



Great Neck DECA

Business Growth Plan

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I. Executive Summary

Company Overview

Located on Long Island NY, **LI-Bikes** is an island-wide repair service that bridges the expertise of young bike experts with a growing demand for quality bike repairs. Our family of five experts host repair services at garages, schools, downtown, or anywhere else in the neighborhood.

By leveraging the expertise of young bike experts, **LI-Bikes** delivers the same quality repair as established professionals for a more competitive price. Overall, our community centered approach has allowed us to establish long term connections with our customers extending far beyond bikes.



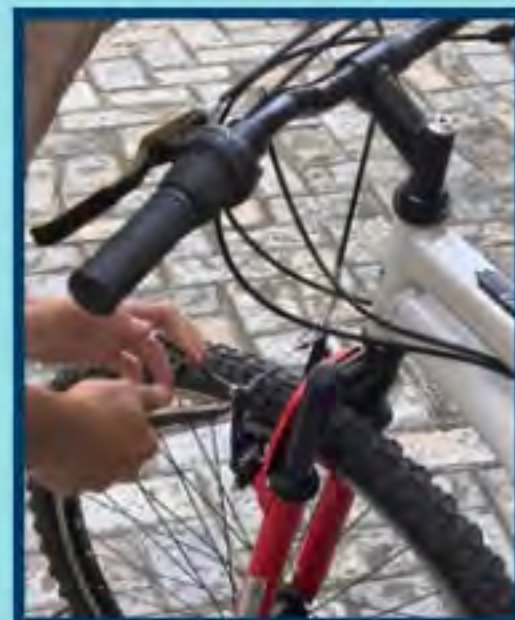
Services Offered

Suspension Tunes



- \$17 Service Price
- Gross Profit \$153
- Lube Suspension
- Re-Adjust Suspension
- Stanchion and Sliders full cleaning
- 2 Hour Service Time

Brake Adjustments



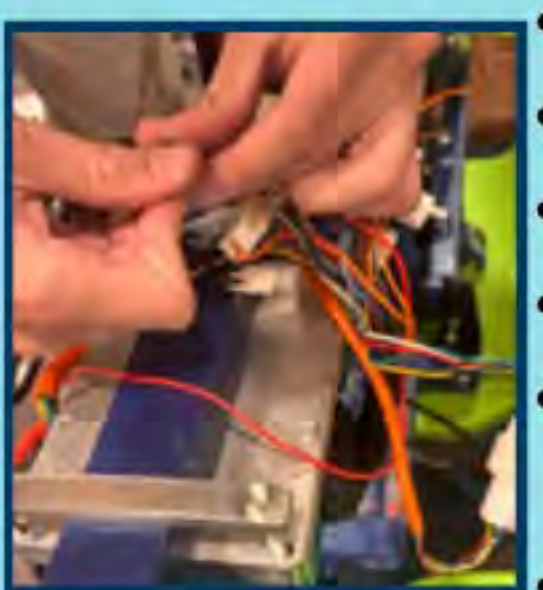
- \$10 Service Price
- Gross Profit \$300
- Brake Pad Replacement
- Cable Tension Tuning
- Brake Bolt adjustments and replacements
- 15 Min Service Time

Tire Replacements



- \$60 Service Price
- Gross Profit \$300
- Tire Tube Replacement
- Puncture Patching
- Tire Casting
- 2.5 Hour Service Time

Electronics Diagnosis



- \$16 Service Price
- Gross Profit \$918
- Controller Inspection
- Motor wiring connection
- HMI/Display Repair and Speed Jailbreaking
- 15 Mins Service Time

Hydraulic Brake Installations



- \$20 Service Price
- Gross Profit \$2,400
- Full Brake Bleeding and Hydraulics-installation
- Hydraulics Disk Brake Installation
- 2 Hour Service Time

General Repair Request



- \$0-100 Service Price
- Gross Profit \$240
- Open Requests Made by Customers
- Usually Fixing Broken Parts
- 100% Completion Rate
- 0-3 Hour Service Time

SWOT Analysis

STRENGTHS

- Locally based experts ensures timely service
- Streamlined process from website booking to repair
- Profitable margins with almost zero overhead

WEAKNESSES

- Lack of recognition limits potential customers
- Student employees limits hours of operation
- Quality control jeopardizes brand reputability

SWOT

OPPORTUNITIES

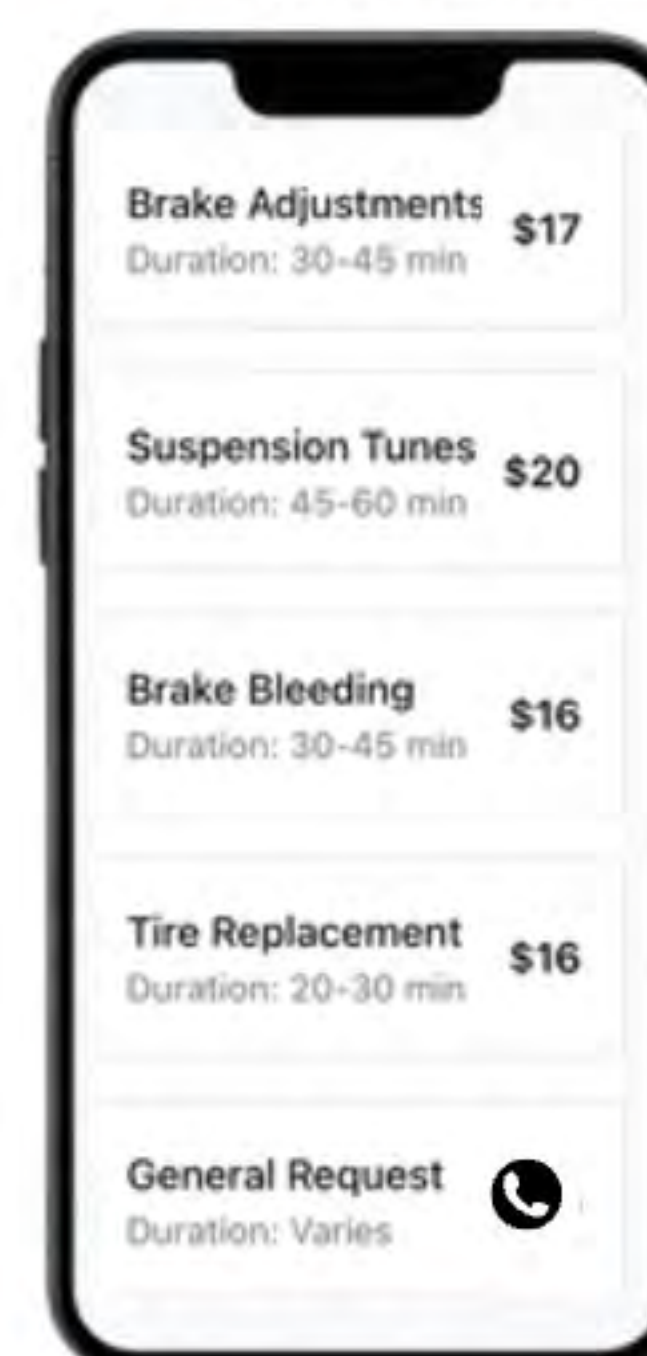
- Growing bike culture means a growing customer base
- County bike growth act supercharges bike culture
- E-bike repair frequency servicing requests

THREATS

- County ebike regulation slows bike culture growth
- Bike repair shops pull away potential customers
- Learn-it-yourself culture undermines service value

Digitalized Bookings

WWW.LONGISLANDBIKES.COM



At LI-Bikes, our passion of cycling commits us to providing reliable, affordable, and high-quality repair services that enable our community to ride confidently.

Five Year Growth Plan

2026

Subscription Plans

In 2026 we will introduce four plans for customer bike repairs. These include a **one time out-of-the bike assembly service** for \$64.99, and three quarterly **subscription plans offering discounted and extra benefits**, all priced between \$19 – \$69. An estimated 36 plans will be ordered in year one and adoption will grow at ~15% YOY for a **gross profit of \$5,036**.

2027

Mobile Phone App

In 2027 we plan to release a mobile phone app designed to increase the **efficiency of repair bookings** and appeal to a younger tech savvy audience. We predict an early **adoption population of 500 customers** that increases their **repeat conversion rate by 2.6X**. Finally, near year end of 2027 we plan to introduce a **subscription model** to users on the app designed to drive repeat sales and **boosting customer lifetime value**.

2028

B2B Partnerships

In 2028 we will seek to integrate existing Long Island bike shops into our digital SAAM network. This will increase our market capture while solidifying our website as a sole point of access for digital bookings of Long Island bike shops. We will also seek to partner with local businesses (Residencies, schools) for pre-paid time designated servicing contracts. We'll also seek to partner with Uber and Doordash.

2029

Refurbishment Program

In 2029 LI-Bikes will begin offering refurbishment services **through our website**. Customers will be able to request a bike for inspection and valuation. After procurement, **LI-Bikes will replace the necessary parts** and clean/grease the reassembled bike. The bikes will be listed on LongIslandBikes.com. We project to **convert 110 bikes for refurbishment** generating a gross profit of \$36,500, after a 40/60 revenue share with experts LI-Bikes generates a **net profit of \$11,920**.

2030

Mobile Event Servicing

The 2030 plan is our most ambitious, mobile event servicing for the **top 15 biking events** across Long Island. We'll offer **onsite servicing** for last minute repairs **two hours before and after a race** takes place. This will include brakes, suspension, gear, and parts adjustments/replacements. We expect **11,250 servicing opportunities** generating a **gross profit of \$45,000** and \$13,500 after salaries.

Implementation Timeline

Year	2026				2027				2028				2029				2030			
Quarter	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
New Services					Mobile App				Custom Styling Service							Mobile Event Servicing				
Onboarding	Cross-Town Expert Onboarding												Collegiate + Metro Onboarding							
Marketing		Marketing Accelerator			Marketing Retainer						Collegiate Marketing			Self-Funded Marketing Retainer						

Financial Documents

Income Statement		
Earnings		
Service Revenue		\$4,071
Total Revenue and Gains		\$4,071.00
Expenses		
Salary Expenses		3,053
Utilities Expenses		\$74
Inventory Expenses		\$175
Miscellaneous Expenses		\$108
Website Server Costs		\$84
Total Expenses		\$3,494.00
Pre-Tax Net Profit		\$577.00

Balance Sheet	
Assets	
Cash	\$536.55
Petty Cash	\$45.00
Utilities	\$96.00
Inventory	\$1,430.00
Equipment	\$375.00
Accounts Receivable	\$0
Total Assets	\$2,482.55
Liabilities	
Current Liabilities	\$245.00
Accounts Payable	\$0
Notes Payable	\$0
Long-term Liabilities	\$0
Taxes	\$0
Total Liabilities	\$245.00
Owners Equity	\$2,237.55

Financing Plan for the Venture

2026	2027	2028	2029	2030
Request: \$8,125	Request: \$7,770	Request: \$6,260	Request: \$0	Request: \$0
For: Subscription Plans	For: Mobile App Freelance Development	For: On site B2B infrastructure	For: Self-Sufficiency Achieved	For: Self-Sufficiency Achieved
ROI: \$1,300 - 25%	ROI: \$1,940 - 25%	ROI: \$1565 - 25%	ROI: \$0	ROI: \$0

New Market Analysis

Primary Market

Male teenagers of age 13-18 living in a suburban Long Island town who own or plan to own a bicycle, specifically an electric bicycle. Affluent individuals who bike for the main purpose of entertainment or social connection.

Market Trends

Long Island and the NY metro area are the leading adoption regions for Ebikes which are more prone to technical issues which require our local and efficient expertise.

Secondary Market

College students and young adults 19-30 living on college campuses or suburban long island towns who own or plan to own an electric-bicycle for daily use. Middle class individuals who bike for daily transportation or for activate social connection.

Market Threats

Existing bicycle repair shops hold legacy dominance on Long Island for repairs and are perceptually more capable than teenagers for repair. Internet resources for self taught repairs also reduce demand.

Marketing Plan

Our marketing plan aims to utilize digital marketing including social media for service awareness which best reaches our primarily teenage audience. Our implementation of advertising follows a modified AIDA model: **RIDE**.

Reach

Planting a seed into potential customer by alerting target markets on the existence of our services. Peaks interest of they who own a bike.

Influence

Converting users to our website where they gain interest or knowledge in specific services we offer that they find useful. Offering key value points to a customer, allows easier redraw upon further ads.

Differentiate

Convincing customers on the unique value our service offers (lower industry pricing, efficient quality repair). Ads focus on teen-run brand structure.

Engage

Focuses on making the last push for a customer purchase. Discounts, limited time deals, and seasonal promotions create urgency to for conversion of customer to a sale.

II. Introduction

A. TYPE OF BUSINESS OWNED AND OPERATED AND A DESCRIPTION OF THE CURRENT BUSINESS OPERATIONS

Mission Statement

The lack of opportunity should not be the chokehold of passion, and yet it is. While 50% of bike enthusiasts in the US were under 21, the median age of a bike shop owner is 50 years old. Even worse, the National Bicycle Association reports in bike shops “it’s hard for younger people to find their way into the leadership side”. Overall, the Thiel Foundation concludes the lack of opportunity in the biking industry disproportionately forces young bike enthusiasts to give up on their passion for more financially stable opportunities. Because the lack of opportunity shouldn’t be the chokehold of success, we established **Long Island Bikes**; giving young bike enthusiasts a chance to pursue their passion.



Gavin Zhao
Chief Financial Officer



Jack Elihu
Chief Technical Officer

Business Overview

Officially registered as Bike Solutions LLC, **Long Island Bikes** is a limited liability company jointly managed by Gavin Zhao and Jack Elihu. We offer services for bike repair and modifications including brake adjustments, motor tunes, suspension replacements, and general requests made by our customers. In the past year, we’ve completed over 100 repairs in five towns whilst maintaining a steady 4.7 star review. In line with our mission to provide opportunities for young bike enthusiasts, all of our experts are high school students from the Long Island towns of Great Neck, Glencove, Plainview, Levittown, and Locust Valley. To schedule a service, bookings can be made at www.longislandbikes.com, where the time, place, service, and expert can all be selected. All of our services are hosted in our expert’s garages, or flexibly around the neighborhood depending on the customer’s request.

