

The Bottle Grab

A solution for supplying in-race nutrition for endurance events
drewmathews.xyz/bottle-grab/

Agenda

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- Solution: Reliable, Safe, and Easy Race Fueling
- Key Features: Designed by a Racer and Engineer
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- Let's Revolutionize Race Feeding

Executive Summary

Mission: Enhance endurance event experience and performance

Product Overview

- The Bottle Grab is a stand that provides bottles to riders during a bike race
- The Bottle Grab is composed of a lightweight, strong frame with a post and arm mounted with “bottle hands”; a base weighted with a sandbag for stability; another sandbag chained to the top of the frame that prevents tipping; foam padding and other safety features; and a sign or flag for riders to be able to pick out quickly
- The “bottle hand” is a patentable invention that holds bottles, allows bottles to be taken in the direction of travel, and is compatible with all commercially available cycling bottles with a neck

Company Overview

- Bottle Grab was founded in 2024 in the Bay Area and is in search of Seed Funding in order to develop the MVP into a MMR
- Bottle Grab aims to enable amateur riders and professionals to get the in-race nutrition they need to perform their best at any race without having to find race support
- Bottle Grab improves safety, saves costs, and provides sponsor branding opportunities in pro cycling
- Race organizers use Bottle Grabs to enhance their event experience for riders



The Undependable, Dangerous, and Stressful Reality of Bottle Hand-Offs

Today, cycling race performance heavily focuses on maximizing the amount of carbohydrates riders can consume per hour. Riders opt to drink carb mixes dissolved in bottles, but they can only start with two bottles on their bike, making refueling during a multi-hour race necessary. Riders also need fluid and electrolytes, and during hot races, riders need additional bottles without carbs.

Challenges Getting Bottles and Challenges of Feed Zones Today

- As an amateur road racer with dietary restrictions, I found it difficult to recruit a volunteer to accompany me to races to do my bottle feed. More often than not, my teammates and I relied on another team member's dad who made the early morning trek and would stand in the course designated feed zone for hours. He had to juggle getting individual riders bottles with their preferred mixes, navigate multiple races happening at the same time, and on top of that execute bottle hand-offs, which are not always successful.
- Professional soigneurs, members team staff who among other duties provide bottles during races, are put at serious risk of injury when performing hand-offs in the feed zone due to riders, cars, and motorcycles traveling in close proximity at high speeds. Soigneurs have countless duties and are the first of the team staff up in the morning and the last to bed.
- In professional road cycling, feed zones are often the sight of crashes due to collisions with dropped bottles and chaotic movements from riders and soigneurs.
- Gravel race feed zones are extremely stressful for the pros, mirroring an F1 pitstop. Pros and amateurs alike are often forced to stop at feed zones to refill water from jugs, and competitors gain an advantage by skipping or being the first out of the aid station.

Solution

Reliable, Safe, and Easy Race Fueling

The Bottle Grab empowers athletes to independently manage their race feed, allowing them focus on their performance without stressing about getting the fuel they need. Teams can save costs, organizers can elevate their event experience for riders, and both can generate sponsor revenue while improving safety for riders and staff.

Vision

- Individual racers can set up a personal Bottle Grab in the feed zone, ensuring they get the bottles with their specific mixes when they need them. Individual pros, called “privateers” can use Bottle Grab to get bottles without costly race support.
- Amateur and pro teams can set up Bottle Grabs for their riders in feed zones, requiring minimal team staff, giving soigneurs a much needed rest, and keeping them out of harm’s way.
- Organizers can set up Bottle Grabs in to provide bottles full of carb and electrolyte mixes from partner nutrition brands. Riders don’t need to stop to refuel and get as many bottles full of their favorite mixes as they need, enhancing event experience.
- Bottle Grab can offer a race bottle feed service. Riders can sign up for the service before a race, select the mix and amount of carbs they want to in each bottle at each feed zone, and take bottles from the appropriate designated stands in the race.

Additional Benefits

- Individual pros, pro teams, and race organizers can brand Bottle Grabs, generating sponsorship revenue. Bottle Grab’s versatile t-slotted framing rails can easily outfit signs, flags, and more.
- Pro teams can save money on race support by using Bottle Grabs. Instead of deploying multiple soigneurs at each feed zone, teams can employ one staff to set up and stock Bottle Grabs at each feed zone.
- Bottle Grab improves hand-off success rate, reducing the number of dropped bottles, which improves safety in the peloton, the fast moving group of riders.
- Bottle Grab also improves safety by taking soigneurs off the road side and by minimizing chaos that can cause crashes in the feed zone.

Key Features

Designed by a Racer and Engineer



Stable and Tip-Proof

Features a wide base and a portable sandbag for stability, complemented by a secondary safety sandbag that prevents tipping.



Durable and Weather-Resistant

Constructed with aluminum framing and bottle holders designed for wear-and-tear and outdoor use



Customizable Identification

Equipped with dry-erase signs for easy identification, with plans for future integration of flags for enhanced visibility.



Universal Bottle Compatibility

Designed to fit all notched-neck cycling bottles, ensuring that riders can use their preferred bidon.



Emphasis on Safety

Utilizes foam padding (not shown here) and high visibility stickers to prevent injury from collisions and ensure proper stand set up.



Portable (Future Iteration)

A packable version is planned for future releases to enhance travel. Sandbags can be replaced with fillable water weight bags for athletes flying to races with the Bottle Grab.



Competitive Advantage



Minimal Competitors

Competitive analysis has revealed DIY bottle stands made by racers in the late 2000's and early 2010's. ESI Grips used to make "The Hand-Off" for mountain bike races between 2009-2016. Otherwise, Bottle Grabs compete with human soigneurs for spots in the feed zone.



