

Problem Statistics:

- 5% of Americans take public transport to work daily, 3% walk
- Bird, a rideshare electric scooter company has 2 million unique riders
- 2.5 million hoverboards have been sold
- The boosted board startup raised 460K+ in 2015



(Santa Monica bike path)



1,110 backers pledged \$467,167 to help bring this project to life.

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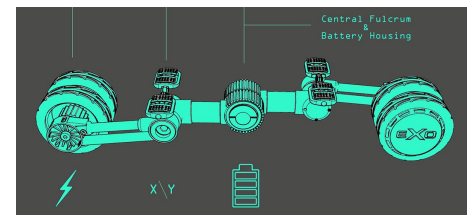
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Steps:

- Get required electronics and board
 - Develop control method
 - Program flight controller
 - Test board
 - Develop app
 - Add features
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- ... Find investors and contact manufactures
 - Hire legal professionals and marketing team
 - Sell product
 - Iterate design

Portable Personal Transportation

By Eli Ellertson,
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Problem: Last Mile Transportation

Many Americans get to work through means of transportation other than a personal car. This leads to the challenge of last mile transportation: getting to and from public transportation during travel, a problem which many commuters have to overcome daily.

When taking a bus or train, although the majority of the distance is covered while using the public transport, a large portion of the transportation time is spent on foot.

As a remedy this, companies like Bird and Lime have been able to profit off their public rideshare scooters. Although rideshare scooters can help ease the issue of last mile transportation, the users of these devices have had to deal with many inconveniences.

Publicly used electric scooters are often low on battery, not available or damaged and when going to work, being ontime should not be determined by luck.

Another partial solution to the problem of last mile transportation is owning a bicycle. While road bikes are quick and light, their bulkiness can be annoying to deal with and bringing them on public transport is often impractical. Also storing a personal bike often requires locking it to a pole where the wheels are often stolen if not the bike itself.

Proposed Solution:

A potential complete solution to the problem of last mile transportation could be a small, electric personal transportation device.

If this device is small enough, It could be practical to take on public transportation and carry around inside instead of locking it up in public.

A solution to this problem needs to be something very user friendly and intuitive in order to reach the majority of the target audience and must also work well with existing technology.

This means that the solution would probably take the form of a electric skateboard or folding electric scooter which has a smartphone user interface which allows for checking stats, configuring settings, and also could be used as a bluetooth remote.



Sample Parts:

