



CYCLIK

One line pitch:

Cyclik is a brand of bamboo bikes made in France. Each frame is unique, handmade and made-to-measure in our French workshop in Lyon.



Market Analysis:

The market is currently dominated by traditional bicycles (made in aluminum and carbon), but we believe that bamboo bikes can perfectly integrate the market and become the inevitable ecological bike. With a growing market and optimistic trends in our sector, the indicators highlight a real market opportunity : 32% of french people pedal in urban areas on a regular basis against 23% just 3 years ago. The market segment on which we are located is positioned on bicycles more upscale than traditional brands. For example, with a sales prices €3,900 for a road bikes and €2,500 for city bikes, we are aiming for a clientele that is ready to consume in an unusually way.

Value proposition:

Back pain is relatively common among cyclists. According to a scientific study, about 68% of people who cycle frequently have disabling back pain induced mainly by a bike with an inappropriate size or bike too rigid that returns vibrations in the back or arms. Cyclik developed a bike that responds to this problem by offering a performant and comfortable bike thanks to the use of bamboo for the realization of our frames. With its tubular structure and naturally dense fibers, bamboo absorbs vibrations and provides exceptional resistance. This material is an ideal alternative to composite materials such as carbon or titanium.

Business Model:

We currently market four different bike models and we also create bikes regarding the expectations and the use of our customers. We currently operate in B to C with a link through our website and a direct sale in our workshop. Our goal is to develop a more standardized range of bikes allowing us to integrate the B to B.

IP and Regulatory situation:

At Cyclik, we have not patented the manufacturing methodology of our bikes or developed products requiring the implementation of specific protections.

COMPANY PROFILE

- **Website:**
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- **Field:**
- **Contact:**
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- **Location:**
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France
- **Founded in:** //10/2016
- **Employees:**
- **Financial information (€):**
 - **Company stage:**
Proof Of Concept
 - **Capital raised to date:**
 - **Monthly burn rate:**
 - **Capital seeking and date:**
- **Investors:**