



Confidentiality Statement

We regard the information in this document as proprietary and giving us a competitive advantage, and therefore we ask you to keep it confidential. If there are people in your network you would like to share this information with, please let us know, and we will forward the deck to them as well.

Our Mission



Our mission is simple yet powerful: **to empower every rider through knowledge.** We create a space where cyclists of all experience levels are treated with respect, feel genuinely welcome, and leave with a deeper understanding of their bikes and their own capabilities. This philosophy shapes everything we do—from how we service bikes to how we educate our customers.

Wheelie Good Bikes isn't just a retail store; it's a **center for learning, connection, and community.** We provide expert repairs, personalized consultations, and hands-on workshops that give riders confidence and independence. Whether someone is buying their first commuter bike, choosing an e-bike for daily use, or upgrading a family cargo setup, we guide them with integrity and care—helping them make informed, sustainable decisions.

Our shop model blends **customer-first service, operational efficiency, and expert technical knowledge.** These principles ensure that every customer interaction reflects our values: fairness, craftsmanship, and education. By teaching as much as we repair, and listening as much as we sell, we build long-term trust and loyalty.



Our Vision

We envision a city where **informed riders build stronger communities.** Wheelie Good Bikes will be recognized as Chicago's trusted source for clear, honest guidance—helping people make smart, sustainable cycling choices that enhance their quality of life.

By combining craftsmanship, education, and respect, we aim to make cycling more accessible, visible, and valued as a core part of urban living. Our long-term goal is simple: **empowered riders create a stronger, more connected Chicago.**

Our Leadership



David Bonilla – Founder & Head Mechanic

David Bonilla brings six years of professional bicycle industry experience, a background in healthcare, and service as a U.S. Marine Corps Special Amphibious Reconnaissance Corpsman. He has worked as a mechanic at Kozy's Bicycles and Green Machine Cycles and taught overhaul and tune-up classes at The Recyclery Collective, helping riders gain the confidence to maintain their own bikes.

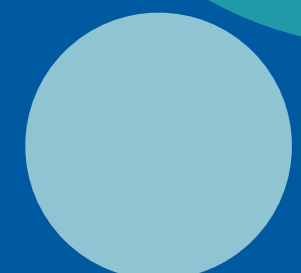
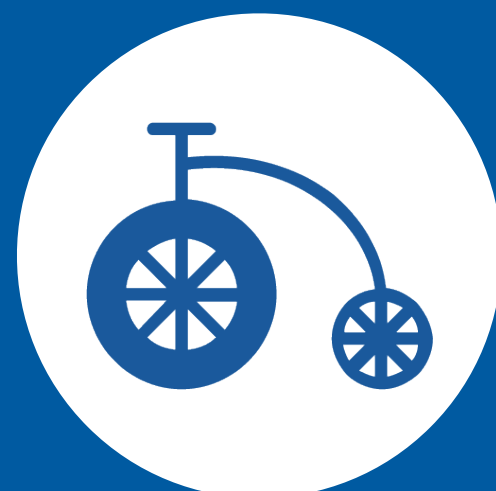
His experience in high-pressure medical and military environments fostered focus, adaptability, and calm leadership—qualities that now define his approach to business and customer care. David holds a Bachelor's in Philosophy and a Master's in Nursing from DePaul University, combining analytical precision with empathy and communication.

Through Wheelie Good Bikes, he unites mechanical expertise, teaching experience, and community commitment to create a shop where every rider feels respected, supported, and empowered through knowledge.



Lupin - VP of Treat Acquisition

Lupin is Wheelie Good Bikes' four-legged ambassador of good cheer. Equal parts shop greeter, nap enthusiast, and morale booster, he ensures that every customer gets a warm welcome—and occasionally, a sniff of approval. When he's not supervising repairs or keeping morale high, you'll find him stationed near the front counter, reminding everyone to take life (and bike rides) a little less seriously.



