



以色列体育技术创业公司

An Israeli Sports Tech Start-Up

累计各类骑行者精准骑行数据

Enriching Cyclists of All Levels with Precise Ride Data



Market Overview 市场概览



What is a Cycling Power Meter 什么是自行车功率计



The Demand 需求



Our Solution 我们的解决方案



Watteam's Advantages 品牌优势



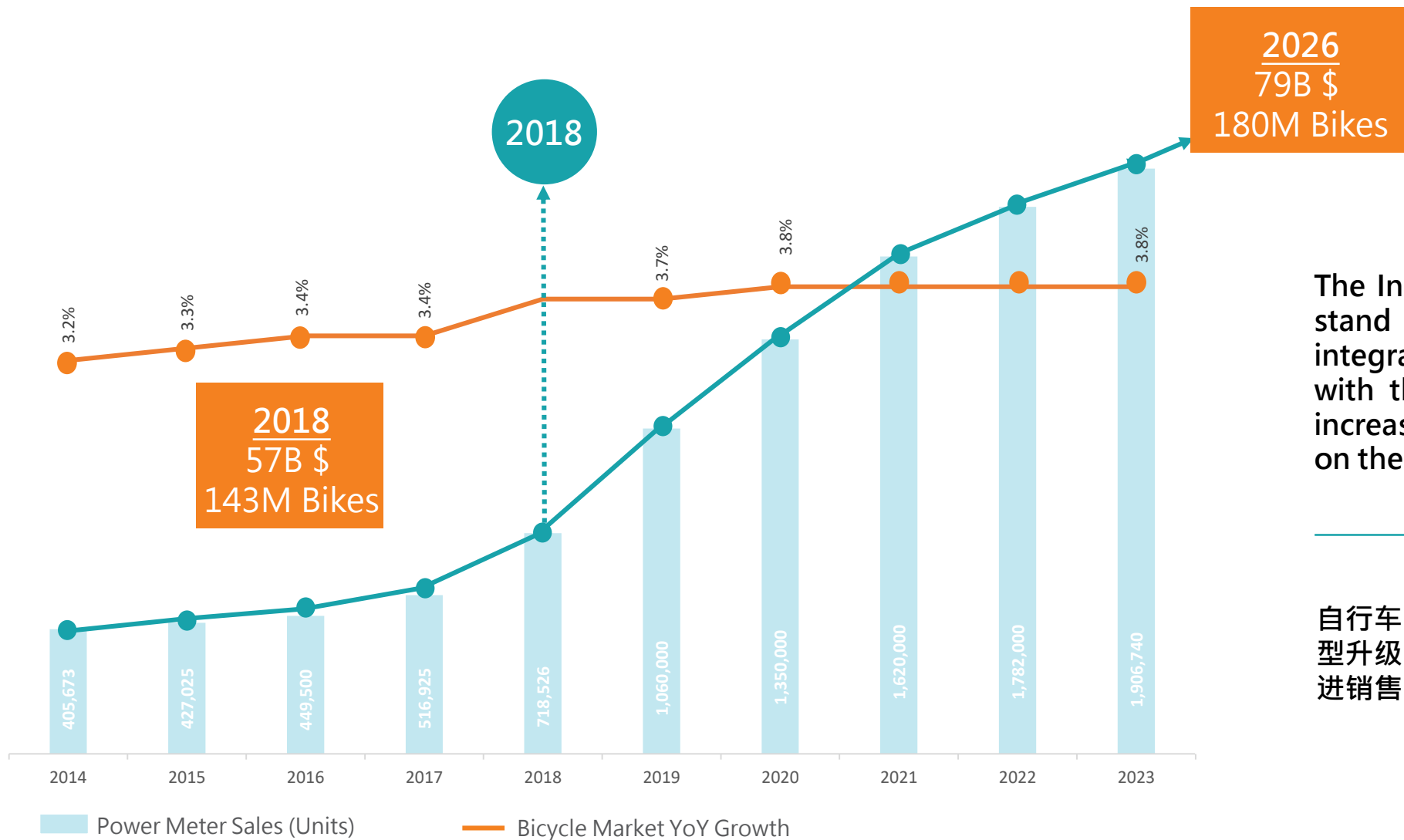
Financials 金融



About us 关于我们



Market is Booming 市场正在蓬勃发展



The Industry is transforming from a stand alone product into an integrated product that comes along with the bike. This is expected to increase sales substantially. We are on the verge of this stage.

