

The Green Mile

08/12/2021

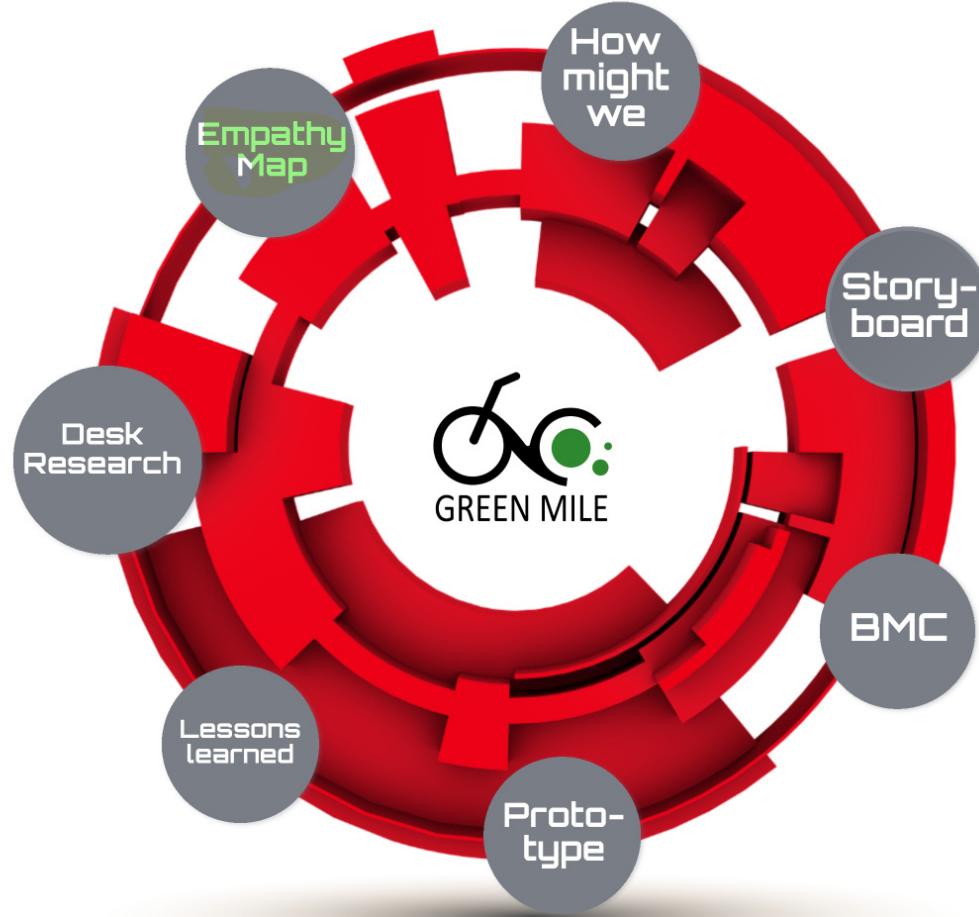
Alperen Caygoez (Munich)
Hamad Chaudry (Vienna)
Atila Isa (Munich)
Sarah Eden Mattitza (Munich)
Thomas Metzker (Munich)

Our findings

- 64% of respondents ride bikes at least once a month
- better cardiorespiratory fitness in youth
- inverse relationship between commuter cycling and all-cause mortality
- CO₂ production with average car-commuters ranges between 3kg and 6kg daily
- problems with electrical scooter concept
- storage, maintenance, weight, ...

(Sources on Github)





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Empathy Map Canvas

Designed for:

anybody who wishes to
be more mobile

Designed by:

The Green Mile

Date: 19.10.2021

Version: 1



Insight gained from the interviews

"[...] If you really want to explore a new place you need to get around by yourself. I have used folding bikes before. They need more strength to get around with but when your goal is to just explore it's not an issue. You'll be able to look around while riding and won't miss out on anything you pass on the way. [...]"

"[...] My colleague has a folding bike but he often complains about the folding bike needing more effort to travel with. [...] more tiring to use the folding bike compared to a normal bike when your only goal is to get from A to B.[...]"

