



Paul's Peloton is dedicated to growing African cycling while responsibly engaging the cycling community in humanitarian work and in providing exceptional, high value, responsible, exponentially fluid exposure to sponsors



**iEmpowerment** is dedicated to empowering the people of rural Africa with education, skills development and applications leading to better quality of life, healthcare and employment



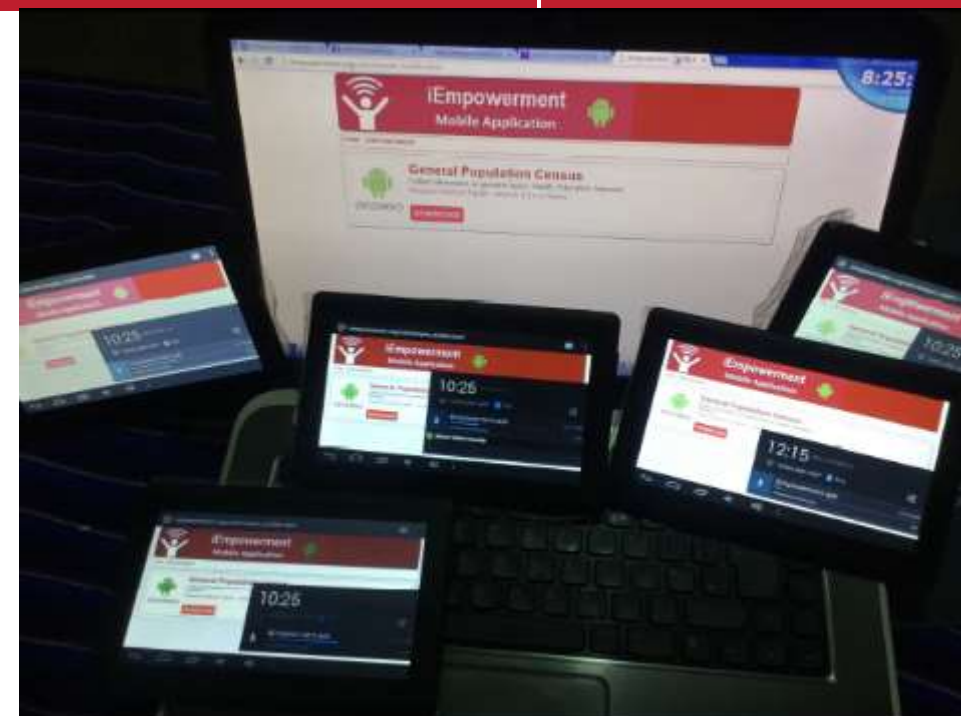
**B4H** is a pure 'grassroots' movement, with no paid staff or overhead, whose vast volunteer organization interacts with people in developing countries to empower those people with the mobility of a bicycle

**iEmpowerment's** founder, Pat Montani and his friend Paul Sherwen, who many of you know as the voice of the Tour de France, previously founded **Bicycles for Humanity**® which has delivered over 125,000 bicycles, to eleven countries in Africa and trained technicians to maintain the Bicycles. Based on this, local communities have built self-sustained, local businesses maintaining and selling bicycles. Paul is now dedicated to growing cycling in Africa while spreading education and enabling healthcare initiatives and simultaneously providing sponsors with unrivaled, cost effective marketplace exposure thru **Paul's Peloton**.

Local cyclists are now grasping the opportunity provided by **iEmpowerment** and **Paul's Peloton** to improve their lives.



## Tools, Training & Local Initiative Ensure Success



### **B4H® developed a sustainable Business Model:**

- Bikes, collected in developed world, are delivered in containers.
- Local labour turns the containers into bike shops
- Local technicians are trained to maintain the bicycles.
- The bikes are given away or sold to raise the money to enable the bike shop to stock spares and maintain the bikes.

**This program has been successful for over 12 years. Multiple, sustainable, local bicycle businesses have been started with tremendous benefits to the local economy**

### **iEmpowerment has proven, in Karamoja, Uganda, that a technology platform and local initiative leads to success**

- Proof of concept was iEmpowerment delivering the front end of iEmpowerment's technology platform to Karamoja, and
- Having local technicians install the technology and train others to use the technology.
  - Locals using the technology in the field
  - Technology has now spread virally with Mountain of the Moon University and others installing it on their main servers

**iEmpowerment's approach has been validated**



**Products:**

Cycling Kits  
Skills Empowerment Centre



- Education
- Skills development
- Applications
- Digital Mobile Content Specialist Course



Contact  
Cycling Club

Provide Course on  
contacting Sponsors and  
benefits to the sponsor, the  
community and the club  
of Paul's Peloton