What We'd Bring to the Community

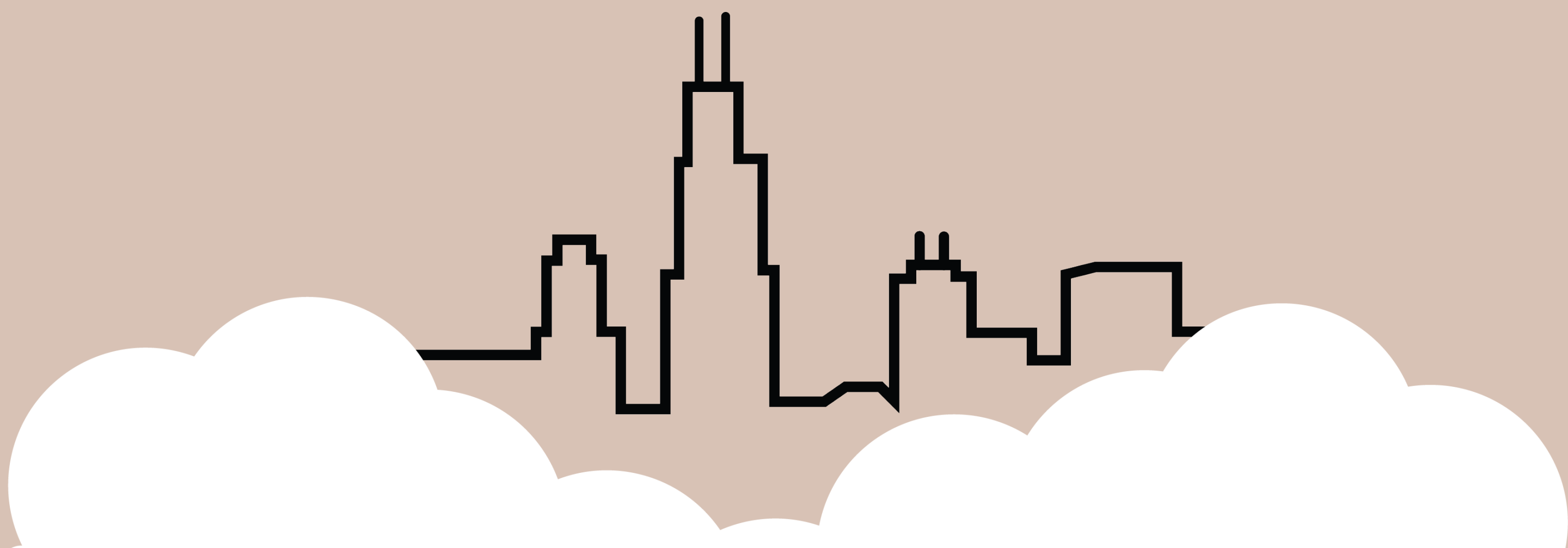
Wheelie Good Bikes exists to bridge the gap between owning a bike and truly enjoying the ride.

We meet people where they are—whether they're new commuters, parents exploring cargo bikes, or seasoned cyclists chasing their next adventure—and give them the tools, confidence, and care to ride better every day.

Instead of the typical bike shop experience that feels rushed or intimidating, we build relationships rooted in trust, respect, and learning.

With advanced expertise in e-bikes, cargo bikes, and custom builds, we empower riders through knowledge, not pressure—helping them make smart choices that last.

Our goal isn't just to sell bikes; it's to grow confident riders and a stronger cycling community.



Why Edgewater and Rogers Park?

Edgewater and Rogers Park are two of Chicago's most diverse and dynamic neighborhoods—home to more than 120,000 residents representing a cross-section of students, professionals, families, and small business owners.

Both communities have a strong cycling culture supported by expanding infrastructure, rising interest in sustainable transportation, and growing local investment in active mobility.

Located along Chicago's northern lakefront, the area offers:

- Proximity to Loyola University Chicago, with over 15,000 students seeking affordable, reliable transportation.
- Strong commuter demand, driven by residents working in downtown, healthcare, and education sectors.
- Growing family population, many of whom are embracing cargo and e-bikes as car alternatives.
- An expanding network of protected bike lanes, connecting residents directly to downtown and the lakefront trail.

Despite these trends, there are very few full-service bike shops in this part of the city—and none that fully specialize in e-bikes, cargo bikes, and education-driven service. This gap presents an opportunity to build not only a profitable business, but a true community hub for everyday riders.