"[...] I have no need to take a bike with me since uni is near the station anyways."

Conclusion:

- tourists / weekenders / adventurers profiting most out of it since they are able to take it along with them on the train and can explore the place they are visiting on their own means and effectively
- commuters complain about the folding bikes needing too much effort to ride on + getting to work sweaty being possible result
- students have no big need for the folding bike due to the public transport being enough for them + easy access to public transport due to the semesterticket

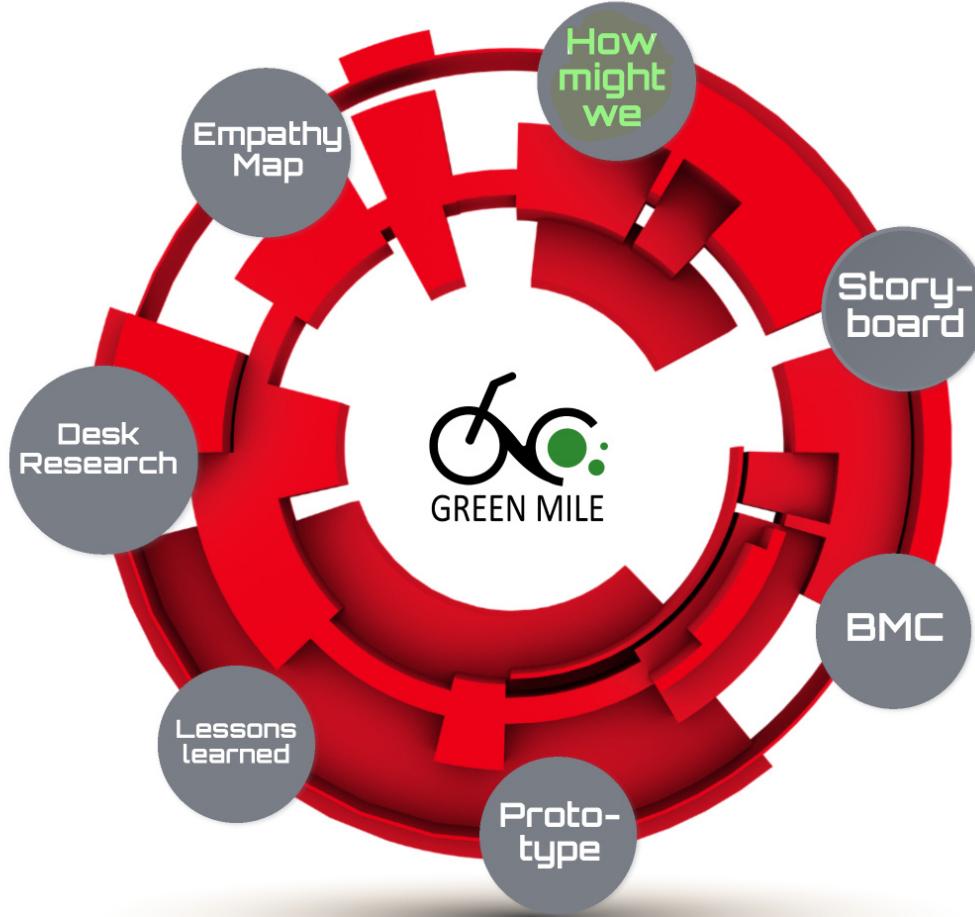
Our target group and their issue

- the target group:
adventurers
weekenders
tourists

in general: people who wish to experience mobility while being able to decide for themselves where they want to go when with the possibility of proper sightseeing

Their issue:

- railway as viable option to travel around, but often not efficient enough -> train not covering the entire intended distance
- other public transport follow strict time schedule (often does not work out) and set station (often not being exactly where people want to go)