Operational Structure

Long Island Bike’s operation model is a service as a marketplace (SaaS). Instead of owning and operating a repair shop, we connect our growing team of experts five current to customers through our website and marketing services. Customers book their repairs through our website where they choose the expert, time, and place for their desired repair. Customer payments are held as prepaid revenue until completion of the repair where experts receive 80% while **LI-Bikes** keeps 20%. Our experts are located in the towns shown in Figure 2A.

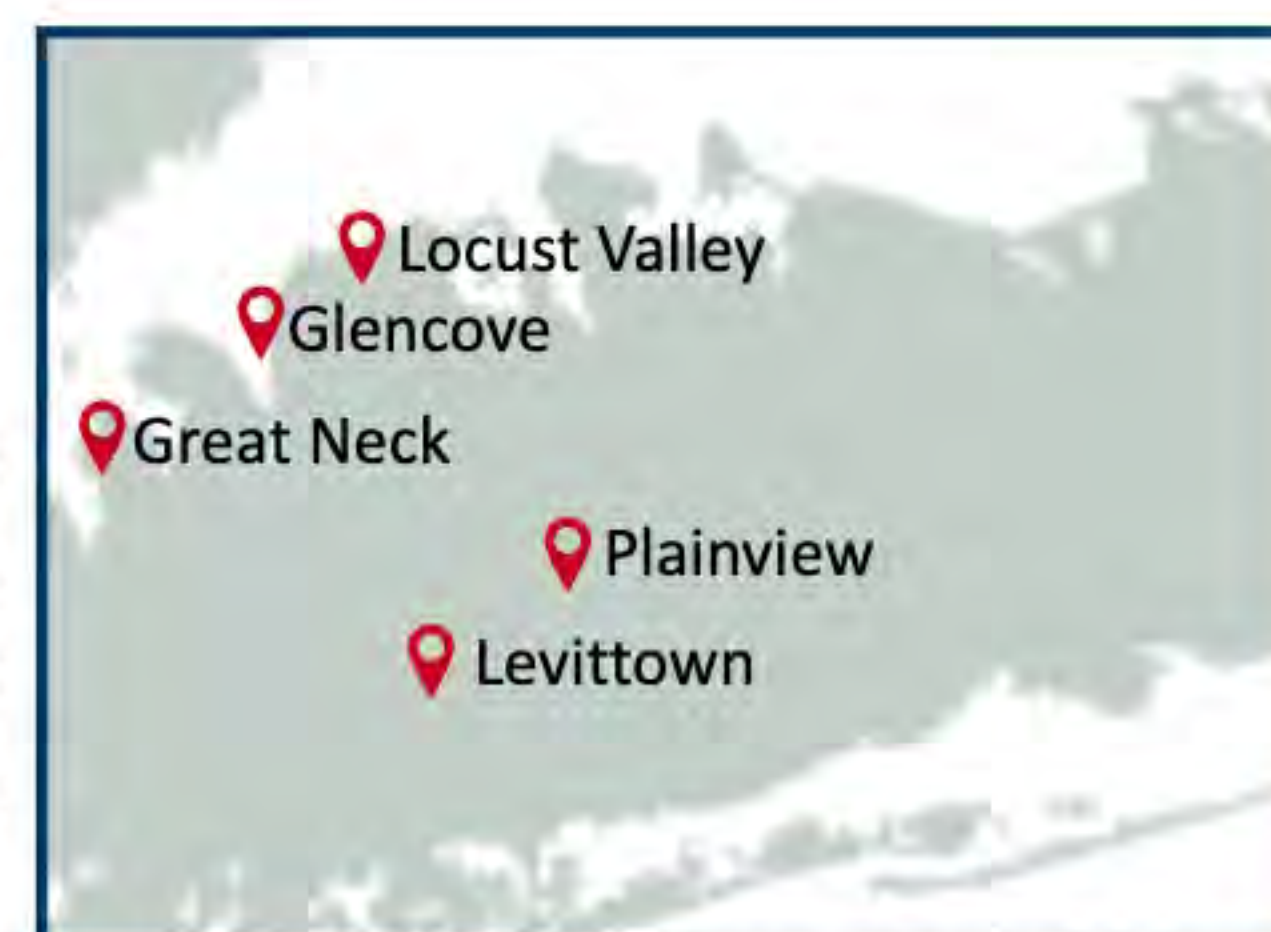


Figure 2A. Operating Locations on Long Island 2026

Inventory Distribution

To maintain immediate availability and maintain operation efficiency, each month experts are resupplied with up to four replacements for ‘critical components’ which include hydraulic brakes, suspension systems, tires, and e-bike wiring. Experts submit requests for parts in low supply one week before the new month, are verified for their sales/inventory, and have parts delivered to the expert’s address. For special parts orders, experts can submit request to **LI-Bikes** and upon approval, will have the parts shipped to them within 4 business days. The total parts request breakdown by town for 2025 is detailed in Figure 2B.

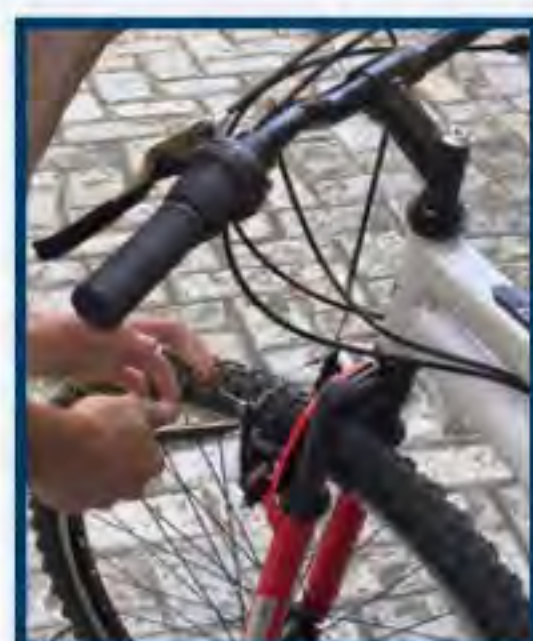
Towns	Hydraulic Brakes	Suspension	Tires	Ebike Wiring	Brake Pads
Great Neck	7	5	3	4	13
Glencove	1	1	1	3	9
Locust Valley	3	0	0	1	4
Plainview	4	0	1	0	3
Levittown	5	2	0	2	7

Figure 2B. Replacements Order Sheet 2025-2026 by town

B. Products and/or Services Offered

Currently, customers can easily schedule a service through our website at www.LongIslandBikes.com. Upon visiting the homepage, they can select their town, choose a preferred repair expert, and specify the type of service needed. While we accommodate general repair requests and are equipped to handle nearly any issue, most of our bookings fall into five core categories — the most popular repair services we offer.

Brake Adjustments



Price: \$10

Gross Profit: **\$300**

Service Time: **15 Mins**

36% Total Orders



Figure 2C. Brake Fix

For regular bikes, as time goes on a brake pad will either wear out and need replacement or overstretch the brake cable. In either case, we'll replace the brake pad or readjust the cable to a safe length.

Hydraulic Brake Installations



Price: \$20 + \$100 AVG Parts Cost

Gross Profit: **\$2,400**

Service Time: **2 hrs**

33% Total Orders



Figure 2F. Hydra-Brakes

E-bikes need powerful hydraulic brakes, but bleeding and tuning brake fluid requires strenuous precision. Our seasoned experts remove air, balance fluid pressure, and recalibrate the system for smooth, reliable, and safe braking.

Suspension Tunes



Price: \$17

Gross Profit: **\$153**

Service Time: **2 hr**

15% Total Orders



Figure 2D. Suspension Lube

As the oil lube thickens or dirt contaminates the springs, suspension tuning is critical for resetting the compression for safer and comfy rides. To reset the "springiness", we reset sag, adjust rebound, compression, and clean the fork stanchion — the pipe that slides.

Tire Replacements



Price: \$20 + \$40 AVG Parts Cost

Gross Profit: **\$300**

Service Time: **2.5 hrs**

9% Total Orders



Figure 2G. Tire Replace

As tires wear out, traction diminishes—raising the likelihood of skidding and blowouts, which compromises rider safety. Our tire replacement service ensures optimal safety, improved handling, and enhanced cycling efficiency.

Ebike Electrical Diagnostics



Price: \$16 + \$35 AVG Parts Cost

Gross Profit: **\$918**

Service Time: **3-5 hrs**

7% Total Orders



Figure 2E. Ebike Rewire

E-bikes use complex wiring, making battery faults, display errors, and controller failures expected. These issues often need diagnostics and part replacement. Our experts manage inspection, repair, and rewiring to restore safe, efficient performance.

Services Summary

Services Distribution

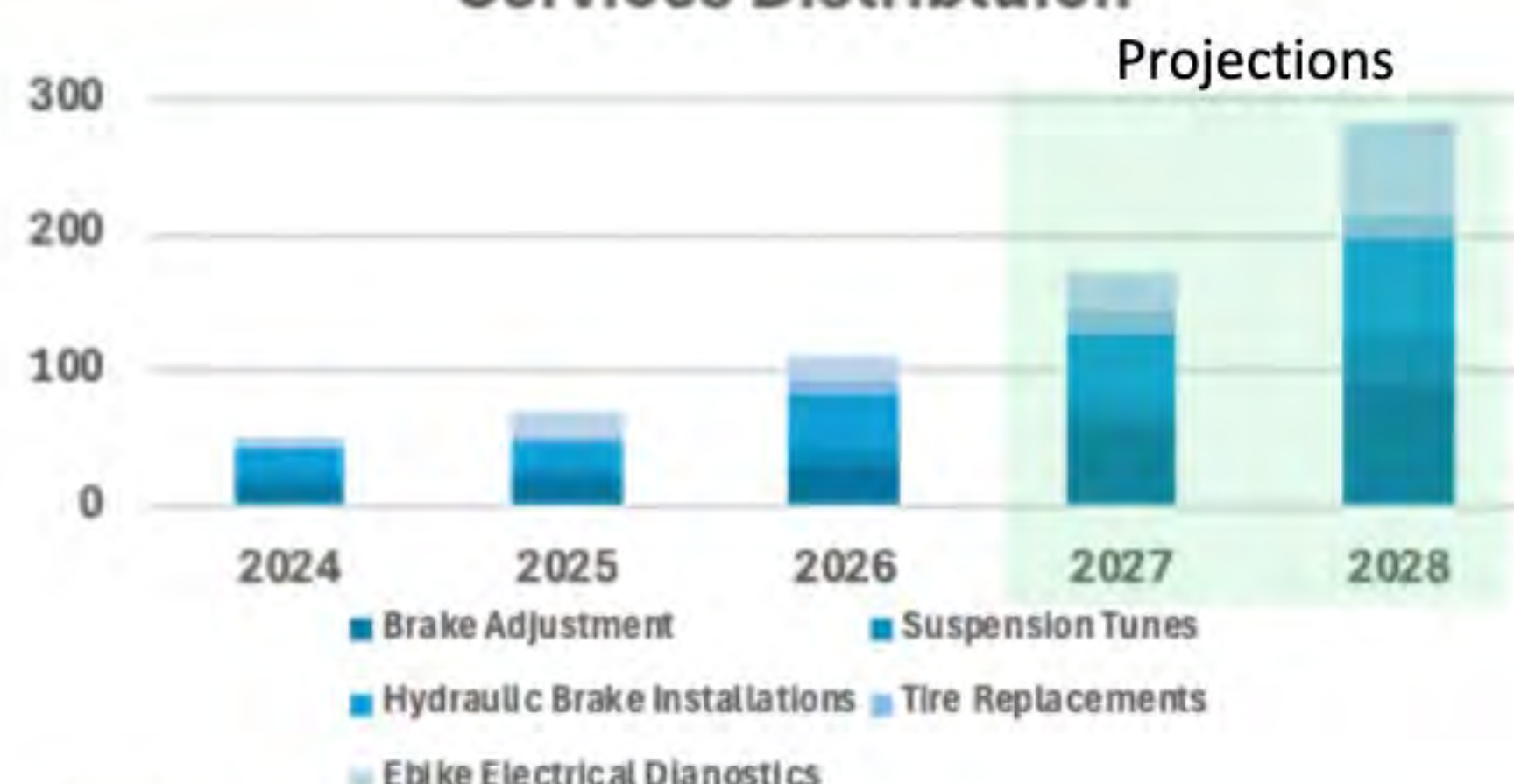


Figure 2H. Services Distribution 2024-2028

Electric Bicycle

85% Our Services are for Ebikes

90% Malfunction Rate/Year

3.6 Average Services/Year

\$45 average service cost



Traditional Bicycle

15% Services are for Traditional Bikes

30% Failure Rate/Year

0.9 Average Services/Year

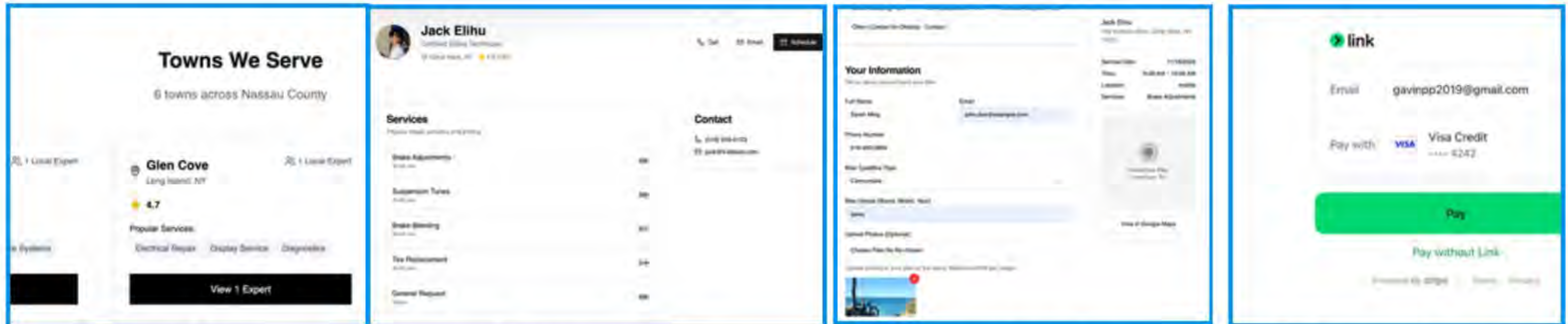
\$25 average service cost



All Gross Profits reflect the 2024-2025 Fiscal Year

C. Unique Characteristics of the Business

Digitalized Bookings



1. Find A Town

2. Choose an Expert

3. Fill out Repair Details

4. Complete Payment

Fewer than 20% of bike shops actively participate in online sales, and even fewer operate through a fully digital infrastructure. By centralizing all bookings, payments, and operational workflows on our website, **LI-Bikes significantly increases efficiency and customer convenience**. This shift replaces the traditional call-ahead model— inconvenient for often younger riders—with a simple, one-click scheduling system. Our **modern website approach aligns with how teenagers already interact with services**, making the process faster, easier, and far more appealing to our core demographic.

