

BICP Marketing

2020 -2021 Goals:

- **Certify** more trainers: Trainers add legitimacy to the sport of mountain biking and remove barriers to instruction in the community. In 2019, we certified **over 450 new members**, doubling the number of courses offered anywhere else
- **Expand** globally: We are aiming to establish a global standard for mountain bike skills instructor training
- **Partnering** with other organizations to create diversity scholarships to minorities and women of color to develop leadership
- **Inclusive** -grow awareness and opportunities in partnership with Move United
- **Breaking down barriers** that inhibit people from trying mountain biking in the great outdoors. 1. Adaptive 2. BIPOC 3. Offers Diversity Scholarships to minorities and women of color to develop leadership
- **Differentiate** from competitors: 1. BICP will accept crossovers from outside MTB programs and pick-up from where a coach left off within BICP's system. 2. Endorsd by IMBA and took over program.
- **Increase** BICP brand awareness through all of our programs
- **Copywriting** BICP proprietary training manuals in 2020
- **Covid Response** - Increase agility by offering Ride Leader Certification entirely online
- **Partner** with USA Cycling, training for Safe Sport and Ride Leader Certification