

childs bicycle

A bicycle, any bicycle provides a child with a sense of freedom. Freedom to explore, freedom to act like the 500GP champ, freedom to do stunts, freedom to 'hang out' and look cool.

So far so good, but what about the bicycle? Well, you're looking at it...

application

The bike that you can buy for your children on the Internet, customise the look from the available options, add the all-important accessories, even get Santa Claus to deliver it!

As the child grows bicycles either move down to the next child or are sold on to the next user. r'evolution allows the child to hold on that bit longer to their pride and joy. The adults are kept happy as well.

You see, r'evolution is an upgradeable future proof purchase. As the child grows out of the bike, exchange the parts that are too small for the next size (age range 3-8 years) and remove any parts such as stabilizers that are no longer required. The wheels, front and rear torsion spring suspension, handlebars are all inter-changeable and returnable as part of an exchange service between owners, manufacturers and retailers.

concept + market

From the outset, the r'evolution concept was designed with innovation, production and market in mind. The design has been developed and evaluated using the latest computer software, modern polymer moulding technology, e-commerce ideology has been implemented when taking the product to the market with the website being the initial interface for r'evolution. It allows the child and guardian to choose from various options increasing the sense of ownership and uniqueness. For example: colour schemes, accessories, decals and price range. When the child has decided on a particular look the website will show an animation of their 'customised' bike being assembled. Further to the customisation options available, r'evolution will also offer standard bicycles and limited edition runs. The website also has details of how to exchange parts and local distribution contacts. The children also have a chat forum where they can post pictures of their bike and discuss bicycle stories with other children all over the world.

future

r'evolution is a true Global product, it allows people to communicate their own sense of style and preference either on the street or the web and more importantly it offers children around the world to participate in something that they all enjoy - riding their bicycle.



r'evolution
ethos