**Club** takes responsibility to  
contact and sell sponsors  
on benefits

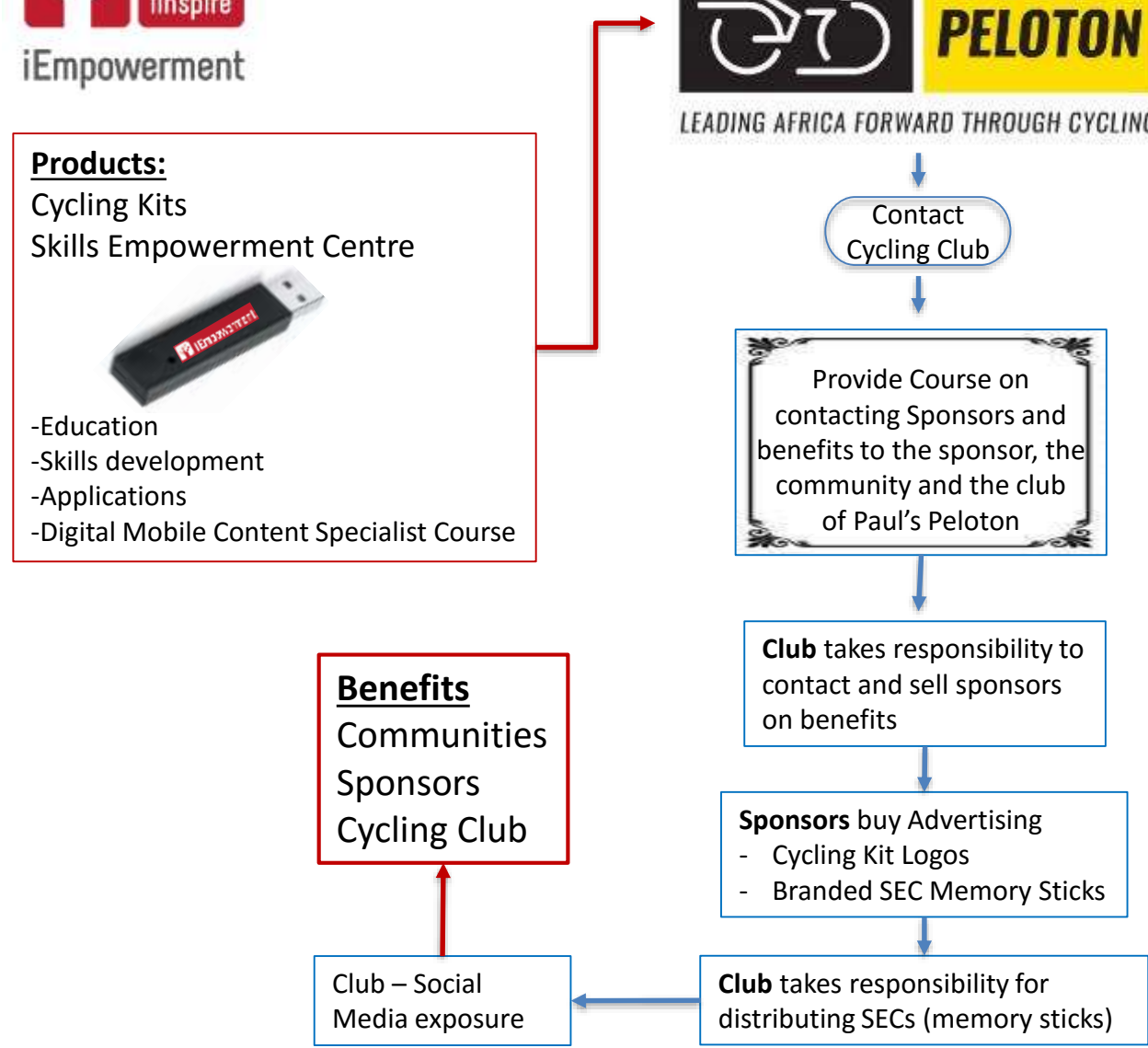
**Sponsors** buy Advertising

- Cycling Kit Logos
- Branded SEC Memory Sticks

**Club** takes responsibility for  
distributing SECs (memory sticks)

**Benefits**  
Communities  
Sponsors  
Cycling Club

Club – Social  
Media exposure



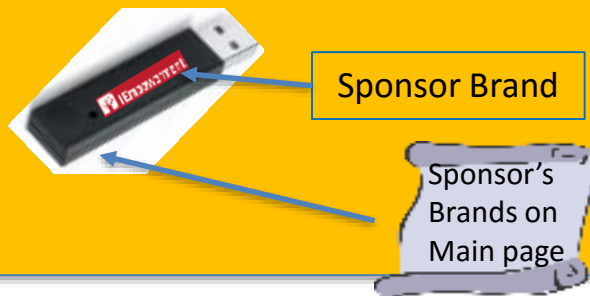
# CYCLING & HUMANITARIANISM

## Sponsor Benefits to kit:

- exposure in one of the world's fastest growing sports
- brand becomes respected by cyclists
- brand exposed to thousands individually, and at charity events and races
- brand seen supporting 'world important Helping Rhinos'
- brand on Club social media



## Benefits to Memory Stick



Will be copied over and over again:

- \*leveraged exposure, communities, schools
- Applications will be taken into the field

- \*leveraged exposure in communities

Specialist Course

- \*leveraged exposure in universities, tech schools



## ➤ Cycling Clubs

- Empower the Clubs with the Tools to raise funds:
  - Cycling Clothing
  - To Provide Educational content to their Communities and Health Care Workers
  - To provide apps for health care census, education tracking, Agriculture management
  - Technology, such as pc's and wifi routers to expand reach
  - To Support their Sponsors
- Develop 'esprit de corps', develop winners
  - Hours of Cycling tips and maintenance

## ➤ Communities Receive the Benefits:

- General Education
- Health Care Worker education
- Skills Education
- Digital Mobile Content Course – spurs employment opportunities
- Applications to:
  - Enable enhanced health care
  - Track educational progress
  - Help manage agriculture



# CONTACT FOR MORE INFO AND TO JOIN THE PELOTON



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