



Pune, India



CONCEPT

We make your rides safer, comfortable, efficient.

In today's world people use various modes of transport but the most important concern is their safety and comfort, contributing to same is our product Damsus wheel. It is integration of suspension inside wheel which provides us safety, comfort and improved efficiency.

MARKET OPPORTUNITY

People need new product, and Indian Automotive Industry needs a scalable product with high volume designed developed in India.

Cycle Market India: 900M+ USD

Wheelchair Market (Global): 4800M USD

Bikes, RC's, Rovers, Cars: 200B+ USD

BUSINESS MODEL

We are a B2B firm where we provide the product to companies, potential customers are Hero Cycle, Atlas Cycles as our niche market is Bicycle market, Mfg would be contract mfg, our company would develop the tech for various applications.

PROBLEM & SOLUTION

1.25 million people die in world every year. 1 life lost every 4 minutes on Indian roads, daily 400 Indians do not come back home, back injuries due to riding and lack of comfort maintenance of oil, air suspension. Chain slippage- causing reduced chain life and maintenance issues of chain.

Fork out during accidents- money lost in maintenance correcting fork out problem.

Extra efforts required over uneven terrain

Overall loss of efficiency.

Solution is simple it uses Newton's 3rd law. We have replaced the spokes by the suspension system (flexible ellipse) inside rim, which when travels over uneven terrain the flexible ellipse expand and compress providing suspension action and when they get back to their initial position it provides forward movement reducing efforts to ride.

VALUE PROPOSITION

Safety during front impact accidents-saving life, reduces back injuries-Multi-axis suspension eradicates swing arm resulting in improved chain life and less chain slippage, no maintenance, which provides forward movement which reduces efforts to ride i.e saves pedal efforts, battery used, fuel used for all the benefits at lower price than conventional

CURRENT TRACTION

Developed prototypes 10-12, redeveloping in composites (mould making has begun)(working with experts)

Have met Hero Cycles showcasing them the product
Finalist at ATAL INNOVATION CHALLENGE

Selected for EIR-NIDHI

Presented at Pitch to Move

Award at Vibrant Gujarat

Top-6 in South Asian Level conducted by GSEA

Covered by Media Zee 24 Taas at IET Karamveer Expo

Covered by Saakal Newspaper all over Maharashtra

Were in waitlist of K-grand Start-up Challenge

conducted by Korean Gov. all over the world

KEY PEOPLE

MITESH RASAL
Director

SURAJ ETAM
Director

SHUBHAM SUTAR
Director