



## INVESTMENT OPPORTUNITY

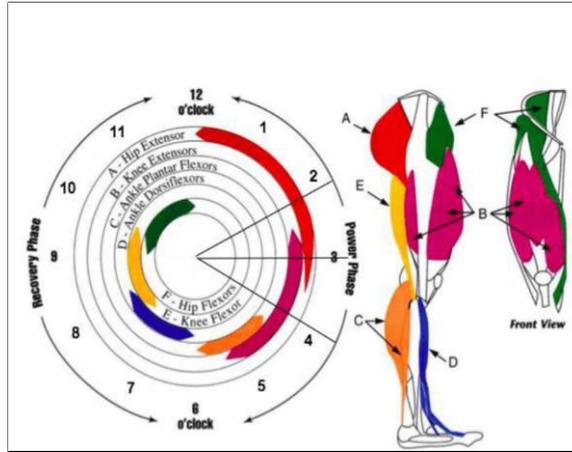
**February 2018**

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# PROBLEMS WITH TRADITIONAL BICYCLE DESIGN



**The Inability to Ride if you are Disabled.**



**Wasteful Rider Energy  
120 RPM MAX**

## Trek Recalls Bicycles & Wheel Sets After Consumer's Back is Broken

Wednesday, January 25, 2017 - 03:03



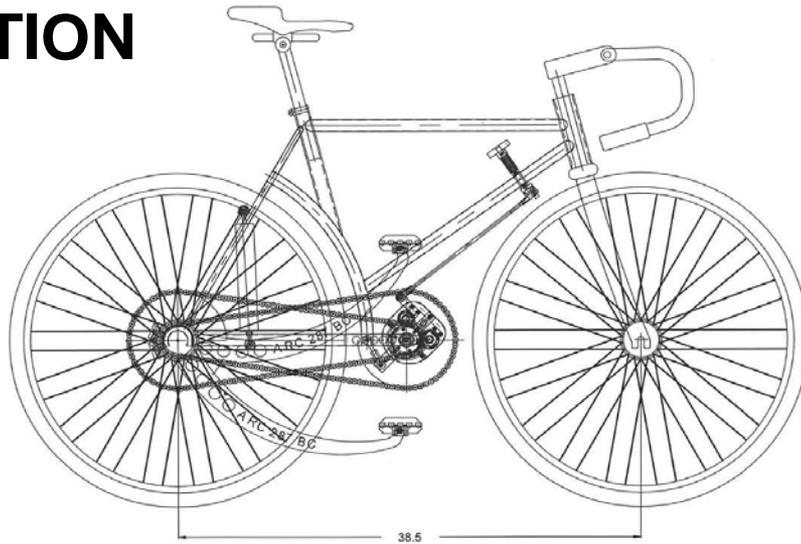
## Trek Bicycles & Wheel Sets Recalled After a Rider's Back is Broken

Less than three months after recalling thousands of "Fat Bikes" because the front wheel could come flying off, similar concerns have led the Trek Bicycle Corporation to announce a new recall of more than 900 high

**Risk of Injury and Death due to Design Failure**

**The basic bicycle design has not changed for hundreds of years.**

# SOLUTION



## ARC287BC

**Engineer a custom new stepper cycling technology that  
PROPERLY LEVERAGES THE FORCE  
of the rider, resulting in a safer, faster experience  
that requires less effort.**

