

# bike'topia

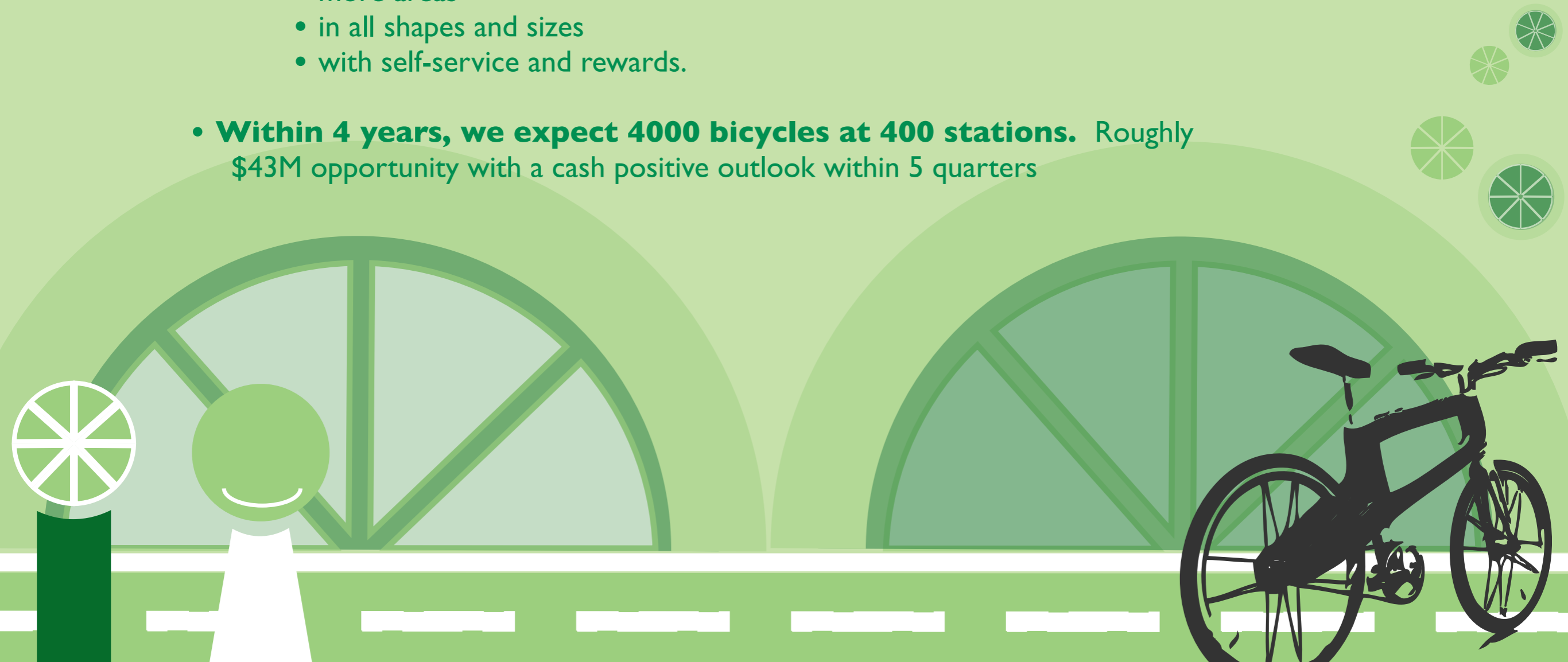
a pedal for every citizen

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jason hui  
sara kozlowski

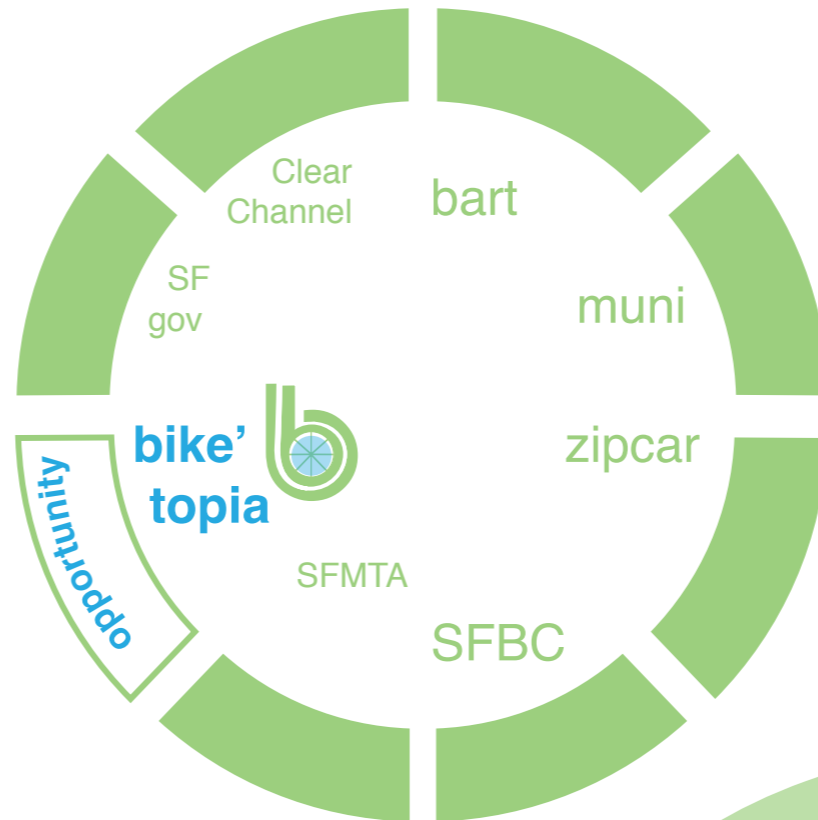
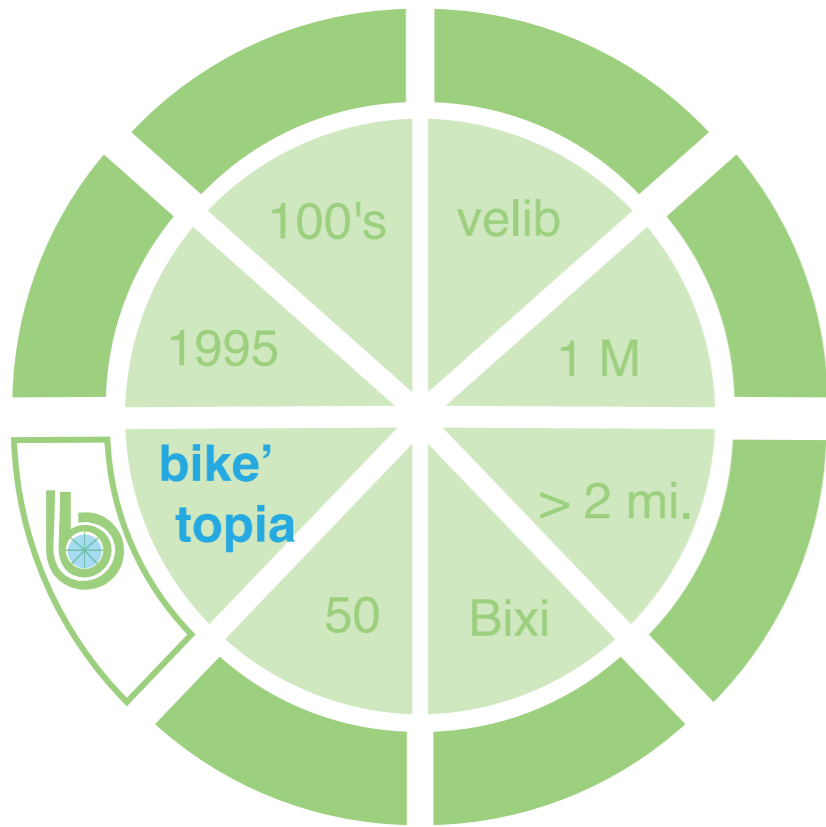


# Why?

- **San Francisco's premiere, privatized, easy to access bicycle sharing program**
  - facilitate more everyday bicycle riding by providing to SF residents and those commuting to the city from throughout the Bay Area.
  - make it easier for our customers to choose cycling as their preferred means of transportation
  - providing a convenient and affordable alternative to cars.
- **Vision: a pedal for every citizen**
  - more bikes
  - more areas
  - in all shapes and sizes
  - with self-service and rewards.
- **Within 4 years, we expect 4000 bicycles at 400 stations.** Roughly \$43M opportunity with a cash positive outlook within 5 quarters



