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BEST PRACTICE:
✨ **HOW TO CREATE A COOL**
BUSINESS IDEA ✨

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It often starts with looking at things differently.
Even familiar materials can lead to something
unique.

Today's example: My Boo – a bicycle company
that makes high-quality and socially responsible
electric bicycles from bamboo.

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BIG IDEA

Most bikes are made of steel or aluminum. My son chose bamboo – technically a grass, but strong, flexible, and with excellent vibration damping. It is a sustainable and renewable resource that grows where the frames are made.

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WHY BAMBOO?

✓ Light and strong ✓ Grows quickly ✓ Natural shock absorption thanks to long fibers Ride quality rivals classic bicycle frames - comfortable, stable and durable.

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HANDMADE FRAMES

The bamboo for the frames is harvested in Ghana. It is dried, selected and cut to size. Craftsmen bind bamboo with aluminum connectors and resin-soaked sisal fibers. Each frame is shaped and sanded by hand.

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80 WORKING HOURS

Each bamboo frame in Ghana requires approximately 80 hours of meticulous handwork to make.

Final assembly takes place in Kiel, Germany – adding high-quality components such as Shimano motors, disc brakes and batteries for a range of up to 180 km.

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SOCIAL IMPACT

My Boo doesn't just buy frames from Ghana. Every profit from the sale of a bicycle goes towards funding a local school project. The Yonso Model School now has over 215 children, and the proceeds from the bicycle sales support both the classes and the teachers.

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FAIR AND SUSTAINABLE

✓ Locally sourced bamboo ✓ Handcrafted in Ghana
✓ Fair wages for ~40 employees ✓ Long-term partnership to support education and community development
It's not just a bike - it's an entire ecosystem with a positive impact.

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BUSINESS IDEA INSPIRATION



Business idea inspiration ✓ Find unexpected material ✓ Create honest partnerships ✓ Combine profit with social good My Boo shows that a bike can be more than just a ride - it can change lives. 🌱



👉 More information: my-boo.de

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