



# *RideMyBike*



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*Commuting made easier*

# Business Concept



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## Positioning statement

For University students, RideMyBike is a micro mobility e-bike rental solution that offers easy transportation over cost-effective subscription plans so that students can avail flexible rental benefit because RideMyBike cares about well-being of the society.

## How do we operate?

- Subscription
- Pay for the duration rented
- Outsourcing

# Our Mission & Strategy



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## Mission

To encourage millennial and Gen Z to reimagine the transportation as economical and accessible as possible, also to inspire physical and environmental health.

## Strategy

To target university students who are seeking to avail cost-effective and easy commutation solution.

## Goals

**Short Term** – Rent 300 e-bikes in first year at UTD

**Long Term** – Expand business solution to 5 other universities and general public and become leading rental company

# Problem Statement



The university student(s) who faces commute issues.



Difficulty in finding parking spaces/paying the parking fee.



Cannot afford to own a vehicle and maintenance costs.



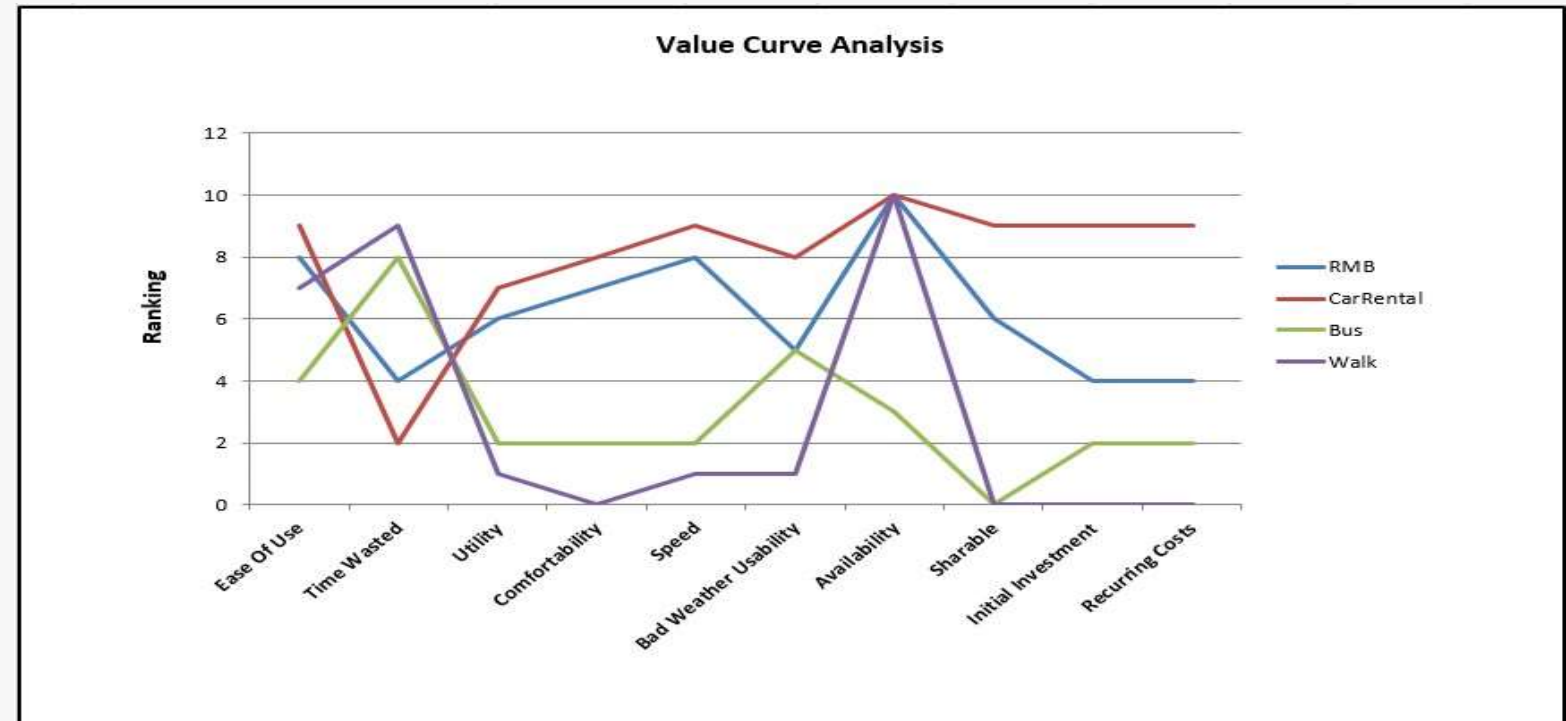
# Market opportunity & Unmet need

## Market Opportunity

- The world price of crude oil is expected to increase in 2022
- Equal availability as walking with much less time wasted.
- Growing micro mobility rental equipment market.
- Increased physical fitness and health awareness
- Lower cost than car rental.

