

BOOK-A-BIKE

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CEO/COO

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Executive Summary:

Please contact Neil Black President of Book-A-Bike at (513)378-3015 or at blackna3@gmail.com with any questions regarding the company. Traditional mail correspondence can be sent to 8353 Bridle Rd Cincinnati, OH 45244 C/O Neil Black. Book-A-Bike is an automated bike rental company on college campuses across the country. The mission of Book-A-Bike is to strive to provide a convenient and affordable, bicycle-rental to students on large college campuses, empowering them with the ability to get to their classes quicker, cheaper, and at all hours of the day.

Book-A-Bike offers individuals on college campuses the ability to rent a bicycle on a per use basis. The customer can rent a bicycle from one of our automated bike stations around campus by using their personal Book-A-Bike RFID card which will charge their account two dollars and allow for the release of a bicycle. Once the bicycle has been released the customer can use the bike to get to their next destination and return the bike to a different automated bike rack near their destination. Each bike will come equipped with a customized bike lock attached to it that will allow the customer to lock the bike at any bike rack or post. This extra bike lock will allow the customer the convenience of keeping the bike out if they cannot find a rack convenient to their next destination. Customers will be able to pay per use by loading the required two dollars onto their card each time at the pay stations, or they may choose to pay in advance by adding extra money onto the card at any of the pay stations located on the automated bike racks. The bikes will be very basic in nature. They will be single speed with no gears with a modern style to them. The bikes will be locked into the rack through two separate pieces one located on the bike and the other located on the rack itself. The locking mechanism can only be unlocked through the use of a customer card and will lock itself after 30 seconds whether the bike has been removed or not. Book-A-Bike targets mainly college students traveling between classes on and around the campus. In addition to students Book-A-Bike also targets faculty and employees of the universities as well as visitors to the campus.

The President and founder of Book-A-Bike is Neil Black. Neil is a fifth year senior in the Lindner's Honor's Plus program at the University of Cincinnati's College of Business. Neil will graduate June 2010 with a Bachelors of Arts in Business Administration with a focus in operations management with an integral of entrepreneurship. In addition to his academic work Neil has also held co-op positions in the field of operations management at General Electric Aviation in Cincinnati, OH.

Charles Rinehart is the Chief Financial Officer of Book-A-Bike. Charles is a fifth year senior in the Kolodzik business scholars program at the University of Cincinnati's College of Business. Charles will graduate in June of 2010 with a Bachelors of Arts in Business Administration, with a focus in finance and an integral in entrepreneurship. Charles will also graduate with a Bachelors of Arts in Business Economics. In addition to his academic work Charles has held co-op positions with Johnson Investment Counsel in Cincinnati, OH.

Alex Bey is the Vice President of Business Development for Book-A-Bike. Alex is a fifth year senior in the College of Business at the University of Cincinnati. Alex will graduate in June 2010 with a Bachelors of Arts in Business Administration, with a focus in finance and an integral in Real Estate. In addition to his academic work Alex has worked with the startup company Roulston Research in Mayfield Heights, OH. At Roulston Research Alex served as an assistant to the community managers and helped create the processes of how events were scheduled for the company.