



# Rent a Bike

**Rising Star Innovation, ICT Award 2021**

Anusandhan Pokhrel

Baibhav Bista

Shristi Shrestha

9.8  
lakhs

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.

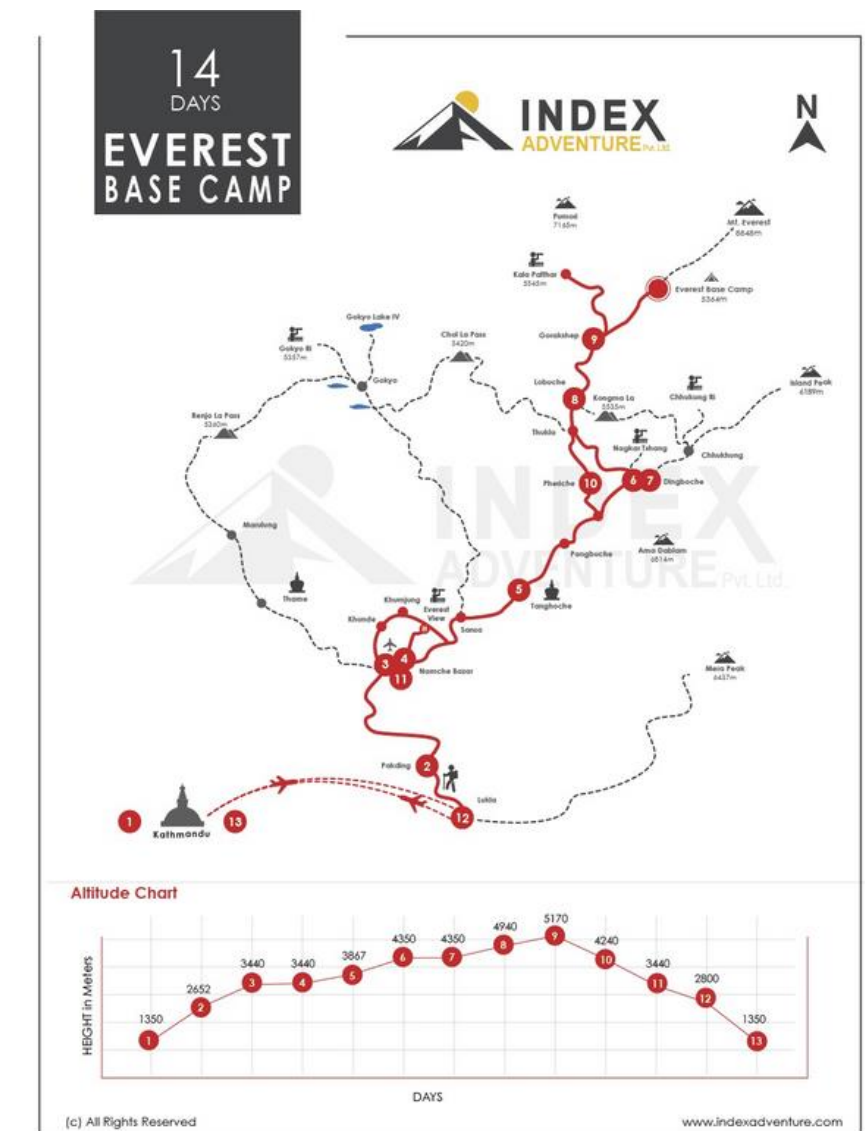




# Problems

## 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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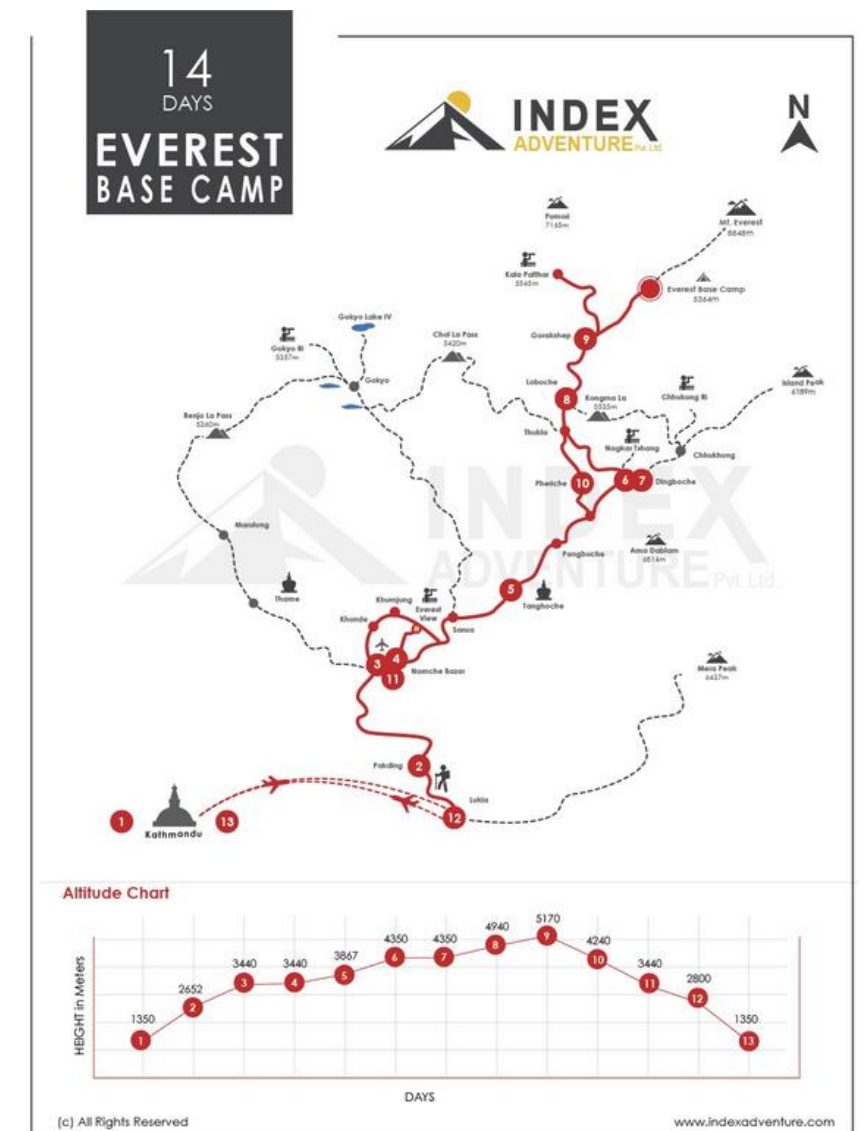
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## Non-Interactive Maps

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


## 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


**Bike Rent Nepal**  
August 12, 2015 · 🌐

Cost of Hire Good Trek bike Rs. 1500/day (charge for 3 days) Include Helmet.  
Cost of Hire Medium range Mountain Bike Rs. 1000/day  
Cost of hire Low range Mountain Bike Rs. 700/day.

