



**NIGHTBLAZR**<sup>®</sup>

nightblazr.com

Unleash the night with NightBlazr, your ultimate after-dark companion. Attaches to your helmet, shining with unmatched brightness. Stay safe and visible. Let NightBlazr light up your life.



INVESTOR OVERVIEW

JULY 2024



Our mission is to create a new global lighting standard for everyone who wants to be seen, feel safer and stay active in low light conditions. With NightBlazr you will be able to light up your world when you are cycling, scooting or running.



UNIQUE ALL  
ROUND VISIBILITY





## PEDAL POWER REVOLUTION

In today's fast-paced and congested urban environments, finding efficient and sustainable transportation is becoming increasingly important – leading to the rise of cycling as a primary mode of urban transportation. Urban areas worldwide have witnessed an awesome transformation in transportation habits. From Amsterdam to Tokyo many cities worldwide are witnessing a transformation in mobility driven by the increasing popularity of cycling.





NightBlazr's research – 76% of cyclists surveyed say visibility is a main concern while cycling.

### Why is visibility important?

Cycling represents just **2%** of road traffic. However, cyclists' share of overall casualties among all road users is high

In 2022 in the UK

Over **15700** cyclists injured in total

\*Figures from three consecutive years  
2020 16300 / 2021 16500 / 2022 15700

London centric news stories of cycling accidents, echoed around the country and the world



Cycling in London up 12% from 2019. In 2021 862 seriously injured





ATTACHES TO  
EXISTING HELMET

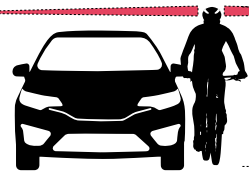


UNIQUE ALL  
ROUND VISIBILITY

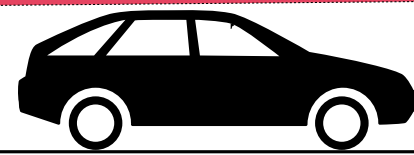
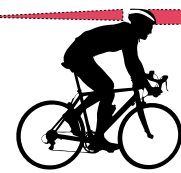
The daily cycle can be a treacherous experience especially in built up congested cities and particularly in low light and night time conditions.

**NightBlazr** allows cyclists to be distinctly visible, providing additional awareness for motorists and pedestrians.

Your increased height and 360° visibility makes other road users more aware of you without being blinding or dazzling.



Unique all round visibility





UNIQUE ALL  
ROUND VISIBILITY



ATTACHES TO  
EXISTING HELMET



LED LIGHT BLADES



12+ HOURS  
RUNNING TIME



WEATHERPROOF



USB TYPE C  
CHARGING

## WHAT MAKES NIGHTBLAZR STAND OUT FROM THE CROWD?

NightBlazr is designed to elevate safety and visibility in all scenarios. Featuring unique 360° LED lightblades, it ensures visibility for both night owls and early birds. Its sleek, lightweight, and compact design attaches effortlessly to any helmet, with a rechargeable, long-lasting battery for added convenience. This significantly enhances confidence and visibility for cyclists.

Our product has undergone thorough testing, with quality control as a cornerstone of our process. Every detail, from packaging to assembly and the light's efficacy, has been rigorously trialled. NightBlazr combines eye-catching design with practicality, offering a premium experience from unboxing to recharging.

This innovative safety product allows users to choose their preferred helmet, fitting their style and safety needs, making their riding experience more enjoyable and personalised.







**Product features**

- ATTACHES TO ANY HELMET
- RECHARGEABLE BATTERY
- 360° VISIBLE LIGHT BAR
- WEATHERPROOF
- NO GLARE
- CHARGING INDICATOR
- AUTOMATIC SHUT-OFF
- USB TYPE C CHARGING

**Hello**

Welcome to the NightBlazr family. We are thrilled that you have joined us. Our mission is to create a new global lighting standard for everyone who wants to be seen, feel safer and stay active in low light conditions. With NightBlazr you will be able to light up your world when you are cycling or scooting. You've already taken the first step to becoming a safer cyclist. NightBlazr provides 360° visibility, increasing your chance of being seen by other road users and giving you confidence while out in the darker hours.

Thank you for choosing NightBlazr.

