**Idea 7 by Carmen Pedraza**

**BIICIAPUNTO**

Lack of time and also of knowledge. José María Fernández Torrado turned that negative combination into an interesting business proposal.

Sell ​​time

"I am a user of the urban bicycle. I use it to move around the city. One day I had a breakdown and neither knew what was happening nor had time to take it to fix. And from that combination of 'I have no knowledge and I do not have time' emerged Biciapunto.com, an online repair and maintenance workshop for bikes with free home delivery, "recalls this entrepreneur, partner with Roberto García. "Our goal is to make life easier for bicycle lovers and, for that, we provide them with time and the best service for their repair and maintenance."

They offer several plans. One general maintenance, with 10 points of revision. Another of integral maintenance, with 16 points. And a configurator for the repair or replacement of parts and accessories for any bike on the market. "In addition, we offer an assembly service for new bikes. And if you do not know what happens to the bike, we review it, we give a budget and if it interests us well and, if not, we will return the bike at no cost. First of all, we offer transparency. "

Biciapunto works with several associated workshops, "which, previously, we have checked to comply with our quality standards. We capture the demand and we redirect it to these associated workshops. "

Fernández Torrado emphasizes that, unlike other businesses related to the world of bicycles, "we focus exclusively on maintenance and repair. We do not sell bicycles, nor components, nor clothes ... We also offer different forms of payment, including the possibility of payment at home, when the customer receives the repaired bicycle and proves how it has been ".

At the moment, they are only in Madrid, but the business is scalable. "In the studio we have Barcelona, ​​Zaragoza and Seville".