



# **New ⚡ Spin**

**BICYCLE SHOP**

[newspinshop.com](http://newspinshop.com)



A Little  
**Background**



# 2012

First Rochester business called  
BrandHoot

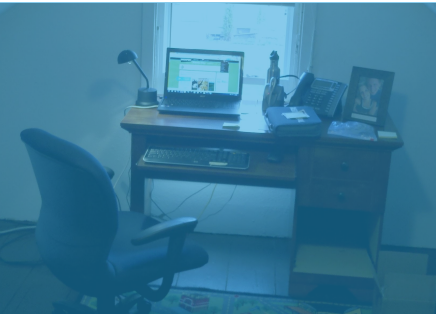
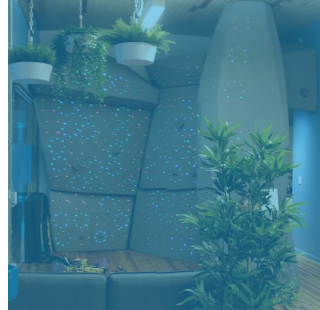
Began in our tiny home  
attic off North Broadway







ROCHESTER AREA  
CHAMBER OF COMMERCE



**BrandHoot takes off — virtually**

BrandHoot, a virtual assistant service, has recently received the 2013-2014 Business of the Year award from the Rochester Area Chamber of Commerce. The company, founded by Jeffery Wiggins, is a leading provider of virtual assistant services, helping businesses streamline their operations and reduce costs. The award recognizes BrandHoot's commitment to excellence and its innovative approach to customer service.

