

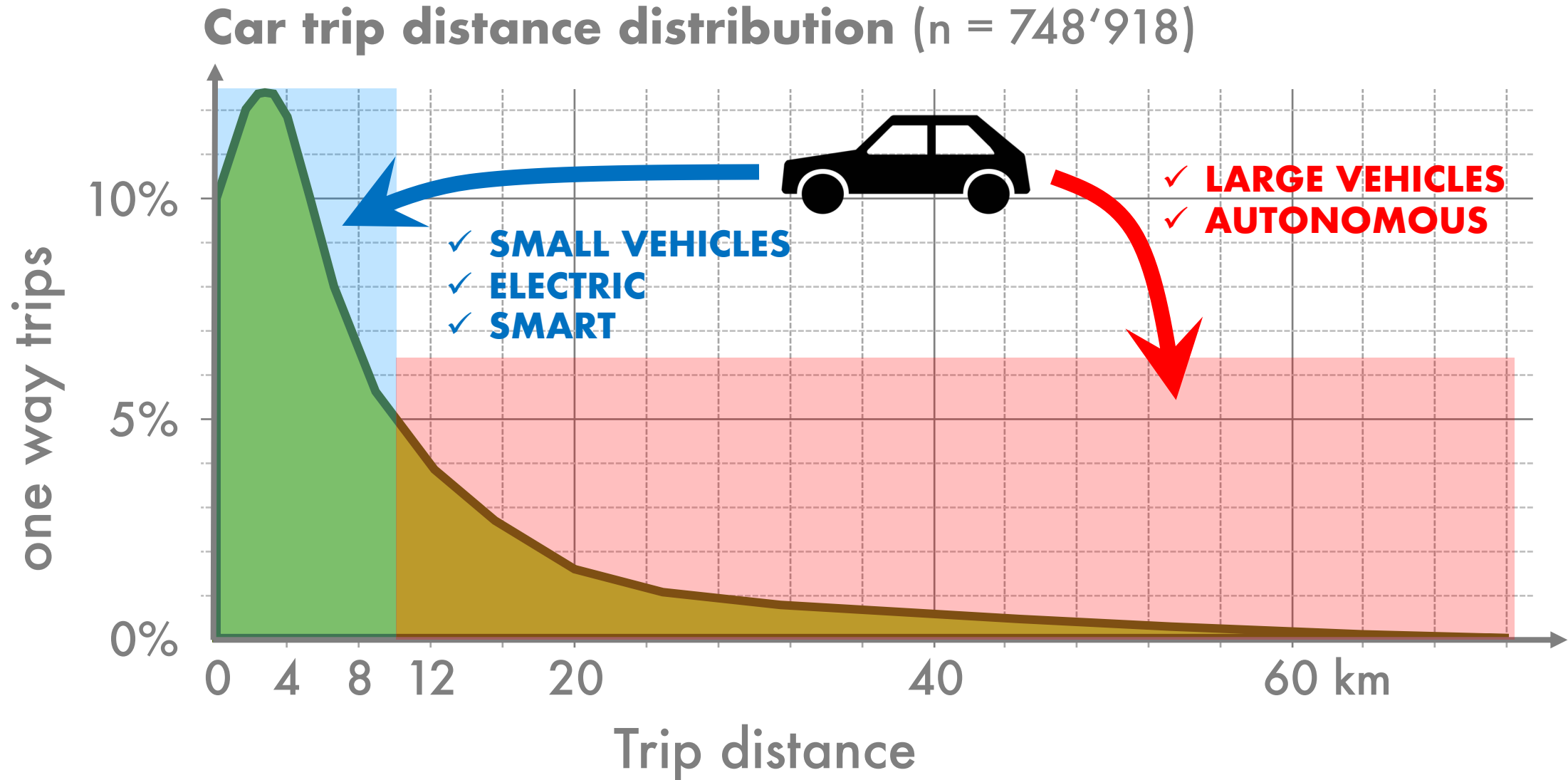
**smide** *pick and ride*

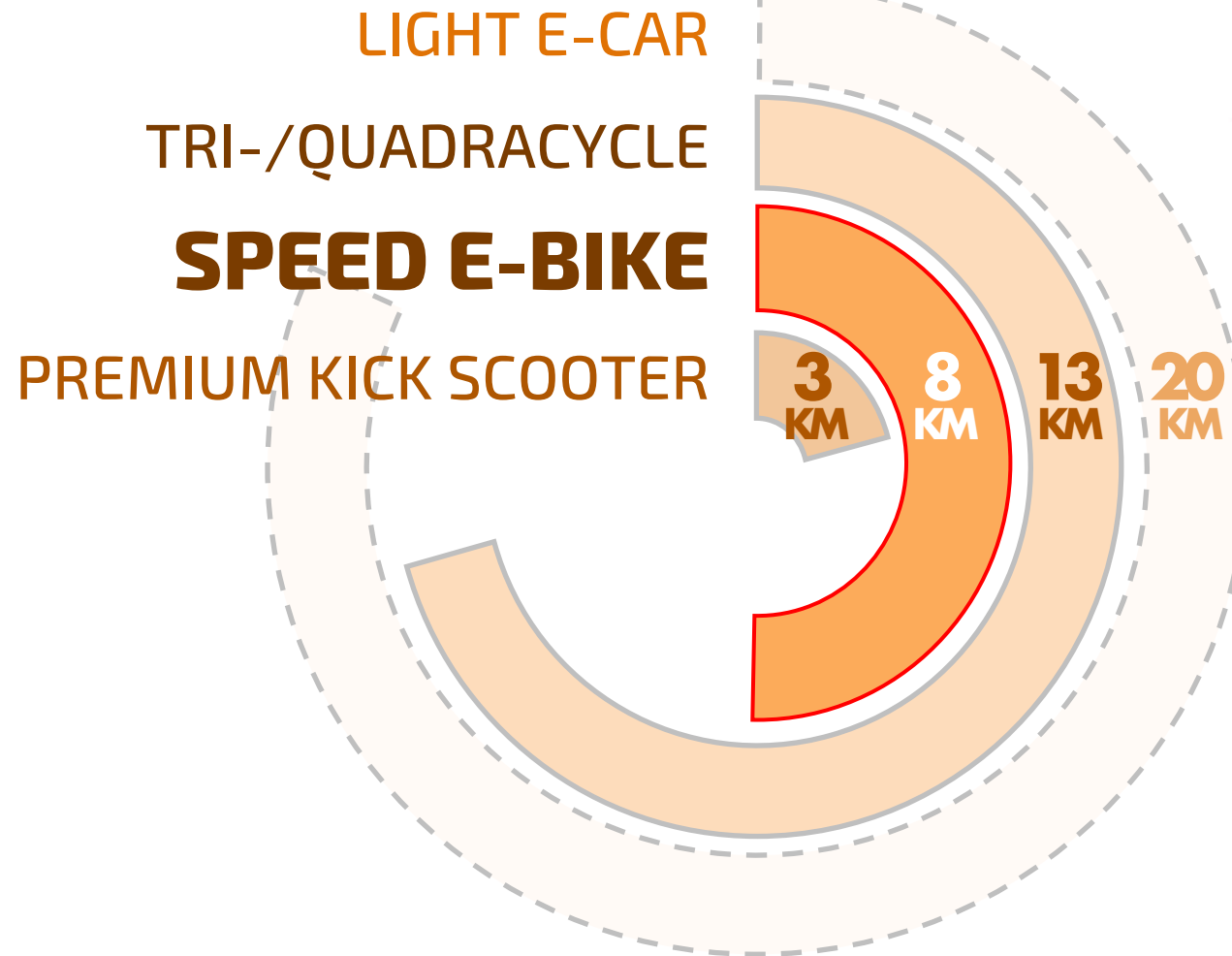
**smide** *pick and ride me!