

Rising Star Innovation, ICT Award 2021

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9.8 Iakhs International Tourists arrived Nepal in 2019 for the purpose of Adventure & Refreshment.

Source:

NEPAL TOURISM STATISTICS 2019

Ministry of Culture, Tourism & Civil Aviation, Nepal

56%

Spending by Nepal's domestic tourists made up 56 percent of the industry's total revenue of **Rs. 240.7** billion in 2018.

Source:

World Travel and Tourism Council https://tkpo.st/2VEKlcOl

Cycling & Mountain Biking

One of the major attractions for international & domestic tourists belonging to such category.



Problems

Booking & Renting Hassle

Difficult to pre-plan, find the best rentals, guides, and suitable routes



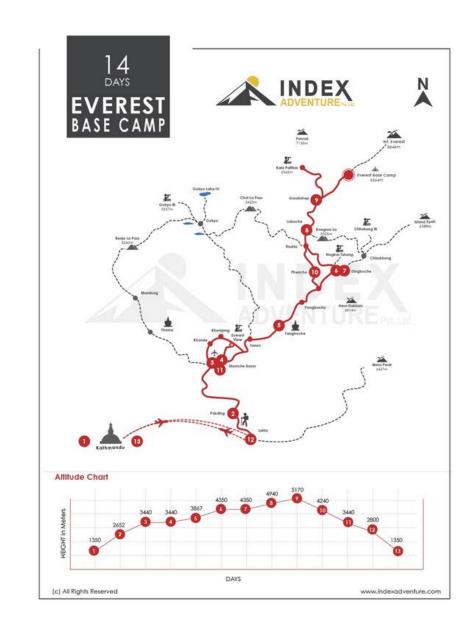
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Non-Interactive Maps

Navigating with paper maps is extremely confusing; you either lose your way or miss interesting places



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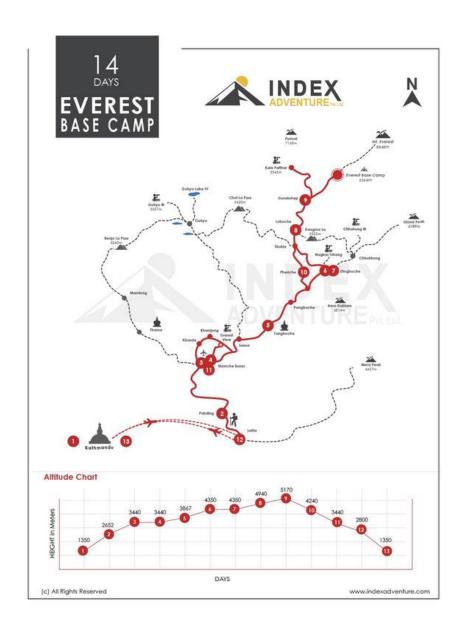
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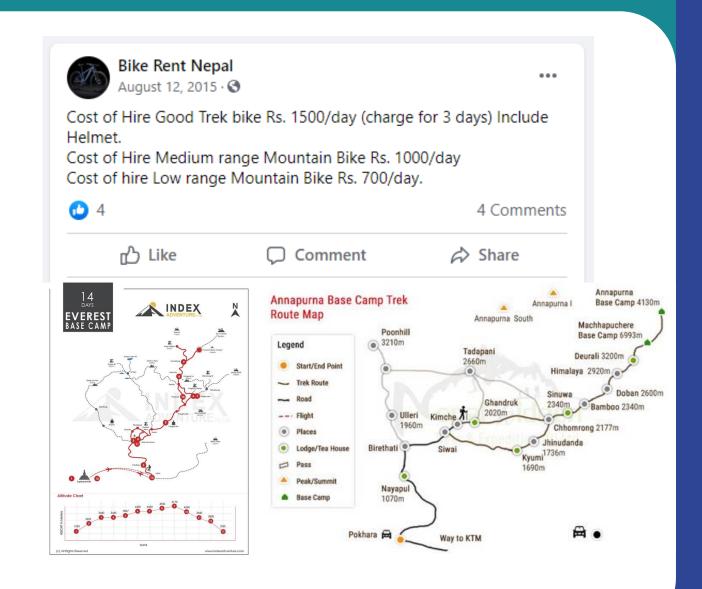
Tourists Need Help

