



Core Curriculum: Entrepreneurship: Recognizing and Shaping Opportunities

TheCaseSolutions.com

Who IS The Entrepreneur?

- *Robyn Elliott is the owner and founder of bicycle tours of Atlanta.*
- *Before starting Bicycle Tours of Atlanta she worked in the construction industry until 2008.*
- *She always had a strong passion for bicycles and loved showing people around Atlanta.*

Description of Business

- Bicycle tours of Atlanta offers three different tours:
 1. Heart of the City Tour
 2. Atlanta Street Art Tour
 3. Midtown and Beltline Tour
- Attendees from around the world go on a tour when visiting Atlanta
- Ages range from 10 - 78 years old and are mostly professionals

Opportunity

- Many companies decide to hold business conferences in Atlanta due to:
 - The accessible cheap air fair
 - Very affordable city
 - Warm climate

This brings in many tourists who are unfamiliar with Atlanta's sites and history.

Bicycle tours Atlanta has capitalized on this market.

- Atlanta is the 7th most visited city in the U.S.
- 12th most visited city by overseas visitors