



Folding Bikes by



Team 5 - International Avengers



“Information Systems and Management”



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“Liberal Arts Engineering Studies”



- Matthew Sy

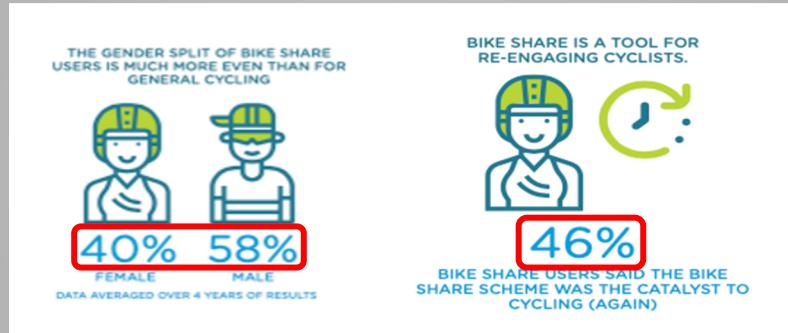
Storyboard



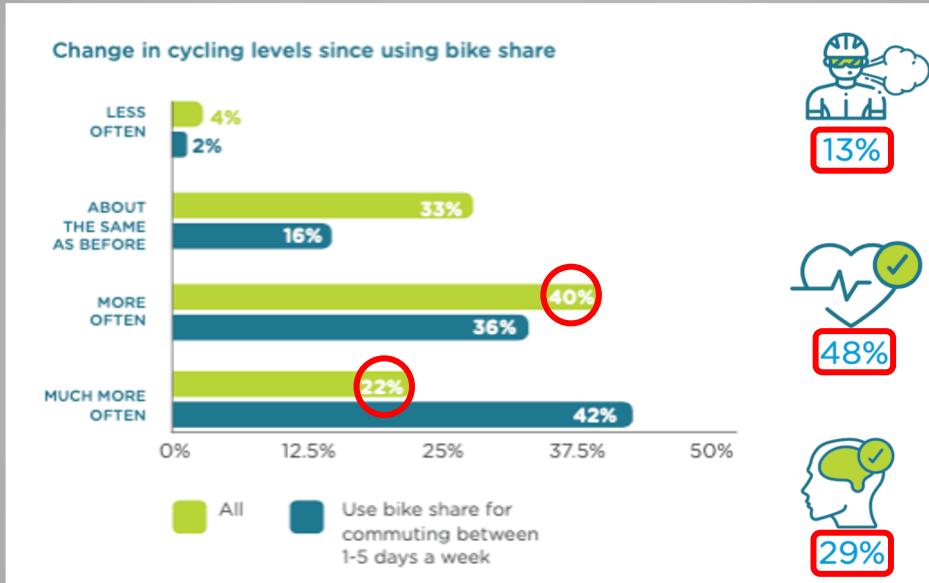
Research & Surveys

CoMoUK's 2019 Bike Share Users Survey

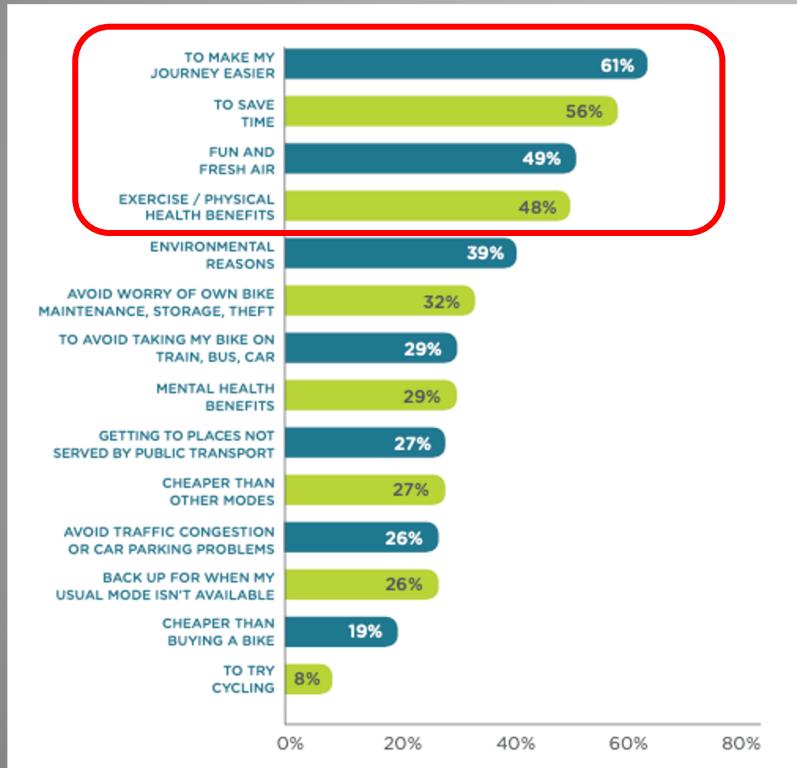
Demographic of bike-share users and potential to attract new cyclists