# Why?



- product offering
- scale
- convenience
- profitability



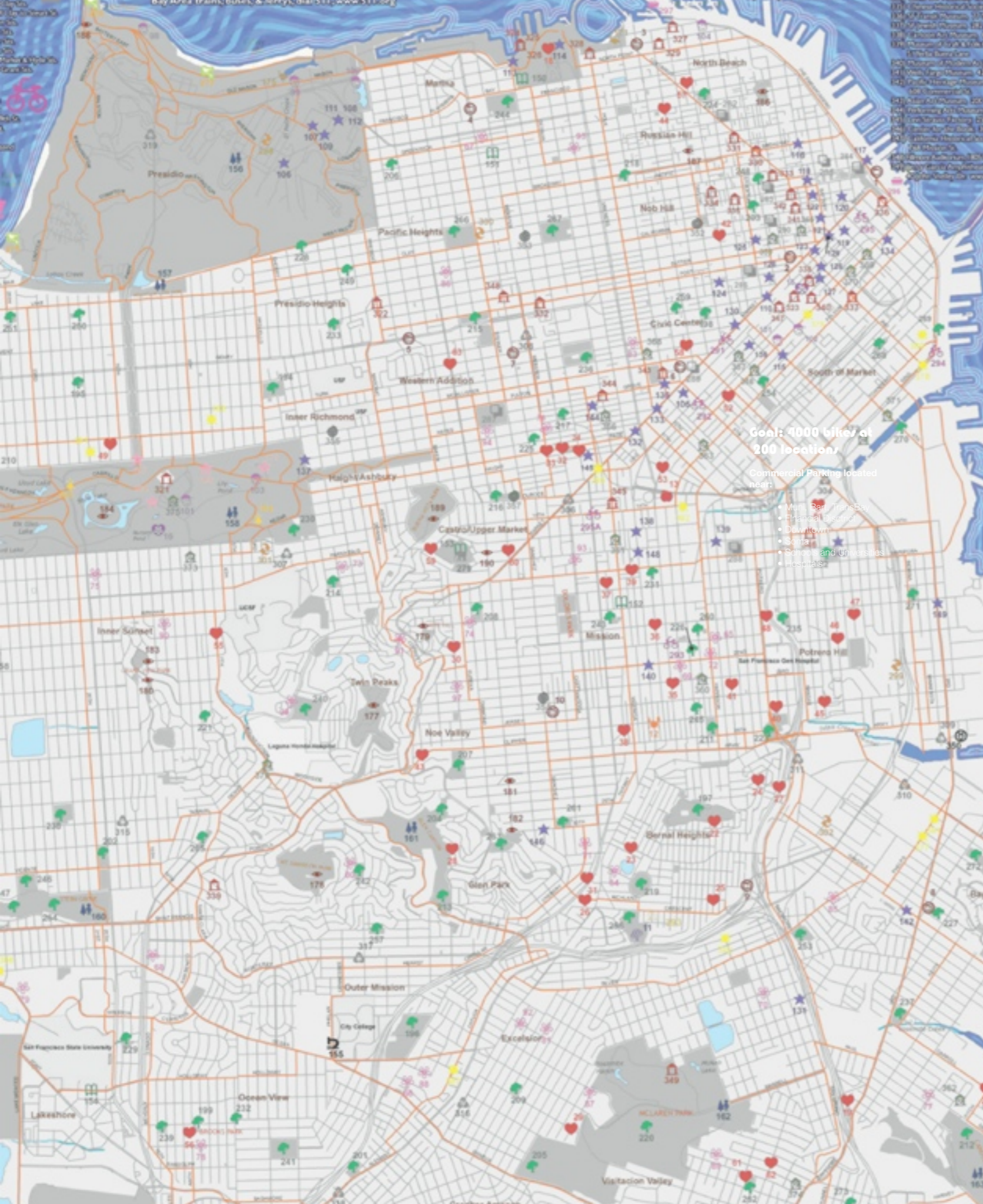




RKET

The Studio  
San Francisco



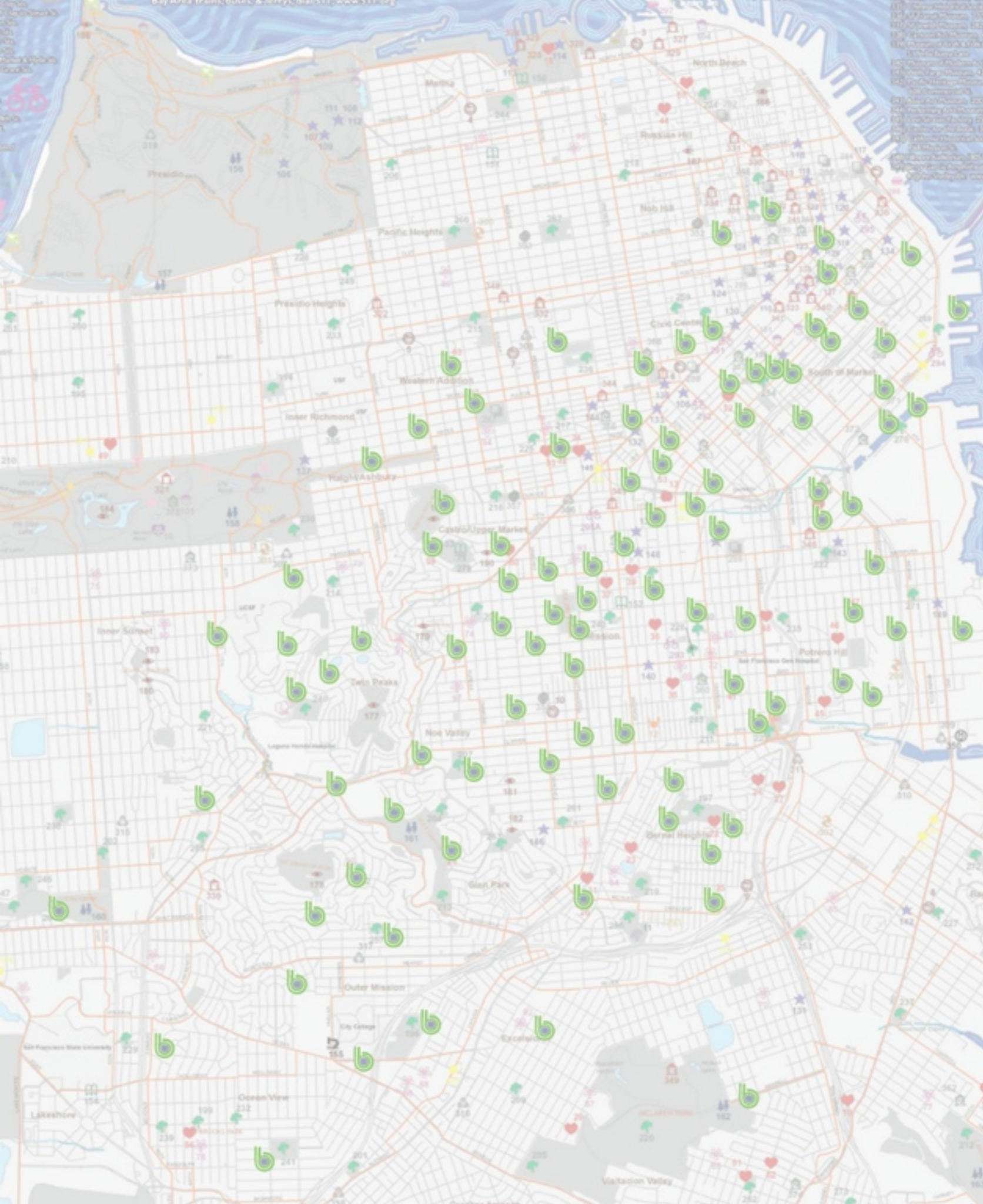


Location strategy:

Private and commercial property located near...

