



« We believe in a world in which tourism is a driver of economic benefit and empowerment to local people.

»

Mony, Senior Tour Guide at Soksabike

Soksabike's Impact Model January 2018

Why Soksabike?

1. Innovative, first of its kind our city Battambang, Cambodia
2. Positive contribution to poverty reduction through Sustainable Tourism
3. Dedication to vocational training of young people in Cambodia
4. Promotion of inclusive growth and Sustainable Development Goals (SDGs)



The Problem

In Cambodia, there is a gap between education received and employability.

- 1. Upon graduation, students lack hard and soft skills like leadership and confidence that would propel them into a successful career.**
- 2. Tourism is largely driven by interest in the local community but frequently the benefits from increased tourism - especially economic - are not distributed to these communities.**
- 3. There is a growing demand for authentic, meaningful experiences that create positive impact, but these activities can be difficult to find.**



The solution

Let's build a better future. Let's Develop Together.

Soksabike solution to poverty reduction is a bicycle tourism social enterprise that provides young Cambodians with meaningful pathways to employment and travelers with insightful, engaging experiences.

Our social enterprise connects local business owners to the tourism industry. We put the best interests of the families and businesses we visit first, and pay them fairly for their time.



Our Business Model

Social impact is directly tied into our revenue model. Soksabike charges a per person fee for each tour we run. Every family and small business we visit on tour receives compensation based on the number of people who visit their home. Our guides distribute the money on the tour to ease cash flow for the families.

Where our money comes from?



Bicycle
Rentals -
20



Bicycle
Tours - 80

Impact model

We believe in sustainability and in creating unforgettable, meaningful experiences for our guests. We also believe in the power of the travel industry to empower local communities.

Soksa Impact - 2017 Snapshot

- 16 households (75 people)
- Investment in local economy (includes guide fees but not salaries): over USD\$13,000
- No. of trainings Soksabike staff attended: 8
 - 10 different staff members - 16 training instances
- No. of trainings Soksabike gave in 2017: 4
- No. of guests in 2017 - over 1500



3 Levels of Impact

When you cycle with Soksabike you are positively affecting 3 key areas. First and foremost, the vocational development of our guides and staff is hugely important at Soksabike. We believe young people, with the right training and access to mentorship, can become change makers.

1. Our Guides and Staff

- **Who:** Students preparing to enter the workforce in Battambang
- **What:** Capacity Development and Training
 - Necessary skills and a pathway for future employment
- **Outcome:** recognized as high quality guides, alumni have created their own businesses and have worked for larger regional and international tour operators.



Our Community

Small business owners and the families on tour benefit from your tour with us. We believe an additional income source makes households more resilient.

2. Our Community

- **Who:** Local families and small business owners
- **What:** Create economic opportunities and income diversification by giving them access to the tourism industry and market
- We pay all the families we work with fairly for their time and fund educational programs for our community.
- **Outcome:** 16 families receive economic contributions from Soksabike



You! Our Customer

We believe that building strong, meaningful connections between travelers and the communities they visit is crucial to responsible tourism and mutual understanding.

Our Customers

- **Who:** Travelers interested in Cambodia, cycling or local customs
- **What:** Foster meaningful connections with local people
- **Outcome:** Authentic, memorable experience and an eye-opening insight into Cambodian culture. Awareness about responsible tourism practices.



Team

The current local team is dedicated and loyal to Soksabike. They understand the ins and outs of the business, and are ready to take on ownership.



Our team is committed to Soksabike's mission and has a vision for growth. Our combined skill set can manage on the ground operations with some guidance and support from a larger organization for long term strategy.

Competition

We're a step above the competition and this is clear in our 5 star TripAdvisor ratings. We are the only tour provider that commits so much of our revenue to the community and guide training.

Even with copy-cat companies entering the marketplace, we have maintained a successful business since the beginning. Here is why:

1. Our Relationships

We are connected with NGOs and social enterprise organizations throughout the country who send useful trainings and opportunities our way.

2. Our Expertise

7 years of operational expertise on managing a responsible tourism bike tour product and a profitable social enterprise.

3. Our Guides

Our guides are well known for being the best. Our training program equips young people to succeed and be change-makers.



So why choose Soksabike?

Our value proposition



1. **We promote inclusive growth.**
2. **We have a proven, financially feasible business model.**
3. **Our impact is measured, and ready to scale.**