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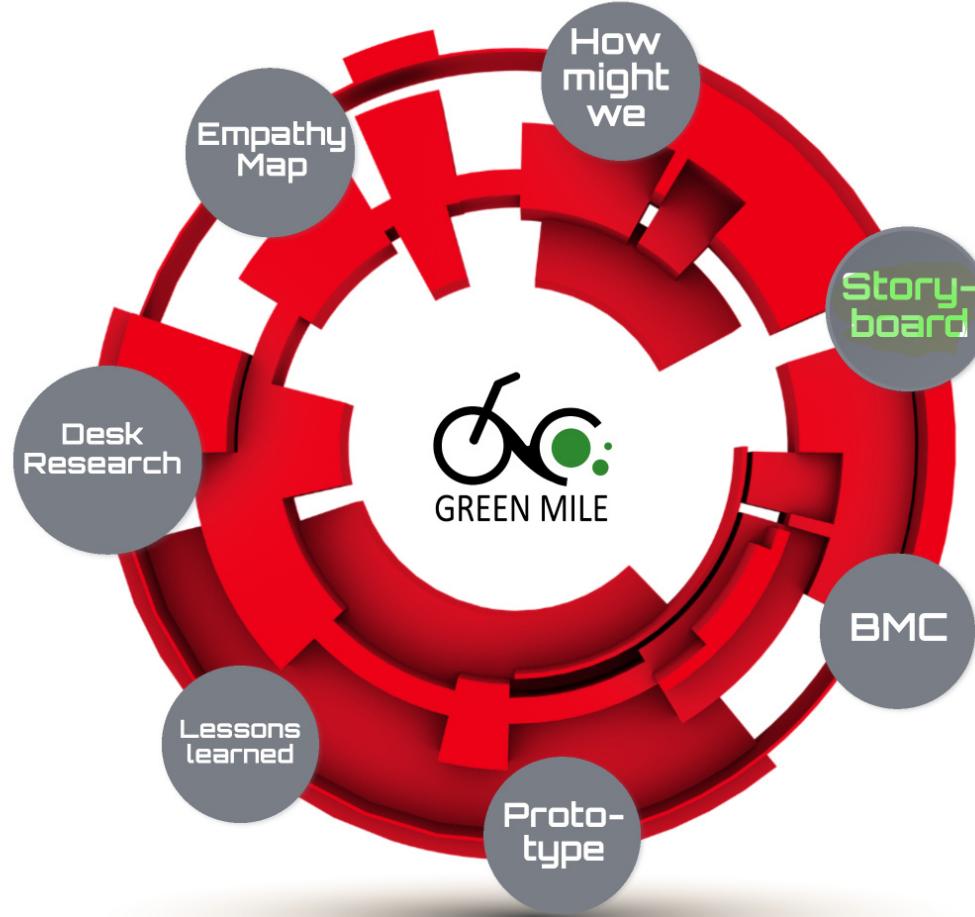
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Problem statement

How might we improve the process of tripping for tourers and travelers in order to create a more seamless mobility experience



