

The Cricket Step Cycle Tricycle

MIAMI, FLORIDA, UNITED STATES, August 4, 2014 /EINPresswire.com/ -- Cuban-born Sans came to the United States in 1984, and over the decades, he's become concerned about a growing problem in the country that he now calls home. You've seen the headlines and read the reports: obesity is the modern-day plague afflicting both adults and children. The solution is obvious; people need to exercise more. But if there's one thing that people seeking a way to live a healthier lifestyle don't need, it's spending more time cooped up indoors, even if it's exercising in a gym or a fitness center. So Sans has a bold idea: [exercise outside and make it fun](#). That's the theme behind his invention, The Cricket Step Cycle Tricycle, based on the step machine format, but with a difference. The Cricket is designed for outdoor use, because it's more fun to ride this innovative piece of exercise equipment in the park, around the neighborhood, or at the beach than it is to sweat, grunt and groan inside a gym. The Cricket is designed for all ages and comes in sizes small, medium, and large, so everyone in the family can have one and share in the pleasure of time spent together. In order to make this happen,



Sans has mounted an ambitious Kickstarter crowdfunding campaign with the goal of raising \$315,000 by September 26.

Sans got the idea for his invention in 2010 when he was watching an infomercial for a stationary stepping fitness machine. But he wanted something bolder, something that could redefine fitness by taking the traditional exercise show on the road. Outside in the sunshine, families can take advantage of The Cricket's calorie counter, step counter, and timer to enjoy friendly competition, target goals, and have a great time while being active.

The [product design of The Cricket](#) is intended to be simple and efficient. Adjustable hydraulic pistons determine the intensity of your workout; removing the pin determines the amount of resistance in the routine. American Cricket was granted a patent based on three unique features: the combined use of resistant pistons in a chain drive to add resistance to pedaling; the vertical stairclimbing mechanism

that propels the device; and the handy folding mechanism. Two pistons with variable speed resistance control the intensity of your workout, but what makes The Cricket unique is that it doesn't put stress on your joints or damage your knees, feet, and hips, unlike jogging and bike riding. This is a form of exercise that won't create other physical ailments while helping you to address the need for more fitness and activity.

The Cricket provides a [great aerobic workout](#) for enhanced cardiovascular fitness. Using it for your regular workout will help tone and firm up your muscles. The Cricket can even help reduce cellulite!

Versatility is a key component of The Cricket. If you want to take a break from your usual workout, just remove the pistons and go for a ride on the device. It's also convenient for storage, because it folds both vertically and horizontally, making it easy to find a place to keep it when you're not using it.

Sans has done his research, and the data indicate that the market for exercise equipment like The Cricket is growing. His business plan has outlined six months of cash requirements needed to ramp up this new business and get it off and running. The SGA expenses including marketing, advertising, inventory, rent and leasing, office supplies, travel and salaries amount to \$180,700 for six months. Start-up costs to pay for the travel needed to choose a manufacturer, the molds, tools, and frames, refining of the design specs, insurance, licenses and permits, legal costs, trademarks, patent defense and international filing total \$119,000. Aware that no amount of on-target planning can control everything, Sans has also budgeted funds to cover the unexpected.

Physical fitness doesn't have to add stress to your body, your schedule, or your life. The Cricket Step Cycle Tricycle is a way to combine the serious business of healthy activity with the fun of being outdoors. Crowdfunding support can make it happen.

About The Cricket Step Cycle Tricycle

The Cricket Step Cycle Tricycle (www.theamericancricket.com) is the invention of Sans, who has spent the last four years working on developing a model for exercise equipment that's effective in fighting obesity while providing fun for all ages and can be used by people of any fitness level. With the support of a Kickstarter crowdfunding campaign to raise \$315,000, Sans will act upon a detailed six-month plan for production of his patented invention.

William J. Sans
American Cricket LLC
786-367-6377
email us here

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