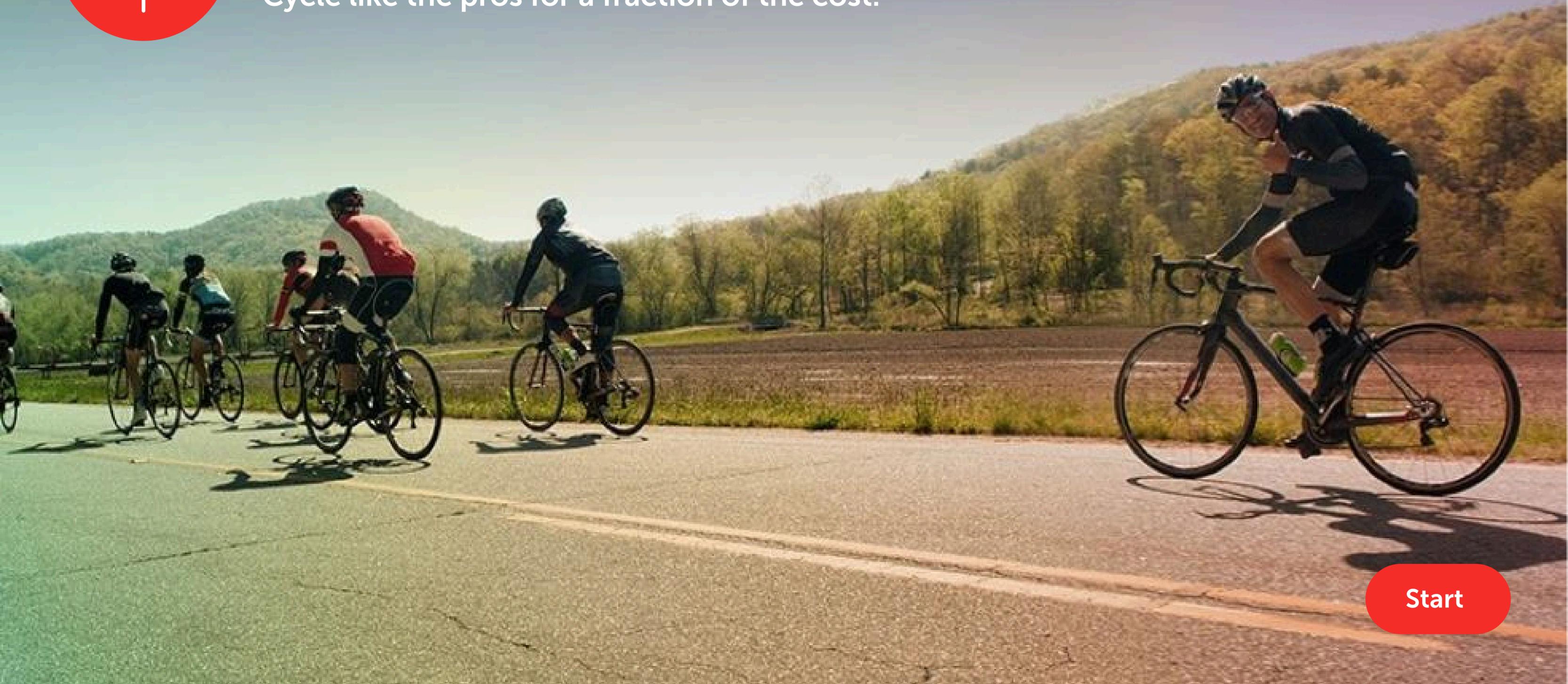


Pedals

Cycle like the pros for a fraction of the cost.



Start

The Problem

Finding a used bike online is a **frustrating and fragmented experience.**

Biking is expensive, buying used over new is preferred even by affluent cyclists.

The lack of technology makes it **hard to find compatible parts** and accessories for your bike.

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The Solution

A mobile platform for cyclists to:

Earn money quickly to turn around and spend it on a better bike and gear.

