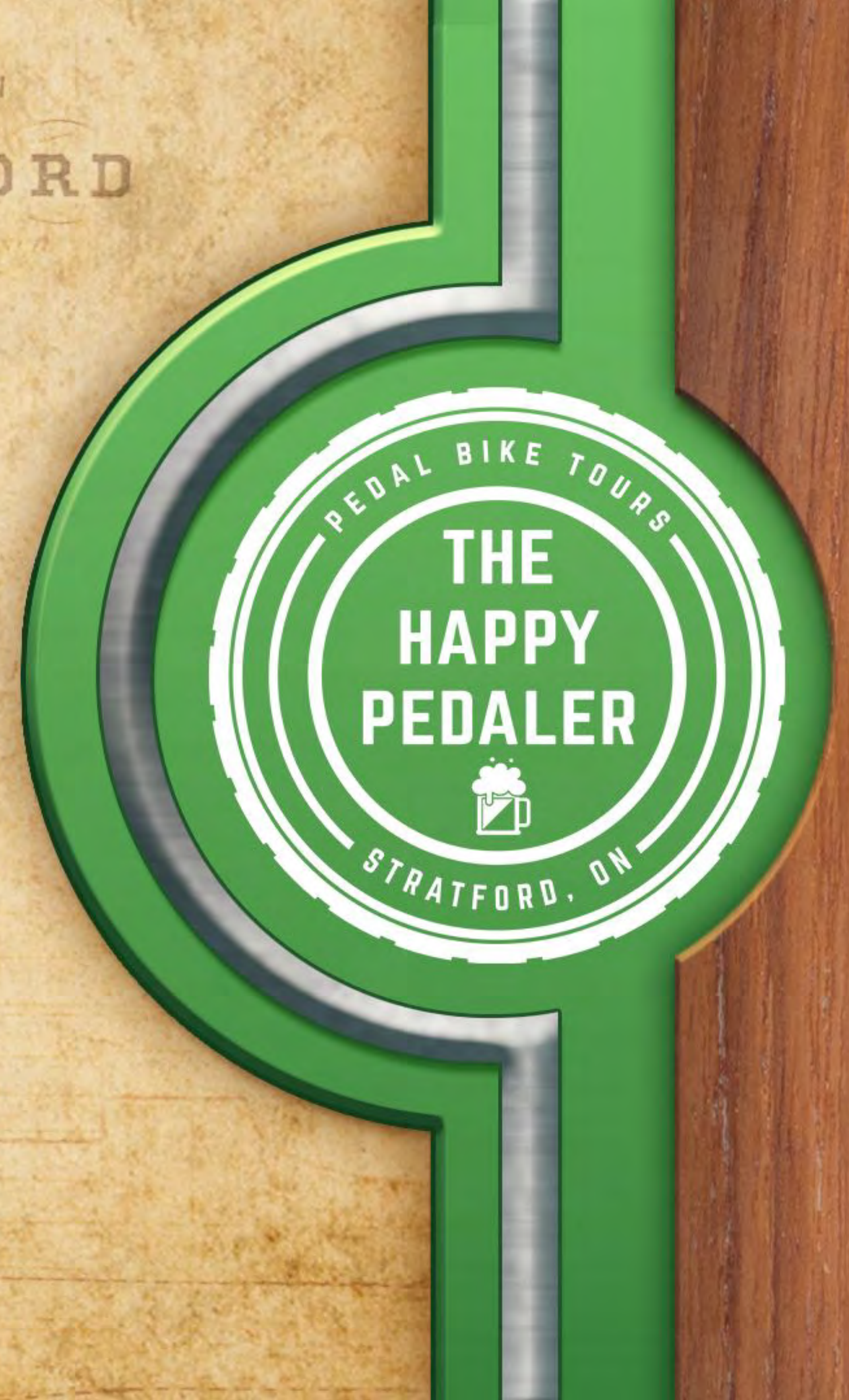


THE TOWN
OF
STRATFORD

SCALE IN CHAINS 1 INCH = 1 MILE

BUSINESS PLAN

March 31, 2023



OVERVIEW

THE TOWN
OF
STRATFORD



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

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

THE TOWN
OF
STRATFORD



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.