## Unmet need

- Introduction of **subscription** based bike rental services
- Introduction of bike rentals in **Long Trip** (More Than 15 Km)





# Solution & Value proposition

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## Value to Customers

Bikes can be easily moved around, do not have to be tethered to one location

Reliable, cost-effective “pay for the duration rented” and long-term subscription plans

Easy access, no maintenance overhead, convenient membership

# Industry Overview and Market Analysis



## Industry – Rental Equipment market

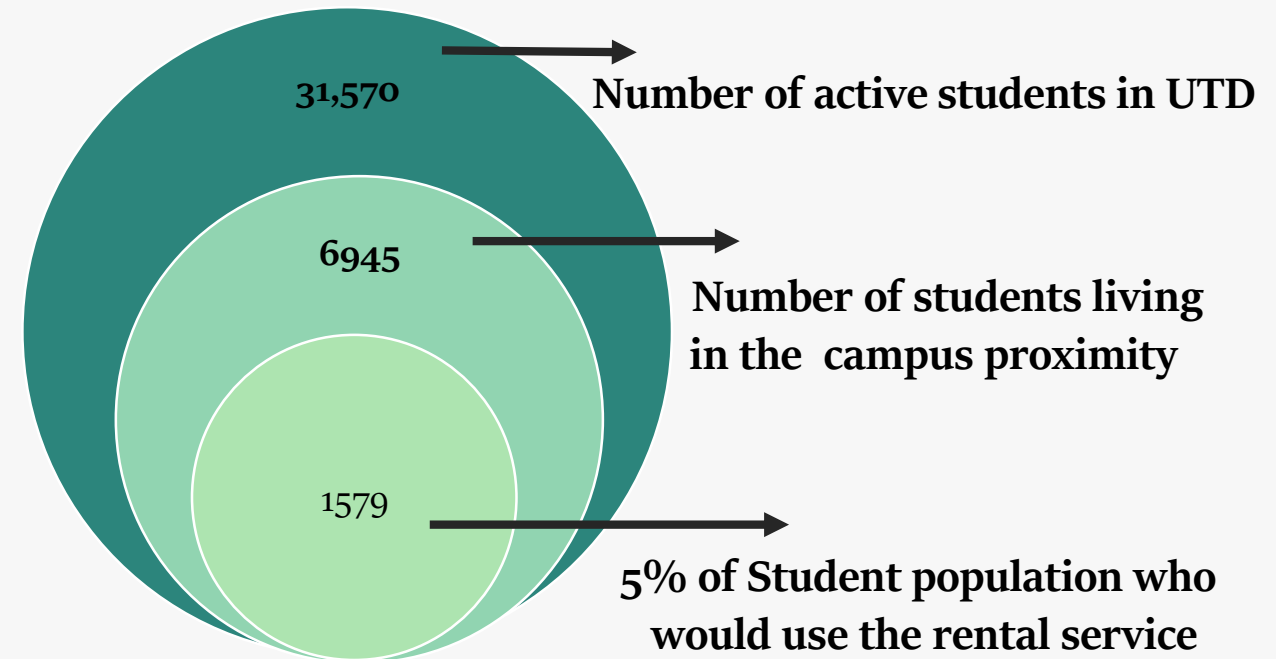
Taking UTD as target customer

## Market Size of Bike rental industry in US

Measured by revenue is **\$772.8m** in 2022

Expected to increase **7.8%** in 2022

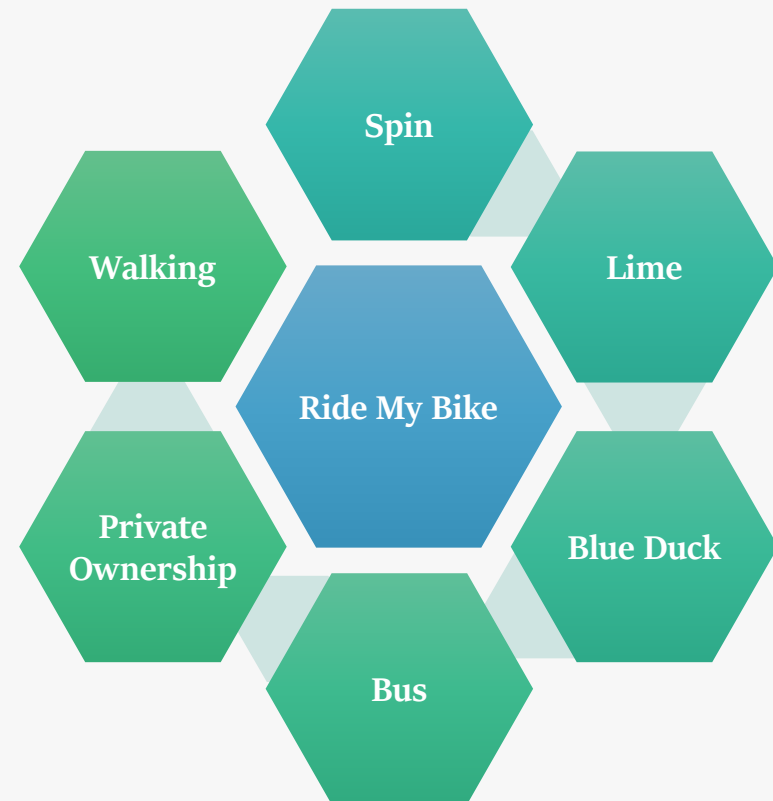
grown **11.6%** per year on average between 2017 and 2022