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Market Validation

\$40 million

Raised by the Pro's Closet in
2021 to expand operations

\$15 million

Raised by the Bike Exchange in
their IPO in 2021

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Micromobility Flywheel

More bike lanes

Over the next 5 years \$2.5B will be available for sidewalks, bike lanes, trails and other mobility solutions.

Leads to a loss of streets

Streets are replaced with bike lanes transforming auto companies into micromobility companies.

Improves Pedal's profits

With more options to ride, there will be more bikes on the roads, trails and lanes benefiting Pedals.



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Market Valuation

2B

Bikes Worldwide
New and Used

Total Available Market

30M

Used Bikes

Servicable Available Market

7M

Bikes sold
on Pedals

Market Share

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Product Vision

Own the cyclist's journey from purchase to community to riding.

- 1 Marketplace
- 2 Rich Profiles
- 3 Compatible Parts
- 4 Q&A
- 5 Maps

Back

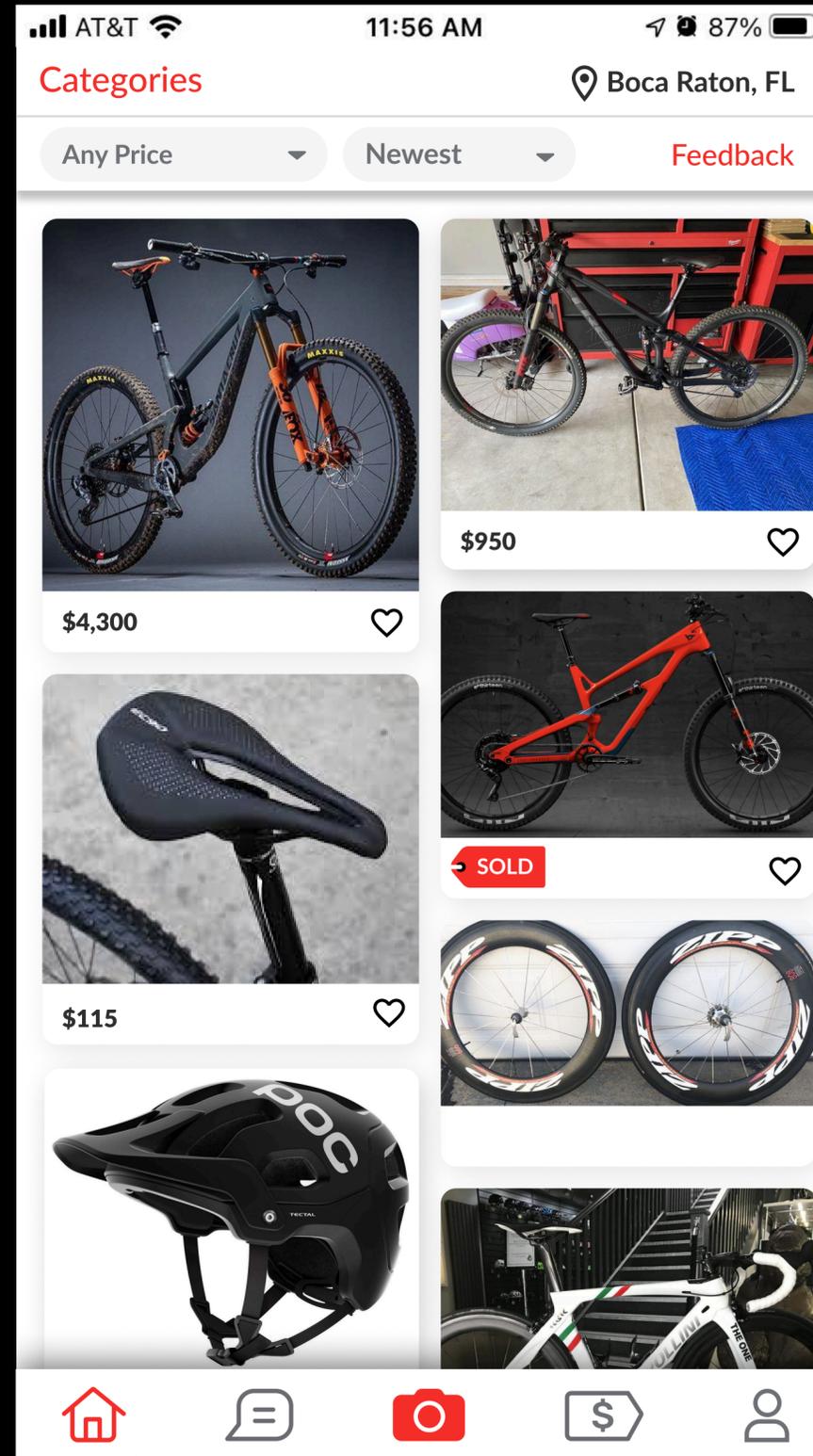
Prototype

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1

Marketplace

Sell and buy items from cycling enthusiasts.

