



Cybelé
VÉLO

ABOUT US - COMMITTEE

CYBELÉ VÉLO SERVICES

▶ The 'Endurance Hub'

- ▶ A location for all current and aspiring endurance athletes (beginner to the team GB elite) who want to keep fit and optimise their lifestyle, wellness and social
- ▶ Something for everyone, multiple reasons to come down to the Vélo whether your training, recovering, relaxing, working (agile), shopping, servicing your bike and more.

▶ Performance Lab

- ▶ Turbo Trainers using fixed bike frames which are permanently in place (see next page)
- ▶ Wattbikes
- ▶ Treadmills
- ▶ Strength and conditioning (squat rack, dumbbells, kettle bells, TRX cables and more)
- ▶ Scientific testing (Lactate, VO2, power and more)
- ▶ Bike Fits

▶ Wellness

- ▶ Yoga / Pilates / Meditation
- ▶ Physio / Sports Therapy
- ▶ Osteopathy

▶ Endless Pool (next phase)

▶ Bike Mechanic

▶ Café

- ▶ **Corporate Trips** (cycling, triathlon holidays / weeks and weekends away locally, regionally, nationally and internationally)
- ▶ **Coaching** (swimming, running, cycling, triathlon, duathlon, biathlon and much more)
- ▶ **Retail** (bikes, apparel, accessories, nutrition)



ABOUT US

TURBO TRAINERS



TURBO TRAINERS



ABOUT US



CURRENT CONDITION



PARKING

EXAMPLE OF POTENTIAL



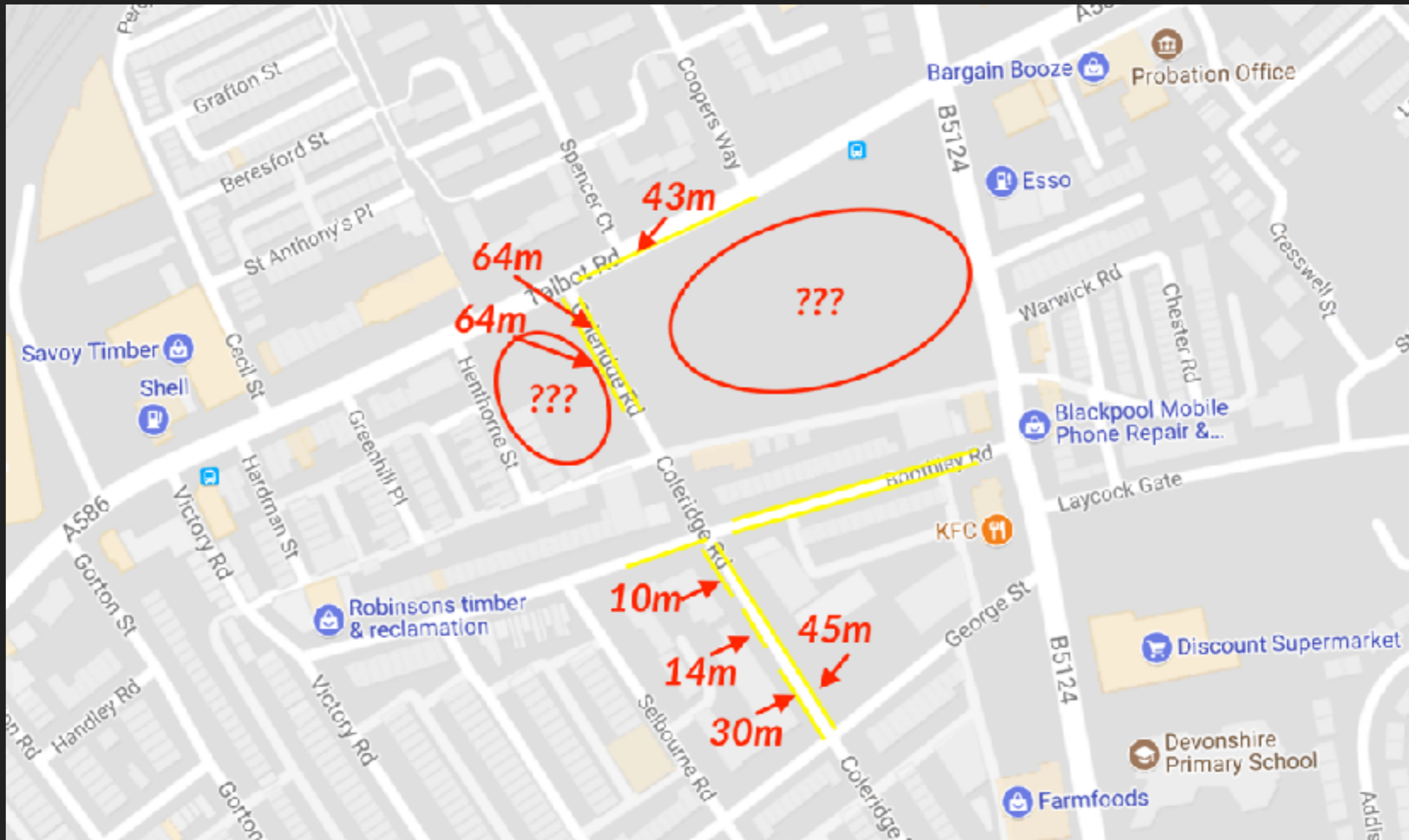
PARKING



PARKING



PARKING



CAFÉ

- ▶ Classic cyclist / athletic café showing endurance events such as le tour de france, marathons, olympics, world championship athletics.
- ▶ Healthy hearty food, smoothies, coffee, pastries and cakes



RETAIL

- ▶ Boutique retail with high quality bikes, apparel, accessories, nutrition



BIKE MECHANIC

- ▶ Bike servicing for all types of 2 wheeled machines, bicycles for kids, elites, road bikes, mountain, tandems and so on.



