**Cycling Cities Script**

**Excuse 1**: I feel too lazy (Connected to first infographic)

**Excuse 2:** Have you seen the weather, it’s so hot (Connected to second infographic)

**Excuse 3:** I will get late (Connected to third infographic)

**Excuse 4:** Have you gone crazy? Log Kya Kahenge? (Connected to fourth infographic)

(Random people will be saying these excuses one by one)

No text. A voice of a cycle bell will be heard behind a black screen

These are the facts!! (This text will be shown in a typography animation)

**(30 seconds)**

**Health benefit of cycling infographic:** <http://www.infographicspedia.com/health-benefit-of-cycling-infographic/>

(Click on the link and find the best option suitable for you regarding the counterattack on laziness)

**Environment benefit of cycling infographic:** We could save 3.5 billion dollars in investments in purifying the air. <http://www.huffingtonpost.com/2011/12/13/bike-to-work-infographic-benefits-health_n_1145815.html?ir=India&adsSiteOverride=in>

**Time Benefits Infographics**: Statistics provided by Express Solicitors’ infographic ‘[**On yer bike**](http://www.expresssolicitors.com/assets/on-yer-bike/)‘reveal that 43% of commuters spend their time stuck in traffic. As compared to cyclist who are 50% faster than drivers.

<http://www.careerealism.com/benefits-cycling-work/>

**Per Capita Benefits Infographic:** When Netherlands introduced cycling to their cities, their per capita income drastically increased and now they have a per capita income of 30,00,000 Rs as compared to India’s per capital Income of 3,75,000 Rs.

<http://en.wikipedia.org/wiki/List_of_countries_by_GDP_(PPP)_per_capita>

And after This, Nikita’s video will start.

**(30 Seconds)**

Nikita begins her morning day with opening her window and seeing her cycle on the garden.

Nikita then gets ready for work and takes her cycle with her. When she’s cycling a few more people join her coming from left and right. She’s smiling and talking with her security guard who’s also a cyclist.

**Nikita** (She’ll talk along with the action happening in the background): Hi, I am Nikita Lalwani. Currently work at Linde as an engineer and I had completed my engineering from NIT Surat... For me engineering is my profession, but cycling is my passion. I choose to be a cyclist mainly because Cycling is the future, especially for a middle income country like India... It keeps me healthy and I can easily zip through the traffic during peak hours.

(You can make any modifications in this part of the script, but make sure it’s not more than 30 seconds)

Cycling cities logo will be introduced

(You need to explain how you will introduce cycling cities as you will be making changes in the line just above you)

**(30 Seconds)**

**Nikita:** “Our Motive is to reach out Cities to various hotels, corporate and government offices, , gyms and townships of 10 major Indian cities so that 1/3rd of the population drives cycles from the year 2020”.

(A map of India will be shown where 10 different cities will be highlighted. After that hotels, government offices etc. will be in infographics.

**(30 Seconds)**

**Nikita: Try Cycle**: Cycling cities is the first of its kind to let people choose a cycle of their choice (Infographic will be shown while she speaks)

**Nikita:** **Which Cycle :** The why cycle option showcases a variety of cycles across the world where you can know about various cycling specifications. (Infographic will be shown while she speaks)

**Nikita (Mobile App):** The cycling cities mobile app lets you find a cycle repairer on your nearby location. Just log on to the app and it assures you that you won’t have to worry about your cycle’s maintenance. Moreover, we’ll offer you a plethora of prizes and gift coupons if you cycle for more than 5 kms a day using our app.

**Nikita (Refer a friend):** (Infographic will be shown while she speaks).

**Nikita (sell your cycle):** (Infographic will be shown while she speaks).

**Nikita (Expert Advice)** (Infographic will be shown while she speaks).

**Nikita (Where to buy cycle):** (Infographic will be shown while she speaks).

**Nikita (Cycling Chronicles Blog** (Infographic will be shown while she speaks).

**(30 Seconds)**

**Point no 5: Need and Reason for crowdfunding**

**Nikita:** We’re in the moment of creating something big, and we need your help to make it a success. We’re not here to just get investments, but we’re here so that you can be our partner in changing the future of commuting in India. Come, be a part of the change.

**(30 Seconds)**