*



# URBAN MOBILITY



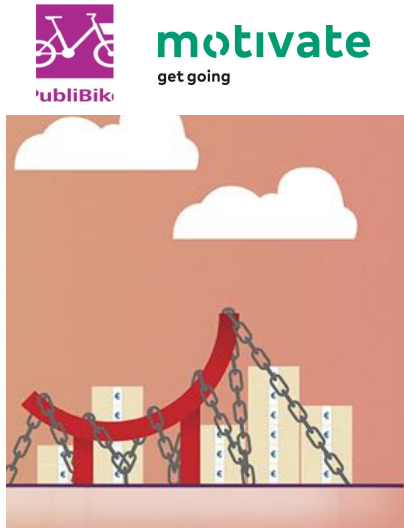






STATION-BASED

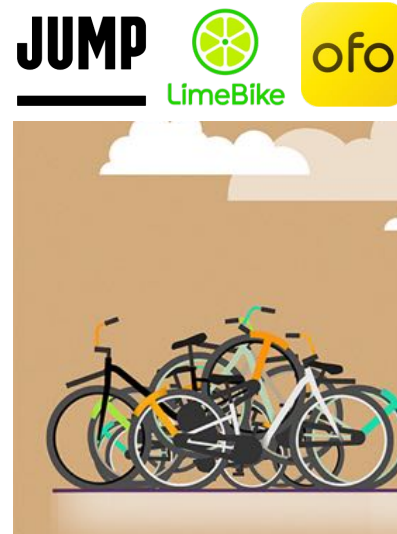
**TRADITIONAL**



**VS.**

STATION-LESS (FREE FLOATING)

