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2015

## UCI and Entrepreneurship, Blog 2

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*Virginia Commonwealth University*



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# UCI and Entrepreneurship

<https://rampages.us/entrepreneurship/>

Kevin Cloninger

THOUGHTS ON “ASSIGNMENT #1 – ENTREPRENEURSHIP CREATIVITY”

[cloningerk](#)

[SEPTEMBER 21, 2015 AT 1:58 AM](#)

Hey. Kevin Cloninger here. I noticed early on in the bike race that some unfortunate racer got their \$10,000 bike stolen. Fortunately she got it back. However I thought how would you track these bikes once they go missing. I know there is an Iphone App Locator that can track your phone if it goes missing. What if tracking chips linked to an app exist with the same purpose. This app could also be used for cars, motorcycles, boats, etc. There are hundreds of millions of these vehicles in the world. These chips would be sold cheaply and be linked to an free app on our smart phones to track our prized possessions. I know not everyone in the world has smart phones. The United States has a large smartphone user population that owns cars. It would help the police with recovery of stolen vehicles. Bike riders and Automobile owners would be grateful for this form of theft recovery.

ASSIGNMENT #3 – CUSTOMER INTERVIEWS

[cloningerk](#)

[SEPTEMBER 23, 2015 AT 4:44 AM](#)

Well none of the customers I interviewed were worried about tracking their vehicles and a app exists to track your car already. However some people mentioned a lack of bike parking as a concern or an easily dented hood to their car. However some people felt an escalator would be nice on the cross ways over the race.

New Value Proposition

Customer: UCI

Unmet Need: UCI’s commitment to have a satisfactory transportation for crossing the street.

Solution: Escalators instead of stairs. UCI fans won’t complain about climbing stairs to cross the streets.

Benefit: UCI’s fans won’t be tired from walking up stairs to cross the street.

ASSIGNMENT #4 – UPDATE V.P. AND MORE C.I.

[cloningerk](#)

[SEPTEMBER 24, 2015 AT 2:37 AM](#)

I interviewed 8 more people today. I fortunately came up with 3 new ideas. A couple people I interviewed mentioned their bike were stolen because they didn’t properly lock their bikes. Several of the people I interviewed said they wanted to travel the world on bike. One customer thought it would

be funny to have a voice chip on his bike so if it got stolen he could tell his thief, "Hey! You stole my bike!" Lol I'm still laughing at that one.

Value Proposition 1 – Locks that beep

Customer: bike owners

Unmet need: a confirmation to remind you that you locked your bike

Solution: locks that beep to confirm the bike lock was actually locked

Benefit: People's peace of mind of knowing they locked their bike.

Value Proposition 2 – A Bike Trip abroad Raffle

Customer: bike owners

Unmet need: a desire to travel the world on bike.

Solution: a raffle with a grand prize of a bike trip abroad

Benefit: people may realize their dream to travel abroad on bike cheaply

Value Proposition 3 – A voice chip for bikes

Customer: Bike Owners

Unmet need: a need to communicate with bike thieves

Solution: a voice chip attached to the bikes that allows you to talk back and forth with the guy who stole your bike.

Benefit: People have a means of convincing the guy who stole the bike to return it before the police get involved.

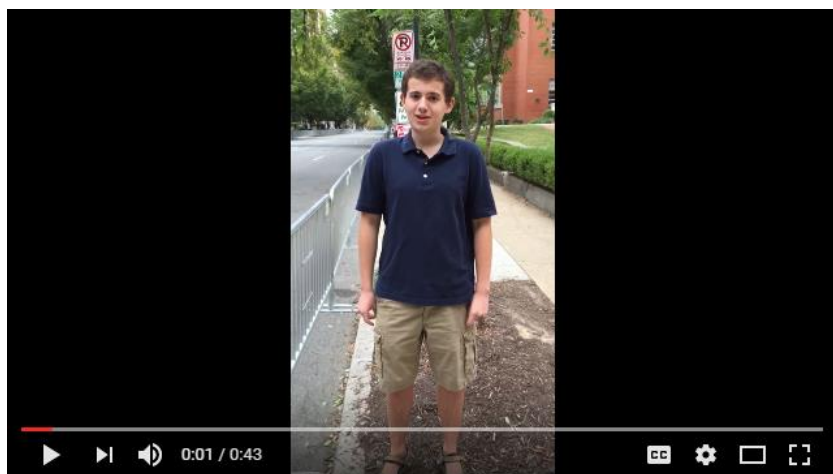
## ASSIGNMENT #5 – YOUTUBE VIDEO

[cloningerk](#)

[SEPTEMBER 25, 2015 AT 4:25 PM](#)

[youtube <http://www.youtube.com/watch?v=XDKBakMOXH4&w=960&h=720%5D>

Here is my value proposition as Beep Inc.



VCU Entrepreneur Value Proposition.

 Kevin Cloninger