Identified Market Gaps



1. E-Bike and Cargo Bike Expertise

Demand for e-bikes and cargo bikes is surging in Chicago, yet few shops have the tools or training to service them properly. Many customers buy low-quality e-bikes online without understanding maintenance or safety needs. Wheelie Good Bikes bridges this gap with informed pre-purchase guidance and certified in-house service—building trust and long-term customer relationships.

2. Educational, Empowering Service Model

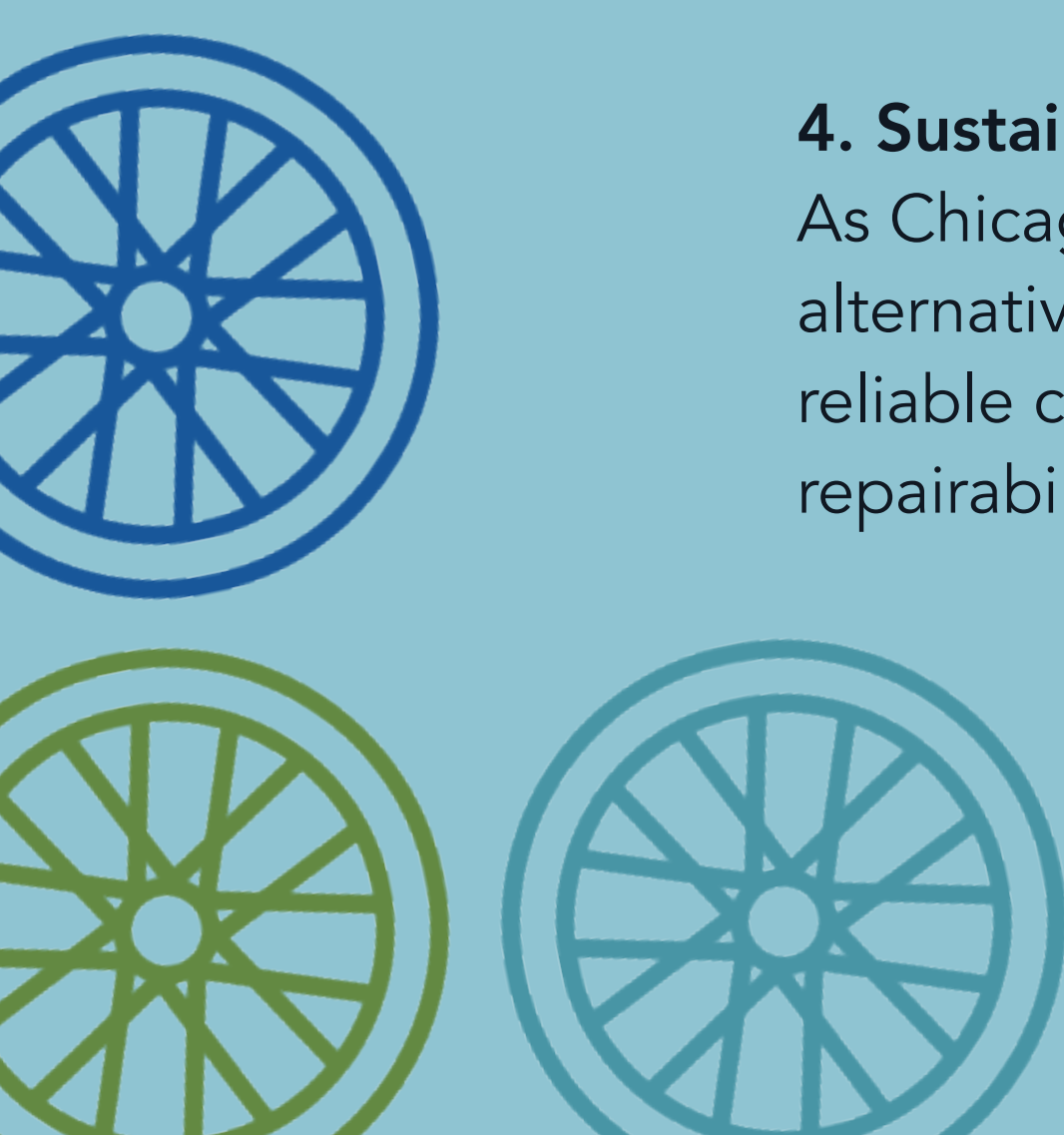
Most shops focus on sales, not education, leaving many riders—especially women, families, and new cyclists—feeling dismissed. Wheelie Good Bikes offers approachable, hands-on learning through workshops and demos that help riders gain confidence and independence.