**PUMP & DUMP**

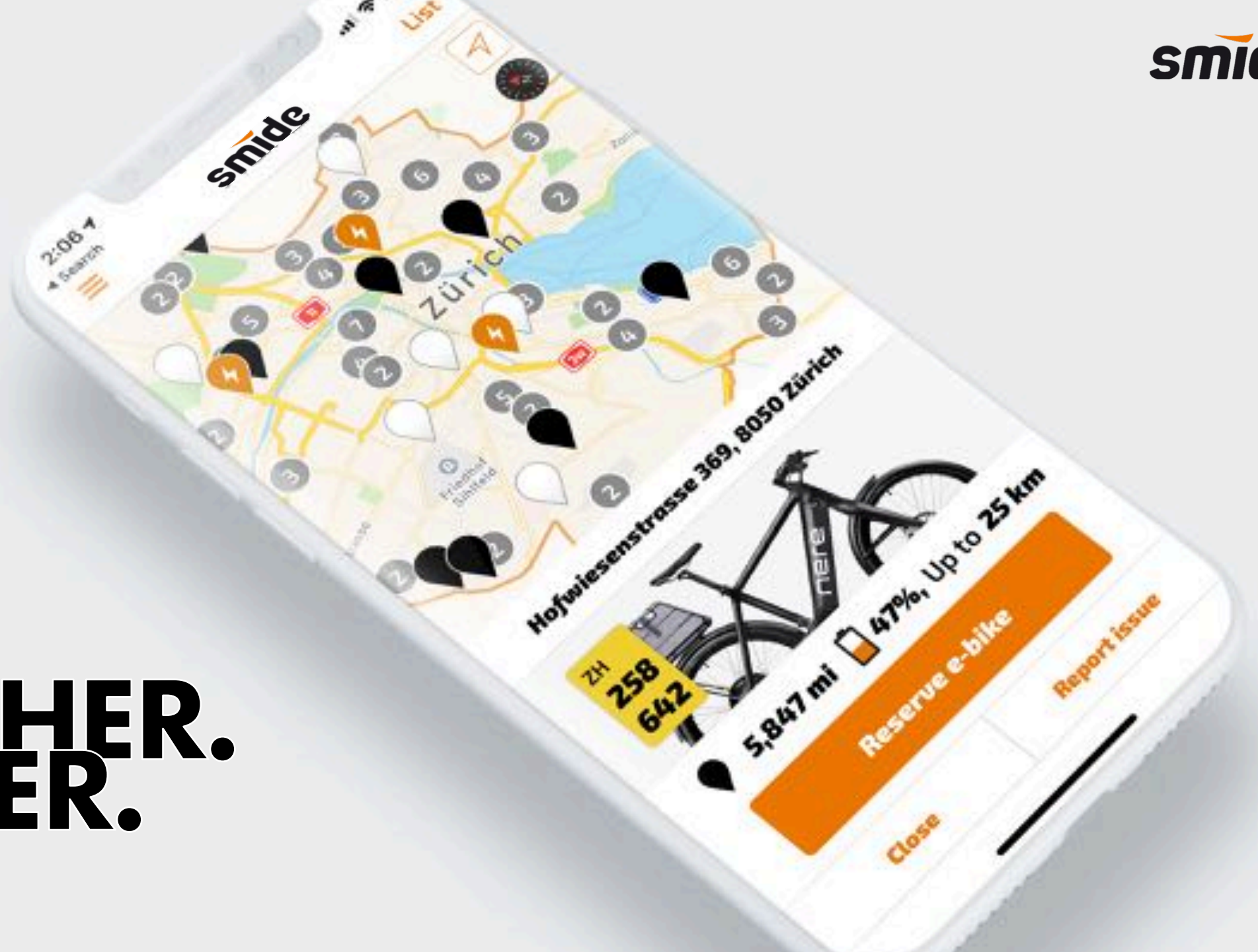


**VS.**

**SMART E-BIKES**



FURTHER.  
FASTER.  
FUN.