自行车产业由原始单一销售模式不断转型升级为集成销售，这一转型将大幅促进销售，我们正处于转型的风口浪尖。

Source: PMR (Bicycle Market: Global Industry Analysis 2013-2017 and Forecast 2018-2026), Statista

What is a Cycling Power Meter?

什么是自行车功率计？

A Cycling Power Meter is an electronic device attached onto the bicycle.

It measures the power output (Watts or Calories) which the cyclists provides. Power based training is considered the number one method to improve cycling performance at all levels, both amateurs and pros, by helping identify strengths and weaknesses, and reducing risk of injury.

自行车功率计是一款连接在自行车上的电子设备。它测量骑车人提供的功率输出（瓦特或卡路里）。基于力量的训练被认为是可以识别运动员优劣势并降低受伤风险，在各个级别的业余爱好者和专业人员中提升骑行表现的首选方法。



Demand & Usage 需求和使用



Giro de Italia 2018 (2nd largest bike race in the world) - 850 Million Viewers.

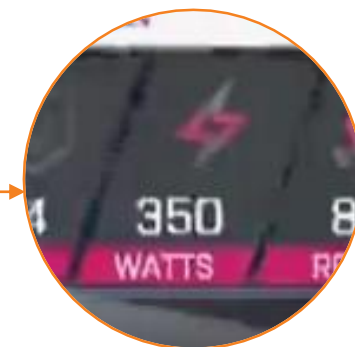
Fans from all over the world were introduced to power meters.

Thus creating the ongoing demand for amateur cyclists to use power data.

Giro de Italia 2018 (世界第二大自行车赛) - 8.5亿观众。

功率计被介绍给了来自世界各地的球迷。

这也为业余自行车爱好者使用功率数据而创造了持续性的需求。



Demand & Usage 需求和使用



In addition, the technology allows to ride indoor, at home, while seeing yourself in real-time on the screen, with your friends. The sensor that allows this – a power meter.

此外、该技术还可以让您在室内、家中、同时与您的朋友进行实况交流。实现这项技术的传感器就是一功率计。



The way bike manufacturers chose to increase their market share is by adding a power meter to new bikes.

The industry is looking at Power Meters as the new component that will make their bike complete,
for today's clients needs.

Therefore they demand to integrate a high quality power meter to sell with their bikes.

In order to be attractive, the integrated tech must have low production costs,
and to be compatible with the ever changing, multiple standards that are being used.

自行车制造商增加自己的市场份额的方法是在自行车上增加功率计。

为满足如今客户需求，该行业将功率计视为自行车完整组装的配件之一。

因此他们需要一款高质功率计可以与自行车一起销售。

为了提高吸引力，该集成技术须具备较低的生产成本，
并且能够与正在使用的和不断变化的产品以及多种标准相兼容。

The Watteam Smart Crank Watteam的智能曲柄方案



Strain Gauge Sensor
应变传感器

Computational Unit
计算单位 (comp unit)

Rechargeable Battery
可充电电池

The Watteam Smart Crank is The Solution for Bike Brands.

- We engineered a fully-featured, low-cost power meter, compatible with all bikes.
- Measuring more than 200 times second, using advanced sensors, calculating the direct force applied, and transmitting in real time.
- By utilizing more algorithm and less sensors and hardware, the price is the lowest in the industry!
- Watteam's solution fulfills all their needs.