Uninvited emergencies can occur anywhere, anytime; asking for help is challenging on unfamiliar grounds



Existing Solutions

- Facebook Groups, Pages for Bike Renting
- Physical Maps with More Details
- Manual Searching &
 Contacting for Rescue using
 TIMS Card



Our Solution

Easy Booking & Renting

Book biking trails with guides, Rent bikes from the app



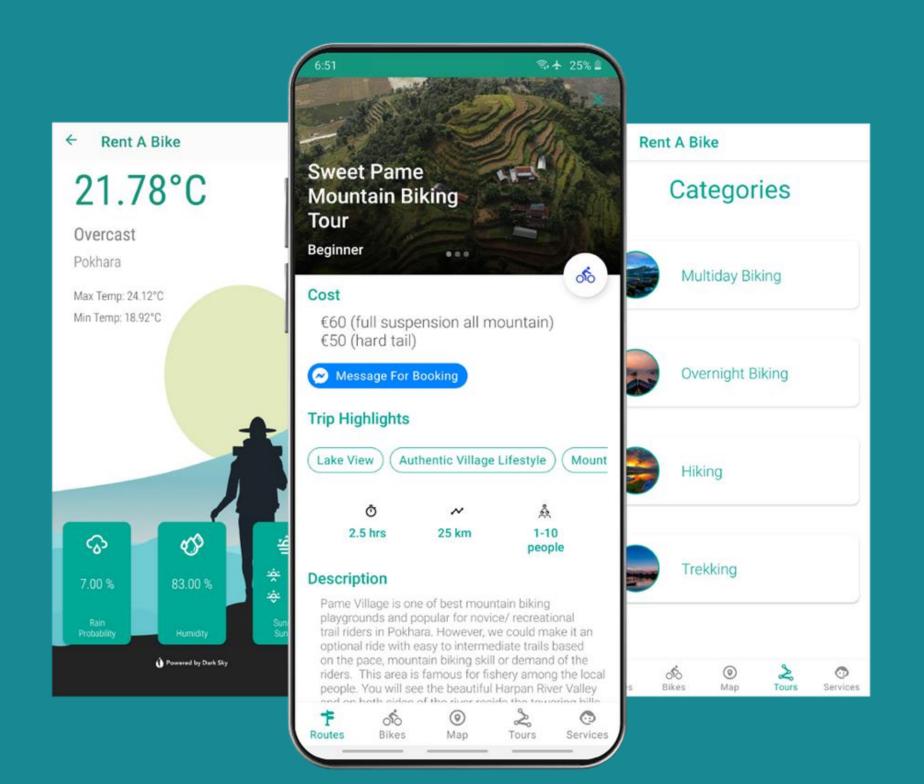
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Digital Maps