# Competitive Analysis

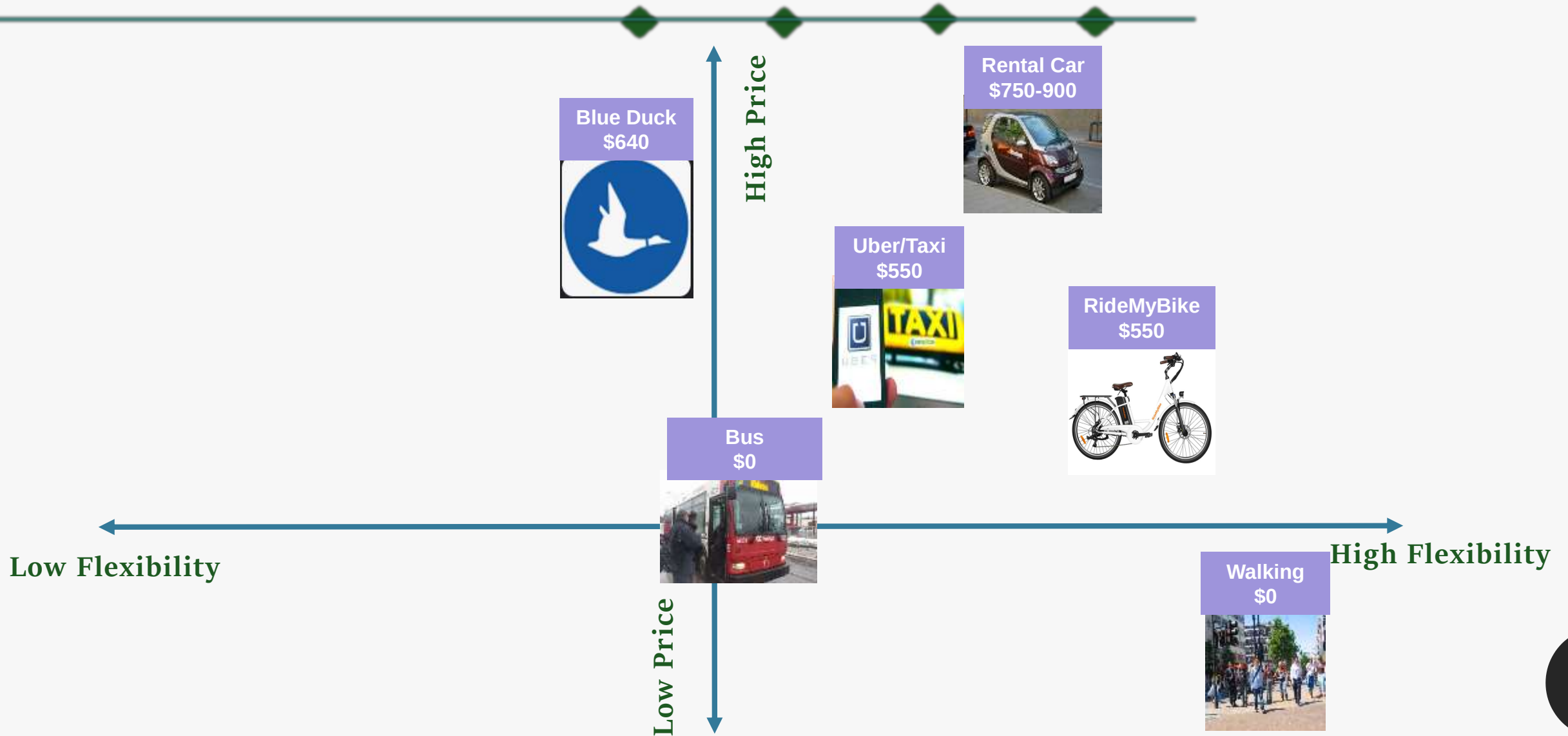


Factors	Blue duck	Rental Car	Public Bus	Uber/Taxi	RideMybike
Easy to use (efforts involved)					
Safe & Comfort					
Quality					
Timing Flexibility					
Customer service					
Cost/month	\$ 640	\$ 750-900	\$ 0	\$ 550	\$ 150-600





# Product Positioning





# The Customer & User Persona



## Based on the survey conducted at UTD

- **82.14%** students prefer having bike renting facility at the university
- **71.43%** students would find need for transport 2-5 times a week
- **36.07%** preferred hourly bike renting and **13.11%** preferred semester wise subscription plan
- **37.04%** students showed interest in e-bike renting