Decentralized Service Network

Instead of establishing a physical location, our experts act as distributed nodes significantly extending our radius of operation. This allows us to expand more efficiently compared to traditional bike shops who must physically establish new branches. Experts who've lived in these towns are familiar with the population immediately creating a brand familiarity built off of previous peer understanding. This entire structure also cuts costs on expansion due to being built off of a low overhead model. The clear advantages of decentralized nodes are further explained on page 6.

Low Overhead

Salary Overhead

All of our experts are high school students meaning most are willing to be paid purely on a 80% commission based salary. This contributes to affordability and an asset light expansion plan which competitors currently face.

Infrastructure Overhead

By having students host repairs themselves, we eliminate location and tools overhead which are the largest hurdles most bike shops face. Major bills we avoid include lease, utilities and property insurances. Further, because services are hosted in garages of bike enthusiasts, we can avoid equipment costs like professional tools, workbenches, and bike lifts. This directly contributes to the business's strengths of maintaining our affordability which reduces costs while expanding our customer base.

Peer-to-Peer Service

Repair Passion

Hiring talented youth means our team works not for a high salary, but out of our passion for bikes. Indeed, Chen's 2018 study confirms employment out of passion outputs higher quality work than that of employees who work for the paycheck, a trend we've certainly noticed over time.

Emerging Trends

Teenage experts possess a direct understanding of emerging youth trends—allowing them to anticipate preferred customizations, recognize trends, and stay aligned with relevant bike brands in ways adult-run shops typically cannot replicate.

Friendly Brand Image

Our experts have lived in their towns their whole life building up a reputation in doing so. By being familiar with our local customers, experts naturally connect with teenage customers on shared interests beyond bikes, creating a relaxed, approachable service environment.



III. SWOT Analysis

A. Strengths of the Business

Affordability

While most bike shops **charge upwards of \$150 per repair**, by hiring marginalized high school employees **we've cut this by up to 65%**. First, it means our younger customer demographic can treat a repair as regularized occurrences instead of high cost events. Over time our lower pricing is compensated by the same customer scheduling a greater volume of services. **Refer to Fig.2A.**

Second, lower pricing also means we attract a greater amount of new customers previously deterred by high pricing margins. These are **net new customers** which means even if they don't schedule services at the same frequency of pre-existing customers, they've still expanded our customer base and profits.

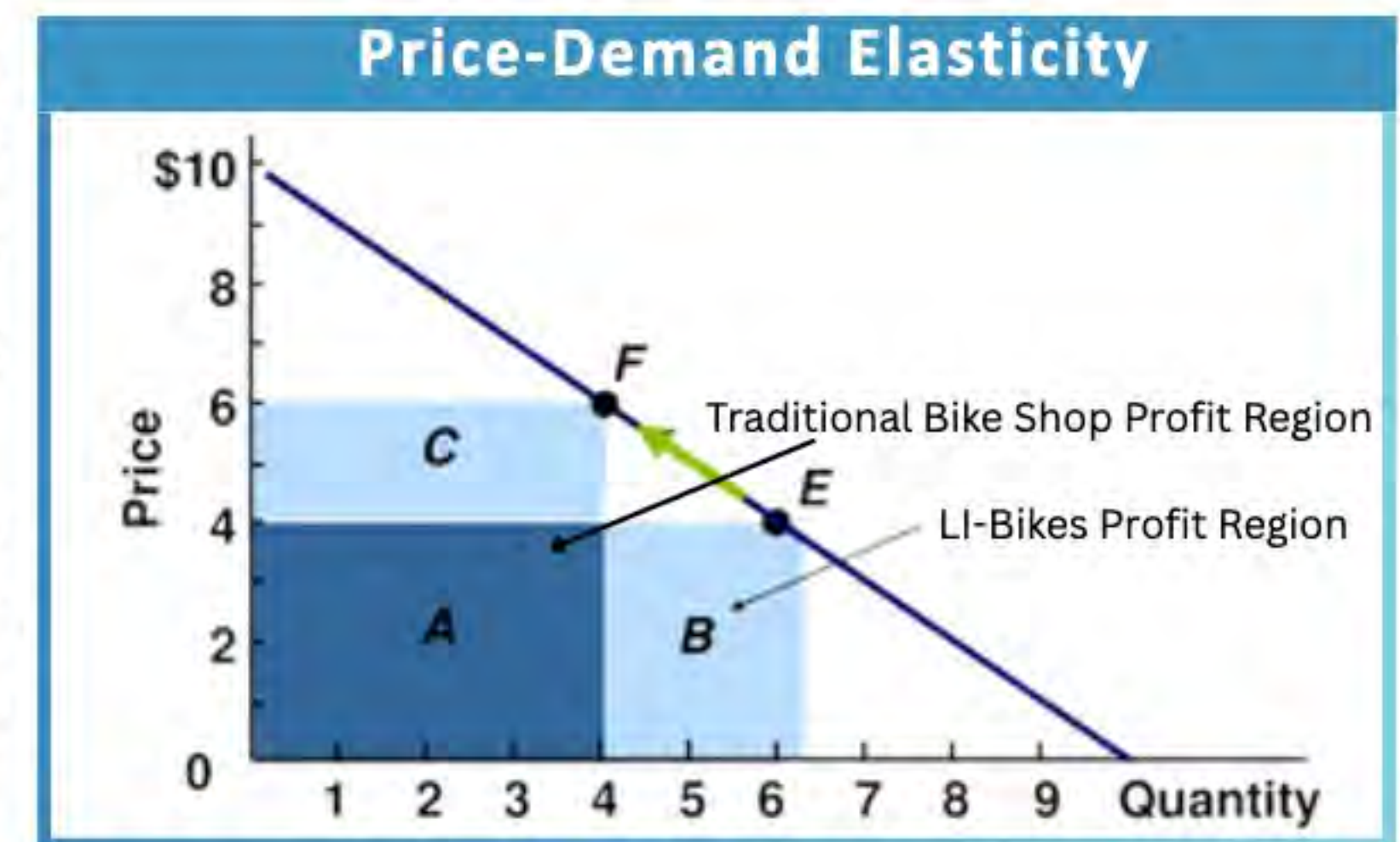


Figure 3A. Price Demand Elasticity

Decentralized Service Network

Service Proximity

On Long Island, **major bike shops** are located **out of town** on major intersections meaning **scheduling a repair** during a weekday is nearly **impossible**. Our services are instead located in the **heart of most neighborhoods** or scheduled flexibly at a place in town. This means customers who couldn't have went out of their way to schedule a service miles away, can now readily **squeeze a repair** down the **into their busy schedule**. This contributes to **LI-Bike's** high repeat customer conversion rate by making repairs a regularized service.

Servicing Population		
Operational Area	Travel Time	Aggr Customer Base
- More Serviceable Towns - Wider Marketable Area 275 mil² Operational Area 3.48x more area than competitors	- Reduced in-region travel Time 17 Minutes town-based travel time 1.7 mile average travel distance 68% less time than competitors	24,200 Serviceable Population per town 121,000 Serviceable Population in Long Island 5.1 Times more than competitors
Scaling		
Scaling Overhead	Future Expansion	Utilization Efficiency
\$250 inventory overhead per new shop 150\$ to open new servicing location (marketing cost) - Low Risk – Commision based onboarding	- Unlimited expansion area 25 towns projection by 2030 \$280 gross profit/expert \$840 base gross profit/town 37.9% Expansion Rate / Year Compounded to 2030	100% Expert Uptime – Only work when repair is scheduled - Commision Salary – only paid after having made net profit - Fits into a busy teenager school schedule

Customer Satisfaction

Brand Reputability

As detailed on slides 6 and 8, **LI-Bikes** provides a broad range of service options, with particular strength in e-bike repairs. This **versatility attracts a wide customer base** that can depend on us for any repair at any time, reinforcing our strong repeat-use rate. By additionally – servicing for a mainly teenage customer base by a teenage expert contributes to a **sense of camaraderie as teenagers** naturally hold high impressions of eachother. The measures contribute to **LI-Bikes** high **repeat conversion rate** and **95%** of our google reviews mark 4-5 stars.