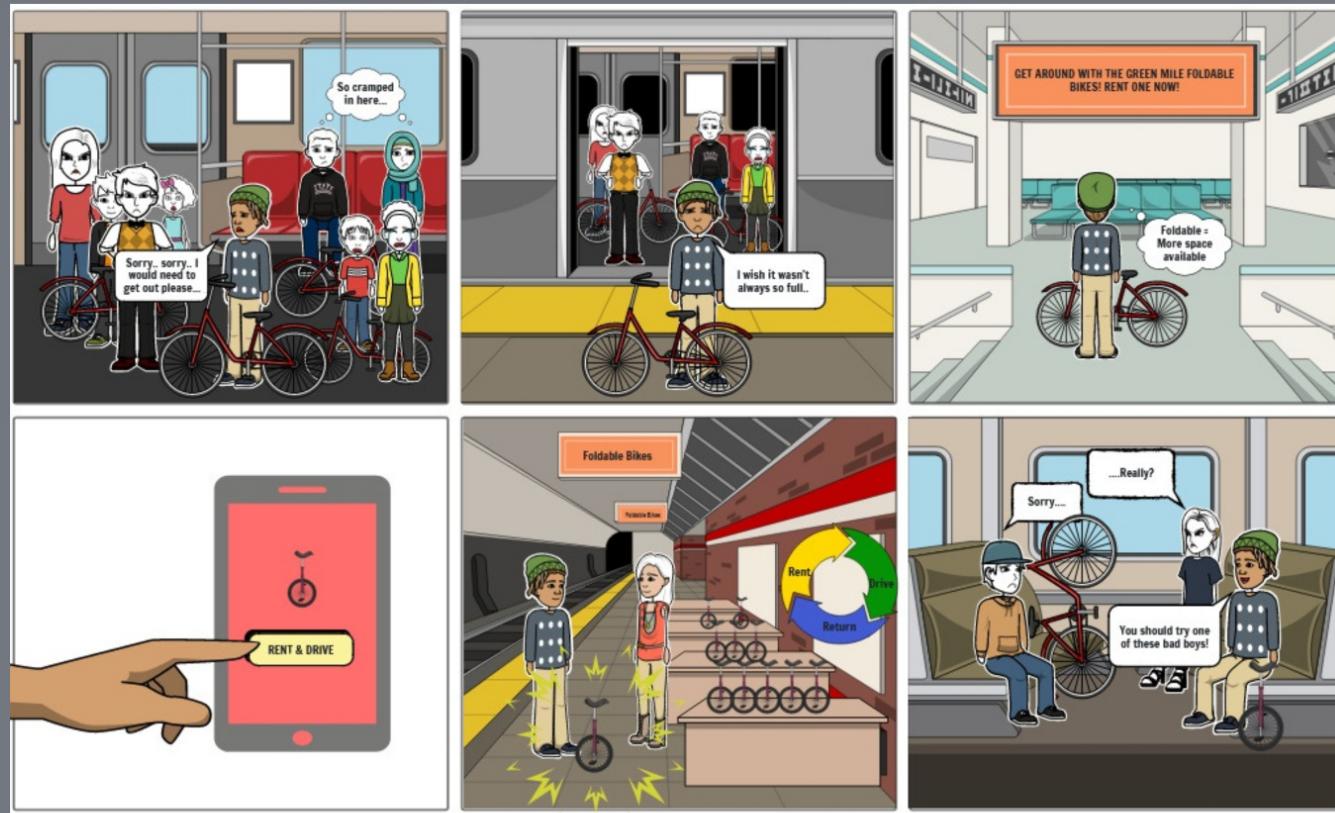


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