GRAUC



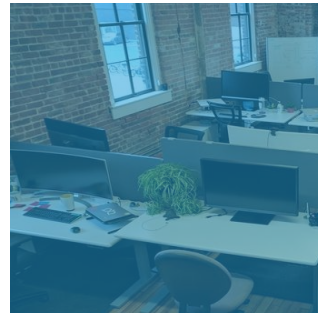
MAYO  
CLINIC



DMC  
Destination Medical Center



POWERS  
VENTURES



brandhoot



# 2020

Continuing to serve clients plus  
expand Easy Board

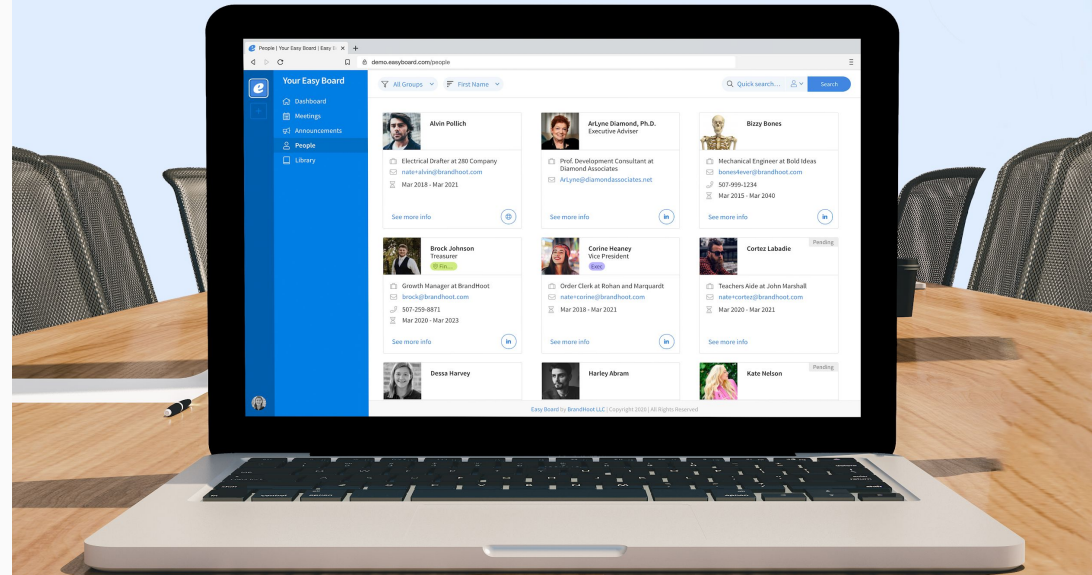
Online “cloud” software

Easy way to manage  
board meetings, documents,  
and people

30+ customers in 15 states so far

Actively growing w/ team effort

# easy board

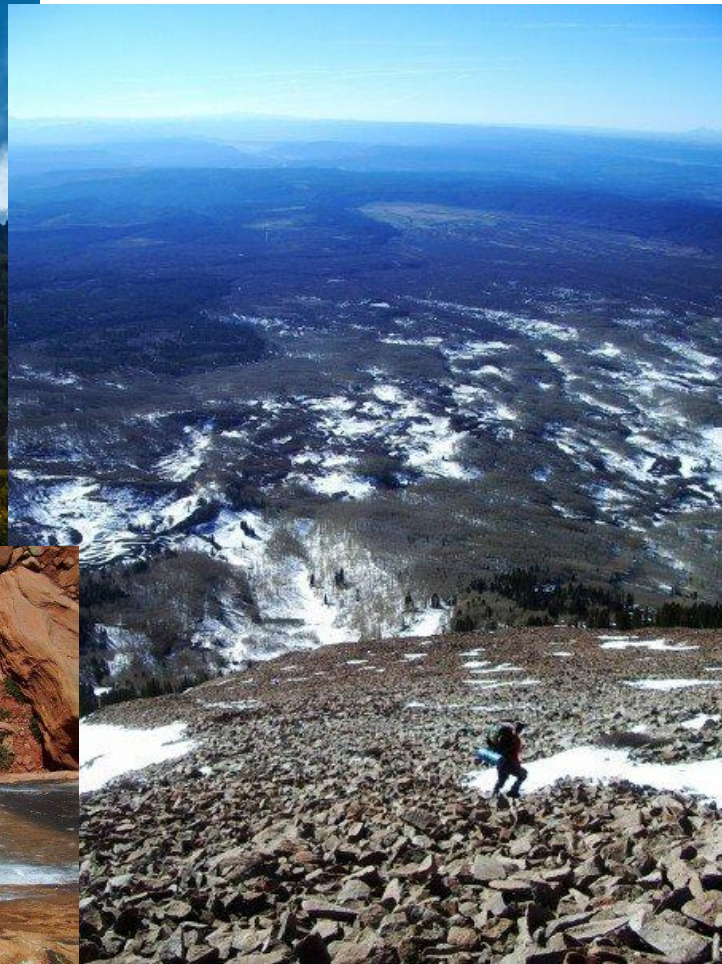
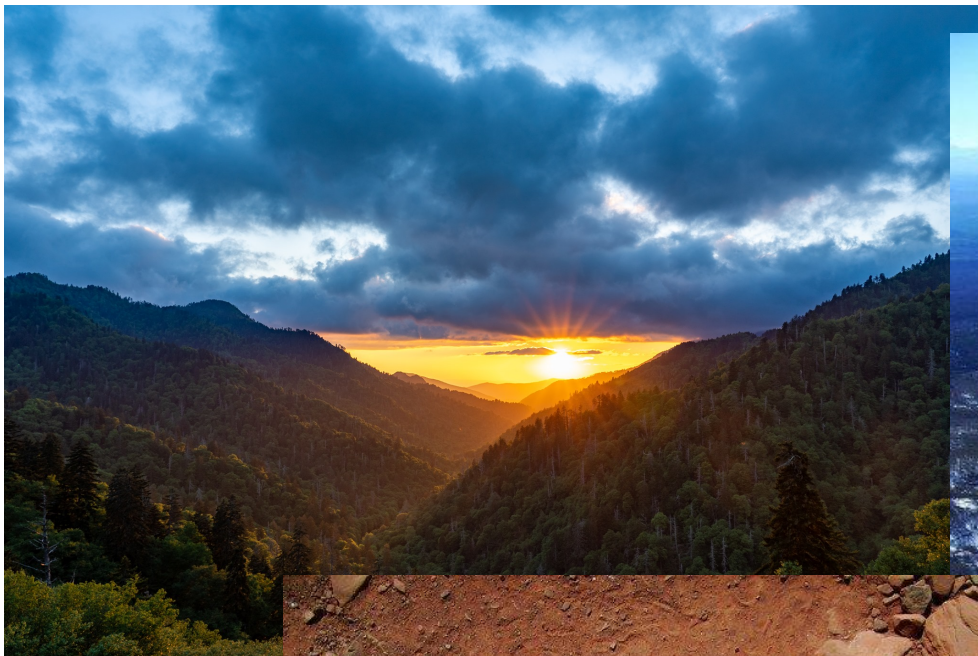




**Sooooooo**

**Why add electric bikes?**















**Fast forward...**



# Family

Amy and I have  
4 energetic kids.

Love to explore.