Access the routes via interactive digital maps, with offline maps support



Our Solution

Easy Booking & Renting

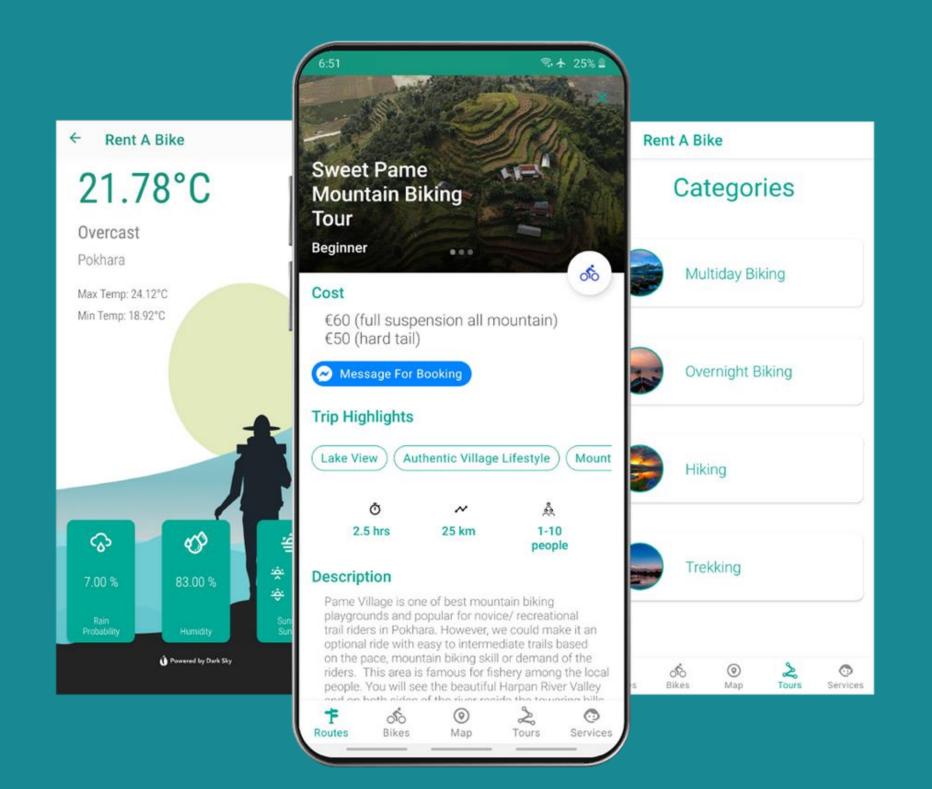
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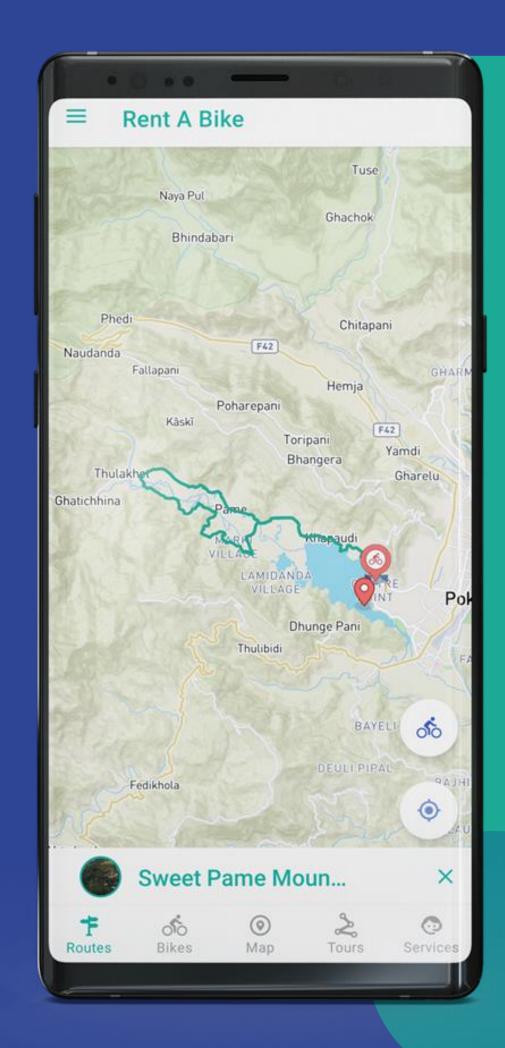
Immediate Help

Receive support for medical emergencies, lost trails, or damaged bike parts



Product

Rent a Bike Mobile App



≡ Rent A Bike



Sweet Pame Mountain Biking Tour

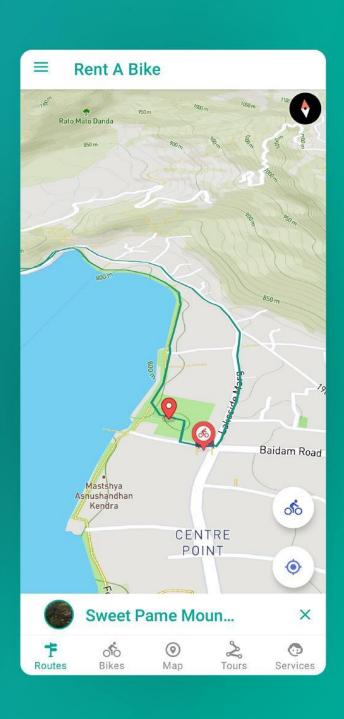
Pame Village is one of best mountain biking playgrounds and popular for novice/ recreational trail riders in Pokhara. However, we could make it an optional ride with easy to intermediate trails based ...