- Public Transport Stations
- Financial District
- Downtown & Soma
- Schools and Universities
- Hospitals and Medical Centers





**year 1**



**year 2**



**year 3**

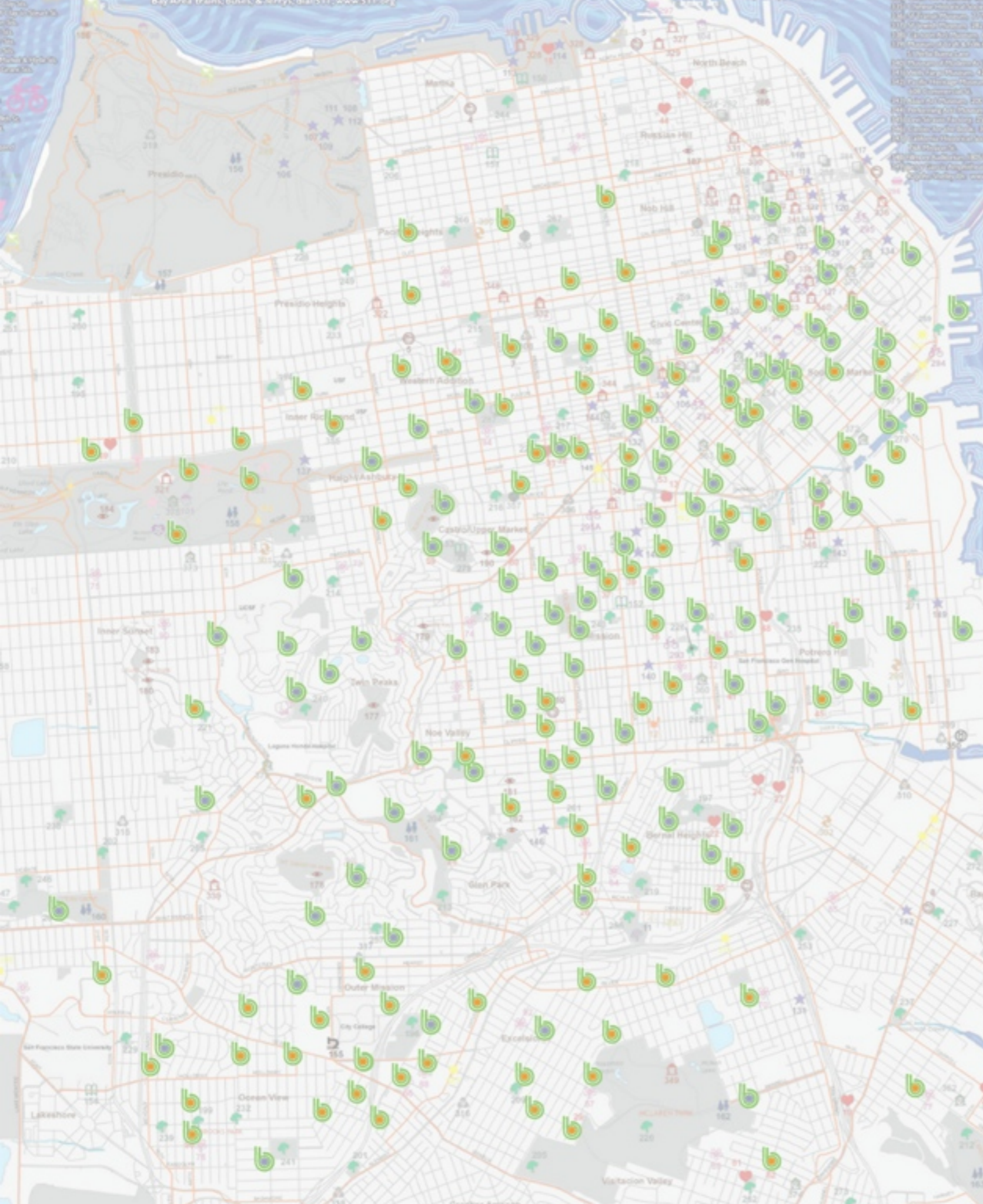


**year 4**



**2k : 100**





**year 1**



**year 2**



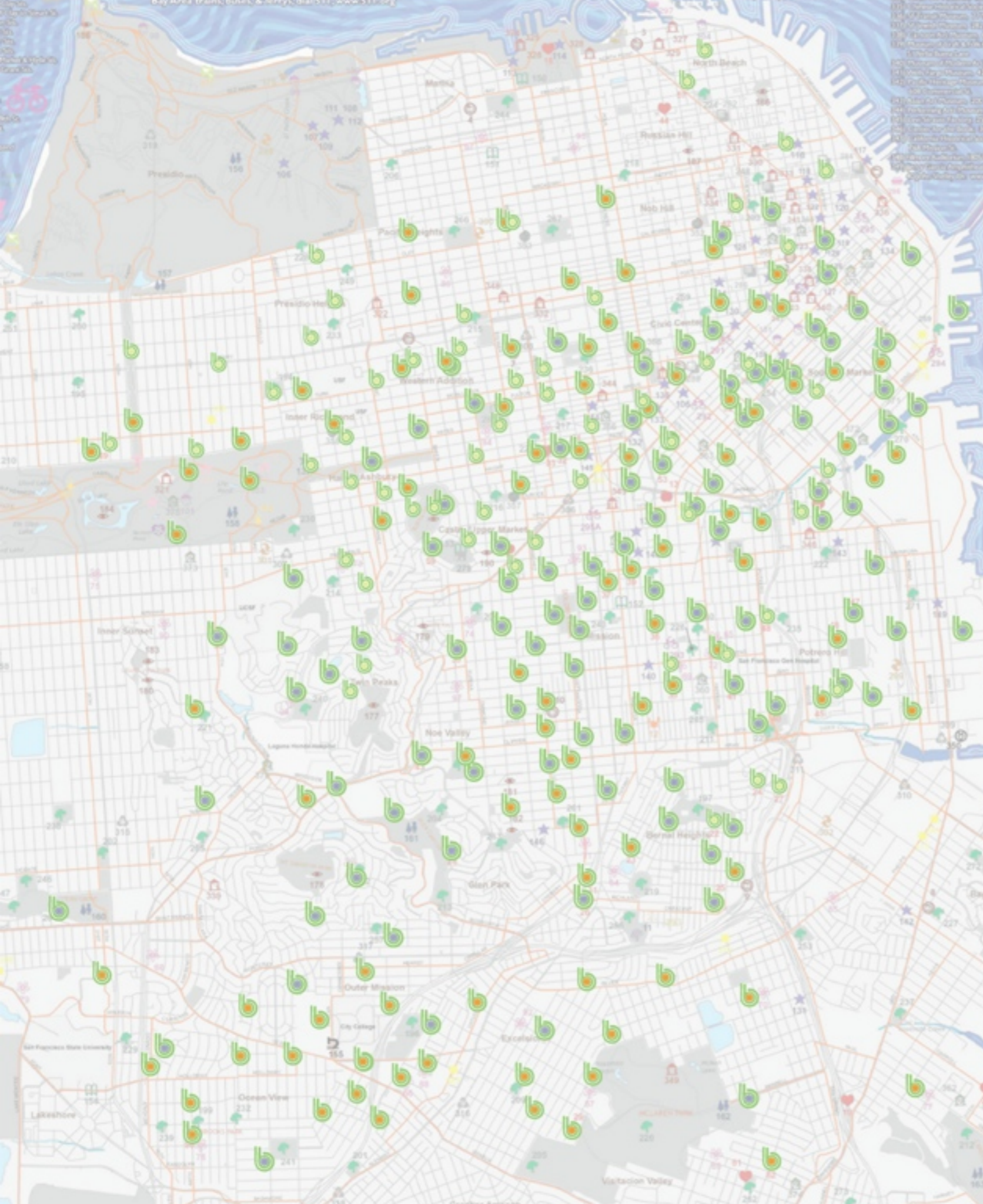
**year 3**



**year 4**



**3k : 200**



**year 1**



**year 2**



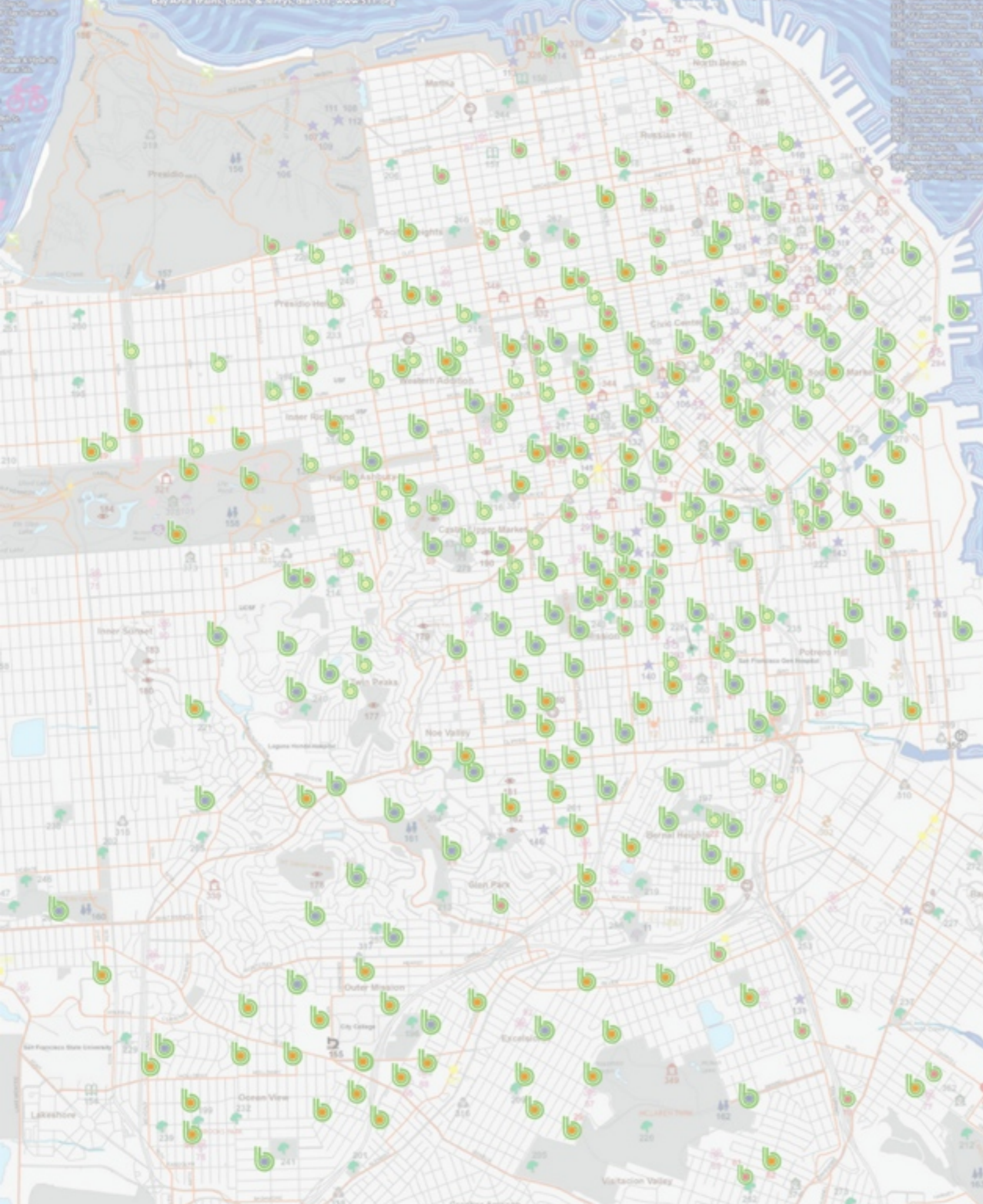
**year 3**



**year 4**



**4k : 300**



**year 1**



**year 2**



**year 3**



**year 4**



**4k : 400**



TREK



**bike'topia**  
a pedal for every citizen



TREK



## CUSTOMIZED BY TREK

- Off the shelf bike with custom features
- Utilize scales of economy via partnership
- Complete takeback & recycling system
- Low cost eases implementation



