




BIKE 
SHERPA

Be a Friend. Be a Guide. Ride with Bike Sherpa!



Bike Buddy programs are not new...

In fact, they are starting to become old and outdated!



Current Bike Buddy Programs

PROBLEMS

- All Bike Buddy programs are different!
- Uncertainty
- Ride with:
 - Co-worker?
 - Friend?
 - Avid bicyclist?
 - Stranger?
- Puts the responsibility in the hands of the bicyclists
- No accountability



Vision

"The *only* bike buddy you'll ever need!"



Mission

Our mission is to connect beginning bike commuters (Sherpees) to our advanced pool of bike mentors (Bike Sherpas) who are certified based on their knowledge of bike commuting. We will make it easy and fun to connect to these bike mentors through our mobile app and create a streamlined community of bike commuters that are prepared and ready to bike to work!



What is a Sherpa?

Sher·pa

/ˈSHɜrpə/

noun: Sherpa; plural noun: Sherpa; plural noun: Sherpas

A member of the Himalayan people living on the borders of Nepal and Tibet, **renowned for their skill in mountaineering.**



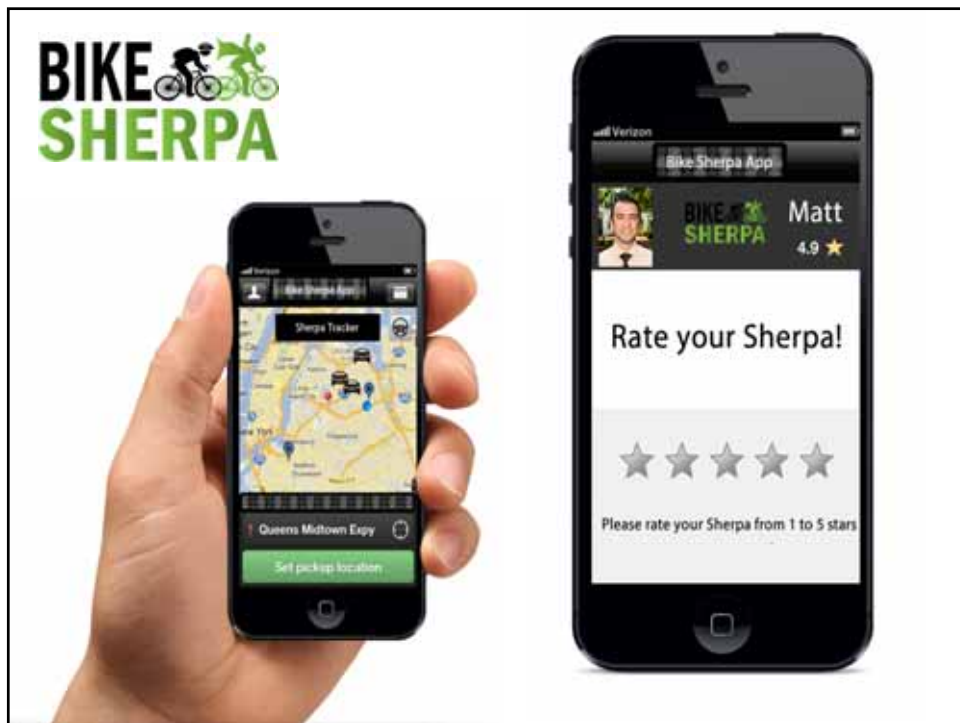
What is a Bike Sherpa?

A **Bike Sherpa** is an experienced bike commuting mentor and guide.



What is a Bike Sherpee?

A **Bike Sherpee** is a new bike commuter who is being mentored by a Bike Sherpa.





