




# Fold'n Go

Don't be bold, take a fold!

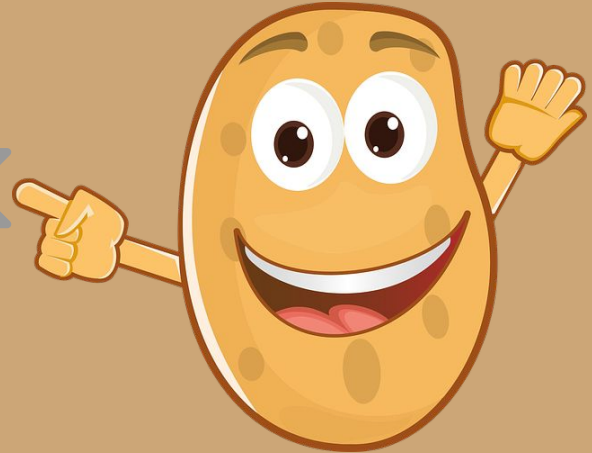
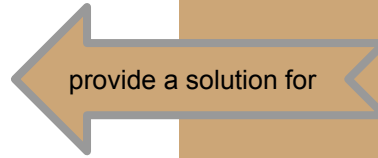


# Our team & statement of problem



Source: <https://marketingportal.extranet.deutschebahn.com/de/logo-2>

We are: Potato Titans  
DB Connect GmbH



# The product

## Main Aspect:

- Product contains regular bikes

## Renting a bike:

- With the Fold'n Go app
- It's separated from the train ticket



Fold'n Go



# Market analysis & competitors

## Market potential:

- already in market with Call a bike → optimal requirements for a folding bike app

## Target market:

- kind of niche market - last mile bike driving

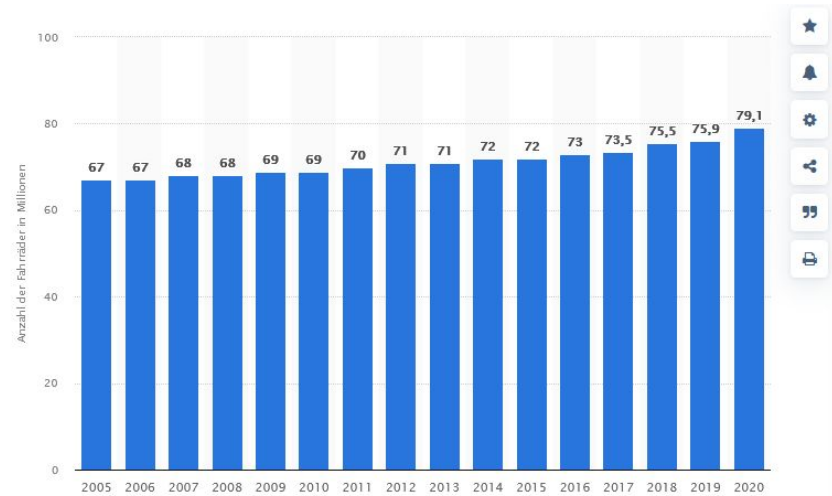
## Customers:

- everyday commuter with the urge to be more eco-friendly, tourists, existing DB customers

## Competitors:

- amongst others there are: bike & scooter companies - none with folding bikes

## Market development:



<https://de.statista.com/statistik/daten/studie/154198/umfrage/fahrradbstand-in-deutschland/>

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# Business Model (1/2)

