

# Keep them on the bike

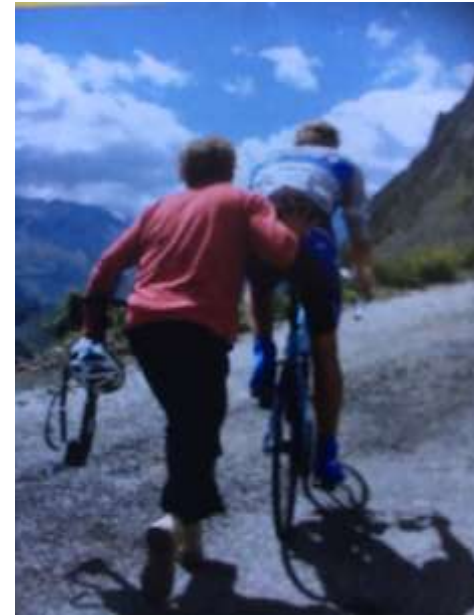
Ernest van den Bemd  
Bikeschool



**Fietzersbond**

**FIETS  
SCHOL**  
Fietzersbond

# Who is talking





# Dutch cycling school

## Our journey in preparing





as

**as long and  
often as  
possible**



Our  
perspective ..





In the  
meantime

FIETS  
SCHOL  
Fietzersbond



Red alert



Puzzle





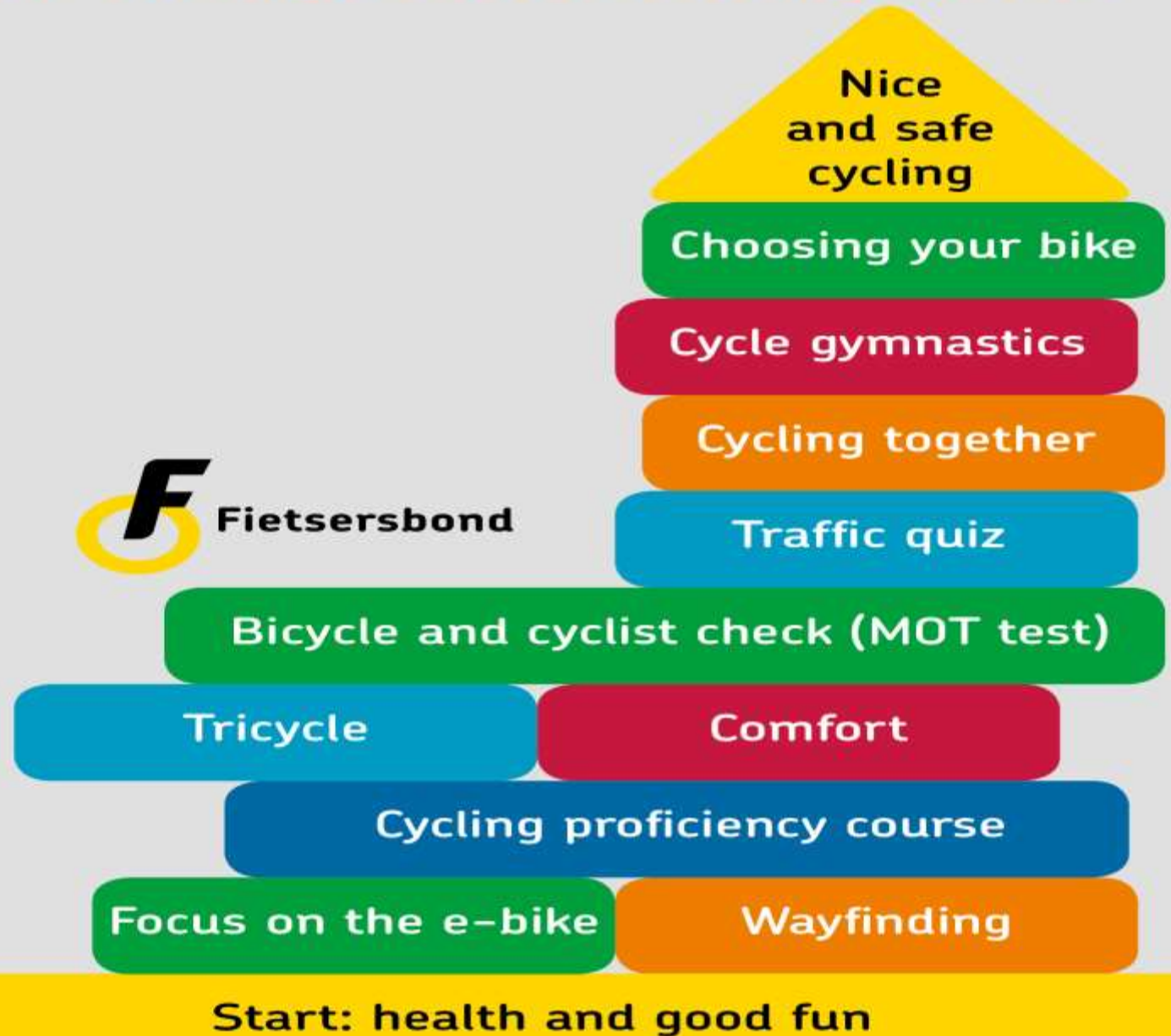
Needs

# BASIC HUMAN NEEDS



Tailor made

# The Cycling School building blocks



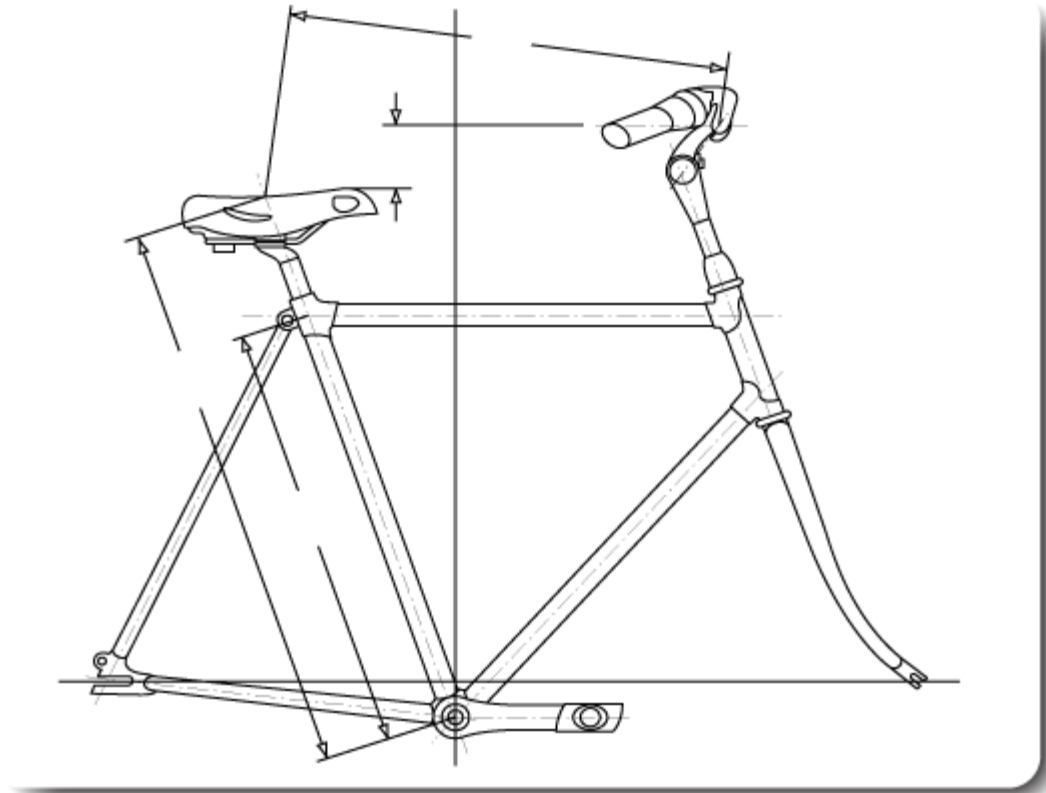


# Different pictures



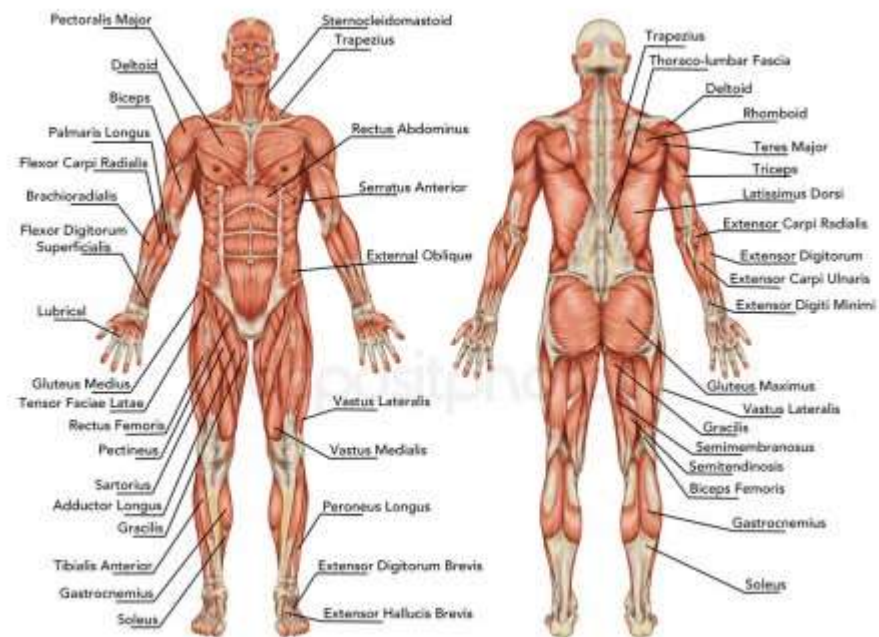
In the picture

Comfort+





