

**Som Ray** · 2nd

Disrupting e-bikes | Building CLIP, plug & play e-bike tech for all bicycles. ⚡

Talks about #ebikes, #hardware, #mobility, #innovation, and #climateaction

Brooklyn, New York, United States · [Contact info](#)

2,084 followers · 500+ connections

4 mutual connections: Christine Outram, Andrew Ryan, and 2 others

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Massachusetts Institute of Technology

## Featured

Post

Today's an exciting day! [CLIP](#) is featured on [Fast Company](#)...

62 7 comments

Link

We designed the next best thing for your personal mobility

YouTube

Quick UX of how CLIP works.

Link

How does CLIP feel?

YouTube

Beta tester reactions!

## Activity

2,084 followers

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Som Ray posted this · 2w

Ending the week with these magical smiles that [CLIP](#) brings to our demos. [#demos](#) [#bicyclelife](#) [#techforgood](#) [#climateaction](#) ...show more

60 2 comments · 1 share

Som Ray posted this · 1mo

A big shoutout to [FuzeHub](#) for the manufacturing grant that helped us build, test and green-light the final version of the shipped product especially during a very challenging time for supply-chain and manu ...show more

**Faces of Manufacturing: CLIP**

fuzehub.com · 4 min read

63 1 comment

Som Ray posted this · 2mo

100 units shipped!

Not a very large number in the longer view of things to come but a meaningful milestone for us nevertheless. We pulled through the pandemic, set up manufacturing and shipped a nov ...show more

173 40 comments · 2 shares

Som Ray posted this · 2mo

The absolute best part of demo-ing [CLIP](#) ⚡ - these amazing reactions! [#biketowork](#) [#bikelife](#) [#demoday](#) [#clipbike](#) ...show more

46 2 comments

[Show all activity →](#)

## About

Ray is driven by a passion to imagine and build new and joyful ways to interface with the world. Ray's background is in Design+Computation and Architectural Design from MIT, MediaLab and Columbia University. Top innovator under 35 - TR35 awardee in 2012 from MIT TechReview for a low-cost mobility solution ...see more

## Experience

**CEO & Founder**

CLIP · Full-time

Mar 2018 - Present · 4 yrs 6 mos

Greater New York City Area

CLIP is a clean-mobility startup. We're building plug & play electric propulsion devices for all bicycles as an IOT platform for Ic ...see more



### Creative Director

Midnight Commercial  
Nov 2016 - Feb 2018 · 1 yr 4 mos  
Greater New York City Area

Midnight Commercial is a Brooklyn-based innovation consultancy founded by MIT Media Lab graduates. We work with C-suite leaders and global design teams to invent products and experiences th...see more



### Co Founder

TIMESCAPE  
Aug 2012 - Feb 2018 · 5 yrs 7 mos

Timescape is a map-based interactive storytelling platform.

...see more



### Founder | Director

The dplay lab  
May 2012 - Feb 2018 · 5 yrs 10 mos

the dplay lab, a collaborative design enterprise is an intellectual toolbox ; enabling the invention and production of cultural and high performance techno-rational artifacts across domains of arch...see more



### MIT - MediaLab - Smart Cities

2 yrs 2 mos  
Greater Boston Area

- **Design & Research**  
Aug 2007 - Sep 2009 · 2 yrs 2 mos
- **Design & Research**  
Aug 2007 - Jun 2008 · 11 mos

Show all 9 experiences →

## Education



### Massachusetts Institute of Technology

MSc, Design and Computation  
2007 - 2009



### Columbia University in the City of New York

MSc, Architecture  
2005 - 2007



### Sushant school of Art and Architecture

B.Arch, Architecture  
1995 - 2001

Show all 5 education →

## Skills

### Design Research



Endorsed by Mitchell Joachim and 1 other who is highly skilled at this



Endorsed by 6 colleagues at Massachusetts Institute of Technology



33 endorsements

### Architectural Design



Endorsed by Onur Yüce Gün, PhD who is highly skilled at this



Endorsed by 3 colleagues at Massachusetts Institute of Technology



29 endorsements

### Urban Design



Endorsed by Rahul Nargas and 1 other who is highly skilled at this



Endorsed by 2 colleagues at Massachusetts Institute of Technology



26 endorsements

Show all 12 skills →

## Recommendations

### Received

Given



### Sonalee Tomar · 3rd

Design Thinking · Digital Strategy

July 6, 2020, Sonalee was Som's client

Som's brainchild TimeScape perfectly augmented "Light for Lima", an intercontinental vigil by climate action group Our Voices, urging people to light a symbolic candle for the environment, leading up to the UNFCCC COP in Lima, Peru. Som and his team's clear direction and timely execution helped us map campaign impressions across five continents, taking storytelling and engagement to a new le...see more



### Dan Sturges · 3rd

Vehicle + Transportation Systems Designer

April 12, 2018, Dan and Som studied together

Somnath is a leading mobility \*mind, with deep design education / experience at MIT Media Lab. He is very very smart, and understands the future of urban mobility better than anyone. His ideas leverage ICT, and are always beautiful + sensible solutions. He's well poised to do great in the years ahead, as we reinvent mobility on this planet


## Publications

<https://medium.com/@timescaping/a-new-paradigm-for-visualizing-stories-across-geography-and-time-702752ce4ec2>

## Projects

### The John P. McNulty Prize Global Impact Map

Jun 2014 - Present

 Associated with TIMESCAPE

[Show project ↗](#)

Curated over 90 engaging descriptions for each of the winners, laureates, and applicants of the McNulty Prize.


Other creators



## Honors & awards

### Top Innovator under 35 - TR35 by the MIT Technology Review

Issued by MIT Technology Review · Mar 2012

 Associated with The dplay lab

<https://www.technologyreview.in/tr35/profile.aspx?trid=1254>

### Winner | Architectural Design

Issued by eVOLO International Skyscraper Competition · Apr 2007

<http://www.evolo.us/competition/para-city/>

## Languages

### Bengali

Limited working proficiency

### English

Native or bilingual proficiency

### Hindi

Full professional proficiency

## Interests

### Influencers

[Companies](#)

[Groups](#)

[Schools](#)



**James Caan CBE**  · 3rd

Serial Entrepreneur. Building and Selling businesses for 25+ years. Recruitment Expert.  
3,432,902 followers



**Reid Hoffman**  · 2nd

Entrepreneur. Product and Business Strategist. Investor. Podcaster.  
2,648,026 followers

[Show all 25 influencers →](#)