BirdView –

**Bird** operates as a dockless electric scooter company developing a vehicle sharing platform.

$415 M raised through series C funding

**Bird** has $20M in estimated revenue annually in 100+ cities

Business Model:

These dockless electric scooters can be unlocked from any smartphone, riden for a low fee depending on duration, and parked anywhere in the city. They are intended to be used as a last-mile transit tool, helping commuters to and from their homes, offices, and local Metro/subway stops.

Bird is fun, easy to ride, fast (they can hit ~15 mph on a good road), and cheap. The common standard on pricing seems to be a $1 flat fee, plus an additional $0.15/min of ridership. With those rates, a 10-minute ride, which might go one or two miles in the city, costs around $2.50.

Charge with Bird – Bird hunters

Go out into the community to pick up Birds, charge them at your residence and release them the next day.

Chargers get a message in the morning telling them where to take the Birds. The drop-off locations are called “Bird Nests.” The Birds have to be in the Nest by 7:00 a.m. so that they’re ready for commuters.

Base price is $5

The Bird hunt begins after peak usage hours — usually around 9:00 p.m. You can hunt any time of day, though.

Detecting fraud: Can be another aspect in the model?

There are reports of people hoarding scooters. Essentially people hide scooters inside their home until the bounty goes up to $20 or $25. Once they go up in payout (usually after four days), they “capture” the hoarded scooter and release it. This is not allowed and will get you kicked off the service. This is fraud and should not be tolerated. If you see this happening, report it to Bird ASAP.

A Nest is usually in an easy-to-find place and will hold around four scooters. So, if you have a dozen scooters to deploy, you’ll need to find three empty Bird’s Nests. Scooters must be 95% charged

Check the map a few times a day and pick up scooters that are in your path. Keep your gas mileage in mind when hunting so you don’t spend your profit on fuel.