**SAFER**

RESULTING IN LESS INJURY AND DEATH

**FASTER**

WHILE USING LESS EFFORT

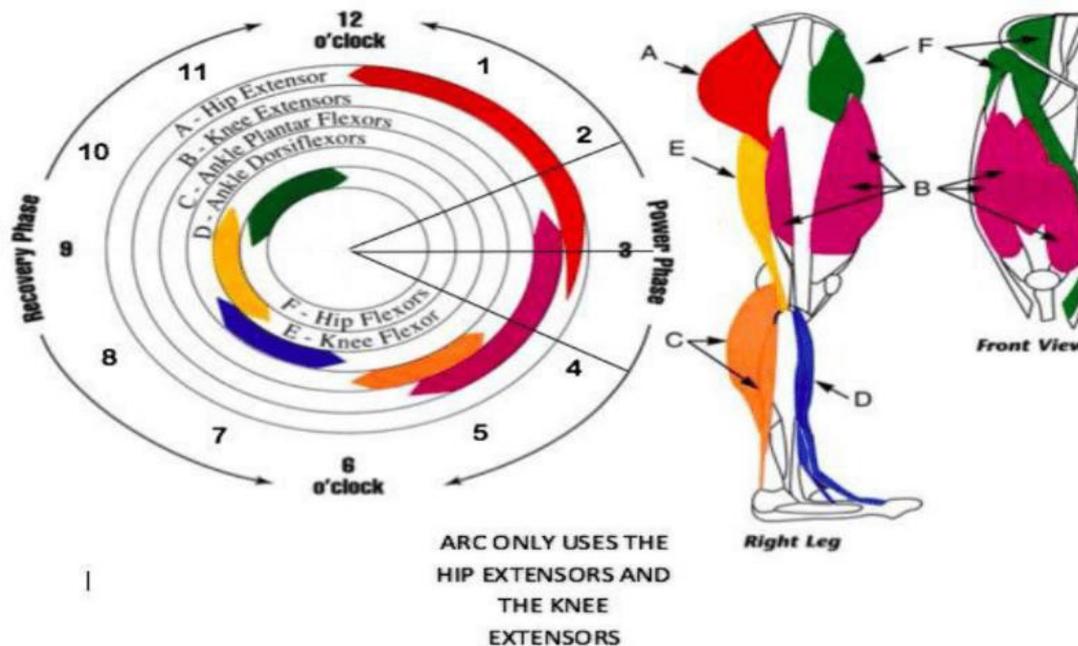
**CUSTOMIZABLE**

WITH THE PHYSICALLY DISABLED IN  
MIND

# SAFER

Riders of traditional bicycles are forced to use extra unnecessary muscles to propel the bicycle forward. Some of these muscles are extremely dangerous to the rider's joints over time. The muscle fatigue occurs during the "Recovery Phase" of pedaling.

