



## OUR GOAL

To provide a healthy lifestyle for future generations while also charging their phones a necessity especially for 15-20 years old individuals.

## ABOUT OUR COMPANY

Name : Bikes

Location : Istanbul, Sile

Main Activity : Renting bikes

Objective : We make people happy & healthy through charging their phones while they ride bikes

# SUMMARY





## PRODUCTS & SERVICE

- ▶ What We Sell : We offer bikes for rent that also charge your phone
- ▶ In the area there are no other services like this

## STRATEGY AND IMPLEMENTATION

### MANAGEMENT TEAM

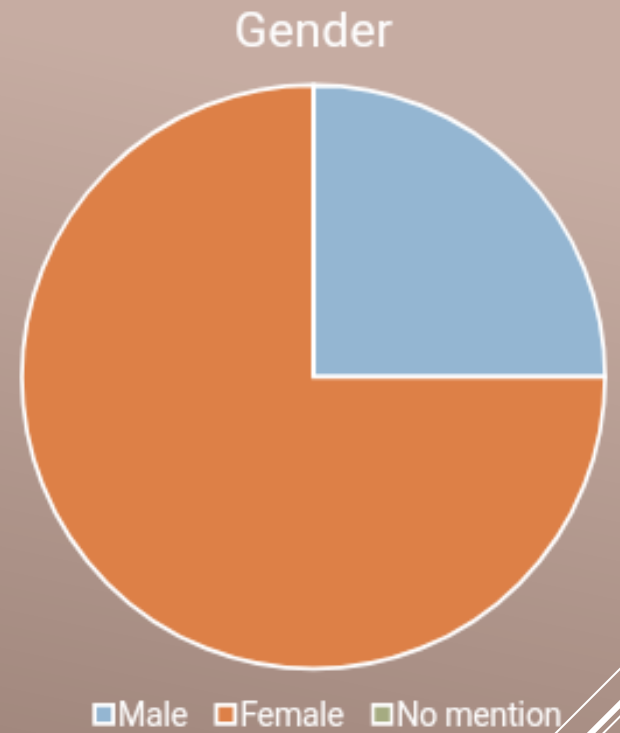
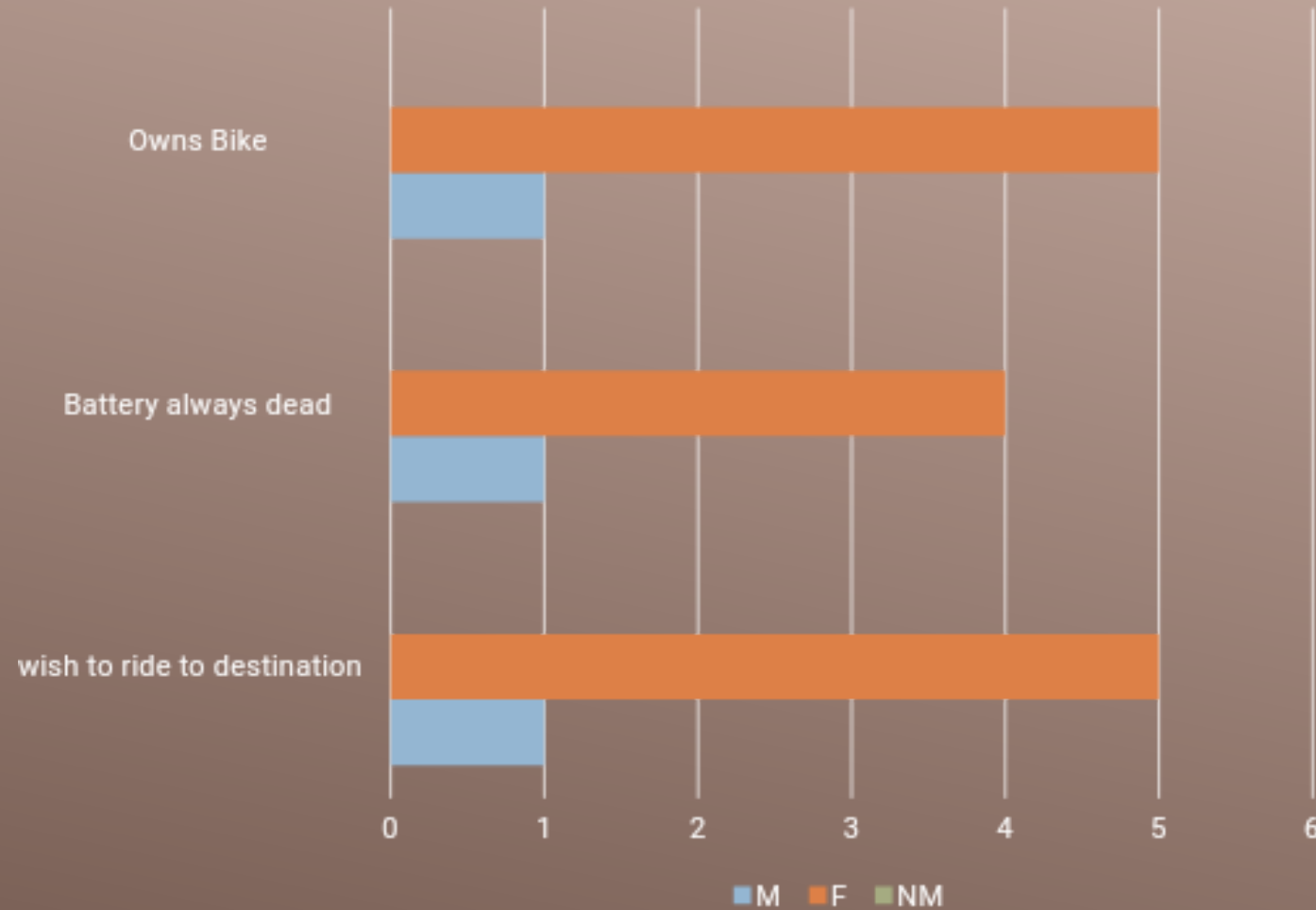


Renting a place and bikes

Legal appointments / registering the company

Advertising

# ANALYSIS OF OUR TARGETED AUDIANCE



Note: 57.1% sometimes  
14.3% often, 28.6%  
never rides their bike.  
71.4% says it takes  
15-30 mins to reach their  
destination (school)  
28.6% says it takes 1-1.5  
hours

# COMPETITIVE ANALYSIS

## Its Bike

- 0-60 mins => 4.5€
- 60-120 mins => 6€
- 120-180 mins => 8€
- For every hour => +6€
  - Standard membership 25€

## Subotica

- 60 mins => 20 din
- Whole day => 100 din
- (if paid with credit card for whole day it is 500 din)

# BRANDING&MARKETING

- ▶ Branding will be done through online advertisement using platforms such as Instagram, Twitter, Facebook
- ▶ A website will be created

## About the Website

The website will contain a map of the area to show empty bikes , where the bike station is and where the customer is.

In the website the customer can find out the pricing details .



Example of the website

# START UP SUMMARY

## TARGETED AUDIANCE

- Our targeted audience 15-20 years old who reaches to their destination in 15-30 mins and has no battery all the time

## PRICING

- With electric production our pricing starts from 4¢ for 0-60 mins and 8¢ for 60-120 mins adding 1¢ for every 15 mins

EXPENSES	PRICE
Legal fees	2,900 \$
Bikes	25,000 \$
Website Development	1,400\$
Branding	1,100\$
Architecture & Interior Design	11,500\$
Store Build out & Furnishing	100,100\$
Prepaid Insurance	1,900\$