**Name:** Rashmi

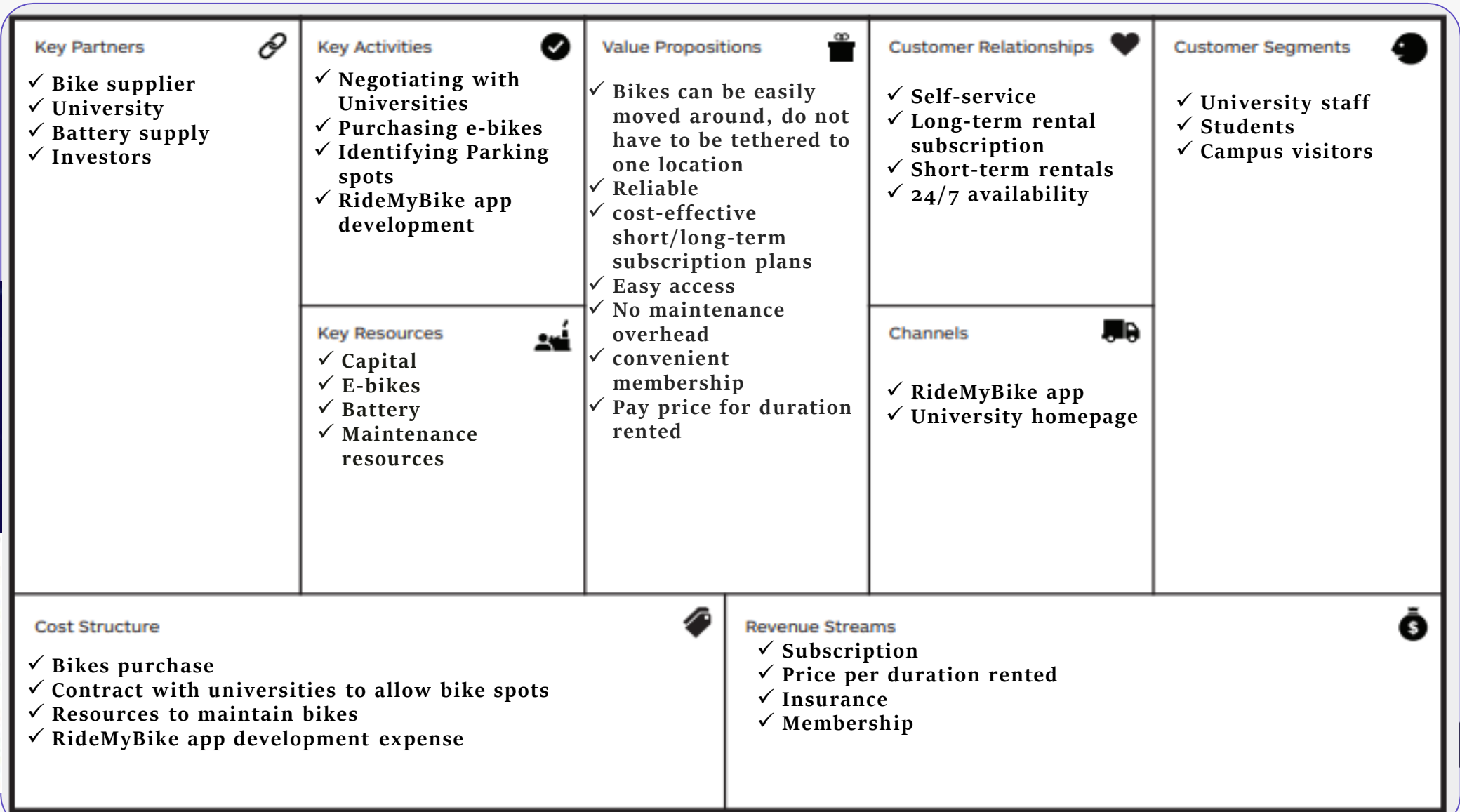
**Place:** Plano, TX

**Occupation:** Student at UTD

**Interest:** Soccer, Badminton

**Pain point:** the campus is huge and commuting within the campus for different activities is time consuming. Also, I stay near by university but relying on uber, car rental is expensive hence I would prefer affordable commuting experience.

# Business Model Canvas





# Marketing Plan

## Direct Marketing - Starting 9/16/2023

- Open event talk with university tie up
- Creating a Photo booth
- Reaching the target via email
- Flyers/ cards

## Referral Marketing - starting 1/1/2024

- Word of mouth
- member referrals
- Social recommendations and sharing

## Product Positioning

- The differentiator would be long-term subscription service (semester wise rental)
- Cost-effective compared to existing competitors