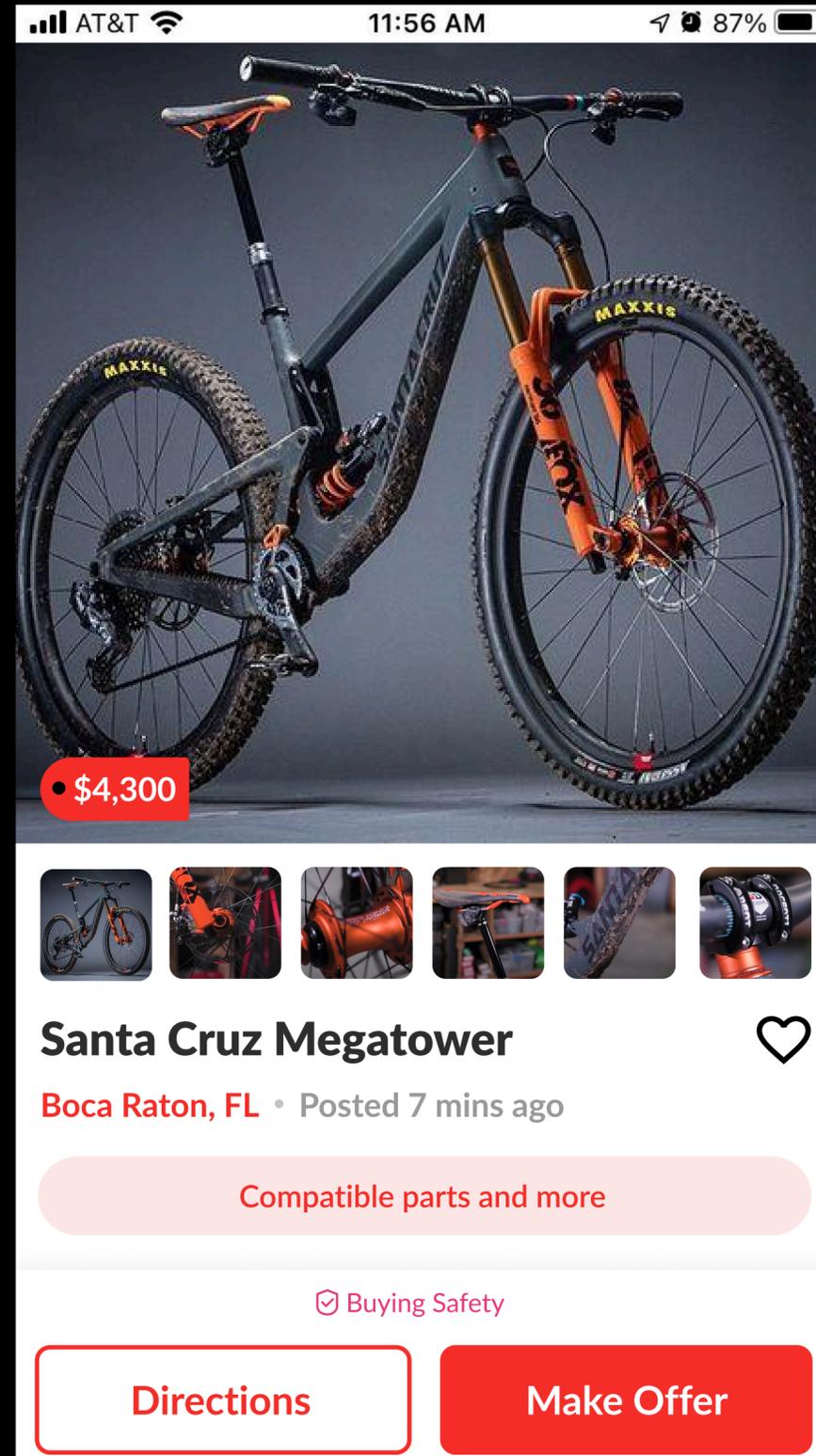


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1

Marketplace

View product details and local travel time.



AT&T 11:56 AM 87%

\$4,300

Santa Cruz Megatower

Boca Raton, FL • Posted 7 mins ago

Compatible parts and more

Buying Safety

Directions Make Offer

Scroll Up & Down

< Back

2 Compatible Parts

We make it easy to find compatible parts.

AT&T 11:56 AM 87%

< Compatible parts and more

-  **\$67.00 New** Buy
MAXXIS Aggressor Wide Trail EXO/TR Tire - 27.5in
-  **\$56.00 Used** Buy
Maxxis Minion DHF EXO 3C TR 29 x 2.3 inch Tubeless Tire
-  **\$56.00 New** Buy
SCB CARBON BOTTLE CAGES
Easy to use while riding, an absolute featherweight, and subtle Santa Cruz...
-  **\$9.00 Used** Buy
MX ENDURO BOTTLE
Stay hydrated with the MX Enduro Water Bottle. Locking cap prevents...
-  **\$17.95 Used** Buy
Santa Cruz Bayley Cap
The camp hat that has become an SCB favorite.
-  **\$265 Used** Buy
Santa Cruz Bayley Cap

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3

Rich Profile

Learn more about other cyclists.