Priority Population

Persona I (Sherpa)	Persona II (Sherpee)
<ul style="list-style-type: none"> - Regular bike commuter - Civic minded - Active volunteer (Coaching) - Millennials - Young Professionals 	<ul style="list-style-type: none"> - Wish to be more active - Trying to save money - Drive to work - Casual bike rider OR <li style="padding-left: 40px;">At least owns a Bike



Taking a Bite Out of the Elephant

Tampa, FL

- o Live in Seminole Heights
- o 25-40 years old
- o Works downtown
- o Young professional
- o Owns bicycle
- o Lives relatively healthy lifestyle



Bike Sherpa IQ Test

This will test each Sherpa's knowledge of bicycle and highway safety.

This will bring a level of comfort to the new bike commuters (Sherpees) that are searching on the app for their Sherpa.



Advertising and Placement

- Bike Shops
- Building managers/employers in 3 downtown block radius
- Bike Community: bike clubs, social rides, advocacy groups, bike events, etc.
- Localized Seminole Heights events: farmers markets, bike valet, neighborhood association meetings and events, etc



Advertising and Placement

- Community communications: local radio, community blogs, Facebook groups, HOA newsletters
- Word of mouth
- New Employee Orientation, Welcome Wagons and Realtor suggestions



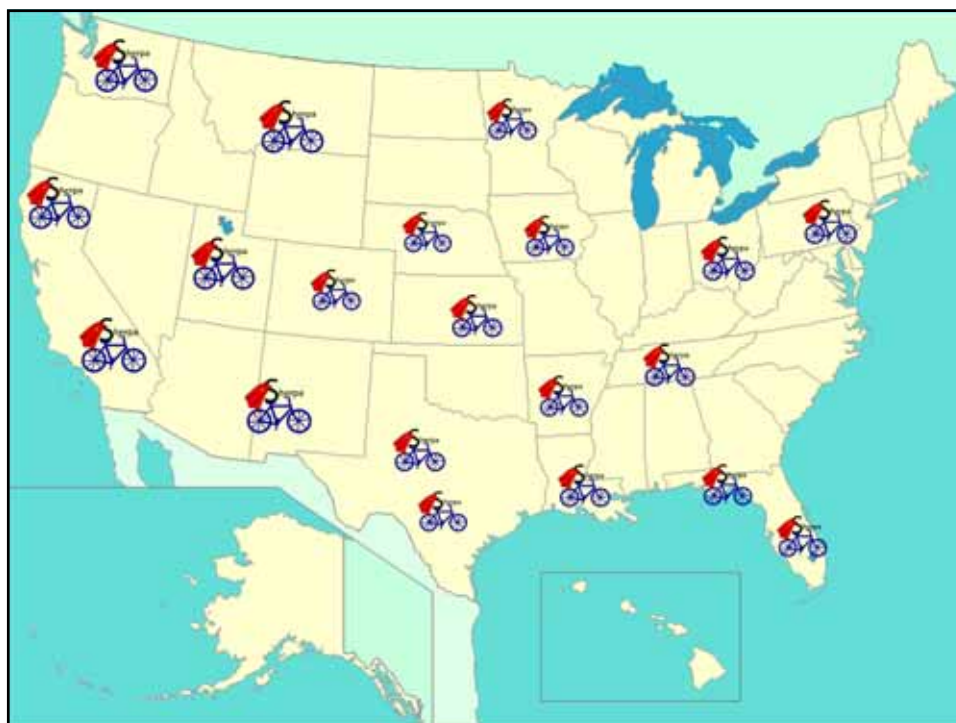
Promotion

- Sherpa Perks
 - Sherpa Card: bike shop discounts, gym membership discounts, local business discounts
 - Sherpee Card: punch card to earn rewards
- Sherpa Social
 - Networking opportunity for volunteers to build comradery and share mentorship tips and stories



Promotion

- Certified Sherpa Route Maps
 - Route-finding maps with diamond ratings distinguishing route difficulty
- Meet the Sherpa Ride
 - Social ride to introduce the community to the program and volunteers
- Certified Sherpa Starter Pack
 - All your bike commuting needs





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