

- Why?

- What this is?

- Stationless

- Instructions - "All" (How?)

- Drum up Interest - Call to Action

- Team / Contact

?

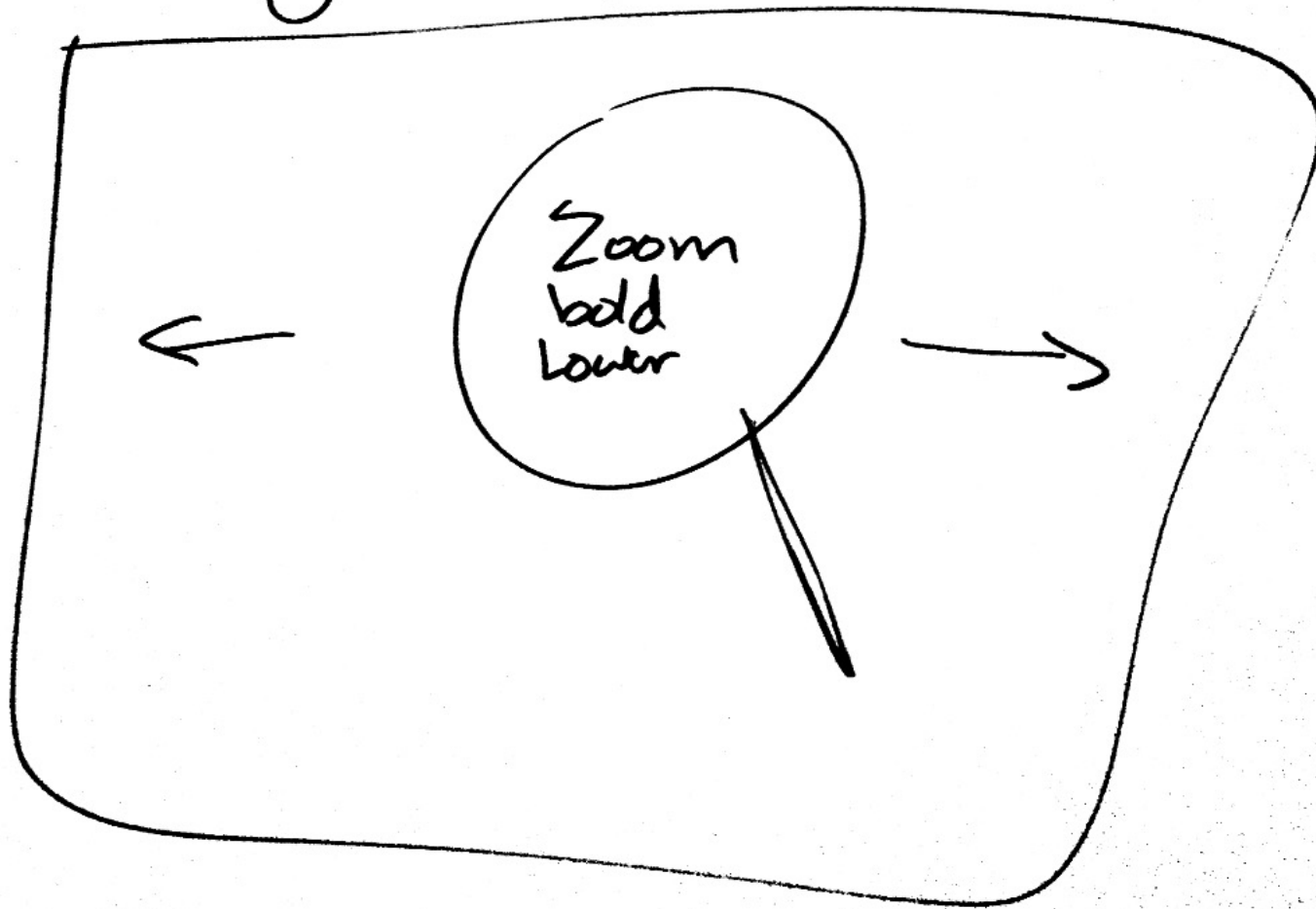
Login

.edu

Password

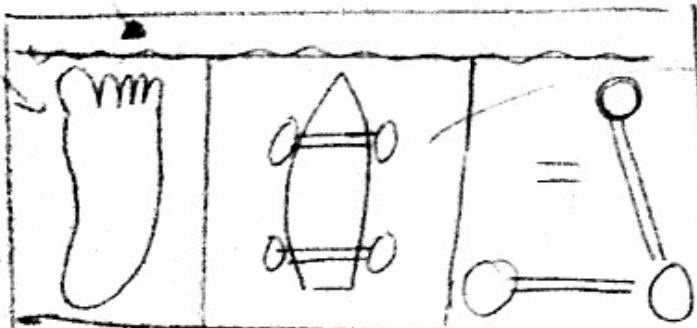
Red Bars

Menu item
idea:

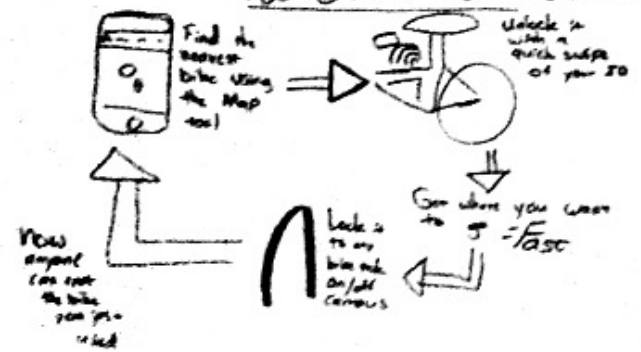


46

white text on clear?



How to Ride Red Bars



(dub)

"The Evolution of Getting Around"

Center

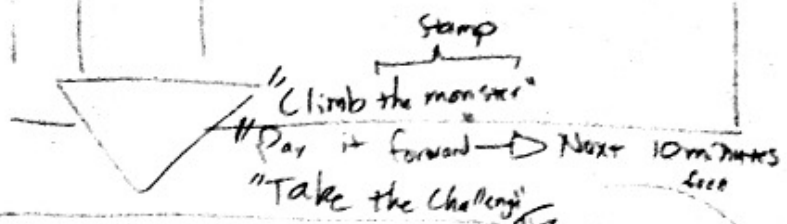
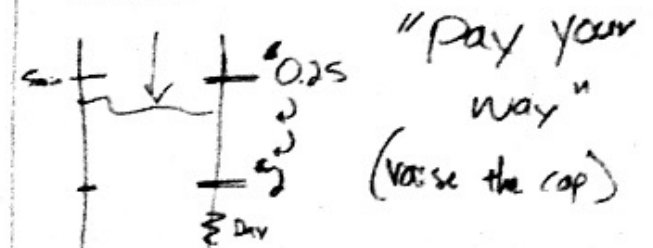
Gamification



*Free shirts / Models of bike race

Now Get charged for more than \$5

Semester Plan	Daily/weekly Plan	Per Use
\$195/semester	\$2/day \$10/week	\$0.25/scan



Built by college Students for college Students

"Get between classes with ease"