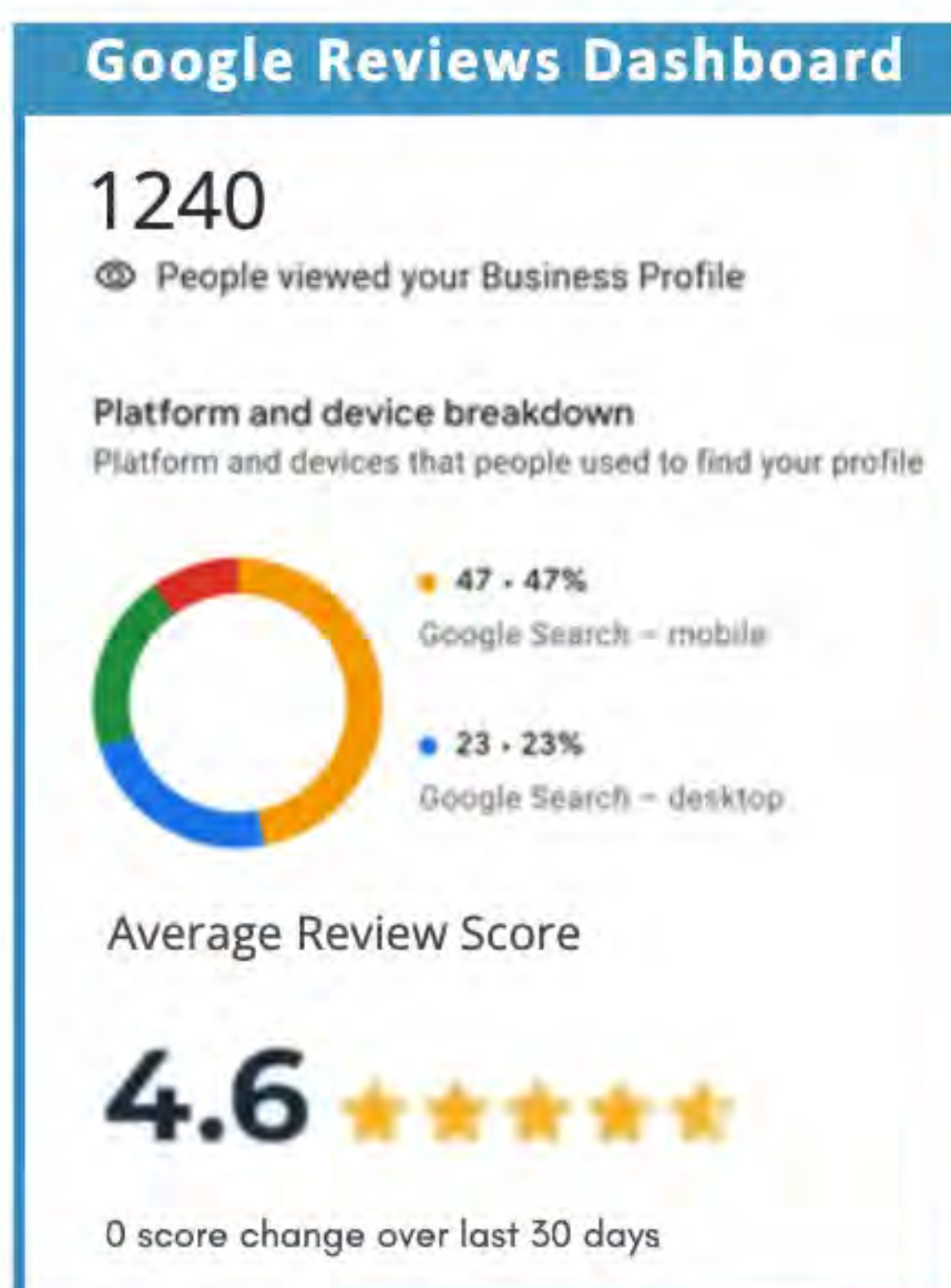


Figure 3B. LI-Bikes Google Business Dashboard

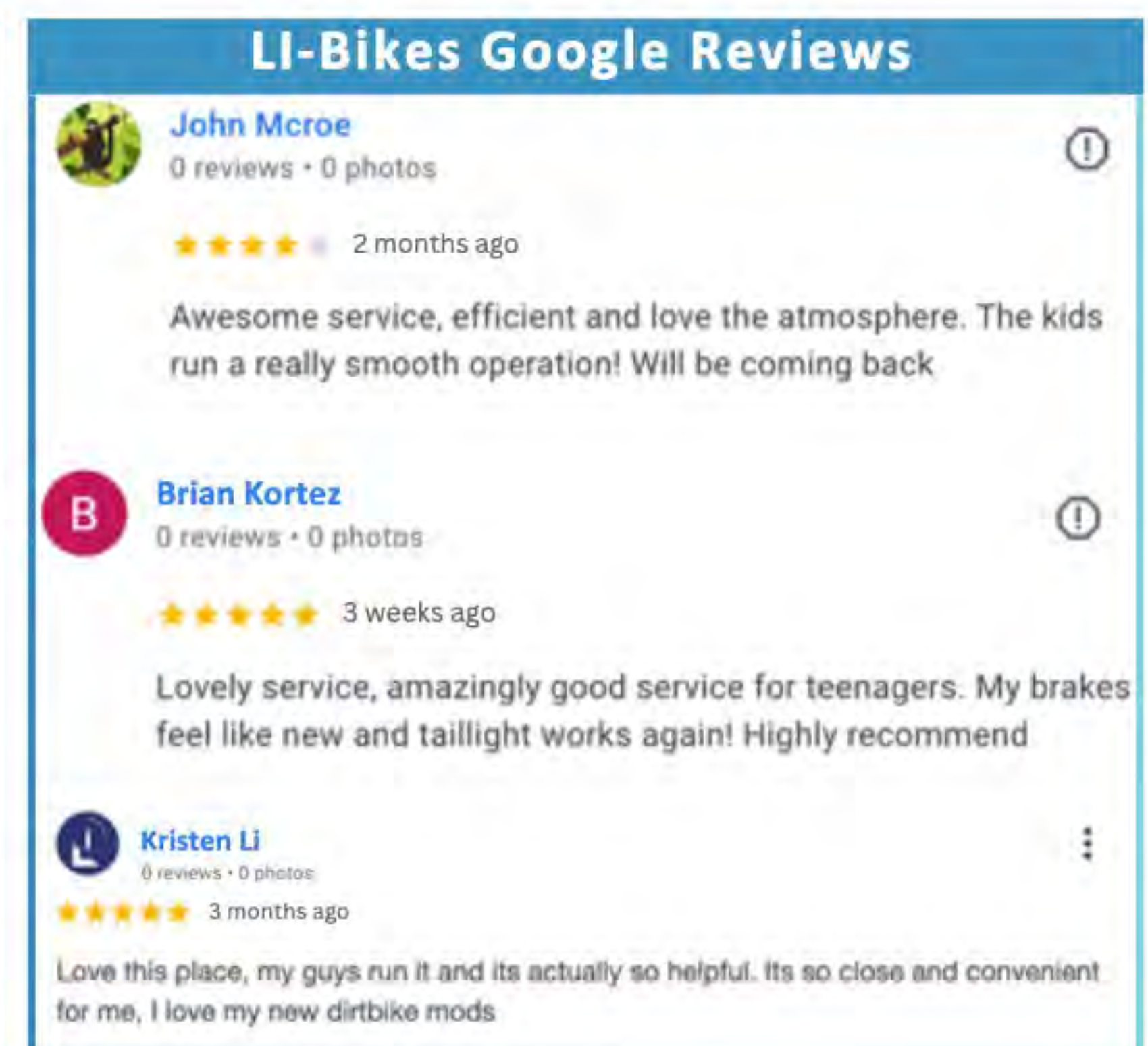


Figure 3C. LI-Bikes Google Business Reviews

III. Swot Analysis

B. Weaknesses of the Business

Seasonal Customer Base

Seasonal Operations

LI-Bikes is a highly seasonal business, dependant on the weather and temperature outside. Spring and summer are considered prime time for biking due to the warmer weather after winter. Thus the high season for **LI-Bikes** services are found in these warmer months but this also trades off as after October service requests drastically dwindle. From **November till March**, **LI-Bikes** receives **<65% of its regular summer servicing volume**. As we continue to expand and promote the business, reducing emphasis during colder months and reduced onboarding during this period will save costs while **accelerating promotion during warmer months will boost profits**.

Seasonal Servicing Requests

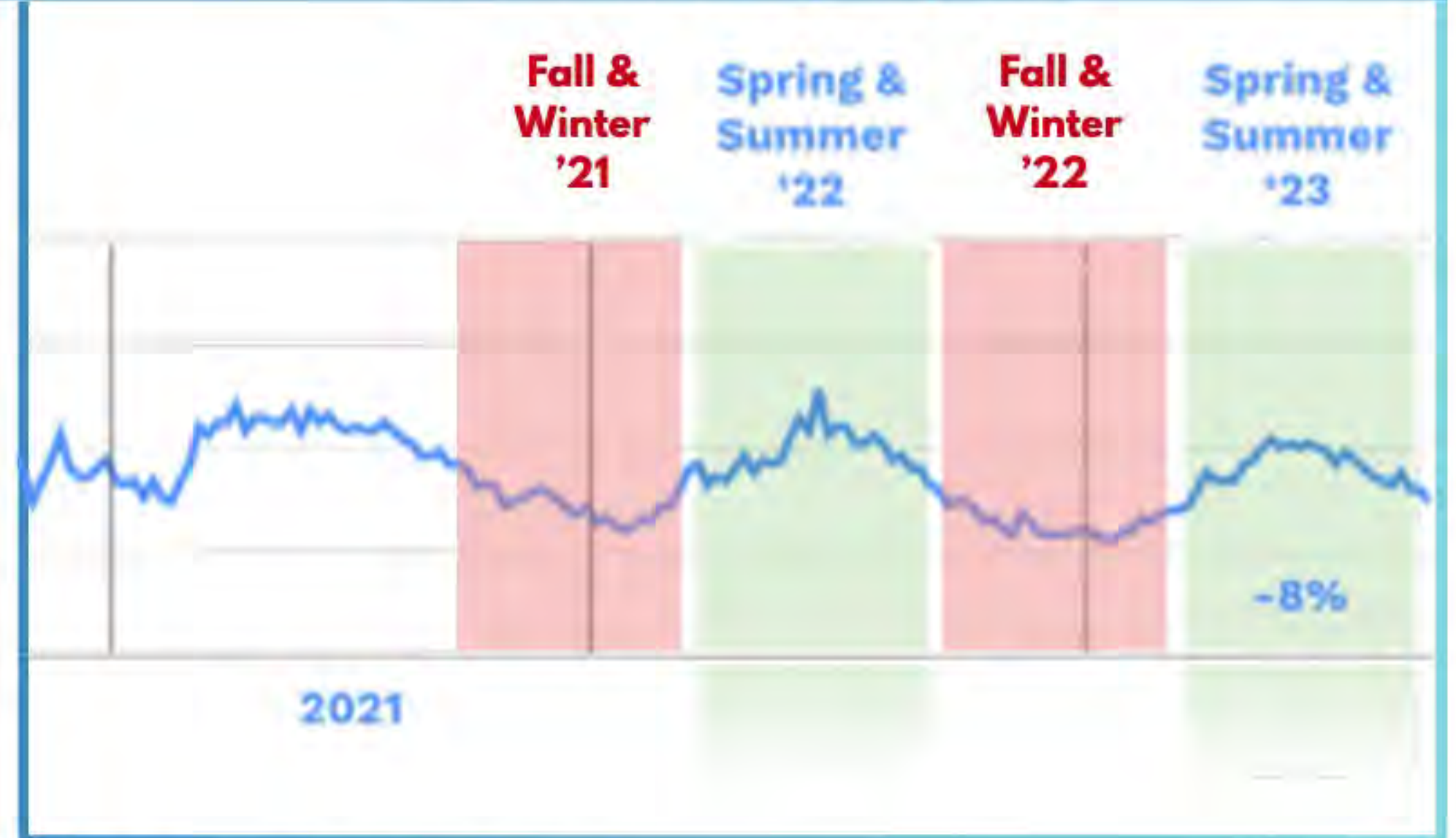


Figure 3D. Seasonal Customer Orders

Limited Outreach

LI-Bikes Instagram

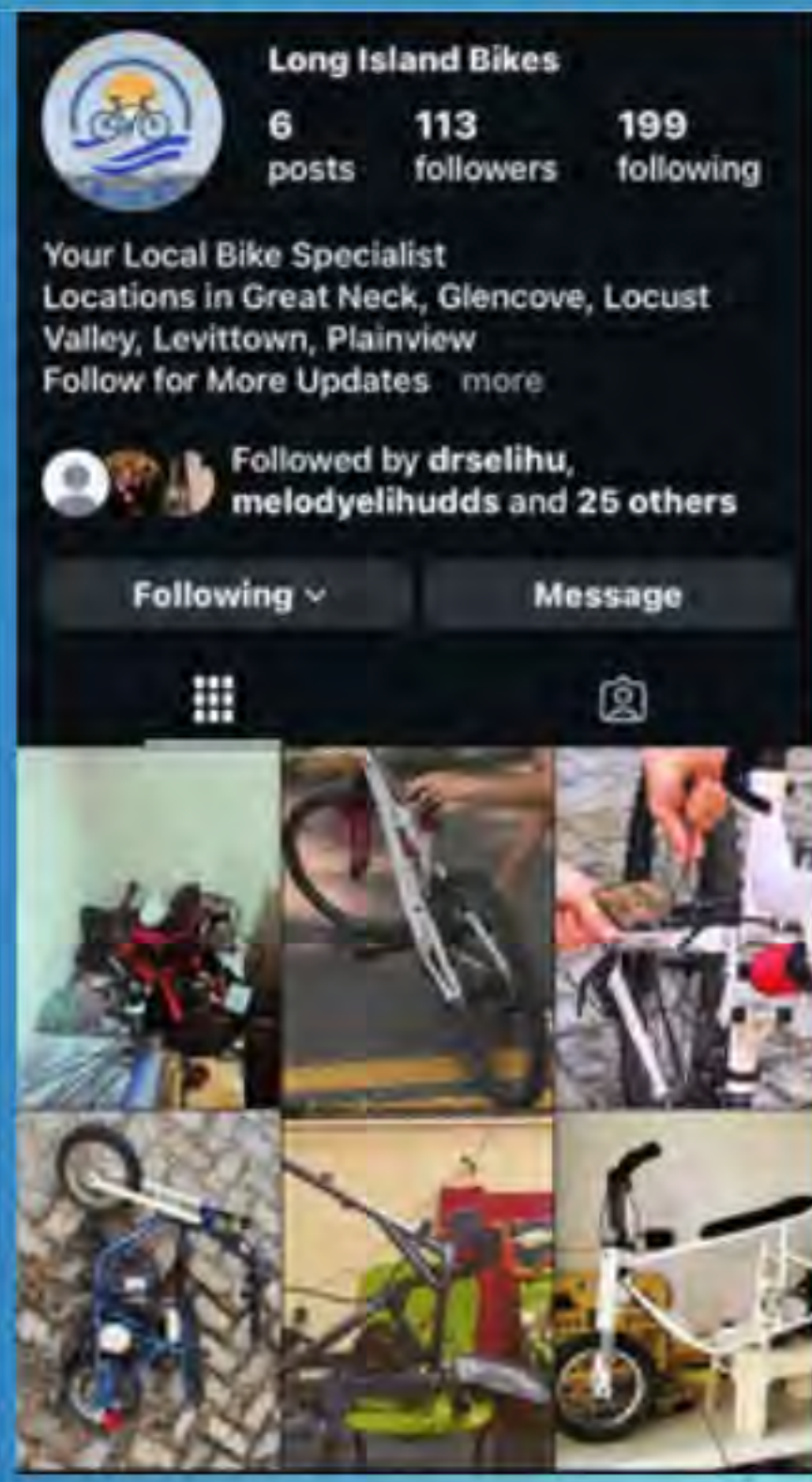


Figure 3F. LI-Bikes Instagram Page

Lack of Audience

Our achilles heel for the past two years has been an **inability to market our offerings to a wider audience**. Despite our services having better value than traditional bike shops, a lack of street recognition has **limited our growth potential**. Main channels of recognition have been through word of mouth or direct to consumer pitches which greatly hinders the efficiency of reaching a wider customer base. **Expanding our online presence** in our growth plan best addresses our current gap in audience recognition.

Quality Control

Youth Credibility

Despite the full trust we have in our experts, it's expected that due to our youth - **service quality can vary**. Although we've had very few instances of poor repairs, each time we do is **magnified in scope compared to regular bike shops due to our perception of being inexperienced**. Further, as we expand, it'll be harder to maintain uniform service quality over teams double or triple the size now. Lastly, while we are familiar with popular teenage E-bike brands now, as the market grows and rapidly saturates with lower quality bikes, it will definitely start becoming a challenge in maintaining full coverage for all Ebike repairs.

Student Employees

Constrained Schedule

A huge downside to only hiring highschool experts is the **time tradeoff apparent between school work and bike repairs**. The most obvious schedule constraint is from 8am-5pm if the expert has sports, and on top of that homework or other commitments eat even more time out of an expert's availability. As a result, most experts are only free on weekends or in the evening on weekdays. This is **mitigated as our target customer segment teenagers follow the same schedule** an redundancy of 2-3 experts per town reduces the chance of complete service downtown. As we expand, additional redundancy for larger towns contributes to our reliability and customer trust.

Age Bias

Student employees are perceived as **inexperienced or less capable**. While this may be true in some industries, the biking world is different—many **passionate young experts possess knowledge and skills** that rival, or even exceed, those of seasoned professionals. However, because customers are usually unfamiliar with the cycling industry, conveying this expertise can be challenging, losing potential customers from this age bias. The best way to **address this is through strong, consistent brand recognition** through google reviews, maintained by high service standards by hiring top vetted teenage bike experts.

III. Swot Analysis

C. Opportunities Available for the Business

Scaling Up

Location Expansion

Scaling the amount of servicing locations from our current 5 to identified **21 available towns** offers an excellent opportunity to increase our consumer base and profits. Ebike growth across the island along with Nassau county bike initiatives means nearly every Long Island town is now experiencing rapid adoption of bicycles and a demand for servicing. Plans to expand into Suffolk remain secondary to Nassau.

Expansion Location Projections



Figure 3G. Town Expansion Blueprint

Expert Recruitment

Along with opening new locations, we need to scale our team to match. Expanding our current squad of 5 into an army of 30 experts will not only strengthen service capacity in existing towns, but also **allow us to cover 10+ additional communities** across Long Island, dramatically expanding our customer base. **Redundancy of 2-3 experts per town reduces operational down time** and maintains reliability and brand reputability.

Long Island E-Bike Growth

E-Bike Popularity Surge

E-bike usage in the Long Island region has nearly tripled since 2020 and is **projected to grow another 65% YOY**, positioning the NYC metro area as the fastest-emerging hotspot for e-bike adoption nationwide. A New York State study reports that teenagers account for nearly half of new e-bike users—substantially increasing the customer value of our target demographic. This trend creates a **prime opportunity for LI-Bikes to engage a teenage market** with limited exposure to e-bikes and the complexity of their repair needs. Moreover, **e-bikes require significantly higher service frequencies**, indicating that this growing audience will depend heavily on repair solutions like ours.

