

Permanent Flat Bike Tire Repair System for Cyclists



Alexander Deiser - CEO

About Patchnride

The patchnride™ Team are cyclists with all kinds of riding experience and backgrounds. We came together to form patchnride™ because of our passion for cycling and the universal desire to fundamentally change the most frustrating aspect of riding a bicycle - getting a flat tire!

With our patent pending technology, patchnride™ will not only change how people deal with getting a flat tire on their ride, but it will also help save the environment. It is estimated in the United States alone, that there are more than 20 million flat tires in a year, and most of them will end up in a landfill. This number does not reflect the numerous punctured tubes and tires outside the United States. patchnride's™ technology is a permanent solution. Your inner tube will never need to be replaced again.

Our first and foremost goal at patchnride™ is to provide an easy, convenient, quick and permanent flat bike tire repair system. Our product was tested by real riders and racers like us.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: Mr. Deiser, would you tell us about Patchnride?

Mr. Deiser: Patchnride™ is a product that is changing the cycling and tire industry. Patchnride™ is a tire repair tool that just about anyone can use. Being skillful person is not a pre-requisite to repair and patch a tire with patchnride™. The flat tire repair is simple, clean and quick works without removing the wheel.

CEOCFO: What lead you to do this?

Mr. Deiser: We have become a "throw-away society" disposing of things and not repairing things. I have been an avid cyclist all my life and after having as many as 12 flat tires a year, I started to research and to develop a solution to the problem. Our research concluded that there is no existing flat tire repair without removing the wheel. We researched already filed patents and that confirmed that our flat tire repair would revolutionize the industry.



CEOCFO: How does it work?

Mr. Deiser: The patchnride™ tool is a small device that you carry with you in your pocket. As you are riding your bike, if you get a flat, you get off the bike and locate the puncture. Simply use our patchnride™ Leak Detector and it will show you where you have your puncture. Then you take the patchnride™ tool, pinch the tire and insert the tool with a slight circle motion. When the tool is inserted you have a slider on the tool that you slide forward to load the inserted patch, and lastly remove the tool. You then inflate the tire with air and you are ready to go riding again. The patchnride™ tool is reusable just like a Gillette Razor that is re-filled with a new blade. Our tool is re-filled with patch pod cartridges. Each puncture is repaired with one patch pod.

CEOCFO: Where are you in the commercialization process?

Mr. Deiser: We will be in the stores at the end of October. We are in full manufacturing and testing mode with our product. We created and developed different repair products for tires with tubes and inner tubes. For 2015, our product line will include a patchnride™ tool for the mobility market, meaning wheelchairs, motorcycles, lawnmowers, golf carts, strollers.

CEOCFO: Are people skeptical that it will work?

Mr. Deiser: I would say 80% of people that heard about it or came in contact with patchnride™ love the idea and see the potential. The other 20% of the people who are skeptical help us refine the product.

CEOCFO: *Would you tell us about the environmental effect?*

Mr. Deiser: Cycling is associated with the green space. We make sure that the materials that we are using are environmentally safe. Currently the only alternative for people to repair a tire is by tossing the punctured inner tube in the garbage that eventually ends on a landfill. Inner tubes are made from the cheapest rubber and are hard on the environment. Patchnride™ will play a large role in keeping the environment safer, because with our tool you can patch a tube as many times as you want for the duration of the tire.

CEOCFO: *Do you have the funding for the growth and development over the next year or two?*

Mr. Deiser: Yes we do. We feel very comfortable. We are getting constant inquiries about funding and that is a good feeling.

CEOCFO: *Would you tell us about the involvement with the Blazeman Foundation for ALS and why it is important?*

Mr. Deiser: Patchnride™ got involved because of my business partner who has a long standing involvement with the Blazeman Foundation.

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- Alexander Deiser

CEOCFO: *Why pay attention to Patchnride?*

Mr. Deiser: Patchnride for the first time affords cyclists to be very confident and comfortable with the one thing which can take the joy out of every bike ride and that is a flat tire. With patchnride™ nobody has to have that fear. You do not have to rely on other people or go to a bike shop. You can ride wherever you want for however long you want without fear of having a flat tire. If you are a racer or a recreational rider you are back on the bike in less than 60 seconds.



Patchnride
2410 Hollywood Blvd.
1-855-720-4170
www.patchnride.com