**Product details**

- Lightblade size: 350(L) x 50(W)mm (approx.)
- 3.6V 200mAh current
- 1800+ mAh Lithium ion rechargeable battery
- LED lightblades
- 90 minutes charging time\*\*
- Runtime up to 12 hours (settings dependent)
- Weatherproof - IP65

**Caution**

Please keep away from fire and high temperatures. Do not disassemble for safety reasons. This product is not a toy, please keep away from children.

**Limited Warranty**

Your NightBlazr helmet light is guaranteed to be free from manufacturing defects for a period of ninety (90) days from the date of purchase. This warranty does not cover damage due to neglect, misuse or exposure to excessive heat. Please contact us by email at [info@nightblazr.com](mailto:info@nightblazr.com). Visit [www.nightblazr.com](http://www.nightblazr.com) for warranty information. Proof of purchase may be required.

**General Disposal**

Care should be used when cleaning. If unit becomes dusty or dirty, clean with a dry cloth. Do not use chemical or detergent products as they may lead to discoloration.

The rechargeable battery inside is designed to charge 800+ times. When they can no longer accept a charge, dispose of them in a manner recommended by your local authority waste department, or take them to a recycling centre.

**Warnings**

NightBlazr is designed to be a supplement and NOT a replacement to regular blue illuminated front and back lights. Certain countries, states, and cities have laws that require cyclists to have blue illuminated front and back lights at all times. Please ensure that you are aware of, and comply with your local laws.

Serious injury or death may occur while cycling even with NightBlazr attached to your helmet. NightBlazr makes no claim that this product will eliminate all possibilities of injury.

**NIGHTBLAZR**  
LIGHT UP YOUR LIFE

**USER GUIDE**

**What's in the box?**

- NightBlazr helmet light
- Battery
- Charging cable
- Attachment straps (x4)
- USB Type C charging cable

**1 Charge**

Charge NightBlazr using the supplied cable. NightBlazr is fully charged when all lights are solid blue (10 minutes until fully charged).

**2 Attach**

Attach the straps to the back of the battery housing using the attachment loops (x4) and fasten through with the supplied straps.

**3 Go**

Turn on and ride.

**Touch sensitive switch:** Press and hold to turn on/off. Press and hold to turn on/off. Press and hold to turn on/off.

**Short press to turn through:** Press and hold to turn on/off. Press and hold to turn on/off. Press and hold to turn on/off.

**Long press to turn through:** Press and hold to turn on/off. Press and hold to turn on/off. Press and hold to turn on/off.

PACKAGED AND READY TO GO!