NYC Metro Area Ebike Growth

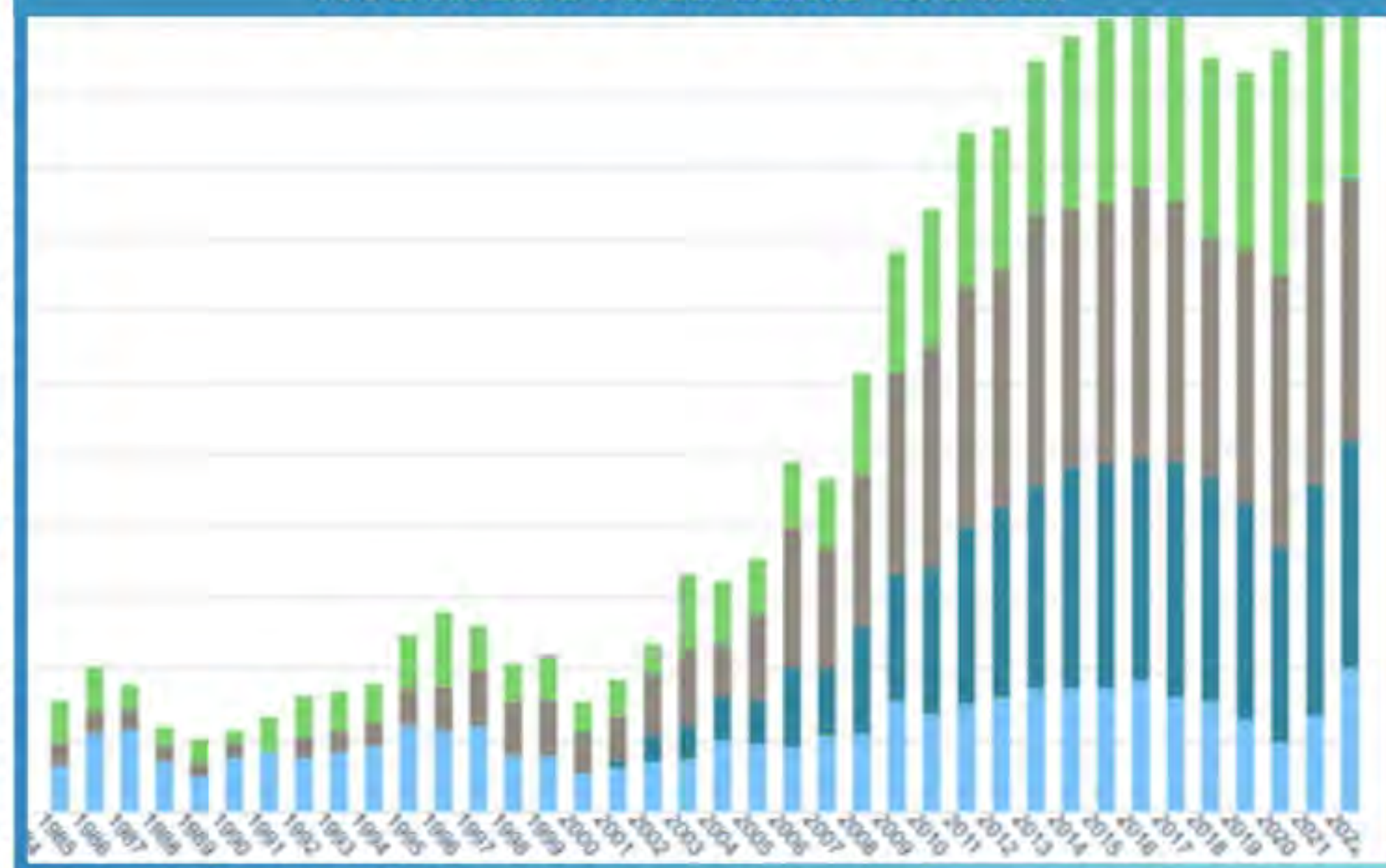


Figure 3H. NYC Metro Ebike Growth

Nassau County Bike Growth Initiative

Nassau County has enacted a **10-year e-bike expansion initiative** that accelerates Long Island's projected growth trajectory. The policy develops more than 150 miles of new biking trails and dedicated lanes stretching and is expected to further stimulate both traditional and electric bicycle adoption. This **expands our customer base** whilst also providing an **opportunity for a county partnership** for dedicated repair shops along county trails.

Proposed Expansion Plan



Figure 3I. Nassau County Bike Expansion Initiative

Teenager Customization Trend

Teenagers aged 14–18 represent nearly 50% of Long Island's current and projected e-bike growth, positioning them as a high-impact market segment. Research from EbikeRadar shows that **teenagers treat e-bikes less as transportation and more as a way to "express values and style,"** with many adding stickers, lights, and customized frames to showcase individuality. This trend creates a **strong opportunity for LI-Bikes to launch a comprehensive customization service** that handles installation, upgrades, and full bike redesigns. Given that teenagers already spend between \$100–\$500 on modifications, this service line offers a naturally lucrative and demand-backed revenue stream.

III. Swot Analysis

D. Threats To the Business

County Ebike Regulation

Nassau County's recent regulatory response to rising e-bike usage—including a minimum riding age of 16 and a 20 MPH speed cap—has the potential to reshape the local market. Current data indicate that nearly **half of riders violate at least one of these restrictions**, creating a regulatory environment that could discourage ridership if enforcement intensifies. To date, however, enforcement has been inconsistent. Local authorities often struggle to distinguish between Class 2 e-bikes (capped at 20 MPH) and Class 3 models capable of exceeding 30 MPH, resulting in **limited crackdowns and minimal deterrence** for underage or high-speed riders. Looking ahead, a shift toward strict enforcement would directly impact LI-Bikes' core customer segment of younger riders. This scenario **could compress our teenage market**, reduce service volume, and place downward pressure on margins. Should this occur, **LI-Bikes** would need to pivot toward the 16+ demographic, adapt its branding to older riders, and recalibrate marketing strategy to protect revenue stability.

E-bike Classifications	
Class 1 + 2 E-Bike	Class 3 E-Bike
	
Unregulated	Regulated
• 20 MPH max speed • Pedal Assist Required • Pedestrian Friendly • No minimum age requirement • Designated Bike Lane Access • No Drivers Licence Required • No licence plate requirement	• 30+ MPH max speed • Throttle Motor Engine • Higher Performance • 16 minimum age requirement • Designated Street Access • Drivers Permit Required • Minimal licence requirement



Figure 3J. Nassau County Ebike Regulation

Repair Shops Competition

Reputation

Traditional bike shops are typically adult-run, which naturally gives them stronger perceived credibility. This can create skepticism about our model, as some customers may question choosing youth experts when more established, adult-operated options are available—even if they're farther away. As a result, this **perception can draw potential customers away** before they fully understand the quality and convenience we offer. Thankfully, our growing **positive online reviews work to mitigate potential worries**.

Service Overlap

Because traditional repair shops carry stronger perceived legitimacy—especially among older customers—some consumers default to their services despite higher prices and greater distance. This will continue to limit our growth until we establish basic market legitimacy, after which this **risk will diminish as customers recognize and trust the advantages our model offers**.

Self-Learning Culture

Social media and online platforms have expanded consumer access to do-it-yourself repair tutorials, reducing reliance on professional services. This trend poses a direct threat to our brake-tuning segment at an estimated **14% reduction in sales** to our highest-volume revenue driver—as well as potential risk to other services (tire replacements, suspension tuning). This can later on cut into the size of our customer base and eventually our profit margins. However, **many repair services still present significant technical barriers** to entry due to their inherent complexity (**brake bleeding, electronics diagnosis**)

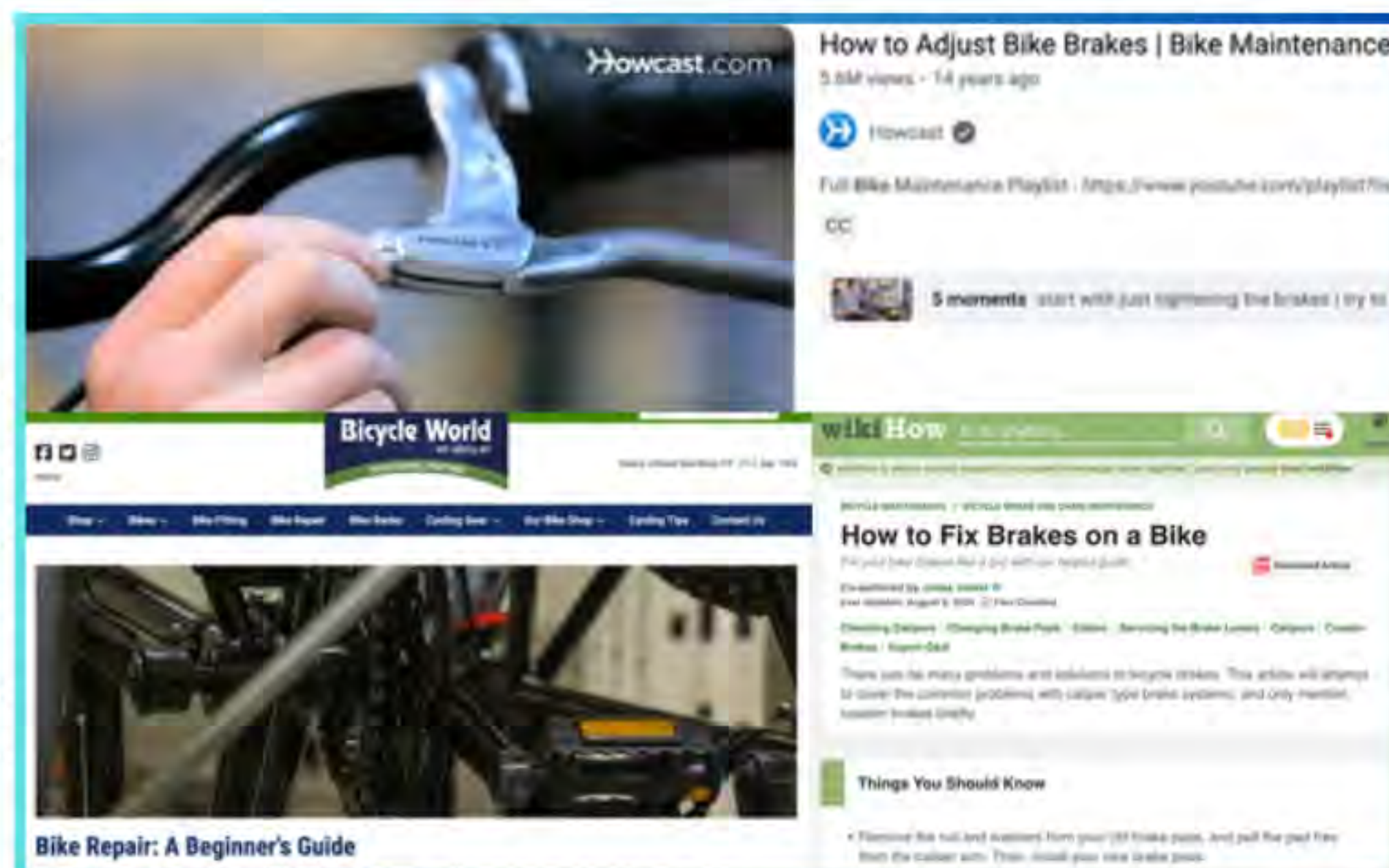


Figure 3K. Wikihow & Bicycle World Bike Repairs

IV. Five Year Growth Plan

2026
Marketing and Onboarding

The **2026** growth strategy centers to support long-term growth and customer loyalty, we are introducing a subscription-based bike service program. This service provides riders with convenient, reliable, and affordable bike care throughout the year. By offering flexible plans with exclusive benefits, we make bike ownership easier while creating consistent revenue for the business, still encouraging regular bike maintenance. Our subscriptions are designed for all costumers.

Subscription Plans				
Package	One-Day Setup \$64.99 /one-time - Full bike/e-bike assembly - Motor tunes & tweaks - Complete bolt tightening - Premium brake upgrade - Gear adjustment & calibration - Safety inspection checklist - Same-day turnaround Book Setup	Basic \$19 /Quarter - Discounted pricing on all repairs 2 free repairs per year - Standard service queue - Email support Select Plan	Gold \$39 /Quarter - Enhanced discounted pricing 5 free repairs per year - Free bike stickers - Priority email support - Member-only promotions Select Plan	Premium \$69 /Quarter - Maximum discounted pricing - Unlimited free repairs - Free bike stickers - Free bike pickup & delivery - Priority servicing 24/7 phone support - Exclusive member events Select Plan
	One-Day Setup	Basic	Gold	Premium
Details	The One-Day Setup plan delivers a professional complete bike or e-bike setup in a single visit . Our technicians carefully assemble the bike, fine-tune the motor and drivetrain, and ensure bolts are tightened to spec for maximum safety and performance. With precise gear calibration, and a full safety inspection , a bike will be ride-ready the same day. This plan is perfect for new bikes or riders who want confidence, quality, and convenience right out the box.	The Basic Subscription plan is an affordable way to keep your bike running smoothly year-round. Members receive discounted pricing on all repairs along with two free repairs annually , helping reduce maintenance costs over time. With access to our standard service queue and reliable email support, this plan is ideal for casual riders who want dependable care without a high monthly commitment.	The Gold Subscription plan is designed for riders who want premium value and priority service. Members receive enhanced discounts on all repairs, five free repairs per year , and access to exclusive member-only promotions. With priority email support and bonus perks like free bike stickers , this plan offers a balance of savings, convenience, and VIP-style benefits for frequent riders.	The Premium Subscription plan delivers the ultimate bike care experience with maximum savings and total convenience. Members receive the highest discounted pricing available, unlimited free repairs, and complimentary pickup and delivery for every service. With 24/7 support, exclusive member-only events, and bonus perks like free bike stickers, this plan is built for dedicated riders who want worry-free, VIP-level service year-round.
Annual Profit Contribution	Units: 8 Gross Sales: \$520 Net Profit: \$380	Units: 9 Gross Sales: \$684 Net Profit: \$410	Units: 12 Gross Sales: \$1,872 Net Profit: \$1,123	Units: 7 Gross Sales: \$1,960 Net Profit: \$1,176

Development and Implementation

The four subscription plans will be **integrated into our app through a tiered membership system** where users can easily view benefits, manage subscriptions, schedule repairs, and request pickup and delivery. The plans will also be **featured on our website with clear descriptions**, pricing, and calls to action to make enrollment simple. Marketing will focus on social media platforms like Instagram and TikTok, using short videos, promotions, and customer testimonials, along with email campaigns and in-store advertising to drive awareness and sign-ups. **By 2020, customization plans will be included within the subscription packages**, and pricing will be adjusted accordingly to reflect the added value and expanded services.

