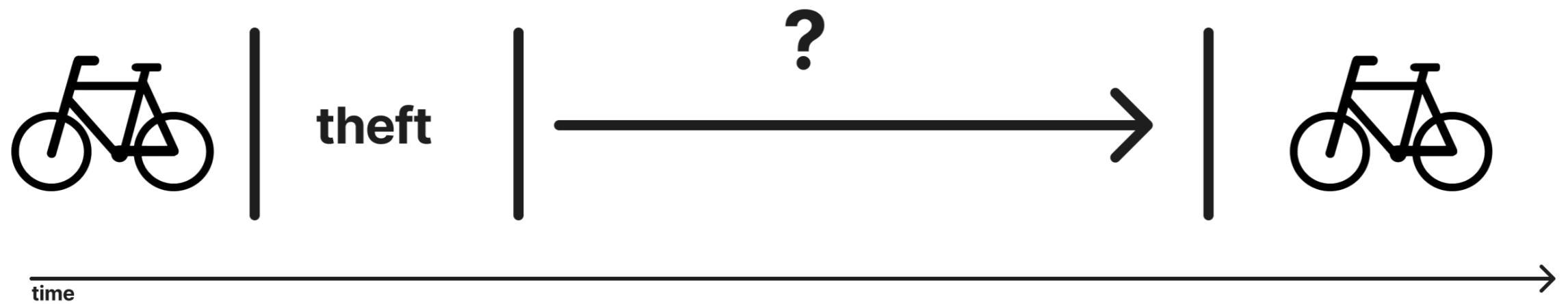


xROSS





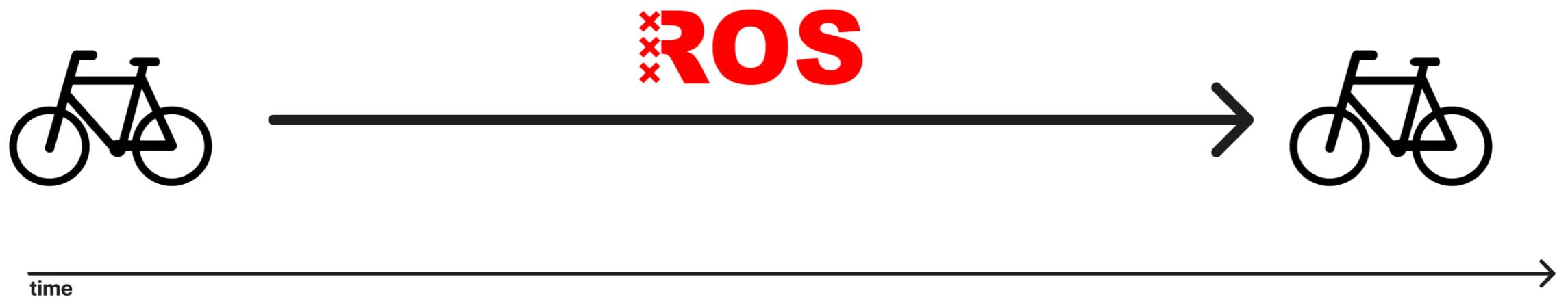
ROS

The ROS logo, consisting of a red stylized "x" character followed by the letters "ROS" in a bold, red, sans-serif font.



ROS

The ROS logo, consisting of a stylized orange and yellow "x" character followed by the letters "ROS" in a bold, orange sans-serif font.



