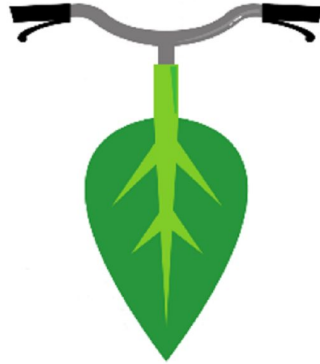




# Cycling to the Future



*“Reinventing Movement”*





# The Problem: Urban Transport

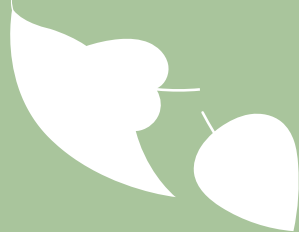




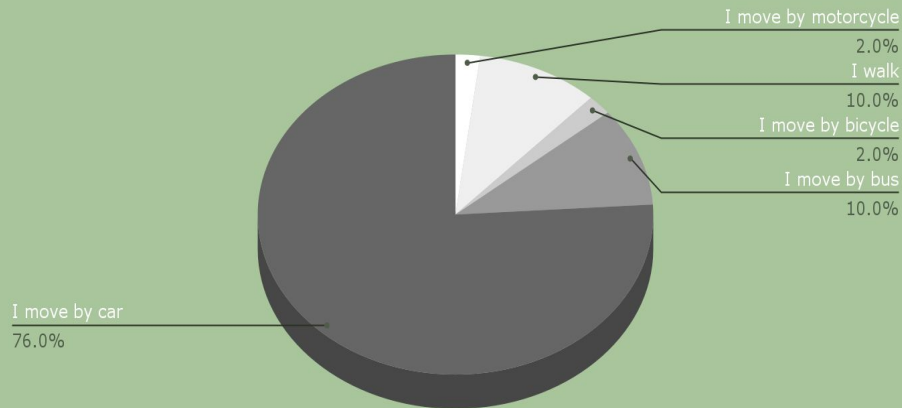
One of the most concerning problems on urban areas is **transportation**.

Most of the time people use their own **cars** to move throughout the city, or they rely on **buses or taxis**, causing problems related to air and sound **pollution**.

**Traffic congestion** often occurs in these areas as well, causing a huge **waste in time and energy**, and it can be irritating for people who don't have much time to do stuff.



### What type of vehicle do you use in your area?



# Our Solution: Electric Bikes



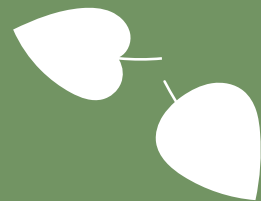
# Why electric bikes?



To solve these problems, we want to dispose a sustainable transportation to the public: **electric bikes**.

These bikes not only are **great for our environment**, but they also give benefits for those who use them: based on the distance travelled, you can receive points and collect them to receive **coupons**!

The points, as well as booking, can be controlled through an **app** which has the same name as the company.

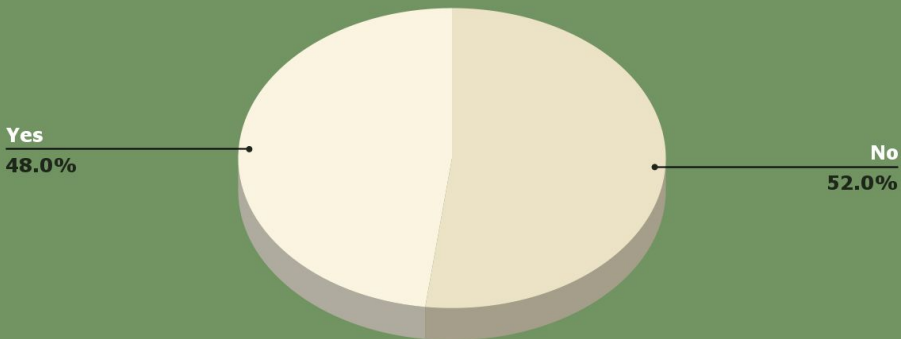


# Market size

We think people who need to **travel long distances** or **do not have a way to travel easily** are the most affected by this problem, so we hope to reach out to people living in big cities or in the rural countryside as they will be able to find **a new transportation method**.

Apart from the **50 people** we surveyed, the ideal number of people to involve should be **as large as possible** so that *Cycling to the Future* can have a **positive impact on the environment**.

Have you ever had any problems with your vehicle?

