



BOCBI
CARGO BIKES MADE IN COLOMBIA









BIKES MADE IN COLOMBIA

Bicycle magic from Colombia

1

Nordic-Colombian, high quality and innovation

2

Vocational training for youth at risk

3

Another story from Colombia

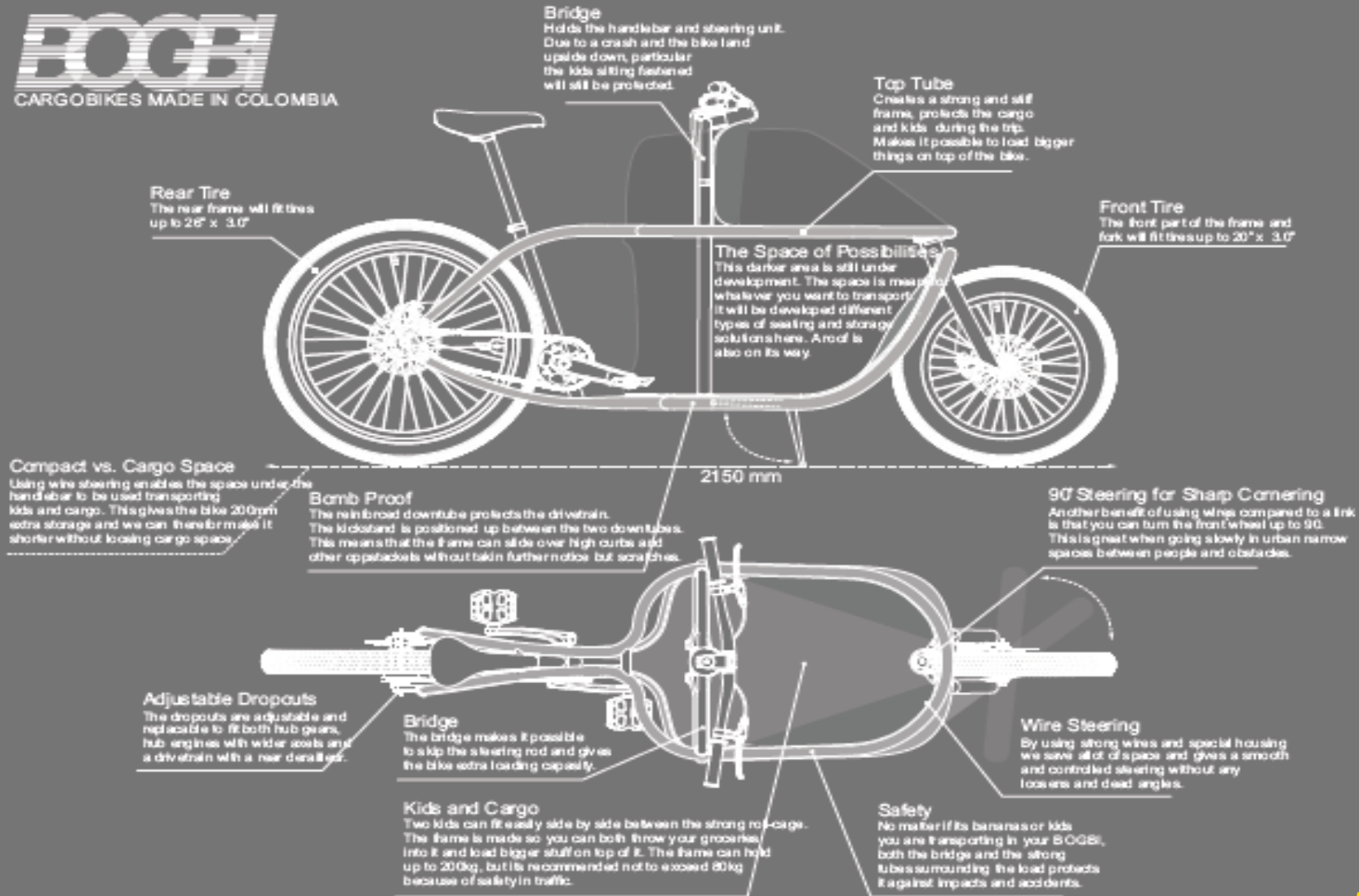
Since May 2016 we have:

- Developed a proof of concept,
- Received orders on more than 25 bikes
- Formalised the company and taken IPR on product and brand
- Established our own production line
- Established a vocational training programme with the Norwegian Refugee Council
- Established a team of engineers, designers and entrepreneurs working full time on the production
- Established ambassadors for Bogbi in Oslo, Copenhagen, Mexico City and Stockholm
- Got more than 265 percent on a crowd funding campaign in Norway
- Raised 150 percent in investments



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CARGO BIKE

A photograph of two workers in a factory setting. The worker on the left is wearing a dark grey protective suit and a helmet with a flame design. The worker on the right is wearing a red protective suit and a dark helmet. They are both wearing yellow gloves and are working on a large metal pipe. The background is a blurred industrial environment.

Our most important component is the people making Bogbi

- We are paying living wages to all employees part of our production.
- We are using our production facilities to give vocational training for young people at risk.
- We want our production and social model to be copied by other Colombian and international companies.



Peace and conflict resolution, Language .

Integration

- Assess motivation and expectations.
- Match with training and curriculum.

