

Carton Bicycle

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CARTON BICYCLE



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Co-Founders, Management:

Yekta Ozden Celebi

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Kaan Inam

Category: Advance Material, Recyclable Product, Composite Manufacturing

Year Founded: 2018

Year participated in GCIP: 2017

Number of Employees: #5

Amount and Type of Financing Sought:

300 thousand TL from investors and sponsor

Use of Funds: Manufacturing workshop

Business Description: The Carton bike team produces a new generation of high-tech composites using natural and recycled paper and natural fibers. At the same time, it also carries out traditional composite production. The Carton bicycle team is involved in a wide range of work from automotive to defense, from medical to machine production, as it deals with material issues. The Carbon Bicycle has a domestic and a national a composite can be used in a high value added area. Below you can find the details of the bicycle, which is the idea of our project as an outlet. Main purpose of our team is manufacturing a recyclable bicycle. We have been innovating a vehicle which is used by 1 billion people in the world. We think like that because of our product can recyclable, light, safe and durable if we compare with other bicycles. Municipalities and university campuses are our targeted market segment. We will reach to the customer from our store, on internet and directly sale.

Product/Market Fit: Since our beachhead segment is companies, we met with RÖZMAŞ, ÜNTES. Result of meeting, they want from us that prepare a protocol. Most probably, our first customer will be automotive companies. Recyclable composite materials will be used first by automotive companie. Also we will set up R&D department. Our sales plan also cover this.

Business Model: We will manufacturing our recyclable composite materials with filament winding machine. Product frame will produce from this machine. Then we will assemble with other different kind of product together. We want to sale firstly automotive companies with balance bar. Also we will set up a sR&D in each companies and factory area.

Customers/LOI:

Be in contact with RÖZMAŞ, Üntes.

Management: Our team consist of 3 people. All member of the team is manufacturing engineer. We have knowledge about composite material manufacturing techniques, finite element analysis program. We can get a new employee responsible for sales and marketing also design because we think we are missing in this areas. We know how to manufacture but we need some professional member about sales and marketing.

Technologies/Special Know-how: We manufactured a prototype 2 years ago and then joined some competition and events. We developed some concepts to make lighter and stronger. Since we did not have a budget we did not develop our product. But now, we find a sponsor and we are building manufacturing workshop. We are also manufacturing a machine which can helps us to manufacture easily. With that machine, our products will be more durable and also lighter. After that we think, we can validate our product by notional labs or certification organizations.

Markets: In Turkey, approximately each year 30 thousand bicycles are imported the price of it 10 million dollar. In worldwide total trading volume of bicycle is 79,87 billion dollar according to 2013 data. We are planning to sale our product firstly municipalities and university campuses. Thanks to them, we think that we can introduce our bicycle to more people. We think that people will be curious about our product afterwards and it will be easier for us to sell them directly.

Competition: Nowadays, recyclable products are more valuable than others. Engineering is to solve any problem by producing high added value products. We prove that we are more innovative than other bicycle manufacturers on the market by producing a recycled bicycle from paper with no added value. Also cardboard bicycle weight is lighter than steel bicycle. Although its weight will be like aluminum bicycle, the price of the cardboard bicycle less than aluminum bicycle.

