



#RECYCLERS



Agenda



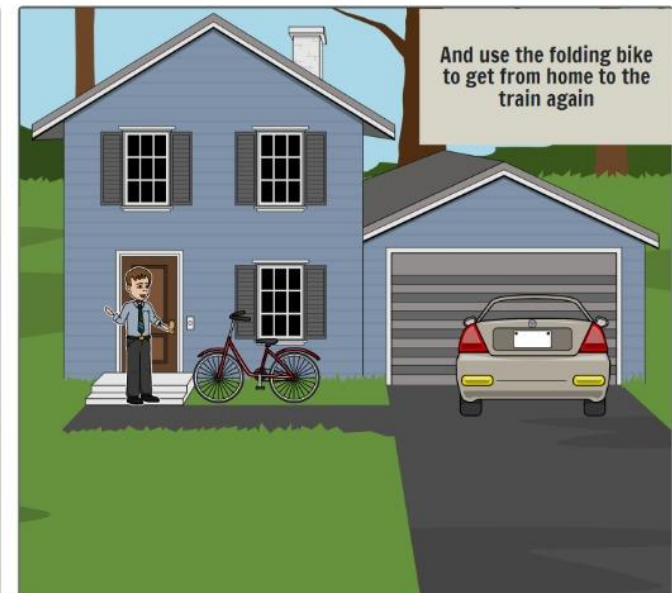
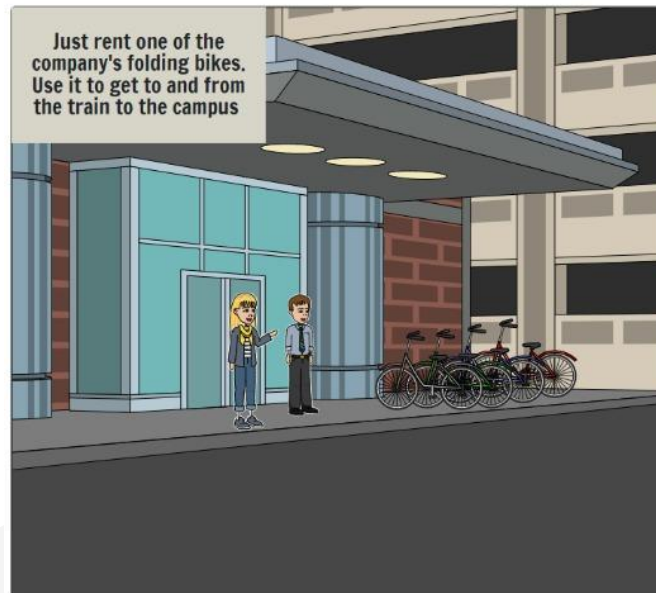
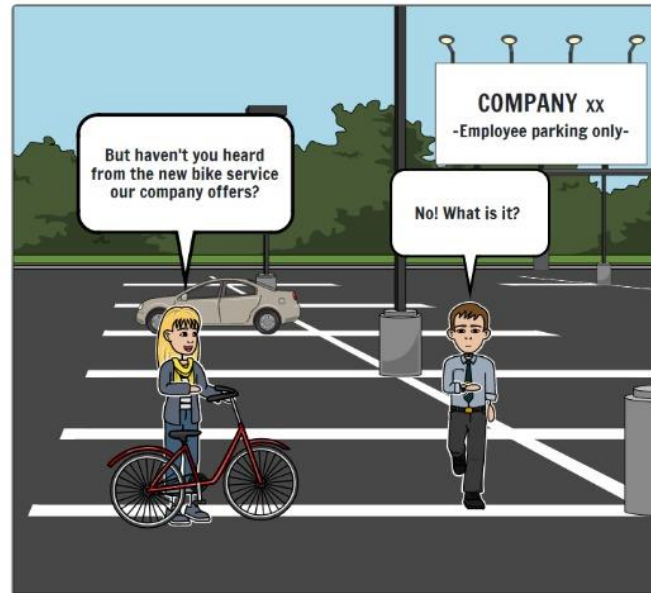
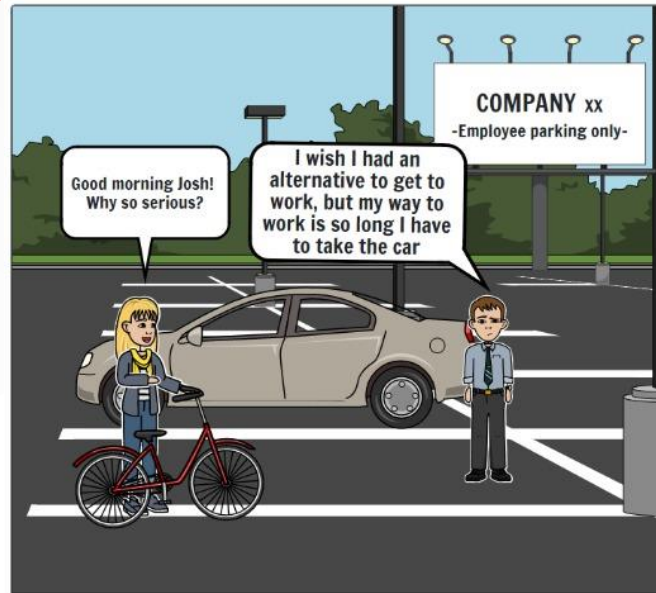
Introduction to the Concept