Watteam Smart Crank 是自行车品牌的解决方案。

- 我们设计的这款功率计功能齐全，价格低廉，可与所有自行车兼容。
- 测量频率超过 200 次/秒，使用先进的传感器，计算直接施加力量，并进行实时数据传输。
- 通过使用更多的算法和更少的传感器和硬件，价格是业内最低的！
- Watteam 提供的解决方案可以满足以上所有需求。

POWERBEAT G3



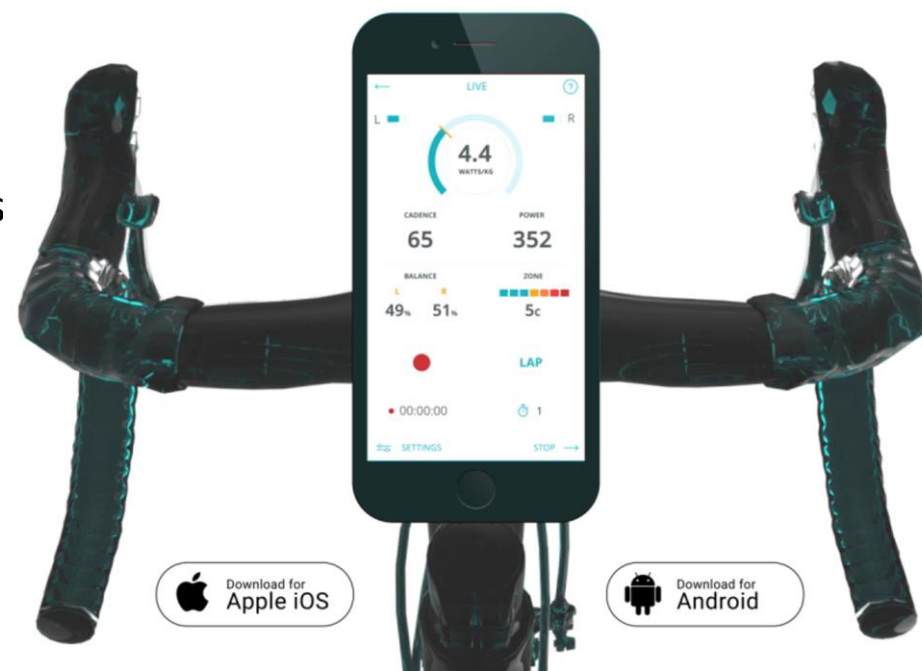
Watteam POWERBEAT G3：我们的解决方案基于成熟的技术和算法 – 这款附加式骑行功率计已经在全球大量生产和销售。在不到一年的时间内销售额已超过300万人民币。记录在案的长达1000小时的实际使用时间。收集，分析并贯彻实施了众多顾客的评论和反馈。

Our solution is based on the proven technology and algorithm of the Watteam POWERBEAT G3 – our Add-on version Cycling Power Meter which is already mass-produced and sold worldwide. Resulting in more than 3 million RMB revenue in less than a year. Accumulated 1000's of hours of recorded real life use. Gathered, analyzed and implemented many customer reviews and feedback.



Sleek & Robust Design
圆滑而坚固的设计

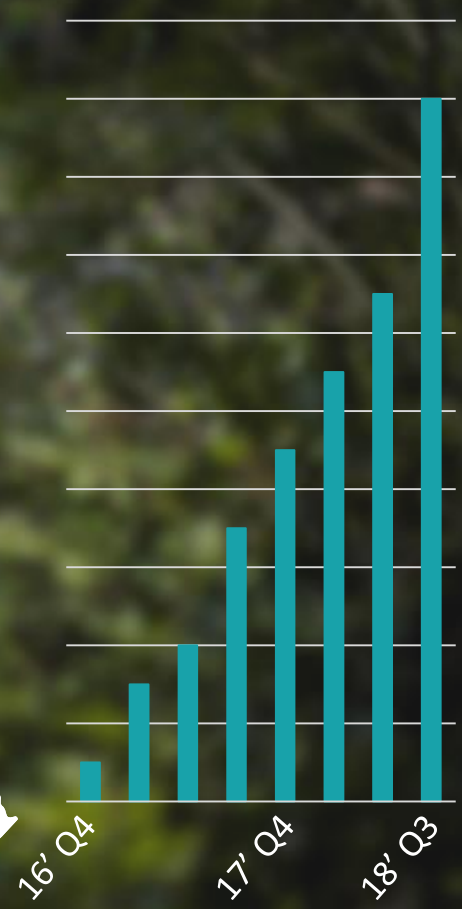
New App Features
& Updated Design
新的应用功能和
更新的设计



Active Markets and Partners 活跃的市场和合作关系



Sale Points



The Future of Cycling 骑行行业的未来



Watteam is also leading the next industry leap. The data revolution.

