

Elegane bikes

Anurag Gupta

Network of automated hub stations for bicycle pooling

Travel solution for small distance



Market



Campus



Tourist spot

Problem

PUBLIC TRANSPORT



- ↪ Availability
- ↪ Comfortability
- ↪ Reachability

PRIVATE TAXI



- ↪ Base fare
- ↪ Surge pricing
- ↪ Wait time

RENTAL SERVICES



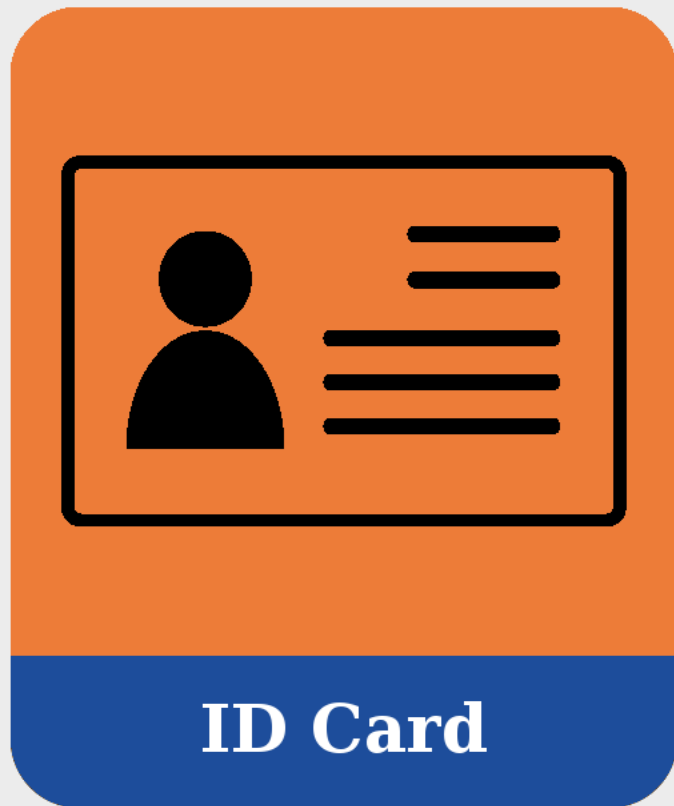
- ↪ Rental charge
- ↪ Parking space
- ↪ Delivery charge