UNIQUE ALL  
ROUND VISIBILITY



ATTACHES TO  
EXISTING HELMET



LED LIGHT BLADES



12+ HOURS  
RUNNING TIME



WEATHERPROOF



USB TYPE C  
CHARGING

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Light up your life. 8





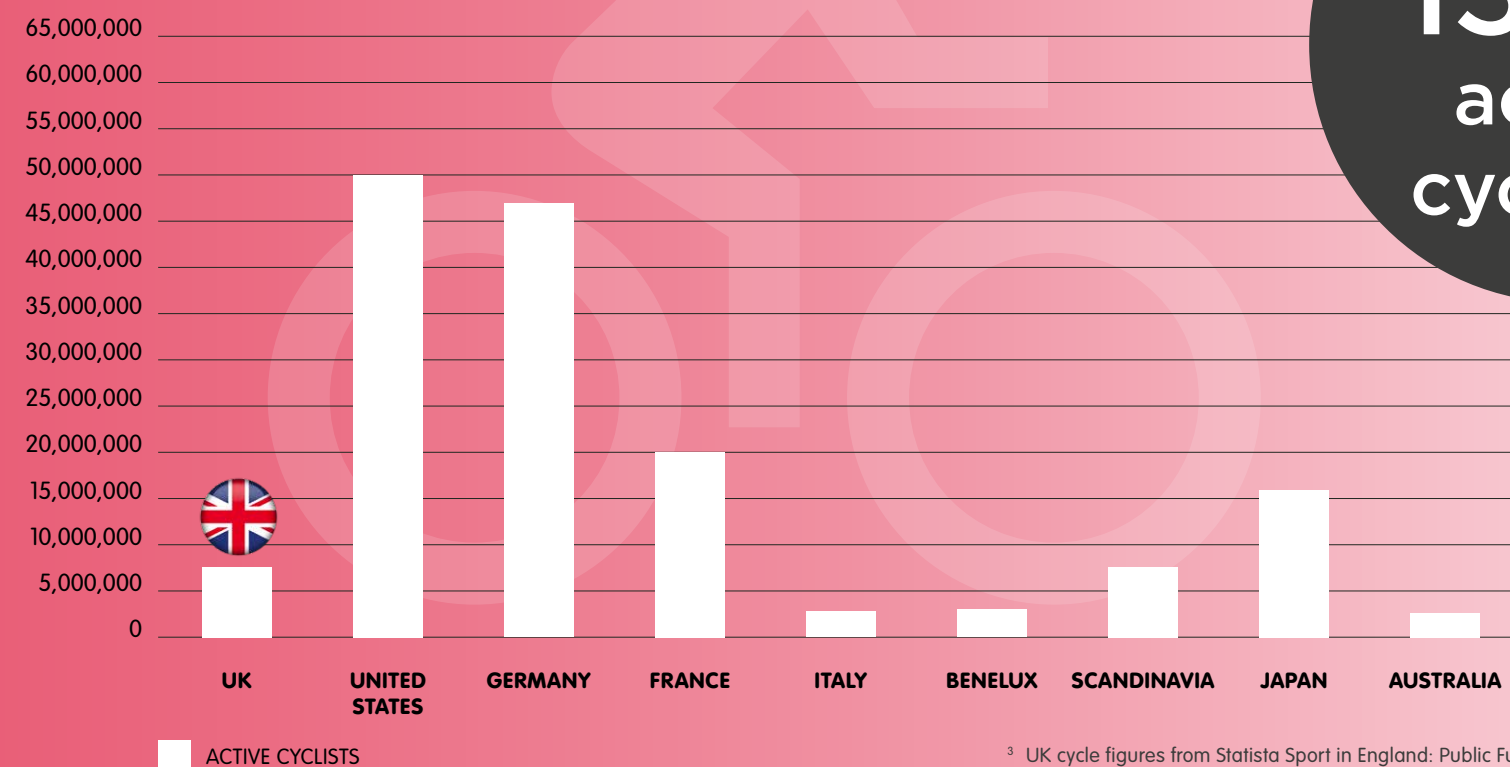
## MARKET

Management considers that the primary market will be active cyclists (more than once a month) across the major consumer economies).

For the purposes of financial projections, management has taken the conservative view that only 5 in 1000 (0.5%) active participants will buy a product.

Over  
**155m**  
active  
cyclists\*\*

### ACTIVE CYCLISTS – GLOBAL VIEW



<sup>3</sup> UK cycle figures from Statista Sport in England: Public Funding and Participation in the UK 2020 (see Appendix)

\*\* Countries featured UK, USA, Germany, France, Italy, Benelux, Scandinavian, Japan and Australia