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TREK



## AIRLESS TIRES

- Recyclable PU
- No possibility of flats
- No maintenance or service
- Readily available



**bike'topia**  
a pedal for every citizen



**TREK**

## BELT DRIVE SINGLE SPEED

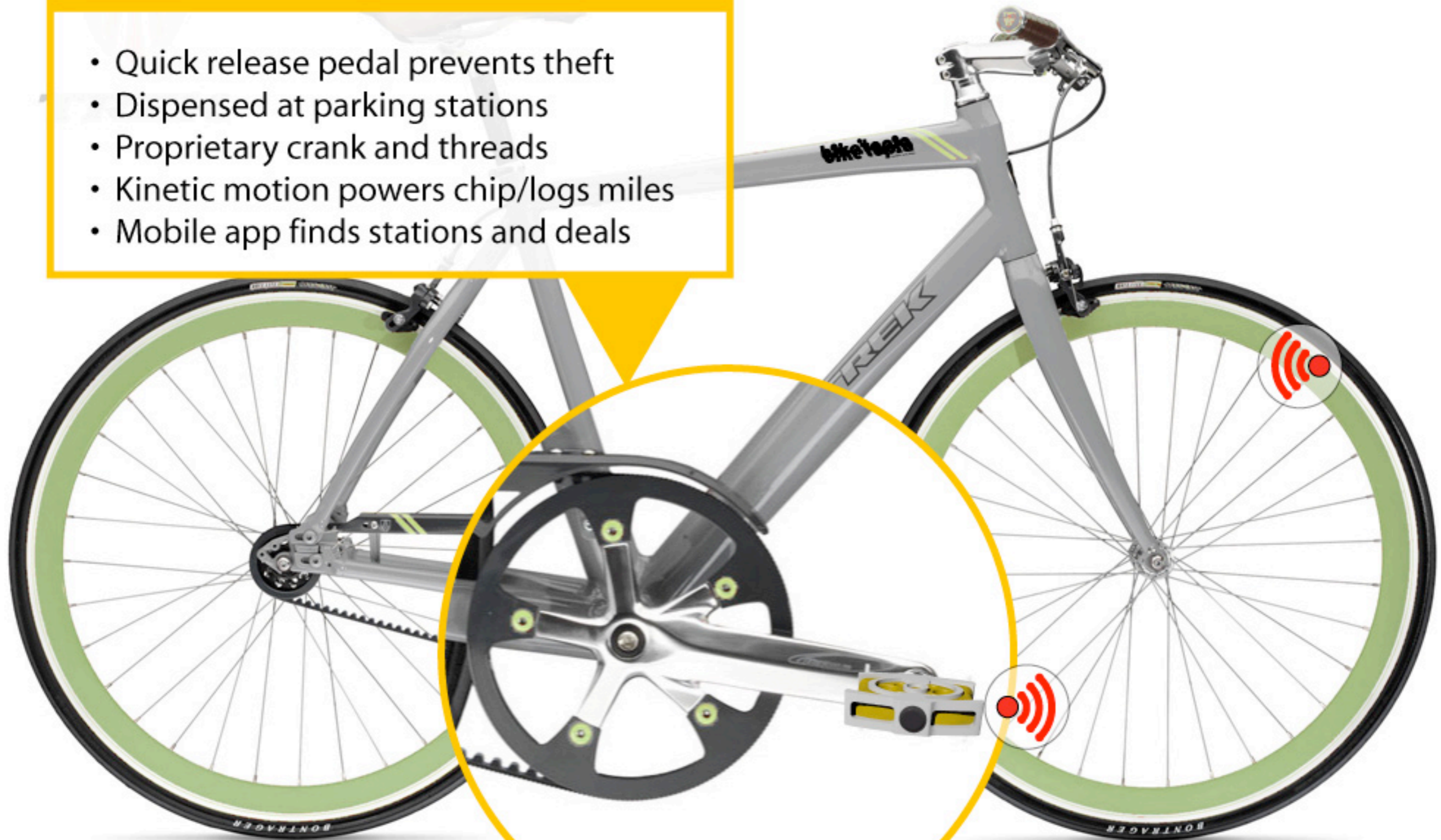
- No grease on clothes
- Fewer parts
- No maintenance
- Never squeaks



**bike'topia**  
a pedal for every citizen

## PEDAL-FILE

- Quick release pedal prevents theft
- Dispensed at parking stations
- Proprietary crank and threads
- Kinetic motion powers chip/logs miles
- Mobile app finds stations and deals