# Interplay B<>B<>B



**Hospitality**

**V A L U E**

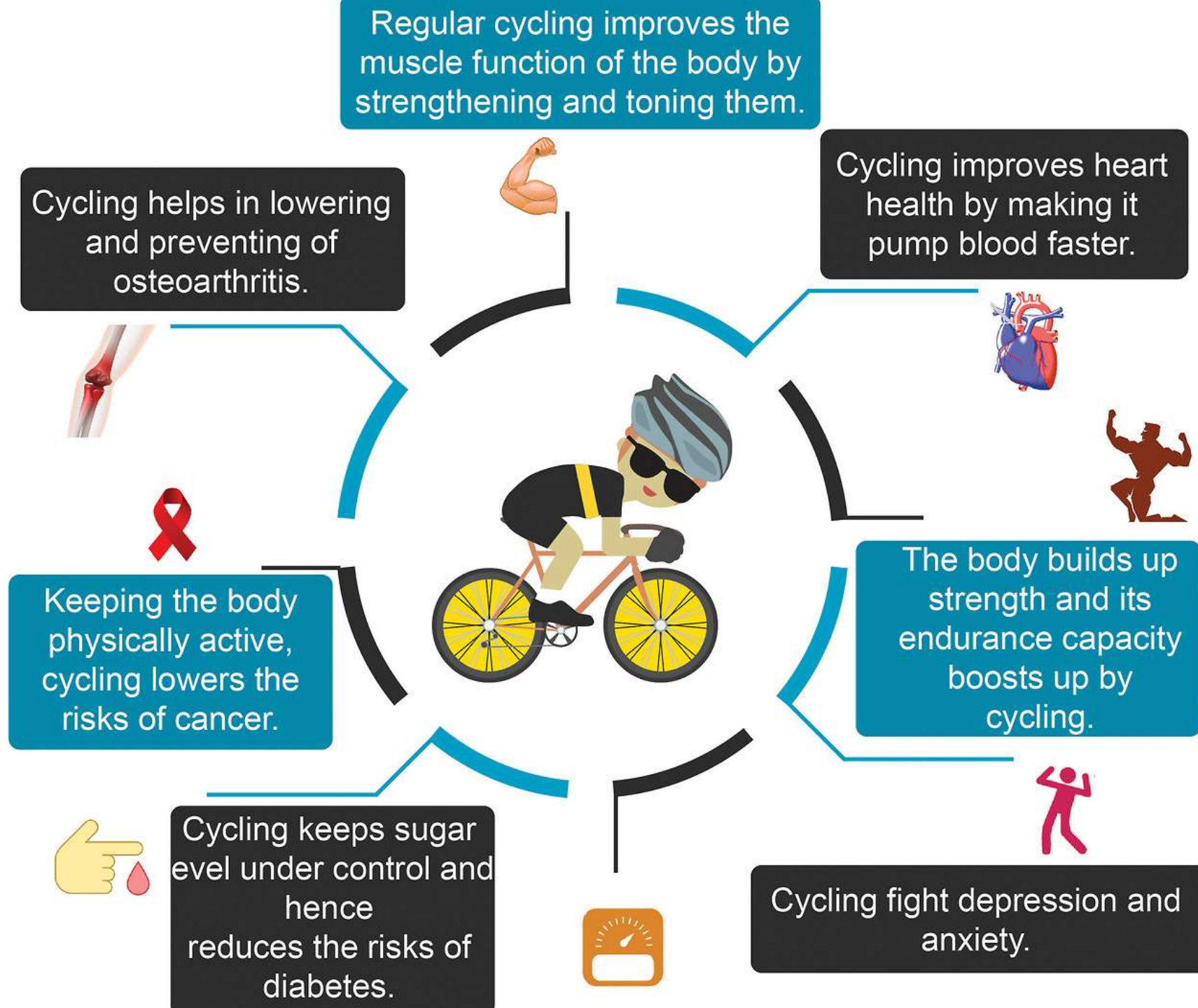


# THE MEDICINE OF **CYCLING**

Keep cycling



# Tail wind



**From almost  
pleonasm  
To focus**





# Tools



- Heart rate
- Blood Pressure
- Blood Oxygen



Back or still on track







Thank You

Ernest van den Bemd



**FIETS  
SCHOL**  
Fietsersbond