Hand-Offs At Speed In The Direction Of Travel

The Bottle Grab executes bottle hand offs in the same manner as a soigneur - bottles are taken in the direction of travel at appropriate feed zone speed. For "The Hand-Off" and DIY stands out still out there, riders need to slow down to a snail's pace and take bottles up or sideways.



Improved Hand-Off Success Rate

Rider testimonials state that bottle hand-offs with the Bottle Grab are easier than with a soigneur due to holding the bottle in a fixed position, clearly exposing the most effective part of the bottle to grab, and by eliminating human error.



Patentable Bottle Hand

The "bottle hand" (part that holds the bottles and "hands" them off) is a patentable invention that Bottle Grab has the rights to.

Building Momentum

01

Current Funding Status

Bottle Grab is seeking seed funding.

02

Funding Utilization

Funding will be used to design the Bottle Grab for manufacturing and assembly in order to bring it to market.

03

Seeking Partnerships

Bottle Grab is seeking partnerships with USA Cycling, LifeTime Events, gravel race organizers in CA, NorCal road race organizers, and individual racers.

04

User Feedback

Bottle Grab's first in-race hand off occurred on April 5, 2025 at UC Santa Cruz's Slug Circuit Road Race. Users noted that the hand-offs were substantially easier than hand-offs executed by signeurs. Bottle Grab received interest from racers, teams, and organizers.

05

Intellectual Property

Bottle Grab is in the process of filing a provisional patent for the "bottle hand".

06

Future Design

The next design iteration for the Bottle Grab will focus on making it able to pack down for transportation.

Market Opportunity & Growth Potential

Total Addressable Market (TAM)

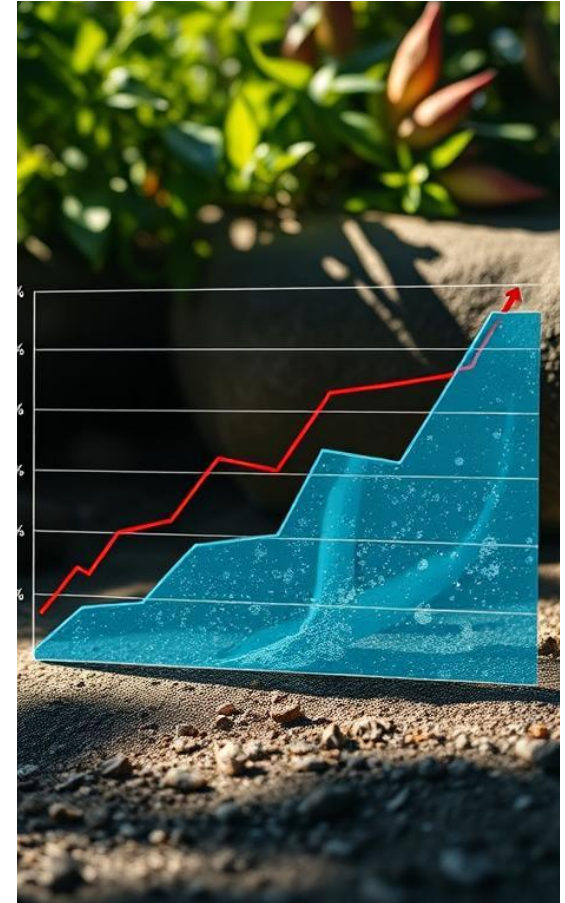
Globally there are ~20 million endurance athletes who race regularly and need feeding. Assuming 90% of revenue comes from individuals spending \$100/year on the product itself or a bottle feed service while 10% of revenue comes from the 50,000 teams, clubs, organizers, and events spending \$1000-\$10,000/year, we can estimate TAM to be ~\$2.25B/year.

Serviceable Available Market (SAM)

Targeting North America, South America, Europe, and Australia, which make up ~75% of the global endurance sports share, we can estimate SAM to be ~\$1.69B/year.

Serviceable Obtainable Market (SOM)

Aiming to capture 1-3% of the endurance sports market in North America, our SOM is ~\$8.5M-\$25.5M/year.



Creating Value for Athletes, Teams, and Events

The Bottle Grab will profit through direct sales, a bottle feed service, and sponsorship branding to become a staple of endurance events.

Business Model

- Direct Sales: Selling directly to individuals, teams, and organizers through our website
- Service Model: Provide a service at races where athletes pre-select the bottles they want at each feed zone, and Bottle Grab will have the bottles ready for hand-off when they come through at the race. Partner with cycling nutrition companies to provide their products through our service
- Sponsorship: Create brand partnerships for our service model
- Ultimate Goal: Become a staple service for endurance events & create a sustainable business model through steady product innovation

Future Growth

- Partner with Events, Organizers, and Teams in order to increase visibility
- Partner with pro endurance athletes and market through social media
- Continue product development, incorporate new features
 - Increase the number of bottles each stand can hold and hand off
 - Create a reloading mechanism
 - Build a refrigeration system

Drew Mathews, Founder

Silicon Valley Engineer

- BS in Mechanical Engineering from Cornell University and a minor in Business
- Worked for several startups in the Bay Area as a mechanical engineer



Gritty and Determined

- Recovered from long-term illness during 20's due to Lyme disease and toxic mold exposure
- Navigated research and found solutions to get well when doctors came up short

Avid Racing Cyclist

- Between 2022 and 2024, participated in over 50 road, gravel, cyclocross, and mountain bike races
- Earned Category 3 road upgrade while recovering from Lyme
- Found cycling a tool to mentally cope with illness
- Racer for Alto Velo, one of largest racing clubs in the country
- Passion for making bike racing more accessible, founded the Alto Velo mentorship program

Contact

Let's Revolutionize Race Feeding

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- See the Bottle Grab Used in Races and On The Road: drewmathews.xyz/bottle-grab/see-it/

