



Sharing the Stoke:

A comprehensive guide to a positive demo experience

I. Preparation

- a. **A Board** – Make sure you have a charged Onewheel.
- b. **A Helmet** – Make sure you have a helmet and any safety equipment that may be needed (i.e. wrist guards, elbow/knee pads)?
- c. **Waivers** – Do you have waivers either physical or digital that are updated to reflect the current demo location?

II. Product Introduction

- a. **The Brand** – “This is Onewheel – it’s an electric board sport and it’s insanely fun to ride.”
- b. **The Motor** – “Onewheel is powered by a 2 horsepower brushless hub motor which is mounted inside the wheel.”
- c. **The Batteries** – “It get’s its juice from lithium iron phosphate batteries in the back footpad.”
- d. **The Control Electronics** – “Control electronics (gyro and accelerometers in the front footpad act as the brain.”

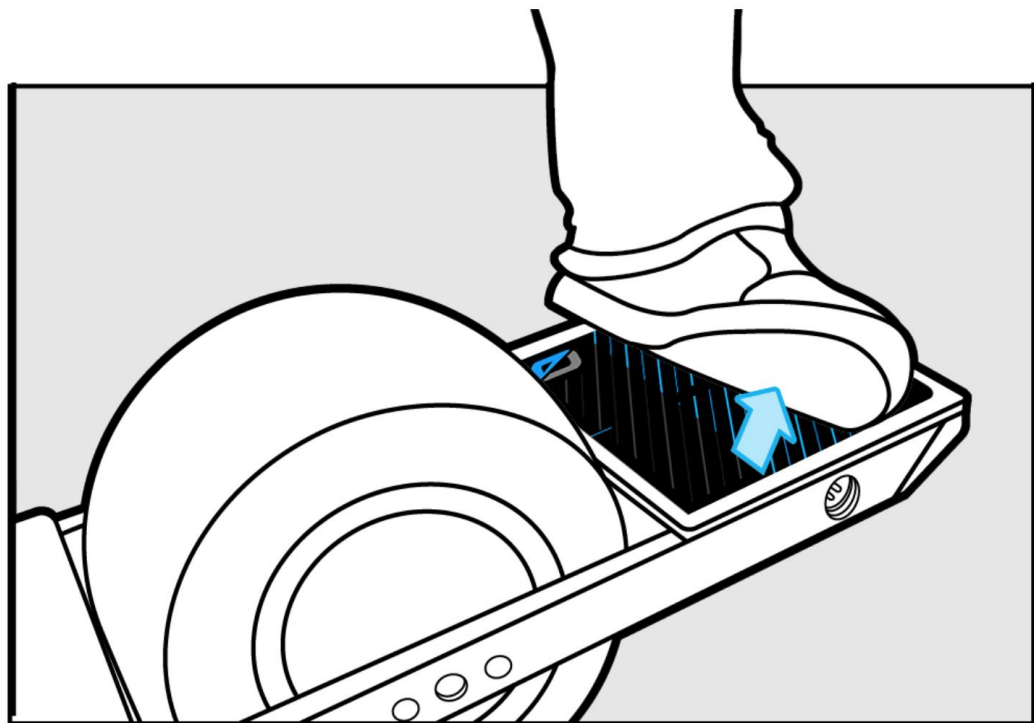


III. Sense Pad / Mounting

- a. **Explanation** – “The blue squares (outline blue squares by pointing with finger) on the front footpad are pressure sensitive. When you step on them the board knows you are ready to ride.”
- b. **Demonstration** –“When you place your foot on the sense pad, the motor will engage when you come to.” (Now place your front hand on the sense pad and bring the board up to level to show engagement and rock the board back and forth to show lean-to-go control).

IV. Sense Pad / Dismounting

- a. **Balance and Disengage** – “To get off, come to balance and remove your foot from one of the pressure sensitive blue squares.” (Kneeling, with one hand on each footpad bring the board to balance and remove your front hand from of one of the sense pad squares).



- b. **Disengagement Techniques** – “You can do this by sliding your toe (slide your fingers off sense pad and show toe disengagement) by lifting your heel (lift heel of your palm off sense pad and show

heel disengagement) or by lifting the inside of your foot (lift inside of your hand to show disengagement)”

- c. **Jumping Off** – “If you’re off balance and you need to get off the board you can always jump off with both feet!” (Remove both hands from sense pads simultaneously demonstrating disengagement).

