

# *Folding bikes: bundle option*

*Deutsche Bahn Connect project challenge with  
Brompton Bikes*

**GXC TEAM 1 (DISOIS)**  
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# **THE PROBLEM**

- *Space is getting scarcer, especially in stations, it's harder and harder to get parking slots, even for bikes.*
- *The environmental aspect and contributing to solving environmental issues becomes more vital to emphasize.*
- *How might we integrate foldable bikes in bundle options to make travel and commuting more affordable and flexible?*



# **THE SOLUTION: VALUE PROPOSITION**

*Upgraded Deutsche Bahn app with additional functions: presenting the folding bike service and bundle options*



*Compatible with the locations and destinations needed for folding bike routes*



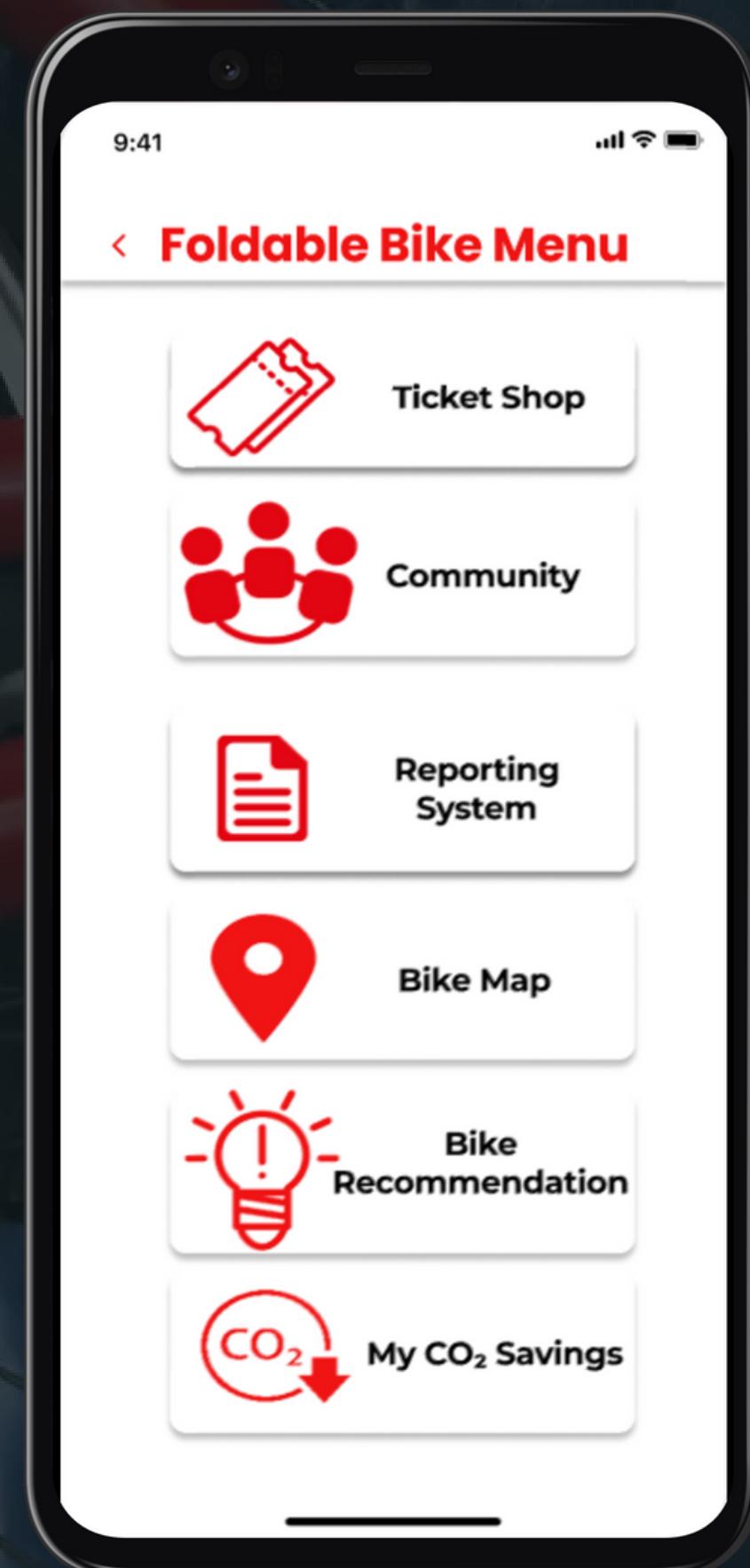