Got a big campus?
yeah?
Well we have the BS 4U

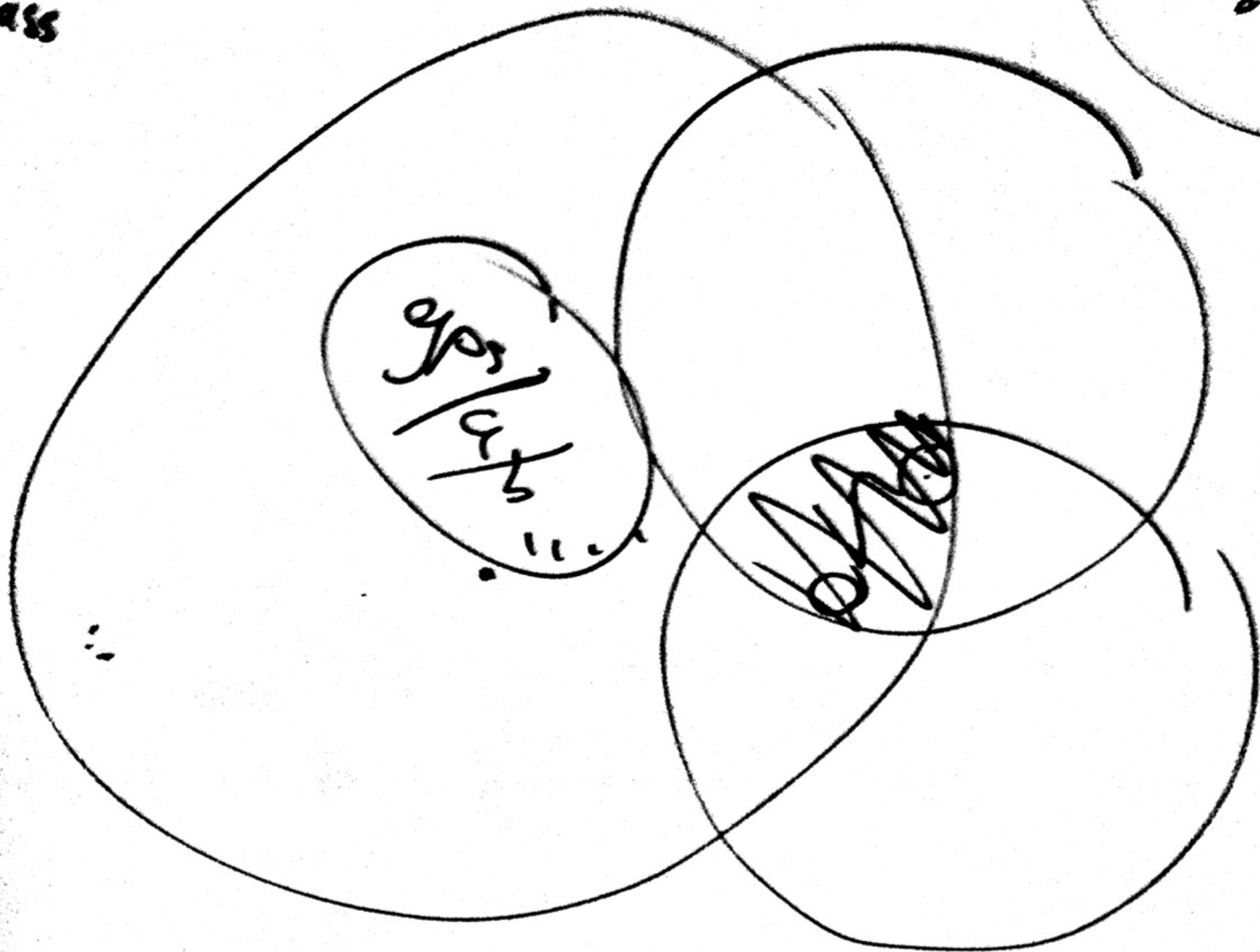
Swipe through slogans

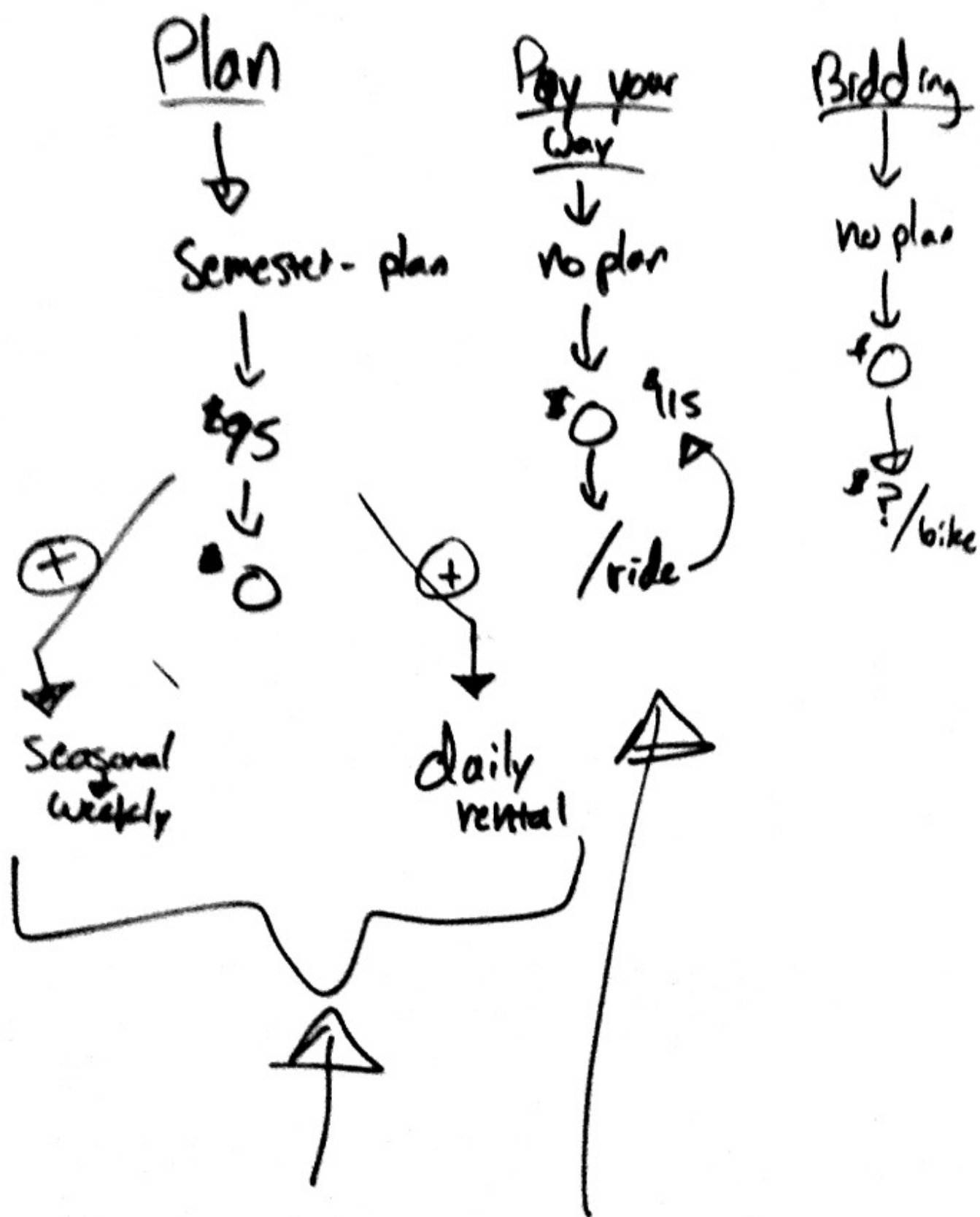
- Sign up button

FAQ - DCP - I get robbed?

y pass

810





Guest - Gift Card

Market through Free 2 day pass

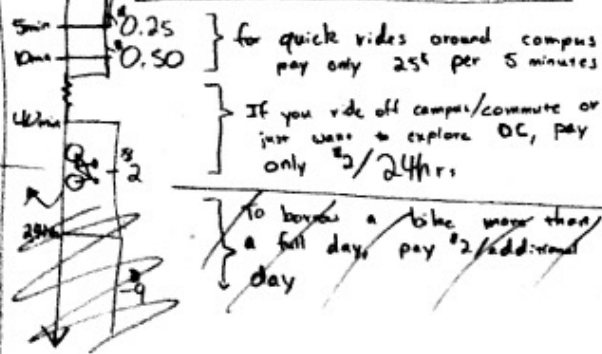
- Evolution Picture
- How it works?
- Slogans

★ Text-alert/email: Low-balance

COST

Total

Each time you rent a bike...



25¢ per net 5m.

to take off campus \$2/day

\$95/semester

Never pay more than \$95, no matter how many rides

@umd.edu