The screenshot shows a mobile app interface for a user profile. At the top, the status bar displays 'AT&T', signal strength, Wi-Fi, the time '11:56 AM', and battery level '87%'. Below the status bar is a header image of a waterfront city with a back arrow in the top left. The profile section features a circular profile picture of a man, the name 'Kyle', a 5-star rating with '(12)' reviews, the title 'Seasoned road cyclist', and '15 followers • 27 following'. Below this are four tabs: 'Profile' (highlighted in red), 'Selling', 'What I ride', and 'Where I ride'. The main content area contains a bio: 'Fast and stable are the bikes I ride. Been riding over 20 years on pretty much everything. I ride for sunrises and sunsets.' This is followed by location 'Boca Raton, FL' and 'Joined October 2021'. There are two expandable sections: 'Riding clubs (3)' with an upward arrow, listing 'South Broward Wheelers Bicycle Club', 'Broward Peloton Riders', and 'One Love Cycling Club - South Florida Chapter'; and 'Bike shops (2)' with a downward arrow.

AT&T 11:56 AM 87%

<

 **Kyle**
★★★★★ (12)
Seasoned road cyclist
15 followers • 27 following

Profile Selling What I ride Where I ride

Fast and stable are the bikes I ride. Been riding over 20 years on pretty much everything. I ride for sunrises and sunsets.

