

## **Project Description - Group Tangela**

Our idea consists of a web based platform that brings together renters and rentees of bicycles - "The Airbnb of bikes".

We want to start out by offering bike rentals across Sweden. This idea could later be scaled to serve larger geographic areas and/or additional modes of transportation.

City-wide bike rental companies are already active in some of the largest cities in Sweden, but our solution offers a much broader value proposition. Our bikes can be rented by the hour, day or week, which means that we are an option for locals who need to run errands, tourists looking to explore the area or even people going on weeklong biking vacations. Thanks to a large network of bike owners who are willing to rent out their bikes, we can offer anything from rusty budget bikes to advanced mountain bikes or road racers. This means that our platform can serve almost any biking need!

We have partnered\* with a major insurance company to protect our renters, as well as the largest payment solution provider in Sweden in order to protect our rentees. In addition, we have secured a company that will provide our first 500 renters with a free smart bicycle lock in order to simplify the process of renting bikes out to strangers. We also provide a rating service where renters can rate the individuals renting their bikes, and where rentees can rate the product and the person renting them out. This will help our community of users self regulate and encourage good behavior.

We are here to offer our customers a quick registration process, a secure payment procedure and a simple booking system!

Tiny Dictionary:

Renter - the person owning and renting out the bikes

Rentee - the person renting bikes

\* The partners are works in progress/fictional