**20-20**

**What else have we been  
dreaming about?**



**Our electric bikes are SO MUCH FUN  
and great family time outdoors.**



**Hmmmm**

**Electric bikes have already become  
dominant in Europe.**



**Why are there so few Tern and  
Urban Arrow dealers?**

**And only ① in Minnesota?**







# Examples



# Tern GSD

The “minivan” of e-bikes

440 lb capacity

Handles easily under load

25-100+ miles range

Excellent comfort





# Tern GSD





# Tern HSD

The “compact SUV” of e-bikes

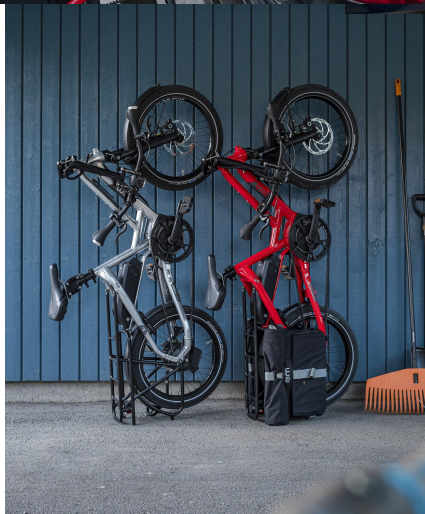
374 lb capacity

Handles easily under load

25-60+ miles range

Very smooth ride

My personal favorite





# Folding

What if an electric bike could fold up the size of a suitcase?





# Urban Arrow

Most popular cargo bike in Europe

Hauls up to 5 people:

1 pilot, 3 up front, 1 in back

Or a variety of lockable cargo boxes for business and municipal

'Shorty' version often used for coffee or pizza delivery





# Tricycles & Assistive

Extra stable

Electric and non-electric options

Great for those with balance concerns, certain prosthetics, or just looking for a more unique and comfortable way to ride





# Any Way You Want to Spin

Adult bikes



Kids bikes



Segway electric scooters



Burley kids trailers

Vehicle hitch racks

Service, and more...





# Location

Open now by appointment & delivery



5335 E. Frontage Rd. NW  
Rochester, MN 55901

Just off 55th and Hwy 52 N





# New ⚡ Spin

BICYCLE SHOP



EAST



# New Spin

BICYCLE SHOP

GSD





# Try an e-bike!

Super fun. Healthy. Safe.

Yes, you will get exercise.

It's been life changing for my family.

How might electric bikes lead to greater innovation in transportation and hospitality?





A man and a woman, both wearing cycling helmets and jackets, are standing next to a yellow New Spin bicycle. They are positioned in front of a metal fence, with a cityscape visible in the background at night. The entire image is overlaid with a green tint.

# Questions?

**New Spin**  
BICYCLE SHOP

[newspinshop.com](http://newspinshop.com)





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# brandhoot

[brandhoot.com](http://brandhoot.com)

# easy board

[easyboard.com](http://easyboard.com)

# pixelpress

BY BRANDHOOT

[pixelpressweb.com](http://pixelpressweb.com)



# New Spin

BICYCLE SHOP

[newspinshop.com](http://newspinshop.com)



# Ideas

How do we further promote healthy alternative modes of transportation downtown and around town?

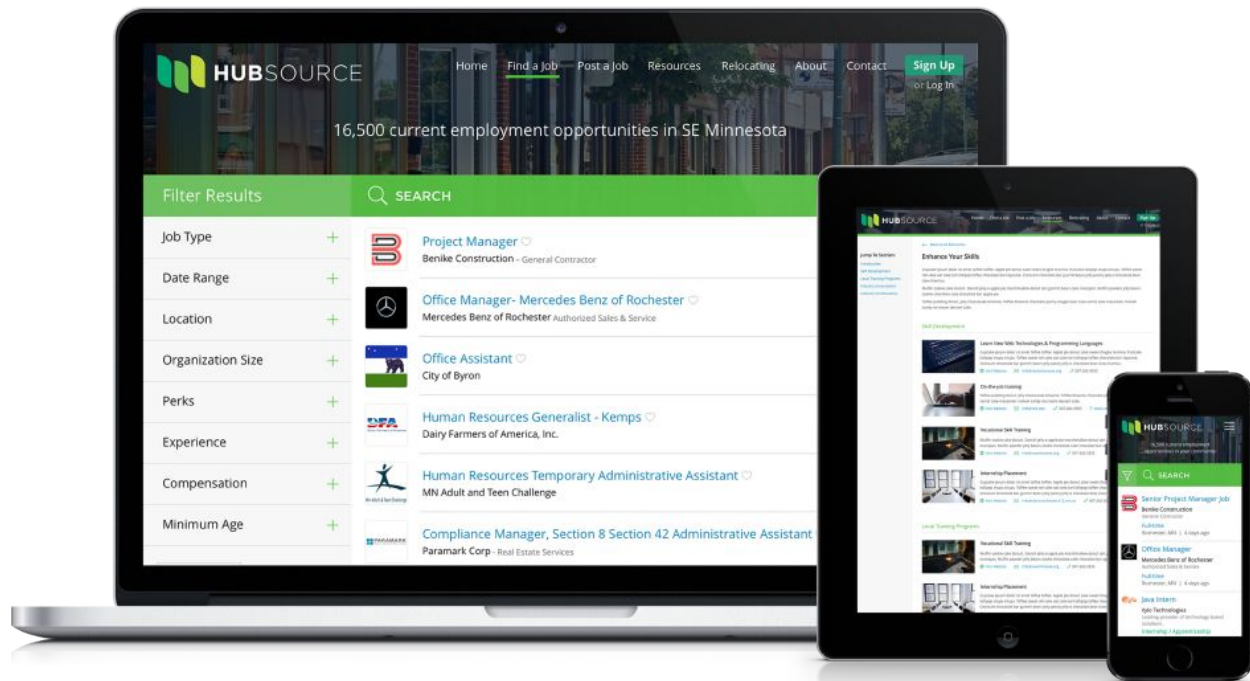
How do we keep biking commuters and visitors safe, especially on roads? (new downtown bike lanes are a great start)

