

bikeola



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What?

Bikeola is a membership-based bicycle service. We enable customers to acquire a bike for a season, return it, and get a new one next season. Think Netflix for bikes.

Why?

Americans buy \$6.1 billion in new bikes yearly. All that spending occurs despite the fact that kids grow out of their bikes quickly, and adults regularly seek upgrades.



Result?

As any parent knows, the result is hundreds of dollars wasted on underutilized purchases, and a garage full of old bikes that typically get donated, sold for a fraction of their value, or passed on to friends and family.



Upshot?

The bike market is ready for a more efficient, disruptive model. For the first time, more than \$1 billion in used bikes were sold in 2012, demonstrating a savings-driven market that recognizes the value in "recycled" bikes. Bikeola will leverage that and other dynamics to create a membership-based model that better serves consumers.



How?

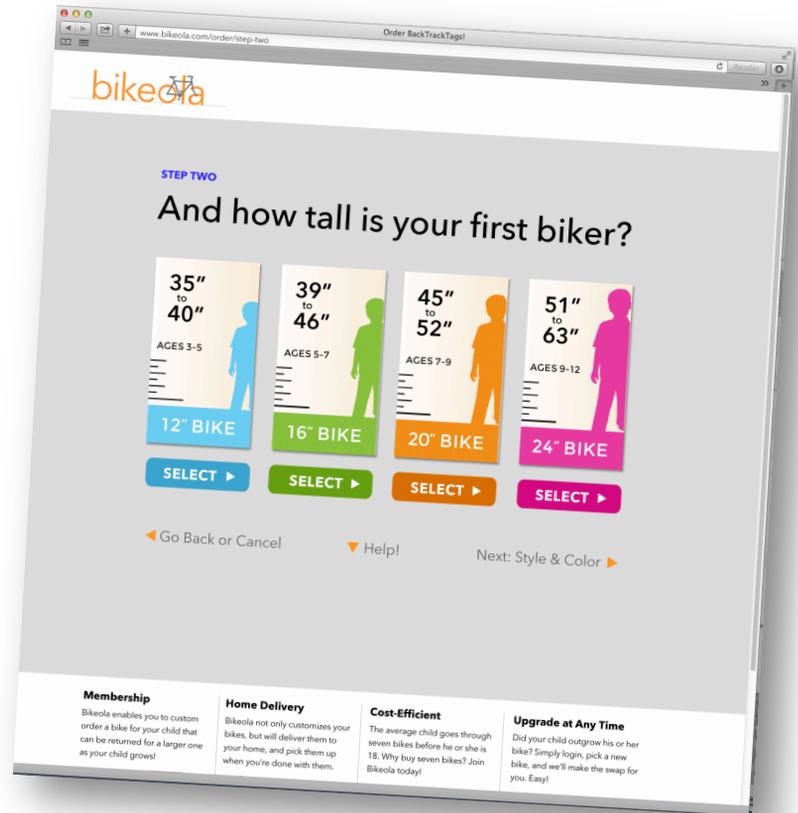
At Bikeola.com, members chose the bikes they would like on multiple variables, including:

- Sex
- Size
- Style
- Color
- Accessories

Bikes are built and delivered within seven days.

Upgrades?

When the bike becomes too small for the growing rider, or when the member is simply ready for a new bike, the member logs into Bikeola.com, picks a new bike, and the swap is made within seven days.



Financial Model

Bikeola is premised on an annual membership model. Price is still to be determined, but annual membership will cost less than the purchase of a new bike, and some additional fees may apply (more than one swap per season, add-on insurance, etc.).

Fulfillment

Starting in major markets, Bikeola will build a regional distribution system, from which bikes can be customized, delivered, swapped, and tuned-up for future customers.

Growth

Bikeola sees itself not only as membership-based bike company, but as a database company with a leverageable infrastructure with rich information on families, recreational habits, and more.



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