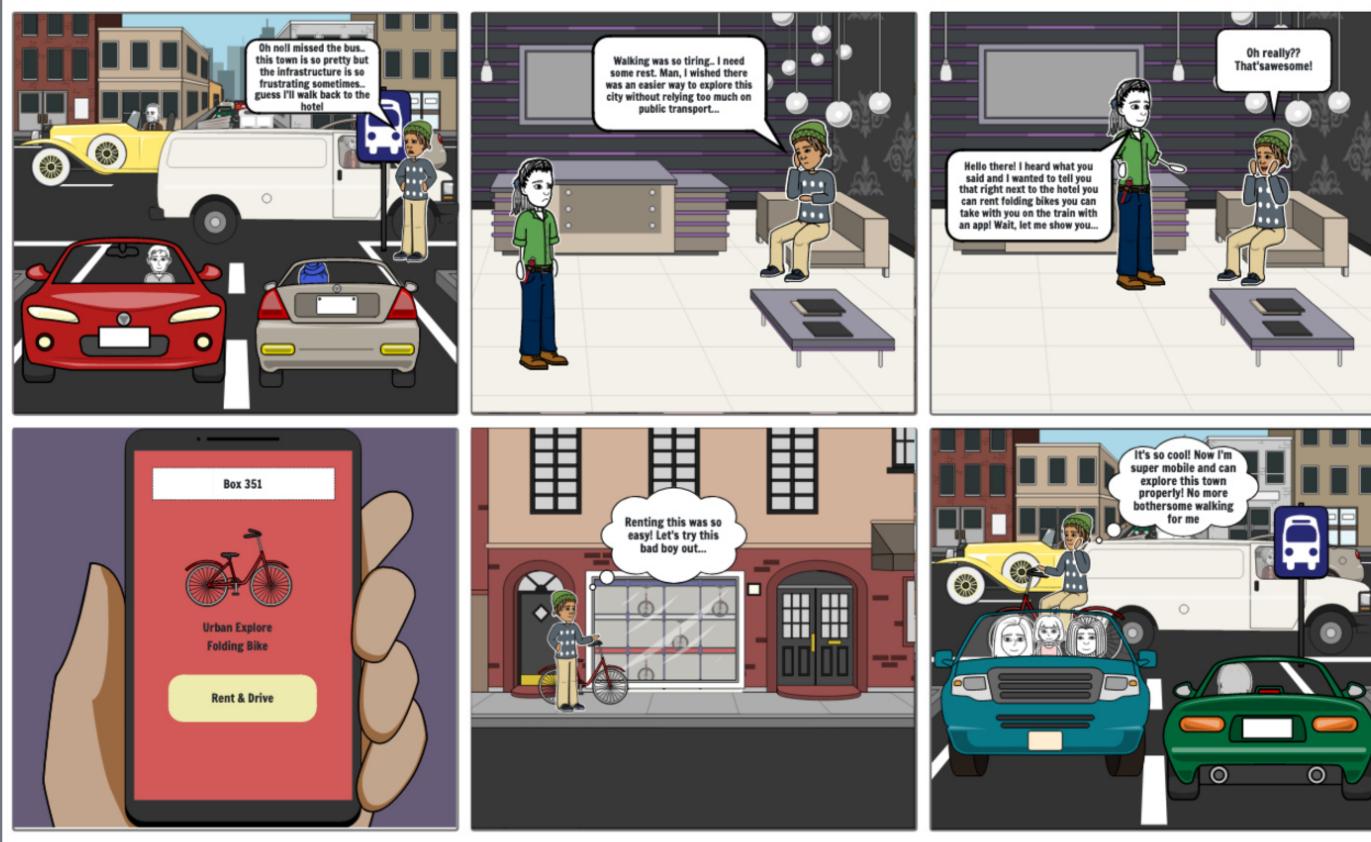
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The first storyboard - broad market