RRP  
**£49.99**

**£375m**  
UK market  
size

**£2m**  
potential  
sales in  
UK

**7.5m** UK  
million

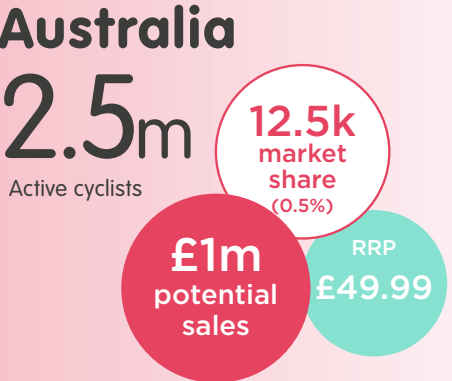
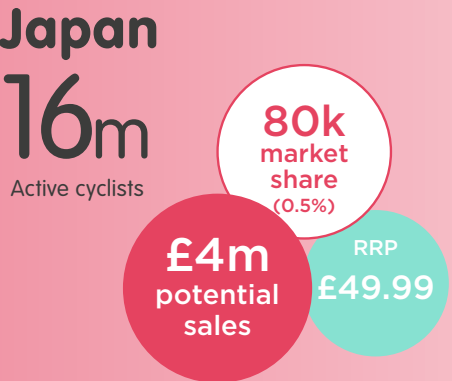
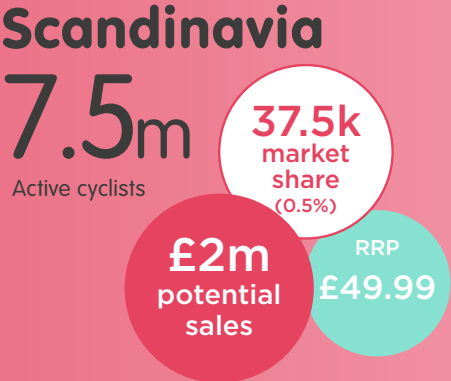
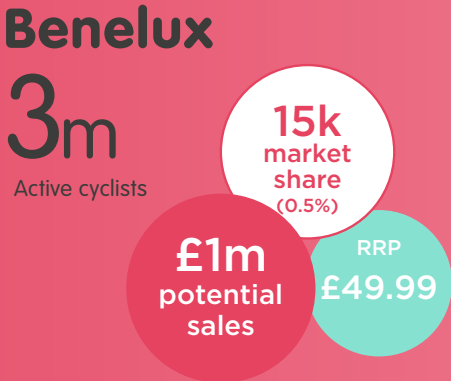
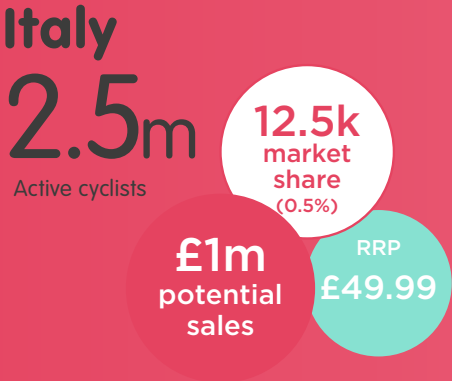
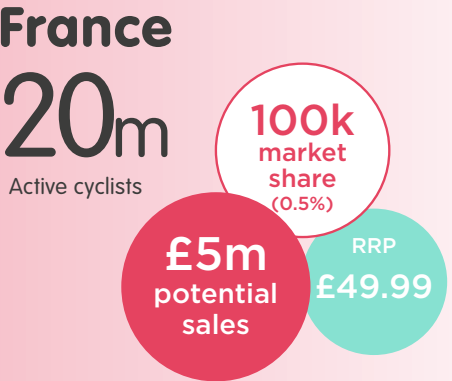
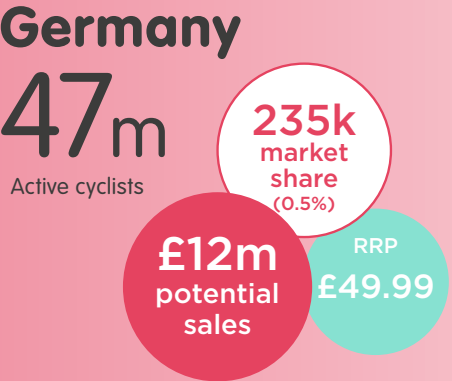
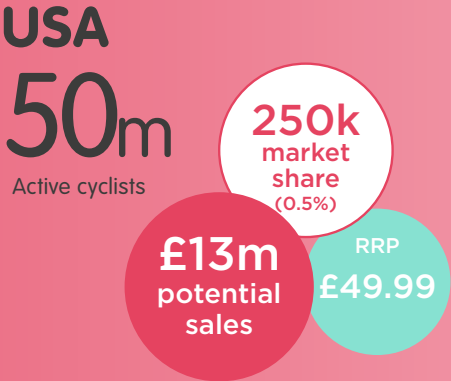
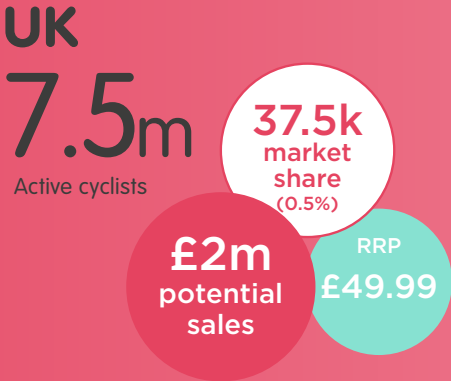
UK active cyclists that have cycled at least a few times a month<sup>3</sup>





# MARKET SIZE AND SALES BY COUNTRY

Our sales strategy focuses on a two-pronged approach: partnering with resellers and distributors, and selling directly to consumers via the Amazon platform. We will launch first in the UK, followed by the US, and then expand into Europe.