Financial Return

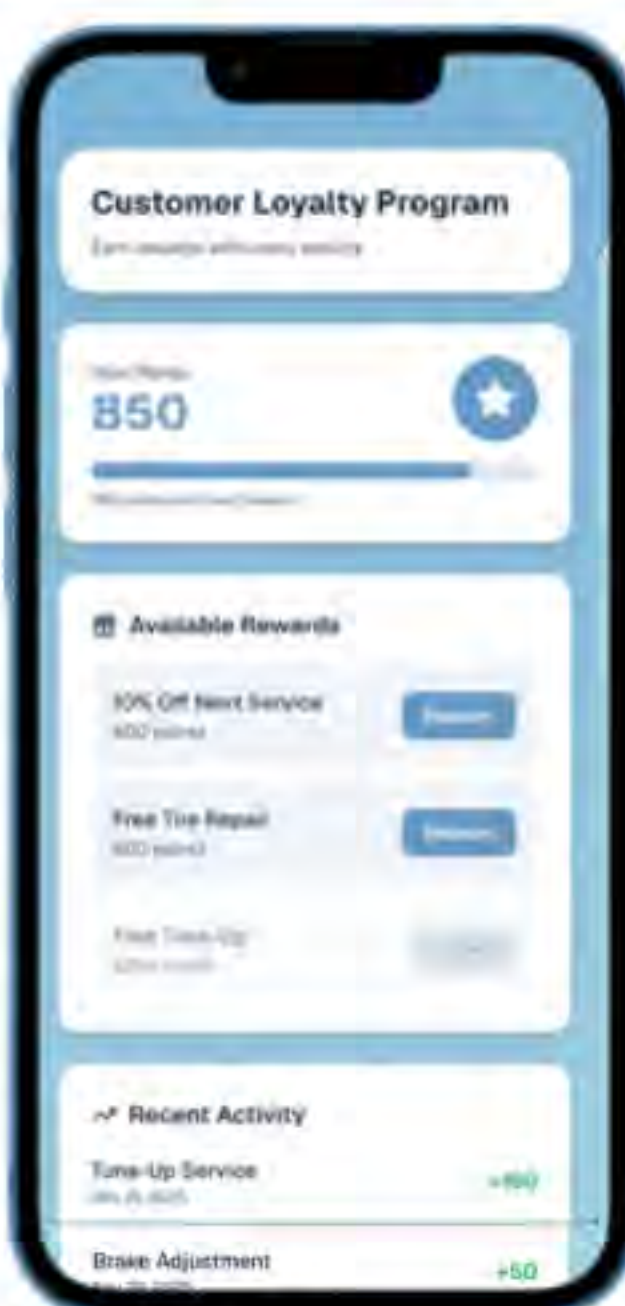
In the **first year of implementation**, we estimate a total of 26 subscription unit sales for a gross sales profit of \$5,036 and **net sales profit of \$3,089**. We expect the **One-Day Setup plan to grow the fastest at 20% YOY** for the first two years due to its practical usage for customers and high customer value. The remaining **subscription plans will present slower growth at 13% YOY** for the first three years with a slight increase in 2028 because of significantly added value from customization services. Pricing for all plans will decrease by up to 10% by 2030 as operating costs decline with scale. The **overall net profit projection in 2030 is \$5,200**.

The deployment of a mobile application will **enhance LI-Bikes digital infrastructure** and **streamline customer interaction** with the brand. The platform centralizes service scheduling, account management, and communication, reducing transactional friction and **improving operational efficiency**. By delivering a **more accessible and consistent user experience**, the app is positioned to increase customer retention, strengthen brand engagement, and support sustained revenue growth.

Mobile App Features

Customer Loyalty Program

Our loyalty program exclusive to our app contributes to a higher repeat conversion rate by **encouraging customers to spend more** in order to **earn longer term discounts and benefits**. Customers can earn points by scheduling repairs or by posting positive reviews/referrals to their social media pages. We expect this feature to **boost engagement by 2.2x** as demonstrated in other mobile booking apps (Booking.com, Expedia, Marriott).



Calendar Modal

The flexible booking calendar is connected to our Firebase data hosting module which seamlessly integrates the mobile app into our current website-centered scheduling structure. Customers can **view an expert's availability schedule** and schedule a repair in **just five clicks**. The calendar features a scrollable and easy to use time slot selection modal which will **boost customer conversion by 2.6x** compared to our current website.



Booking Module

The simple three step booking module is a simple to use, scrollable, and **efficient alternative to our current website** which can be cumbersome to less tech savvy adults. Teenagers will be familiar with the layout which **mimics popular social media and ecommerce apps** (Tiktok Shop, StockX, Goat). By having the booking module follow the calendar modal, customers can seamlessly schedule a repair – boosting repeat conversion.



stripe Payment API

The Stripe Mobile Payment API will be integrated into the mobile app which ensures **financial security** for customer transactions as well as **modern looking appearance** customers are already familiar with. The API saves payment info to make repeat transactions more efficient and accepts all major banks as well as Venmo and Paypal. The API will **boost conversion by 1.10x** according to similar mobile business apps.

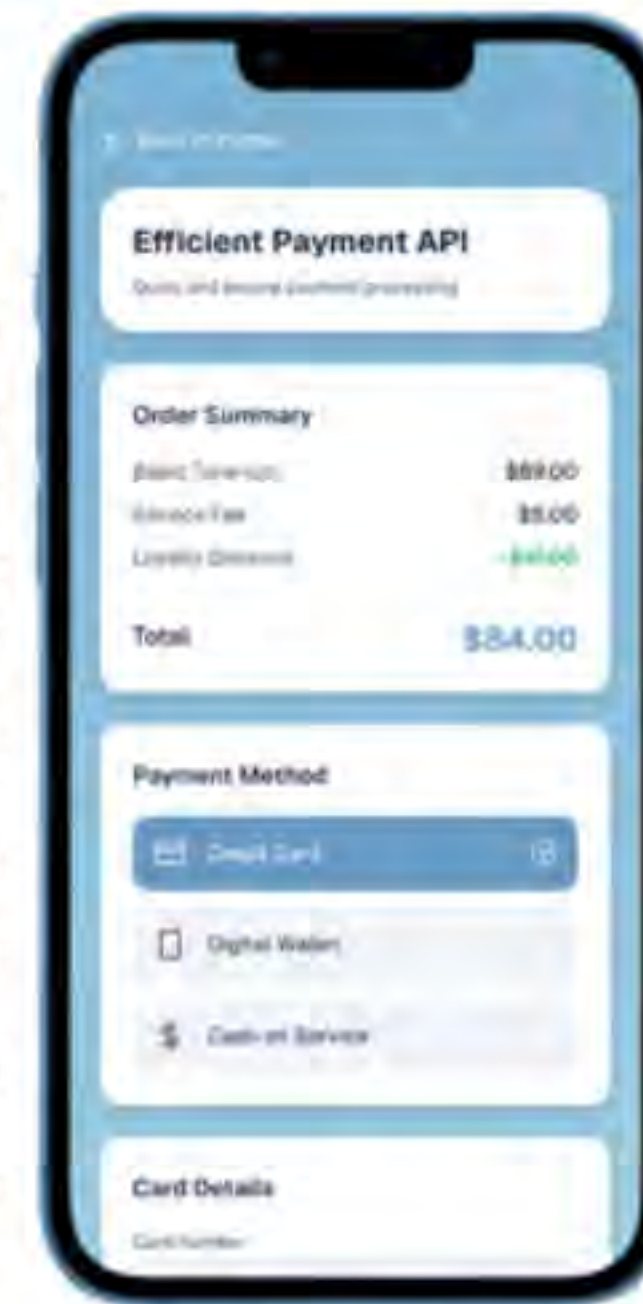


Figure 4A. LI-Bikes Mobile App Mockups

Development and Implementation

The development will be **outsourced to a freelance app developer** who will build a full stack mobile app for **\$12,000** whose data is stored on our current Firebase servers. The development will begin in January and will take **two months to fully develop and upload** the app to the Google Play and IOS app stores. We project a three month adoption period for current customers and new customers to switch from our website to mobile app. The app will be hosted through Netlify's backend server hosting which will become a new overhead cost at **\$20.99/month**. An estimated **early adoption population of 500 users** is projected by the end of 2027 and 1,200 by the end of 2028.

Financial Return

In the **first year of implementation**, **LI-Bikes** will have onboarded 24 experts for a total of 47 experts. Assuming all features are integrated and perform similarly to those of other mobile booking apps, the **weighted average uplift in sales conversion is 2.24X**. The current average gross profit for an expert is \$280; after the 2.24 conversion this becomes \$630 or **\$29,478 across all 47 experts**.

The **2028** growth plan focuses on partnering with local businesses to horizontally expand out customer base. We plan to do this in two segments: **Integration** of local bike shops into our digitized network, and **Partnerships** with general businesses that would benefit from having access to a bike repair service (Schools, Apartments, Food Delivery Services).

B2B Network Schematic

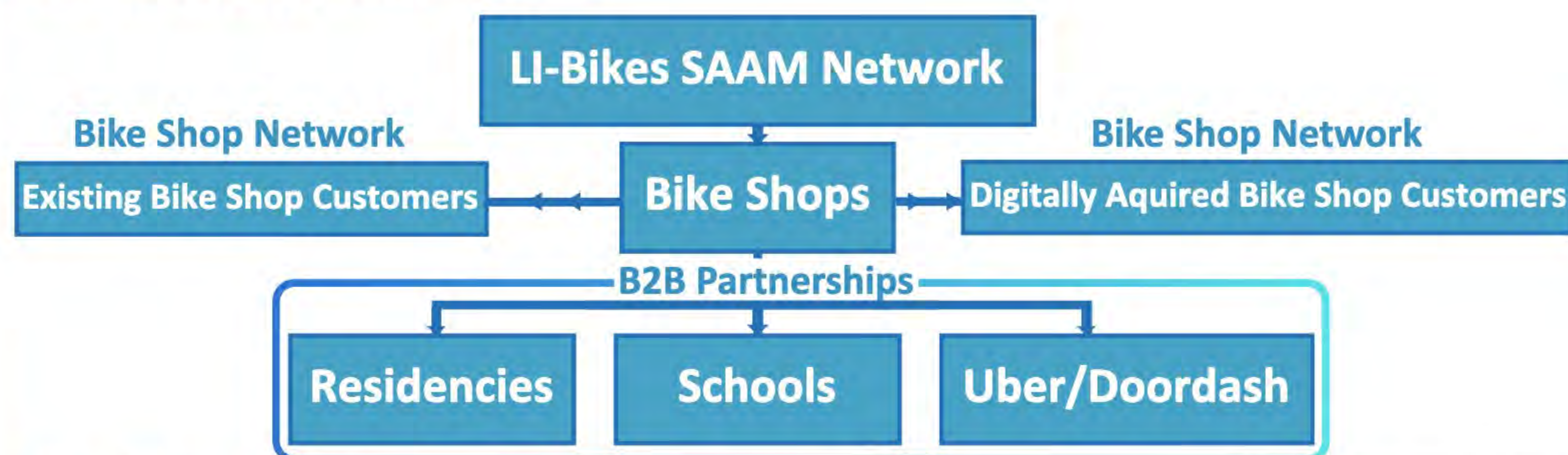


Figure 4B. LI-Bikes B2B Network Schematic

Bike Shop Network Intergration

Eight out of eleven major bike shops across Long Island lack a digital website to interact with customers which hinders their ability to access a wider customer base while also introducing booking friction with existing customers. We will actively seek **opportunities to integrate existing bike shop experts/services into our digital network**, both increasing our own servicing capabilities while also offering a shop's preexisting customers a **digitalized channel to interact with the brand**. This also establishes **LI-Bikes** as a **single point of market access** to riders across the island, consolidating digital access to bike shops solely onto our website.

B2B Partnerships

Residencies



At apartments we will begin monthly bike **servicing days** where we're paid a **flat fee** in advance for repair servicing during a selected day.

High Schools/Universities



At secondary schools or universities, the average distance to a bike shop is **8-10+ miles**. Offering on campus servicing by hiring college students to offer services out of their dorms provides busy students **cheaper servicing** and critically **cutting down travel times**.

Food Delivery Companies



Most food delivery drivers use bikes to cut costs. Offering a **pre-paid servicing contract** option with food delivery companies helps give Uber or Doordash an upper hand in employee benifets while generating **consistent demand for our services**.

Financial Return

We expect to secure contracts with 14 local apartments/condos as well as 5 high schools. Uber and Doordash partnership contracts will take longer to secure and likely will be finalized in 2029. The **project revenue for an apartment/condo is \$9,600** annually; and the **projected revenue per high school is \$5,000** annually. In 2028, we'll generate a total of \$14,600 in gross revenue or **\$8,760** after a 60/40 pay split with experts. In 2029 after we sign contracts with Uber/Doordash fleet managers, we expect to generate an additional **\$18,000** in net profit. After a 60/40 revenue share with experts, **LI-Bikes** will retain **\$10,704** in net profit.

Starting a refurbishment program for bikes across Long Island revitalize unused bikes sitting in people's garages to sell them for cheap later on. This process allows us to cut costs for new bike owners while also expanding the biking community.