ROS

A license plate. With an app.



ebiketips

ROS



Foto 11



Foto 8



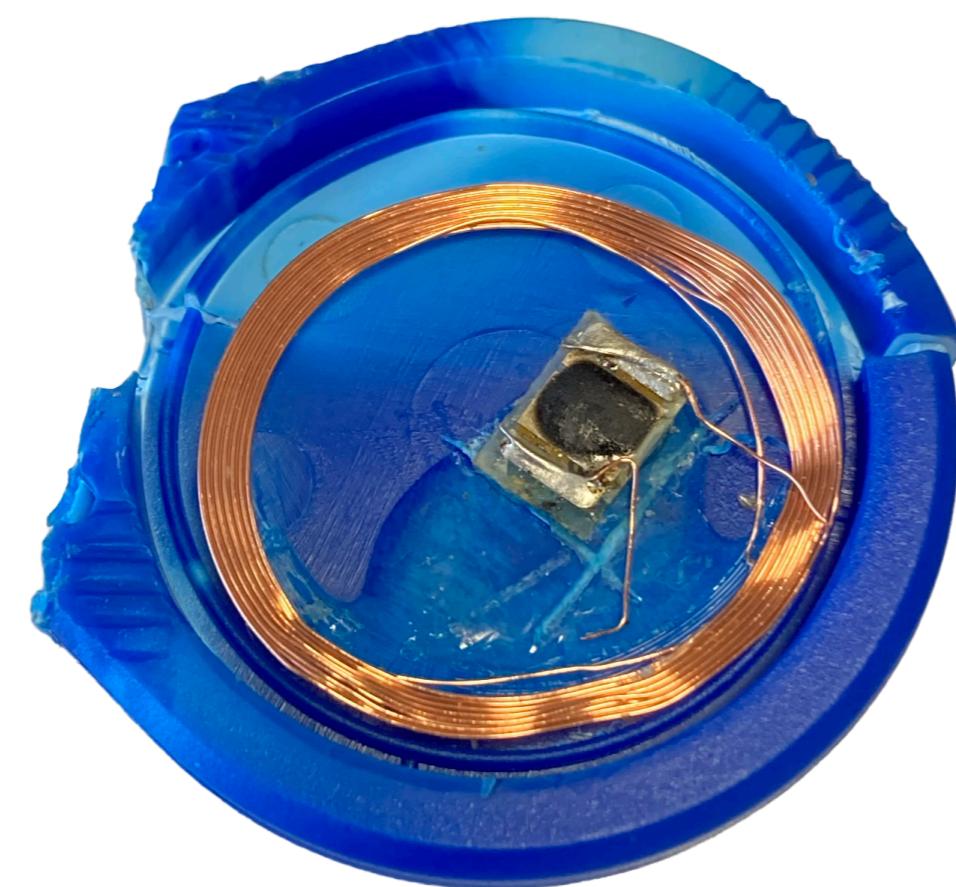
