



Social Bike

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Social Movement

#1





6 Billion \$ in Revenue

Bike Industry in the U.S.

6% of Daily Journeys

In Bogota And growing

**700.000 People Use a
bike daily in Bogota**

Total success!





Don't you hate it
when you don't
know the route to
that special place?



Would you like to
everything about
your bike journey?

To track your
improvement?



Have you ever
wanted to challenge
someone of your
level?



Social Bike

Record, compete,
share and improve
your daily biking!



Points to Attack



Community



Points to Attack



Competition

Community



Points to Attack



Competition

Tracking

Community



Points to Attack



Competition

Tracking

Community

Assistance





Common Elements

- > Social
 - User Management
 - Messaging
- > Tracking
 - Share your ride

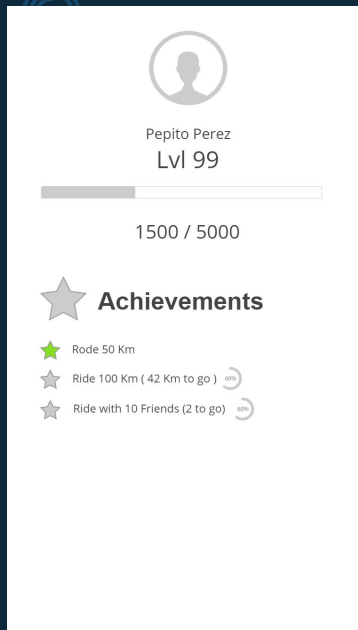


Variable Elements

- > Bikes Configurator
- > Social Integration
- > Reporting
- > Tracking
- > Leveling
- > Competition
- > Aid



Track, Compete and get Assistance




Competition
is the greatest
motivator,
history the
best tool to
improve and
with the help
you need.



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Pepito Perez
Lvl 99

1500 / 5000


★ **Achievements**

- ★ Rode 50 Km
- ★ Ride 100 Km (42 Km to go) →
- ★ Ride with 10 Friends (2 to go) →



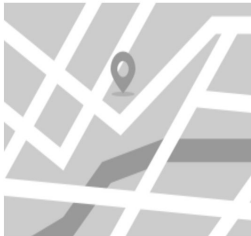
Pepito Perez
Lvl 99

VS



Juanito Alimaña
Lvl 99

Fastes to get to this Point




Winner get 1000 XP

START



Track, Compete and get Assistance

Competition is the greatest motivator, history the best tool to improve and with the help you need.




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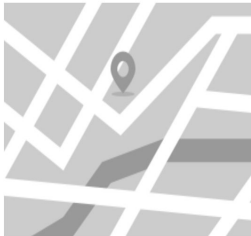
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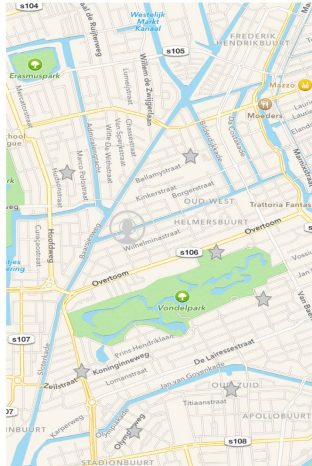
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START

Mechanics Around

 You

★ Mechanics







Development process



Route Tracking

Social

Compete

Aid



Thanks!

Questions?