# WHY CHOOSE NIGHTBLAZR OVER COMPETITORS

- ✓ **Award-Winning Design:**  
Recognised as the Professional Sport Equipment Design of the Year at the 2024 FIT Sport Design Awards.
- ✓ **Superior Safety and Visibility:**  
High-performance LED lights provide exceptional illumination, ensuring you're seen in all conditions.
- ✓ **Sleek and Durable:**  
Combines modern style with robust durability, built to withstand various weather conditions.
- ✓ **Easy Attachment:**  
Attaches effortlessly to existing cycle helmets, offering versatility and convenience.
- ✓ **Proven Success:**  
100% success rate in initial market test, with positive feedback from cyclists and influencers.
- ✓ **Unique and Patented:**  
Protected by global patents and registered designs, ensuring a cutting-edge product.
- ✓ **Market Appeal:**  
Interest from major specialist and luxury stores, with global reseller and distributor interest.
- ✓ **Future-Ready:**  
Anticipate even better performance with the upcoming launch of NightBlazr 2.0.
- Choose NightBlazr for unmatched safety, style, and innovation in cycle safety lights.**



# COMPETITION TYPES

	INTEGRATED	BIKE MOUNTED	HELMET MOUNTED	NIGHTBLAZR
				
	LUMOS Integrated light and helmet solution	PROVIZ Visibility & reflective sports products	CAT EYE Front and back helmet LED lights	NIGHTBLAZR Sports wearable light technology
RRP	£125*	£71**	£86***	£50
360 degree visibility	—	—	—	✓
Battery life 12hr+	—	—	✓	✓
Attaches to helmet	—	—	✓	✓
USB rechargeable	✓	✓	✓	✓
Energy efficient	✓	✓	✓	✓
LED	✓	✓	✓	✓
Solid/flashing modes	—	✓	✓	✓
Weather resistant	✓	✓	✓	✓

\* \*\* \*\*\* Average across sample product range



# OUR JOURNEY SO FAR...



## NIGHTBLAZR 1.0

Our inaugural product has garnered acclaim for its durability, efficiency, and effectiveness in low-light conditions. NightBlazr distinguishes itself in the safety lighting market with its sleek design and high-performance illumination, fortified by global patents and registered designs.

In January 2023, we launched a 'test the market' product, producing 300 units which achieved 100% success. We have been delighted with the response from our direct sales to the cycling public and influencer cyclists. This success has attracted interest from a major specialist store and a luxury department store.





## NIGHTBLAZR 2.0

We showcased NightBlazr 2.0 prototype at Eurobike 2023, receiving significant feedback and interest from resellers and distributors worldwide. Since then, we have been enhancing NightBlazr 2.0 for its upcoming launch.

Over the past year, we have been developing an improved version of NightBlazr, now utilising LEDs instead of electroluminescent tape. This upgrade has enabled us to reduce the size of the battery box and significantly increase brightness and lower production costs.

We are proud to announce that we have been awarded the 2024 FIT Sport Design Award for Professional Sport Equipment Design of the Year.



Light up your life.

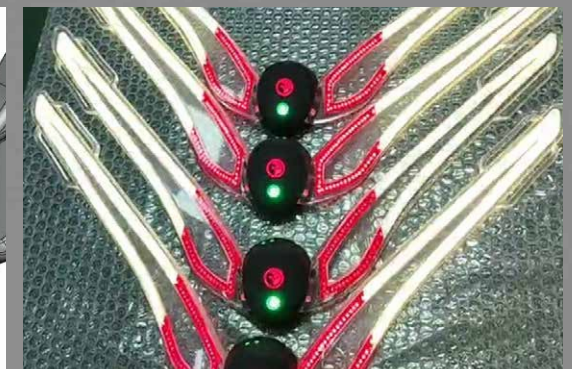
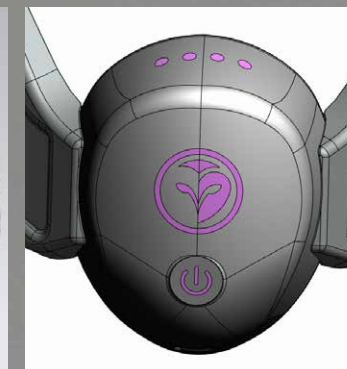
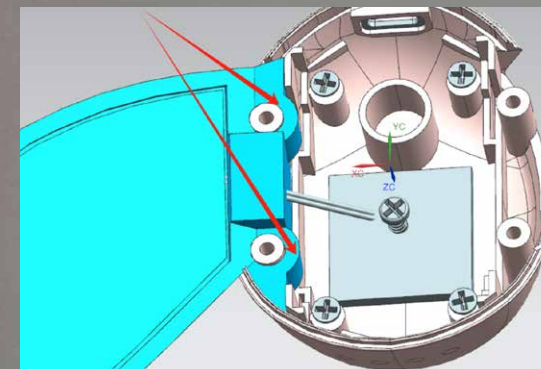