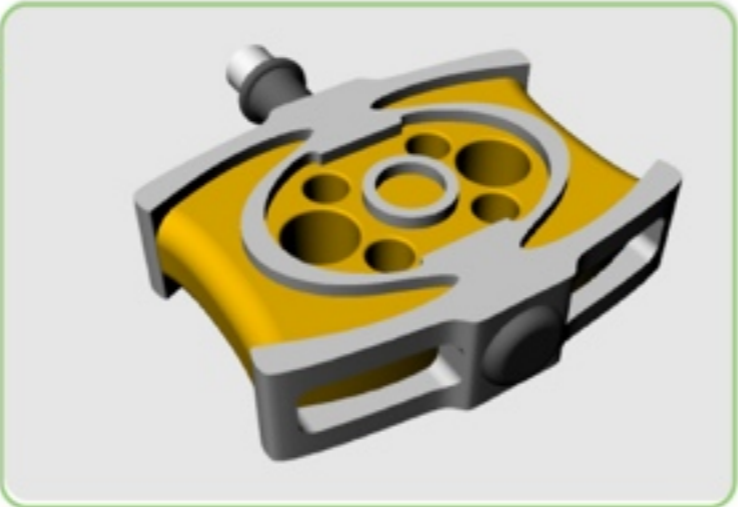


**bike'topia**  
a pedal for every citizen





**Bike Menu**  
take these wheels for a spin...



**Pedal Dispenser**

**Just Swipe...  
Choose Your Bike..  
and Ride!**

- Deposit to any Bike' topia Kiosk when you reach your destination



Hourly Rates  
Credit/ Debit  
Self Service  
Insurance Included





**bike'topia**  
a pedal for every citizen



Get the right bike for your trip

Choose from a state of the art hi tech roadster or a sturdy commuter, from cargo bikes for shopping to trailer bikes for family outings.



Beat the traffic

Many of the stations are strategically located in high-traffic areas such as near other major transit systems, business districts, and large institutional campuses including hospitals and universities.



Enjoy your ride

Going to places nearby and even unplanned? Have errands or meetings after school or work? Bike'topia is faster, easier and better for the environment than driving or local transit.



Be a part of your city

Each and every mile ridden is tracked to see the overall impact on the City, but they also equal points for our members which can be used towards discounts at local stores and shops.

Become a Member. Sign up now.

SAN FRANCISCO'S FIGURES

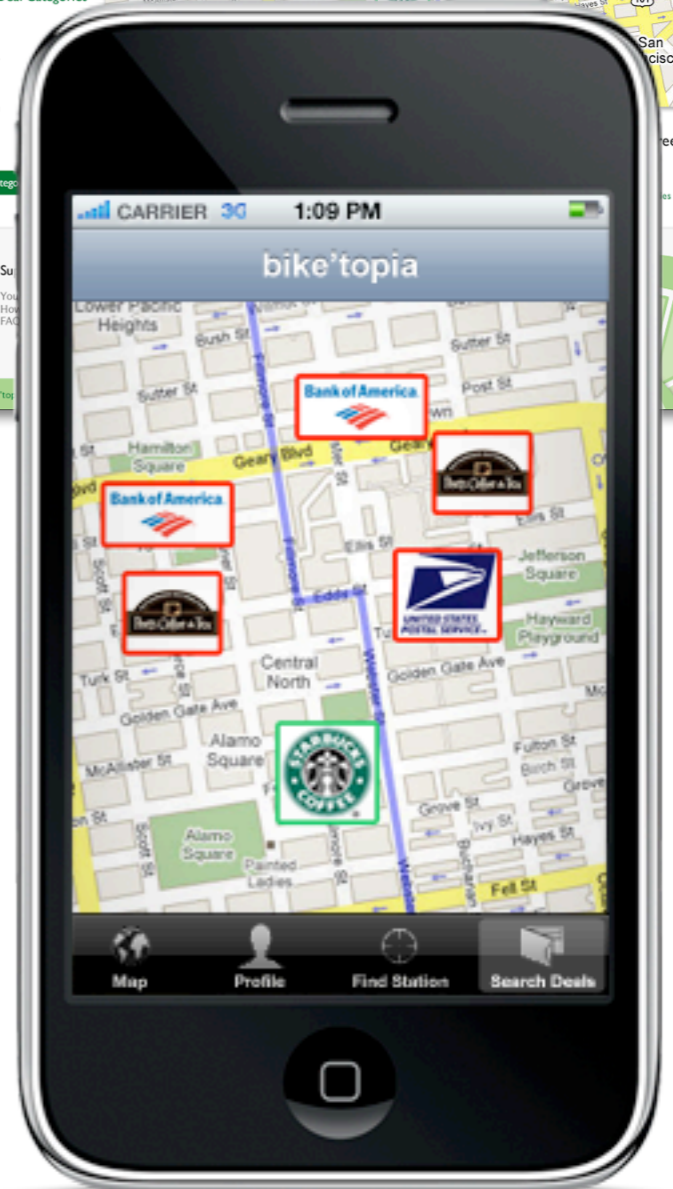
1 Day 1 Week 1 Month 6 Months 1 Year

Miles ridden **275.000**

lbs. CO2 Saved **1.168.435**

Calories Burned **3.375.493**

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Bike'topia | Jason's Profile

http://www.biketopia.com/users/jason

Enter Zip, Address, or City  FIND A STATION

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# bike'topia


A Pedal for Every Citizen 

Bike'topia is San Francisco's Premiere Bike Sharing Program. Offering easy access to flexible transportation.

HOME FIND A BIKE STATION **YOUR PROFILE** ABOUT BIKE'TOPIA EVENTS PARTNERSHIPS

## Hello Jason,

This is your profile page, you can view your environmental impact, plan your routes, and check out deals in your neighborhood.