3. Inclusive and Welcoming Culture

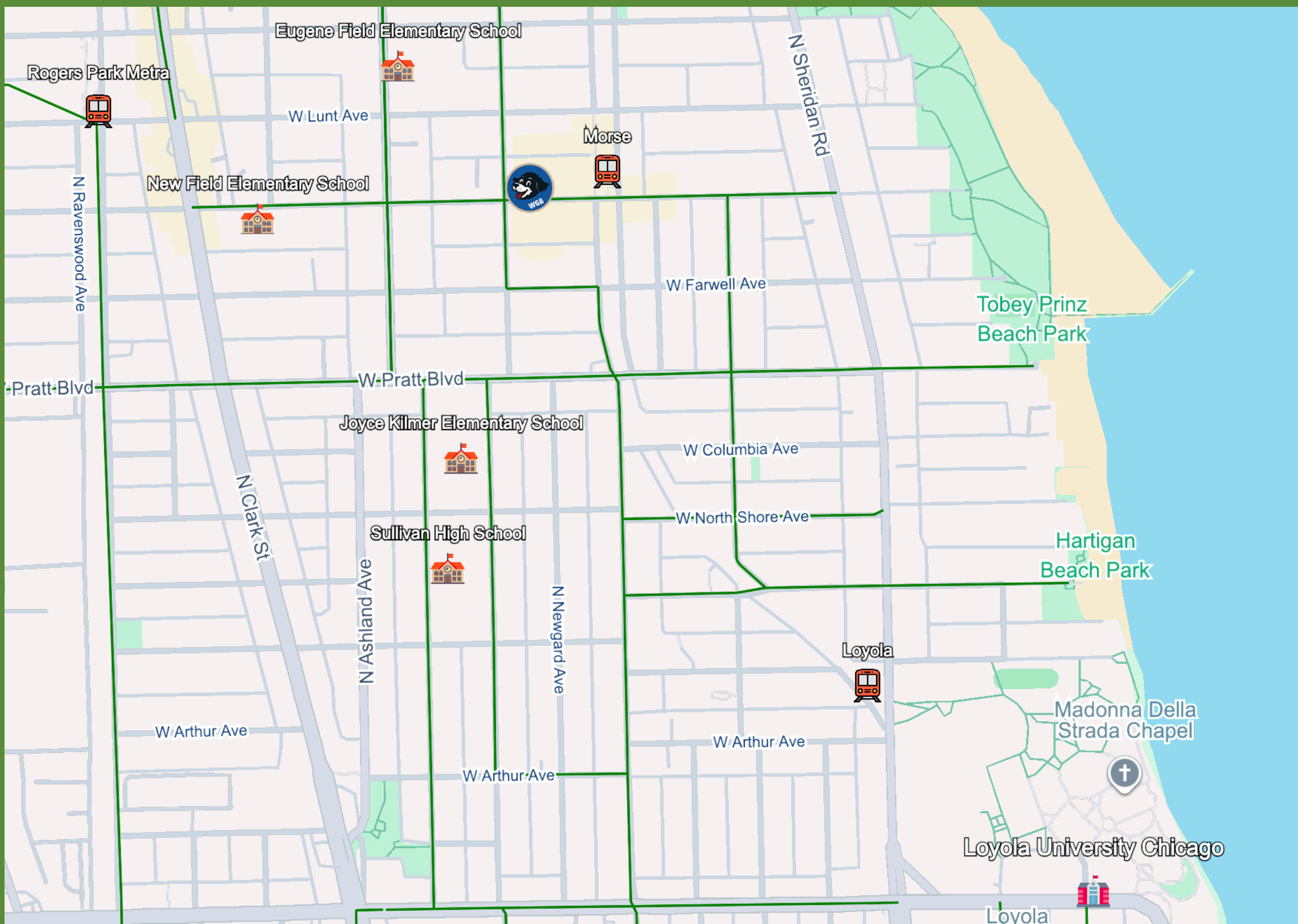
Cycling culture can feel elitist or exclusionary. Wheelie Good Bikes fosters a mission-driven, inclusive space where every rider is treated with respect and patience—reflecting the diverse, community-oriented values of Rogers Park and Edgewater.