Password

Submit

FAQ

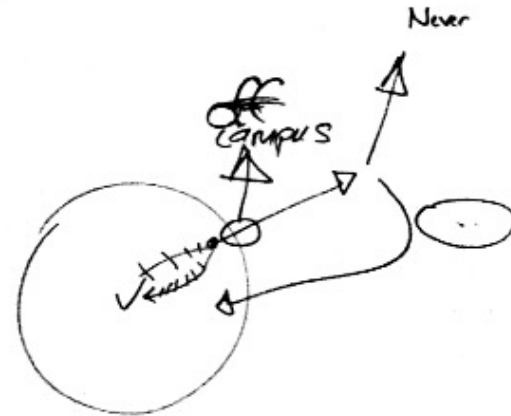
FG

o c v s
t o o p

if bike is stolen or damaged contact
You are liable for the bike off campus

What happens if I don't return a bike?
If I ride 6 minutes? 24hrs. 1 minute?
Will the price carry

E11:cost



Liability Land

\$2/5 Campus

On-campus

25¢/5min.

Cumulative time

example

Cap \$95

off-campus

\$2/24 period

Starts from rental + Late fee per 24hrs.

Cap \$125

? Leonardtown
? Courtyards
? Frats
? Housing
? Apartments

Late fee policy

Late fee at 72 hrs → \$5/day + regular