Foto 9



ROS



ROS



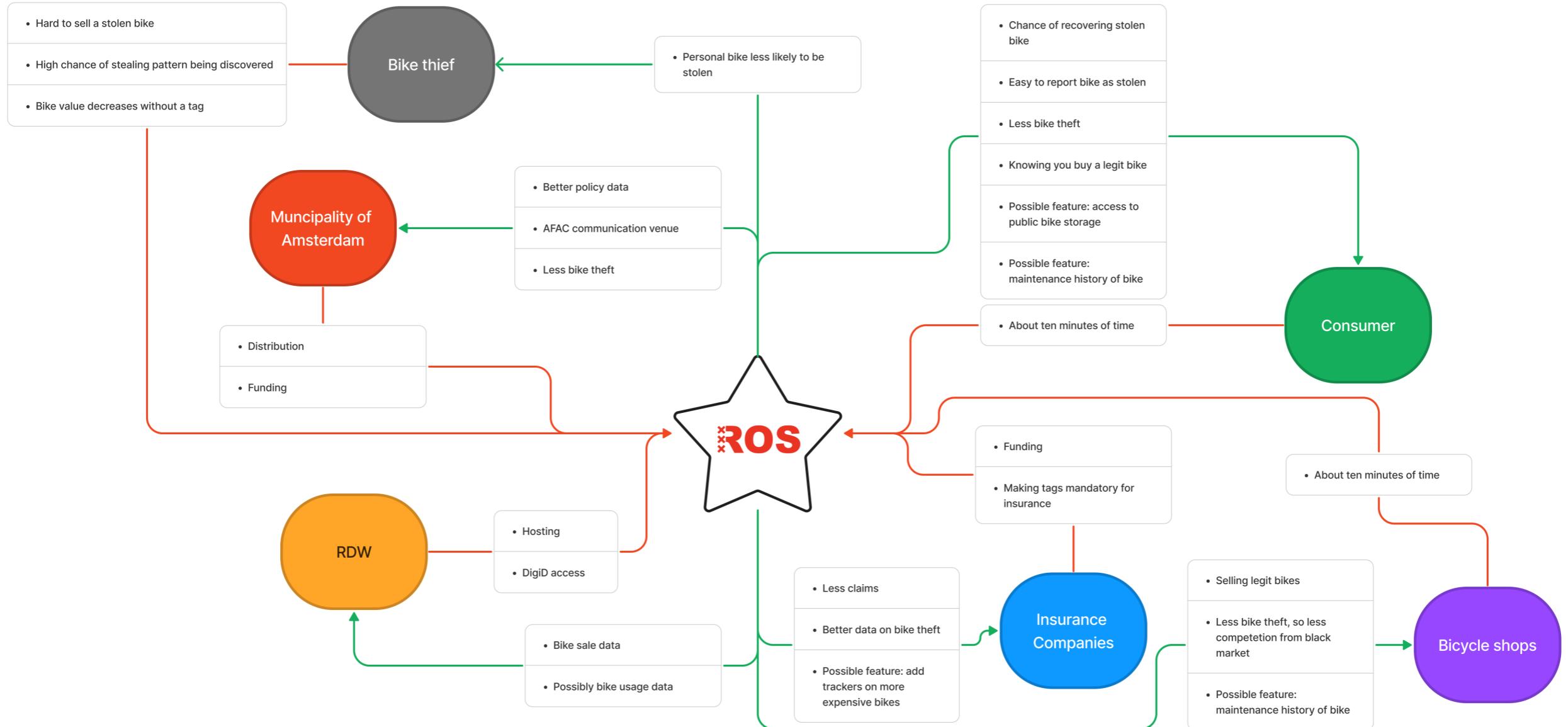
 ROS

Cheap. Easy. Simple. A tag and an app.



