



KÚ CYCLE COMPANY INTRODUCTION

This document provides a short company overview of Kú Cycle and is best to be used in combination with the www.ku-cycle.com website.

1. Bike industry challenges and opportunities

1. Industry challenges

- Global shift from bike shops to online sales, but can athlete performance really be purchased in a box?
- A triathlete is not a cyclist and a TT bike is not a triathlon bike.
- Very few break-through developments have taken place in triathlon bikes in the past 10 years.

2. Industry opportunities

- Fitters are underutilized and the industry is still post-purchase focussed when it comes to bike fitting. Who will finally fix this problem in the industry?
- Rider specific frame sets is a new trend, based on a perfect pre-purchase bike fit.
- Built-to-order frames are essential for athletes looking for serious performance improvements.
- Product personalisation is a trend that will continue and expand from apparel.

3. Why is Kú Cycle different? <https://www.ku-cycle.com/our-offer/>

1. Innovative and patented bike technology, delivering measurable performance gains.
2. Rider specific, personalised and built-to-order business model.
3. Kú Authorised fitters as a disruptive go-to-market model. First the bike fit then the bike!

2. Kú Cycle story

1. Our story <https://www.ku-cycle.com/our-story/>

2. Our founders <https://www.ku-cycle.com/our-story/#founders>

3. Kú Cycle Vision

- We inspire a different ride, a different production process and a completely different sales model.

5. Kú Cycle brand <https://www.ku-cycle.com/our-story/#our-brand>



3. Kú value proposition

1. **Innovative Designs** <https://www.ku-cycle.com/our-offer/#innovative-designs>
2. **Rider Specific** <https://www.ku-cycle.com/our-offer/#rider-specific>
3. **Personalised** <https://www.ku-cycle.com/our-offer/#personalised>
4. **Kú Authorised fitters** <https://www.ku-cycle.com/our-offer/#ku-fitters>

4. Marketing that is fact based!

1. **Kú Development Process** <https://www.ku-cycle.com/our-process/>
2. **Kú Performance Testing** <https://www.ku-cycle.com/performance-testing-wall/>
3. **Kú Aero Camps for real performance gains** <https://www.ku-cycle.com/ku-aero-camp/>
4. **Industry Thought Leadership** <https://www.ku-cycle.com/tech-blog/>
5. **Kú Press Coverage** <https://www.ku-cycle.com/press/>
6. **Kú Photo Gallery** <https://www.ku-cycle.com/photo-gallery/>
7. **Kú News and Press Releases** <https://www.ku-cycle.com/blog/>

5. Kú brand and partners

1. **Kú Authorised Fitters** <https://www.ku-cycle.com/fitter-locator/>
2. **Our industry partners** <https://www.ku-cycle.com/our-story/#partners>