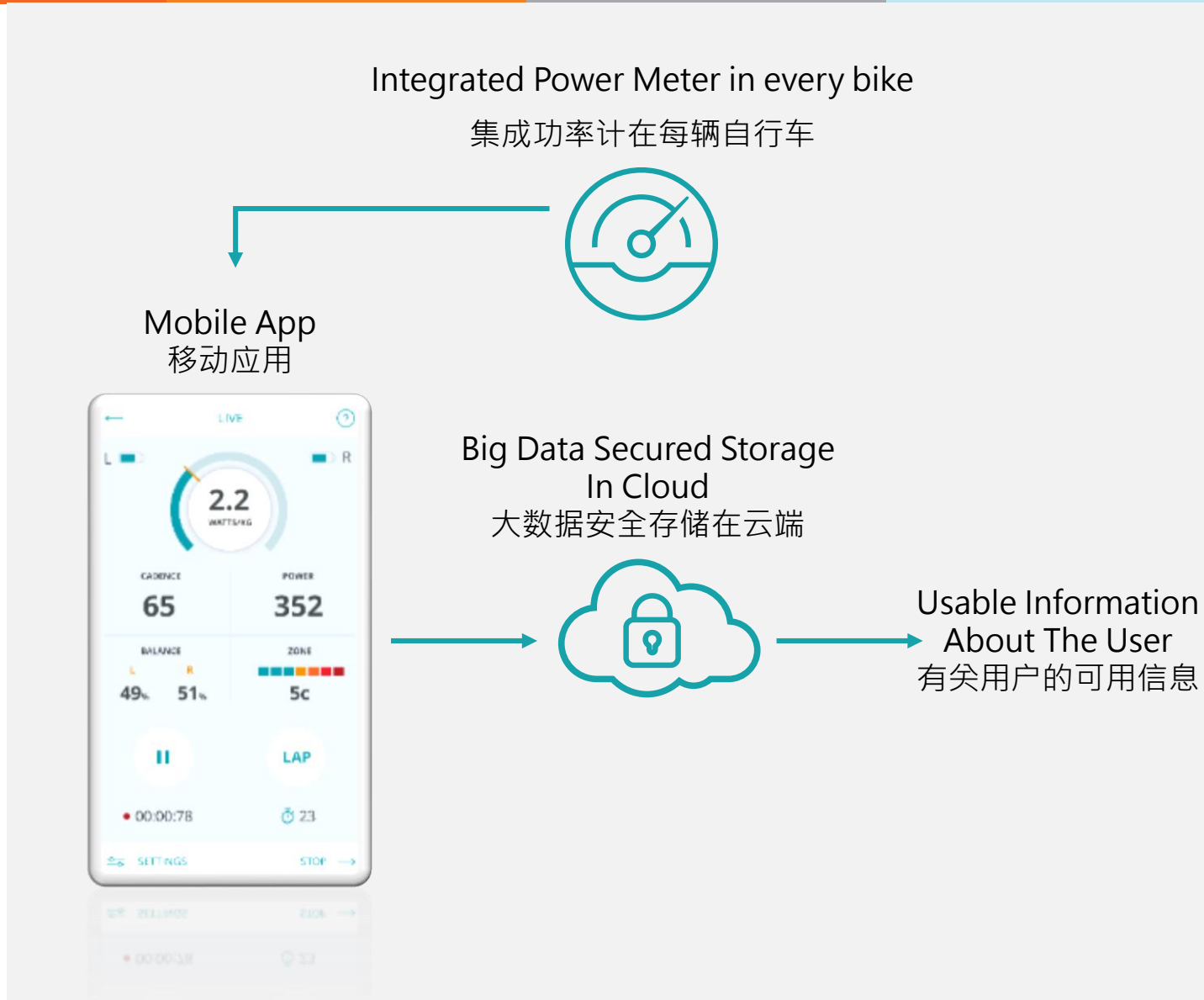
For the first time in the industry Watteam presents the **IoT** and **Big Data** to the cycling industry.

Today bike manufacturers don't know the end user's characteristics and behavior.
Not even his name!