**With ARC a person will be able to ride with less worry of causing hip, leg, joint and muscle problems.**



**RE-ENGINEERED  
FRAME THAT  
PROPERLY  
DISTRIBUTES FORCE**

**RIDER PEDALS WITH  
AN UP AND DOWN  
FORCE INSTEAD OF A  
DANGEROUS JERKING  
SIDE-TO-SIDE MOTION**

**FORCE DOES NOT  
DISTORT THE FRAME  
OR FORK**

**CAN KEEP PEDALING  
WHEN TURNING A  
SHARP CORNER**

# FASTER

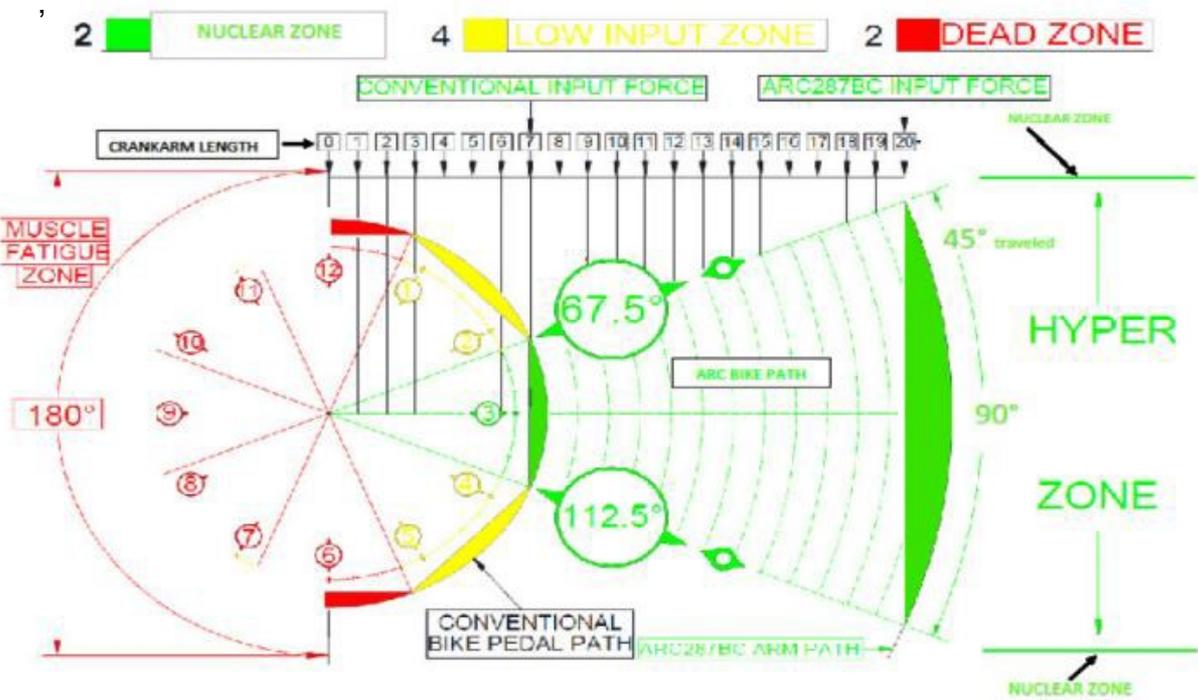
The traditional design forces the rider to travel in a circular motion (44 inches) and propel the bicycle forward from the center of the frame instead of the rear of the frame thus restricting how many revolutions per minute (MAX 120RPM) an individual can do within a given time frame before exhaustion and muscle fatigue causes the rider to stop pedaling. Most individuals can do around 60 to 90 RPMs.

**ONLY RUNNING AND WALKING MUSCLES ARE USED**

**UP AND DOWN STEPPING MOTION TURNS RIDER ENERGY INTO FORWARD MOTION**

**ALL FORCE GOES DIRECTLY TO THE REAR WHEEL**

**CAN USE 100% OF BODY WEIGHT TO APPLY FORCE**



ARC allows the rider to pedal up and down (30 Inches) instead of round and round allowing the rider to stay at the highest efficiency zone (2 to 4 o'clock at all times). The conventional pedal is forced to travel through 8 zones. An Arc Rider only travels in one zone. The most efficient zone, saving 14 inches every revolution. This removes the 120 RPM Barrier.

# CUSTOMIZABLE



20" inch crank  
arm



7" inch crank arm



Front Sprocket  
Housing



**UNLIMITED GEAR  
RATIO COMBINATION**  
ADJUST FOR RACING OR HEAVIER  
LOADS

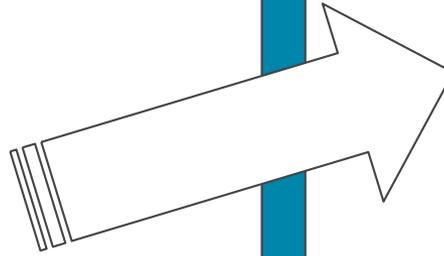
**CHAINS WILL ALWAYS  
REMAIN STRAIGHT**

**CRANK ARMS CAN BE  
CUSTOMIZED TO THE  
RIDER**  
WITH THE PHYSICALLY DISABLED IN MIND

**AN ELECTRIC MOTOR  
COULD BE USED**  
(EBIKE)

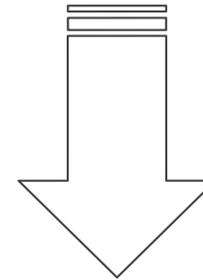
# POTENTIAL MARKET

Disability  
Niche



**6 Billion\***

US Bicycle Market  
size 2015



**45-62 billion\***

Estimated Global bicycle  
market size by 2024



**3.7 Million\***

US veterans have a  
service connected  
disability



**2 Million\***

US Population that  
have had amputations

\*EstimatedSources:

<https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>

<https://www.advancedamputees.com/amputee-statistics-you-ought-know>

<https://www.statista.com/statistics/255614/size-of-the-bicycle-market-in-the-united-states/>

<https://www.statista.com/statistics/740346/global-bicycle-market-size/>

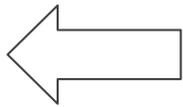


# COMPETITION /POTENTIAL LICENSEES

new technology



ELLIPTIGO<sup>®</sup>



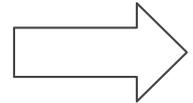
bike shop sales



cannondale



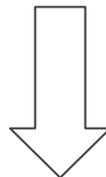
online sales



TREK



existing technology



# MARKET ADOPTION

## Inbound Marketing



## Potential Partnerships



**WOUNDED WARRIOR PROJECT®**



**amputee coalition™**  
A donor-supported nonprofit

## Potential Events

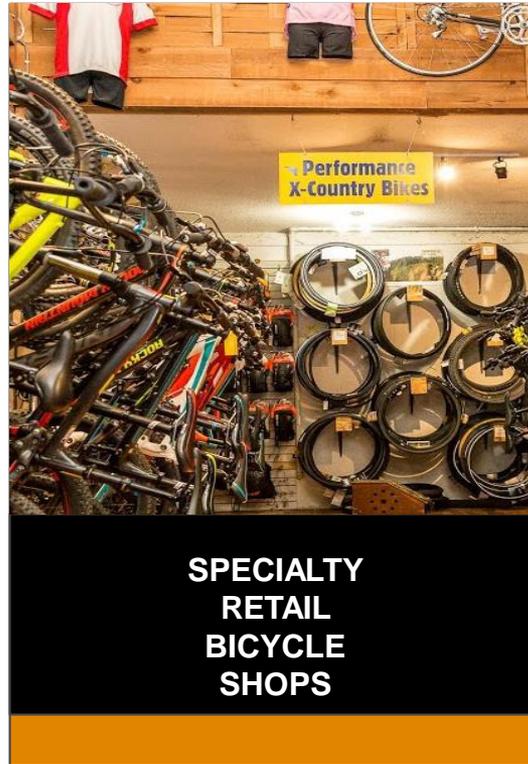
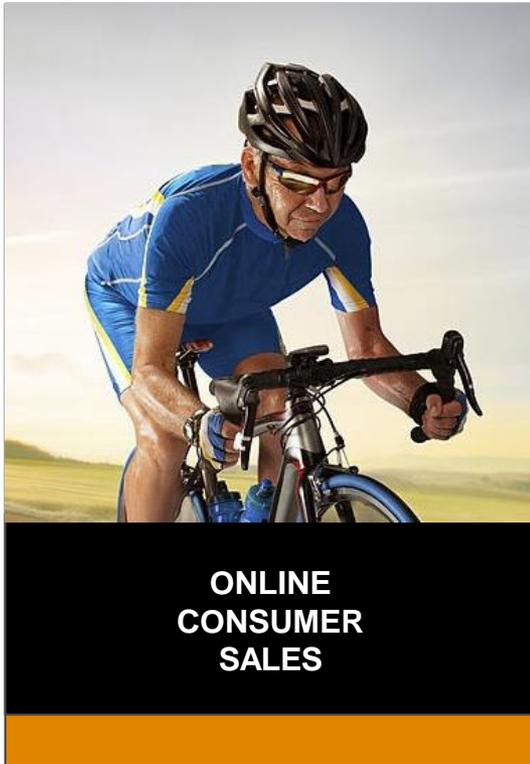


**amputee coalition™**  
A donor-supported nonprofit  
**National Conference**



# CUSTOMER ACQUISITION

Once we have partnerships formed in the disability and racing community, ARC will manufacture and push our product via online sales, while simultaneously entering the speciality retail bike shop sales channel. Once brand awareness and key patents are secured ARC will contact bicycle manufacturers to license our technology.