The new storyboard

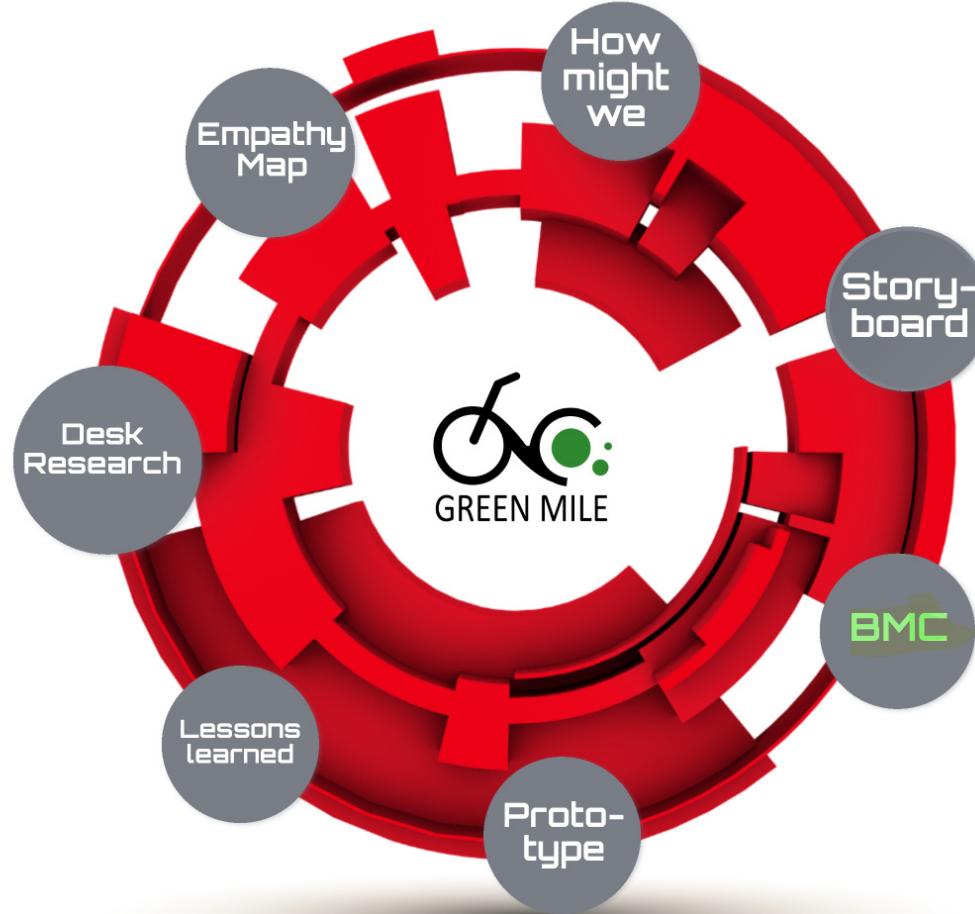


The idea illustrated as storyboard



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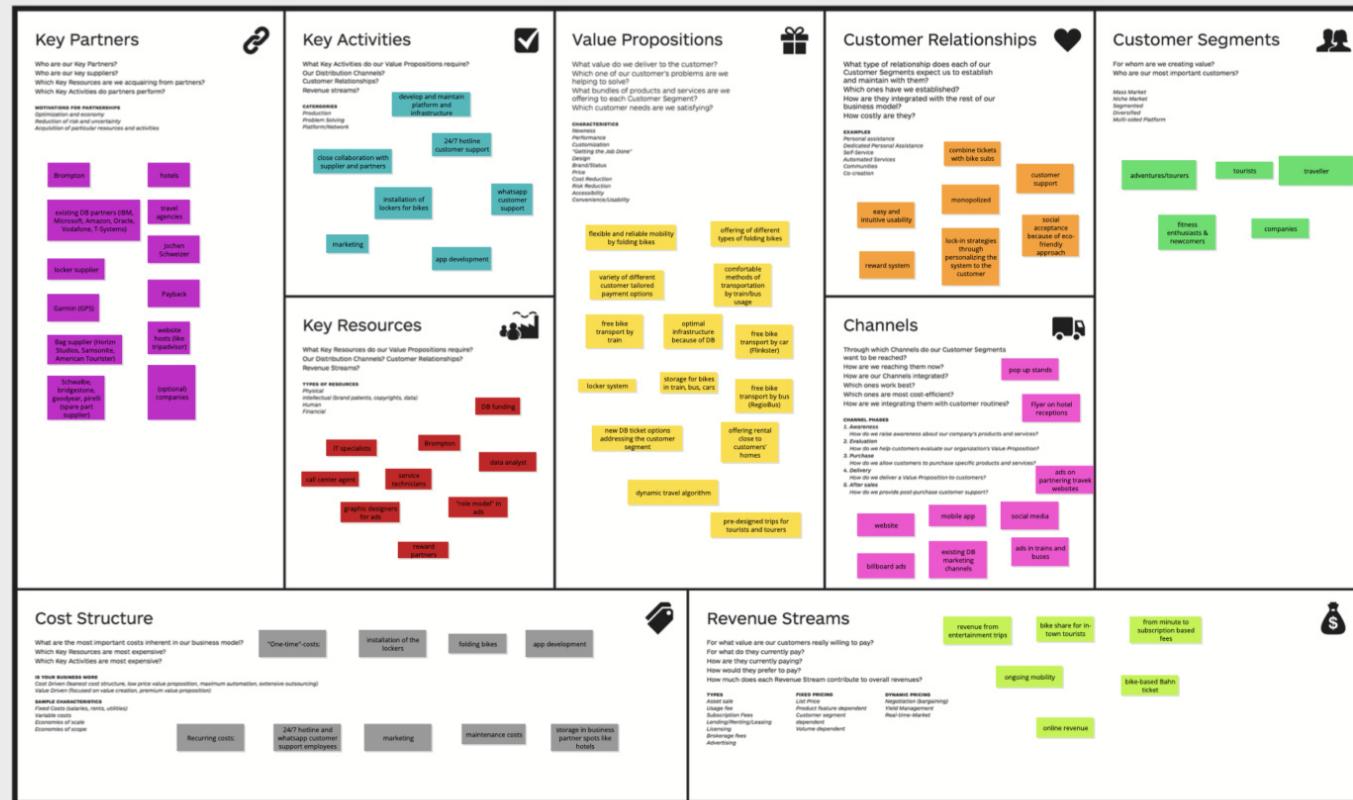
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The Business Model Canvas

