

Zak Pashak

Founder and President, Detroit Bikes



A love for cities and the people within them is what drove Zak Pashak to found Detroit Bikes. The 34-year-old musician and former Canadian political candidate would not classify himself as a serious cyclist, but that's okay – he's setting out to prove that you don't have to be. The bikes he makes are strong, simple and relatable to nearly everyone, much like Pashak himself. Businessmen and grad students alike can commute on a Detroit bike, and though Zak's demeanor emits an air of expert worldliness, he's most comfortable cracking open a cold one on the back porch of his home in Detroit's Boston Edison neighborhood.

Pashak left behind a successful career and business fame in Canada to start over in Detroit - the city he'd admired since childhood that yearns for hardworking visionaries. He brings a wealth of knowledge to Detroit Bikes, garnered from the many successful entrepreneurial endeavors of his still-young career.

In 2003 Pashak opened Broken City; a live music venue and renowned cultural institution. A few years later he launched Biltmore Cabaret, an award-winning Vancouver music venue. Most notably, Pashak enhanced Calgary's arts scene and fostered community pride by founding the Sled Island Music Festival, which is still roaring today.

The ideas and passion that flow from Pashak are not confined to music, nor business for that matter. In 2010 he ran for city council in Calgary and received impressive support despite being largely outspent by the incumbent. That same year he was awarded one of Alberta's 50 Most Influential People.

After a cab-ride turned light-bulb moment (see the Detroit Bikes Story), Pashak bid adieu to his Canadian roots and set out to show the Motor City and the world that commuting to work by bike is not just for avid cyclists. In 2012 he launched Detroit Bikes with a \$2 million investment, and as of August 2014 is manufacturing the A-Type and B-Type bicycles in a West Detroit factory with a talented team of ten. Pashak's near-future goal is to sell 50,000 bikes per year to shops from Detroit's riverfront to Japan. With global interest brewing and sales steadily climbing, he's well on his way.

