

LITTLE BIG CHANGERS!

presents...



SÃO PAULO BIKEOUT





**How to encourage more people to
use bike for leisure in Sao Paulo?**



We made
interviews



Then analyzed
the answers



And found the
target group



Target Group

Potential bikers who are **18-26 years old** and live in **São Paulo**



Main Goal

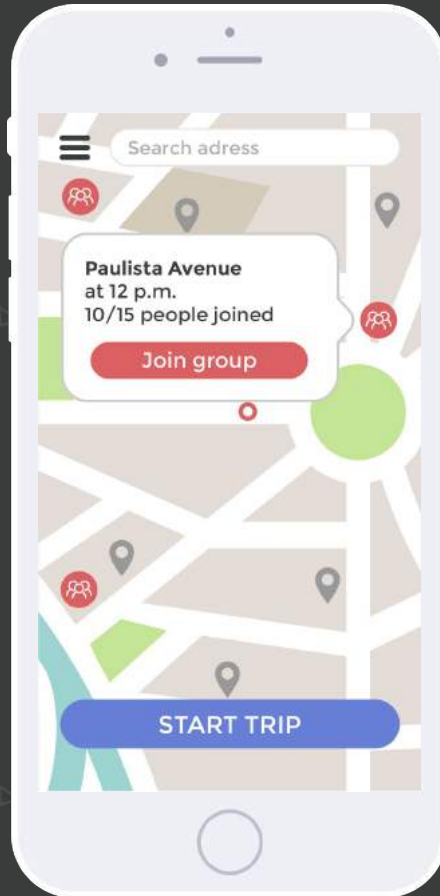
To engage more young people's interest in using **bikes for a leisure** in São Paulo.



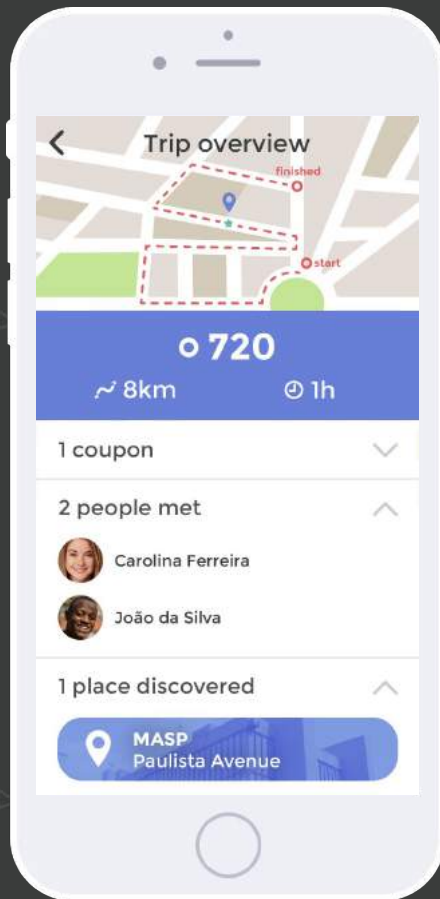
How do they use their free time?



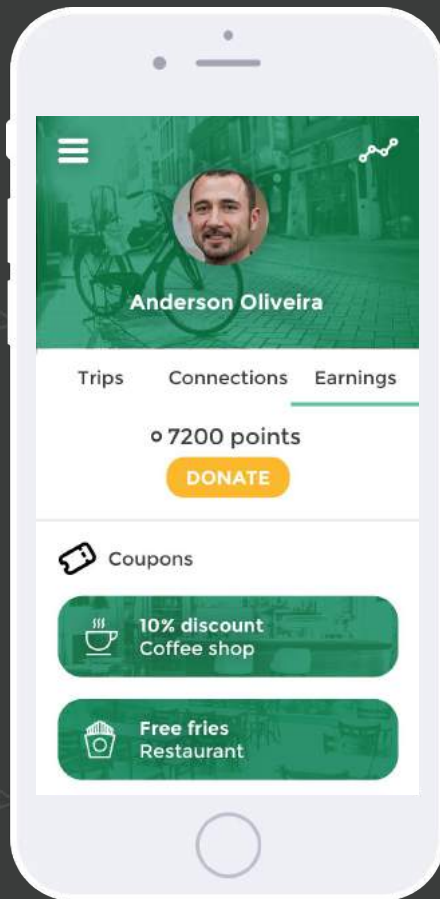
Join trips or
create your own!