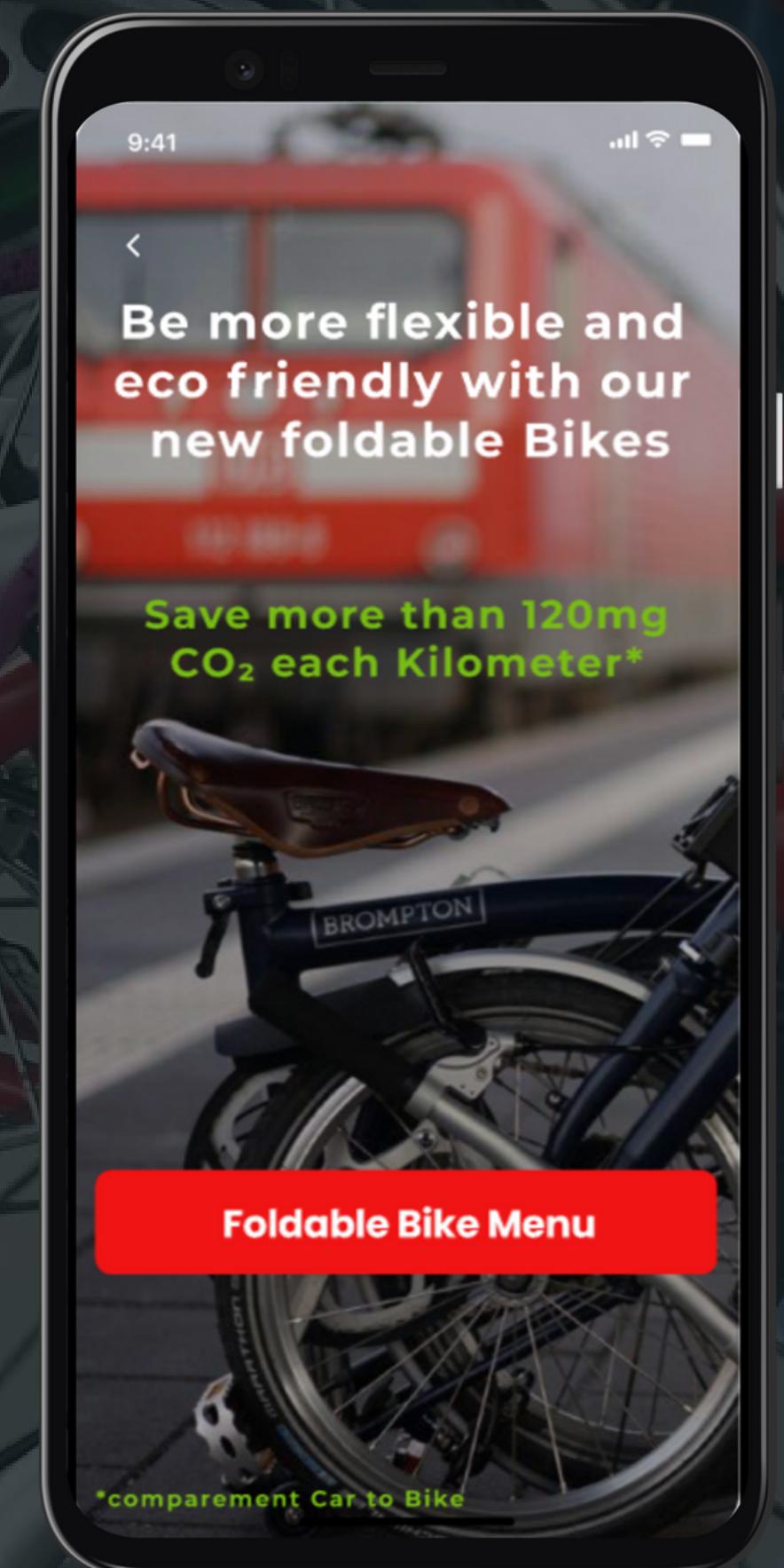
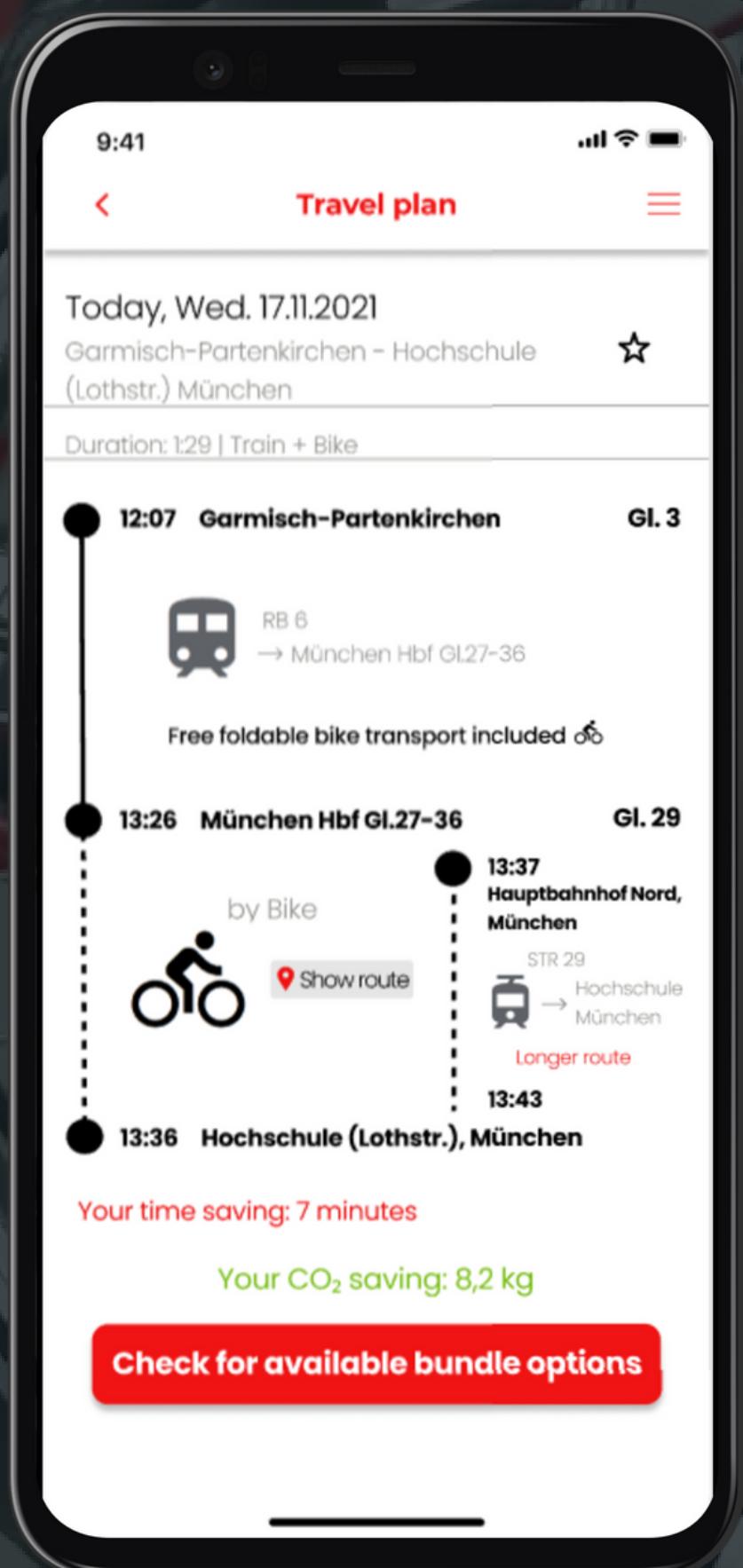
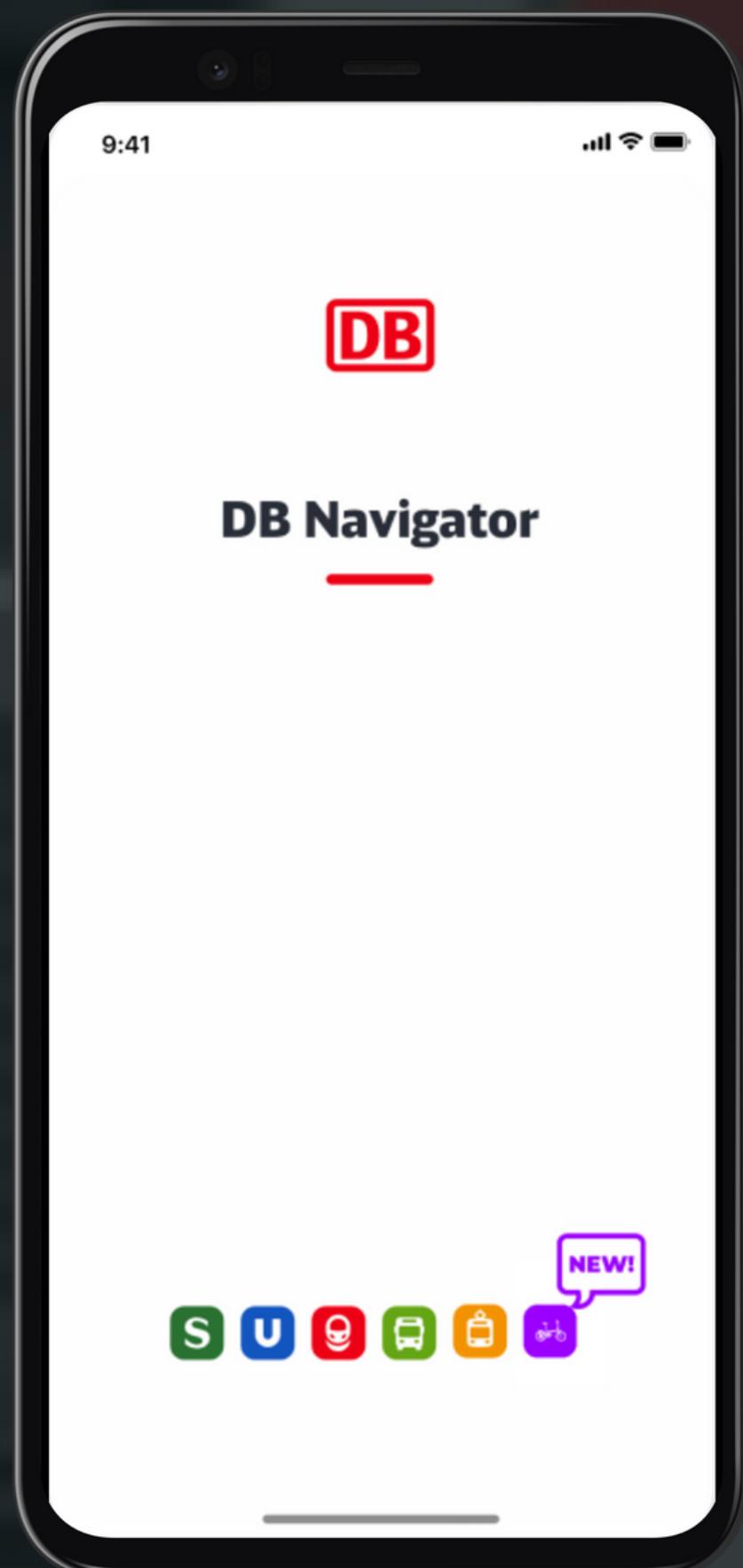
*Suggests a convenient course so that the commuter can combine travelling by train and then taking a folding bike to reach the destination*