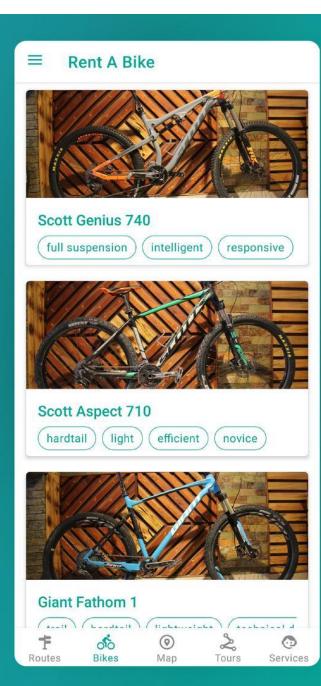


Fewa and Begnas Mountain Bike Tour

The Fewa to Begnas Lake trip is an amazing ride through Pokhara valley that allows an opportunity to explore the countryside. We will ride along the Seti River gorge, Dobilla Village, Lekhnath valley,...









Specifications





Chain KMC X10

Fork



FOX 34 Float Rhythm Grip 3 / 3-Modes / 15x110mm QR axle / tapered steerer Reb. Adj. / Lockout 150mm Travel



Shock

FOX Float Performace 3 modes / Lockout - Trail - Descend DPS / Reb. Adj 100 - 150mm Travel



Rear Derailleur

Shimano XT RD-M8000 SGS DM / Shadow Plus / 10 Speed



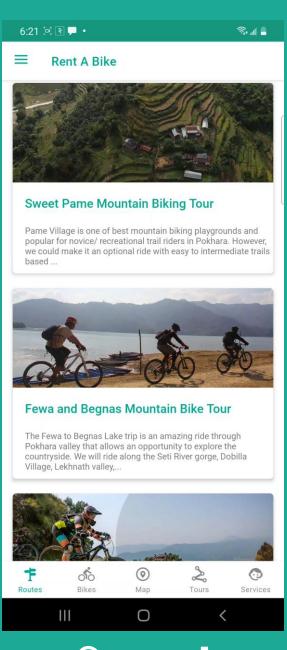
Shimano Deore SL-M610-I / Rapidfire Plus 2 way release w/ gear indicator



Seatpost

Shifters

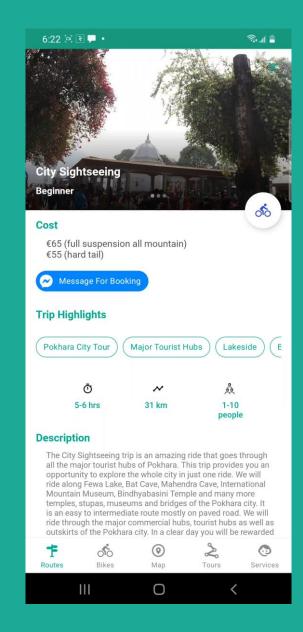
Bontrager alloy, 2-bolt head, 31.6mm, 12 mm offset



