COMPANY OVERVIEW:

Second Life Bikes took shape as a full operating community bike shop and youth-earn-a-bike program in 2009. Youth program participants work at the shop in exchange for a bicycle of their own, which they restore using the skills they learn. As a community bike shop, Second Life Bikes provides customers the opportunity to purchase a refurbished bicycle at a reasonable cost and to have their own bicycles repaired.

PRESENTING CHALLENGE:

When Kerri opened the doors to Second Life Bikes, she struggled to keep everything afloat by herself. Kerri needed help organizing her finances, attaining insurance policies and securing nonprofit status. Additionally, when they saw exceptional growth, Second Life Bikes needed to find a new home. Kerri and her team knew bikes, but they needed expertise in law, business and commercial real estate to really make the most of the nonprofit organization.

SOLUTION & RESULTS:

In 2010, Interfaith Neighbors and the Business Development Center stepped in and shared their expertise with Second Life Bikes. With the help of her new mentors, Kerri was able to put all the necessary puzzle pieces together from gaining 501-c3 status, acquiring loans and purchasing a larger building so Second Life Bikes could grow comfortably. To this day, Kerri still uses the Business Development Center for advice and connections.

“I appreciated [the Business Development Center’s] expertise and being able to have faith in them...I never could have worked through these issues without their support.” – Kerri Martin