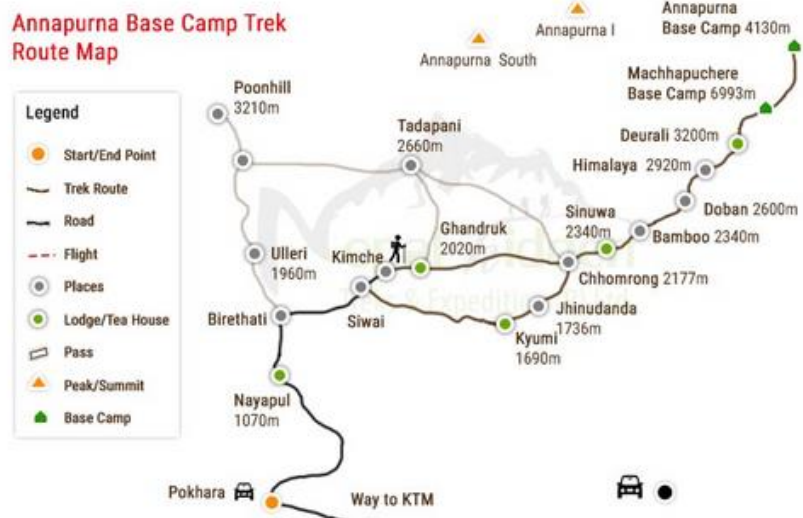
 4 4 Comments

 Like  Comment  Share

**14 DAYS EVEREST BASE CAMP**



**Annapurna Base Camp Trek Route Map**

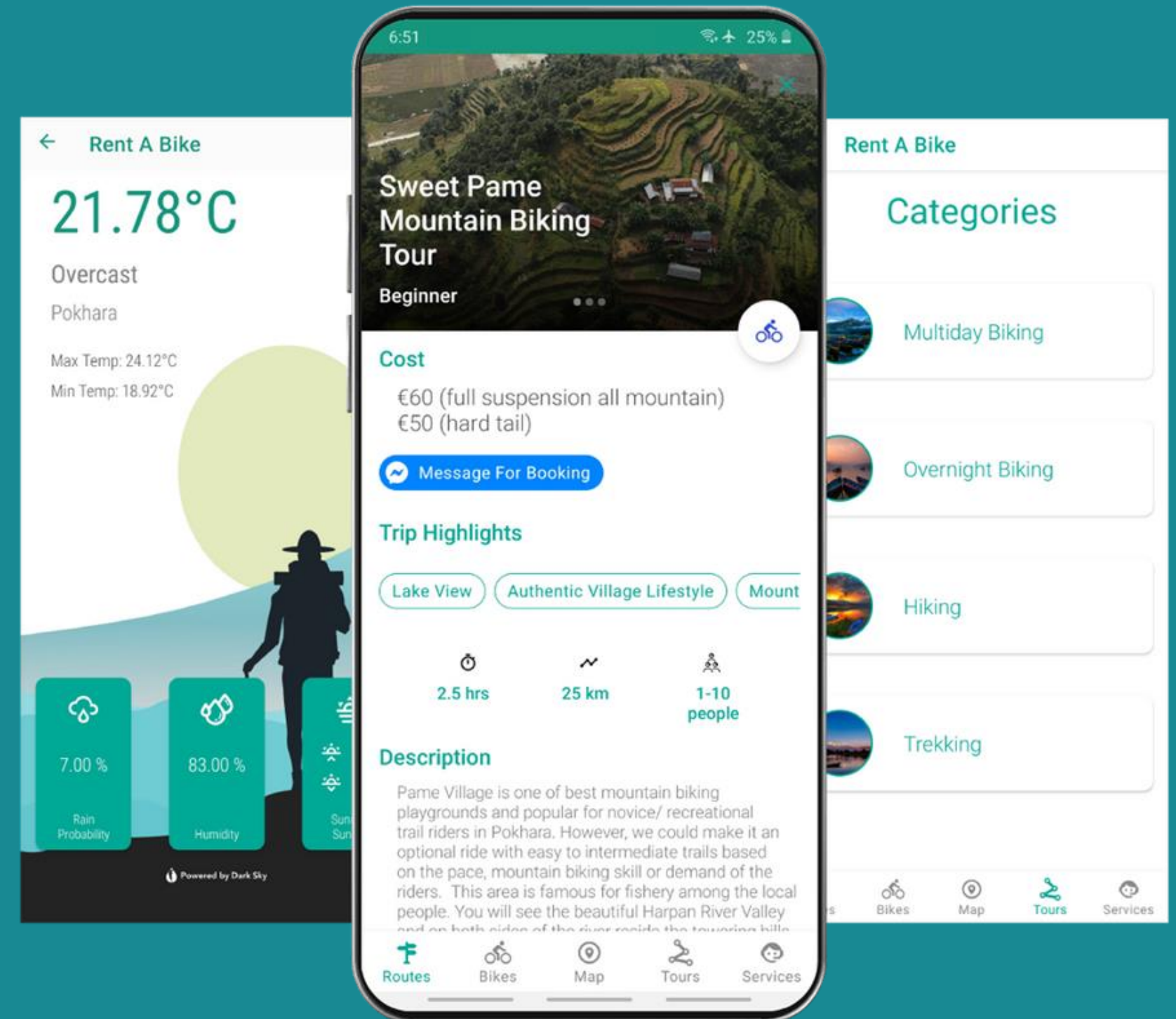




# Our Solution

## Easy Booking & Renting

Book biking trails with guides, Rent bikes from the app



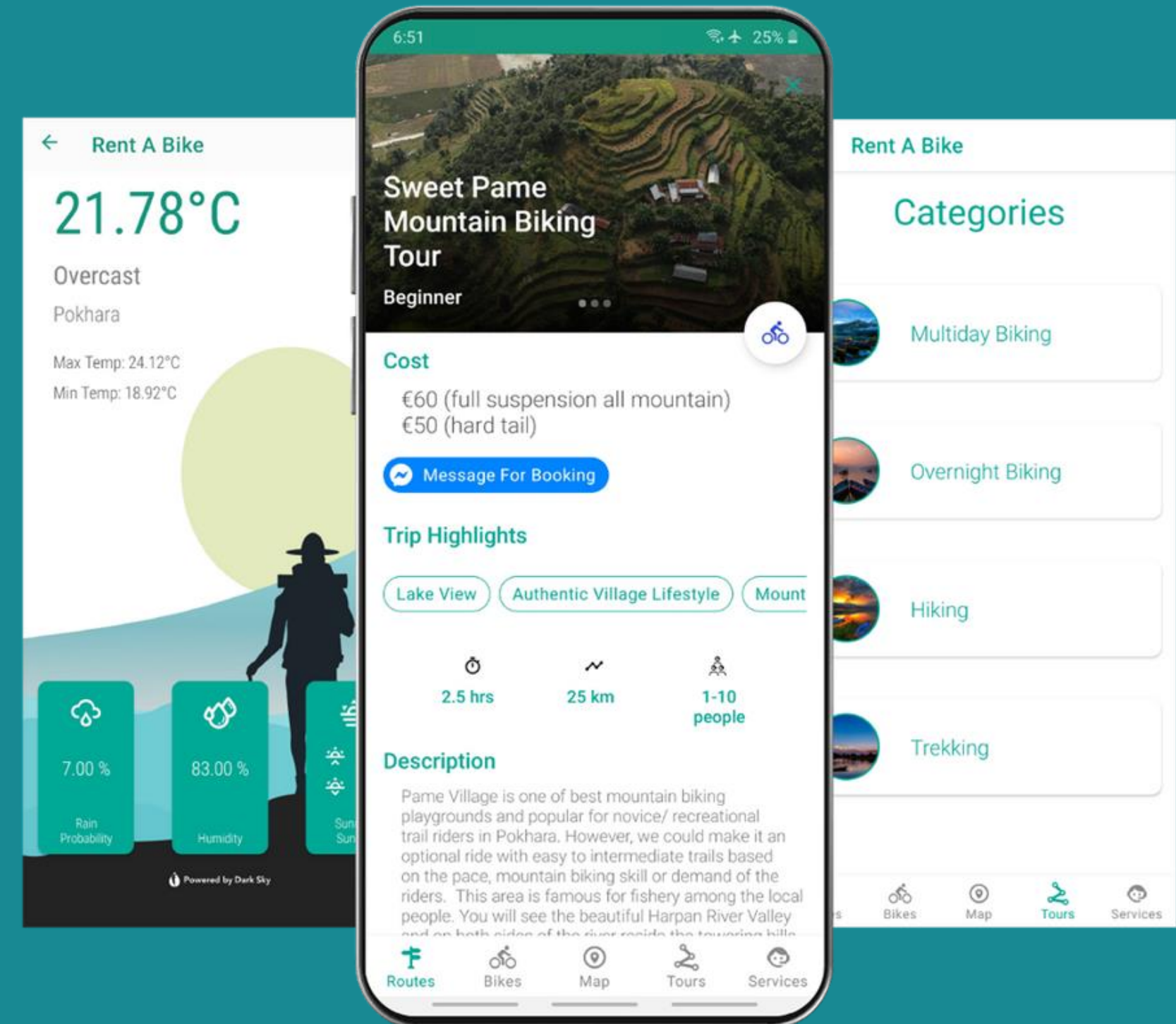
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## Digital Maps

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



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## Immediate Help

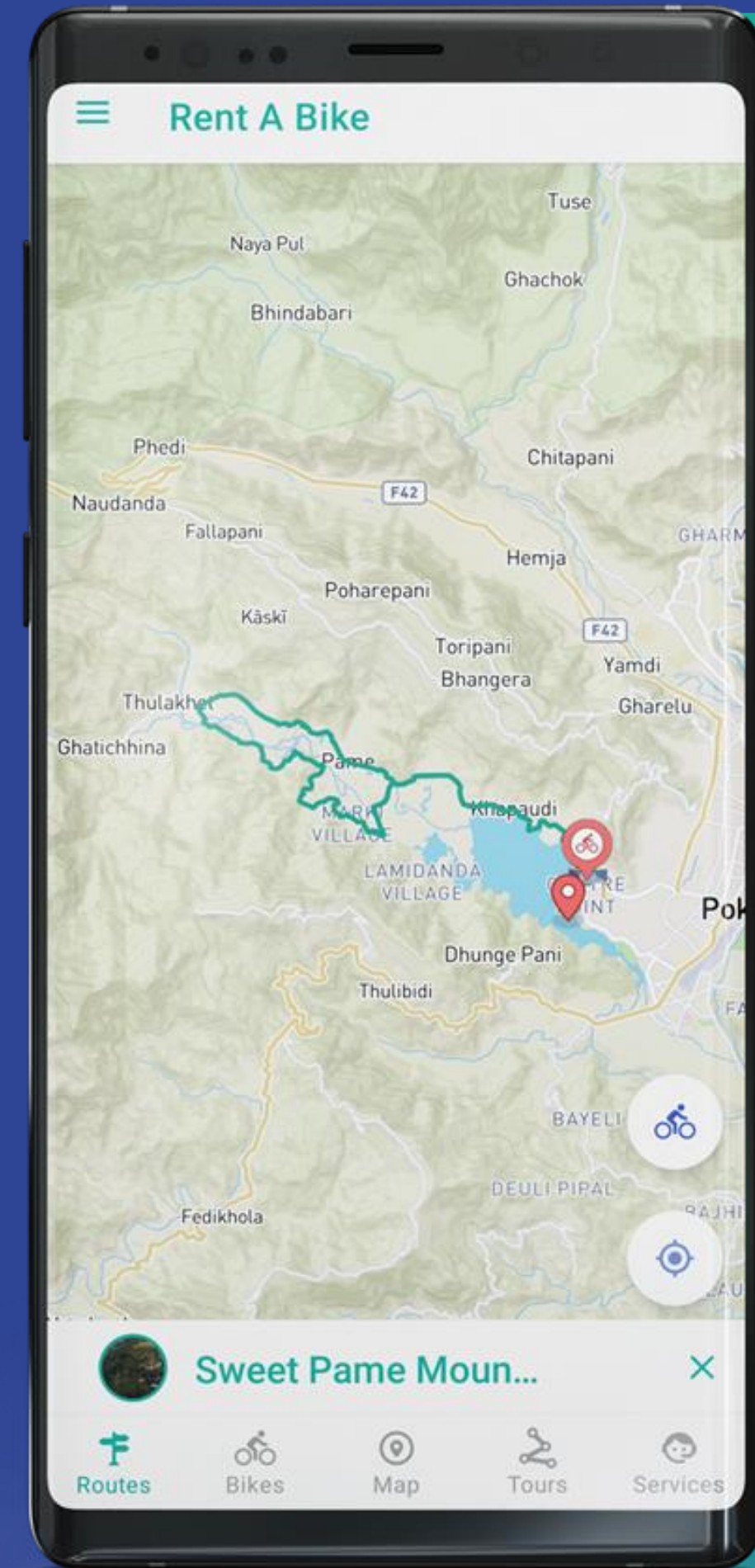
Receive support for medical emergencies, lost trails, or damaged bike parts