 Boca Raton, FL

 Joined October 2021

 Riding clubs (3) ▲

- South Broward Wheelers Bicycle Club
- Broward Peloton Riders
- One Love Cycling Club - South Florida Chapter

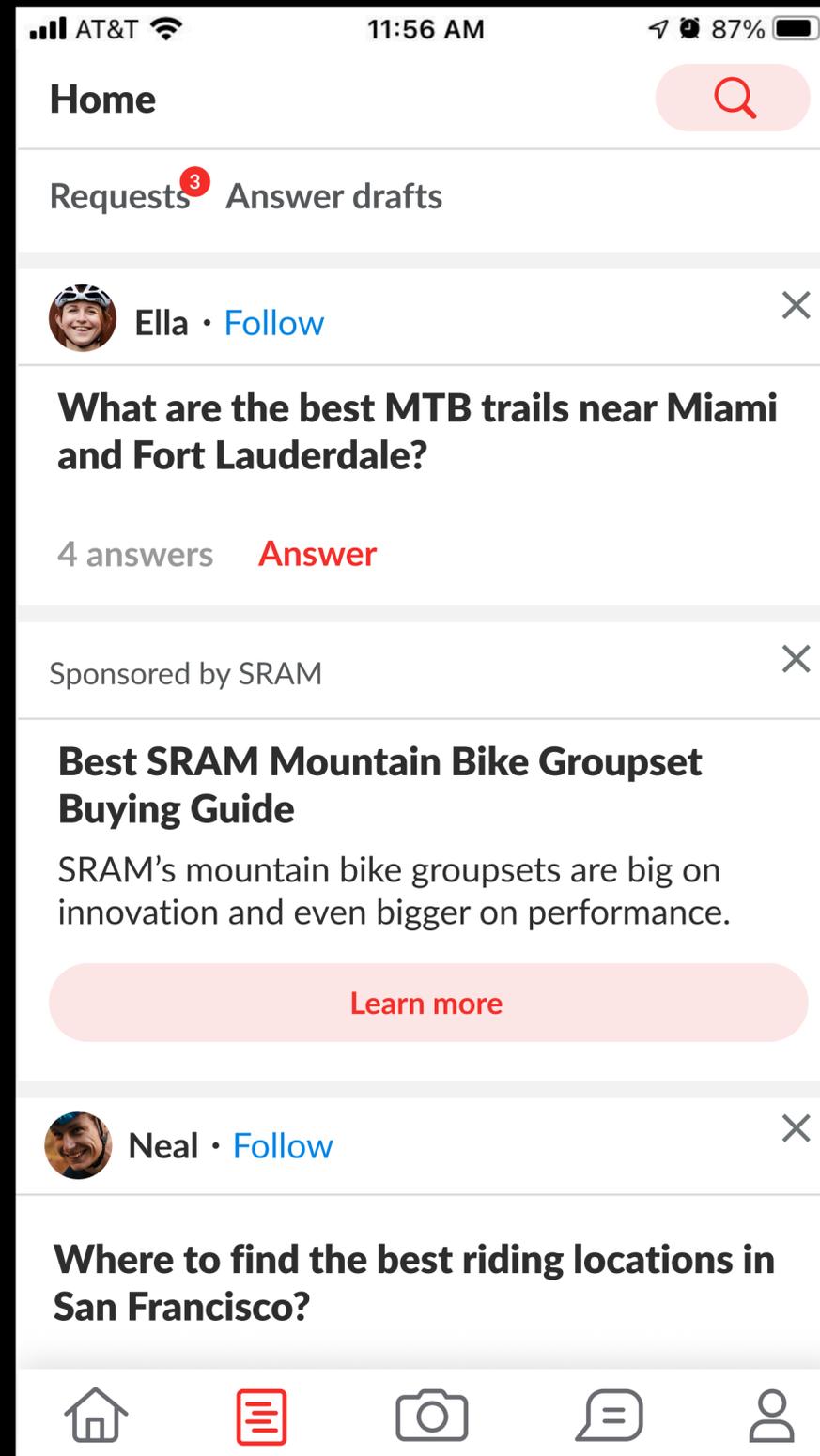
 Bike shops (2) ▼

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4

Q&A

Get expert answers in seconds.



