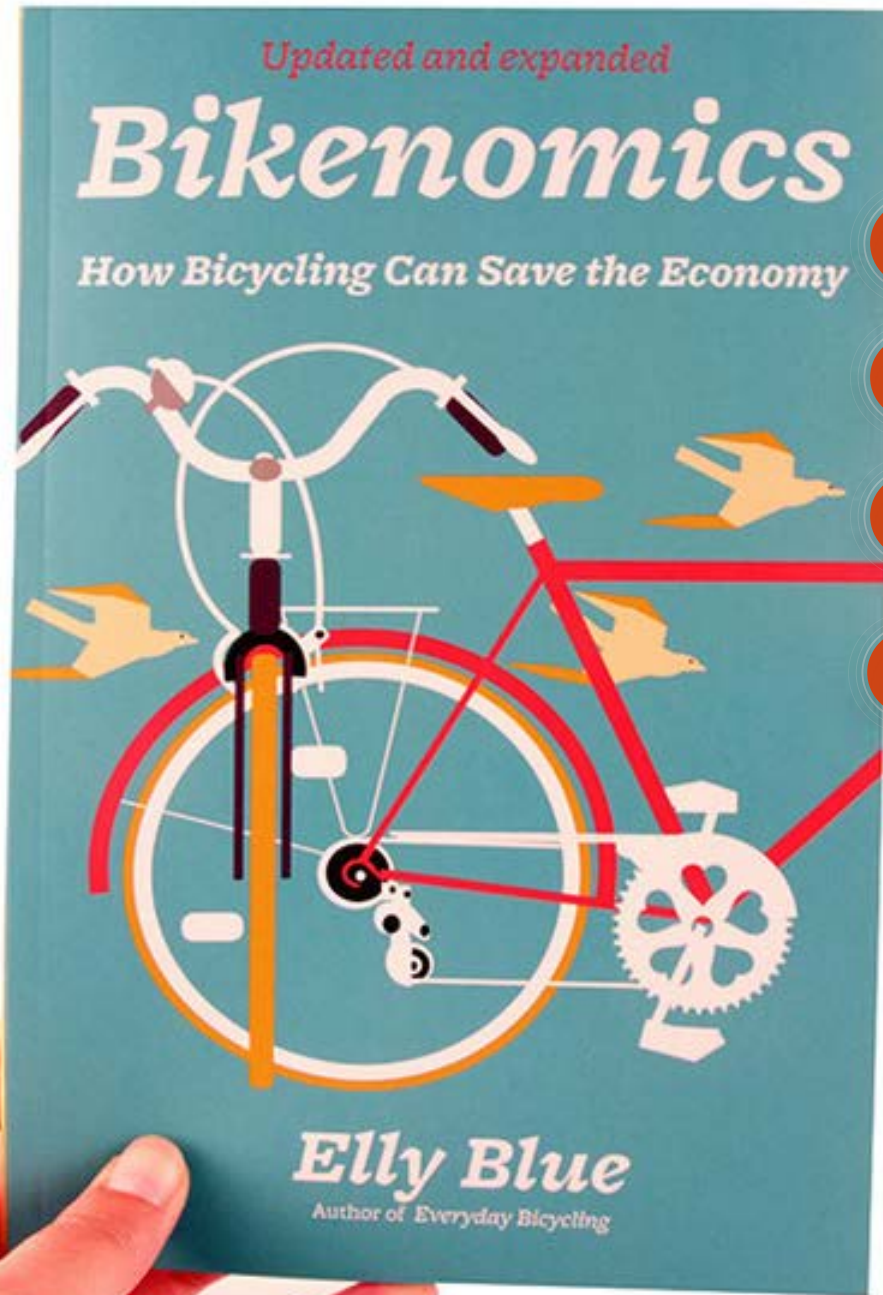




The business of cycling



01

The challenge

02

The money

03

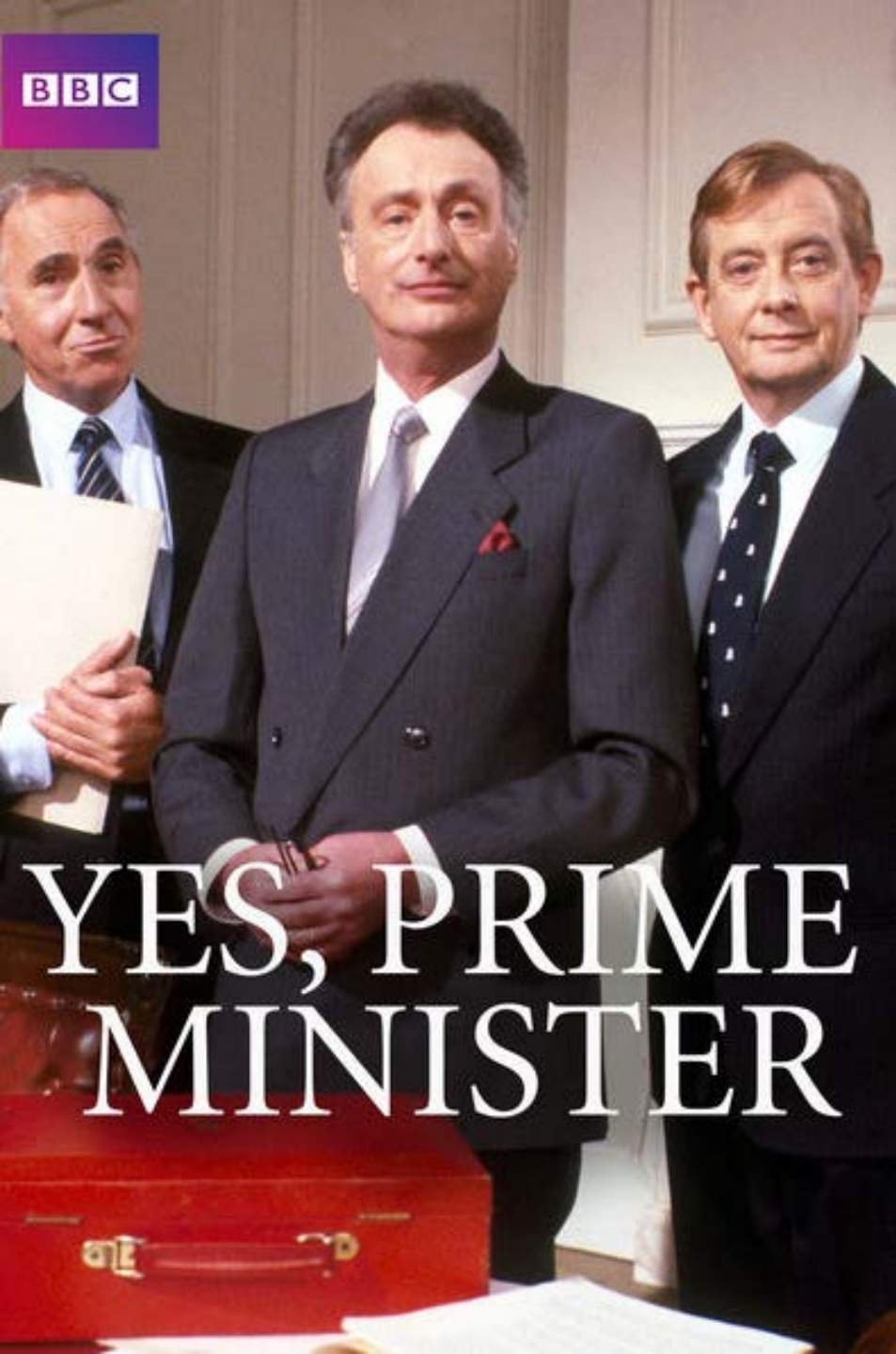
Pump priming

04

The future



Charles Black
CEO, CycleLifeHQ



The challenge

02

The money



- 50% uplift in retail occupancy
- 14 new businesses established / relocated
- 200k+ visitors per year

