Paper Velo

Team or Business Name: Paper Velo

Team Members & all contact Information:

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The Idea:

In the average city obesity, overcrowding, and pollution are more than a daily observation, and as such should be more of a focus of the general population. One element that could hugely benefit this situation would be a greater utilization of bikes in everyday transportation, resulting in decongesting our roads, eliminating pollution, and promoting a healthy lifestyle. With the resurgence of commuting by bicycle, this is not merely a hope that is out of reach. Currently, the market for a bicycle company is very tight and likely a long shot in terms of competing, but the bike I propose to create and market is likely a bike unseen by many of us, a bike composed almost entirely of cardboard. A cardboard bike may seem somewhat like an oxymoron; however, there has been recent research and development in this field resulting in construction of not only bikes, but kayaks as well. The benefits for such a bike make this project particularly appealing in that the bikes can be made from recycled cardboard, are lightweight and strong, and most importantly, are extremely cheap, with average costs around $20. By producing this bike a whole new market could be targeted, one that may not want to invest in an expensive bike, but may still see the benefits of riding one (whether monetarily or for health benefits). After all who wouldn’t be willing to spend less than the cost of a tank of gas on an emissions free, sustainable means of transportation. As well as having a huge impact on the consumer market, I would also like to have a strong drive towards non-profit applications, eventually modeling our company after Tom’s Shoes in that every bike purchased will result in a donated bike to someone in need. Though this may be a future aspect of the company, I believe that it should remain at the core of the company as one of our biggest goals. With the resources provided I hope to make all these goals realities, not only changing the cities we currently live in, but also improving the lives of those in need.

Moreover, Colorado serves as the ideal market to initiate this idea due to our health as a state, and the popularity of bicycles in our cities. For example, Fort Collins is one of the top bike friendly cities in the U.S. and is expected to be number one in the coming years. With this environment, I hope that this idea can come to fruition.

Location where you plan to start your business? Fort Collins or Boulder

Initial obstacles preventing you from starting your business: Initial capital for materials. Also, need help from engineers to design the bicycle – UCCS has senior design projects that couple senior (undergraduates) engineers with companies to help design and develop existing or new products.