4. Sustainable, Local Transportation Solutions

As Chicago advances its climate goals, residents seek practical alternatives to driving. Wheelie Good Bikes supports this shift with reliable commuter and family-friendly options, emphasizing repairability and sustainability over disposable consumerism.



Map of Potential Location and Surrounding Area



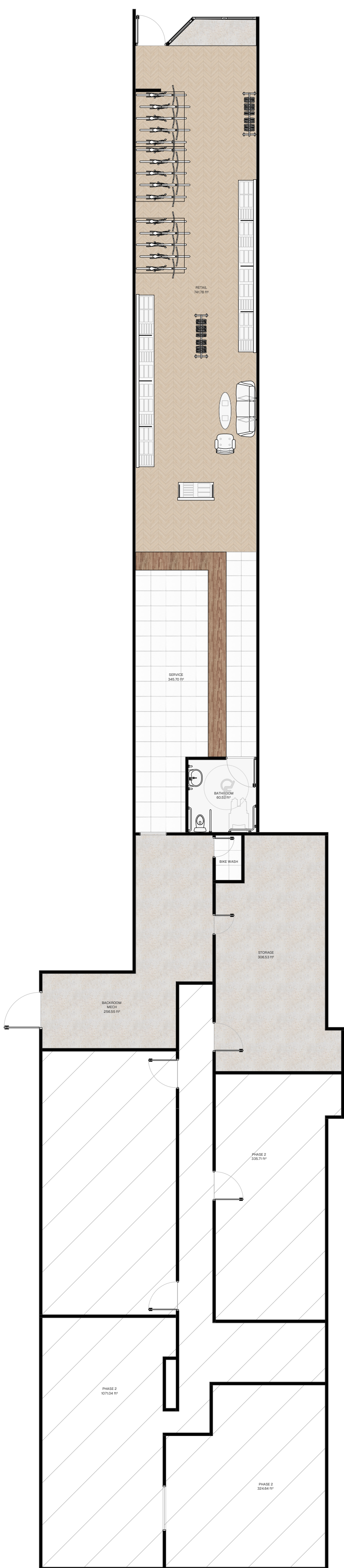
What We're Building

Everything we do is shaped by three operational principles that put our mission into practice:

- 1. *Customer-First Philosophy*** – Every decision begins with the rider's experience. Whether tuning a derailleur or designing a custom bike, our goal is to help each customer feel confident, comfortable, and informed.
- 2. *Operational Efficiency*** – We maintain lean, well-organized systems that allow us to provide fast, consistent, and transparent service—making cycling support accessible without sacrificing quality.
- 3. *Expert Knowledge*** – Our mechanics, educators, and partners bring years of hands-on expertise in standard bikes, e-bikes, and cargo bikes. We use that knowledge not just to fix problems, but to teach riders how to prevent them.

