

# 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.*

### Our solution

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



#### Target market

- College students 40% (\$22.5M)
- Young families 32% (\$6M)
- Trail enthusiasts 11% (\$3.5M)
- Parents 35-55 10% (\$2.1M)
- Example 8% (\$2.5M)

Market size: \$36.6M

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

## Sales and Marketing

### Sales channels

*We sell bicycles and accessories directly to customers through our bike shop. We also sell via our online store and at special bike enthusiast events.*

### Marketing activities

1. Host social media pages and website
2. Partner with Travel Northwest
3. Attend outdoor enthusiast trade shows
4. Grand opening w/deals, contest, etc.
5. Advertise in local publications

## Forecast

### Revenue streams

1. *New Bikes*
2. *Clothing & Accessories*
3. *Repair & Service*
4. *Used Bikes*
5. *University Patrol contract*

### Major costs

1. *employees*
2. *bikes and other items to sell*
3. *rent*
4. *marketing & promotion*
5. *accounting and legal*

## 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.



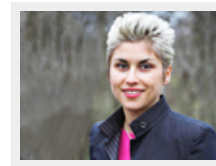
**Jill Bloom**  
**Shop Manager**

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



**Tom McKey**  
**Advisor**

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



**Heather Gibson**  
**Investor**

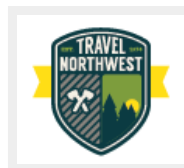
Heather is an avid cyclist and small business investor. Her expertise is in small business expansion.

## 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.