## Social Media

- Influential promotion
- Video marketing(reels)

## Market segment

- University students seeking cost-effective commute solutions

## Imaging

- RideMyBike wants to project an image of longevity, cost-effective, and convenience.







# Resources and Operations

## Resources

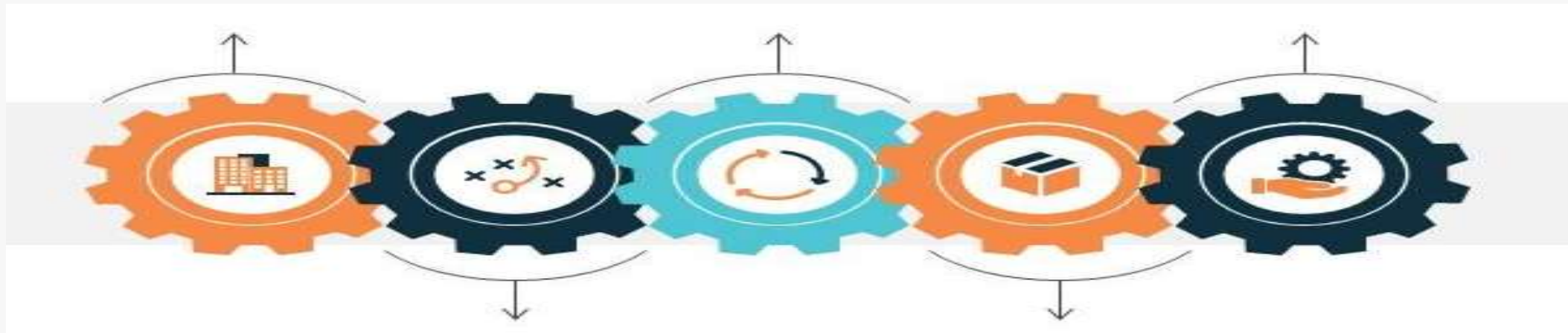
- E-bikes
- Bike slots
- Website
- Removable battery

## Control process

- Rent e-bikes to university students on campus.

## Output

- Provide reliable and cost-effective long-term subscriptions
- Pay for the duration rented



## Operations & Strategy

- GPS tracker enabled e-bikes
- Contactless Pickup and Drop-off
- Unified Application for convenience

## Product & Service

- Chargeable battery driven e-bikes
- Membership, non-membership services for short term: pay for the duration e-bike is used
- Long-term subscription. Rent & own semester wise

