

### Prehistory:

The foundation of Deutsche Bahn Connect, which includes, for example, "Call a bike" and "Flinkster", happened in 1996. 300,000 increase. Now the question arose how best to transport bicycles in the S-Bahn. DB-Connect came up with the idea to deal with folding bikes, which are also offered by their service.

### Market & Competition:

- Target groups:
  - Target group at market entry / final target group:
    - The target group are people between 18 and 64 years of age who need / use spontaneous mobility solutions and want to live environmentally consciously.
    - Another large group are commuters and tourists who want to explore the city.
  - Customer benefits / USPs:
    - The customer benefits from the fact that he can spontaneously find a mobility solution that can transport him to his destination and that in the most ecological way possible.
- Competition:
  - Swapfiets:
    - They provide an app for Android and iOS as well as stores and stores in all major cities for renting bicycles.
  - Call a Bike:
    - Provide e-bikes and normal bicycles.
    - Is a DB-internal company
  - MVG-Bike:
    - Setlllen bicycles, e-bikes, two- and tricycles available.
    - Bicycle rental from the Munich transport company.
  - Free cargo bike:
    - Provide cargo bikes.
    - Financed by donations and supported by the IHK

### The business model:

- A decision still has to be made here -> interview
- Low price strategy or penetration strategy:
  - Penetration strategy: Prices are initially very low in order to quickly gain a high market share, then gradually increase and skim off profits.