



S: Unique product, useful, selling point of locally made connects with a lot of people, aesthetically pleasing

W: Some may be skeptical of bamboo material, very small company from very small town (limited audience and capabilities), not easy to distribute (shipping challenges)

O: Create an interesting brand, provide opportunities for workers in a small town, bikes seem very customizable (painting, wood burning, etc.), guerilla marketing/nimble approach

T: Costs (high cost to market and limited budget), consumer's skepticism may prevent them from even trying the bike, competitors are well established in store and online, compatibility with components (bike building enthusiasts)

Wants and Needs:

Want: I want a bike that is *different* (the way it looks, the way it was made, appeal, etc.)

Stated Need: Basic transportation

Real Need: Buy locally sourced

Unstated: Buy a green vehicle

Delight need: Performance and status

Secret Need: Want to be "cool" or "hip"

Who will buy and why:

People ages 18-35, college educated, hip and live in college towns

According to the National Association of Sporting Goods Retailers (NASGR), 87% of bicyclists are between the ages of 18 to 44 and 75% have attended college. We believe the aesthetics of the bike appeal to younger people and the performance works well for school and work commutes.

Current bike owners

Entry-level bike purchasers will be more focused on price or utility over styling and uniqueness. This is better for second or third time bike buyers.

Greensboro, Alabama residents

The message of providing small-town jobs in that city connects with residents nearby. POS already set up there.

Expand to Charleston and Greensboro, NC, Nashville and Richmond, VA.

Nearby but larger markets with bike-centric populations. All have **music festivals** populated by hipsters and bike enthusiasts as opposed to bike races which would have more of a performance focus. Cost to sell at music events is lower than brick and mortar and easier to set up than online sales.

Markets with 20,000+ people

Sites for sales need to be large enough to justify distribution expense and have an established bike market that provides accessories that accompany our product (helmets, lights, etc.)

How and Where:

Event Marketing: Sell bikes at booths at music and cultural festivals around the south	Appeals to demographic described above (focused on aesthetics, hip, like local movement, already attend music festivals), low cost to set up booth and sell bikes, southern cities are closer and saves money on transport, gives skeptics a chance to try/touch/see demos of bike's performance
17 Days Arts and Cultural Festival in Greensboro, NC (Sept. 20-Oct. 6), Southern Ground Nashville (Sept. 27 and 28) Richmond Folk Festival (Oct. 11-13), Southern Ground Charleston (Oct. 19 and 20)	Located nearby, in quick succession for brand recognition for people who attend multiple festivals, covers entire age-range, all in up-and-coming hipster bike towns with colleges nearby. Small enough events will provide a lot of feedback and easy evaluation.

Price:

Commuter (basic model) is currently \$799, we propose \$550	Material skepticism plays a big role here: The market already sells bikes at these prices made completely of carbon fiber, which has the same benefits (lightweight, no rusting, etc.) from already trusted brands. These bikes can be just as stylish as well so the advantage is lost. Not all consumers will care about the company's mission to provide jobs in Greensboro and may not be willing to pay the higher price.
CityBike (high end model) is currently \$1,299, we propose \$1,100	

Unique Appeal:

Customization! This bike is beautiful and consistent: a perfect canvas. The bamboo is carvable, burnable (pyrography), paintable and a perfect surface for stickers. Appeals to the real, unstated, delight and secret needs listed above.	This could lead to unique partnerships with local artists (see Lisa's Burnt Offerings pyrography shop in Greensboro, NC), Etsy sellers and social media promotions in the future. Our consumer seeks self-actualization and would relish the opportunity to express themselves as well as get around sustainably.
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