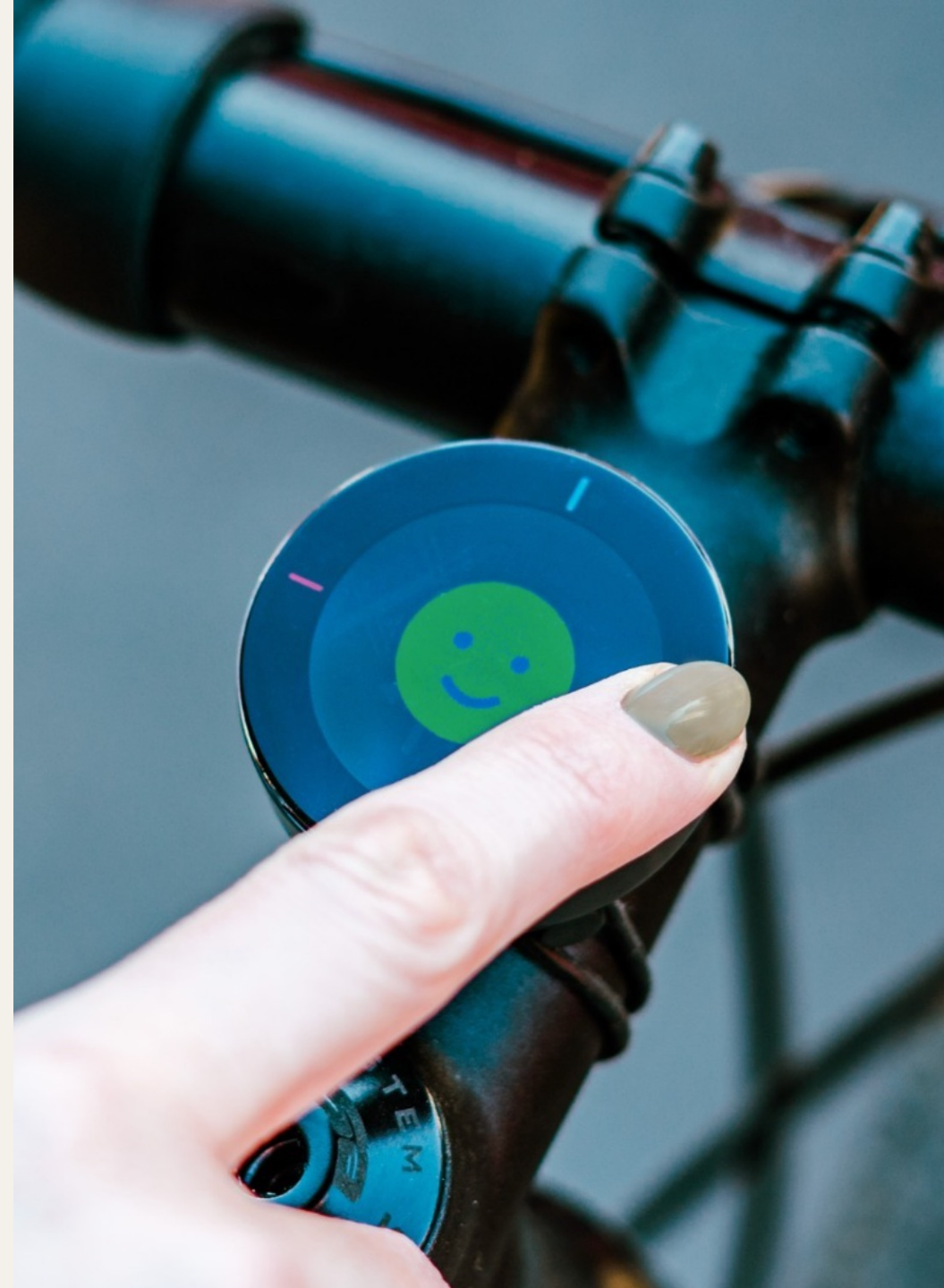
If you're riding on a road that you think is great, you can give it positive feedback (right hand + button)

Conversely, if you're riding on a road that you find unpleasant, give it negative feedback (left hand - button)

You can see the Ratings that you have given in your journey summary at the end of every ride, and all the Ratings you have given in your journey heatmap.

When you're planning a journey, we create better routes by using everyone's ratings. We also show where the best and worst sections of your journey will be to help you decide which route is best for you!

We'll always create routes that avoid the very worst of roads (70 mph dual carriageways for example). When you're deciding between Fast, Balanced and Quiet routes, you can use the Road Rating markers on the map to choose which one suits you the best.



Does Velo 2 work offline?

Route planning:

To plan a route in the app your phone needs to have an active internet connection.

Once a ride has been planned and saved in the Beeline app, you can select and ride it without needing internet connection.

To import a GPX file in Route Mode you will also need an internet connection.

However, you can plan a ride or import a GPX file in Compass Mode without an internet connection, and start navigating as usual. This is because Compass Mode only uses GPS info and doesn't need to plot a new route.

Navigating:

When navigating a pre-planned journey or saved route, Velo 2 will work offline.

Your phone will need mobile data for automatic rerouting, if you go off-course. If you have mobile data turned off, it will only be able to point you back to where you left the planned route.