< Back

5

Maps

Get detailed info on trails, bike paths and bike routes.

AT&T 11:56 AM 87%

< Maps Feedback?

Northbranch Trail

Glenview, IL

- 60% Dirt
- 30% Paved
- 10% Gravel

Follow Path

Trail sponsored by [Glenview Cycle.com](#)

25 mi	55ft	Loop	60%	30%	10%
Distance	Elevation	Route Type	Dirt	Paved	Gravel

★★★★★ (12)

With paved and unpaved paths spanning over 20 miles, the North Branch Trail System is one of the most popular cycling routes in the northern suburbs. The trail system connects Chicago to the Chicago Botanic Garden near Glencoe, which

Home Messages Camera **Maps** Profile

Business Model

10%
Transaction Fee
\$350M
Market Share

\$20mth.
Subscription Fee
\$7M
Market Share

\$357M
Revenue
projection by
2027

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Market Adoption



Cycling Bicycle Online Swap Meet - Buy/Sell/Trade - Bikes/Frames/Parts

Public group · 70.0K members

Joined

+ Invite

About Buy and Sell Mentorship Discussion Featured Topics More

Facebook Groups

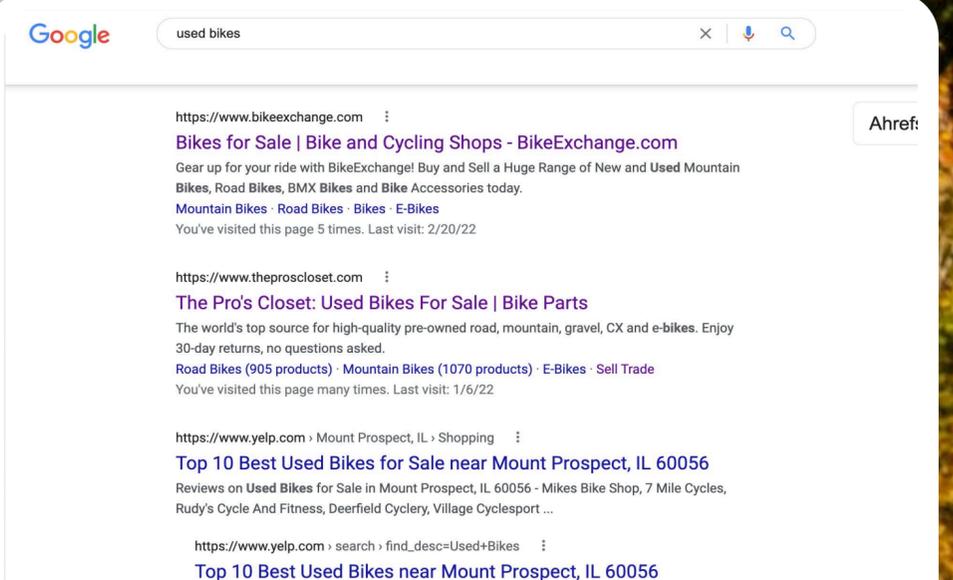
Relist high-end bikes and gear from Facebook cycling marketplaces.

200,000+ members



Cycling Events

Connect with local cycling clubs offering free coffee and donuts at group rides.



SEO

SEO is our top-of-funnel strategy and offers the most scaling effectiveness.