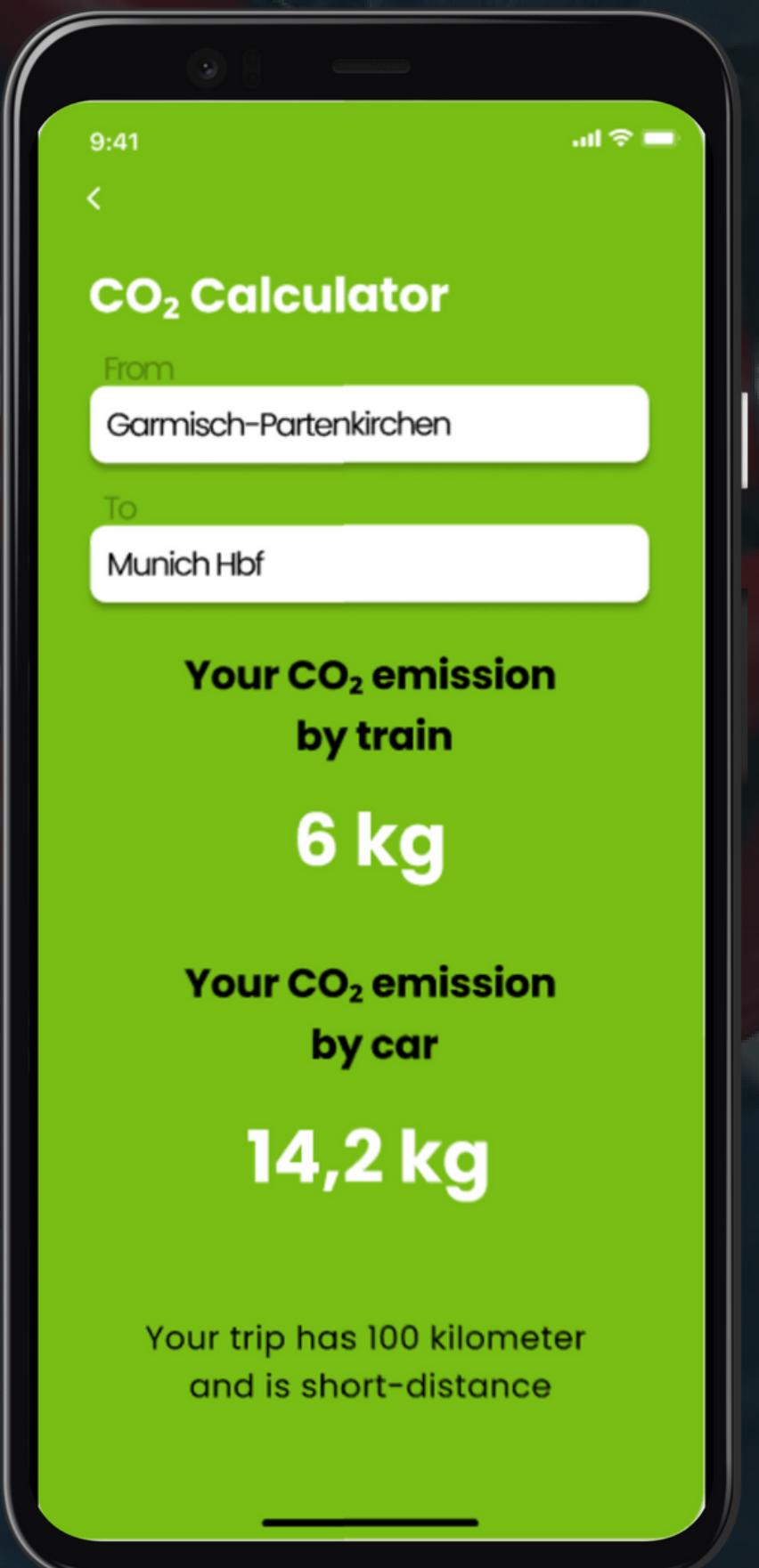
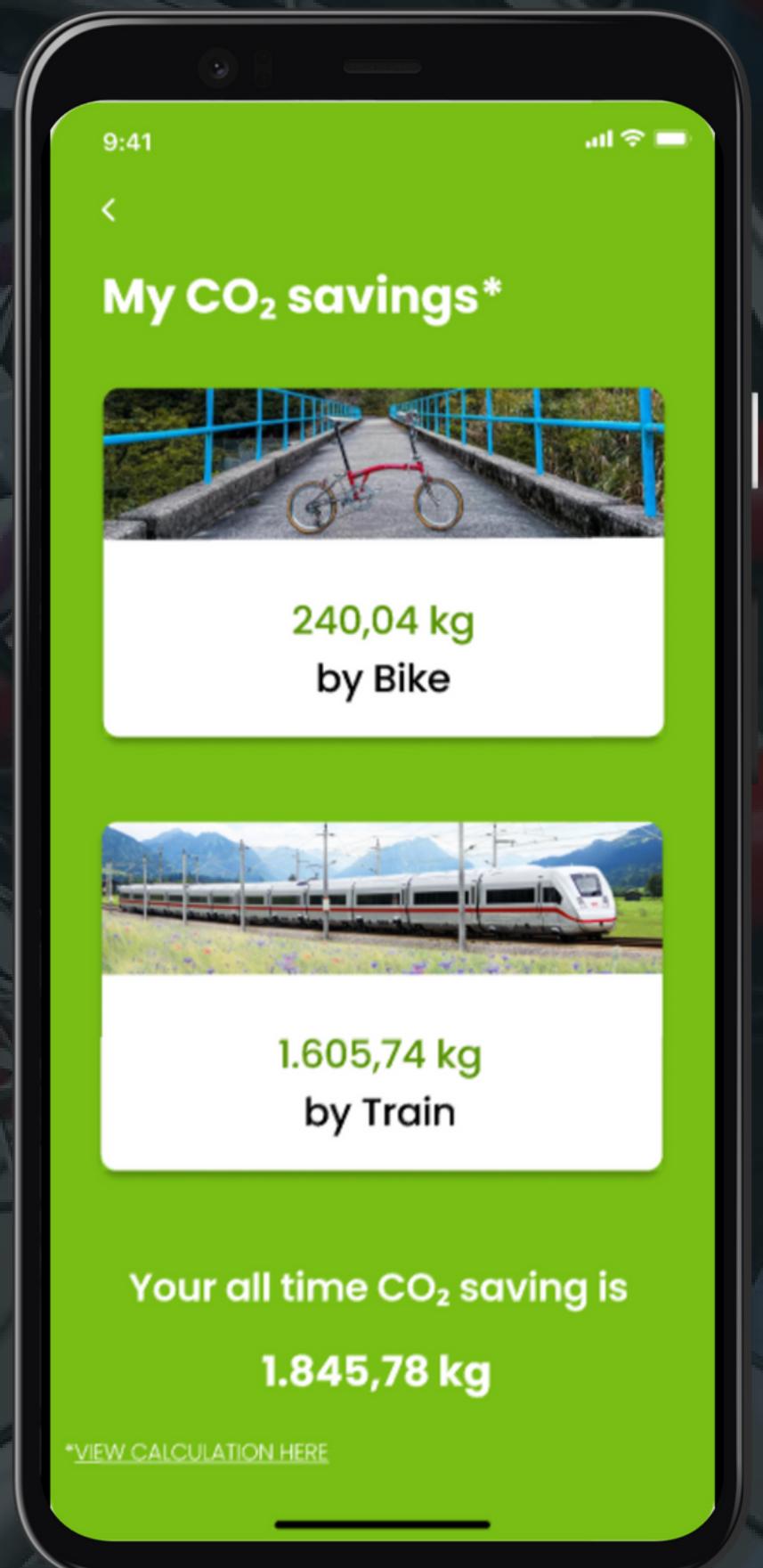