THE PARTY BIKE

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.

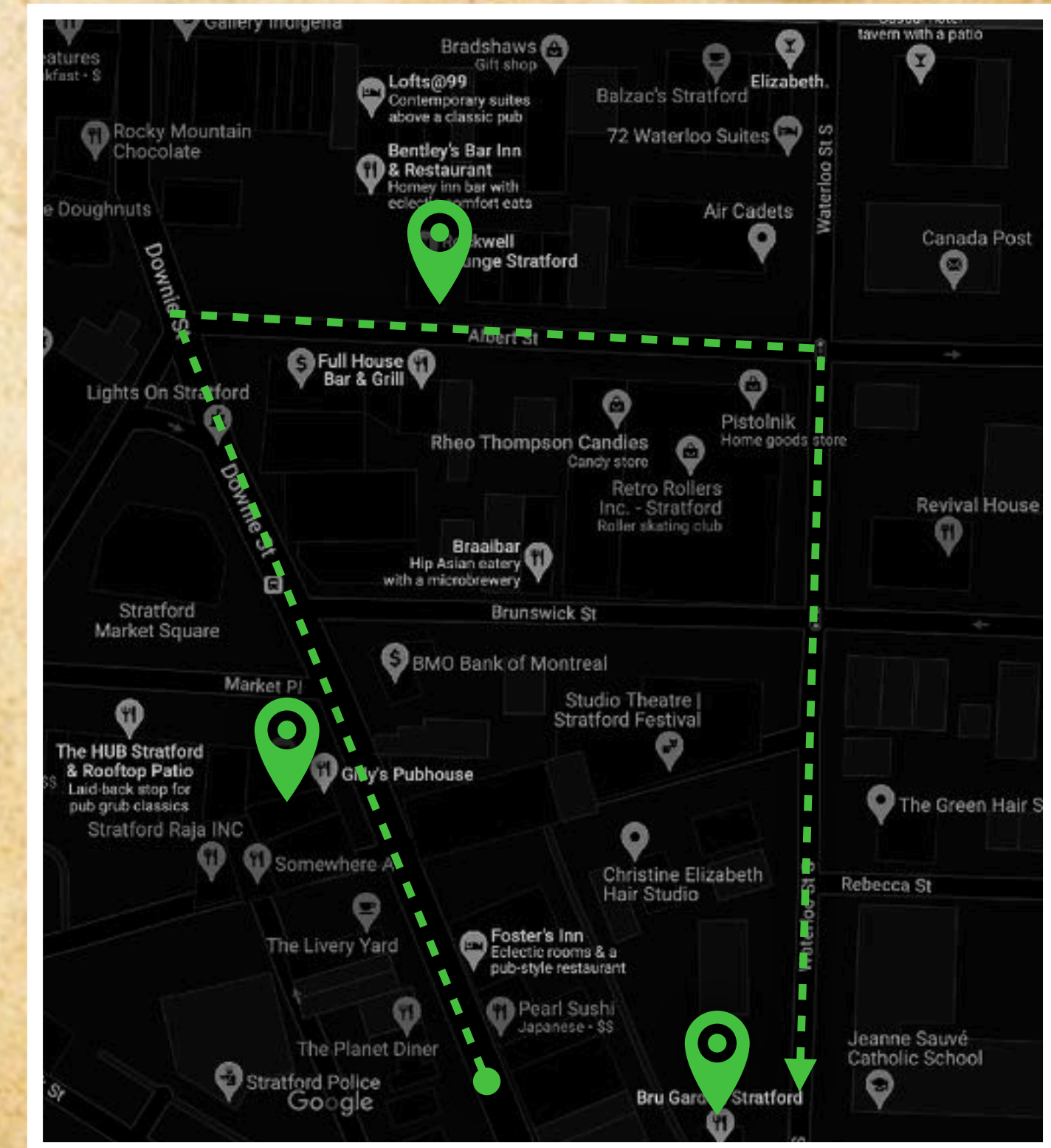




TOUR: PUB CRAWL

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 CRAWL

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

THE TOWN
OF
STRATFORD

- 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.



THE TOWN
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THE TEAM

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.



THE TOWN
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THANK YOU!

For further questions: thehappypedaler@gmail.com