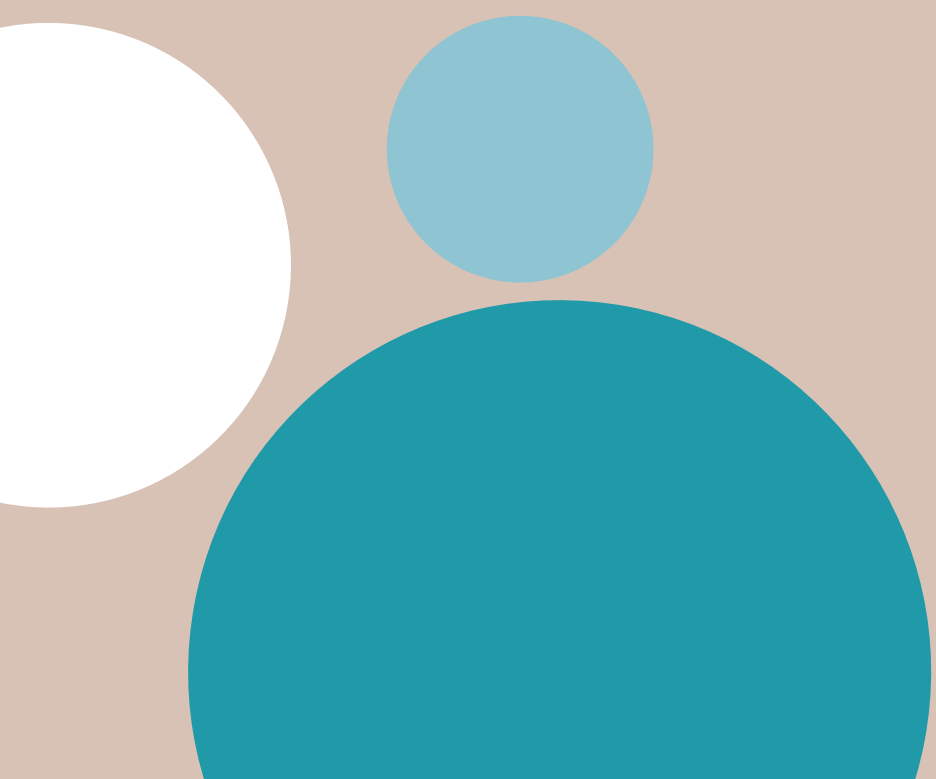
These three principles connect directly to the mission: they make respect, inclusion, and empowerment tangible in everyday operations.

Floor plan



Startup Costs


Category	Amount
Leasehold Improvements	\$8,000.00
Tools & Equipment	\$10,000.00
Initial Inventory	\$30,000.00
Marketing Launch	\$4,000.00
Licenses & Legal	\$2,000.00
Working Capital	\$31,000.00
Payroll	\$15,000.00



Competitive Edge

Wheelie Good Bikes will stand out by combining specialized expertise in e-bikes and cargo bikes with a strong focus on community engagement, education, and personalized service—areas that many competitors do not fully address.

What Sets Us Apart:

- *E-Bike & Cargo Bike Expertise:* Advanced training in servicing electric motors, batteries, and high-capacity bikes.
 - *Education & Engagement:* Classes, workshops, and group rides that encourage personal growth and shared experience.
 - *Welcoming Environment:* A place where every customer is met with courtesy, respect, and attentive service.
 - *Sustainable Practices:* Refurbished bikes, environmentally responsible parts, and mindful packaging.
 - *In-Store and Online Sales:* A local storefront paired with a robust e-commerce platform for parts, accessories, and service scheduling.
 - *Community Hub:* Events and rides designed to foster connection, well-being, and a spirit of cooperation among cyclists.
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Core Services

Core maintenance & Tune-up Services:

Full Service E-Bike Sales & Maintenance

Full Service Cargo Bike Sale & Maintenance

Shipping, Packing, & Travel Services

Customization, Upgrades & Performance Tuning

Cleaning, Cosmetics & Preventative Maintenance

Wheel building

Fit, Ergonomics & Assessment

Inspection, Testing & Diagnostic Services

Custom projects, rentals, community events, *and more!*



Financial Projections – Flat 6% Growth Model

The Flat 6% Growth Forecast assumes steady, consistent expansion across all product and service categories, reflecting disciplined management and a sustainable operational pace. This model aligns with Wheelie Good Bikes' focus on financial stability, controlled growth, and community-driven service rather than aggressive market capture. It represents the baseline scenario—practical, credible, and investor-ready.

Five-Year Financial Summary (Flat 6% Growth)

Year	Total Revenue	COGS	Gross Profit	Operating Expenses	Net Profit	Ending Cash
2026	\$386,000.00	\$123,224.00	\$262,776.00	\$103,728.00	\$159,048.00	\$150,048.00
2027	\$409,160.00	\$130,617.44	\$278,542.56	\$106,321.00	\$172,221.56	\$157,594.00
2028	\$433,709.60	\$138,454.49	\$295,255.11	\$109,000.00	\$186,255.11	\$165,711.00
2029	\$459,732.18	\$146,761.76	\$312,970.42	\$111,725.00	\$201,245.42	\$174,397.00
2030	\$487,315.11	\$155,567.47	\$331,747.64	\$114,518.00	\$217,229.64	\$183,666.00