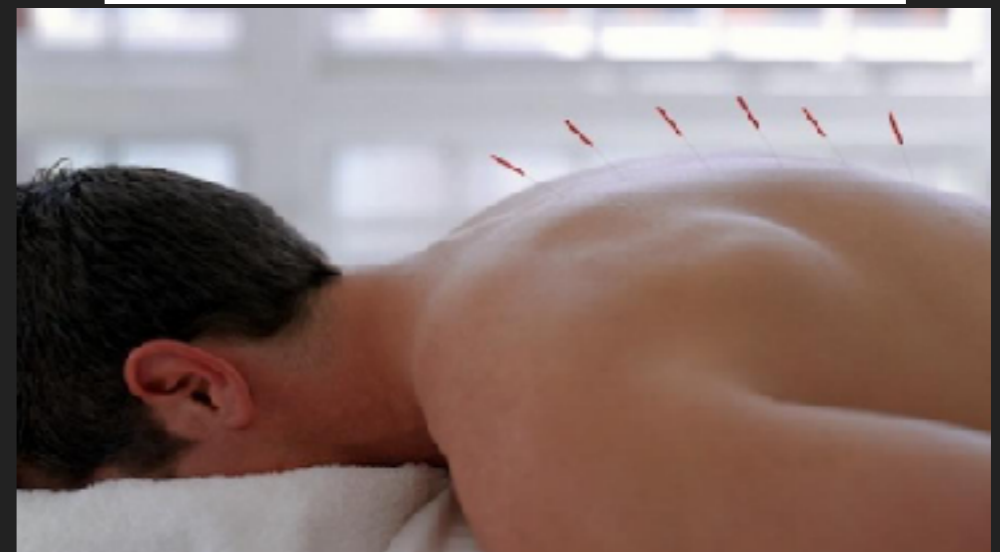
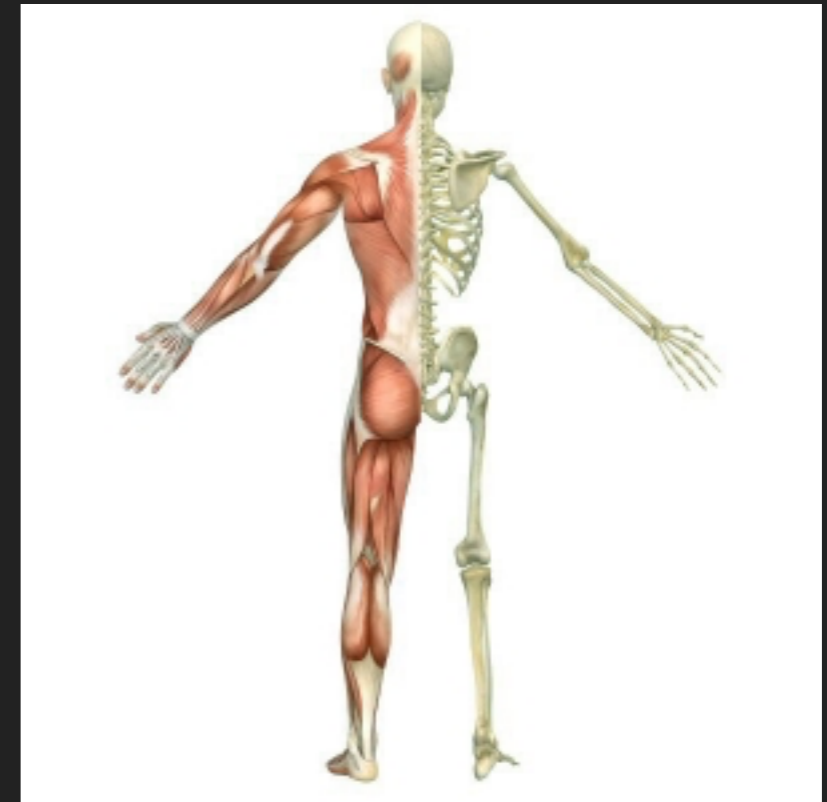
BIKE FITTING

- ▶ Bike fit is critical to ensure the rider prevents injury and performs in the most efficient and effect way depending on their goal. We use a 3 stage approach, we diagnose any existing issues and provide rehabilitation programme, stage 2 assess the biomechanics of the athlete and stage 3 fit the rider to their chosen bike for their chosen objective.



WELLNESS

- ▶ Yoga
- ▶ Physio
- ▶ Osteopath
- ▶ Meditation



CYBELÉ?

- ▶ We discovered the name from the Greek goddess of mountains and outdoors
- ▶ Endurance athletes, runners, cyclists, open water swimmers love the outdoors, exploring, competition and making the most of mother nature
- ▶ We will be promoting outdoor swimming, running outdoors, cycling outdoors and most of this will be utilising the Trough of Bowland, Cumbria and trips abroad to the Spanish, French, Italian mountains
- ▶ We wanted a name which would create curiosity and easy recognition. Long term we will be retailing Cybelé branded apparel and bike frames. Cybelé is a brand that would be respected alongside competitors such as, Rapha, Isadore, Babici, Vélocio, Assos, Castelli (see next page)
- ▶ Cybelé is the brand and the endurance hub will be the Vélo i.e. Cybelé Vélo.
- ▶ Vélo is a word associated with cyclists worldwide and is French for bike.



SIMILAR BRANDS

Rapha®

MAAP

 MORVÉLO®

Isadore

 CASTELLI

velocio

BABICI®

 ASSOS®
O F S W I T Z E R L A N D

 ASSOS®
O F S W I T Z E R L A N D

wordmark logo



Cybelé
VÉLO