

Psychographic Segment

BICP Experts motivations, self definitions,
priorities

Passionate

BICP coaches are passionate about mountain biking. Natural gear junkies, eager to try products, using and sampling new things. BICP experts are willing to sample gear and apparel to provide field tested feedback or help sponsors improve products.

Visible Influencers

A leader in their community, coaching to help riders improve. They are experts in their craft and always eager to discuss and recommend products which makes them natural influencers. Also developing the next level of future BICP leaders and create junior influencers through the mentorship programs.

Focused & Determined

BICP coaches are Savvy business owners. A skill set that is applied successfully to business and sport

Adventure-Seeker

Crave outdoor adventure and travel. Have made their business a lifestyle: The "excuse" to go outside all day, play in the outdoors and have a great time with their students. Have a beer at the end of the day

Risk Taker

The love of the adventure, adrenaline, risk, downhill and competition. This trait creates a tribalism and community of mountain bikers . A "belonging" to a like minded group that seek and share stories about gear and travel locations

Protect and Conserve the Outdoors

BICP coaches are very active in outdoor recreation and support conservation. They are advocates for the outdoor industry, certified network of instructors encourage people to enjoy the great outdoors responsibly.