Step 1

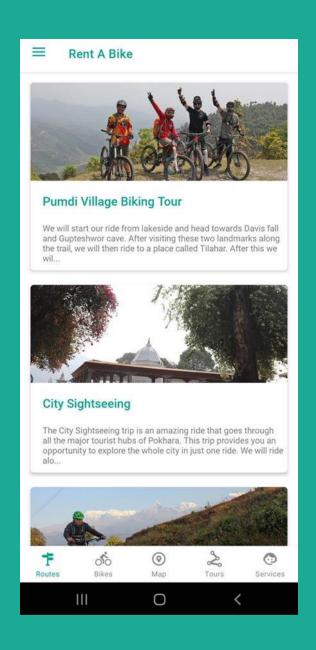
Explore Curated Routes

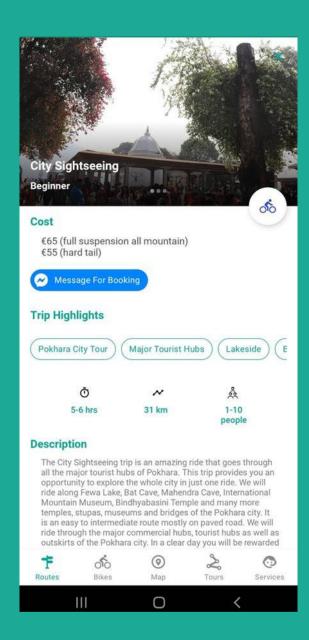


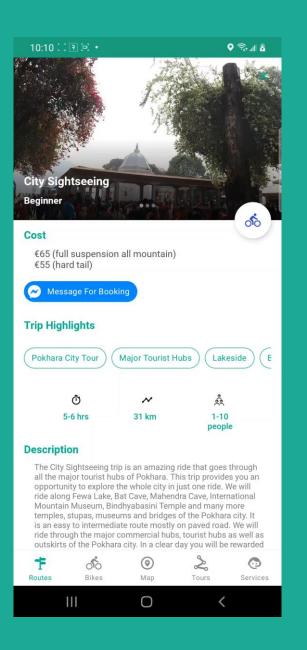


Step 1
Explore Curated
Routes

Step 2
Check Route
Details







Step 1

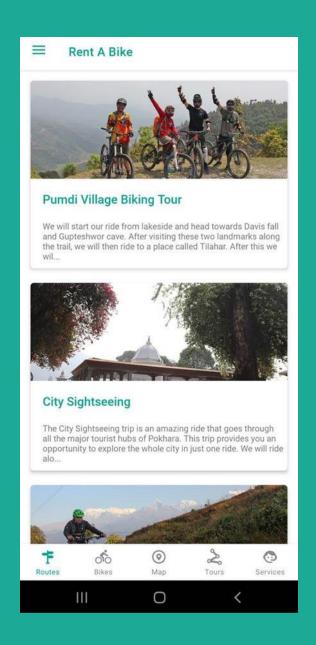
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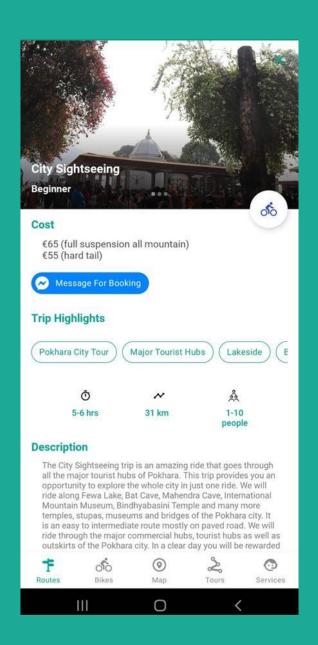
Step 2

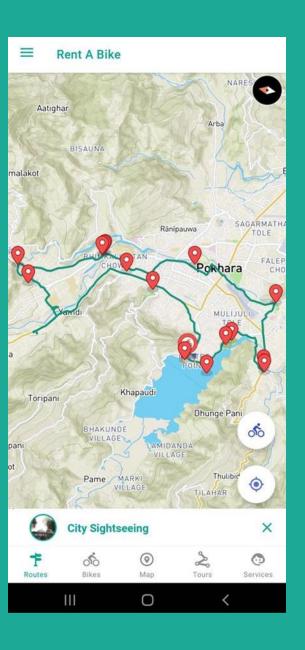
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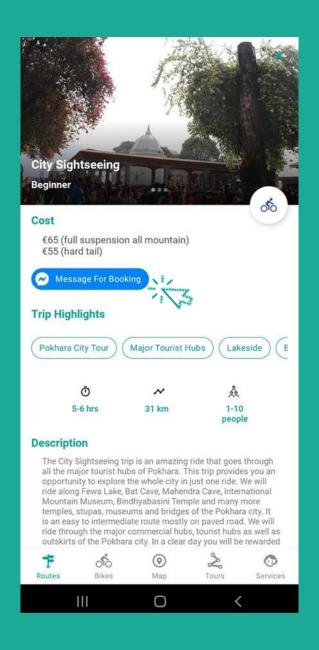
Step 3