PRIVATE VEHICLES

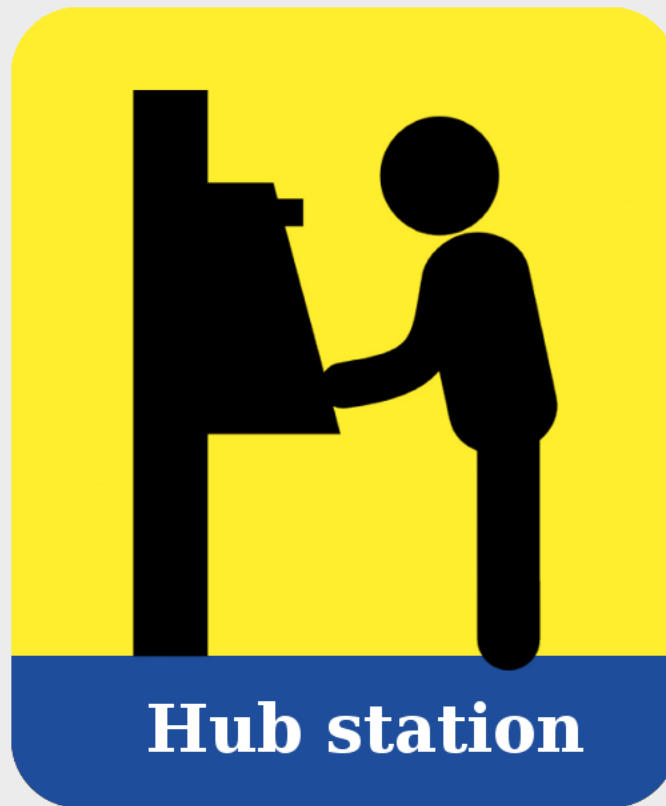


- ↪ Maintenance
- ↪ Service station

Solution

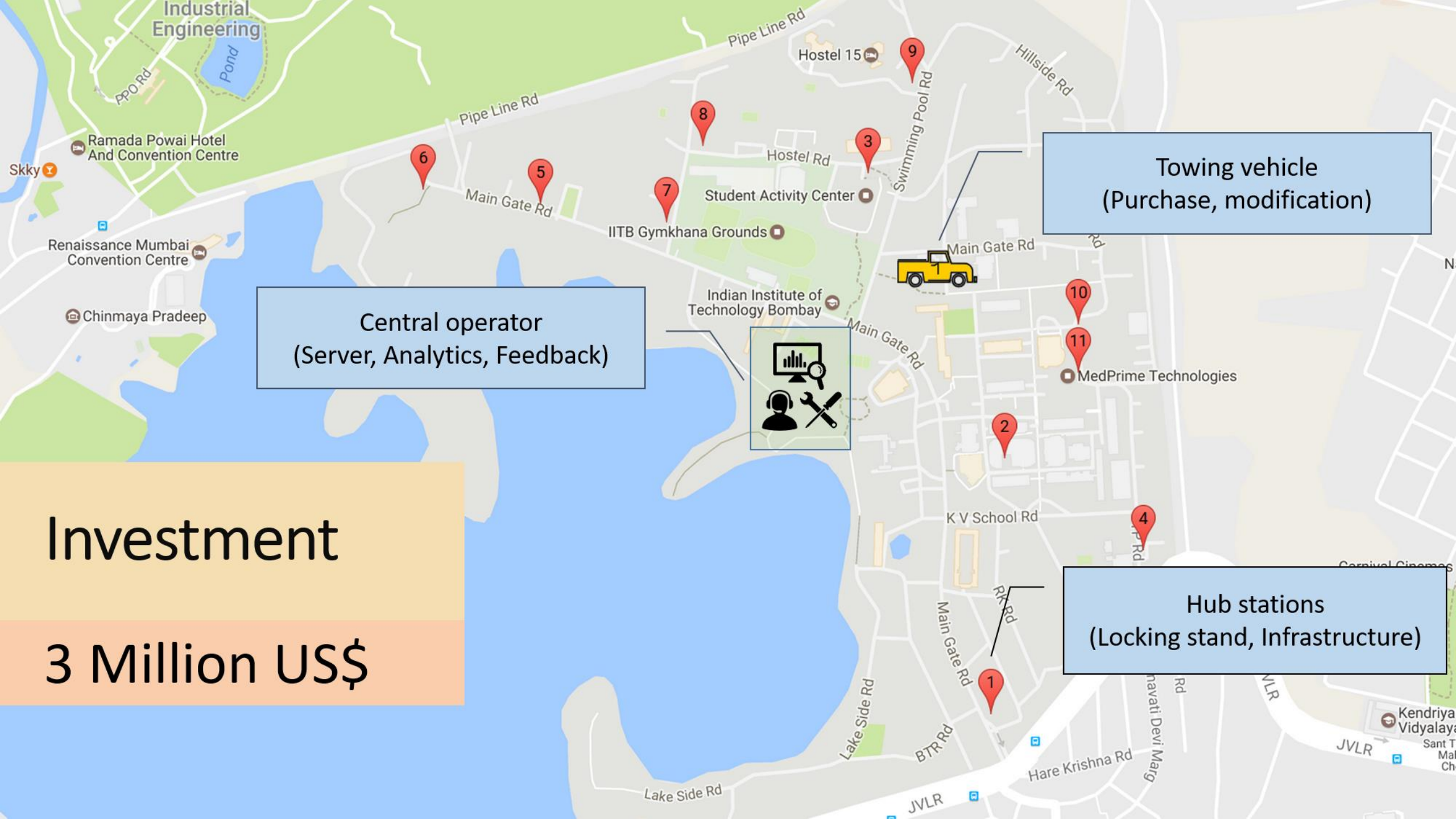


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Towing vehicle
(Purchase, modification)

Central operator
(Server, Analytics, Feedback)



Hub stations
(Locking stand, Infrastructure)

Investment
3 Million US\$

Revenue

1



Members



Tourists

3



Advt.