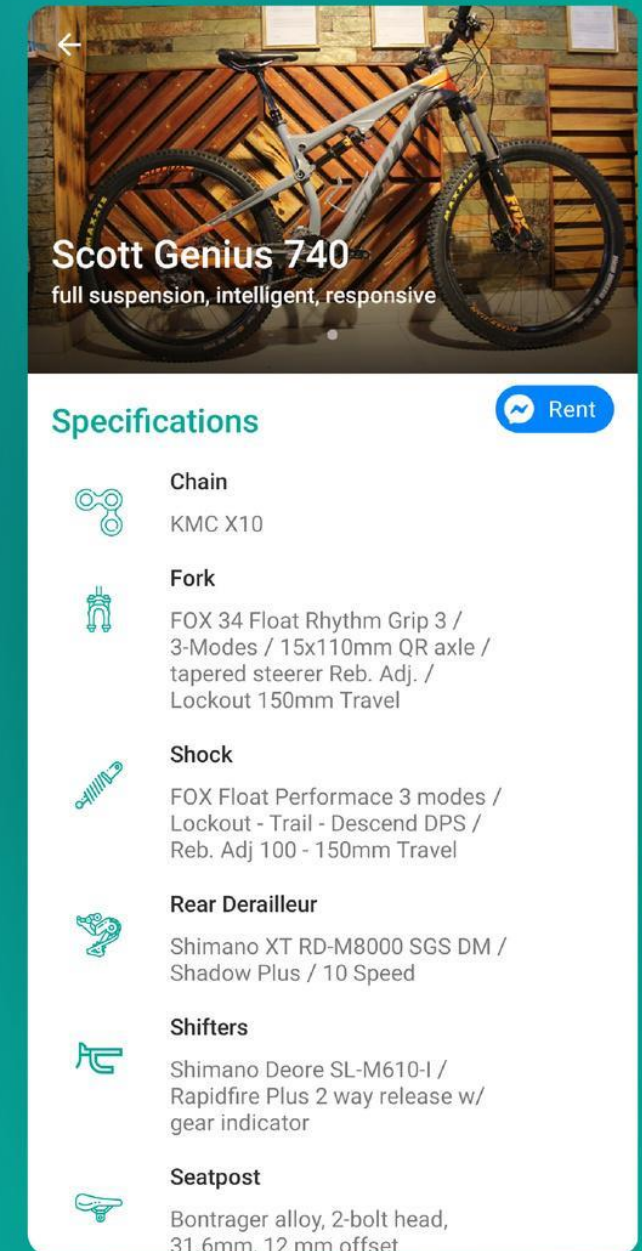
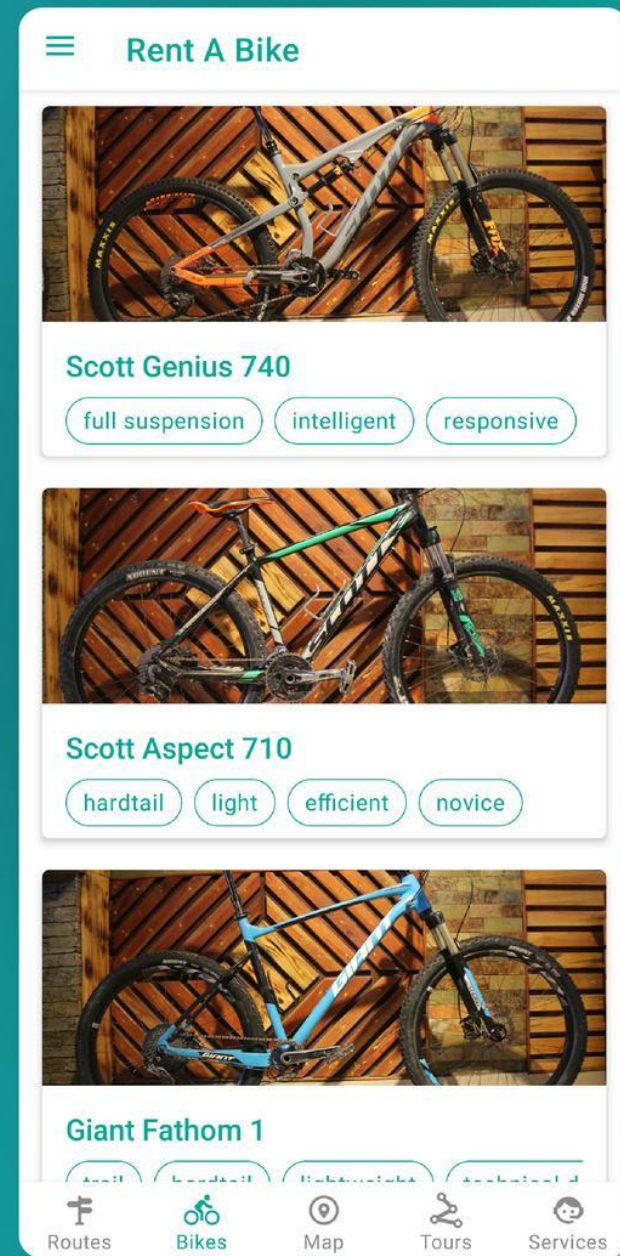
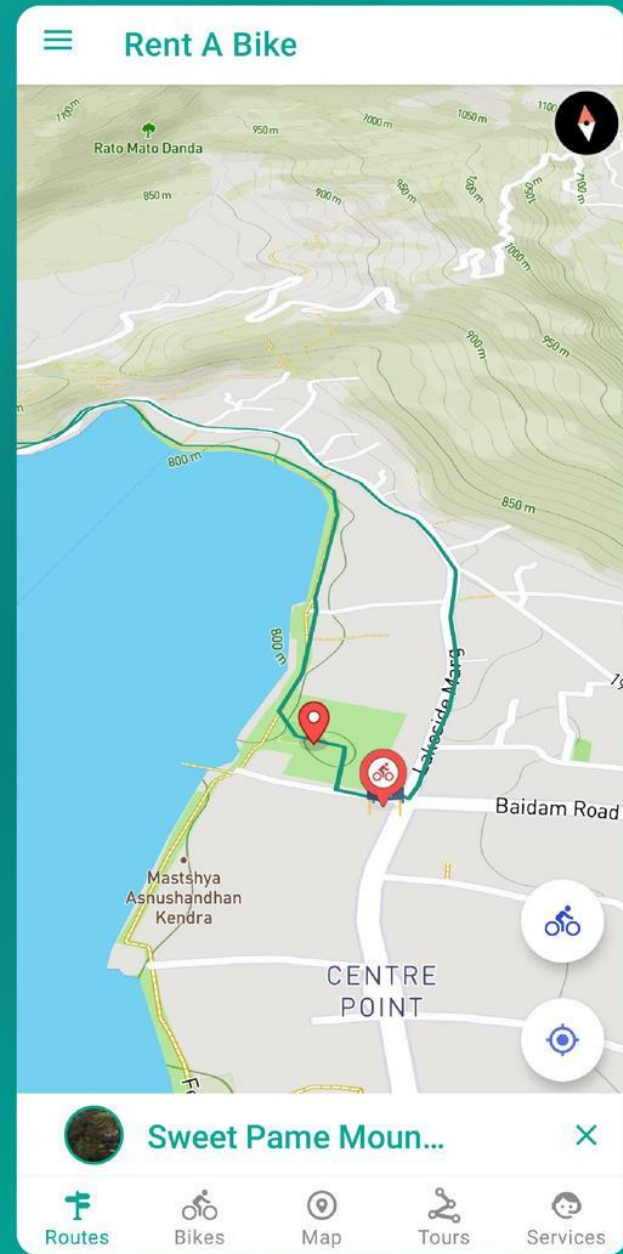
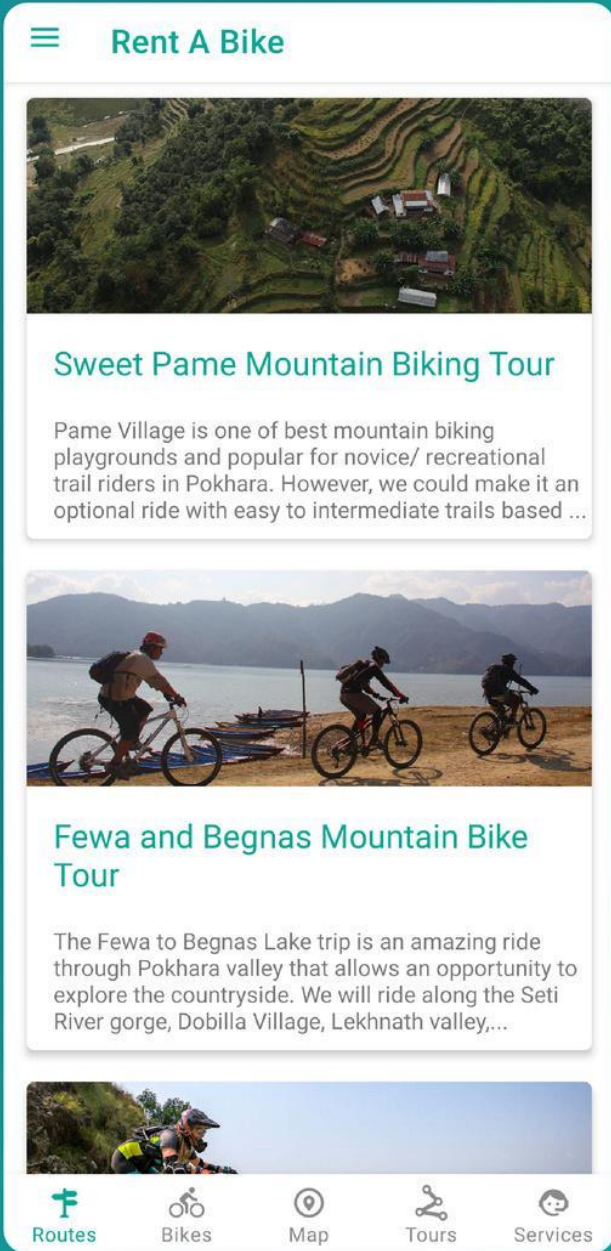


