

Shaping The Cycling World: How Grow Cycling Foundation Generated Over \$40k In Revenue To Fund Community Initiatives With Niceboard

“ There have been improvements to the job board that we haven’t had to build. So we kind of get a built-in engineering team that improves the product as we go.”

The Customer

Eliot Jackson, a former professional bike rider, founded Grow Cycling Foundation to provide access to underrepresented communities in the cycling world.

Part of his mission was **facilitating career paths into an industry** in which job seekers traditionally had to rely on connections.

Challenge

He recognized that no job board catered to the needs of the cycling industry. His goal: to create a central job board platform to **aggregate jobs across all domains in the cycling industry**—from bike shop mechanics to software developers.

Eliot was eager to get a job board up and running—fast.

- **\$40k** in revenue funding local initiatives
- **fast launch** and minimal time to manage
- facilitated key industry hires with **over 15k applications**

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*Since we started, we've had **over \$40,000 in revenue from the job board**, which has gone directly to the foundation.”*

Eliot Jackson



Solution

Niceboard offered Eliot an easy-to-use platform with just the right features to **keep his launch and management simple**, while providing an intuitive, user-friendly platform to his non-technical community.

All in all, a much faster and more cost-effective option than developing a custom job board from scratch, which he initially considered doing.

Results

- **Revenue generation:** The job board has generated \$40k in revenue, 100% of which is funding the foundation's initiatives.
- **Happy users:** Eliot has received only positive feedback, and reports he has not had to deal with any customer complaints.
- **Industry impact:** With over 15,000 applications, the job board has un-siloed job opportunities, making it easier for individuals to break into the industry.

The new Niceboard-powered job board has been a resounding success, **generating over \$40k in revenue** going directly to initiatives of the foundation and shaping the cycling industry by connecting decision makers with impactful roles in the niche.

“*This jobs board has had an actual true impact on the world, from the revenue that it has generated to the lives that it has impacted. And the opportunities it has created.*”