THE TOWN STRATFORD THE HAPPY BUSINESS PLAN PEDALER March 31, 2023 STRATFORD.



#### OVERVIEW

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The Happy Pedaler is a Stratford based tour company founded by local residents, Melanie and Jason, that take its patrons on a fun-filled exploration of downtown Stratford - featuring local watering holes and historical sites via pedal bike propelled by old fashioned leg power.

Our objective is to expand the business by offering a variety of tour types to consistently increase revenue with added tour routes and time slots - showing off the town of Stratford in a fun and active way.



#### TARGET MARKET

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Locals and visitors to Stratford that are aged 19+ (for pub crawls) or 6+ for family-themed tours.

Depending on the tour, the experience is targeted to a variety or interests including: Historical, wellness, artisanal, culinary, creative, artistic, literal, musical and paranormal.





## THE EXPERIENCE

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- 1. Participants book a 3 hour slot(s) and sign waivers online at: www.thehappypedaler.com.
- 2. Everyone meets at a pre-determined location to board the party bike at their scheduled time.
- 3. Participants propel the bike as a group using bicycle-style pedals. The host provides 'local knowledge during the tour while everyone enjoys a tour specific selection of music.
- 4. The tour consists of 3 pre-determined stops that last 30 minutes. Each location will have a selection of products/experiences that are pre-arranged and shared with the group when they arrive.
- 5. The group then rides the bike back to the meeting spot to end the tour.





# of Rider Seats: 15 # of Pedal Seats: 10 Max. # of Passengers: 17

Weight: 2500 Lbs.

Dimensions: 16.5' (L) x 8' (W) x 9.5' (H)

**Power: Human and/or Electric motor** 

**Brakes: Hydraulic Disc Brakes (Front & Back)** 

Wheels: Alluminum - 15" - American Racing Tires GTR Maxtour 195/60R15C

Stereo: Bluetooth / USB / SiriusXM / Pandora / Spotify / 13-Band EQ / Remote App

Speakers: 4 - 6.5" 3-way full-range - Rated at 360 watts Total

Seats: Suspension Sprint Bike Saddle w/Gel Padding and Wood Seat Back

**Lighting: LED** 

**Device Charging: 4 - USB Ports on Bar Table Top** 

Safety: Steel Bar - Both Sides

**Step Up Base: Aluminum Checker Plate** 

**Storage: Dual Overhead** 

**Roof Type: Corrugated/Smoke Transparent -Poly Resin** 

**Back Bench:** 3 Seater - Wood w/ Steel Side Rails.

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#### TOURS PUBGRAVL

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Duration: 3 hours

- Once everyone is accounted for the tour will commence along Downie St. towards The Market Square stopping at a pre-determined pub (The Hub/Heritage Hops/Black Swan/Gillys). Passengers disembark and enjoy beverages within the establishment (30 min.).
- Next they travel back up Downie St. and across Albert St. for a stop at the beloved Bentleys.
- After 30 mins passengers will board again and travel down Ontario to Waterloo and for a final stop at Bru Garden. Passengers then board the bike once again to their initial meeting spot.





### TOUR: COFFEE GRAWERATFORD

Duration: 3 hours

- Start off at the Boar's Head parking lot and head down Waterloo St., across Albert and down Downie St. To The Livery Yard.
- After a 30 minute coffee stop, its back on the bike heading back up Downie and across Market Pl. to Revel for another cup of Joe.
- Finally, its across Market, up Wellington St., across Albert and back up Waterloo St. to Balzac's Stratford for the final stop.





## DAILY OPERATIONS

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- Tours will be scheduled in two time slots, four days a week consisting of 11am-2pm and 3pm-6pm, Thursday-Sunday.
- Season begins as the weather accommodates, typically May 1- October 1.
- Owners will transport bike to designated meeting spot 30 mins prior to departure.
- The bike will be securely housed at the owners property in Stratford.



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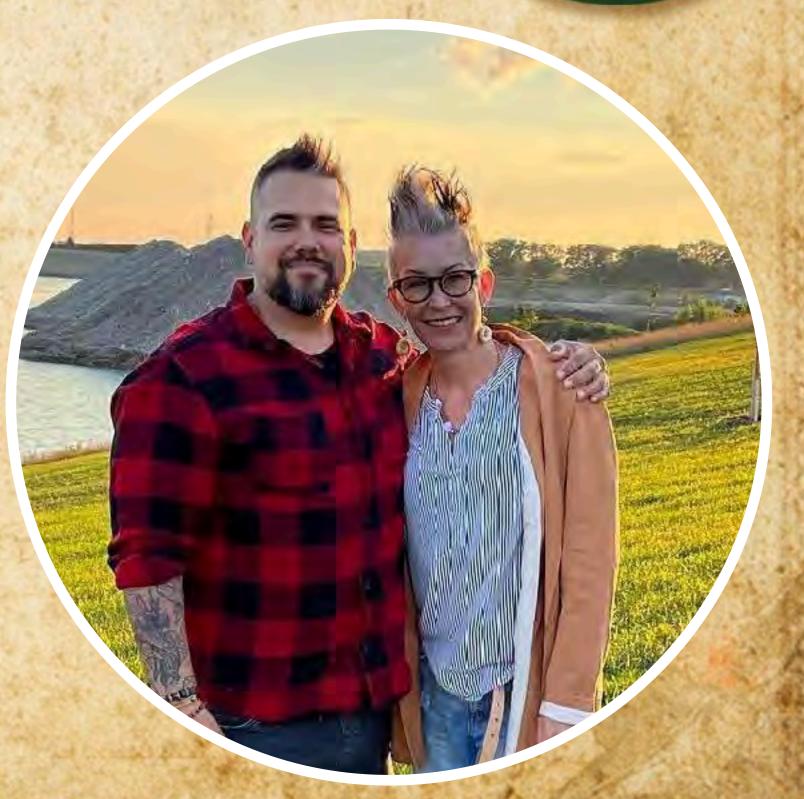
The Happy Pedaler is owned and operated by a husband & wife team who live in and love Stratford.

#### **Melanie Hepburn**

Melanie has owned and operated a successful hair design business for over 20 years. She's also a devoted mother of three children and a fitness enthusiast.

#### **Jason Azevedo**

Jason is the founder and president of a fully immersive tabletop gaming production company called RealmSmith. Engaging his community with unadulterated tabletop fun and adventure. He also has 10+ years of experience in the restaurant industry and 20+ years of graphic design and marketing experience.



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For further questions: thehappypedaler@gmail.com