STATION-BASED

**Dumb**



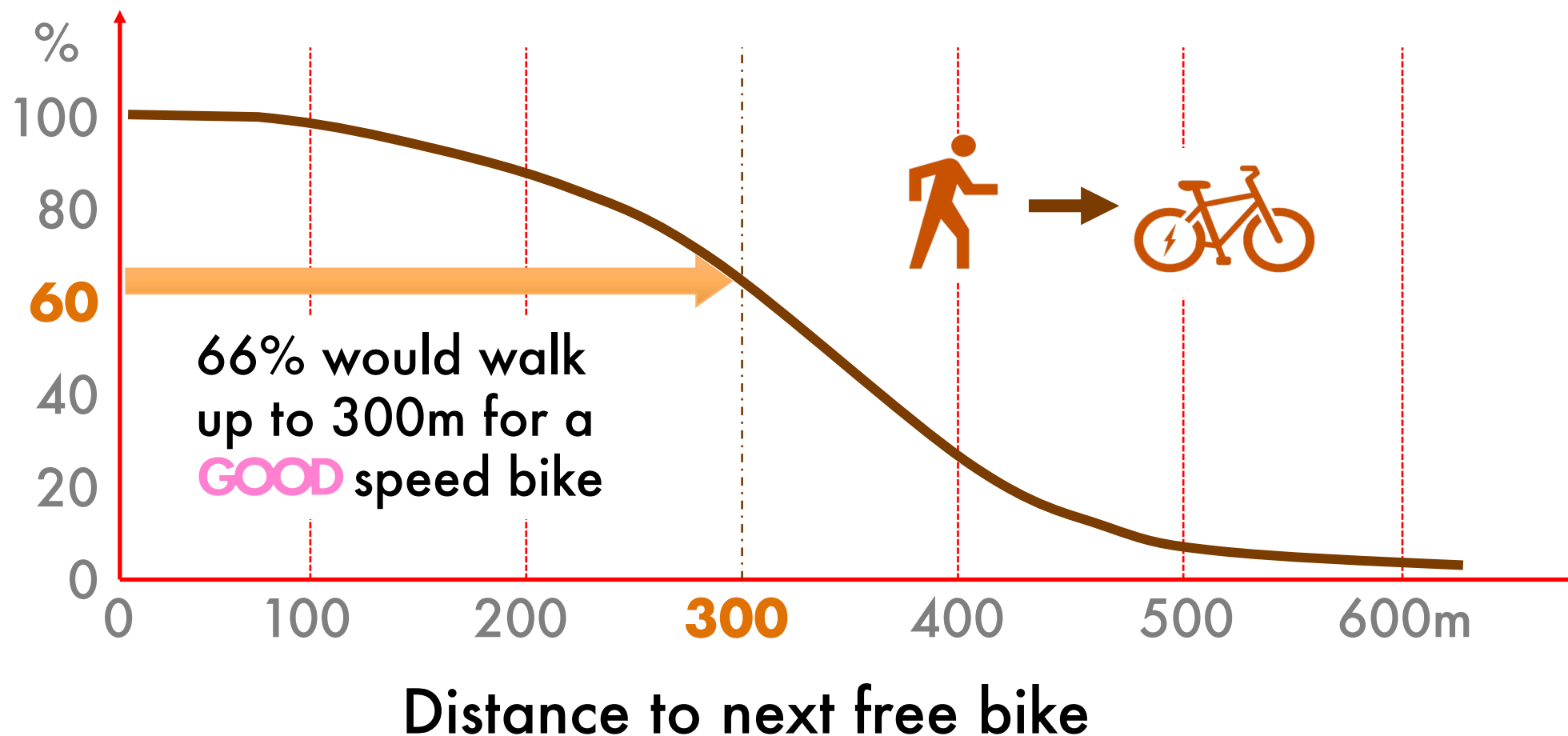
FREE FLOATING

**Smart**





## WILLINGNESS TO WALK TO BIKE





**smide**

# THE GOOD, THE BAD & THE UGLY

**THE GOOD**  
**smide**  
**NPS 63**



**THE BAD & THE UGLY**  
**LimeBike & OBIKE**  
**NPS 15**



**ZURICH, FEB 2018**

NPS is