# Product

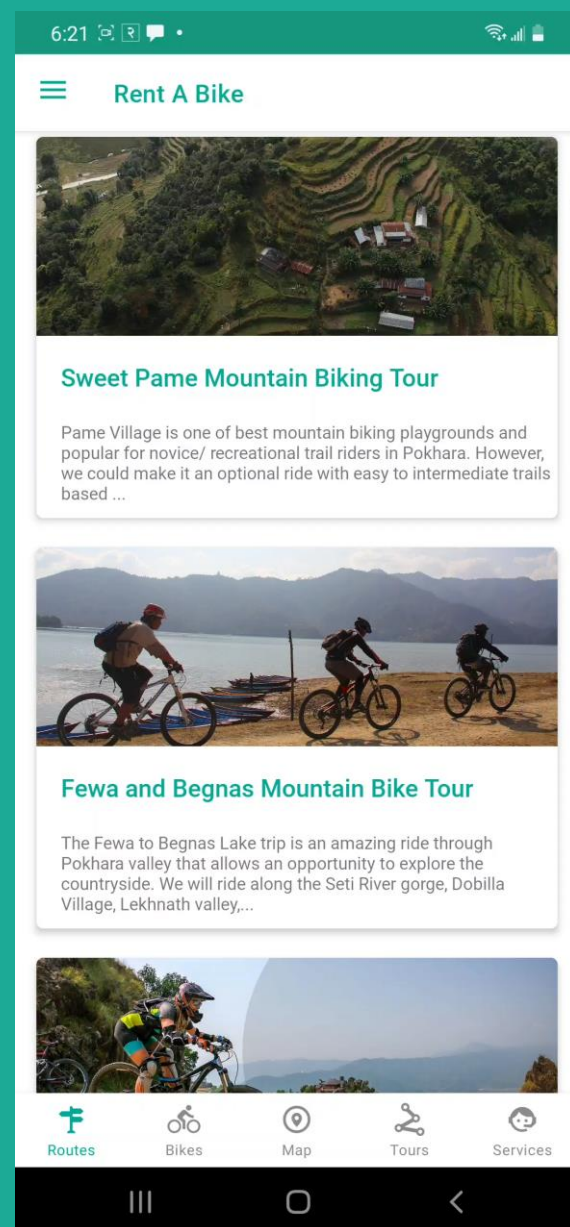
Rent a Bike Mobile App







# How it works?

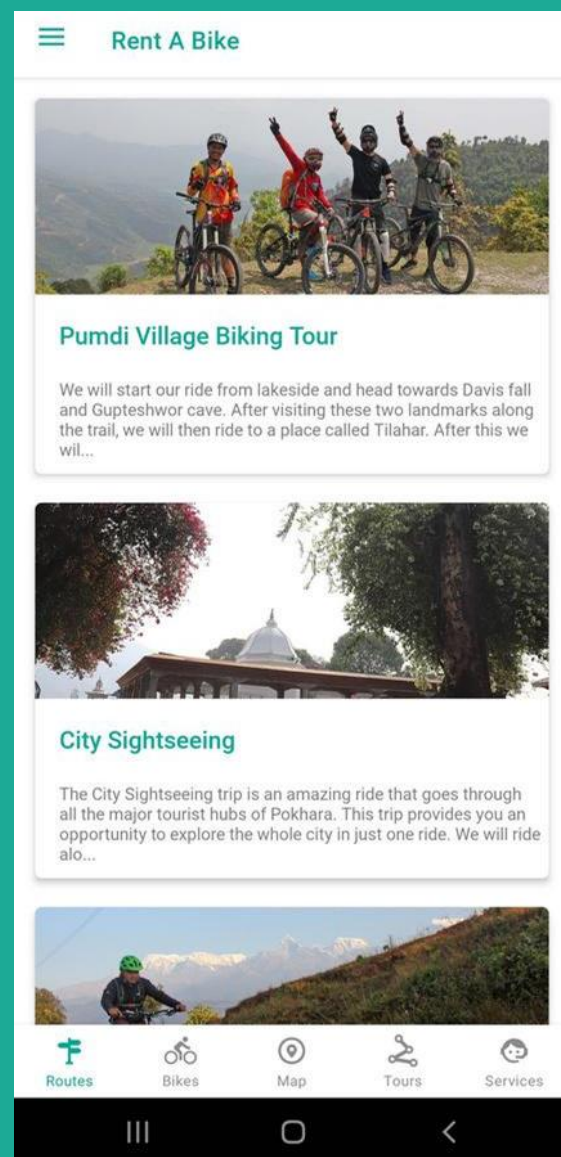


## Step 1

Explore Curated  
Routes

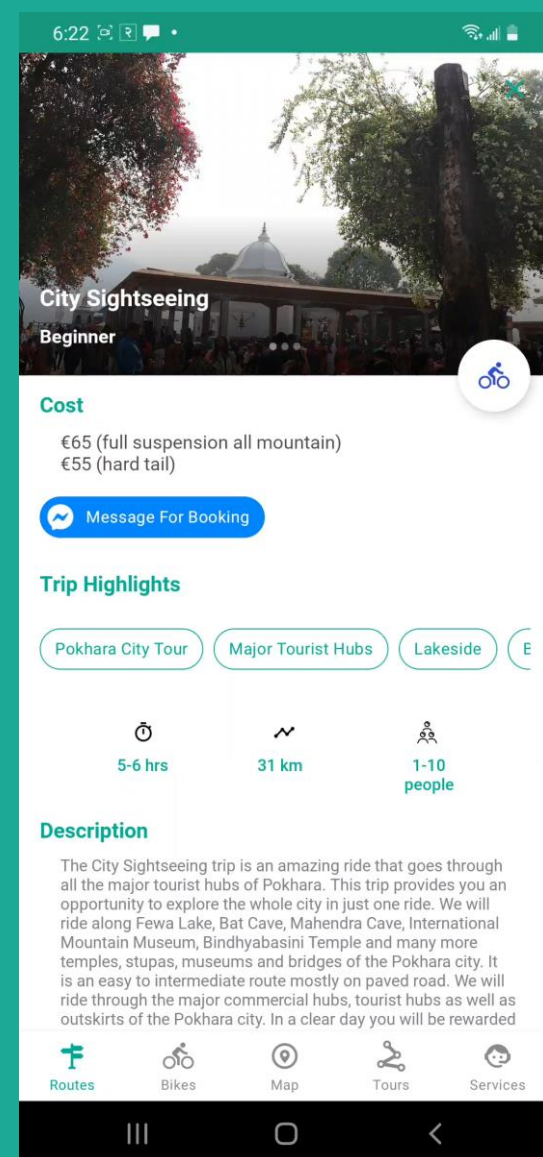


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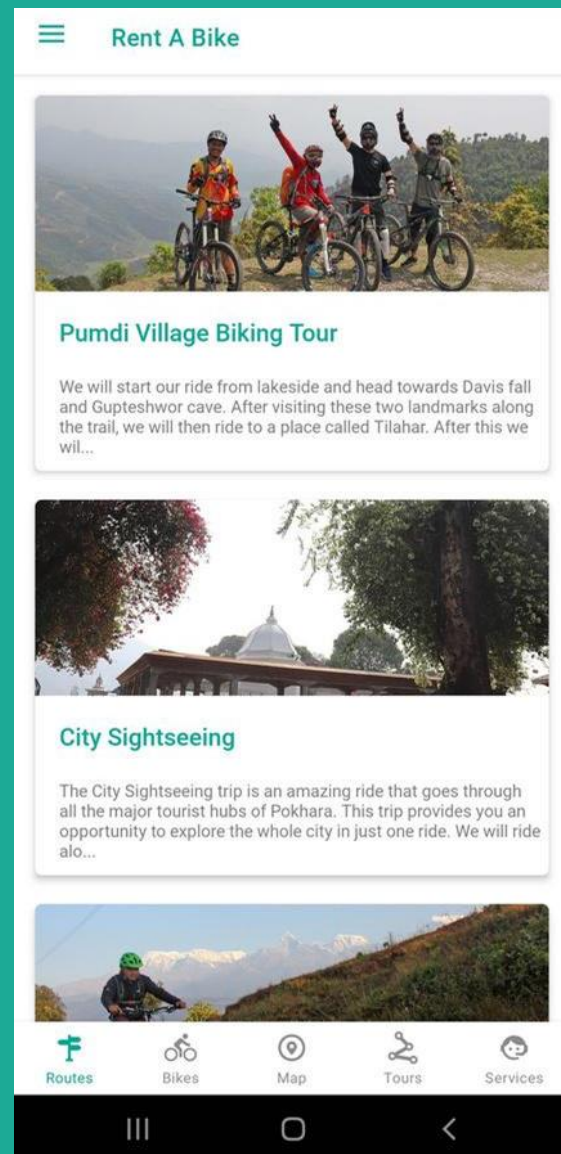
