

Electrify

Electrify converts existing bicycles to e-bike using our pre-selected conversion kits.

Large numbers of people are looking to get an e-bike but don't want to get rid of their existing bike, know how to convert a bike, or spend large amounts on an electric bicycle.

Electric bike conversion kits ELECTRIFY an existing bike into an e-bike at a lower cost to the customer than buying a new e-bike at a competitor's store. We convert the bicycle for the customer, leaving a hassle free experience.

Currently, our target market is people who own bicycles or want to get into cycling and use their cars less frequently.

There are numerous competitors, such as Halfords, pure electric, but most of the competitors are smaller businesses. We believe we have the unique ability to surpass these smaller competitors.

Forming our team at Electrify are Alastair, Chris, Ifitak, and Luke. We are all 3rd-year Computer Science students.

In our first financial year we plan to reach a net income of £103,000 to break even including all deductibles relevant to our first year plan. To break even 110 basic kits, or 43 mid range kits or 16 high end kits would need to be sold monthly.

Following the end of year 1, we aim to have established our brand, making up roughly 6% of the Bristol e-bike market, whilst generating a substantial amount of positive reviews on Google.

Year 3, we plan to have a showroom where customers can come and explore our service and display models in person.