Other useful videos and links

[How to link to Strava video](#)

[How to link to Apple Fitness and other fitness apps](#)

[Skipping waypoints](#)

[Using Beeline app on iPad](#)

[Further Smart Routing and Road Rating](#)

Competition

"I could just use my phone"

Whilst Velo 2 uses your smartphone to work, it does all of the heavy lifting. Using a Velo 2 drastically reduces your phone's battery when used for navigating. Plus, you don't have to worry about vibration damage, risk of it being lost or stolen, or have any of the distracting texts popping up which will definitely increase your safety whilst navigating and enjoying your ride!

In a snapshot

- Phone battery gets drained
- Phone can get damaged through vibration etc
- Phone can be stolen easily (expensive to replace)
- Phone is distracting, and potentially dangerous
- Keeping phone in pocket isn't convenient for navigation
- Velo 2 looks a lot better!!!

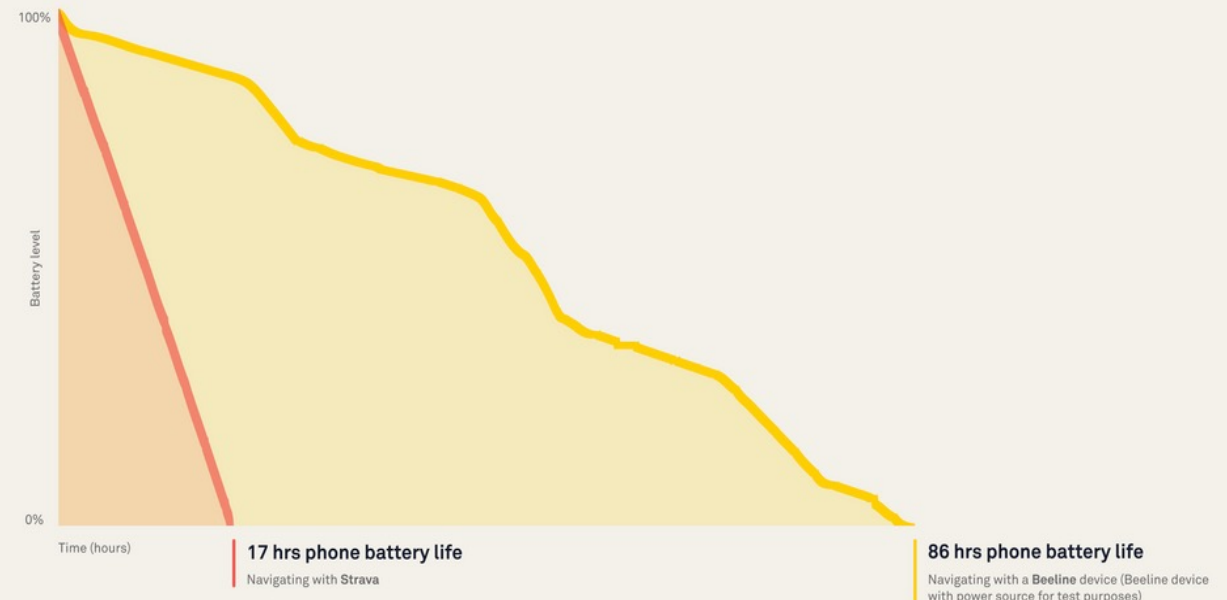


You can see how running Beeline navigation with Velo 2 compared to running navigation on Strava below:

Phone battery comparison:

Effect of navigation use on phone battery by application

New, 100% charged Samsung Galaxy A21s with no other active apps were optimised and started simultaneously in the same environment.



Competition

Garmin / Wahoo / Bryton / Hammerhead / Cateye etc

These are all great options, and we agree!

However, they all come at a much higher cost, and are focussed around stats, aimed at riders who want in-depth fitness data.

Velo 2 offers a super clear UI and simple (and well-loved) map to follow, ensuring a fantastic user experience.

Our own cycle-specific mapping is constantly evolving too.

Velo 2 is also a heap more cost effective, even against their entry-level devices.

Ultimately the 'better' choice for a rider depends on their specific needs and preferences as a cyclist. But if top-class cycle-routes, an intuitive, clear and easy to follow map system, and price point are top priorities, then Velo 2 is the winner here!

In a snapshot, those brands are:

- Expensive
- Packed with functions but difficult to use (particularly for this less avid customer group)
- Visuals are less intuitive
- Don't use crowdsourced cycle routing
- Aren't carbon and plastic neutral





Business for Good

Alongside our purpose to make rides better, we want to build an ethical company that does good things in the world.

As we grow our business, we continue to grow our impact on issues surrounding equality, sustainability, and health.

And we like to give back.....

5% of Black Friday ('23)
revenue donated to
The Bike Project

Carbon and Plastic neutral.....



**Sustainability
at its core.**

The world's first carbon and plastic negative cycling computer.

Designed to last and fully repairable via our professional refurbishment scheme.

 ClimatePartner

 plasticbank®



What are people saying?

“

'Best Compact Bike Computer 2023'

Simple navigation that is small, sleek, easy to use and well priced.

– *Road.cc*

“

Simple yet effective and ideal for navigation

– *Stuff*

“

An excellent option, it allows you to conserve phone power and keep your phone safe. The navigational interface is simple and easy to use.

– *Cycling UK*

“

It'll find you new routes, help you navigate with turn-by-turn directions, and track your adventures.

– *Evening Standard*

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www.beeline.co



[Instagram](#)



[Facebook](#)



[Twitter](#)



[YouTube](#)



Questions?