Change Picture Bike'topia Rating

Edit Profile ★ ★

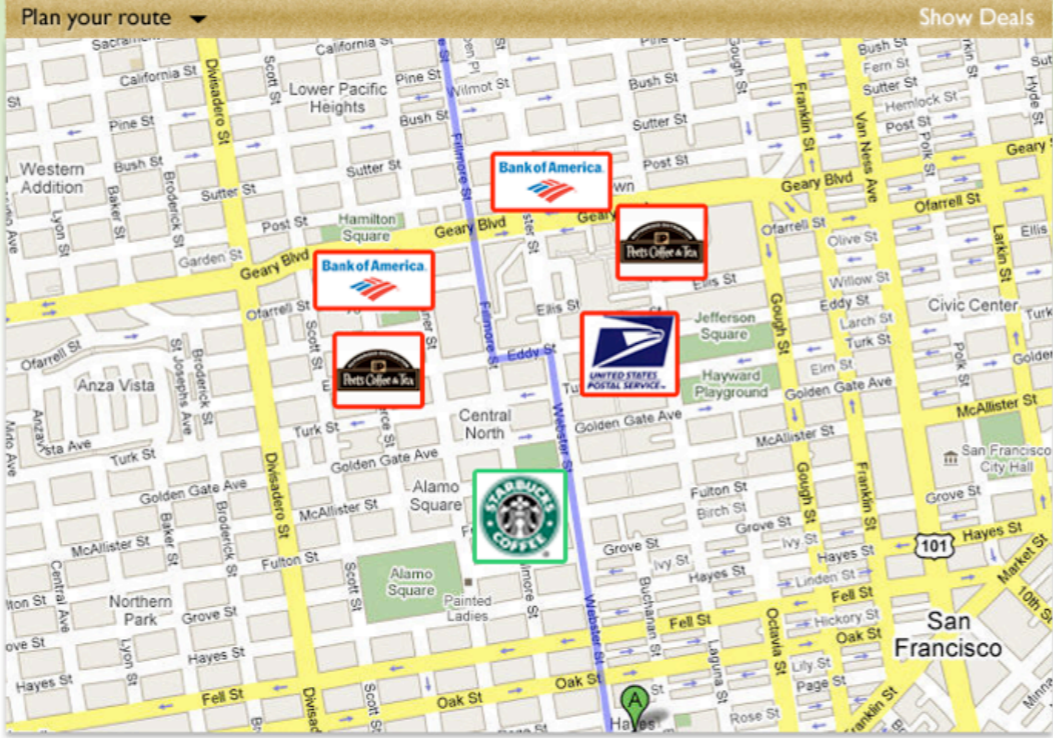
Total Miles	84
Lbs Co2 Saved	21
Calories Burned	8,400

Your Selected Deal Categories


- Pete's Coffee
- Bank of America
- Whole Foods
- US Postal Office
- Wells Fargo

[+ Add More Categories](#) [Clear all](#)

Plan your route  Show Deals




Your Favorite Bikes



Recent Activity

- Returned at 4:00pm
- Checked out at 3:45pm
- Returned at 7:00am
- Checked out at 6:30am
- ...



**Buy One Get One Free**

Offer accepted on any food or beverage item.

[Add Starbucks to your Categories](#)

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CARRIER 3G 1:09 PM

## bike'topia



Map Profile Find Station Search Deals


Bike'topia

http://www.biketopia.com/ Google

Enter Zip, Address, or City FIND A STATION

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Tell your story

STORIES FROM THE ROAD

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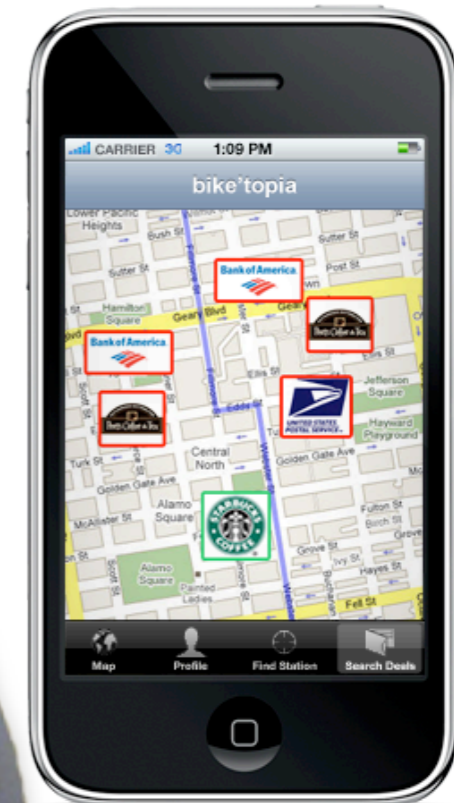
SAN FRANCISCO'S FIGURES

	1 Day	1 Week	1 Month	6 Months
Miles ridden			<b>275.</b>	
lbs. CO2 Saved			<b>1.168.</b>	
Calories Burned			<b>3.375.49.</b>	

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Natural  
Decrease in CO2 Emissions  
by...

Social  
Increase in quality of life by...

Financial



Increasing Bicycle As Preferred Mode of Transportation

taking cars off the road

getting people more active on a daily basis

discounts for consumers AND savings on infrastructure

Localizing Revenue

decreasing consumer good miles

more biking to local stores

increase local sales tax base

Recognition Through Bicycle Metrics

making more people want to ride than drive

recognition for personal achievement and contribution

lower personal health care costs

Reducing Risk Of Biking

making biking more safe for everyone

decreasing accidents

lower health care system costs

Transparent sustainable actions in an economically viable model

demonstrating best practices to other organizations

contributes to building a strong local community

increase in brand value and customer retention

Accommodates My Individual Needs



Customized gas powered vehicles



Cabs



Hybrid vehicles



Does the Earth Harm

Improves The Earth



Airlines



Public Buses



Green Public Buses



Eco-Friendly Airlines



Public Trains

One Size Fits All

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San Francisco



miles ridden:  
lbs. CO2 saved:  
calories burned:

275,000

1,168,435

3,375,493

CLEAR CHANNEL

001614  
30'x65' #276459

3WIE404