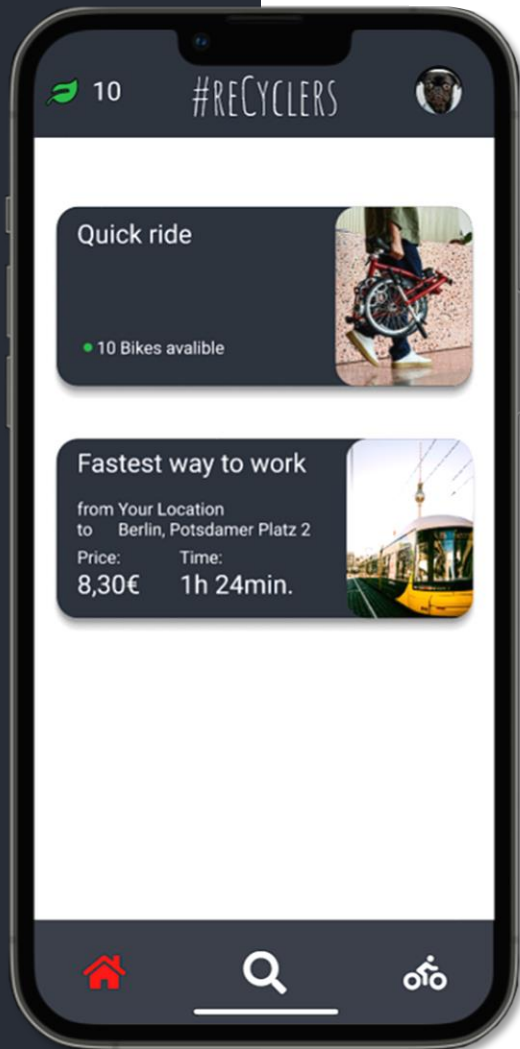
The Prototype

Our Business Model

Reflection

Storyboard

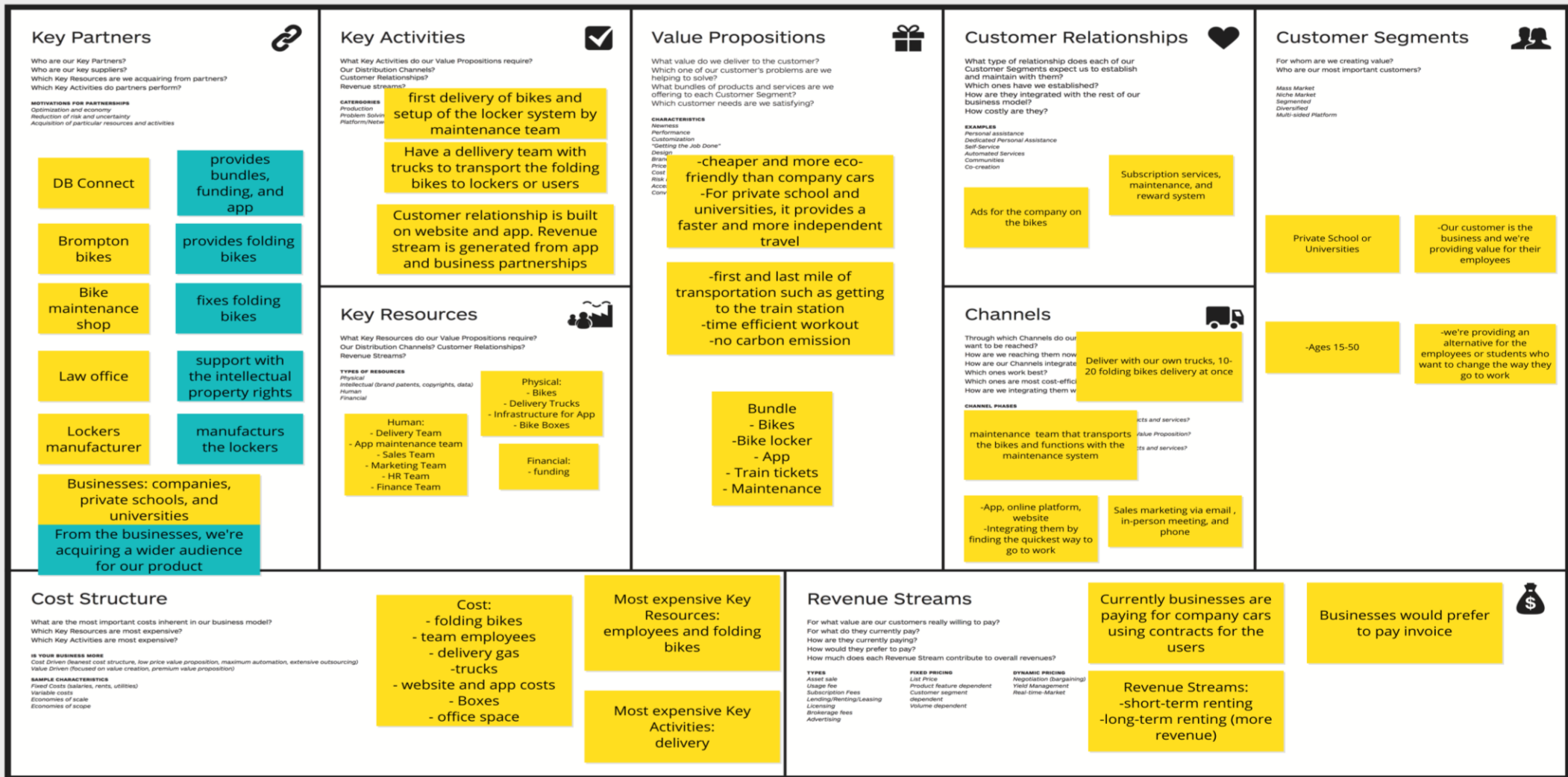




Our Prototype



Business Model Canvas





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What Value do we contribute?

Our 3 Main Value Segments



Eco Friendly



13 million commuters

- An average of almost 34 km of round trips
- A total of just under 440 million km daily



64,504 tones of CO2 emissions every day

- Average CO2 emissions of 200 g/km for cars



322 million km by car

- 73.4% of all commuters



75% reduction of the carbon footprint

- CO2 emissions of 13.6 kg per car using commuting employee per day



Affordable



Fuel prices rising 10x faster

- General consumer price index is 2.5% higher
- Petrol, diesel and co. are 27.5% more expensive



Average company car

- About 150€ fuel p.m.
- About 1000€ leasing p.m.
- About 1150€ over all p.m.



#reCycler pricing

- About 100€ per month long term renting + train ticket
- About 200€ per month short term renting



Up to 10 #reCycler subscriptions for 1 company car



Health aspects



150 – 300 min. Training per Week

- Biking is a Cardio training
- Helps to keep the heart and lungs functioning properly



Helps losing weight

- Slow Biking – 710 Kcal p. H
- Moderate Biking – 888 Kcal p. H
- Intensive Biking – 1.066 Kcal p. H



Advantages of the "active commute"

- Reduced risk of cardiovascular disease, cancer and premature death



Additional health benefits

- Cycling is good for the joints
- Cycling improves balance and coordination
- Cycling offers mental health benefits

Customer segments



Companies

Employees

- With office sites
- Environmentally aware



Universities & Private Schools

Students & Staff

- Creating awareness for the environment
- Reduce carbon footprint



Key Partners Company?

Key Activities



What we must to do

- Develop the app
- First delivery of bikes and lockers
- Build up customer relationship



What our partners must do

- Process orders in time

Revenue and Costs

Revenue Stream



- Additional users of the DB network
- Bike renting (Long & Short term)
- Locker renting



Cost Structures



- One time cost for app development
- One time cost per new order





Great opportunity for us to work on a **real challenge** with DB and fellow students from other nations



As a team we could developed together a **convincing prototype** for B2B Cooperations



Especially at the beginning the **coaching** helped us to get an overview and "take the first steps"



All infos were made **available** transparently online, but it was extensively **time consuming** due to weekly deadlines

#RECYCLERS

GXC international virtual innovation

We gained Experience and Practical Knowledge due to:

- ✓ **Mastering language barriers & time shift**
- ✓ **Weeklies for regular coordination**
- ✓ **Listen and count every opinion**
- ✓ **Collaborative work on the project**

Thank you for your attention

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