

Key Partners

Suppliers
We obtain all the resources to convert bicycles to electric from the supplier, making suppliers a key partner

Customers
A customer is the source of cash flow, which is key.

Staff
Staff are a crucial part of maintaining our business by fulfilling important roles within the business

Key Activities

Converting bicycles to electric

Marketing online and in person

Increasing brand awareness within target market

Key Resources

Website which allows customers to make orders and communicate with the team.

Store/showroom, well fitted allows customers to make orders and preview models.

Social Media, contact with customers, and brand awareness

Expert Employees

Value Propositions

We provide a service that allows a customer to send in their existing bicycle to be converted to electric, from a range of ready made kits that we buy and prepare.

We convert the bicycles for the customer, providing a hassle free service.

The Industry

Our largest competitor is Halfords, a large, well established brand which offers electric bicycles.

Smaller Competitors:
Electric Bike Conversions,
the Electric Bike Shop,
Pure electric

Customer Relationships

Support via a website help desk, further contact can be made through email and mobile channels.

General questions and support provided on Social Media.

Channels

Ordering and payment organised through a website.

Showroom based in Bristol city centre to take further orders.

Social Media (Instagram, Facebook, etc.)

Customer Segments

Middle aged people looking to use their cars less

Retired people in the UK looking to ditch the car, whilst having an easy means of transport.

Young people who want to find a way to get around, without having to pay the high maintenance for a car and pollute as much

Cost Structure

Supplies, Website, Staff, Marketing, Trademark, Rent for showroom, showroom fitting, insurance.

Sources of Funding:
Personal Investments and loans from family members from all members

Revenue Streams

The option of 3 different tiers of conversion kits, ranging from low end to high end. The ability to purchase these are available online, and in person.

