

Titre **Rebicycle**

<http://marathoncreatif.sparkboard.com/project/56be689fba3f250300c0bc5d>

intro Rebicycle est un projet à but non-lucratif, qui a comme objectif de réduire notre dépendance aux énergies fossiles en offrant nos vélos d'occasion certifiés « rebicyclés » avec l'assemblage sur mesure et les métiers pour transformer les vélos usagés en votre fierté personnalisée à prix raisonnable.

À quel thème de la consultation votre projet se rattache t-il?

Transport

Quel défi relié à la dépendance aux énergies fossiles vous intéresse?

We aim to reduce the dependence on automobiles for daily transport and simultaneously encourage people to buy recycled products.

Comment pensez-vous le régler?

We are encouraging the purchase of reused and repurposed goods by creating a high quality used product. The carbon footprint related to the remanufacture of each Rebicycle is much lower than that of a new bicycle, by virtue of the “rebicycled” frame and parts. With our new e-commerce platform, anyone can custom build a Rebicycle online and have it delivered to their door. To source an adequate number of bicycles, we are developing an app for the City of Montreal to more quickly and efficiently clear the street of abandoned bicycles by crowdsourcing the identification of abandoned bikes.

Quels sont les acteurs à impliquer dans sa réalisation?

The city of Montreal would be able to use our app to more efficiently and cost-effectively identify and remove abandoned bicycles. The general bicycle buying public has already responded in large numbers that they are willing to purchase Rebicycles for their daily transportation needs.

En quoi votre projet est-il « ambitieux, concret et réalisable » ?

Our project is concrete and easily realized as we have already demonstrated that the public

demands a reasonably priced, high quality pre-owned bicycle option, of which previously there were none in Montreal. The city already collects abandoned bicycles, albeit in a inefficient and opaque way.

À qui s'adresse votre projet qui en sont les bénéficiaires ?

The city of Montreal will benefit from our application to speed the recovery of abandoned bicycles, and the bicycle buying public has also benefited from having a new, high quality option for certified pre-owned bicycles.

Décrivez brièvement le modèle d'affaires.

Our business model is self-sustaining, in that the revenues generated by the sale of Rebicycles pays for the mechanics, the gallery and warehouse space. To scale our idea for Canada-wide e-commerce, we would need a relatively small investment to pre-order parts from our suppliers to reduce the costs of replacement parts. To co-develop the application, the sales of Rebicycles will defray the cost of development, and the city will also reap fuel savings by planning their collection routes more efficiently.

Comment votre projet contribue-t-il à réduire la dépendance aux énergies fossiles de la Ville?

Rebicycle encourages the purchase of recycled and repurposed goods instead of new products, along with helping make daily transportation by bicycle cheaper, safer, more comfortable and more efficient. Our new app will help the city use less fossil fuels in their routes collecting abandoned bicycles.

Forces et faiblesses du projet

We have already validated our idea in the market by having a soft opening for model year 2015. With no marketing budget and no e-commerce platform, we sold more than \$50,000 worth of rebicycled frames and complete bikes on a by-appointment-only basis at our gallery in the Mile End. We have started designing and prototyping our own replacement parts to make the bikes safer, more functional, and harder to steal. We have partnered with Cyclo Nord Sud, another local non-profit, to source the first few hundred frames that we needed to prove our concept.

However, the most difficult aspect to making the Rebicycle project work is having a steady source of certifiable used bicycles. Now with our new app, we can continue to reduce

Réponses aux questionnaires

Projet #1

Montreal's overall carbon footprint by rebicycling abandoned bikes, and scaling up to meet the needs of Montrealers interested in riding a recycled bicycle.