**What:** Offering an Folding-Bike-Rental-Service in cities & suburbs.



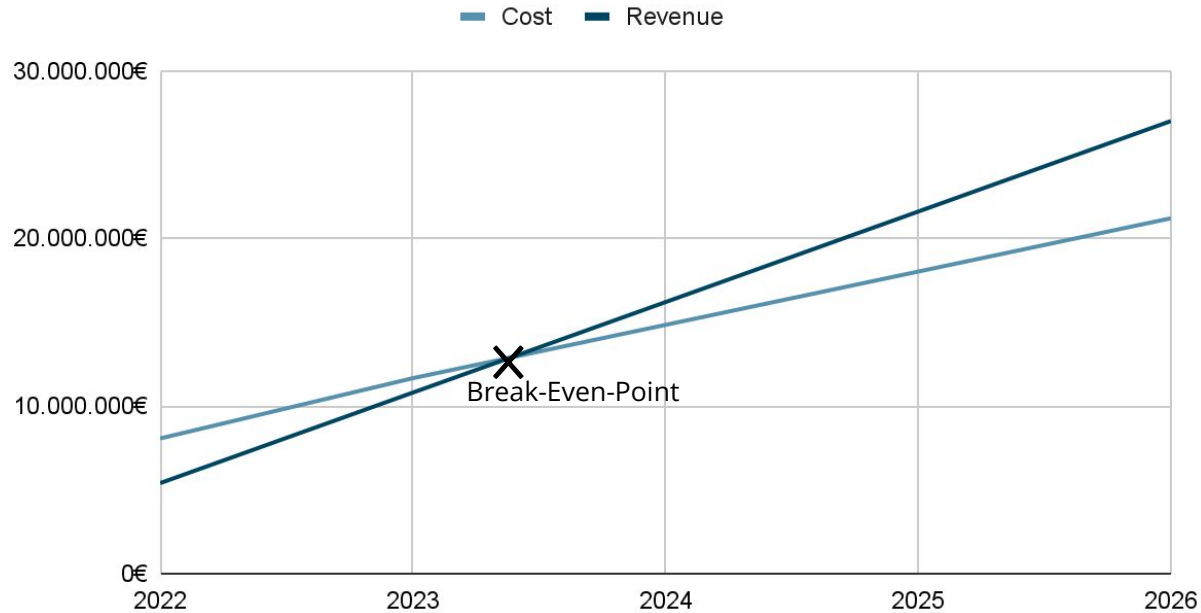
**How:** Working with Bike Manufacturers and DB Connect



**Why:** Making Last-Mile-Mobility healthy and sustainable

# Business Model (2/2)

## Cost-Revenue simulation



### Key Numbers:

- Bikes: 7.000
- User: 20.000 per month
- Revenue: 22.400 €/day

# Prototype



# Looking back

Drop

unrealistic expectations

overthinking

Add

retro for  
every sprint

Keep

good  
communication

Time management

Discord

Improve

for every small  
task one ticket  
on board

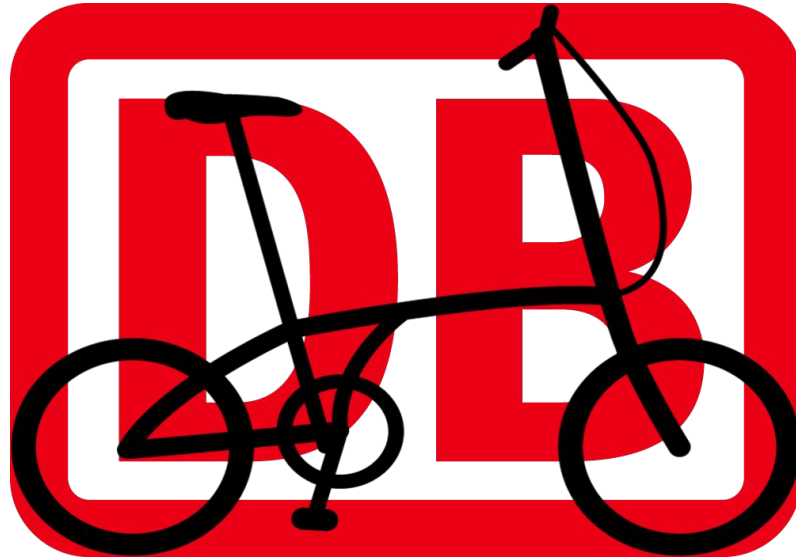
Figma skills

clear reading



# Thank you for your attention

Don't be **bold**, take a **fold**!



Source: <https://marketingportal.extranet.deutschebahn.com/de/logo-2>  
<https://www.pngwing.com/en/free-png-yuoyj>