a leading indicator of future growth. The larger the number of advocates for the product, the lower the customer acquisition costs for the company.



**smide**

**FUN.**

# **SUPER + HUMAN**

**600W**

**60W**





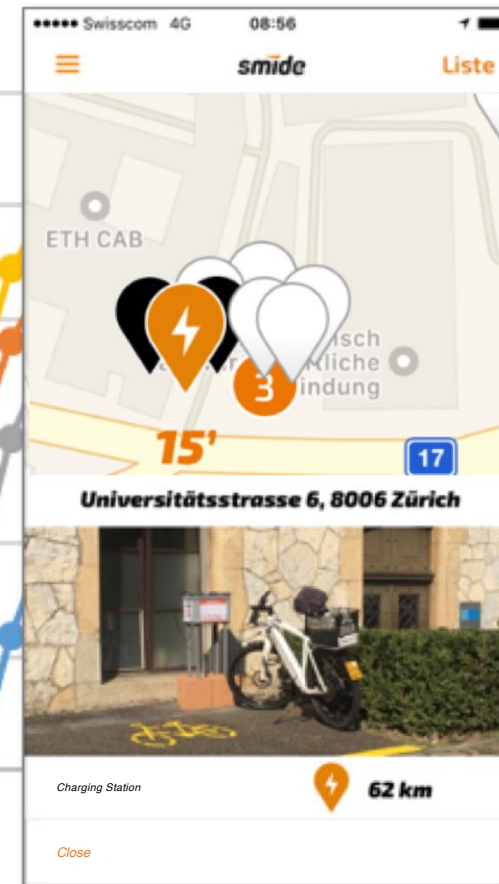
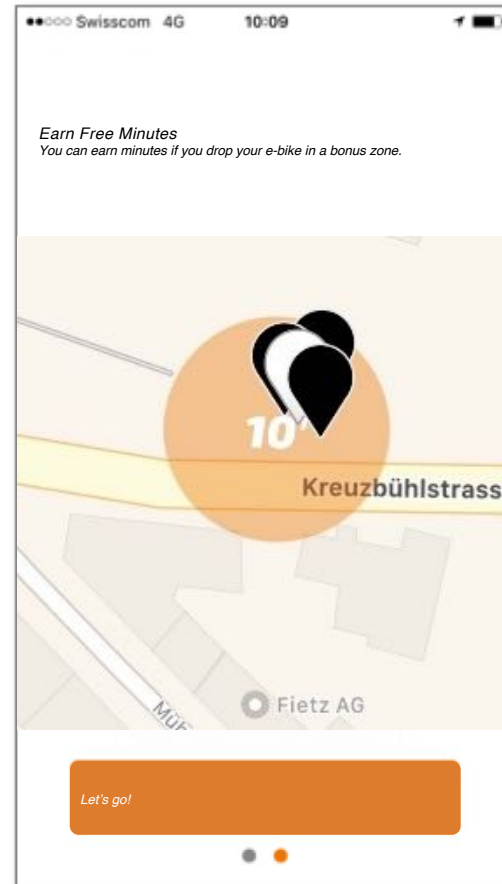
**smide**

