Re-Cycle

Established 1-11-18



Executive Summary

Re-cycle is a green environmental friendly bicycle that stores and redistributes energy through the user pedaling. Get a workout and get to work with Re-cycle. Similar concept to the hand crank flashlight, the re-cycle bike makes you work to get rewarded. This encourages an active lifestyle while helping to reduce pollution from burning fossil fuels. The more you pedal the more time you’ll have to cruise off the stored energy you have worked for.

Market Research

According to the U.S department of state, 85% of the American population owns a car. That means that there’s a lot of fuels being burned into our atmosphere. America along with many other countries has problems with an overall obese population. On average, 32.2% of men are obese while 35.5% of woman are obese. The re-cycle bike could help fix these problems. For one this can help reduce the obesity rate by giving people a reason to actually want to exercise. It can also get people who only travel short distances daily a chance to avoid the traffic they have to deal with when they are driving a car. The average American spends 26.4 minutes traveling to work. Why not spend that time on the Re-Cycle? Our main competition is obviously hybrid car and motorcycle companies like Prius, Nissan, and Harley Davidson. . Many people who own cars aren’t going to want to change what they are already used to and may not be interested. We plan to appeal to every single reason why a person loves cars. We will have radio, heated seats, and very good mileage per charge This is why opening our company in areas like New York, Boston, and Washington D.C, where bikes would be very useful.

Marketing Strategy

This bike is targeted towards a few different parties, people looking for a way to exercise, environmentally friendly people, and people in bike friendly areas. The bike may not be the best choice for places such as Maine since the weather up here isn’t exactly bike friendly, however this bike would work in places with year round warm climates such as Florida and California.This will give people a chance to work out without needing to go to a gym or use a stationary bike in their house. This will also give people who are against using fossil fuels a chance to get places without using a regular bike that needs to be pedaled the whole time. To get our name out there we could start by advertising on popularly used social media such as Snapchat, Instagram, Facebook Marketplace, Twitter.

Financial Plan

The Re-Cycle bike will start at $10,000.00 and prices may vary depending on different models that are designed. This price is determined due to the cost of manufacturing, shipping, and maintenance services. Repairs can be done at any auto repair shops that are willing to work on electric engines. It costs approximately $6000.00 to build the whole bike. When manufacturing and shipping come into the picture it raises the price about $1500.00, making our profit $2500.00 per bike sold. Our start-up costs will include the cost of buying and building the machines and the price to rent or lease a building to act as our main production studio. Over a 10 year span, and a 5 million dollar loan, we would need to sell 200 bikes per year to pay off our building. To run our business we would also need to pay employees, marketing, and utilities for our buildings. We would try partnering with local bike shops, such as Mathieu’s in Oakland, Maine and engine repair companies, such as Huffy.