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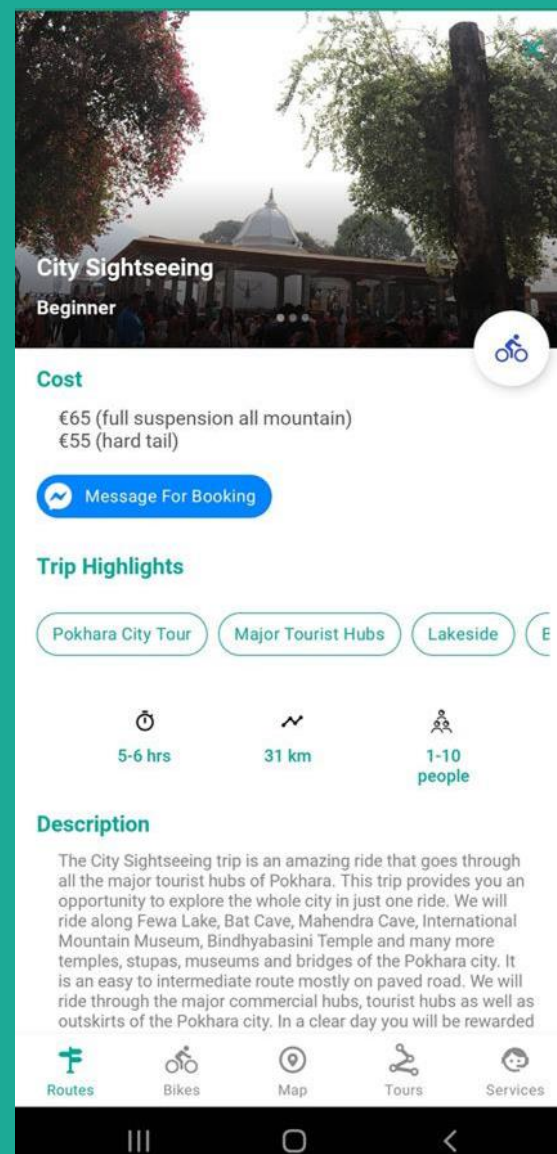
## Step 2

Check Route  
Details

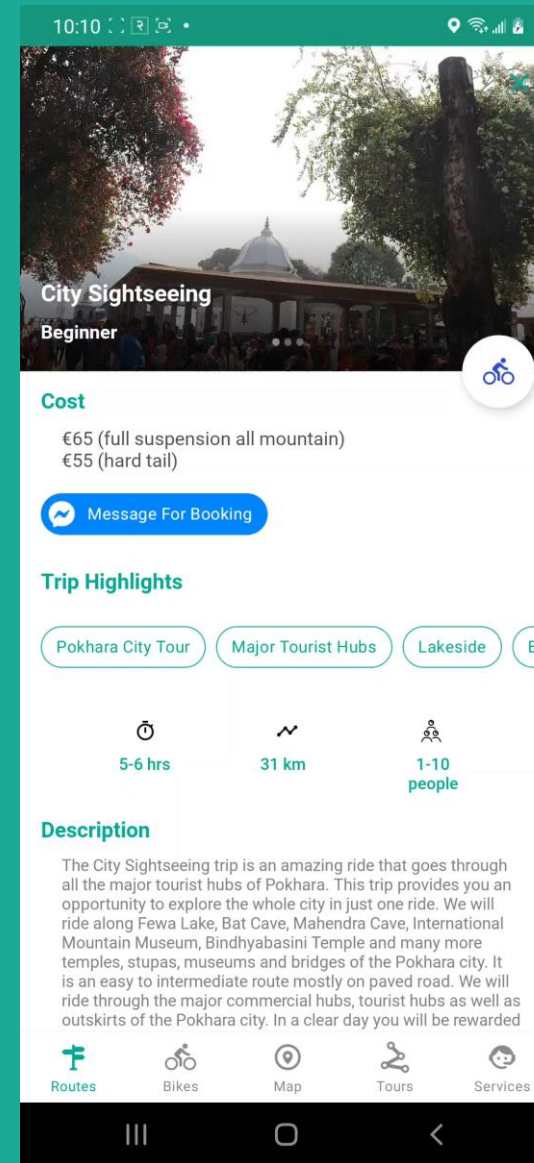
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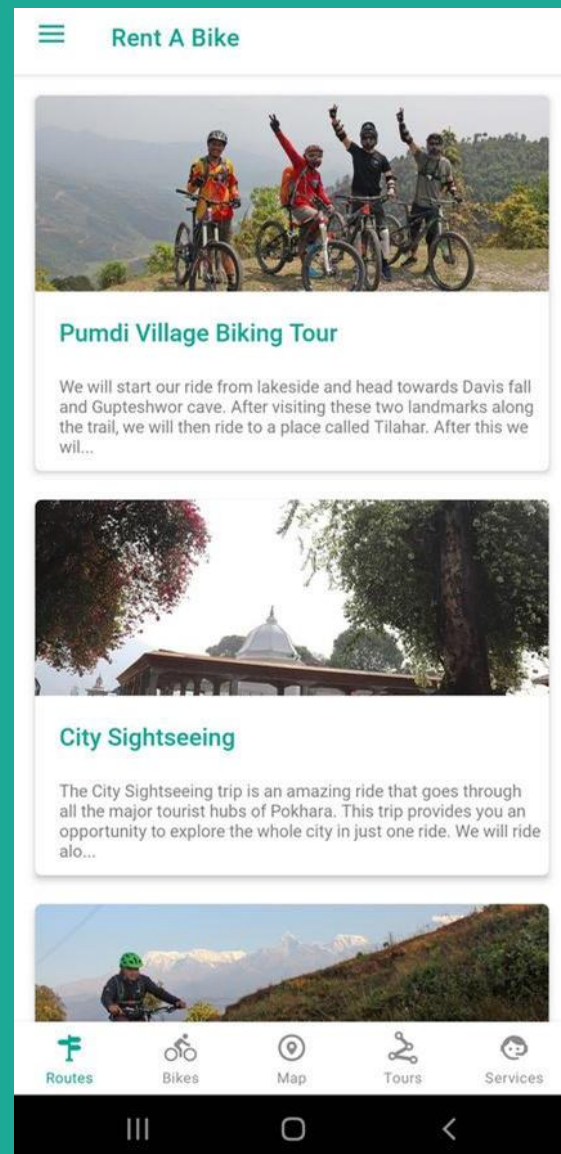
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Step 3  
Visualize the Route  
on Map