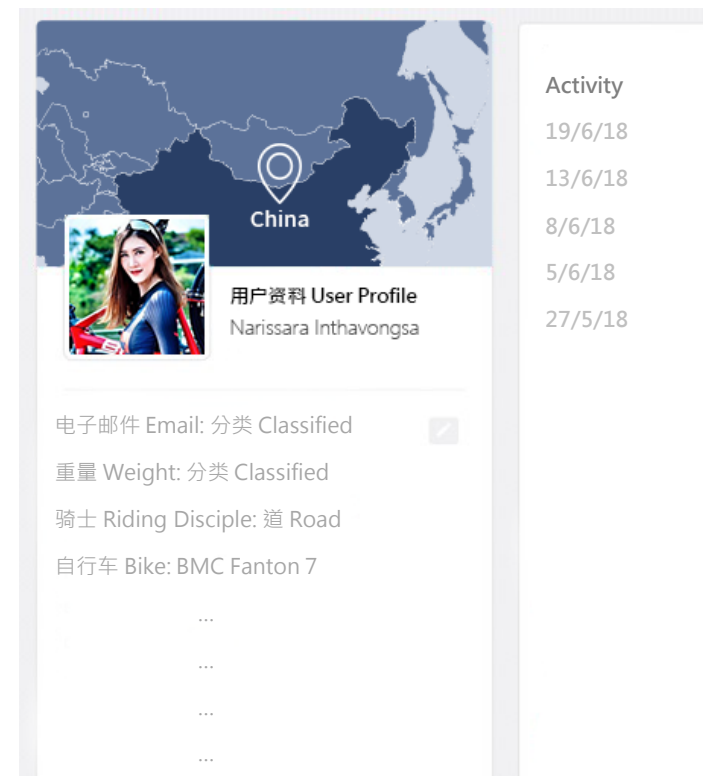
Watteam也将领导下一个行业领域的飞跃-- 数据革命。

Watteam首次在自行车行业领域展现物联网和大数据。

现况是，自行车制造商不知道终端用户的特征和行为。
甚至连客户的名字也不知道！



Bike Brand Solution 自行车品牌解决方案



Our infrastructure turns the smart crank into an IoT device. Then, by gathering accurate user data and transmitting to the app, and to big data cloud, we allow bike brands to engage and become familiar with their customers. Watteam allows to create customized reports per customer.

我们的基础设施将智能曲柄演变成一款物联网设备。然后，通过收集准确的用户数据并传输到应用程序和云数据端，自行车品牌商可以参与并熟悉他们的终端客户。Watteam还可以为每个客户创建私人定制报告。

Interest in Watteam's tech is huge, and coming from wide range of potential partners

Bike Brands – in discussions with 5 of the top 10 leading global brands

Bicycle Crank manufacturers - Testing with 5 of the 6 largest players

Stationary bike manufacturers – Engineering process with Manhattan based, World Leading Online Spinning Classes

GPS, Cycling Computers and Social Cycling App Companies – Working with the 2 biggest Chinese cycling data companies

来自广泛领域的潜在合作伙伴都对Watteam的技术产生了浓厚的兴趣。

自行车行业品牌 – 与全球十大顶级品牌中的5家进行讨论

自行车曲柄制造商 - 测试过6个最大的玩家中的5个

顶级健身车制造商- 与以曼哈顿为基础的世界领先的在线动感单车课程工程合作

GPS、骑行电脑设备和社交骑行应用公司 - 与中国最大的两家自行车数据公司合作

Feature&Price 功能&价格



Support any
crank material
支持任何曲柄材质

Patent based sensors compatible to all cranks
拥有专利许可的传感器可与所有曲柄相兼容



Financials
金融

Low cost. Increasing profitability & driving market share
成本低·收益快& 推动市场份额



Fast TTM
上市时间短

Among the Industry's fastest Time to market, with the
ability to use the Manufacturer's own production line
业界内上市时间最快·可以使用制造商自己的生产线



Low NRE
低非经常性项目

Low cost for production buildup with the ability to
utilize the Manufacturer's own product line resources
生产成本低·能够有效利用制造商自己的产品生产线资源