**Premium
services**

2

4

Market Size (325.2 Million USD)

For Indian market,

Bicycle owners	Unit
Purchased this year	12000000
Contribution from last 4 years	44506390
Total bicycles in use	56506390

Bicycle variant	Percentage (%)
Standard	66.4
Sports light roadster	4.4
Mountain terrain bike	13.3
Children and Infants	15.9

Customer details	Number
Targeted customers in urban region	16632656
Penetrated customers (70%)	11642859

Revenue source	Amount (USD)
Annual membership charge	14
Service charge per usage	0.01
Total service charge revenue in an year	169985743
Total membership revenue in an year	155238122
Total revenue in an year	325,223,865

Marketing



Competitors

Bike Rent



- » Speed
- » Convenient

- » Parking
- » High Liability

Cab



- » Speed
- » AC

- » Costly
- » Wait time

Resellers



- » Freedom
- » Convenient

- » Costly
- » Maintenance

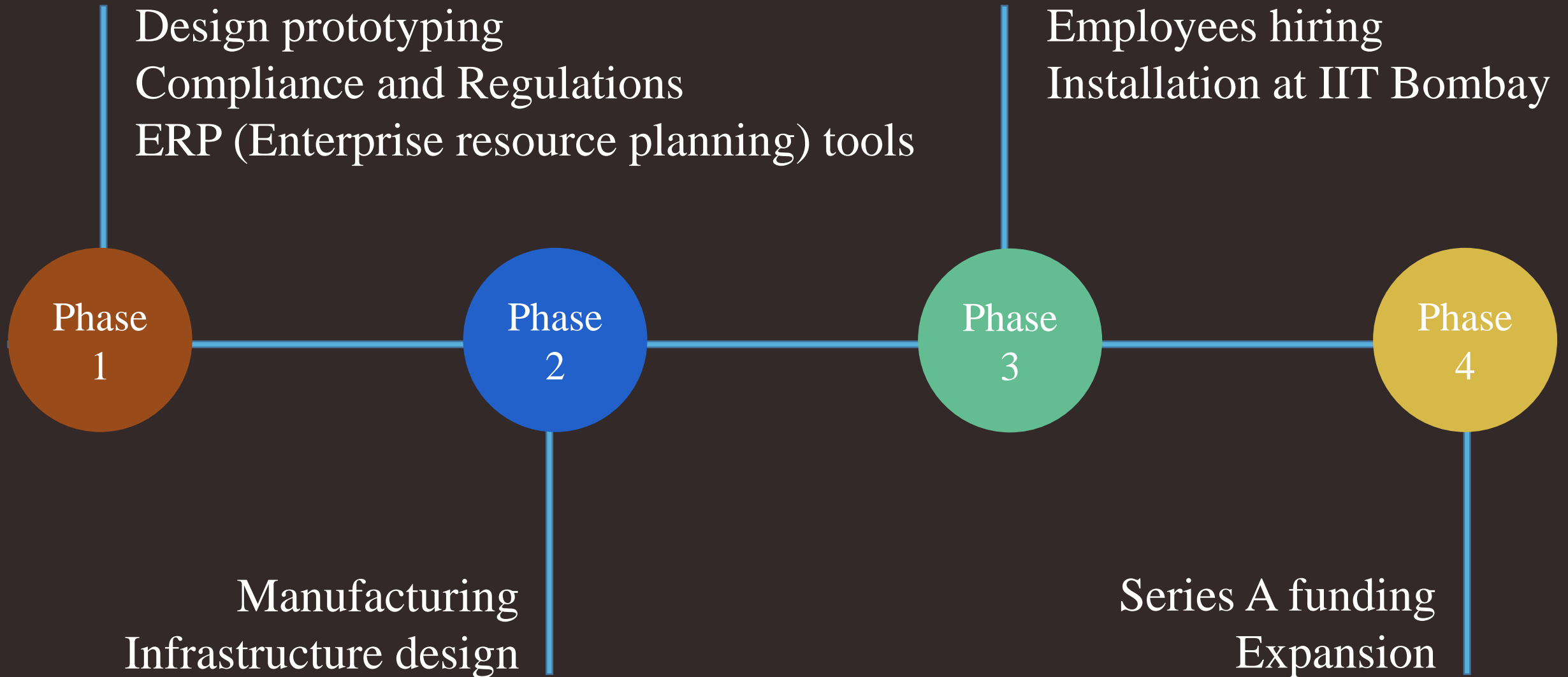
Sharing



- » Cheap
- » Convenient

- » Dependence
- » Unpredictable



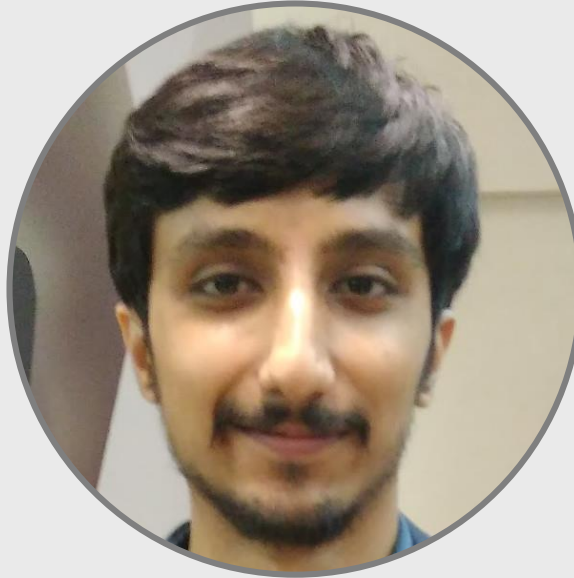


Team



Anurag Gupta

CEO & Co-Founder



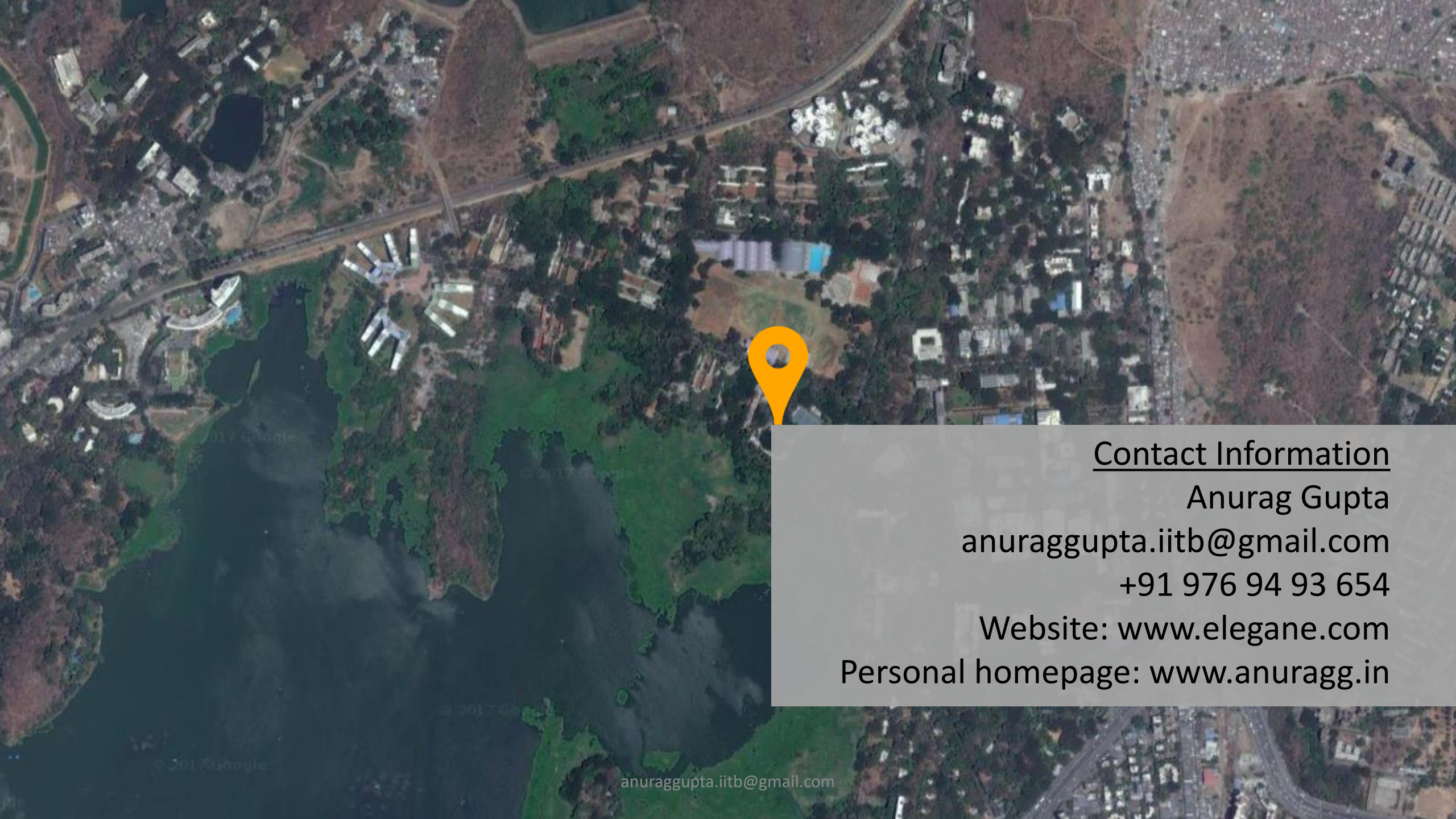
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