NBT Proposal

Samsung Bike (S-Bike)
Cortato Potner

In partnership with
SAMSUNG

Target Users

- Commuters looking for fun and interactive way of commuting
- Bikers, Bike enthusiasts
- Age group: 16 - 50 years old

PM Approach

Agile, a lightweight framework, will be used in this project. It will allow the development team adjust and adapt easily to the ever changing needs of the consumers.

Inspiration

This application is inspired by **Singapore's bike sharing applications** such as Obike, Mobike and Ofo. Although bike sharing has been a practice in Singapore, it is a challenge to make the idea suitable for the Philippines since biking is not a well established transportation option.

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Development

Accommodating and distributing bikes around Metro Manila, and releasing the coded application would take a **year and a half** after the contest (with Quality Assurance).

Motivating Users

Users will be motivated to use the application by marketing **how much consumers can save** by biking to their destinations than riding trains, cabs, jeeps and the like. **Coupons, referral incentives, and usage incentives** can boost user usage.

Profit

Similar to Grab, Samsung will be able to gain profit for **every time a consumer uses the bike**. Through a fixed fee per km, the application will be able to compute the bike usage fee. Aside from this, Samsung may also gain profit through **ads** in the long run.

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Review of Related Literature

Biking as an Alternative Mode of Transportation

Why Bike?

With this fact sheet, you can overcome common barriers keeping you from becoming your own mode of transportation, and bettering your life because of it. According to the U.S. Census Bureau, "creating new infrastructure and altering existing infrastructure to accommodate bicycling and walking has become a goal for several metropolitan planning organizations across the United States" (McKenzie & Rapino, 2011). Now is a great time to take advantage of this shifting focus away from vehicle commuting and delve into a healthier and cheaper mode of transportation: Cycling.

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Proposal Summary

We will make a mobile application where the users will be able to **rent** a specific **bike** from a station by scanning a QR Code. After that users finished using the bike. They should **return** the bike to another station and **pay for the rental fee**.

Core Technology

- Android
- Database
- UI
- Firebase

Expected Results

The benefit of this is that given the intense traffic on the country. It is easier to get from one place to another through a means of bike transportation. This **fare** would then be charged by the traveled distance with a base rate of 10 pesos.

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