



movement bikes

What is Movement Bikes?

Movement Bikes is a new organization formed to design and produce durable bicycles specifically tailored for the developing world. Bicycles provide the mobility that allows individuals and small industries to be more efficient in what they do. Whether in the transportation of goods or faster commutes, bicycles are invaluable. Movement Bikes will distribute **high quality** bicycles at **affordable** prices. Movement Bikes will continuously improve both its product and range by working with local communities in all aspects of the product and its utilization from design and development through distribution and maintenance.



sarahobamabike

Movement Bikes is presenting its first bicycle, a cargo bike featured in the illustration. This fall, we are launching Movement Bikes with our pilot project *sarahobamabike*, named by permission of Mrs. Sarah Obama and honoring what the Obama family has done for Kenya.

Bicycles change lives.



Our Pilot Project.

Working closely with The John Ernest Foundation, we have created a non-profit pilot project, through which we will import one container of bicycles. This allows us to explore the market, receive customer feedback, gain experience, and evaluate for future projects. With the smaller shipment however, we have larger costs per bicycle for shipping and manufacturing. To offset those costs, we will implement a teaching program during our stay in Kenya, for which we are asking to donate \$100 per student.

Bicycle Teaching

We will bike from school to school and teach a course on bicycle maintenance and entrepreneurship to kids. Through the Boulder-Kisumu Sister City Committee, we have already made contact with schools and will find the best classrooms for the program.



The Bicycle



Is teaching these topics beneficial?

Yes. The unemployment rate in Kenya is upwards of 40%, and 65% of the population is under 21 years old. Many students cannot afford secondary school, and will never pass college-entry exams. Many young people work as bicycle taxis and workers, which allows them to generate a decent income for themselves and family. Having the ability to cut expensive maintenance costs for bikes improves their chances of having sustainable businesses, and developing a business mindset encourages them to take full advantage of the opportunities bicycles provide.

A \$100 donation covers all related costs for the teaching program, material costs, and commutes.

Supporting one child can make a difference for an individual, a family, and the whole community. Help us in our effort to create the most affordable bicycle in the world, and create a movement that could change the lives of millions of people.

Please make a tax deductible donation to “**The John Ernest Foundation**” through our online donation page or via check. Please enclose your name and address.

No Compromises on Quality. We do not believe in compromises when it comes to quality or affordability. Our goal is to provide affordable transportation at the highest standard for the developing world.

Highest Standard. Our mission to improve the lives of the people in the developing world can only be achieved if we hold ourselves to a high standard in quality and service. We are dedicated to work with local communities to find the product that is most beneficial.

Teamwork. This project is a community effort. Our team pays close attention to the needs of locals. We have an open ear. We learn. We adapt. We want to succeed as a global team.

Board of Advisors

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Partners and Sponsors

 The John Ernest Foundation



Boulder Kisumu Sister City Committee