# ARC PARTNERSHIPS

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## F.I.T. FOUNDATION

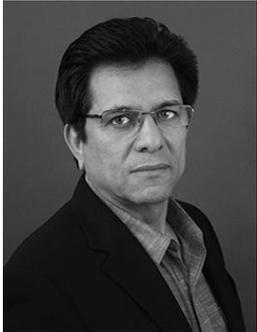
Since 2012 ARC has partnered with the F.I.T. Foundation.

**Mission:**

To help people with mobility impairments get the exercise they need to maximize their physical, emotional and social health by supplying them with free ARC Stepper vehicles. In the beginning, these will be recumbent tricycles. Later we will add other vehicles for a variety of physical disabilities

# ARC TEAM

## Executive Team



**Wilson X. Bezerra**  
Founder/CEO



**Silvana Bezerra**  
VP of Operations



**Wendye Walter**  
VP of Sales & Marketing

## Staff



**Abir Yarce**  
Project Coordinator



**Jessica Rodriguez**  
Secretary for ARC



**Krystal Gonzalez**  
Operations

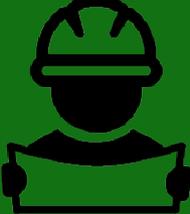
## Board of Directors

- Wilson X. Bezerra**
- Gabor Nagy**
- William Diggs**
- Richard Sacher**
- Wendye Walter**
- Marissa Calderon**