Analysis

Under the Flat 6% model, Wheelie Good Bikes maintains a steady and reliable growth trajectory over five years, achieving:

- Revenue growth from \$386,000 in Year 1 to \$487,315 by Year 5
- Gross profit margin sustained at approximately 68–69%, driven by strong labor-based service revenue and high-margin accessory sales
- Operating expenses increasing moderately at ~2.5% annually, reflecting controlled staffing expansion and inflationary adjustments
- Net profit growth from \$159,048 in 2026 to \$217,229 by 2030, representing a cumulative increase of 36.5%
- Healthy liquidity, with ending cash improving from \$150,048 to \$183,666, providing adequate reserves for reinvestment or expansion

This forecast demonstrates operational discipline and consistent profitability. The steady 6% annual revenue increase mirrors realistic market performance for a neighborhood bike shop focused on e-bikes, cargo bikes, and education, rather than volume-driven retail.

Wheelie Good Bikes' financial strength in this model rests on balanced revenue streams, high-margin services, and efficient cost control—a combination that allows for measured growth without overextension.

TO VIEW OUR PRO-FORMA, [CLICK HERE.](#)



Investment Tiers

Wheelie Good Bikes invites community members to invest directly in the shop's growth and impact. The program balances meaningful financial returns with experiential perks that keep investors connected to the shop's mission.

Each tier offers a mix of service credits, discounts, and buy-at-cost purchasing options.

Investors can choose between:

- **Option A: Perks + Partial Return** – Enjoy shop benefits while recovering 50% of the principal with annual compounding interest.
- **Option B: Financial Only** – Receive full repayment plus compounded growth at the tier's rate.

This community-based investment model emphasizes transparency, relationship, and reciprocity—allowing investors to help build a neighborhood resource that fosters education, sustainability, and inclusivity.



Tier 1 – Community Rider (\$500, 2 Years)

For neighborhood supporters who want to help launch Wheelie Good Bikes while enjoying service perks.

Benefits: 15% off parts/accessories (cap \$1,000/year), two Standard Tune-Ups and one Safety Check per year, optional Cargo/E-Bike upgrade, and limited scheduling during April–July.

Tier 2 – Commuter (\$1,000, 2 Years)

For everyday riders seeking dependable service and modest financial return.

Option A: Perks + 50% return at 2% annual compounding

Option B: Full return at 2% compounding

Benefits: 15% off parts/accessories (cap \$1,000/year), two Standard Tune-Ups per year for three years, Cargo/E-Bike upgrade, limited scheduling April–July.

Investment Tiers cont.

Tier 3 – Backer (\$2,500, 3 Years)

For serious cyclists who value convenience, priority service, and steady returns.

Option A: 50% return at 2.2% compounding

Option B: Full return at 2.2% compounding

Benefits: 20% off parts/accessories (cap \$1,500/year), two Standard Tune-Ups per year, Flat-Fix Plan (unlimited flats), and peak-season priority scheduling.

Tier 4 – Champion (\$5,000, 4 Years)

For committed supporters seeking a larger role in shaping the shop's growth.

Option A: 50% return at 2.5% compounding

Option B: Full return at 2.5% compounding

Benefits: Buy-at-cost up to \$2,000/year (first two years), 25% off parts/accessories (cap \$1,500/year) in years three–four, two Tune-Ups per year, and full-priority scheduling.

Tier 5 – Founding Patron (\$10,000, 4 Years)

For major contributors sharing the long-term vision of education and sustainability.

Option A: 50% return at 2.5% compounding

Option B: Full return at 2.5% compounding

Benefits: Buy-at-cost up to \$3,000/year for four years (then 25% off), two Tune-Ups per year, complimentary pickup/delivery, full priority service, and lifetime recognition as a Founding Patron.

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Summary

Wheelie Good Bikes' tiered investment model combines financial sustainability with community engagement. Each tier deepens investor connection through service, education, and shared values—turning supporters into long-term partners in building a more inclusive, sustainable cycling culture.

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Be a part of
something great.

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Thank you!

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