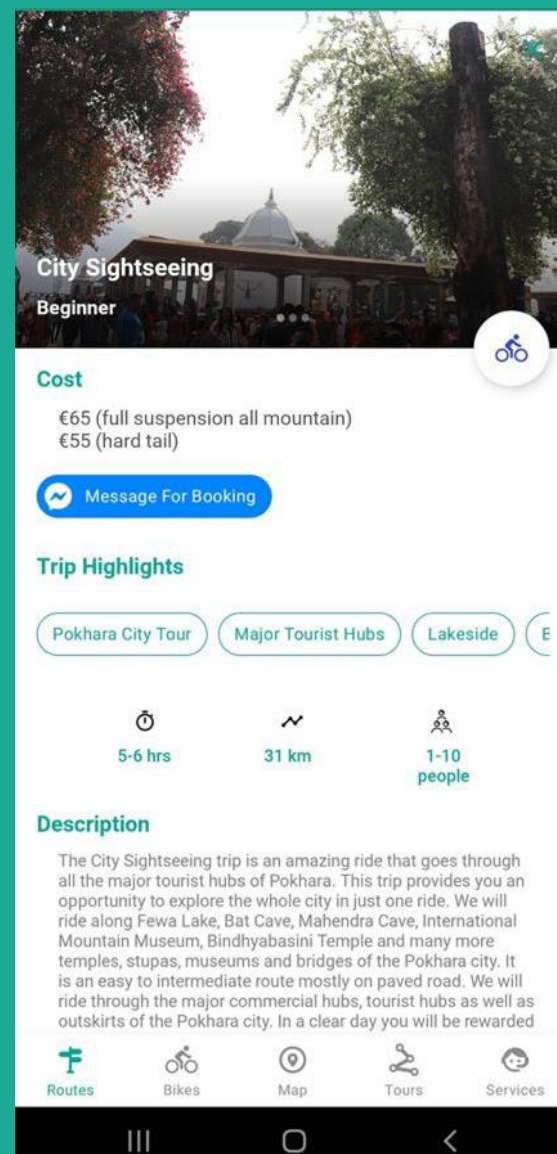


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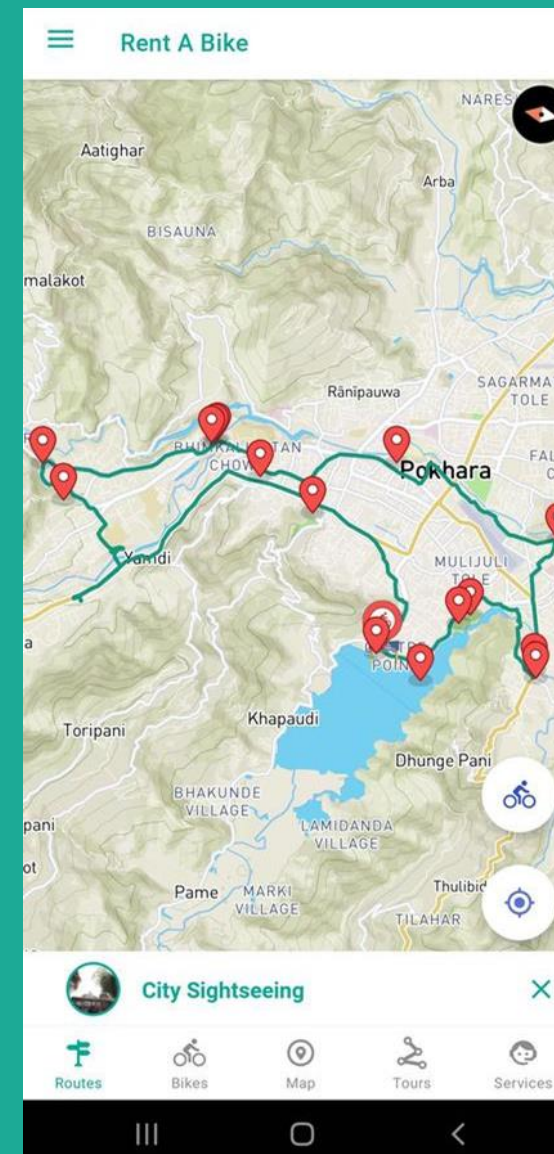
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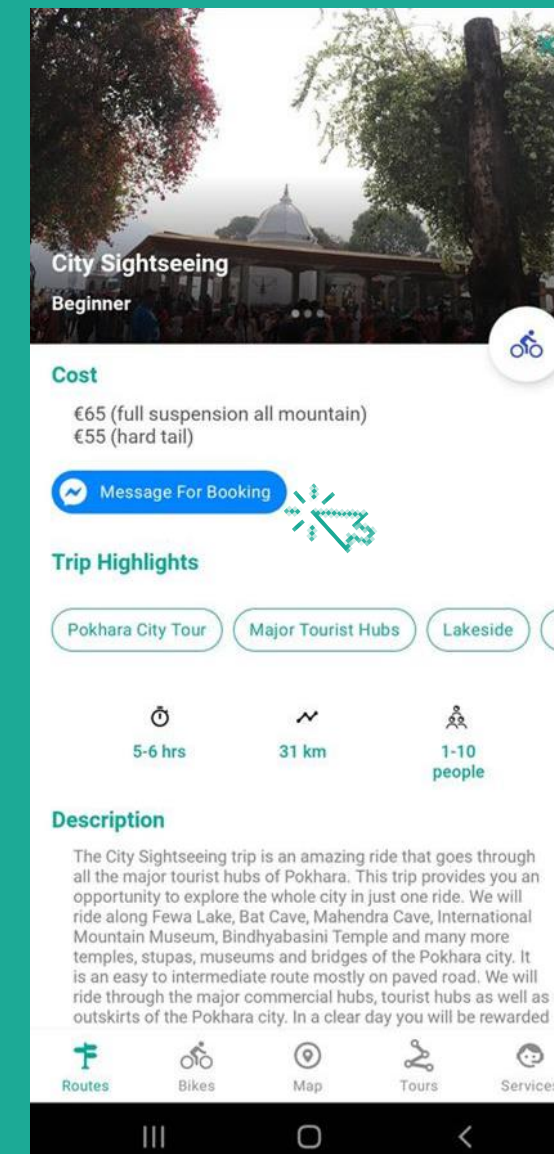
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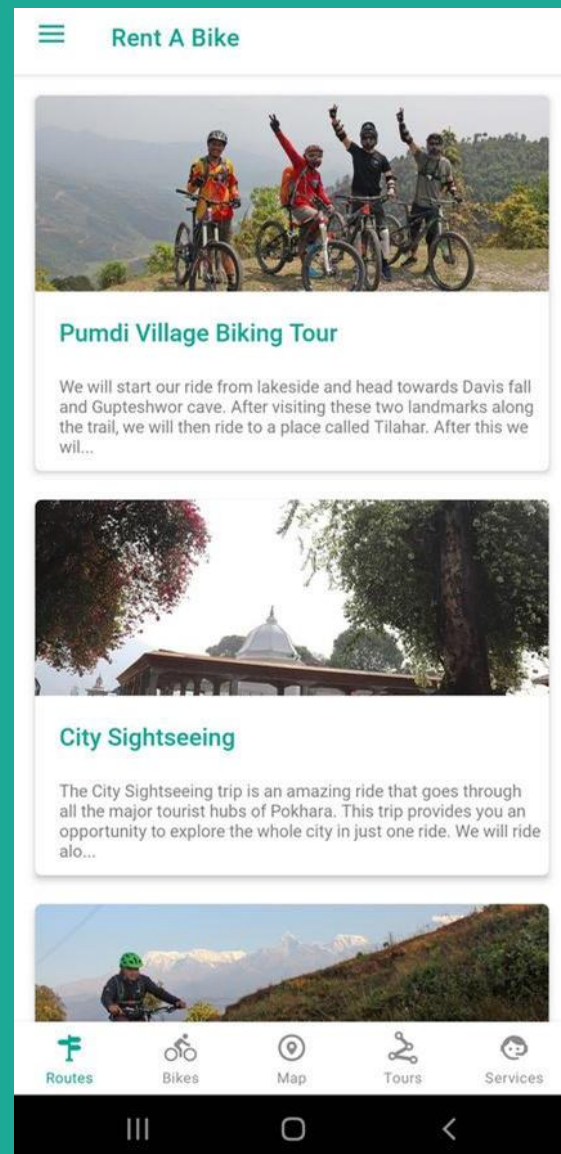