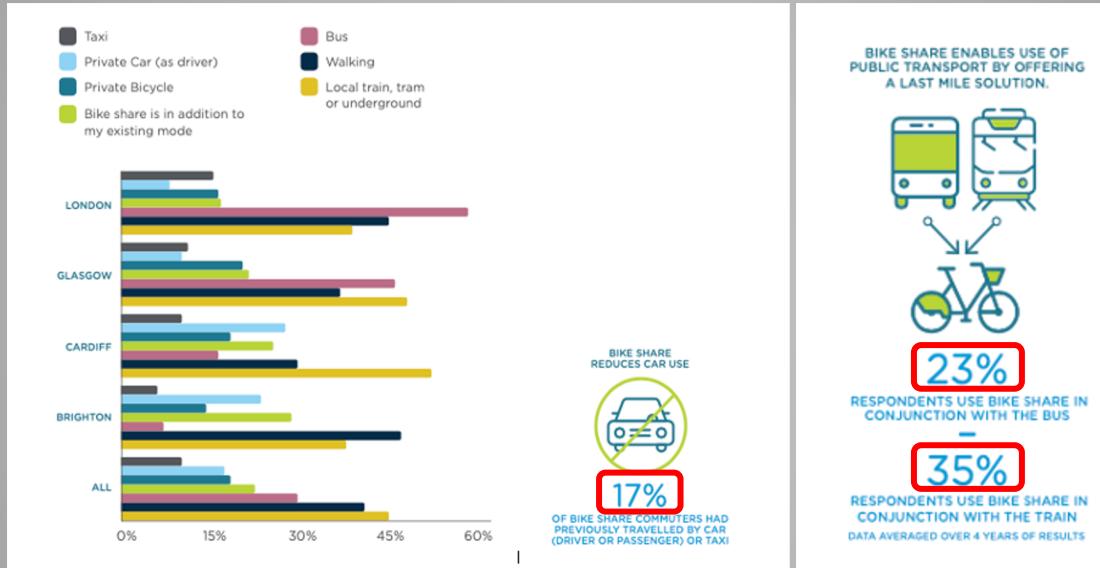
Increasing cycling trips and health benefits



Personal benefits of opting to travel by bike share and trip purpose



Mode shift for commuting and Multi-modal trips



The Business Model Canvas

Designed for:

Deutsche Bahn Connect

Designed by:

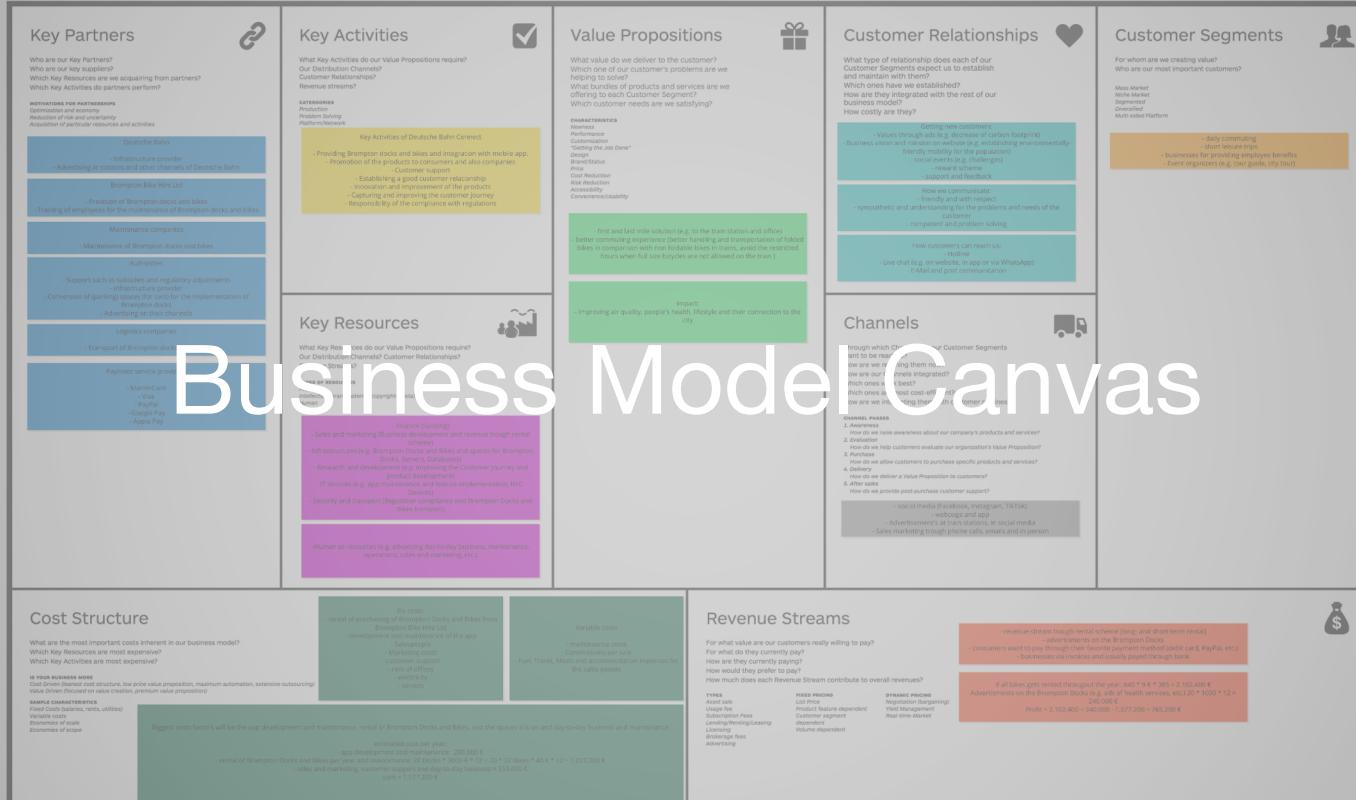
International Avengers - GXC Team 5

Date:

01.12.21

Version:

3



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategizer

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Value Propositions

- First and last mile solution (e.g. to the train station and office)
- Better commuting experience (folding bikes more convenient in trains, avoid the restricted hours when full size bicycles are not allowed on the train)

Impact / Improving:



air quality



people's health



lifestyle



their connection to the city

Customer Segments

- Daily commuters
- People who live far from train stations
- Short leisure trips
- Businesses for providing employee benefits