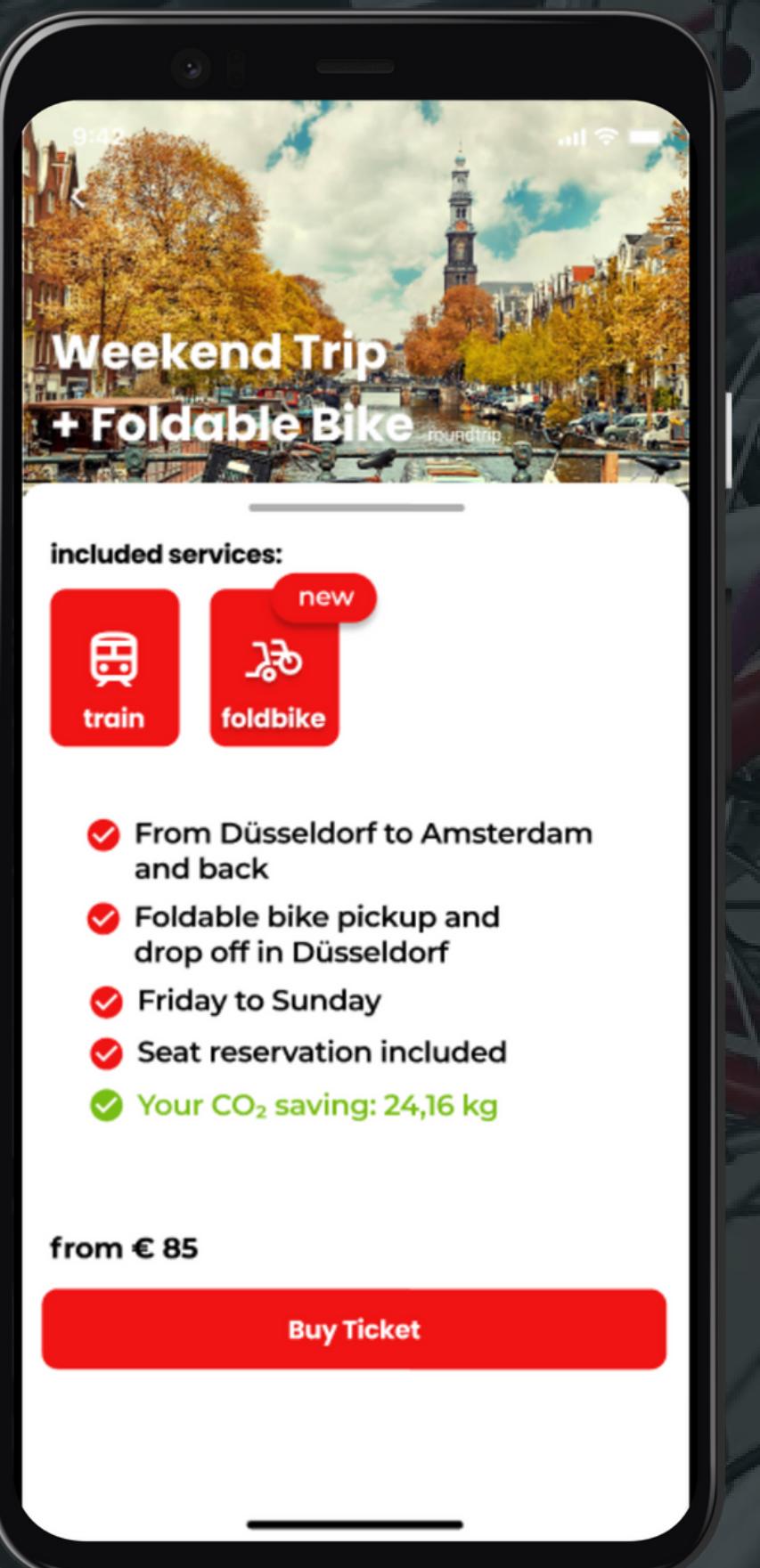
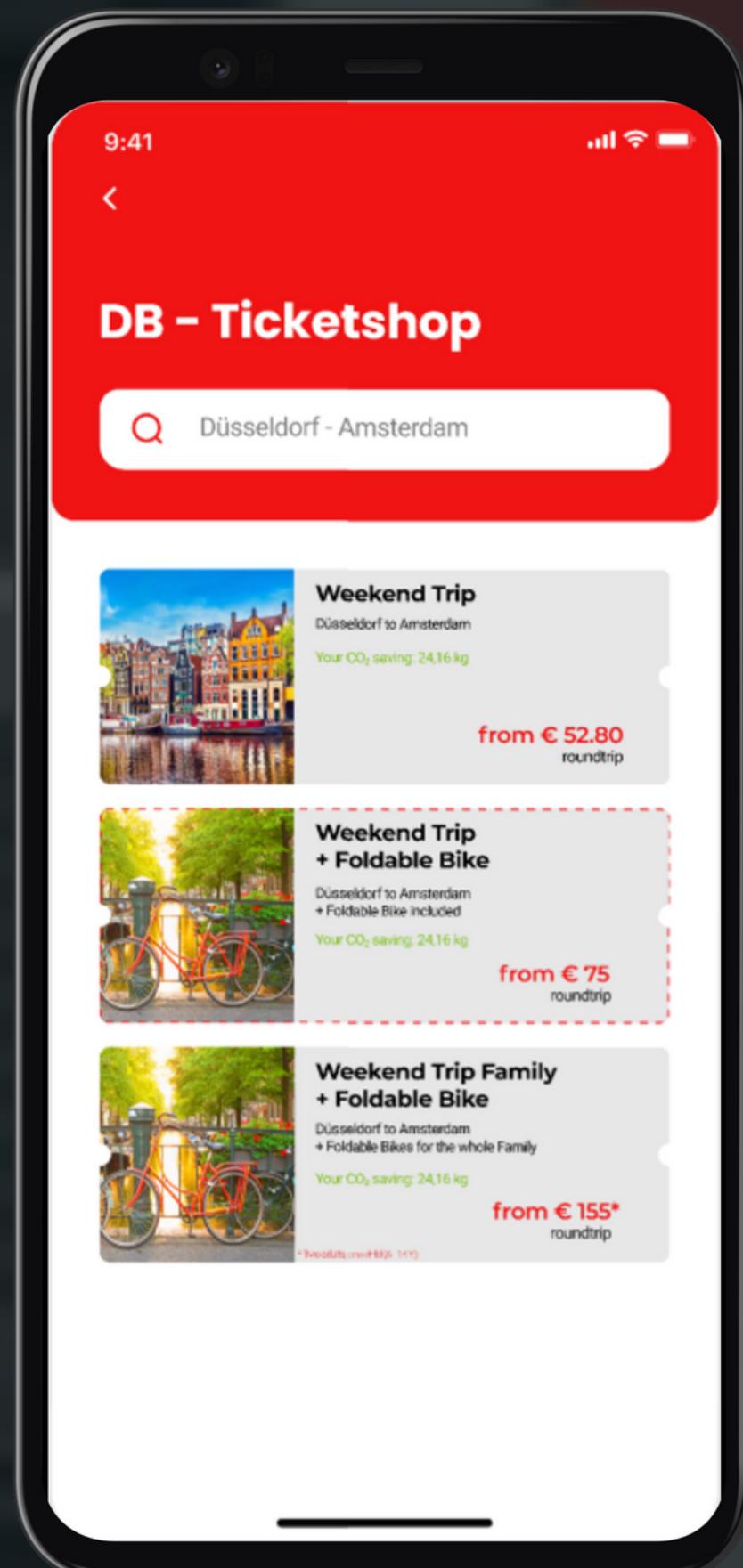
*Shows the time saved when the folding bike is used + includes the discounts for using the folding bike service*