## Step 4

Book the Route  
Instantly

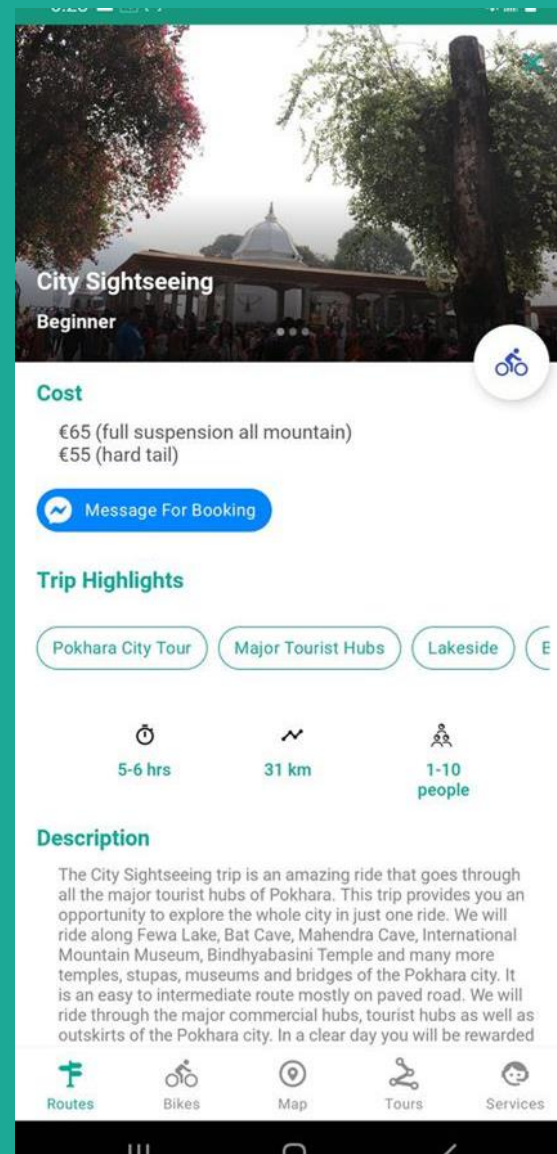


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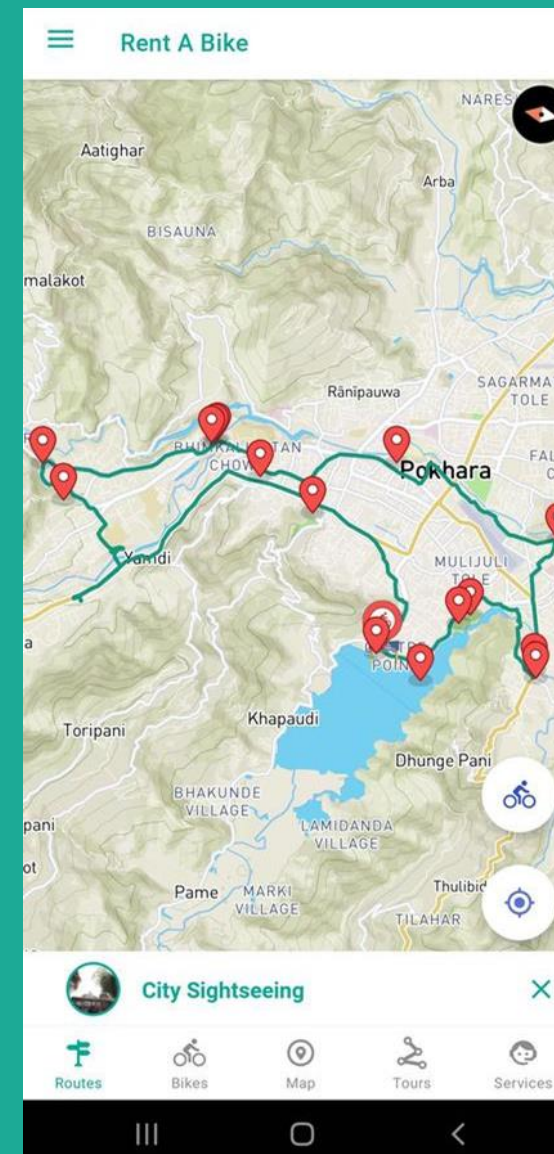
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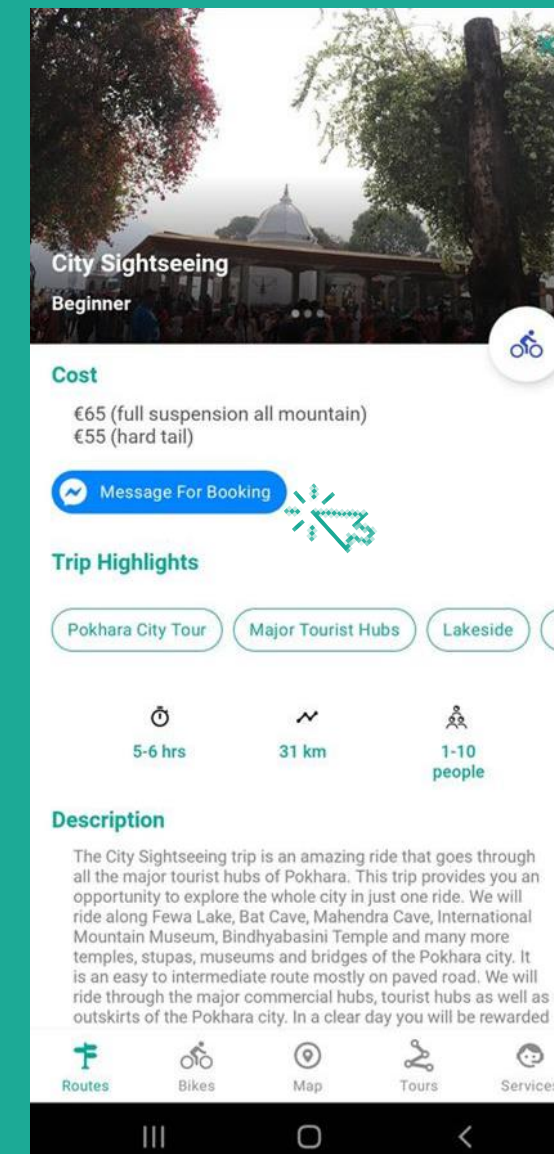
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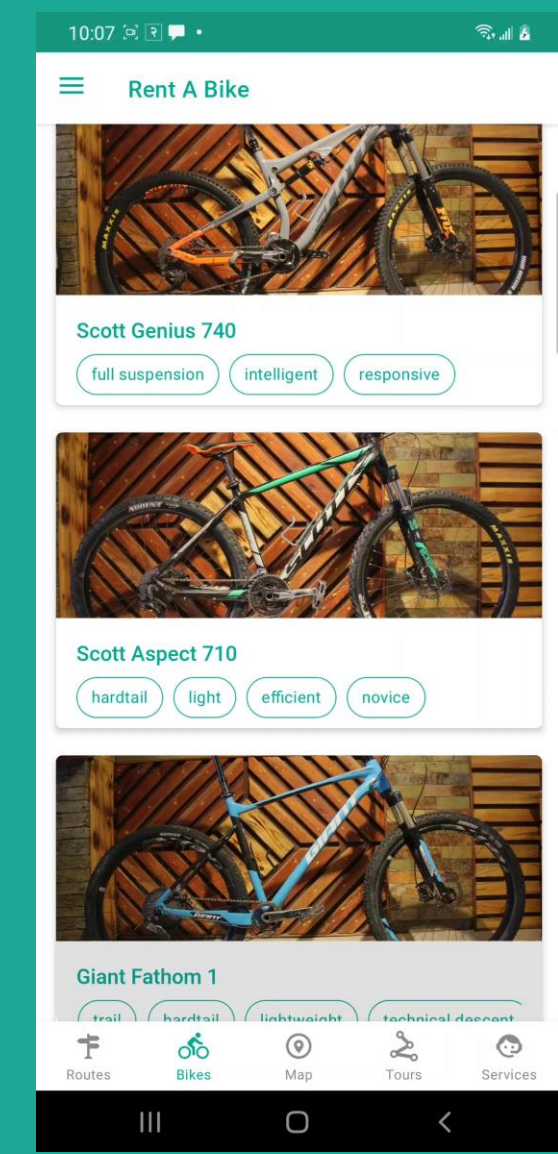
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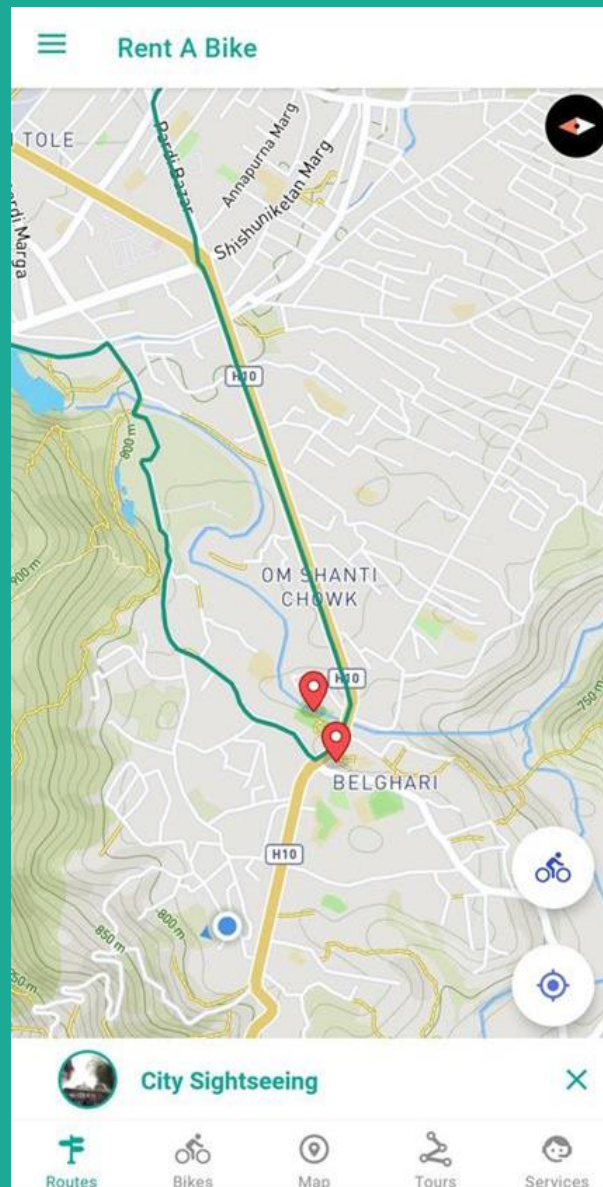


