



HAITIFAMILY
ADVENTURESTELLING





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#Haitifamily

Stefano Aiti - DAD

Professional photographer since 2000, in 2007 he founded "Studio Aiti" an advertising marketing and communication agency for small and big companies. However, his biggest passion are nature and the world of mountain bike. Great rider, he opens a YouTube Channel to share with other people his bike rides filmed by his inseparable Gopro.

In 2018 he became Bruno's father: he began to ride with him on every trail and discovered a new facet of cycling!

Giulia Morandin - MUM

Mtb guide, social media freelance and co-founder of Ride Like a Girl Project. She discovered the joy of mountain biking when she was 20, and she took part in several marathon races achieving great results. Since 2015 Giulia has organized events in Italy to promote the local territory and the mountain bike to women. She believes strongly that bicycle could be an extraordinary tool to increase female strength and empowerment.

When Bruno was born in 2018 she took the opportunity to ride her bike differently: it became a moment to discover the world with her family!

Bruno e Andrea Aiti

2022 and 2018's class they start their biking career when are only 5 months old on singletrailer of Tout Terrain. Today they love downhill and trail riding with mum, dad and a lot of friends!



Mission

Our goal is to reach a wider public and connect with families within the cycling world by using specific blogpost and social media channel, such as Instagram and Facebook.

One way to achieve this is by organizing family events, giving advice on bike trips with kids, and documenting extraordinary family experiences that arise from this.

Vision

“Spend some time with your kids. Those moments will become long lasting memories”.

A couple's life is turned upside down by life with a new-born but... In a better way through!

A great way to pass on a parents' passion is to involve your children in what you do. We think that every parents could use nature and adventures to “educate” their children to become a better adult!



THE TOUR

PLANNING A CYCLING TOUR IN STAGE ACROSS
SEVERAL LOCATION AND CREATING A GPS FAMILY
FRIENDS TRACK THAT POINTS OUT PLACES OF
INTEREST AND CULINARY STOPS ALONG THE ROUTE.

TEST E RECENSIONI

TEST AND REVIEWS OF TECHNICAL EQUIPMENT FOR
CYCLING (CLOTHING, BIKE, ACCESSORIES, ETC).

TEST AND REVIEWS OF PRODUCTS SPECIFIC FOR
KIDS AND TRAVEL.



ADVENTURETELLING

DOCUMENT OUR TRIP WITH PROFESSIONAL
CONTENT (PHOTOS AND VIDEOS), COMMUNICATE
THEM ON THE SOCIAL MEDIA CHANNELS
(INSTAGRAM E FACEBOOK) AND ON OUR BLOG
WWW.RIDELIKEAGIRLPROJECT.COM.

COMMUNITY

CREATION OF A "ACTIVE-FAMILY" COMMUNITY FOR
PARENTS AND FAMILY WICH LOVE SPORTS, BYCICLE
AND NATURE.





RIDE LIKE A MUM

WWW.RIDELIKEAGIRLPROJECT.COM

Supports to sporty mum (or mum to be);

Organization bike family events

online and onsite tips

Test of products and reviews

Description of family tours

Influencer marketing











@ridelikeagirlproject

3700 followers from all over the world

@giukmo



4000 followers, 2 FB groups dedicated to female cyclists and bike family 10000 persone reach in a months.



www.ridelikeagirlproject.com

700 visits pro day.



HAITIFAMILY

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