# THE SOLUTION: PROTOTYPE (I)



# THE SOLUTION: PROTOTYPE (II)

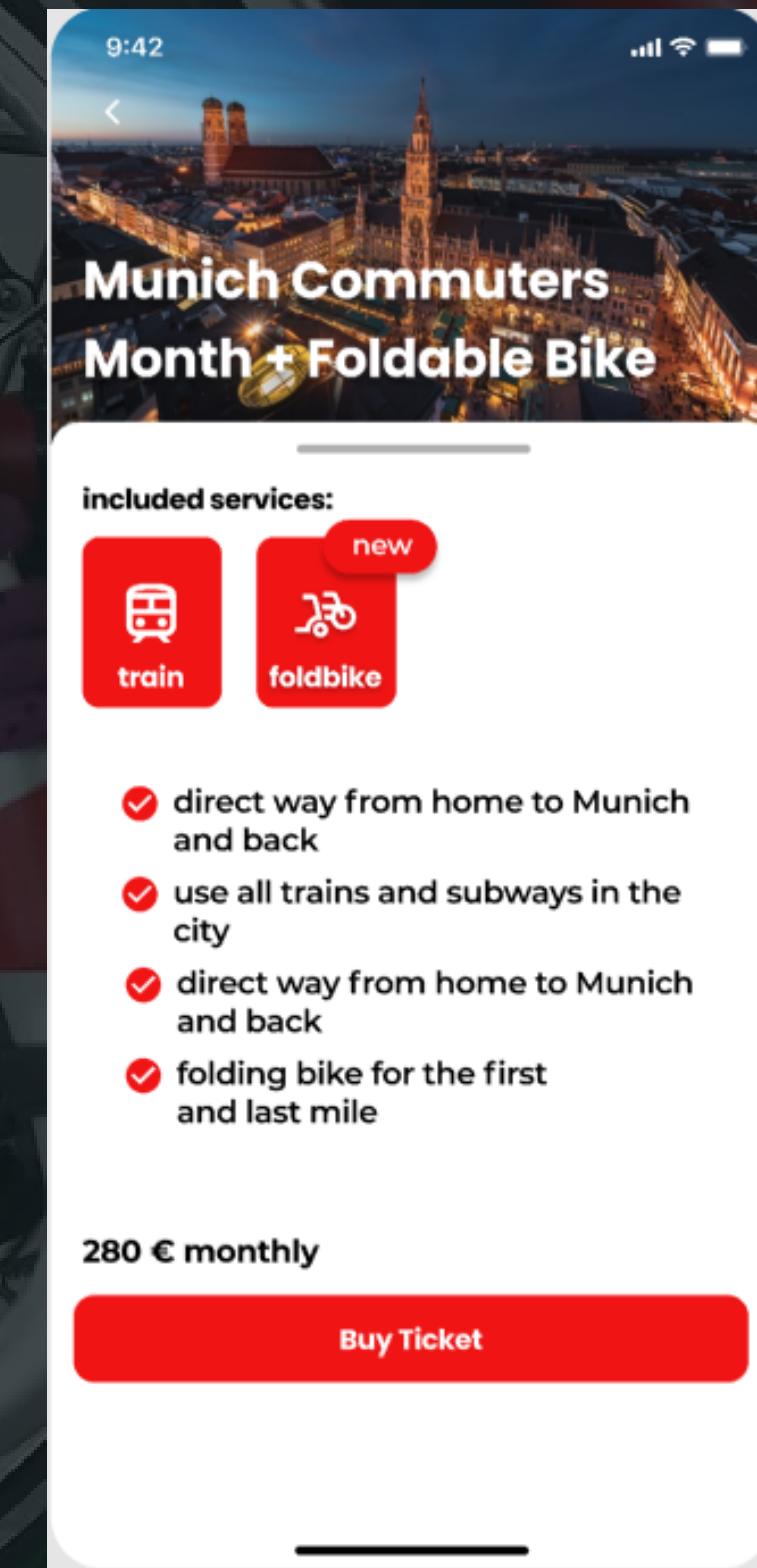


# **THE REVENUE MODEL**

*Two different pricing models depending on the chosen bundle option*



*Weekend bundle  
(Short term rental system)*



*Monthly bundle  
(Leasing option)*



# **THE TEAM**

- *Isabell Menze* → CEO-Leader-Coordinator
- *Jannik Schlomann* → Programmer-Designer-Creator
- *Markus Ertl* → Programmer-Designer-Creator
- *Austėja Vaičiulevičiūtė* → Designer-Creator



A close-up, low-angle shot of a motorcycle's rear wheel and suspension components. The wheel has a multi-spoke design and is attached to a red shock absorber. The background is dark and out of focus.

## **THE PLANS FORWARD**

- *Working with the further development of the app prototype*
- *Getting from prototype to creating the real app upgrade*
- *Advertising: what attracts user attention the best?*