Designed for: DB Connect Designed by: Green Mile Date: 25th Nov 2021 Version: 2.1



DESIGNED BY: Business Model Foundry AG

The makers of Business Model Generation and Strategyzer

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hips



Customer Segments



For whom are we creating value?

Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

customer support

social acceptance because of eco-friendly approach

adventures/tourers

tourists

traveller

fitness enthusiasts & newcomers

companies

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS

Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Brompton

hotels

existing DB partners (IBM,
Microsoft, Amazon, Oracle,
Vodafone, T-Systems)

travel
agencies

locker supplier

Jochen
Schweizer

Garmin (GPS)

Payback

Bag supplier (Horizn
Studios, Samsonite,
American Tourister)

website
hosts (like
tripadvisor)



Key Activities

What Key Activities do our Value Pro
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES

Production
Problem Solving
Platform/Network

devel
P
in

close collaboration with
supplier and partners

installation
lockers for b

marketing

Key Resources

What Key Resources do our Value Pro
Our Distribution Channels? Customer



Key Activities

What Key Activities do our Value Propositions require?

Our Distribution Channels?

Customer Relationships?

Revenue streams?

CATEGORIES

Production

Problem Solving

Platform/Network

develop and maintain
platform and
infrastructure

close collaboration with
supplier and partners

24/7 hotline
customer support

installation of
lockers for bikes

whatsapp
customer
support

marketing

app development

flexible and reliable
by folding b



Value Pro

What value do we de

Which one of our cut
helping to solve?

What bundles of pro
offering to each Cust

Which customer nee

CHARACTERISTICS

Newness

Performance

Customization

"Getting the Job Done"

Design

Brand/Status

Price

Cost Reduction

Risk Reduction

Accessibility

Convenience/Usability

Key Resources



free
transp
tra

locker sys

new
addr

TYPES OF RESOURCES

Physical

Intellectual (brand/patents, copyrights, data)

Human

Financial

DB funding

data analyst

"role model" in
ads

reward
partners

IT specialists

Brompton

call center agent

service
technicians

graphic designers
for ads



Key Activities

What Key Activities do our Value Propositions require?

Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platform/Network

close collaboration with supplier and partners

develop and maintain platform and infrastructure

24/7 hotline customer support

installation of lockers for bikes

whatsapp customer support

marketing

app development



Value Propositions

What value do we deliver to the customer?

Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS

Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

flexible and reliable mobility by folding bikes

offering of different types of folding bikes

variety of different customer tailored payment options

comfortable methods of transportation by train/bus usage

free bike transport by train

optimal infrastructure because of DB

free bike transport by car (Flinkster)

locker system

storage for bikes in train, bus, cars

free bike transport by bus (RegioBus)

new DB ticket options addressing the customer segment

offering rental close to customers' homes

dynamic travel algorithm



Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES

Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

combine tickets with bike subs

monopolized

customer support

easy and intuitive usability

reward system

lock-in strategies through personalizing the system to the customer

social acceptance because of friend approach

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?

Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

DB funding

IT specialists

Brompton

data analyst

call center agent

service technicians

Channels

Through which Channels do our Customer Segments want to be reached?