# Pricing Strategy



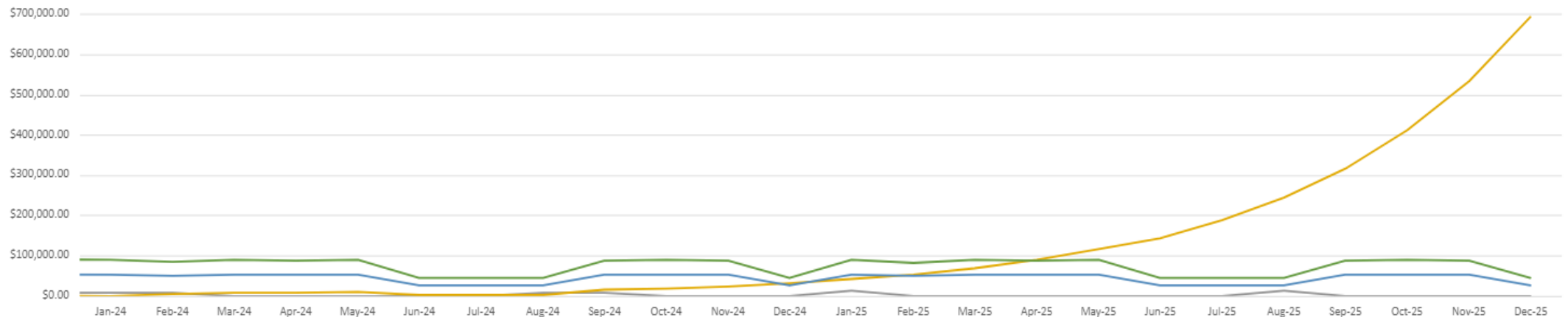
Types	Pricing mode	\$amount	Membership	Unlock
Long-Term subscription	Quarter	\$600	NA	NA
Short-Term(Member)	Duration rented	6 cents per min	\$9.99	NA
Short-Term(Non-member)	Duration rented	10 cents per min	NA	\$1

# Financials- Summary table of budget and Income breakdown



	2024	2025	2026
<b>Capital Expenditures:</b>			
Website + App:	(\$50,000)	\$0.00	\$0.00
LLC Incorporation:	(\$200)	\$0.00	\$0.00
<b>Expenses:</b>			
Website +App Maintenance:	(\$92,000)	(\$72,000)	(\$72,000)
Cost Of Goods/Cost Of Services:	(\$571,275)	(\$207,000)	(\$227,700)
Marketing & Partnerships:	(\$9000)	(\$10,200)	(\$11,640)
Estimated Total/Break-Even Cost:	(\$1,323,105)		

Income Breakdown



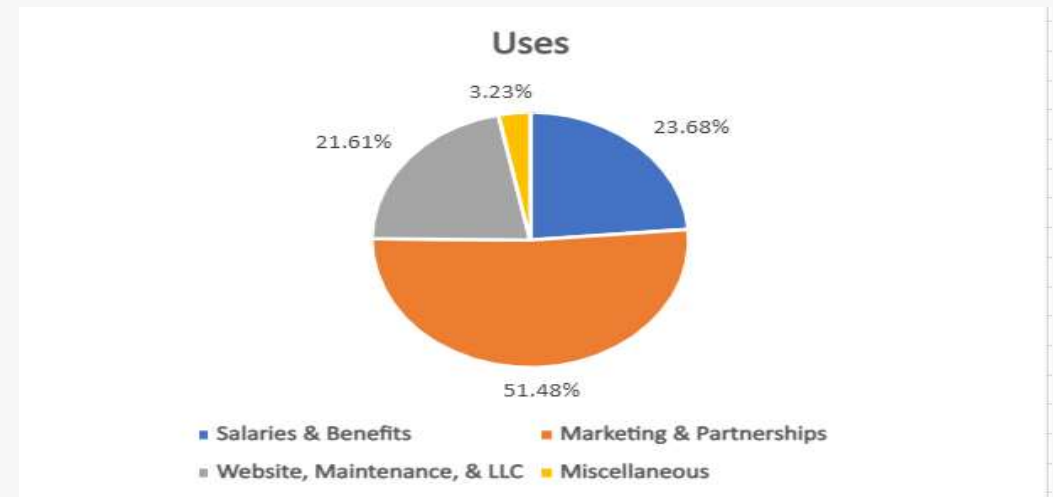
	2024	2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Long Term Subscription	\$24,000.0	\$24,000	\$6,000	\$6,000	\$0	\$0	\$0	\$0	\$0	\$6,000	\$6,000	\$0	\$0	\$0	\$12,000	\$0	\$0	\$0	\$0	\$0	\$0	\$12,000	\$0	\$0	\$0	\$0
Membership Revenue Stream	\$121,445.	\$2,891,33	\$0	\$4,995	\$6,492	\$8,437	\$10,966	\$596	\$777	\$1,008	\$14,254	\$18,528	\$24,084	\$31,308	\$40,698	\$52,906	\$68,775	\$89,406	\$116,225	\$143,511	\$186,564	\$242,533	\$315,293	\$409,881	\$532,846	\$692,700
Member Use Revenue Stream	\$526,176.	\$524,448	\$53,568	\$50,112	\$53,568	\$51,840	\$53,568	\$25,920	\$26,784	\$26,784	\$51,840	\$53,568	\$51,840	\$26,784	\$53,568	\$48,384	\$53,568	\$51,840	\$53,568	\$25,920	\$26,784	\$26,784	\$51,840	\$53,568	\$51,840	\$26,784
NonMember Revenue Stream	\$876,960.	\$874,080	\$89,280	\$83,520	\$89,280	\$86,400	\$89,280	\$43,200	\$44,640	\$44,640	\$86,400	\$89,280	\$86,400	\$44,640	\$89,280	\$80,640	\$89,280	\$86,400	\$89,280	\$43,200	\$44,640	\$44,640	\$86,400	\$89,280	\$86,400	\$44,640