# THE DUMB WAY





# Bonus Zones Charging Stations Servicelevel (bike availability)



66% less bikes  
needed for  
identical  
availability

es  
ns & incentives

300

Number of bikes

**250 = 2'500**



**smide**



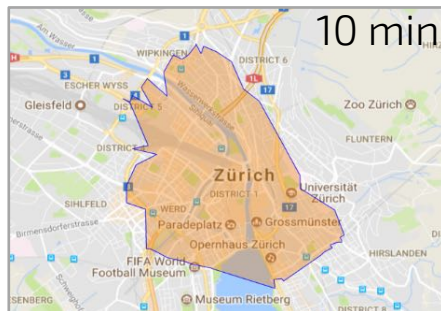
## Walking

Ø speed: 4 km/h



## Bicycle Sharing

Ø speed: 9 - 14.7 km/h



## Tram / Bus

Ø speed: 15.6 km/h  
(excl. waiting/walking)



## Taxi / Uber

Ø speed: 21.8 km/h  
(excl. waiting time)



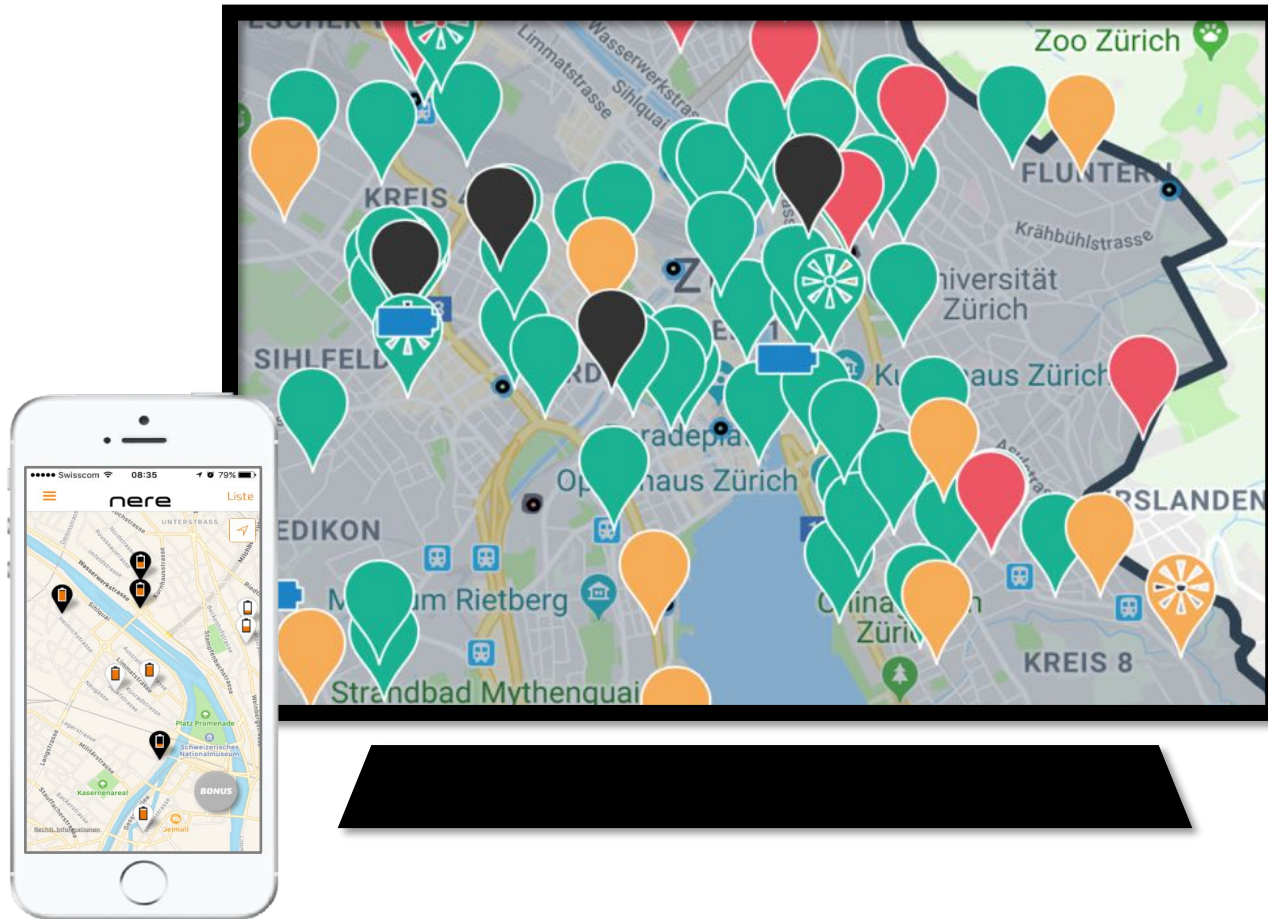
## **smide**

Ø speed: 27.5 km/h



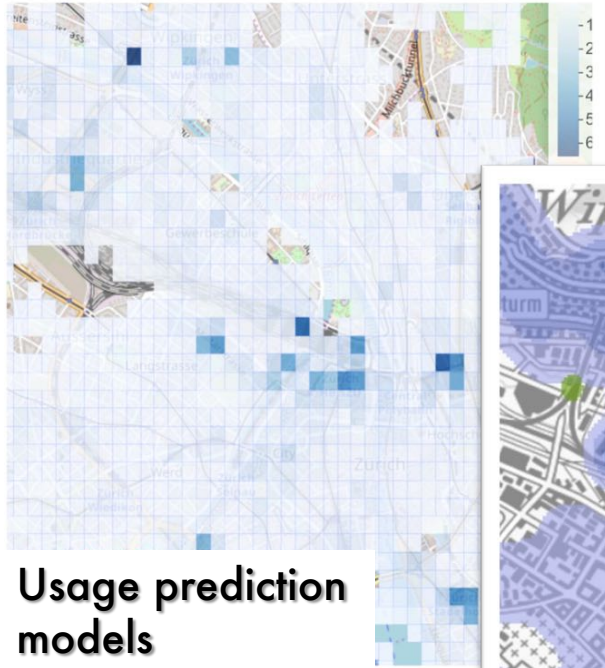


## Role Based



- Bike Data
- User Data
- Geolocation
- Commercial
- Issue-Mgmt



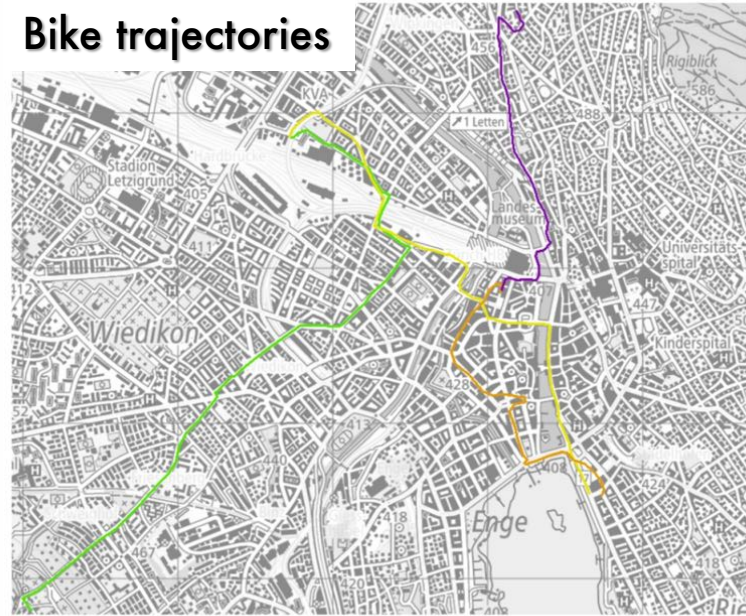


Usage prediction models

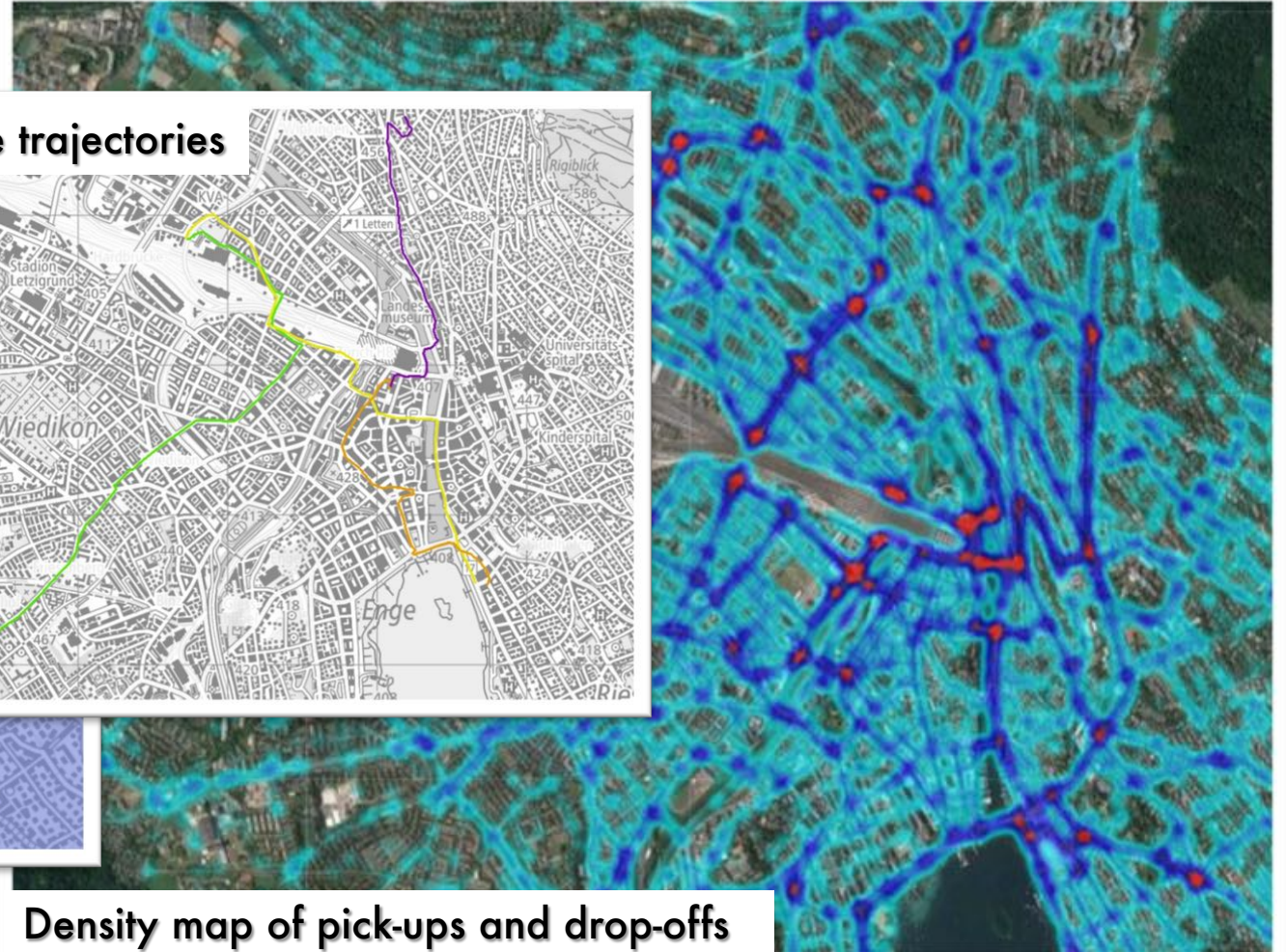


Pick-up - Income correlation

Bike trajectories



Density map of pick-ups and drop-offs



- Pollen sensors
- Road hole analysis
- ...



A man in a dark blue suit, light blue shirt, and black helmet is riding a black e-bike on a city street. He is smiling and looking towards the camera. In the background, a white BMW i3 is parked on the street. The scene is set in an urban environment with modern buildings and a clear sky.

**smide**

**DIGITAL  
DISRUPTION  
AHEAD.**



# Ready to pick & ride?

## Contact

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