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Competitive Advantage

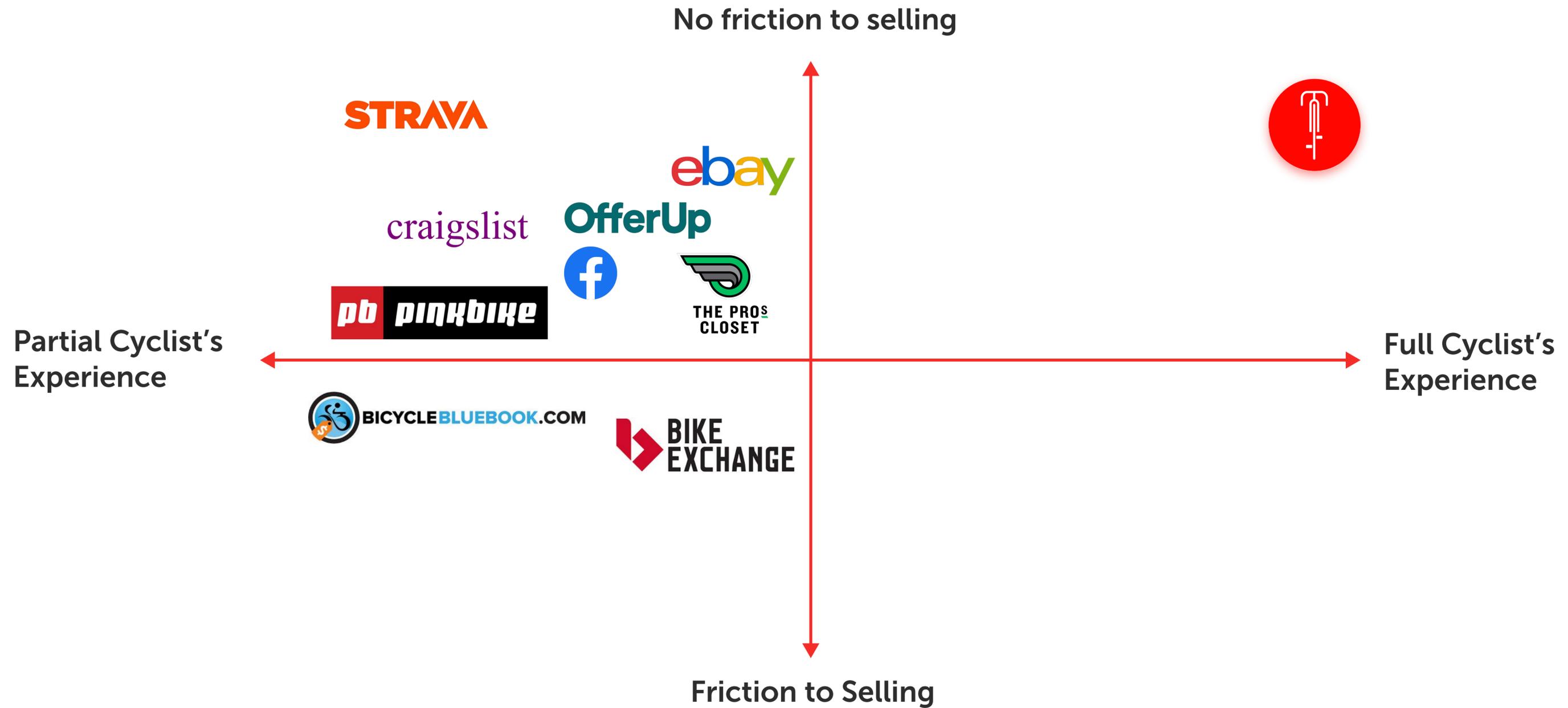
	AI generated item descriptions	Compatible parts by bike model	Crowdsourced (expert) answers	Bike Performance Level	Cycling Full Experience
	✓	✓	✓	✓	✓
	✗	✗	✓	✗	✗
	✗	✗	✗	✗	✗
	✗	✗	✗	✗	✗
	✗	✗	✗	✗	✗
	✗	✗	✗	✗	✗
	✗	✗	✗	✗	✗
	✗	✗	✗	✗	✗
	✗	✗	✗	✗	✗
	✗	✗	✗	✗	✗

*Some sites claim your speaking with cycling experts, but most of the time your speaking general customer support with little to no expertise in cycling.

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Competitors



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Exit Strategy

Acquisition

Pedals is attractive to marketplaces selling new and used cycling products with a vibrant and thriving customer base.



Acquires Pedals to increase market share of the used micromobility space.



