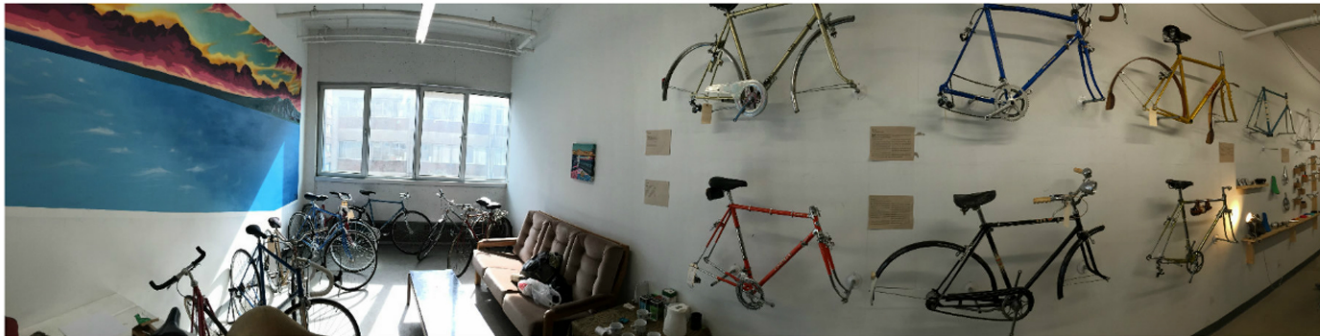


The logo features a stylized bicycle icon where the frame is blue and the wheels are green, with a green arrow pointing upwards from the front wheel.

# REBICYCLE





REBICYCLE

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## *About us*

*Build bikes, grow communities.*

**Our vision: Communities teeming with traceable, affordable, and beautifully functional bicycles.**

# Modèle d'Affaires

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**Évolutif :** *Nous voyons toujours plus grand, en prévision de la croissance que nous désirons atteindre.*

**Produit & service :** *La qualité de notre service et de nos produits est la clef de notre succès.*

**Satisfaction :** *La satisfaction de nos clients et partenaires sera toujours à l'avant première.*

## La plateforme

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**Vente :** *Outil de vente et marketing Rebicycle*

**Achat :** *Groupe d'achat dynamique avec membres participants*

**Réutilisation :** *Réutilisation de matières premières locale*

**Partage de ressources :** *Redistribution des pièces seconde main au coop participante pour soutenir leurs activités.*

# Multiple Bottom Lines

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**Growth:** *Defined as the revenue earned through our services that will be allocated as growth capital.*

**Communities:** *Both the quantitative and qualitative positive impact we have on our local community.*

**People:** *They are what allow communities to thrive and their needs come first. Our customers' satisfaction is an essential monitoring tool in determining our success.*

# Communauté

Marché Cible: Jeune professionnel et étudiant d'un marché urbain.



## Coops de vélo - Réutilisation des pièces vintage



## Entreprises locales -



## Organismes partenaires

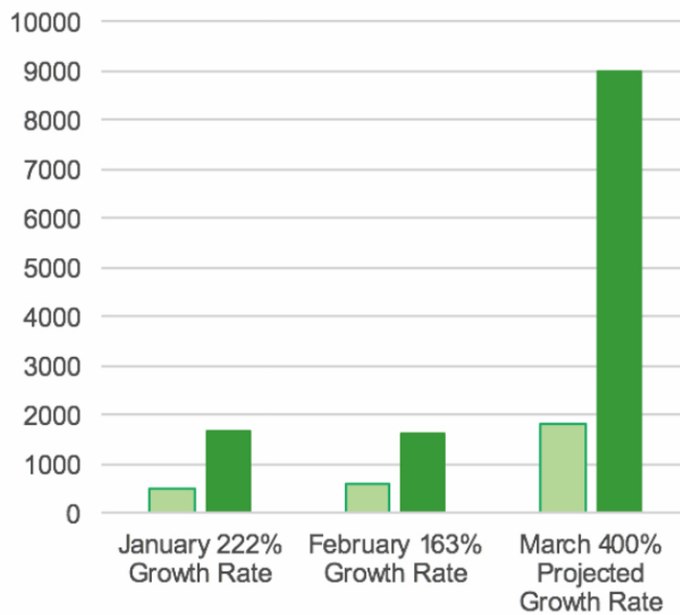


## Collecteurs

# Rebicycle's Growth

avg. 262% growth rate

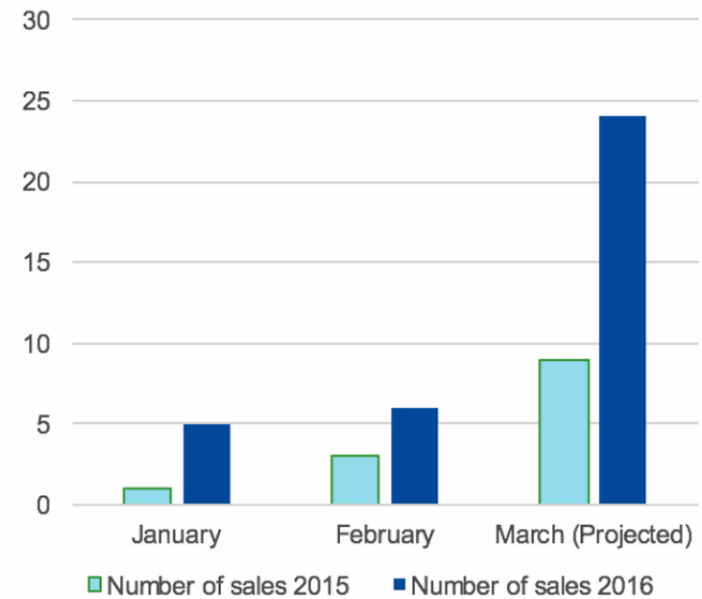
YOY 2015-2016 (Pre-season)



■ Total Sales 2015 tax incl. ■ Total Sales 2016 tax incl.

avg. 222% growth rate

YOY 2015-2016 (Pre-season)



■ Number of sales 2015 ■ Number of sales 2016

# Inhibitors to our Growth

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*Currently limited access to a local, traceable and sustainable source of bikes.*

*Citizens who are uncomfortable riding their bicycles in an urban setting or leaving them locked outside*

*Lack of replacement parts for vintage bicycles*



# Why co-develop an app with the city?

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## *The current process lacks transparency*

Citizens lack the tools to:

Help the city keep its streets clean

Recover their "stolen" bicycles

## **Quotes:**

*"...la manière de faire manque terriblement de tact." - Guillaume Primard (Le Devoir , Montréal, une voleuse de bicyclettes! , 2014)*

*"Est-ce logique que la Ville se comporte en voleuse de vélo en vertu de l'application aléatoire d'un règlement dont les citoyens n'ont jamais entendu parler?" - Emilie Nguyen (Le Devoir , Touche pas à mon mobilier urbain , 2014)*