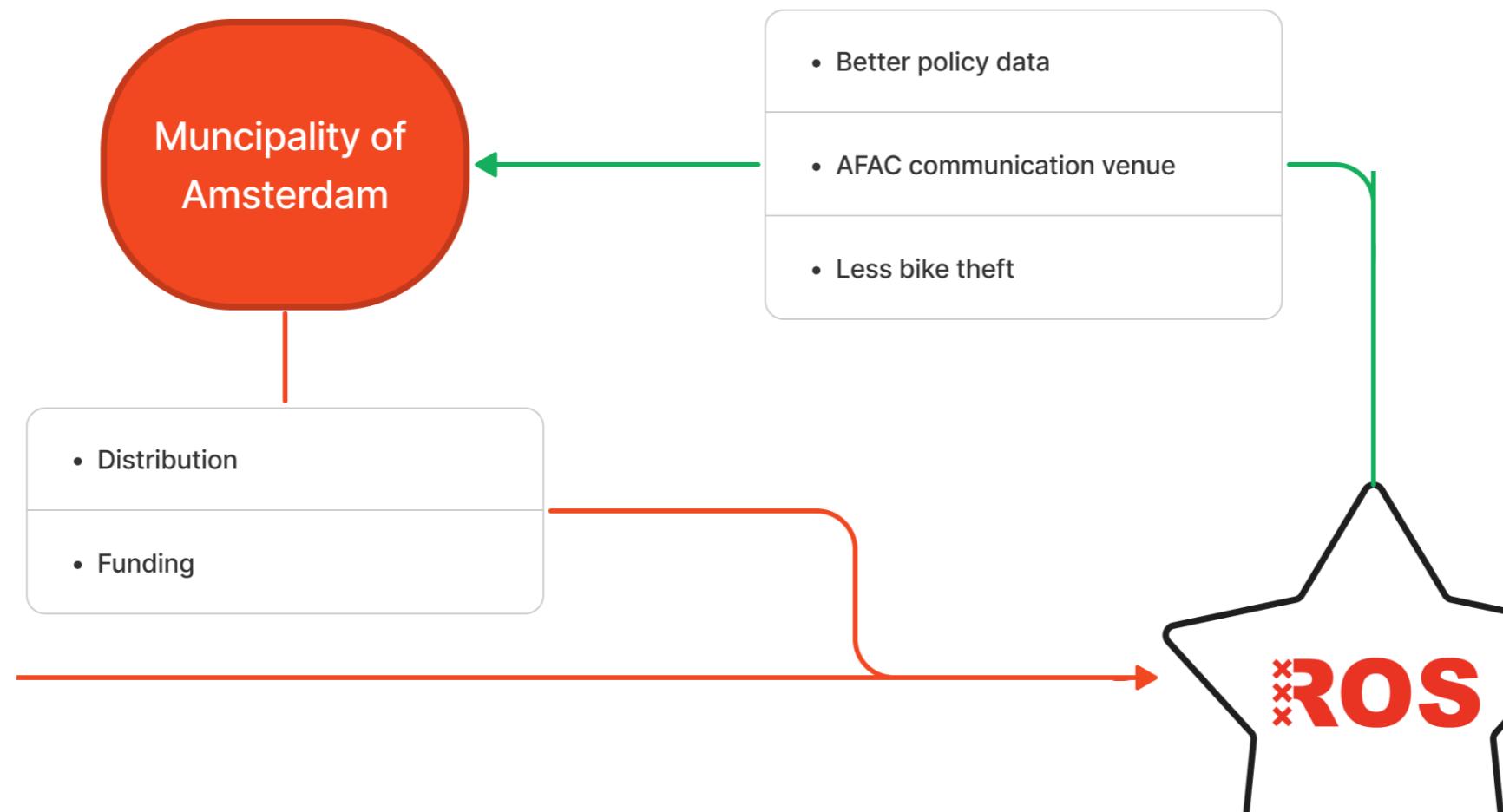
ROS

Stakeholder effort and benefits



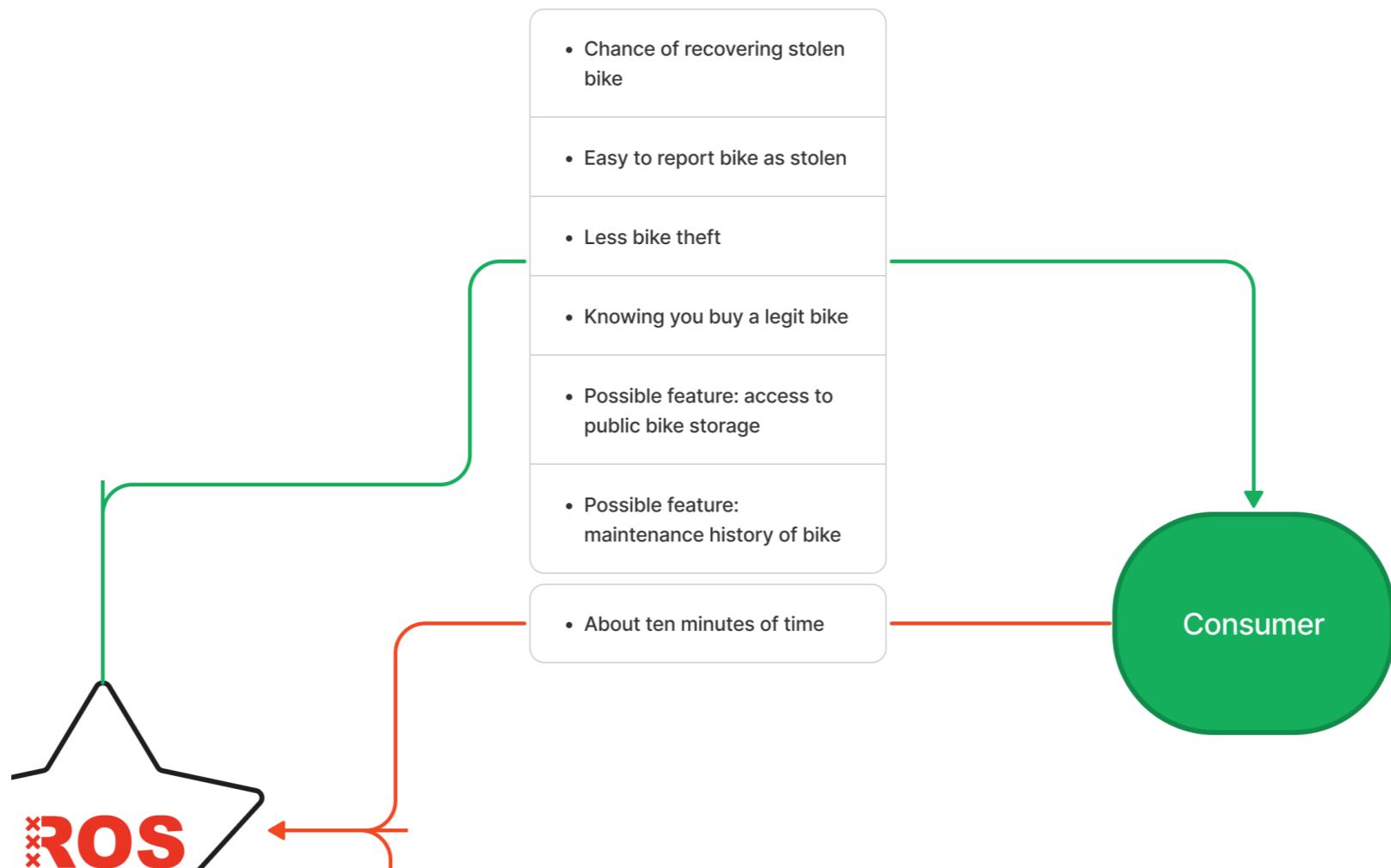
ROS

Stakeholder effort and benefits



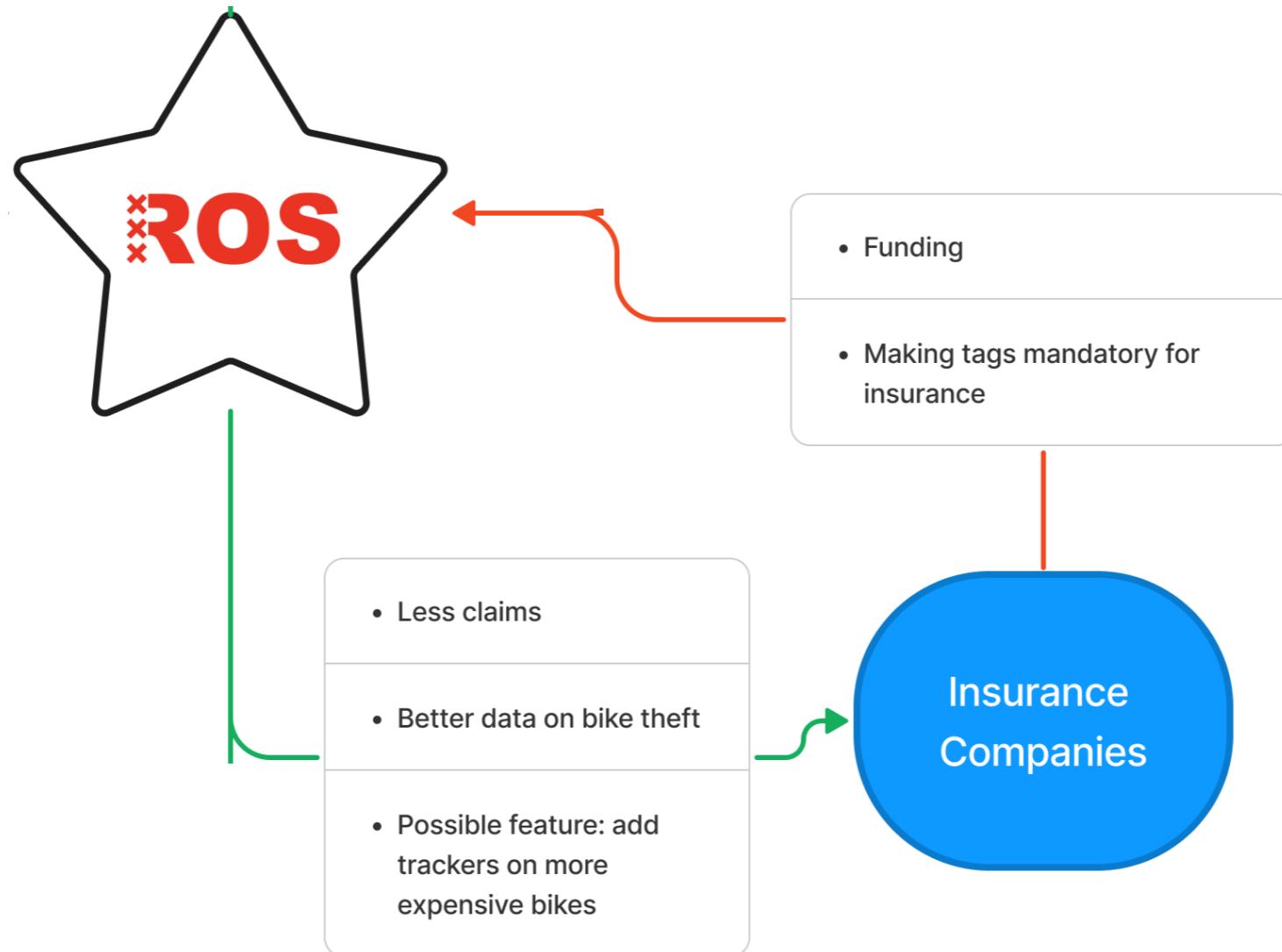
ROS

Stakeholder effort and benefits