Acquires Pedals, to extend its reach in the U.S. cycling market.



Acquires Pedals, as it's a customer obsessed company, with strong leadership and high margins.



If Strava raises more capital it could acquire Pedals to fast track their marketplace plans.

The ultimate goal is to IPO

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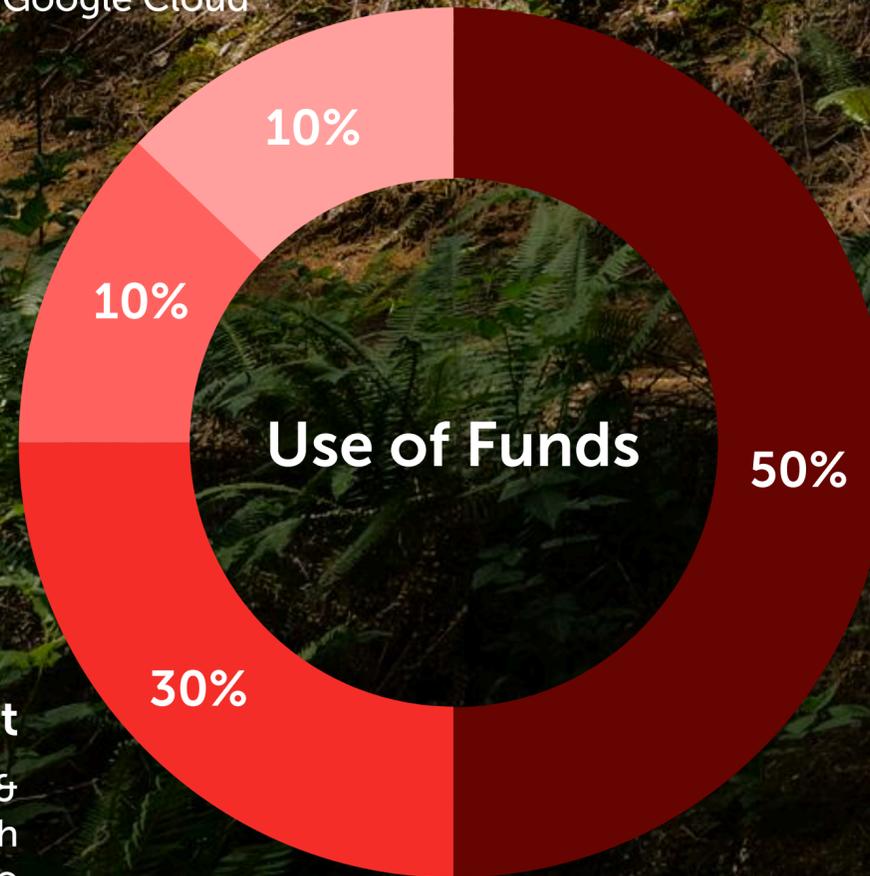
The Ask

We're raising **\$3,000,000** seed round at **10%** for an 18-month runway.

OPEX
Saas software, Google teams, Google Cloud

Growth
SEO, YouTube ads, Sponsor local clubs events

Product
Speed optimization, ratings & reviews, payment system, rich profile, subscriptions, GDPR to go international, and bike events



Team (10)

Product leads, UX researchers, Full stack developers, Front-end developers, SEO lead and SEO team

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Team



Maria Landrau / **Brand**

- 12 Years of developing and launching successful hardware and software solutions
- Seasoned product marketer
- MBA from FIU



Andy Schultz / **Product**

- Transformed ADT's app from 1.2 to 4.5 stars with Maria
- Previously founded Pud'n
- Previously founded Xcept
- Founded Andrew Schultz LLC
- Design masters from the Institute of Design



Cris Arenas / **Social Media**

- Seasoned and obsessed road cyclist
- Industrial Engineer
- Runs Cyclera influencer account
- Over 15 Years in Product development
- MBA from FAU

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[Start Over](#)