Fully Featured
功能齐全的
骑行功率计

L/R

LEFT & RIGHT
POWER



USER FRIENDLY
APP



ANT+
Bluetooth
SMART



SUPER LIGHT
WEIGHT



WEATHER PROOF
IP67 Certified



RECHARGEABLE

在中国大陆建立OEM生产线 Building up OEM production line in Mainland China

将Watteam与自行车世界联系起来，可以加强营销策略
(1-2个专业队，1-2个大陆队，10个其他队，大使项目)

Enhanced Marketing Strategy by connecting Watteam to the Cycling World
(1-2 Pro Teams, 1-2 Continental Teams, 10 additional teams, Ambassador Program)

R&D E-bike 项目 Project

Watteam为未来骑行提供了解决方案。我们认识到E-bike 的发展趋势和需求。在人体动力与电动动力之间提供数据的显示和融合。

Watteam can provide the solution for the future of cycling. We recognize the trend and need in the E-bikes. Delivering the data, the display and the fusion between the Human motor and the electric motor.

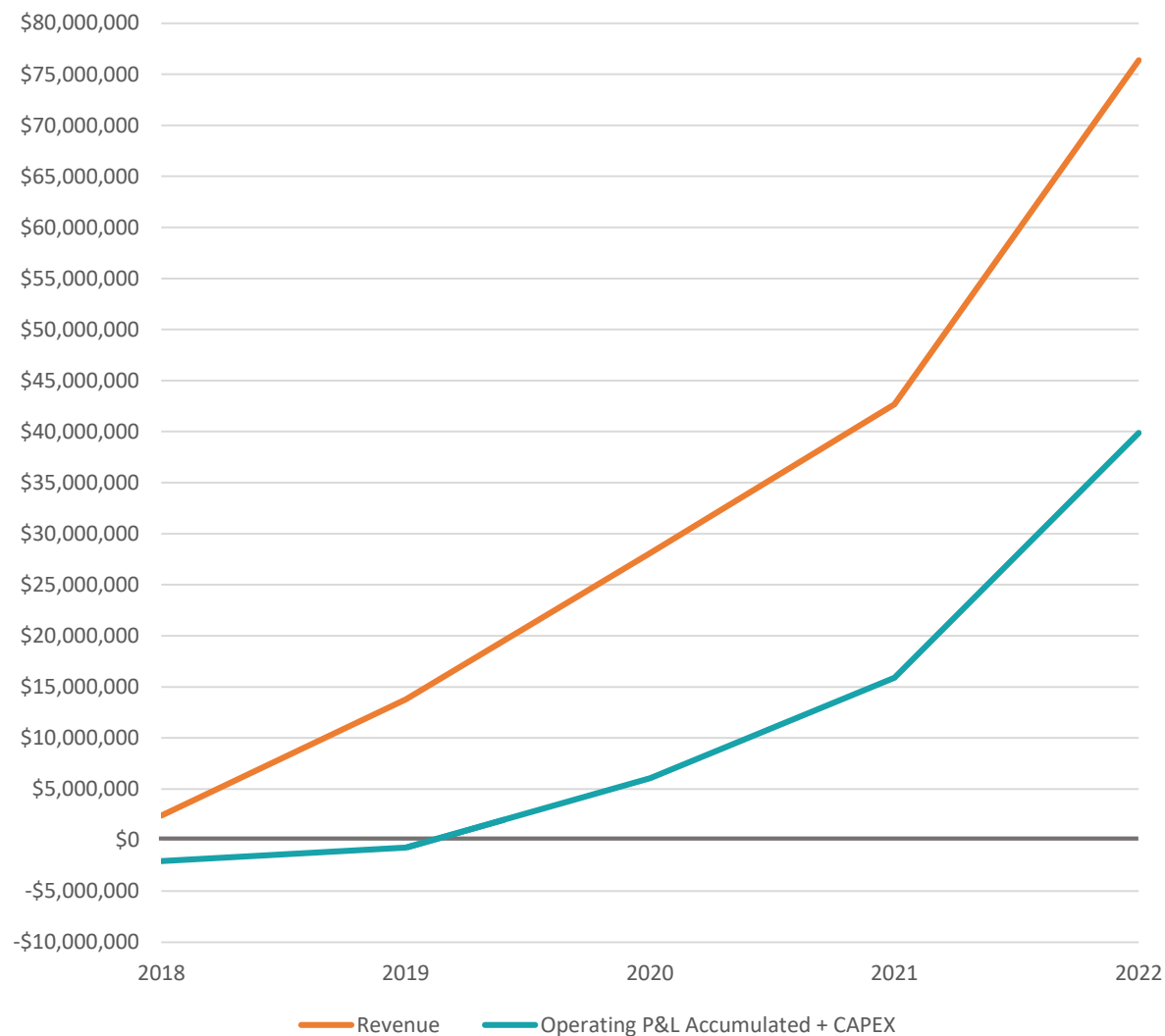
全球销售额增长38% Increase sales worldwide by 38%
(中国方面是重点 with emphasis on China)