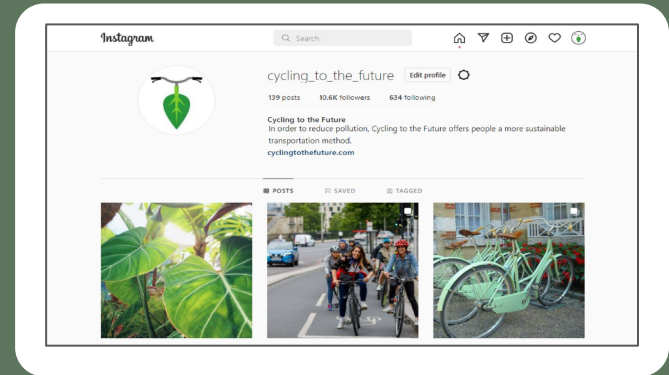
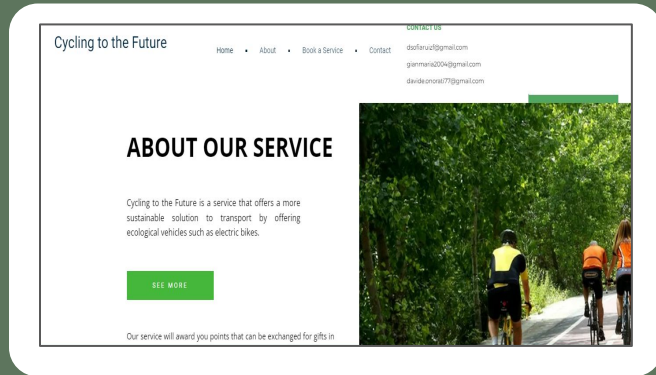




# Marketing



Our product will be advertised to potential customers using a **website** and **social media pages**:





# Development

Before launching the service, a **preview** of both the app and the bicycles will be offered **in Pomezia** and, if the business is **popular**, the final product will be distributed in **Italy**, but if the outcome were **negative**, the service will be **improved** and a **new preview** will be held before launching it into the market.

In addition, if the service will be deemed as **functional and effective**, an **expansion abroad** (involving countries such as the Netherlands and England) can be considered as well.





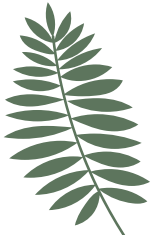
# Business Model

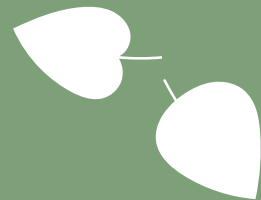
## Pricing

Using our products has a **starting price** of **€3** to which **additional fees** of **€1** will be added **for every kilometer traveled** (although sales can be applied using coupons from the gift shop).

## Using the service

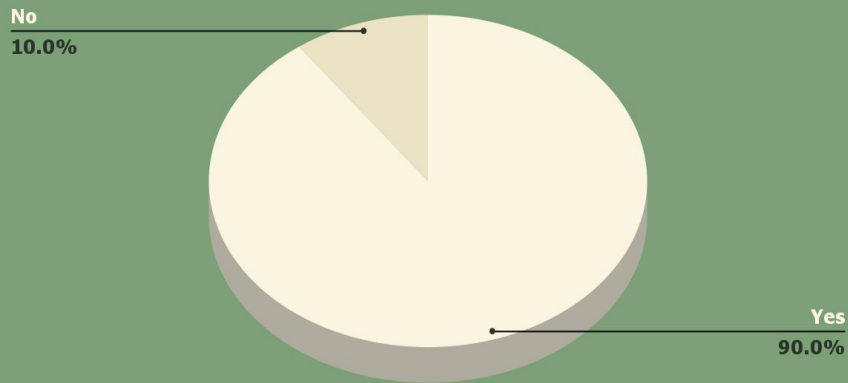
*Cycling to the Future* will be made available in several Italian towns where citizens will be able to **book** our service.





# Competition

Would you use this service?



As of now, there aren't any real alternatives to this solution as most competitors seem to rely on **renting scooters**, although some **incidents** with these instruments have recently made the news, or **public transport** (such as buses and trains), which can still **damage the environment**.

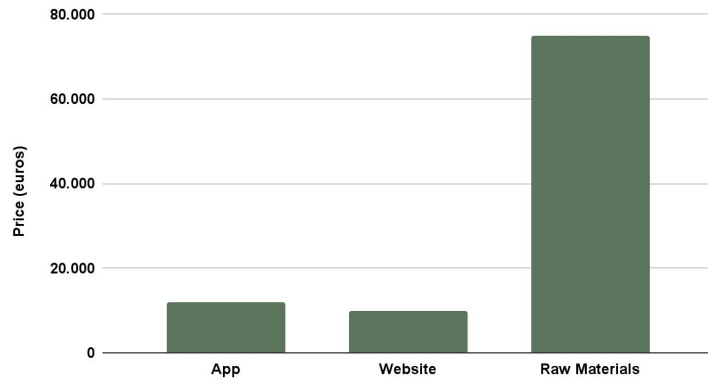
Choosing our service would provide a **safe vehicle** while still giving **advantages to customers** by implementing the gift shop.

Furthermore, you are free to **choose when to book** and use this service, unlike other renting services (such as taxis and trains) which are only available at specific moments.

# Financing



## Costs



## Major Costs

- Maintaining the app
- Creating the website
- Raw materials

## Financial Snapshot



# Team

**Gianmaria Romano**



**Davide Onorati**



**Daniela Sofia Ruiz F.**



**Tutored by  
Meri  
Bisharyan**

22 May to 22 June



**Thanks!**  
**Any questions?**

