What does the consumer actually want?

- Contact Force
- Exists in bikes, cars, scooters

FRICITION BRAKE

- Faraday's Law
- Induced Current
- Lorentz Force
- Exists in rowing machines, bike trainers

TECHNOLOGY

EM BRAKE

- Brake

CONTACT FORCE
Top 5

with battery pack

battery removed
May need a **larger battery** for actuation and control

A permanent magnet brake could get by with a **smaller battery** for control
$4 million
estimated 10% of high end skateboard market

1.1 million
frequent users
(40+ days per year)