

Yahoo! Search Marketing "Think Big" Winner

Craig Ridenhour
CEO & Founder
StairCycle Innovations
www.staircycle.com

Craig Ridenhour is the CEO and Founder of StairCycle Innovations, manufacturer and distributor of the StairCycle™ recreation and exercise product. In addition to being an entrepreneur and inventor, Craig is a Registered Diagnostic Cardiac Sonographer (RDCS) and Registered Vascular Technologist (RVT) with more than 25 years of experience in the medical field. He also played a critical role in helping start the first dedicated Cardiac Ultrasound School at the Arizona Heart Institute in Phoenix, AZ in 1981-1982.. A native of Prescott, Arizona, Craig enjoys playing music, being outdoors, and spending time with his family in his free time.

Why StairCycle Was Created:

Craig's love of exercise and experience with heart patients inspired him to invent the StairCycle. As a member of the medical field, he witnessed first-hand how harmful obesity and lack of exercise can be. Many of the patients he worked with expressed that they were inactive because they disliked the monotony of exercising indoors at a gym. Determined to offer people of all ages a new and fun way to stay fit, Craig began developing the StairCycle in his spare time – a true labor of passion.

Craig tirelessly worked nights and weekends for seven years to secure capital and the right designers to create the perfect look and feel of the one-of-a-kind cycle. His dream was made reality in April 2005 when Craig received the first shipment of StairCycle bikes to sell in the market.

The idea of the StairCycle is an simple concept -a stair climber on wheels. Instead of being stationary in a gym (while missing out on quality family or friend time), the StairCycle brings the gym home in a fun and dynamic way. It is easy to ride and can be used for a rigorous workout or to simply cruise around the neighborhood. It also keeps people in a more comfortable, natural position for exercise than a standard bicycle does.

What Is the StairCycle:

With a completely unique and patented design, StairCycle captures all the benefits of the best stair-step exercise systems in a recreational bicycle. The StairCycle's features include:

- Adult and children sizes
- Attachable trainer for adult model enables stationary use, indoor or outdoors (for separate purchase)
- Footboards (similar to pedals) that move smoothly and can be pumped independently or depressed fully for comfortable coasting
- State-of-the-art Shimano internal rear hub transmission with 8 gears (3 in children's size)
- Internal gears that are sealed for resistance to water and dirt
- Low center of gravity allowing for easy turning, balance and handling
- Up right positioning, no seat, enabling rider uses their own weight for forward propulsion.
- Computerized mile tracker and timer for objective exercise programs
- White, gray, yellow and red for adult bike/Yellow or red for children's bike