How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

pop up stands

Flyer on reception

CHANNEL PHASES

1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

a partner with

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Customer Relationships ❤

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lock-in strategies
through
personalizing the
system to the
customer

offering of different
types of folding bikes

comfortable
methods of
transportation
by train/bus

Customer Se

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adventures/tourers

fitness
enthusiasts &
newcomers

by train/bus
usage

free bike
transport by car
(Flinkster)

free bike
transport by bus
(RegioBus)

offering rental
close to
customers'
homes

re-designed trips for
tourists and tourers

Channels



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How are we reaching them now?

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pop up stands

Flyer on hotel
receptions

CHANNEL PHASES

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How do we provide post-purchase customer support?

ads on
partnering travel
websites

website

mobile app

social media

existing DB
marketing

ads in trains and
buses



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Graphical Prototype

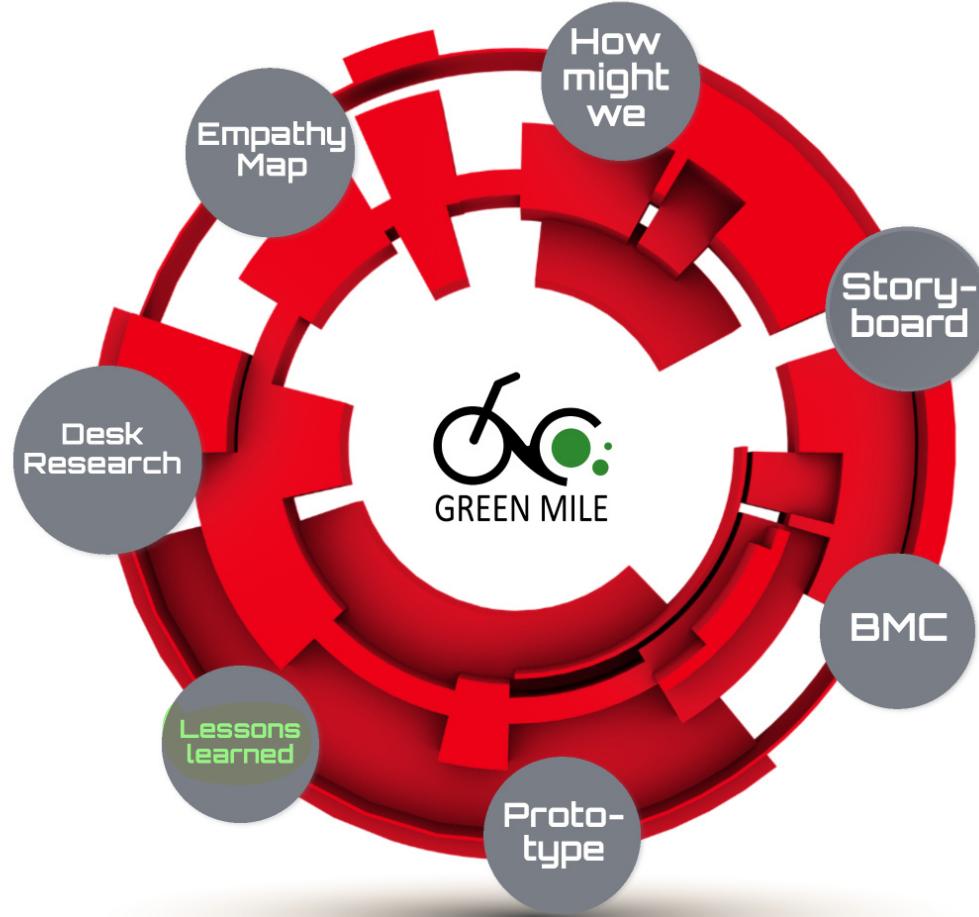
using



Figma with student license



[github wiki](#)



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What have we learned?

- Figma, Prezi and GitHub
- remote communication
- collection and gathering of information
- diverging and converging of ideas
- international team coordination
- creation of empathy maps, storyboards and business model canvases
- self-reliant time management