

# Garrett's Bike Shop



We offer high-quality biking gear for families and regular people, not just gearheads.

## Our Opportunity

### Problem worth solving

*It's hard to buy a good bike in this town without being an "insider" cycling expert.*



Market size: \$33.8M

### Target market

- College students 43% (\$22.5M)
- Young families 34% (\$6M)
- Trail enthusiasts 12% (\$3.5M)
- Parents 35-55 10% (\$1.8M)

### Our solution

*Garrett's is a snob-free zone where regular people can get top notch gear and expert advice.*

Competitors	How our solution is better
Local bike shops	Welcoming, family-friendly space
Big-box retailers	Higher quality gear and expert advice
Online retailers	Ability to test drive and local repair

## Team and Key Roles



### Garrett McKenzie

Founder/Owner

After a successful run as a mortgage broker, Garrett will apply his business acumen to leading a company he is passionate about.



### Tom McKey

Advisor

Tom is a CPA with twenty-five years of experience advising dozens of startups and small businesses.



### Jill Bloom

Shop Manager

After a decade of bike-shop experience and 5 completed triathlons, Jill will anchor the service side of the business.



### Heather Gibson

Investor

Heather is an avid cyclist and small business investor. Her expertise is in small business expansion.

## Partners and Resources



### **The Great Outdoors**

The Great Outdoors is a local chain of stores who sells gear for outdoor enthusiasts and amateurs alike.



### **Travel Northwest**

Travel Northwest is the best resource for information, events and activities in the great Northwest.



### **Cycle Parts "R" Us**

Cycle Parts "R" Us is a bicycle manufacturer that specializes in innovative cycle design.