Formalisation

Skills

- Introduction to bike as a mode of mobility.
- 24 classes of bike mechanics
- Classes/ introduction to mechanical engineering- production of bicycles

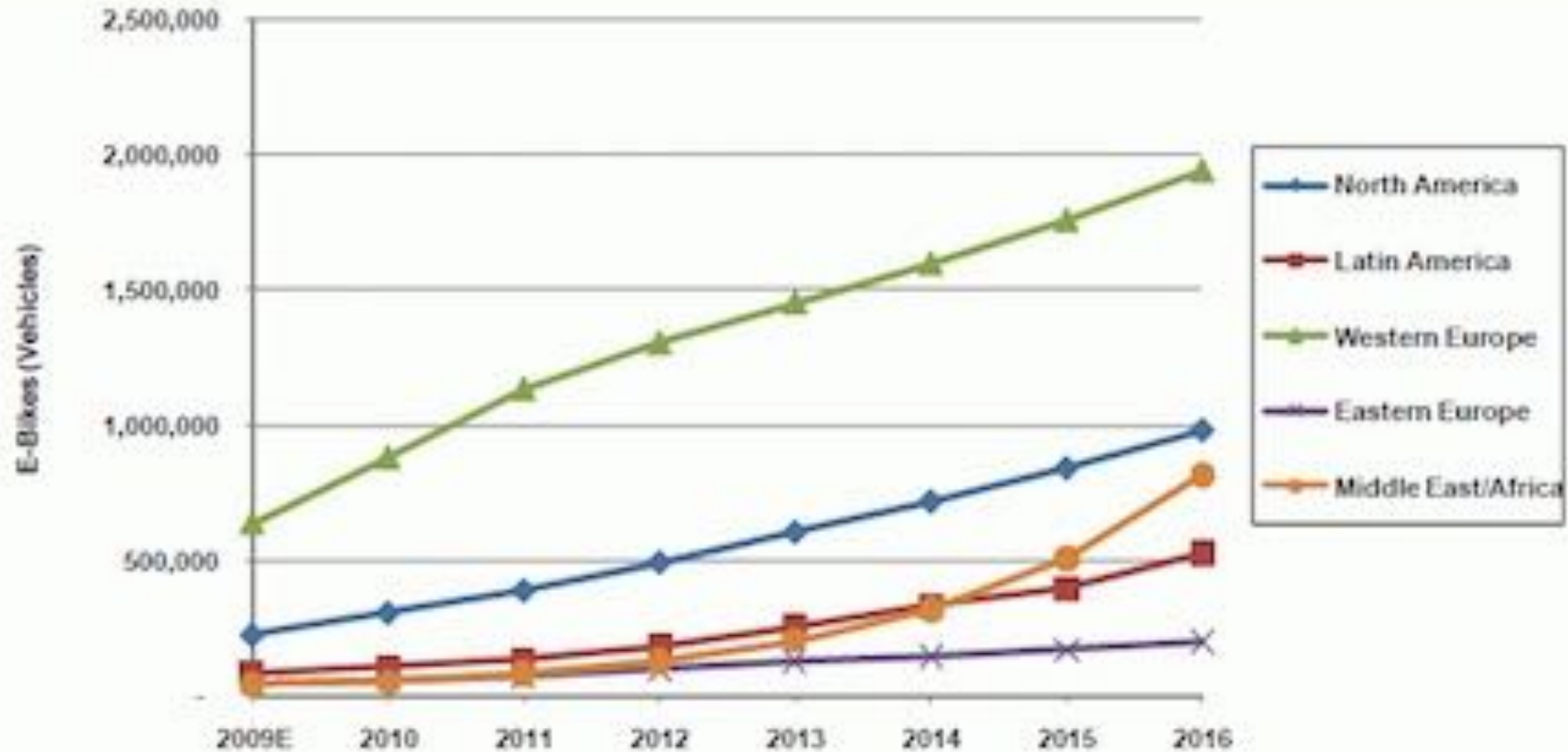
Mentorship

Business incubator

- Assess motivation and possibilities.
- Mentoring by other established bicycle entrepreneurs
- Practice in other companies

Chart 1.1

Annual Electric Two-Wheel Vehicle Sales, World Markets Excluding Asia-Pacific: 2009-2016

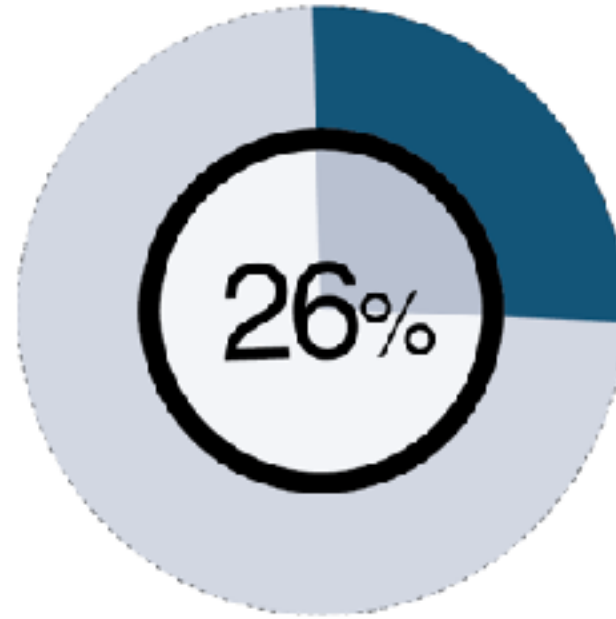


(Source: Pike Research)



The SUV

COPENHAGEN
HAGEN
IZE
EU



26% of families with two or more children own a cargo bike

COPENHAGEN CARGO BIKE NATION

by Copenhagenize Design Co.



Why Colombia ?

- A good place to start sustainable business
- Regulated working conditions
- Clean energy
- Latin-American hub
- Contribute to the development of Colombia in peace



BOGBI in the future

- Develop new products for urban mobility
- A hub for innovation -training and development of smart urban transport and green logistics
- Using Norwegian and Colombian knowledge and experience to improve urban mobility and logistics-tech in Bogota
- Improve our products






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¡Gracias!