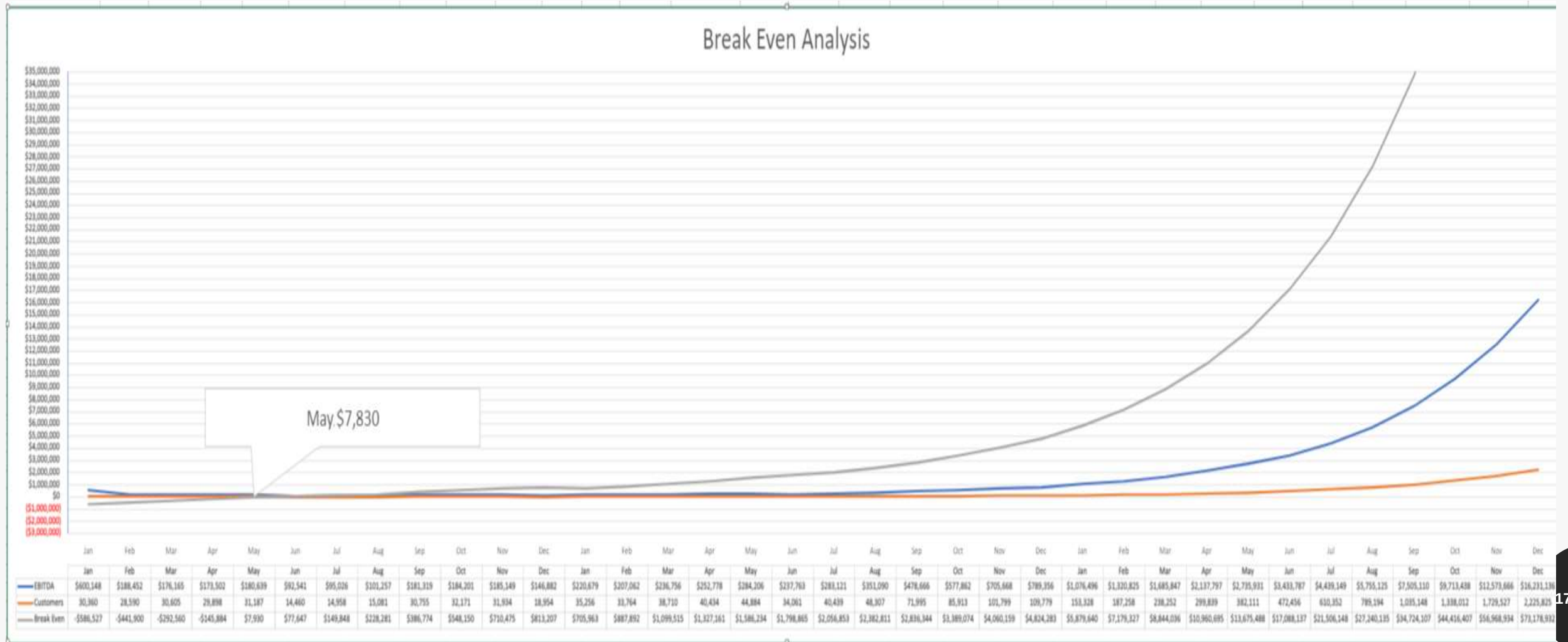
# Financials- Sources and Proceeds

Break-down of COG/COS	Cost
Salaries	\$ 180,000
Capital Requirements	\$ 391,275
Other Operating / Administrative Expenses	\$ 164,200
<b>TOTAL</b>	<b>(\$735,475)</b>