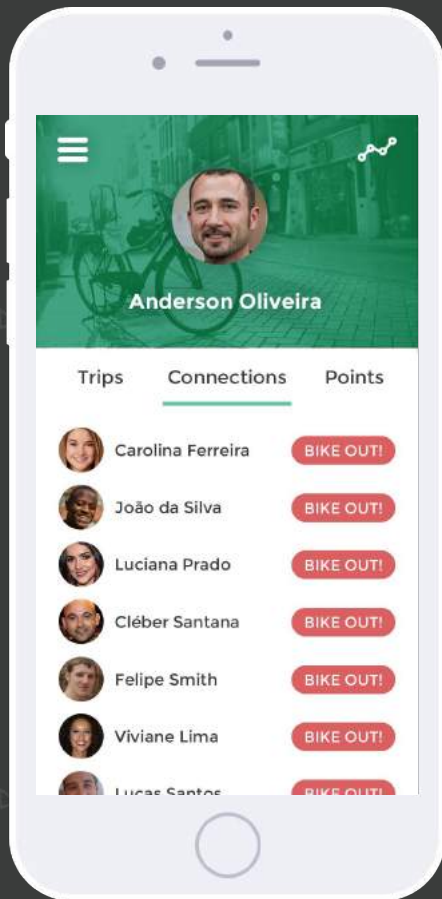
Meet new **people**
and discover
places



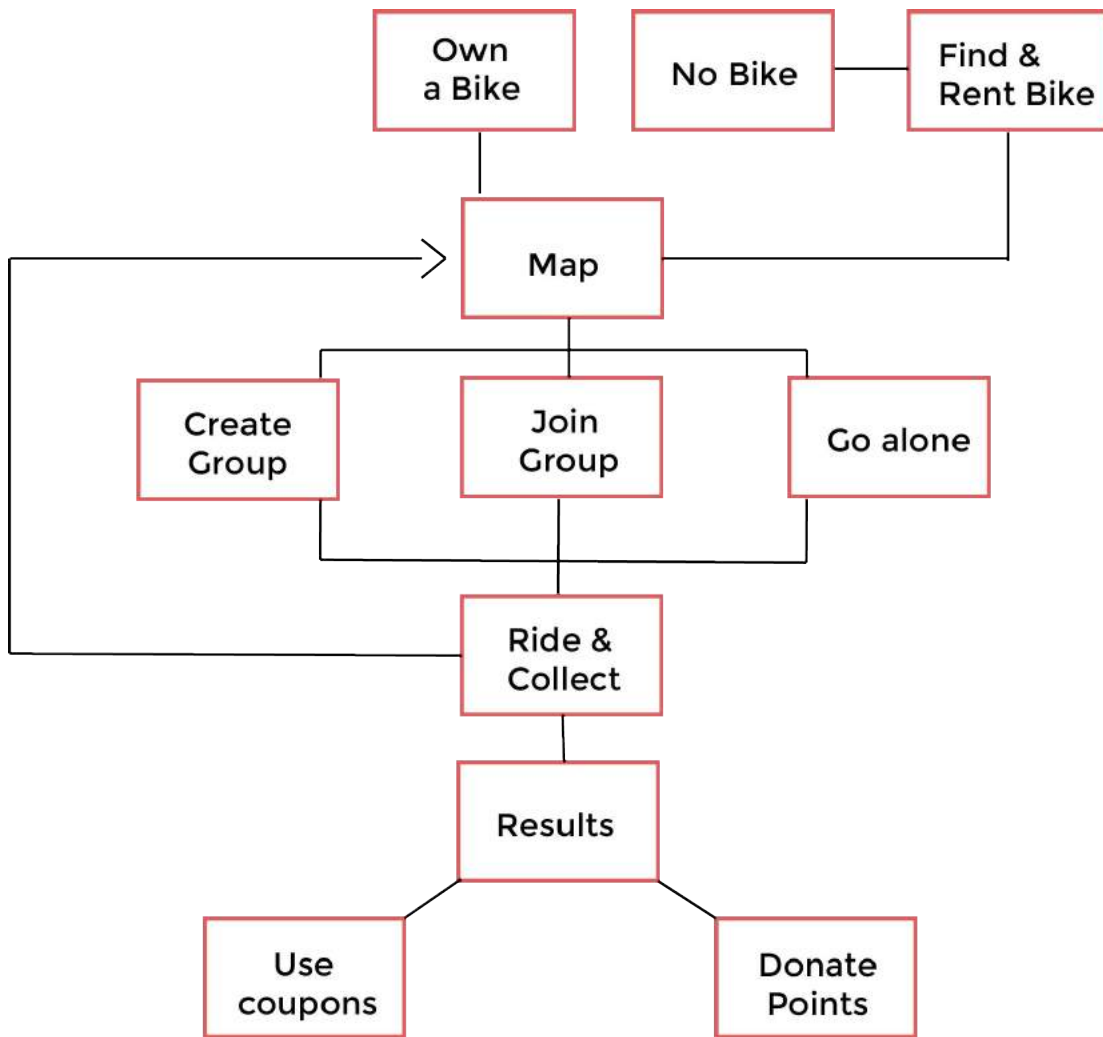
Earn donation points and collect discount coupons



Invite your
friends to
BIKEOUT!



How does
it work?





Vision

To make Sao Paulo City more **alive**
and **active** by using **bike**.



Let's
BIKEOUT!