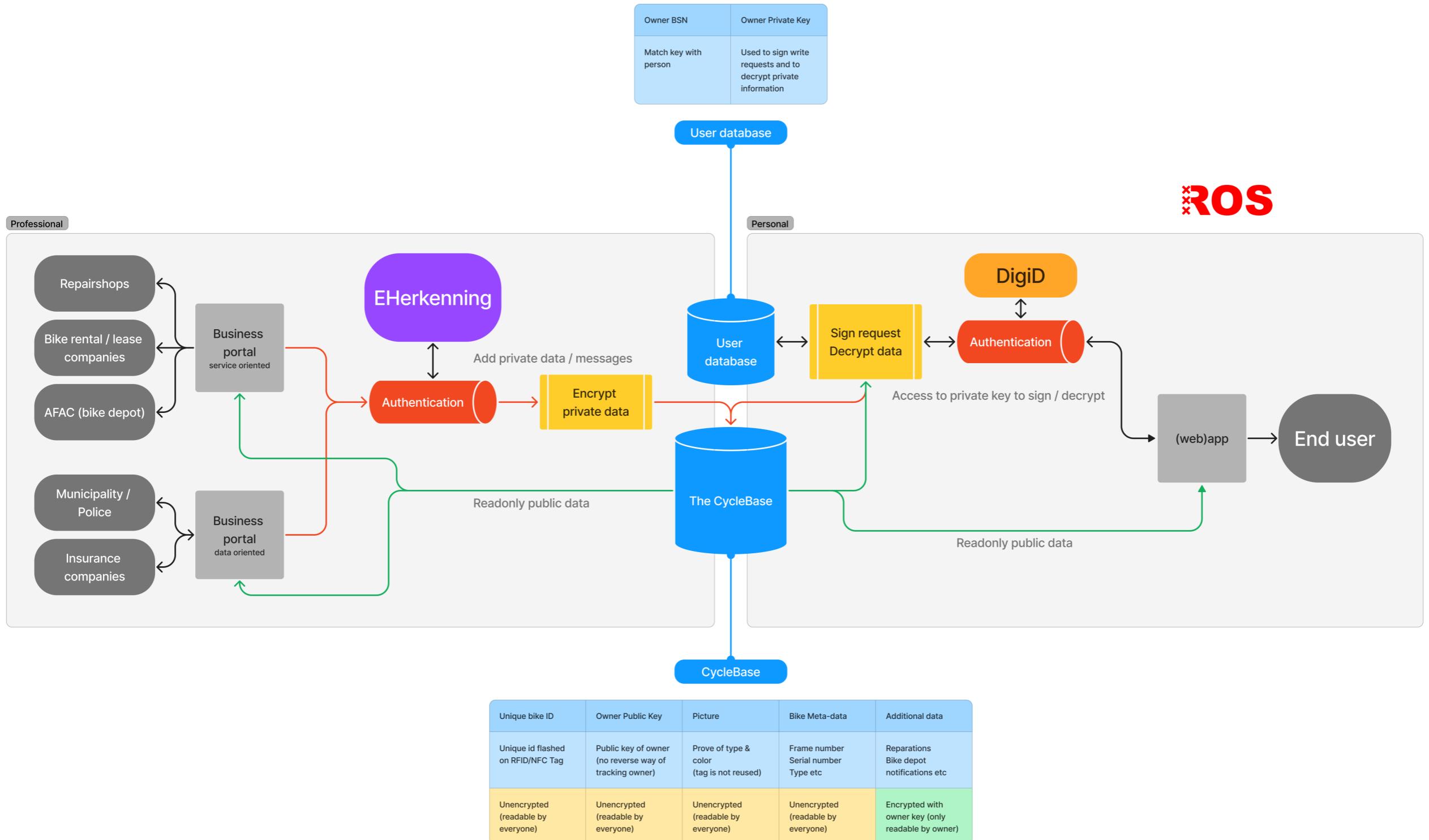


ROS

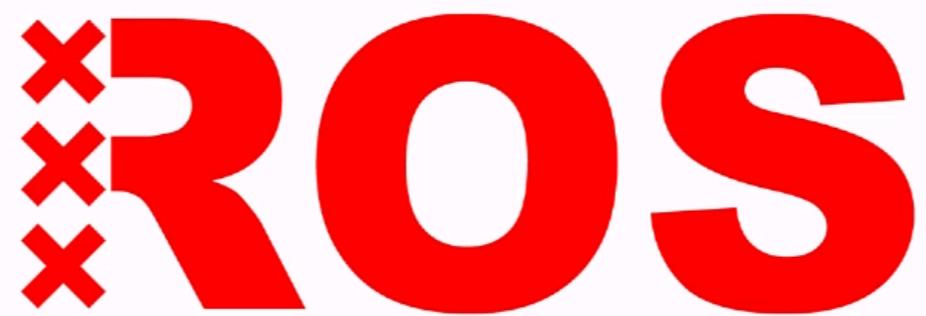
Stakeholder effort and benefits

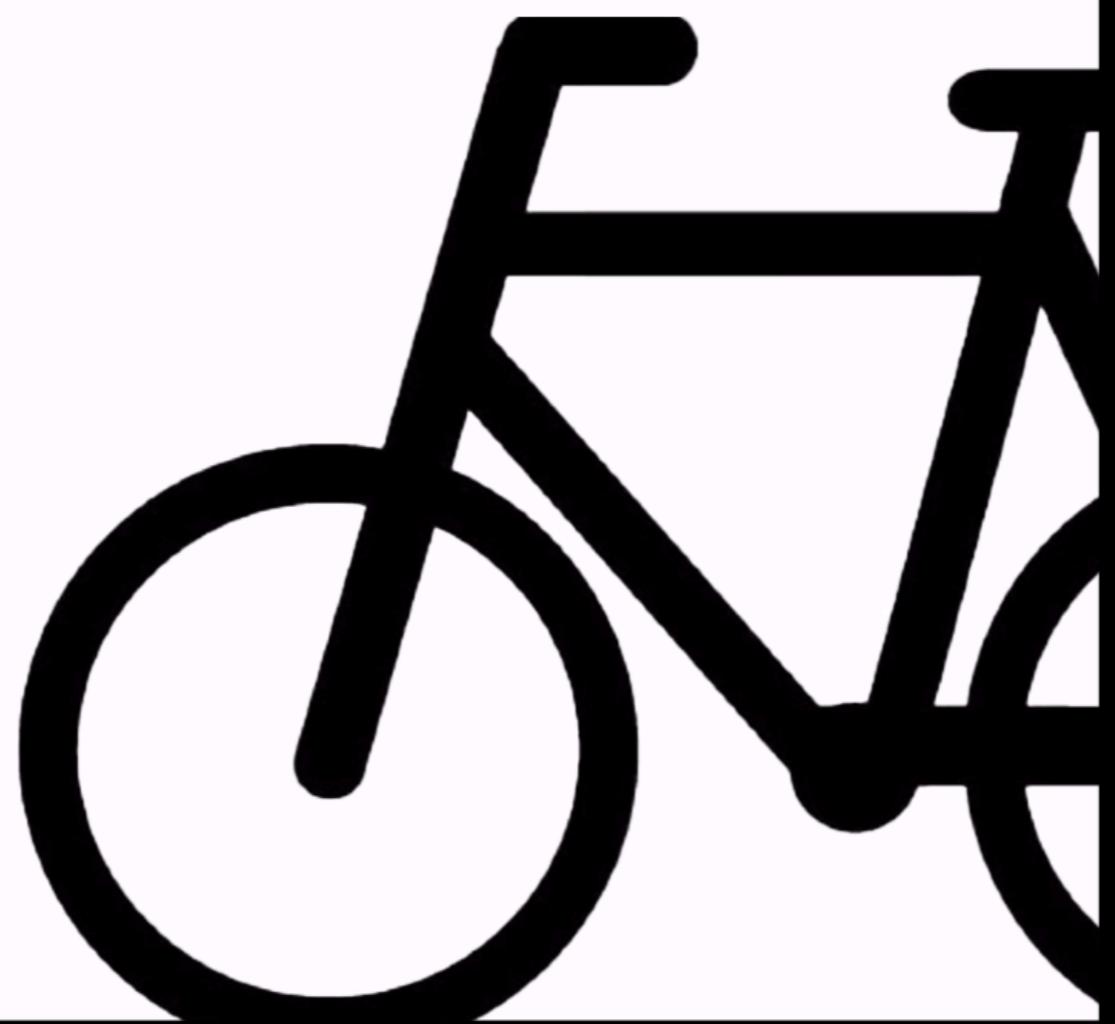


Architecture: privacy by design



ROS

ROS



ROS

Problems solved:

- bike theft will be substantially better reported
- consumer knows whether their prospective bike is flagged as stolen: less fencing
- less fencing means a smaller black market: less incentive to steal
- added functionality: municipality can notify owner if bike is parked wrongly. AFAC will have a larger return-to-owner rate, less police misreports
- added functionality: insurers can add tracking devices to app

Timeline

- funding round 1: municipal grant
 - *building and testing*
- funding round 2: joint venture insurance companies, municipalities, rdw
 - *municipalities gives behavioral boost by distributing 1 million tags*
 - *markt adopts product*
 - *getting tag for new bike becomes commonplace*
 - *scale up / expansion*