Visualize the Route on Map









Step 1

Explore Curated Routes

Step 2

Check Route
Details

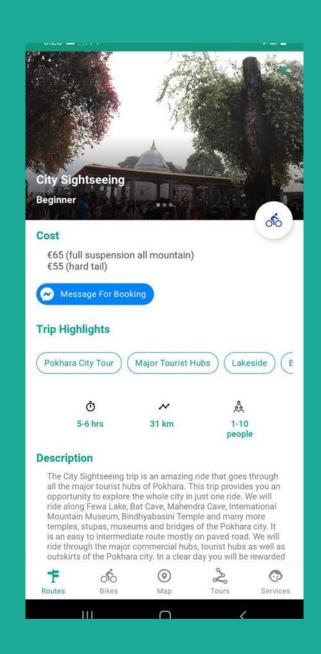
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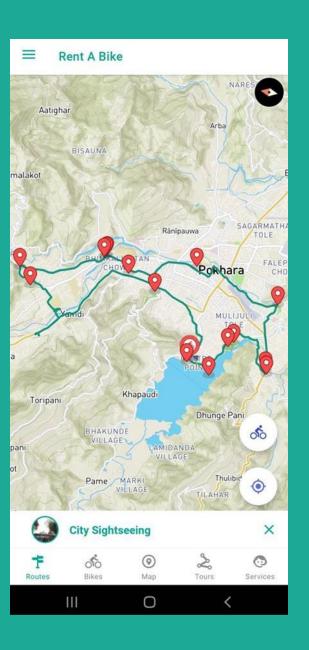
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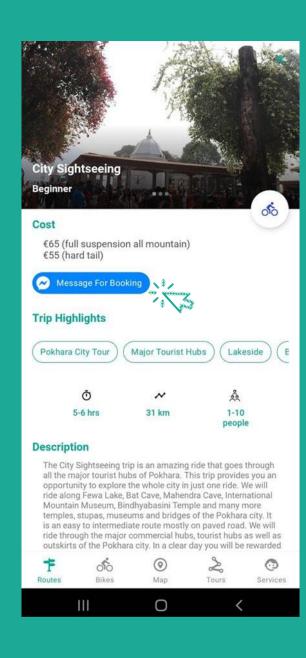
Step 4

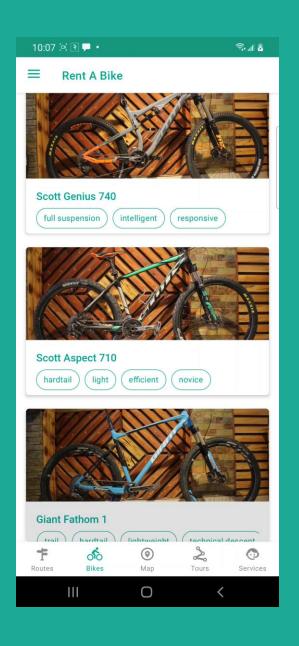
Book the Route Instantly











Step 1
Explore Curated

Routes

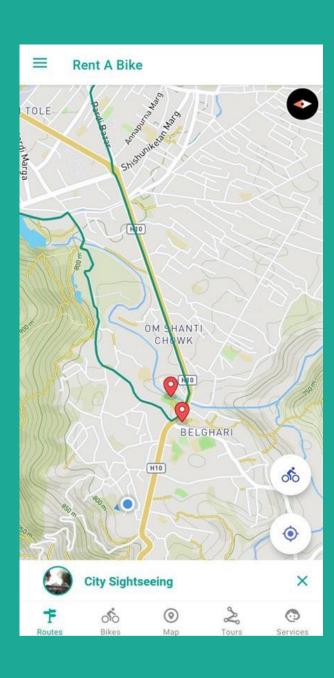
Step 2
Check Route
Details

Step 3
Visualize the Route
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Step 4
Book the Route
Instantly

