



A beautifully designed bike built with sustainable materials

www.craftbicycle.com
hello@craftbicycle.com

What do we do?



We craft bikes with frame and accessories made of bamboo that are *unique, lightweight* and more *comfortable* than a normal bike.

Problem

- Based on our research, reviews and feedback gathered from potential customers who heard about bamboo bikes we have identified that most of them are not willing to pay between 1400-3000 € for such a bicycle.
- Every year in cities across Europe millions of bicycles are thrown away in lakes, canals, or simply abandoned, therefore only a small percentage is finally recycled or reconditioned.
- All conventional bikes and components go through multiple chemical processes and special welds making them not environmentally friendly, heavy and not very comfortable.

Solution

- Implement our new technique of manufacturing and build a model that will have a price tag of 599 € making it the most affordable bamboo bike in Europe.
- Build a bicycle that incorporates up to 60% sustainable materials such as hemp, bio-resin and bamboo, a plant that doesn't require replanting after harvesting.
- We use bamboo wood which is light and has unique properties, since its cells are composed of thick cellulose matrix, called lignin, which acts as a shock absorber delivering a smoother ride, compared with a normal bike.

Technology

- We chose bamboo because is the fastest growing plant on Earth, the second best natural absorber of CO₂ after algae, producing 35% more oxygen than trees and offering a straight and light weight material which is stronger than steel.
- During the last year we have developed and improved our manufacturing process which will reduce the cost of production by 50% and the time of assembling from days to hours enabling us to mass produce this type of bike.

Market

62\$ billion
(+37%) growth
by 2021

**Global Bicycle Market
Projection**

European Cyclists Federation

45+
Billion \$

**Total Available Market
WW Today**

Persistent Market Research

21 Million
bikes and
parts sold
annually in
Europe

Main Target Market

European Cyclists Federation

600 € avg.
price / bike
in NL, GER,
DN, SW

Targeting major cities

Confederation of the European
Bicycle Industry

Strategy

- Build a model for less than 599 € and implement the latest developed technique of crafting and assembling the bamboo bikes to obtain better margins.
- Build an online store to convert website visitors
- Contact top 50 bike shops from the target countries (NL, GER, DN, SW) and sign a distribution contract.
- Make partnership with influencers on social networks to promote and eventually sell our products by reaching to more people.

Competition

- USA - www.boobicycle.com
 - started in 2012 got 102K \$ funds via Kickstarter in 2013.
- Europe (Germany) - www.my-boo.com
 - started in 2013 got funded through several contests (10/20K \$) and awards.
- Asia - www.bamboobee.net
 - started in 2011 got 64K \$ funds via Kickstarter in 2015.

Projection

- To launch this business and implement our new system that will enable us to produce this bike faster and cheaper we need 25K €.
- This money will be split into:
 - equipment and tools
 - streamlining production
 - create a platform to commercialize our products.
- Finally invest in our brand by reaching out to editorials, create videos, and valuable content that becomes viral on social platforms.

Team



Sabin Dimian
co-founder

Product Designer & Business Development

- Engineer who holds a BSc. in Design and Landscape from the Horticulture University of Bucharest.
- Working full-time for business



Ion Morozan
co-founder

Management & Branding

- Software engineer who holds a MSc. in Computer Science from Vrije University Amsterdam.
- Working in Oslo at Microsoft
- Working part time for business

Vision

Short term

Currently our goal is to produce the main bike components such as the frame, the fenders and the handlebars from sustainable materials. Overall our bike will incorporate more than 60% of its components from biodegradable materials.

Long term

Our vision for the next 5 years is to build the most sustainable and affordable bicycle in the world which incorporates more than 80% of its components from eco-friendly materials simultaneously providing a better way of transportation and preserving the environment.

Press vibes

*"Craft Bicycle turn
Bamboo into Functional
Work of Art"*

LUXATIC

*"The bikes have a
sleek and classic feel
to them with the
wooden grass plant
dominating their look"*

TRENDAHUNTER™
FIND BETTER IDEAS, FASTER

*"A beautifully designed
bike with **unique**
characteristics and
retro look*

 **deMilked**

*"These Bicycles made
out of bamboo are
functional **Works of
Art**"*

**LOST AT
E MINOR**



Winners of European Transport Innovation Challenge 2017