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V. Orientation

- a. **Setup for Success** – Ensure the board is pointed in a direction with ample room to ride and no safety hazards (cars, pedestrians, ect.)
- b. **Orient Rider** – “Make sure you’re in your natural riding stance (Demonstrate regular and goofy). Put your front foot on the pressure sensitive pad (blue squares).”
- c. **Support Rider** – “I’ll hang onto you until you get a feel for it” (Extending your hand out to hold onto the Riders back hand or back elbow).
- d. **Back Foot Placement** – “Put your back foot right in the middle of the back foot pad. (Holding onto their hand helping them mount the board) “Turning is done by leaning onto your toe or heel side so equal weight distribution is important.”
- e. **Front Foot Placement** – “Make sure your front foot is stomping on both those blue squares. Keep that foot planted while you’re riding.” (Still holding their hand ensuring that their foot is engaging the sense pads. If they are having trouble putting their foot in the correct place, bend down and place it for them).



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VI. Riding

- a. **Come to Level** – “Come to level and stand up tall just as you would if you were standing on the ground.” (Holding onto the Rider’s back hand and help them balance at level)
- b. **Relax** – “Take a deep breath and relax” (Looking at the rider, straighten up and take a deep breath with them)
- c. **Look and Lean** – “Look where you want to go and lean slightly with your hips and shoulders.” (Turn your head in the direction they will be riding and tilt your shoulders in that direction).
- d. **Turning** – “Turn by leaning slightly onto your toe or heel side. You will follow your sight line so make sure to look where you want to go. Always think forward through your turns” (Holding onto Rider’s hand while helping them turn. Some riders like holding on with both hands during a turn).



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- e. **Adjust to Rider** – Each rider is different.
 - i. **Stay Close** – Regardless of skill level, try to stay close enough to the Rider so that you can react in time and help them if they have trouble or need help.
 - ii. **Keep it Simple** – Some riders need more support and tend to overthink it. Once they understand the basics, let them know “It’s one of those things where the less you think about it the easier it is.”
 - iii. **Hand or Elbow** – Some riders don’t like you holding onto their hand. If this is the case you can support them by guiding their back elbow which acts as a rudder.

- iv. **Ankle Wobble** – Watch out for ankle wobble, it is the first sign of instability. If you see ankle wobble hold onto that back elbow or back hand to stabilize the rider.
- v. **Ride With them** – Some riders get it instantly and don't need hand holding. Ride with them so you can show them nuances and reinforce value and awesomeness.

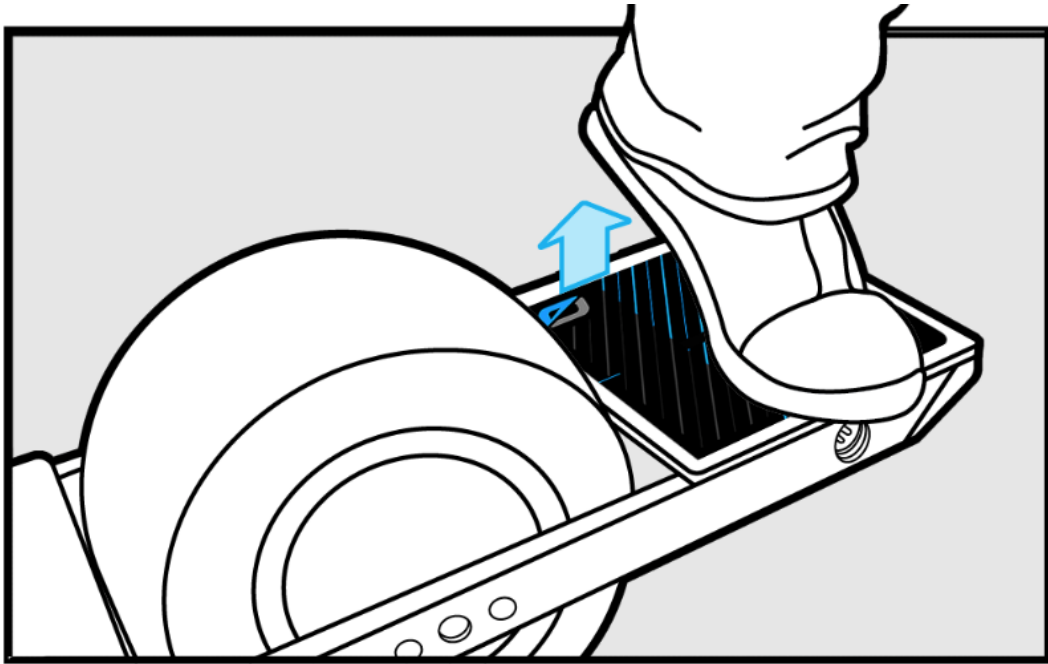


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VII. **Dismount**

- a. **Come to Level** – When Rider is ready to get off, ask them to “Slow down and come to balance” (Hold on to Rider’s hand or elbow.)

b. **Disengage** – “Swipe your toe off of the front blue square or lift your heel off the back blue square. Which ever feels more comfortable.”



(While holding the Rider, demonstrate with your foot).

VIII. Booya – highfives!