## Step 5

Rent  
Bike

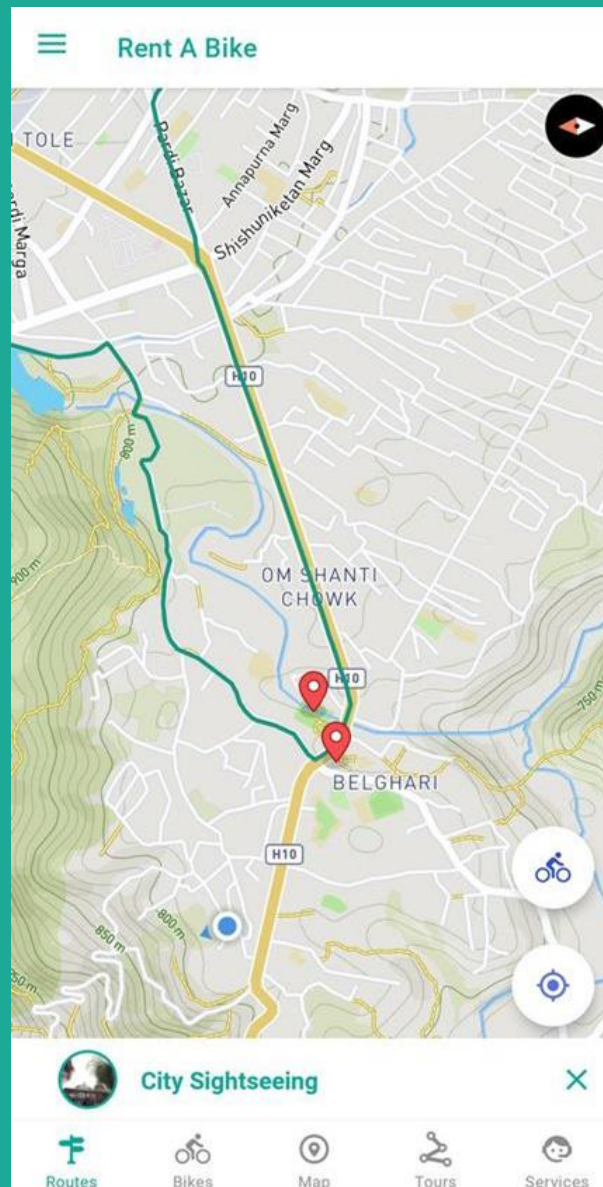


# On the Trail

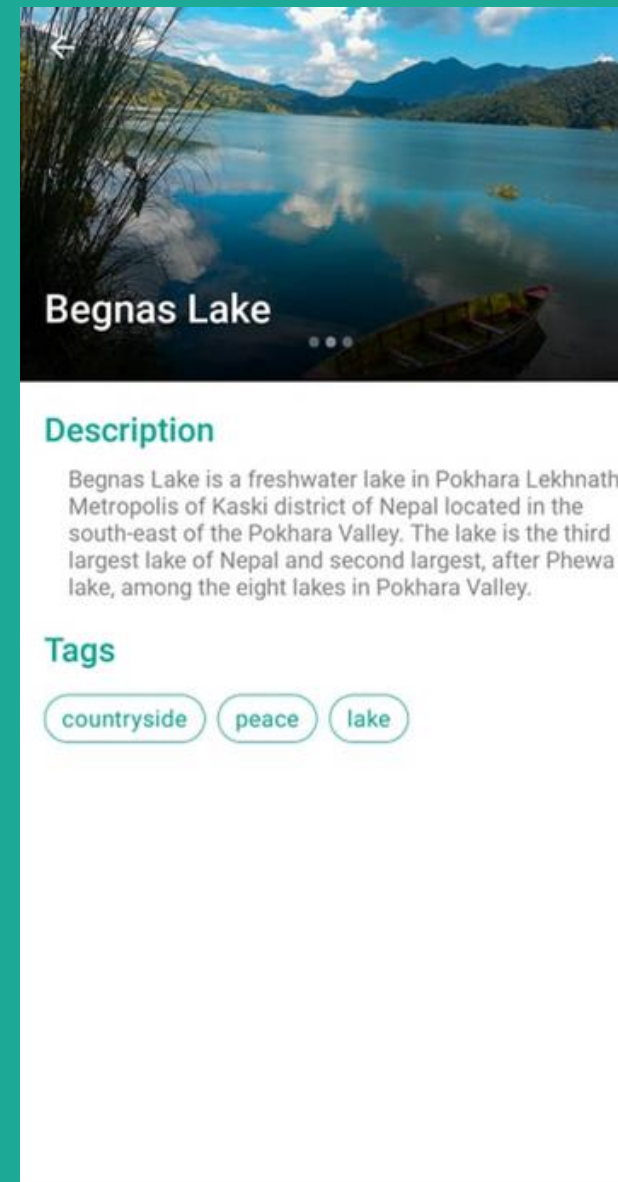


Navigate using  
Digital Maps

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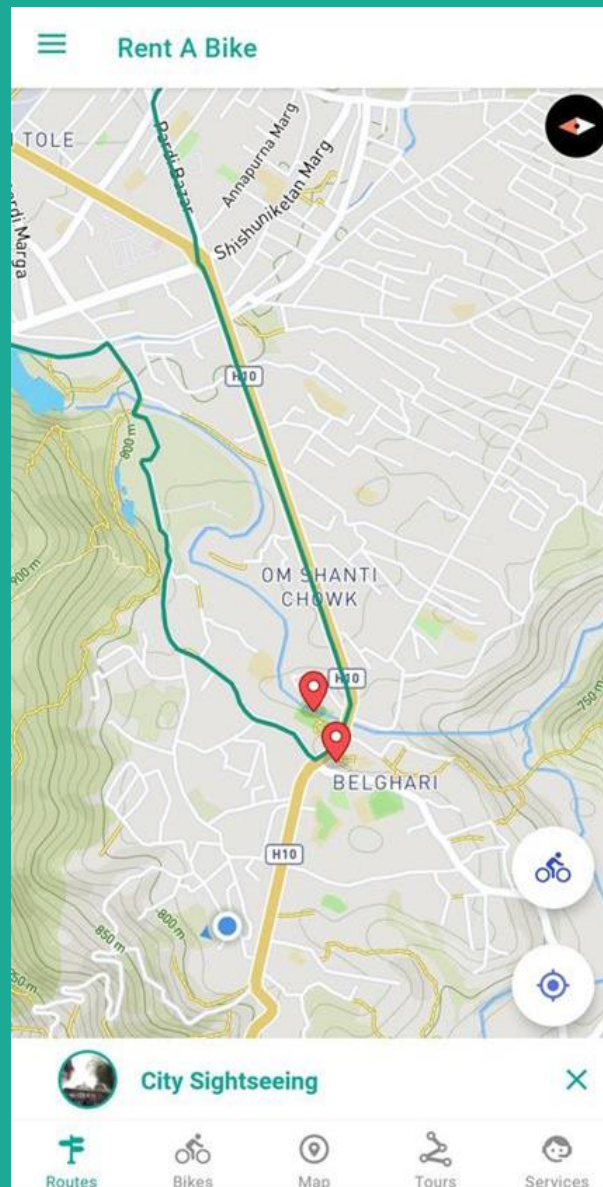
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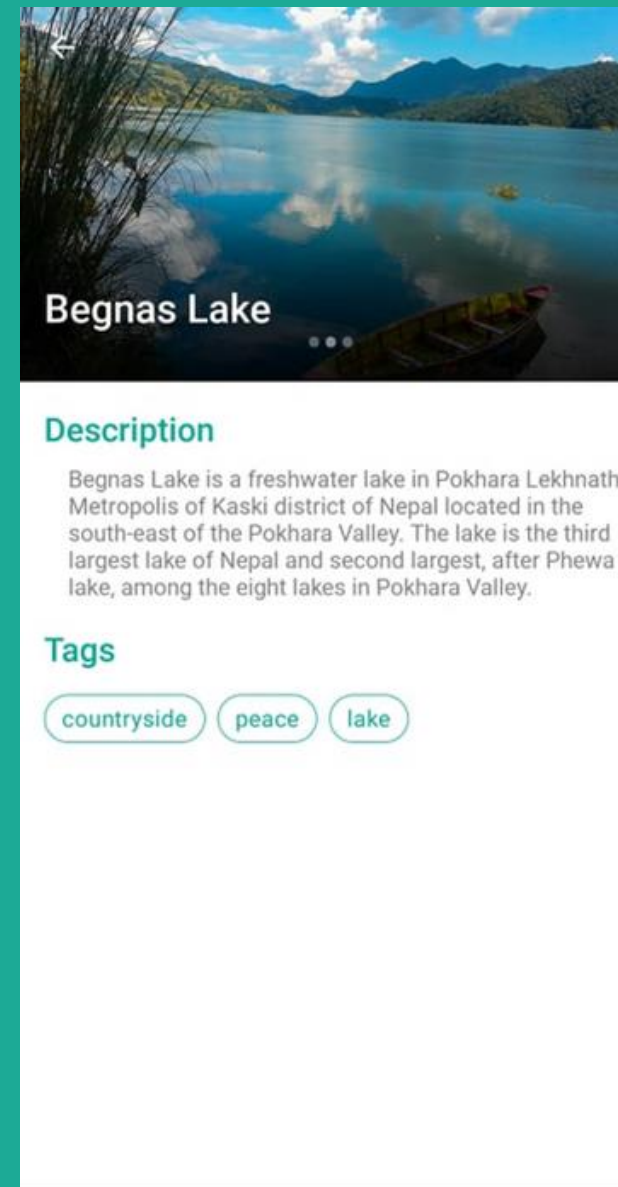
Explore  
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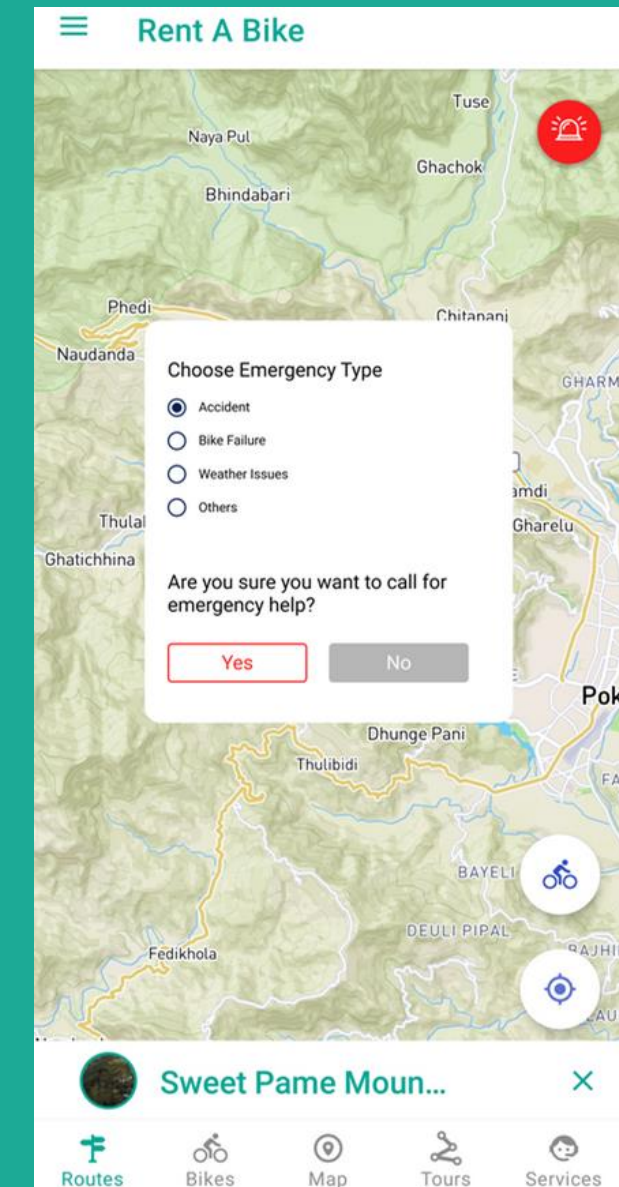
# On the Trail



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

**2023**

Growing  
Ad Partners

**2022**

Increasing  
Userbase

# The Team

The people behind the product.



**Anusandhan Pokhrel**

Product Lead



**Shristi Shrestha**

Communications Head



**Baibhav Bista**

Technology Lead

# Thank You !

