

# Opp Pitch Example:

## Urban Cart

Hauls gear efficiently

### Market

- Urban dwellers who transport stuff on streets and sidewalks via foot and/or bicycle.
- Suburban dwellers who transport stuff more than 50 meters from the car.
- 100% of Penn Students (N=20,000) engage in transporting stuff.

### Unmet Needs

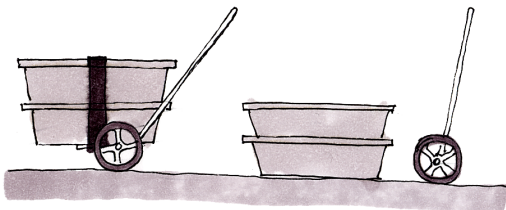
- The cart is the “one” device I need for all my hauling.
- The cart hauls my groceries over tough urban terrain.
- I can use my cart with my bike.



Existing products

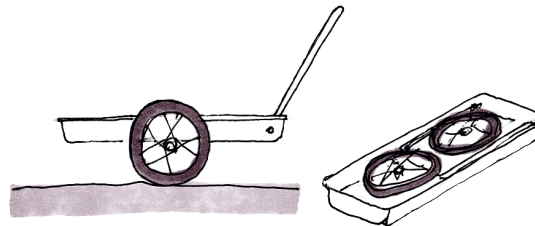
### Three Possible Concept Directions

#### 1. Bin Cart



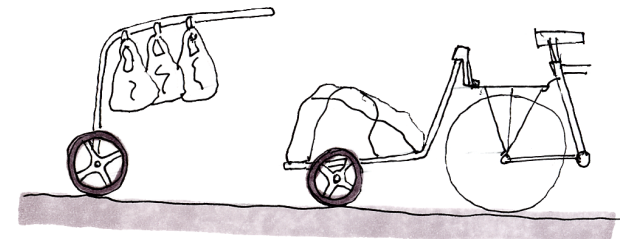
stackable/nesting bins  
minimal cart frame

#### 2. Tray Cart



300mm pneumatic tire  
tray contains all cart parts  
stores under bed

#### 3. Convertible gear/bag cart



convertible from hand to bike mode  
hangs shopping bags