# Break-Even Analysis





# Funding and Offering

RideMyBike requires \$1,323,105

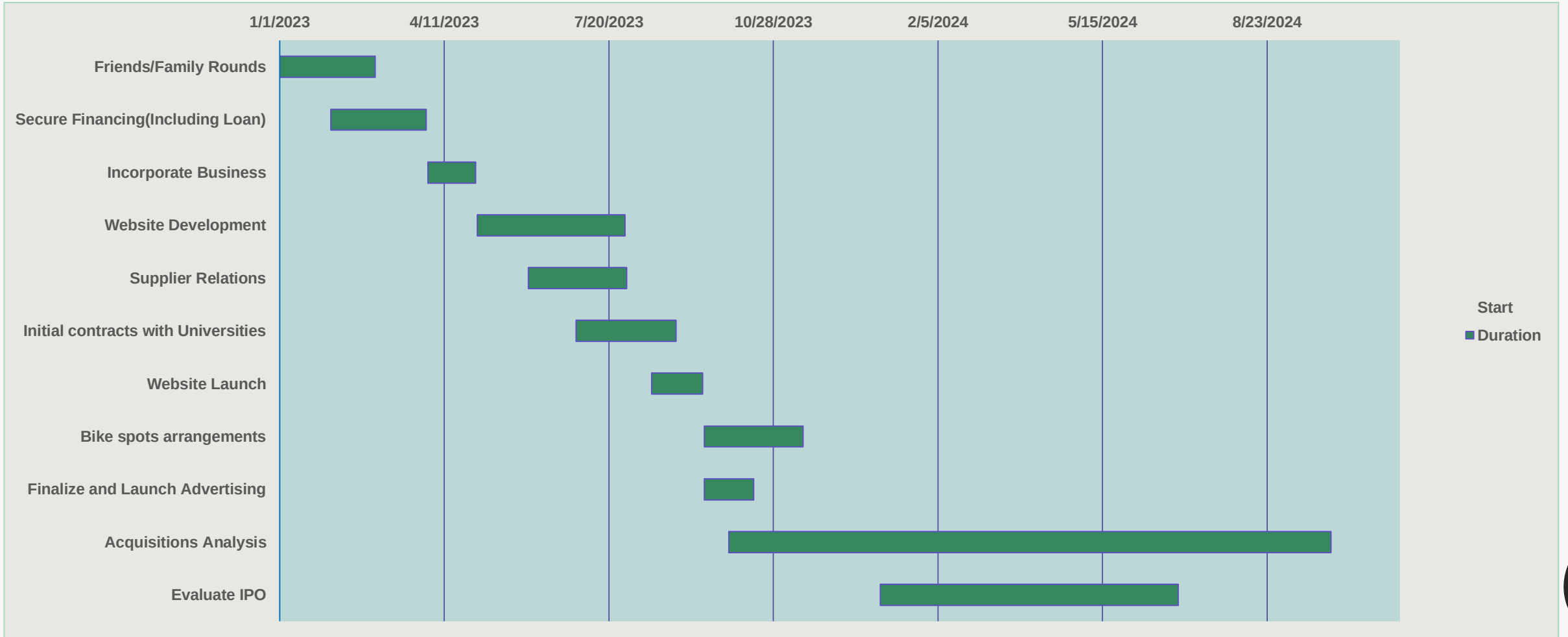
- Crowd funding: \$45,000
- Friends/Family: \$15,000
- Seed Funding: \$200,000
- Series A Funding:\$500,000

## Investment Offer & Return

Sources		Investment Period	% Investment	Investment Duration		\$ Return on Investment	% Return			
Crowd funding	\$45,000	N/A	N/A	N/A	N/A	N/A	N/A			
Friends/Family Rounds:	\$15,000	1/1/2023	1.97%	2	years	\$1,439,314.60	1.04%	879.56%	Annual Return	
Seed Funding:	\$200,000	2/1/2023	26.32%	2	years	\$19,190,861.32	1.04%	879.56%	Annual Return	
Series A Funding:	\$500,000.00	9/16/2023	65.79%	3	years	\$47,977,153.29	1.04%	357.81%	Annual Return	
<b>Total Investment:</b>	<b>\$760,000</b>	by:	9/16/2023							
Total Return by:	12/30/2026 =		\$72,925,273.00							



# Timeline of Milestones



# Critical Risk Factors & Non-Financial Resource Requirements



Critical Risk Factors		
	Risk	Mitigation
<b>Economic Risk:</b>	International Tensions & Shipping	Save Money & Domestic Partners
<b>Competitive Risk:</b>	Copycats & Look-alikes	Advertising & Marketing
<b>Operational Risk:</b>	Supply Chain Dislocation	Domestic Partners, Future Warehousing
<b>Financial Risk:</b>	“Eggs in One Basket”	Product Diversification and Acquisitions

Non-Financial Resources	
<b>Tangible:</b>	Equipment & Website
<b>Intangible:</b>	Goodwill, Investor Relations, PR, Supplier & Distributor Relationships



***Thank  
you!!***