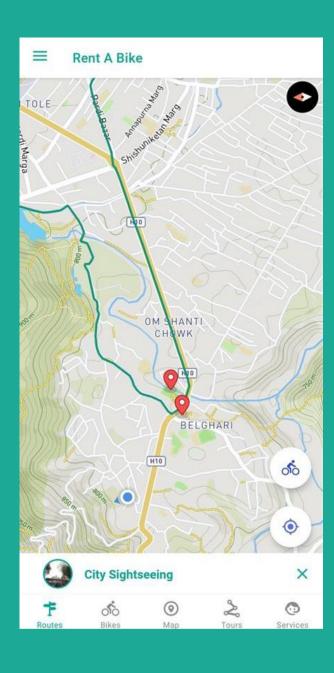
Step 5
Rent
Bike

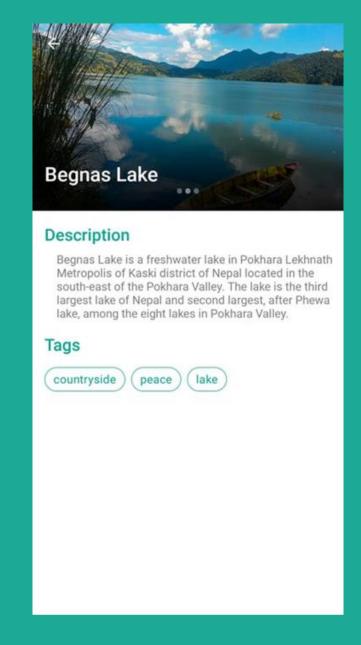
On the Trail



Navigate using
Digital Maps

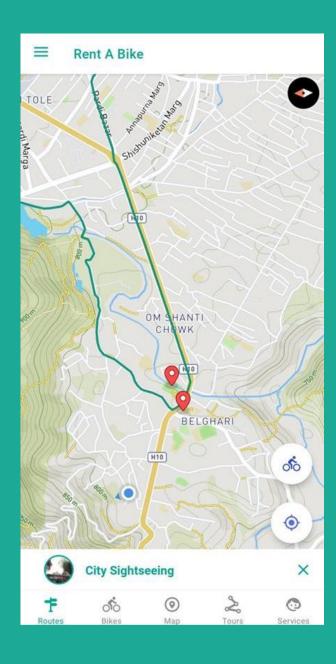
On the Trail





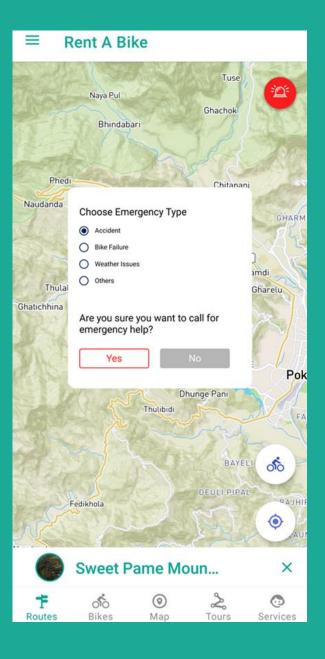
Navigate using Digital Maps Explore
Interesting Places

On the Trail



Begnas Lake Description Begnas Lake is a freshwater lake in Pokhara Lekhnath Metropolis of Kaski district of Nepal located in the south-east of the Pokhara Valley. The lake is the third largest lake of Nepal and second largest, after Phewa lake, among the eight lakes in Pokhara Valley. Tags peace

Navigate using Digital Maps Explore
Interesting Places



Call For Emergency Help

Competitive Advantage

All in One App

- Curated Routes
- Updated Information on Routes Disrupted by Weather/Calamities
- Trouble-Free Booking & Renting
- Easy-to-Use Interactive Maps
- Emergency Services
- Weather Essentials

Excellent User Experience

- Effortless Usability
- Simple User Interface

Future Enhancements

- Direct Booking and Payment Integration
- Include Trekking & Hiking Routes
- Integration with TIMS Card
- Offline GPS messaging via SMS
- User Ratings on Routes & Bikes

Revenue Model

Sales Commission

First one year, no commission.

After one year, 10% commission.

Paid Advertisements

Ads shown as map markers in digital map.

Future Roadmap

For next 2 years of operation

2021

Expanding

Partnerships

2022

Increasing

2023 Userbase

Growing

Ad Partners

The Team

The people behind the product.



Anusandhan Pokhrel

Product Lead

Shristi Shrestha

Communications Head

Baibhav Bista

Technology Lead

Thank You!