Small town, big wheels: How mountain biking saved a Minnesota mining town

By Gregg Aamot | 10/26/17

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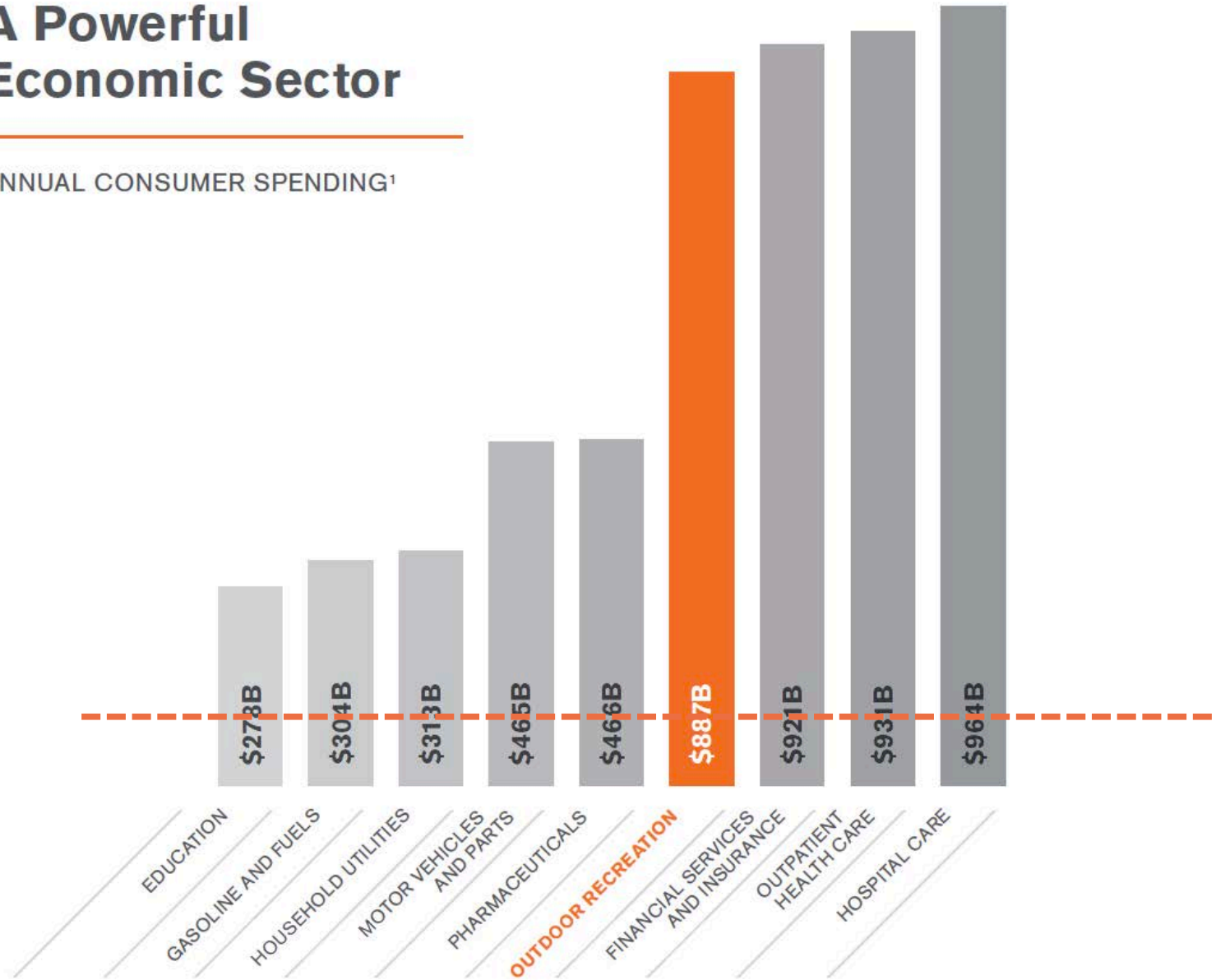
MinnPost photo by Gregg Aamot

Bicyclists from all over the world stop in to Julie McGinnis and Patrick Stoffel's café and bike repair shop in Crosby.

Last December, Patrick Stoffel and Julie McGinnis opened a café in Crosby, Minnesota. At the **Red Raven**, customers can order up a turkey pesto sandwich with chips for lunch – and a new tire for their bicycle.

A Powerful Economic Sector

ANNUAL CONSUMER SPENDING¹



03 Pump priming

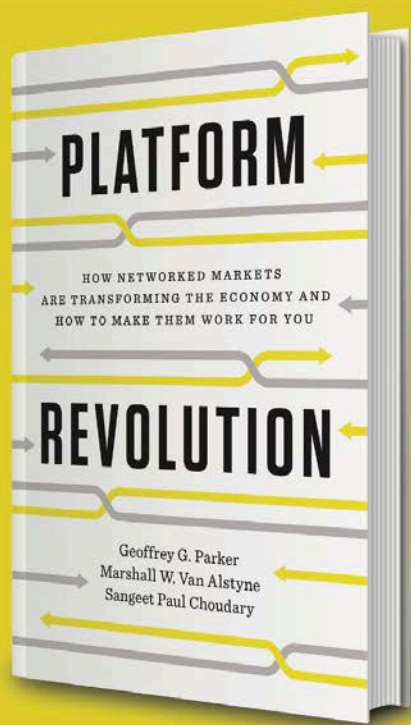


04

The future



THE PLATFORM REVOLUTION



By Sangeet Paul Choudary

The book illustrates How networked markets are transforming the economy and how to make them work for you

11% property price increase



Social impact bonds