开创嵌入式安全传感器 Initiate embedded Safety Sensors

Profit & Loss 收益&损失



Sales and Cash Flow (including CAPEX)



Revenue Forecast

Based upon existing sales analysis
and the incoming OEM contracts

Production Costs based upon
conservative opening order volumes,
and not based upon market potential

收入预测

根据现有的销售分析和未来的OEM合同

生产成本以保守的开盘订单量，而不是
基于市场潜力为标准

Fund Raising Target 融资目标



Looking to raise
3-5 Million US Dollars

预想融资
3-5百万美元



Main purpose for investment money
Production line for the Smart Crank, China market Penetration and Global Service and distribution Network for the G3 (current product)

投资资金的主要目的
针对G3 (当前产品) 的智能曲柄 (smart crank) 生产线 · 中国市场渗透和全球服务和分销网络。



Procedure
a JV or Subsidiary firm

程序
合资企业或子公司

What you receive in return 预期回报

- Equity in Watteam Tech, sales, IP rights and Ownership, Strategic Chinese partnership
- Watteam公司的技术 · 销售 · 知识产权和所有权的股份, 中国战略合作伙伴关系.

已筹集500万美元
Raised 5 Million US Dollars

Valuation 14 Million US Dollars
公司估价1400万美元



“

“Watteam has succeeded at their goal – they brought forth a dual-leg capable power meter below \$500 – something that nobody else has done.”

DC Rainmaker

“

“功率计是极其精密的器材，目前市面大部份的功率计均是密封系统，自行车零件的装配环节严重依赖厂家，而一群来自以色列的工程师设计开发出了一款名为 Watteam POWERBEAT 的功率计打破了这一僵局.... 在产品层面，POWERBEAT是一个真正的双边功率计，左右侧都有独立模块，可以真实测量双腿功率的不同，而不是单纯用算法模拟，并且价格比众多单边功率计还要便宜。”

Biketo.com

Top engineers, designers and developers from the top of the Israeli hitech Industry, together with leading cycling personnel, all focused on executing the founders vision – Making cycling with power available to all.

来自以色列高科技行业的顶尖工程师、设计师和开发人员，以及领先的骑行人员，都专注于执行创始人的愿望 – 实现为所有人提供骑行力量数据。

2011年 创建于
Founded

总部位于以色列
Based in Israel

50 名员工+承包商
Employees + Contractors

Officially Supported by Israel – China Accelerator Program
以色列 - 中国加速器计划官方支持



Team 核心团队



Eyal Shahr
Advisor

Owns & Operates
Multi-Million US
Dollar Business



Ofir Gal-On
Founder CEO

Former Head of Israeli
National Cycling
Olympic Team



Eli David
Founder

2 Degrees
3 Established
Companies



Sharon Katvan
Founder

Former Defense
Industry



Kfir Einstein
COO

Head of Manufacturing
Former Rafael Armament
Dev. Authority Engineer



Alex Schwartz
CTO

Firmware, Software
& Multidisciplinary
R&D processes
Successful experience in
End-to-End solutions



Moshe Sonnenstein
CIO

IoT & Mobile
Excellence Honor, MBA
Leading Israeli University



Omri Zerach
VP Product

Cycling Guru
20 Years in the field
Previously Successful
Business Owner



Omer Shubi
China BD

Israeli National Mountain
Bike Champion
12 Years in the field

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限制数据的披露和使用

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August 2018



WATTEAM | Innovation with a spin

WATTEAM.COM



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让我们保持联系！