How can hotels get more involved in connecting visitors with our wonderful trail system? Hotel bike fleets for guests w/ a waiver? Florida hotels/resorts do this.

How do we establish Rochester as a leader in modern transportation?







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16,500 current employment opportunities in SE Minnesota

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Location



Organization Size



Perks



Experience



Compensation



Minimum Age



**Project Manager**  
Benike Construction - General Contractor



**Office Manager- Mercedes Benz of Rochester**  
Mercedes Benz of Rochester Authorized Sales & Service



**Office Assistant**  
City of Byron



**Human Resources Generalist - Kemps**  
Dairy Farmers of America, Inc.



**Human Resources Temporary Administrative Assistant**  
MN Adult and Teen Challenge



**Compliance Manager, Section 8 Section 42 Administrative Assistant**  
Paramark Corp - Real Estate Services



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Project Manager

Office Manager- Mercedes Benz of Rochester

Office Assistant

Human Resources Generalist - Kemps

Human Resources Temporary Administrative Assistant

Compliance Manager, Section 8 Section 42 Administrative Assistant



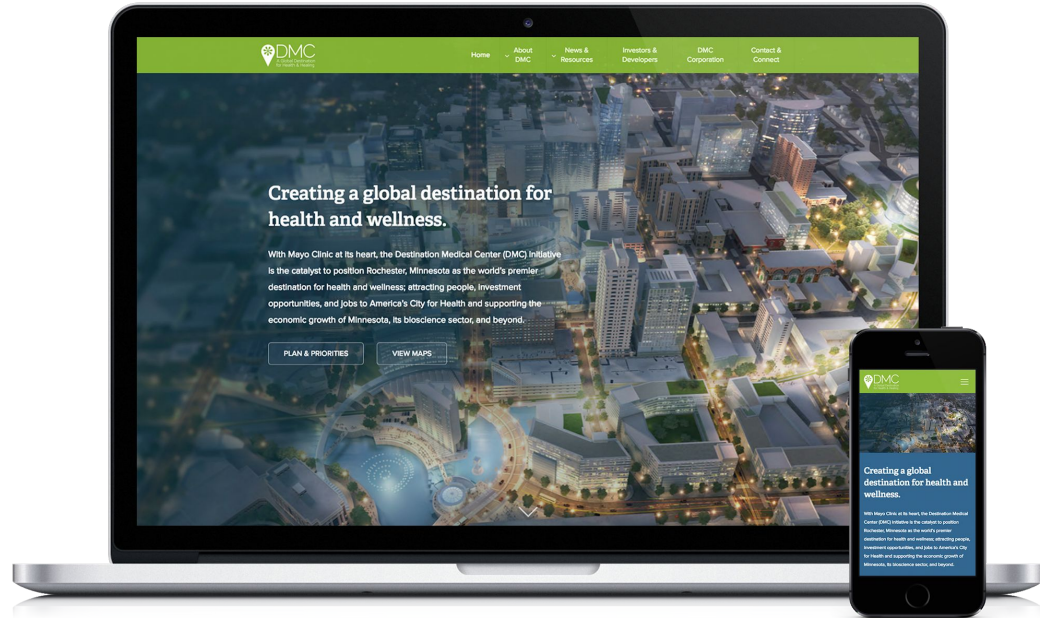
HUBSOURCE



## DMC WEBSITE

*“BrandHoot has been an invaluable partner in establishing an innovative web presence to share our vision of DMC.”*

— DMC EDA Team







INTERACTIVE MAPS