## OUR MANUFACTURING PARTNER

We are pleased to announce that we have partnered with a reputable Chinese manufacturer, with whom we have collaborated closely for the past three years to develop NightBlazr. Through this partnership, we have refined our product to the highest standards, and we are now ready to move into full production.

Our product has been thoroughly tested and quality control was a cornerstone of our process to bring Nightblazr to market. Every detail from the packaging to the assembly and efficacy of the light in practice has been rigorously trialled and tested. It is packaged with the same thoughtful design quality as the product itself.







## FUTURE MARKETS

Management recognise lucrative opportunities exist beyond the applications set out in this document:

- Licensed products for major sports brands manufacturers.
- Apparel and helmet manufacturers.
- Licensed products for commercial applications where high visibility is regulated/required including event management/highway maintenance, construction, policing, ports and airports.
- Global reach – UK, USA, Europe, Asia and Australasia

Police / Emergency  
Mobile Response example





FUTURE PRODUCT ENHANCEMENTS



FUTURE MARKETS

Electric scooter example



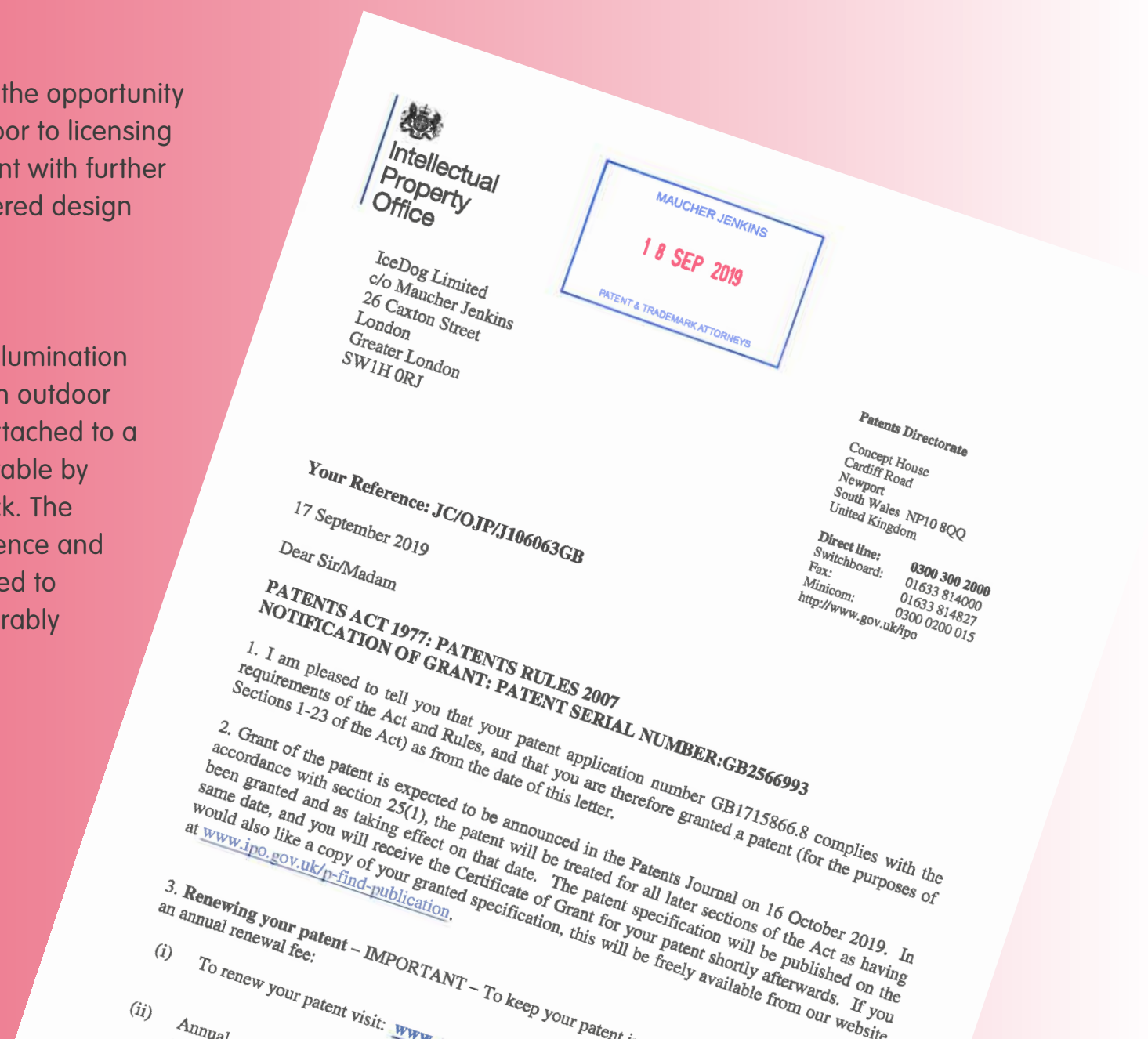
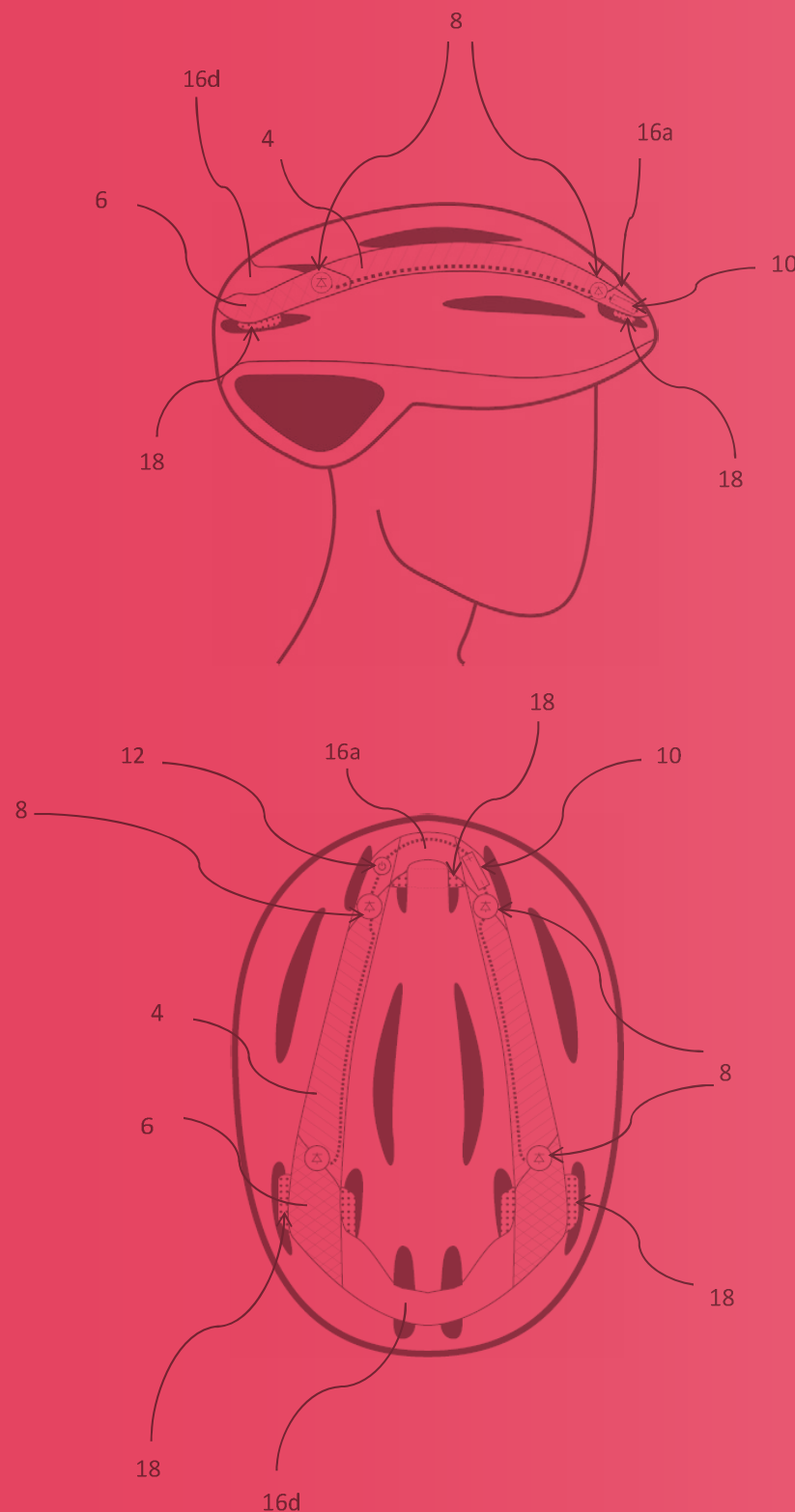
## INTELLECTUAL PROPERTY