Refurbishment Process

Procurement

The procurement process starts on our website with the customer scheduling a date for intake and inspection of their bike. The customer can either have an **expert come to their home or bring the bike to the expert for the initial inspection**. Based on the inspection, we'll determine an upfront price offered to the customer.

Refurbishment

The process of refurbishment consists of first completely disassembling the bike and discarding unusable parts. **Usable components will be thoroughly cleaned and degreased**. Discarded parts will have sourced replacements from distributors like Fox, J&B, and QBP. Lastly we'll **reassemble the bike by torquing bolts and screws** to correct specs of the bike as well as greasing the bearings and shafts.

Resale

The final step of resale begins by listing the bike on the LongIslandBikes.com website as a listing along with the relevant bike details (ie: pricing, replaced parts, wear and tear). We'll use digital geo targeted marketing to engage relevant customers on Long Island who've also queried for cheap or refurbished bikes. Additionally, we'll **contract teenagers at Long Island high schools** who have insight into the biking community to sell refurbished bikes on commission. **Prices of refurbished bikes will be marked up 40% to the summed procurement cost** of the bike and required parts purchases, and 40% of the marginal profit on the bike will be given to the expert who handled the refurbishment process.

Market Insights

Current commuter bike demand growth is driven by value-first customers for both traditional and electric bicycles. Offering refurbished bikes addresses this demand by lowering costs for consumers while **providing detailed insight into the value a listed bike has**. Market skepticism from consumers for bikes sold online is currently driven by an oversupply of new bike brand listings online. **Offering discounted servicing or warranty plans** for refurbished bikes can address this, compounded by the fact Long Island Bikes is inherently a bike servicing network.

Refurbished Bikes

Each bike undergoes our rigorous 50-point inspection and restoration process.

Excellent	Very Good
	
Carbon Road Pro 2021 • 56cm • 2,400 mi Lightweight performance road bike, perfect for long rides and racing... \$1299 \$2400 46% off REFURBISHMENT New chain & cassette Brake pads replaced Full tune-up +1 more View Details	Urban Commuter 2020 • Medium • 1,800 mi Classic Dutch-style city bike built for comfort and reliability, ideal for daily... \$549 \$900 39% off REFURBISHMENT New tires & tubes Cables replaced Hub serviced +1 more View Details

Figure 4C. LI-Bikes Website Refurbishments Page

Financial Projections

In **FY2029**, LI bikes is expected to **convert 110 bikes for refurbishment** at an average gross profit per bike of \$400-500 and an average marginal profit of \$150. The total network revenue is \$36,500 and a total net profit of \$16,688. As the network scales, this figure will grow at a **22% CAGR** from increased customer awareness and engagement. After the 40/60 revenue share split with experts for refurbished bikes, **LI-Bikes** will generate **\$11,920** in year one.

Every year, Long Island hosts over fifteen biking events, including the TD Five Boro Bike Tour and the Long Island Biking Challenge, yet riders often lack reliable on-site service. **LI-Bikes** resolves this gap by deploying mobile pop-up stations to deliver professional support directly at event locations.

Identified Events			
Event	Details	TAM - SAM - SOM	Servicing Setup
Empire State Ride 	Empire State Ride is a multi-day charity cycling event that raises money for cancer research and patient support programs. Riders commit to fundraising goals and complete long-distance routes in a highly organized, team-based, mission-driven environment.	TAM - 1400 Total Attendees SAM - 112 Riders - 8% Conversion SOM - 45 Riders - 40% Conversion	One fixed service stand positioned at a designated rest stop. The stand is staffed by 4 experts working simultaneously and equipped with floor pumps, spare tubes, chains, cables, and basic drivetrain and brake tools. Service is limited to mechanical issues that can be resolved in under 10 minutes to prevent rider congestion.
North Fork Classic 	The North Fork Classic is a club-organized road cycling event that typically features a scenic route through Long Island's North Fork region. It's geared toward riders looking for a well-supported, longer-distance group ride with a strong local cycling-community vibe.	TAM - 900 Total Attendees SAM - 90 Riders - 10% Conversion SOM - 27 Riders - 30% Conversion	One service stand located near the start/finish area and staffed by 3 experts. The stand carries road-bike specific tools, spare tubes, tires, and cables, and handles flat repairs, brake adjustments, shifting issues, and pre-ride safety checks.
Bikes & Beers LI 	Bikes & Beers is a casual cycling event that combines a ride with a post-ride craft beer celebration. It's designed to be social and beginner-friendly, with an emphasis on fun, community, and a relaxed atmosphere after the ride.	TAM - 2,000 Total Attendees SAM - 250 Riders - 12% Conversion SOM - 75 Riders - 30% Conversion	One service stand located at the event venue and staffed by 2 experts throughout the event. The stand carries basic bike tools, spare tubes, pumps, and lubricants, and handles flat repairs, fit adjustments, brake checks, and quick safety inspections.
Long Island Mountain Bike Festival 	Bikes & Beers is a casual cycling event that combines an accessible group ride with a post-ride craft beer experience. It focuses on social interaction, community engagement, and a relaxed, beginner-friendly atmosphere.	TAM - 700 Total Attendees SAM - 105 Riders - 15% Conversion SOM - 21 Riders - 20% Conversion	One service stand located near primary trail access and staffed by 3 experts. The stand carries mountain bike-specific tools, spare tubes, sealant, and brake parts, and handles tire issues, drivetrain problems, brake alignment, and minor on-site repairs.

Projected Financials

Across **15 identified events**, total annual participation is estimated at **225,000 riders**, with an average of 15,000 attendees per event and peak volumes approaching 30,000. We model a 5% mechanical incident rate, yielding approximately **11,250 monetizable service opportunities** accounting for the current servicing gap for event-based repairs. Under a 15-20% conversion assumption, this translates to an **addressable volume of roughly 2,250 transactions**. Under low-complexity servicing, projected annual **gross revenue is \$45,000**, with **LI-Bikes** retaining approximately \$18,000 under the company's 60/40 revenue-share structure.

Implementation Timeline

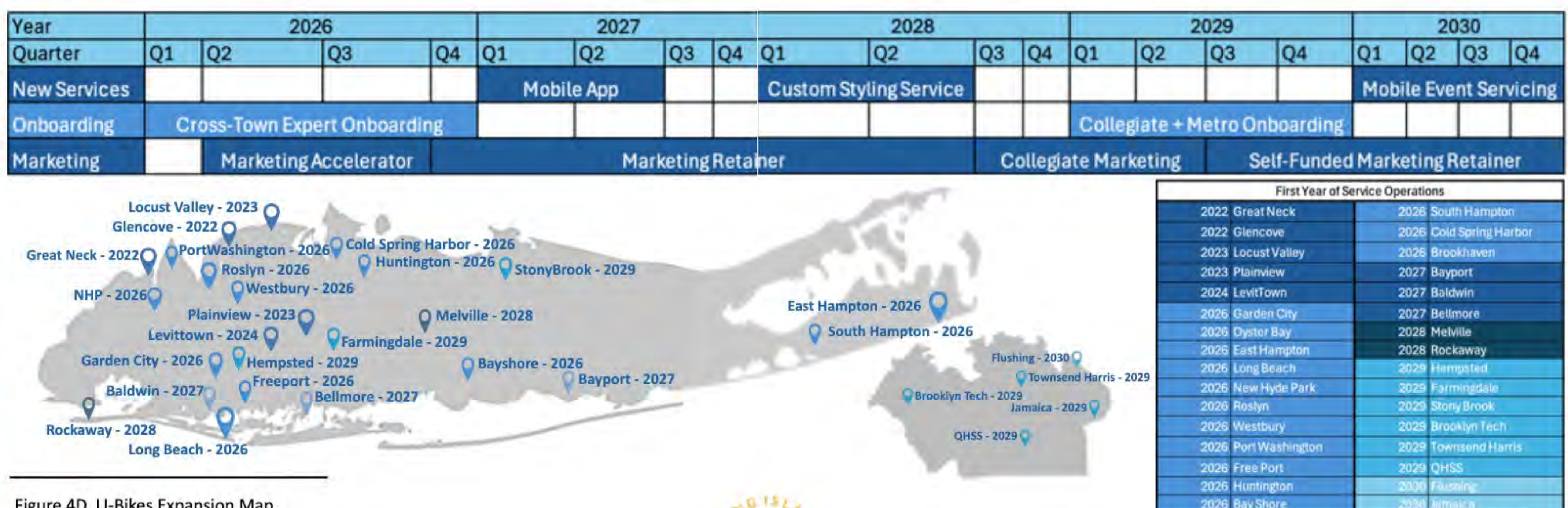


Figure 4D. LI-Bikes Expansion Map



Figure 4E. First Year of Operations Chart + Map
BUSINESS GROWTH PLAN

B. New Market Analysis

Market Sizing And Potential

LI-Bikes will initially target servicing for youth bike enthusiasts segment who primarily ride **E-Bikes** due to its **recent surge in popularity** across the island (**7+ million riders**). The **E-Bike adoption on Long Island projects to grow 65% YOY** into 2030 and settle to 7-8% after market saturation. **LI-Bikes** will then pivot its offerings strategy in 2027 to customization due to an expected rise in **demand for personalization options** in the saturating E-Bike market.

Primary Market

Teenage Riders

DEMOGRAPHICS

- 13-18 years old
- Owns/plans to own a bike
- Affluent teenager with high DPI
- Higher male representation (+68%)

PSYCHOGRAPHICS

- Hobbyist/Passionate about biking
- Self-Identity based on quality and appearance of their bicycle

GEOGRAPHICS

- Suburban Long Island Town
- NYC Metro West Corridor

Secondary Market

College Students

DEMOGRAPHICS

- 18-22 years old
- Enrolled in LI or SUNY college
- DPI from job income or parents
- Higher male representation (+34%)

PSYCHOGRAPHICS

- Regular biker for transportation or health improvement intentions
- Biking is most convient option

GEOGRAPHICS

- Lives at LI/SUNY college
- Dorm and Boards in local LI town

Tertiary Market

Young Adults

DEMOGRAPHICS

- 23-30 years old
- +\$10,000 DPI – employment income
- Lives apartment or small house
- Must travel >6 miles to occupation

PSYCHOGRAPHICS

- Regular biker for transportation or health improvement intentions
- Biking is most convient option

GEOGRAPHICS

- Suburban Long Island Town
- NYC Metro West Corridor

E-Bike Industry Trends

The NYC metro area e-bike market is **expanding at 65% year over year**, leading national adoption due to the **congested nature of NYC** and localized structure of Long Island, negating use for automobiles. **Teenagers represent a significant portion** of this adoption (72%) which the New York Times describes as a **“snowball effect driven by peer-group adoption.”** As a repair-focused business, this market is highly attractive due to the relatively **high volume of mechanical failure rates naturally associated with E--Bikes**. Additionally, as bicycles increasingly serve as a form of self-expression, particularly among younger riders, customization offerings are expected to see strong demand.

Collegiate Bike Adoption

Liberalized Long Island colleges are **rapidly adopting biking culture** through **infrastructure development and active biking campaigns** due to eco-concious trends in the US. Both E-bikes and mechanical bikes represent a significant portion of this adoption as **students conform to eco-friendly goals** and perceive **bikes as the most convenient transportation** measure on automobile restricted campuses. The **adoption current grows at 42% YOY** into 2029 which then tapers off to 15% YOY resulting in roughly **60-70% of college students regularly biking by 2033**. A current lack of service options located near Long Island colleges provides a perfect opportunity to expand **LI-Bikes** service options into the region.

Brick and Mortar Bike Shops

Following a Bike Boom and Bust in 2022, the **physical bike shop model faces -0.4% annual losses** as hundreds of shops close down each month. At the same time **mobile repair services/personal residency based bike repair chains fill the gap growing at ~8% YOY** since 2023. This follows a **broader trends in the economy as traditional brick-and-mortar style businesses find ways to digitalize** and become more mobile to reduce costs and expand operations range. **LI-Bikes** fills the gap of this mobile-style servicing currently not yet introduced on Long Island or the NYC west metro corridor. While current Long Island bike shops remain resilient, **anticipatory market entry positions LI-Bikes to have a first to market advantage** when the mobile pivot eventually occurs.

C. Marketing Plan

Marketing Channels

Event Demos

Long Island and the NYC Metro West are filled with biking events year round. According to BikeRadar, up to 64% of these events lack proper servicing for bikes which greatly hinders event day preparedness. Partnering with major events like the TD Bank race gives **LI-Bikes** an edge over competing bike chains through **brand recognition and legitimacy** across the island. Being recognized to provide **cheap and reliable service** when competitors most need it translates to long to **customer loyalty to the brand** with enhances recognition through word of mouth channels.

Social Media Channels

The **LI-Bikes** target market are teenagers which spend up to 26% of their day on some form of social media. Promoting **LI-Bikes** on platforms like **Instagram, Tiktok, Youtube, and Snapchat** whose average sales **conversion rates are 1.5-2%** prove key ways to convert a younger audience. Organic **short-form content** on Tiktok and Instagram through **boost our authenticity** but we will also boost videos with perform exceptionally well. Banner advertisements on Instagram and Youtube provide **second and third line reinforcement to brand recognition** and will use targeted advertising **for younger bike audiences** via Hubspot and Google Ad Tools.



Figure 4H. LI-Bikes Instagram Advertisement

Paid Media Channels

LI-Bikes will utilize the paid media channels via Long Island Biking Magazines to directly advertise to older audiences. Long Island Bike Club's "Bike Long Island" and LI-Fitness Club's Monthly Edition are two magazines directly distributed to fitness and bike enthusiasts on Long Island which include various bike-related advertisements. **Positioning ourselves in these paper-based channels** directly **targets Long Island's older legacy media audience** who treat magazines as their modern day social media.



Marketing Strategy

Conversion Strategy

The **LI-Bikes** Marketing Plan is integrated with our five year growth strategy using a modified **AIDA model – R.I.D.E. to Reach, Influence, Differentiate, and Engage**. The process comprehensively engages a potential customer and generates a sale – all while building long term engagement.

