

# Activity 2

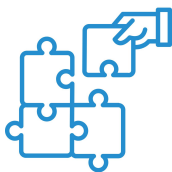
## People, Planet Profit

### Welcome to the People, Planet, Profit Challenge!

To increase our financial viability to support our mission as an inclusive cycling organisation, Bikeworks has created London's first Inclusive Cycling Showroom. You are a team of Consultants working with us!

We want you to create a plan focused on the following headers:

1. Market: Who are our customers and how will we reach them? Think B2C (Business to Customer) and B2B (Business to Business).
2. USP (Unique Selling Proposition): What makes us stand out from competitors? What is the point of difference that we offer?



#### Material

- Reusable printed instructions
- Printed templates for each question and presentation



#### From 1.5 hours in total

You have 50 minutes to develop your solution and be ready to present it.



#### Key learnings

- Strategic thinking
- Decision-making
- Presentation skills
- Team work
- Creativity