Design right & patent protection offers the opportunity for market exclusivity and opens the door to licensing opportunities. We have UK & USA Patent with further application for Europe pending. Registered design protection approved in UK, EU, China.

### Synopsis of patent GB2566993:

"Various embodiments of a wearable illumination device. The device is intended for use in outdoor activities where it may be removably attached to a person and/or an accessory item wearable by a person, such as a helmet or backpack. The device is intended to exhibit high resilience and durability, and may be further configured to emit light in a plurality of colours, preferably indicating the orientation of the device when in use."<sup>3</sup>

<sup>3</sup> Full report upon request







**COMING SOON:** FUTURE PRODUCT RANGE

# NIGHTBLAZR Active



## PRODUCT EXTENSION 1

Built on the success of NightBlazr Cycle, we have identified two exciting product extensions, the first is **NightBlazr Active**, an illuminated backpack cover which has further product enhancements.

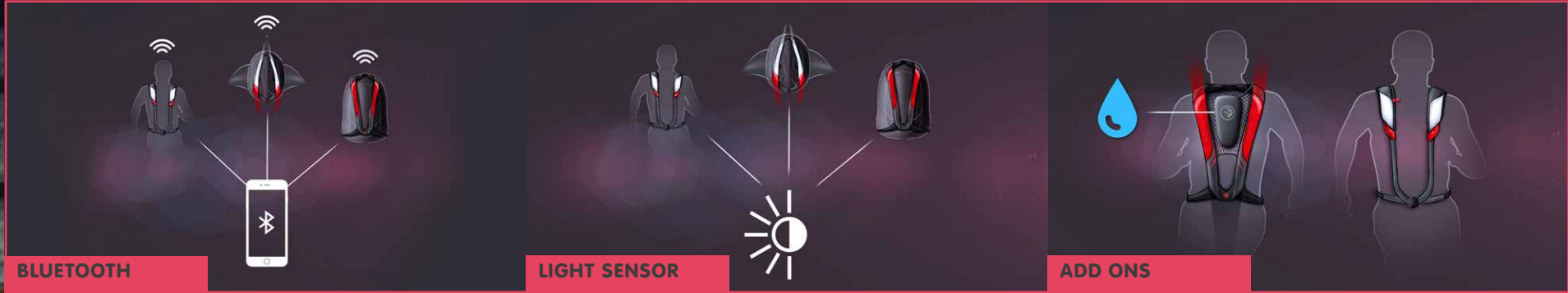






PRODUCT EXTENSION 2

The second NightBlazr Run, an illuminated running vest which has further product enhancements.





# THANK YOU



## NIGHTBLAZR®

LIGHT UP YOUR LIFE

[nightblazr.com](https://nightblazr.com)



### CONTACT

CO-FOUNDER / CEO

**Jason Coleman**

[jason.coleman@nightblazr.com](mailto:jason.coleman@nightblazr.com)

m: +44 (0)7770 550 834

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