TAM SAM SOM Model			
Model	TAM (Total Addressable Market)	SAM (Serviceable Available Market)	SOM (Serviceable Obtainable Market)
Population Size	1,200,000	300,000	15,000
Description	Long Island Biker Population	Active Bike Riders in Nassau & Suffolk	Estimated 5% Conversion Rate

Reach

Reaching our customers plants a seed in their mind of the existence of the business. Initial engagement builds brand familiarity for secondary influence. Initial target impressions are 125,000 across all platforms for a CPM of \$11 and grow by 5,000 impressions every month afterwards.

Influence

Phase two shifts to retargeting high-intent users from the initial awareness campaign, directing traffic to our website to educate on servicing details. A 1.1% click through rate, translates to 1,375 visitors. Utilizing Google Ad Boards and Hubspot will identify high Click-through-rate (CTR) ads, allocating greater funding to similar advertisements.

Differentiate

Differentiating our hyper-local service for extremely low prices from established bike brands encourages customers to recognize our services as unique and the best service option for their money. Emphasising on our teen-run structure helps contribute to early brand familiarity – building trust with younger potential customers.

Engage

The final phase prioritizes customer conversion through seasonal promotions and limited time deals to engage sales qualified leads (SQL). We project a 15% conversion rate from July, resulting in 210 initial August customers at a customer acquisition cost (CPA) of \$6.55. Market reach grows 16% YOY with retainment.

V. Financing Plan

A. Current financial situation, including financial documents

Income Statement

2025 Statement of Income				
	Q1	Q2	Q3	Q4
REVENUE STREAMS				
Individual Servicing				
Brake Adjustments	\$30.00	\$120	\$130	\$20.00
Hydraulic Brake Bleeding	\$240.00	\$840.00	\$960	\$360.00
Suspension Tunes	\$0.00	\$51.00	\$68.00	\$17.00
Tire Replacements	\$0	\$180	\$60	\$60
Electrical Diagnostics	\$204	\$153	\$357	\$51
Total: Individual Servicing	\$474.00	\$1,344	\$1,575	\$508
TOTAL REVENUE	\$474	\$1,344	\$1,575	\$508
EXPENSES				
Technology & Platform – Web Domain & Services	\$36	\$36	\$36	\$36
Human Resources – Experts	\$114	\$322.40	\$370.80	\$122
COGS – Inventory	170.4	\$484	\$556.20	\$183
Operating – Utilities	\$24	\$36	\$42	\$12
TOTAL EXPENSES	\$344	\$878.40	\$1,005.00	\$353
NET PROFIT	\$130	465.60	\$570.00	\$155

Figure 5A. LI-Bikes Income Statement

Financial Situation

LI-Bikes currently operates with stable financial performance, achieving net profit margins of **32%**. We will maintain positive cashflow into April 2026 before the growth plan begins. Currently our **primary revenue share comes from hydraulic brake adjustments** and electrical diagnostics. The primary expense driver is labor with experts compensated at a revenue share of 60% Fixed overhead remains minimal, as operations are conducted from experts' home garages or public locations, eliminating traditional facility costs. **As the business scales, we project margin expansion to 40% by reducing the revenue share to 50%**, enabled by higher transaction volume and increased customer acquisition through marketing. **LI-Bike's** asset light structure position it to improve unit economics as expansion accelerates.

Balance Sheet

Balance Sheet	
Assets	
Cash	\$536.55
Petty Cash	\$45.00
Utilities	\$96.00
Inventory	\$1,430.00
Equipment	\$375.00
Accounts Receivable	\$0
Total Assets	\$2,482.55
Liabilities	
Current Liabilities	\$245.00
Total Liabilities	\$245.00
Owners Equity	\$2,237.55

Figure 5B. LI-Bikes Balance Sheet

B. Fixed Overhead and Costs of Operations

Bike Solutions LLC	
Statement of Operating Overhead (FY2025)	
No Units Service	82
Variable Overhead	
	Value in \$
Cleaning Materials \$0.7 Per Unit	\$57.40
Electricity \$0.50 Per Unit	\$41.00
Stripe Payment Royalties \$0.30 + 2.9% Per Unit	\$142.66
Total Variable Overhead Cost	\$240.66
Fixed Overhead	
Website Server Hosting	\$84
Expert Equipment	\$240.00
Total Fixed Overhead Cost	\$324.00

Figure 5C. LI-Bikes Overhead Sheet

The fixed overhead operations of **LI-Bikes** are related to the transaction process of services offered by **LI-Bikes** through our web-based scheduling platform. The Stripe royalty fee for card based transactions as well as website server hosting keep our website running and are sunk costs before the year begins. Physical assets utilized regularly during repair hours (electricity, cleaning materials, suspension lube) are expended independently to the volume services completed and regularized amounts are used on days of operation. As the business expands, additional overhead related to new services (Supabase App Hosting, Digital Advertising, Repair Fixtures) will be added and current overhead account balances will be increased proportionally. Overall, due to the decentralized structure of **LI-Bikes** operations, overhead remains and will remain low into the expansion venture.

C. Capital Needed for Expansion Opportunities

Across the five year growth opportunities, **LI-Bikes** will require a capital investment of **\$22,155**. Following the third year, **LI-Bikes** will be self sufficient to fund the fourth and fifth year expansion plans, investor return will begin during this period.

Year 1 – 2026

The 2026 capital request totals **\$8,125**, with \$4,125 allocated to a three-month accelerated marketing campaign from April through June to drive initial market penetration and user acquisition for our subscription plans. Following the launch period, a \$200 monthly marketing retainer will be maintained to support sustained growth—totaling \$1,200 for the remainder of 2026 and \$4,800 across 2027–2028—after which **LI-Bikes** is projected to reach self-sufficiency and internally fund ongoing marketing.

Year 2 – 2027

The 2027 capital request totals **\$7,770**, of which \$5,000 is allocated to contract development of our mobile booking application. An annual \$200 support retainer will be reserved for maintenance and bug resolution, \$100 Apple Developer Program fee to ensure App Store distribution, and \$70 is designated for server hosting. The remaining \$2,400 is reserved for the continuing marketing retainer.

Year 3 – 2028

The 2028 capital request totals **\$6,260** to deploy infrastructure across 10 partnership locations from January–April 2028, with the remaining locations' infrastructure funded internally after reaching self-sufficiency in May 2028. \$2,860 is allocated to inventory (motors, seats, handlebars, and drivetrain parts) and \$1,960 to repair infrastructure, including racks, paint equipment, and printers. The remaining \$1,000 capital pays for the marketing retainer which runs till year end 2028 but will be self funded starting April 2028.

Year 4/5 – 2029/2030

No additional capital is to be required in 2029 or 2030 as **LI-Bikes** is expected to reach full break-even and operational self-sufficiency. Beginning January 1, 2029, the company will initiate repayment of investor principal with a targeted 25% total return over a five-year period, concluding on January 1, 2033.

D. Time to Achieve Profitability

Investor Return

LI-Bikes is seeking an investment of \$22,155 to execute its expansion strategy and reach long-term operating self-sufficiency. We will break even in May of 2028 upon which repayments will be structured as fixed monthly installments over a five-year term, commencing in May 2028 and **concluding in May 2033**. The investment carries a targeted 25% total return – \$5,538.75 in investor gain. A detailed profit projection and repayment schedule are in figures 5D and 5E.

Loan Amount	Return Rate	Interest on Loan	RiskAnalysis Risk Index (0-99)	Break Even Period
\$22,155	25%	\$5,540	42-45	26 Months

Category	2025	2026	2027	2028	2029	2030	2031	2032	2033
Loan Balance	\$19,386	\$16,616	\$13,847	\$11,077	\$8,308	\$5,539	\$2,769	\$0	\$0
Principal Paid	\$2,769	\$2,769	\$2,769	\$2,769	\$2,769.38	\$2,769.38	\$2,769.38	\$2,769.34	\$961.49
Interest Paid	\$692	\$692	\$692	\$692	\$692.34	\$692.34	\$692.34	\$692.37	\$6,841.85

Figure 5D. LI-Bikes Capital Return

Projected Year 1-5 Income Statement

Forecasted Statement of Income (2026-2030)						
	Year 1 (2026)	Year 2 (2027)	Year 3 (2028)	Year 4 (2029)	Year 5 (2030)	Total
REVENUE STREAMS						
Local Service Revenue	\$6,720	\$13,440	\$20,160	\$26,880	\$78,600	\$145,800
Subscription Licence	\$0.00	\$1,000	\$1,400	\$2,600	\$4,200	\$9,200
Customization Revenue	\$0.00	\$0.00	\$7,050	\$10,650	\$14,250	\$49,800
Refurbishment Revenue	\$0.00	\$0.00	\$0.00	\$29,800	\$31,588	\$96,880.00
TOTAL REVENUE	\$6,720	\$14,440	\$28,610	\$69,930	\$128,638	\$301,680.00
EXPENSES						
Web Domain & Services for Website Functionality	\$280.00	\$280.00	\$280.00	\$280.00	\$280.00	\$1,400.00
Social Media Marketing and Paid Media	\$8,375	\$2,850	\$3,000	\$5,200.00	\$8,500	\$27,925.00
Human Resources Costs						
Experts Expense	\$1,882	\$3,763	\$5,645	\$7,526	\$20,436	\$39,252
Freelance App Developer		\$12,000				\$12,000
Total: Human Resources Costs	\$1,882	\$15,763	\$5,645	\$7,526	\$20,436	\$51,252
Inventory Expense (COGS)	\$2,822	\$5,644.80	\$8,467.20	\$11,289.60	\$30,654	\$58,877.60
Utilities Expense	\$96.00	\$120.00	\$200.00	\$280.00	\$520.00	\$1,216.00
TOTAL EXPENSES	\$13,455	\$24,657.80	\$17,592.20	\$24,575.60	\$60,387	\$140,670.60
NET PROFIT	(\$6,735)	-10,217.80	\$11,017.80	\$45,354.40	\$68,251	\$161,009.40

Figure 5E. LI-Bikes Projected Income Statement

Cumulative Cash Flow (Break-Even) Graph 2026-2030

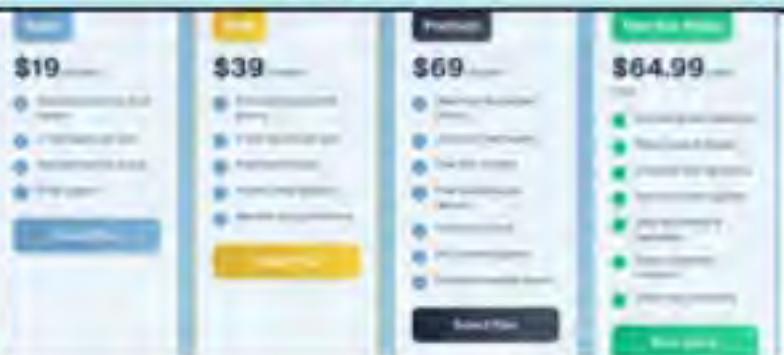


Figure 5F. LI-Bikes Break Even Graph



VI. Conclusion

Five Year Growth Plan

Five Year Growth Plan				
Subscription Plans	Mobile App	B2B Partnerships	Refurbishment Program	Mobile Event Servicing
				
Four individual plans tailored to assist any level biker find the service they need to ride year round.	An app designed to make scheduling bike services more efficient – improving customer lifetime value.	Local business partnerships to enhance customer access to services and increasing business's value.	Refurbishment services designed to revitalize unused bikes, helping to grow the biking community.	Providing servicing for biking events to help riders race confidently when they need it most.
2030 Net Profit: \$5,200	2030 Net Profit: \$29,400	2030 Net Profit: \$10,704	2030 Net Profit: \$21,300	2030 Net Profit: \$18,000

Long Island E-Bike Growth

Our market research indicate that Long Island and the NY metro area continue to lead the nation in E-Bike adoption rates yet currently lack available servicing options. **LI-Bikes** directly solves this market gap with affordable, experienced, and effective repairs led by teens across the island.

Scalable Revenue Model

With a projected revenue of \$301,680.00 and net profit of \$161,009.40 over just five years, **LI-Bikes** demonstrates strong financial viability – ending the five year growth plan with a positive cash flow. **LI-Bikes** will lead the transition into mobile bike servicing into towns across Long Island and beyond into the North Atlantic region.

Decentralized Network

As the e-commerce continues to change industries, bike servicing trends towards a more decentralized approach instead of Brick and Mortar shops. **LI-Bikes** adopts this trend early on placing at the forefront of this digitalized transition – giving us a first mover advantage in brand recognition.



Figure 5G. Jack and Gavin, After LI-Bikes Compelled it's 100th Order

LI-Bikes, formally registered as Bike Solutions LLC, is a youth-founded organization specializing in bicycle repair services across Long Island, New York. We actively pursue opportunities to expand our reach while empowering young bike enthusiasts to transform passion into purpose. Our low-cost service as a marketplace (SAAS) model connects skilled experts directly with customers, enabling efficient growth without compromising service quality. The scale of opportunity in both geographic reach and service offerings points to a promising future. While established competitors exist, we believe our unique strength lies in placing teenage talent at the center of our business model. At the end of the day, **LI-Bikes** wasn't created for profit, but to give purpose to our passion and a platform for our talents—making bikes the best they can be. As we grow, we hope to offer more teenagers that same opportunity – a chance to pursue their dreams.

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VIII. APPENDIX

Glossary

TAM-SAM-SOM	Marketing model to identify the Total Addressable Market (TAM), the Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM).
AIDA	A marketing funnel that describes how people buy: you grab Attention, build Interest, create Desire, then push them to Action (buy/sign up).
Hydraulic Brake	(A braking system that uses pressurized fluid to transfer force from the lever/pedal to the brake pads so the vehicle slows down.
Mechanical Break	A braking system that uses cables, levers, and physical parts (not fluid) to pull the brake pads against the wheel to slow/stop.
Firebase	A Google platform that provides ready-made backend tools to build apps faster without managing personal servers.
Fork Stanchion	The smooth upper tubes of the bicycle suspension fork that slide into the lower legs, so the front wheel moves laterally and absorbs bumps.
Short Form Content	Brief, easily consumable media (usually under a minute) designed to quickly capture attention, often used on platforms like TikTok, Reels, or Shorts.