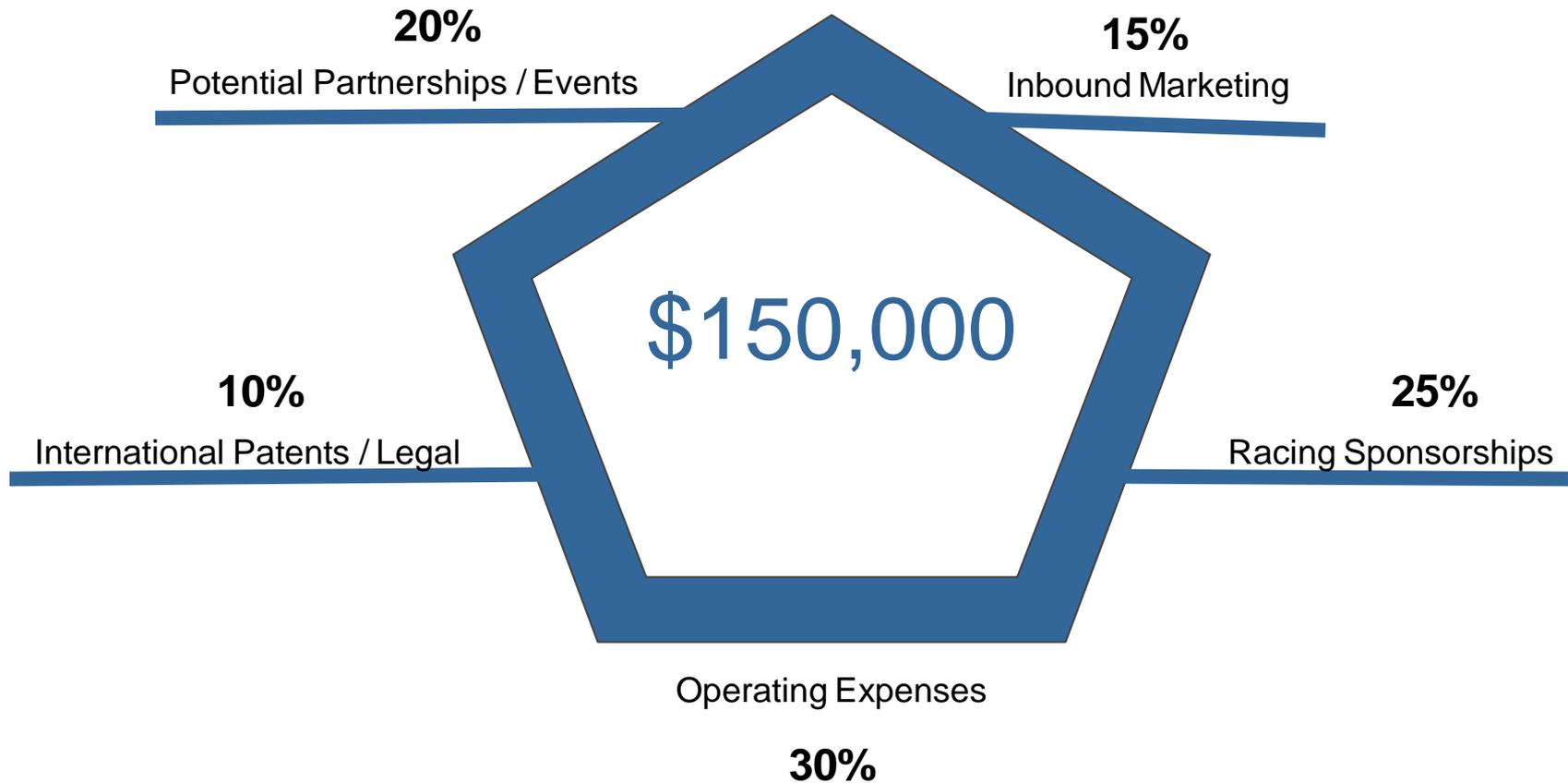
## Engineers

- Gabor Nagy**
- Mauricio Martinez**

# ARC MILESTONES

															
WORK WITH THE DISABLED AND PRODUCED 5 PRODUCTS		ENGINEER A NEW DESIGN		DEVELOPED 2 PROTOTYPES		20 YEAR UTILITY PATENT (US) APPROVED 02/27/2018		SEC QUALIFIED APPROVED OCT 24, 2017		PATENT TAIWAN CHINA OTHER PCT EUROPE COMPLETED		CAPITAL		MANUFACTURE OR LICENSE	
															
														<i>TODO!</i>	

# FUNDING REQUIREMENTS



Open to various financing options including debt, warrants, Series A equity, or any combination.

# WHY INVEST?



A number of disabled people will now be able to ride a bicycle.



It will be safer for our children to ride bicycles. Adults will feel safer with a bicycle system in which the forces do not go into the frame and fork.



Potentially could be manufactured in the United States, bringing back jobs and pride to our great nation.



Manufacturers who license ARC technology and the insurance companies that underwrite them could have less claims and recalls on their products.



Racers could go faster and further in less time while using less effort.

## BE PART OF THE POTENTIAL TO CHANGE AN INDUSTRY

# NEXT STEPS

“**The great creators**...the thinkers, the artists, the scientists, the inventors stood alone against the men of their time. Every great new thought was opposed. Every great new invention was denounced. The first motor was considered foolish. The airplane was considered impossible. The power loom was considered vicious. Anesthesia was considered sinful. But the men of unborrowed vision went ahead. They fought, they suffered and they paid. But they won.”



Ayn Rand  
The Fountainhead

## Wilson Bezerra

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Although we believe that these assumptions are reasonable, no assurance can be given as to the accuracy of projections either stated or implied since they are dependent to a large extent upon unforeseeable factors and events. As a result, the actual results achieved may vary from such projections and such a variance could be material and cause an adverse effect on our business prospects, results of operations or financial condition.

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# APPENDIX I: ACCOMPLISHMENTS



- 20 YEAR UTILITY PATENT.
- UNITED STATES SECURITIES AND EXCHANGE COMMISSION : NOTICE OF QUALIFICATION.
- FILED or FILING: UK, China, S. Korea, Japan, Etc
- BUILT A 3 WHEELER FOR GAVIN RYAN WHO HAS A MUSCLE DISORDER.
- SENATE RESOLUTION AWARD RECOGNIZING OUR ACHIEVEMENT FOR HELPING THE DISABLED.
- DESIGNED A CANOE FOR THE PARAPLEGIC AND GENERAL PUBLIC
- DESIGNED A PADDLE BOAT FOR THE QUADRIPLEGIC, PARAPLEGIC, AND GENERAL PUBLIC