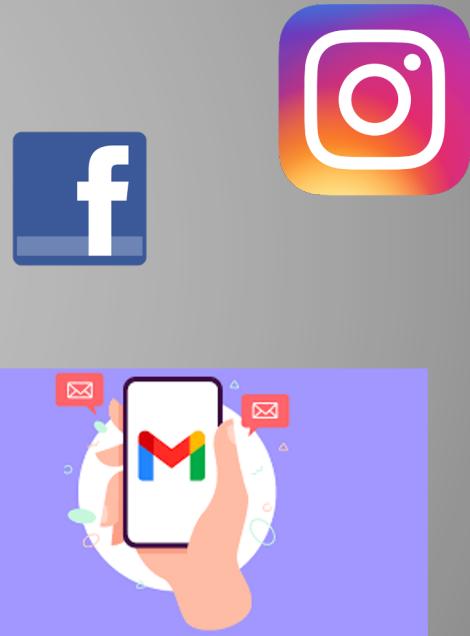
Customer Relationships

- **Getting new customers:**
 - Values through ads
 - Business vision and mission on website (e.g. establishing environmentally-friendly mobility for the population)
 - Social events (e.g. challenges)
 - Reward scheme
 - Support and feedback
- **How we communicate:**
 - Sympathetic and understanding for the problems and needs of the customer
 - Competent and problem solving
- **How customers can reach us:**
 - Hotline
 - Live chat (e.g. on website, in app or via WhatsApp)
 - E-Mail and post communication



Channels

- Social media
- Webpage and app
- Advertisement's at train stations, in social media
- Sales marketing through phone calls, emails and in person



Key Partners

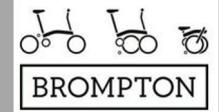
- **Deutsche Bahn**
 - Infrastructure provider
 - Advertising at stations and other channels of Deutsche Bahn
- **Authorities**
 - Support such as subsidies and regulatory adjustments
 - Infrastructure provider
 - Conversion of (parking) spaces (for cars) for docks
 - Advertising on their channels



- **Payment service providers**



- **Brompton Bike Hire Ltd**
 - Provision of Brompton docks and bikes
 - Training of employees for the maintenance of Brompton docks and bikes



- **Logistics Companies**
 - Transport of Brompton docks and bikes

Key Activities

- Providing Brompton docks and bikes and integration with mobile app
- Promotion of the products to consumers and companies
- Customer support
- Innovation and improvement of the products
- Improving the customer journey
- Responsibility of the compliance with regulations



Key Resources

- Financial resources (Funding)
- Human resources (e.g. advancing day-to-day business, maintenance, operations, sales and marketing, etc.)
- (IT-) Infrastructures (e.g. Brompton Docks and Bikes, spaces for Docks, Servers, Databases)
- Research and development (e.g. improving the Customer Journey and product development)



Cost Structure

Fix Costs:

- Purchase of Brompton Docks and Bikes from Brompton Bike Hire Ltd
- Development and maintenance of the app
- Customer support

Variable Costs:

- Maintenance costs
- Commissions per sale
- Opportunity costs



Estimated cost per year:

- App development:
200.000 €
- Rental of Brompton Docks and Bikes per year and maintenance:

$$\begin{aligned} & 20 \text{ Docks} * 2500 \text{ €} * 12 \text{ Months} \\ & + 20 \text{ Docks} * 32 \text{ Bikes} * 40 \text{ €} * 12 \text{ Months} \\ & = 907.200 \text{ €} \end{aligned}$$

- App maintenance, sales and marketing, customer support and day-to-day business =
350.000 €

→ **SUM = 1.457.200 €**

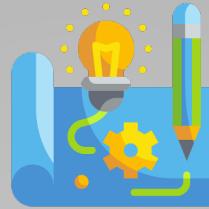
Revenue Streams

- Revenue stream through rental scheme (1 to 30 days)
- Advertisements on the Brompton Docks
- Point / Reward - system



- Maximum income:
 $640 \text{ Bikes} * 9 \text{ €} * 365 \text{ Days} = \mathbf{2.102.400 \text{ €}}$
- Advertisements on the Brompton Docks (e.g. ads of health services, etc.) $20 * 1000 * 12 = \mathbf{240.000 \text{ €}}$

→ **Profit** = $2.102.400 + 240.000 - 1.457.200$
 $= \mathbf{885.200 \text{ €}}$



Prototype

<https://www.figma.com/file/R6zcuYRSod4g30l8MZKD0N/Folding-Bike-by-DBConnect?node-id=0%3A1>

Reflection

“Rewarding and fun to be able to work with an international team to overcome language barriers and cultural differences”



“It was a unique experience to work together as a team even though we never had the opportunity to meet each other in person”

“One of the greatest benefits I acquired from group work was the chance to discuss ideas with my peers. When compared to a group, I would have struggled to come up with as many ideas if I had done it alone”