**Questions for Tyler’s Bird contact (Cameron Kilberg)**

1. Can you share about the “University Pop-Up Tour” and how Bird aims to use this in expanding to college campuses?
2. Bird and Lime have similar, if not identical, pricing models for users, how does Bird hope to attract users more than competitors?
3. What would you say is the greatest barrier in expanding to colleges? Challenges with colleges?
4. How does Bird plan to enter a market where alternatives may already be present?
5. As you enter Charlottesville through the pilot program, are they any UVA-specific worries you and Bird may have?
6. College students tend to be a bit more reckless about things (ie. I read an article about students at USC using scooters to get home after a night out instead of taking an Uber), does this concern Bird?-->Believes 9 o’clock scooter removal serves to remove this problem
7. Could you touch on the incident with Bird at VCU and what made UVA different?
8. I found an estimated total number of Bird users at 2 million, does this number seem accurate?
9. Do any Charlottesville or UVA regulations sit unfavorably with Bird?
10. Charlottesville has proposed a 100 scooter cap with the opportunity to expand by 25% given signs of success in the area, how does Bird plan to handle this and what number of scooters would you think Bird would have in Charlottesville by the end of the pilot program?
11. We have identified several financial levers for bird, which are largely under your control-->3 of which are the gig economy, life of scooters, and number of rides per scooter per day, are there any other levers which you consider very prominent?-->Not a finance girl but agrees with these 3
12. What is the average life time per scooter at Bird? Lifetime rides per scooter? What affects this? Would it be different in a college town like UVA especially because of the hilly terrain? (30 mile battery)-->improved over time
13. How many of the 100 go to uva-->Going to try to set up new regulations with UVA, new limits
14. How much are “chargers” in the gig economy paid?-->$5

**Answers**

1.They stopped doing the pop up tours. REach out to universities. Won’t launch on private campuses without approval. 30 cities within a month that were college towns.

2. Quality of product, where the scooters are nested, a good relationship with the university,

3.

4.

5.None, cautious. Not riding on the lawn and parking issues. Community mode - report bad parking if you find a scooter somewhere , photo at the end of the ride.

6.

7. Friendly with VCU. Couldn’t make an agreement with VCU because they were within the city.

8.

9. Not bad, but not great. The scooter cap doesn't make sense to bird. They would prefer to have the city let bird use that market to determine . Not a fan of letting two providers into charlottesville, rather have one provider have a catered program. In Atalanta

10. WOuld rather be able to grow at an appropriate rate that's consistent with the data provided. Don’t have enough data to base an ideal number.

11. Doesn’t know too much, would most likely be more costly to bird to not use the gig economy

12.Doesn’t change rate paid to chargers. Uses a bounty system to move a scooter to a preferred location.

* UVA is the ideal location, not necessarily charlottesville, density, age, range, adoption rate.
* Not sure if lime is the other scooter company. City is moving a little slow, ready to ship out after thanksgiving , but bureaucracy.
* Find out what the needs and concerns of the university is.
* Not worried about the bus system being a competitor
  + Docked bike systems are, not very worried (no data to back it up)
  + Jump, has dockless e bikes, most likely not coming
* City has approved the dockless model, (15 birds can fit in a parking space)
* Interested in leaving scooters out later, contingent on battery life and city policy
* Batteries have gotten better, and scooters are lighter and stronger.
  + Average of 30 miles
* Standard number of rides is really 3 not 4
* Confident they’ll hit the quota
* Confident they’ll get up the hills, tested in arlington
* No numbers to give post pilot program, ideally want to be able to determine number of scooter based off of the market not caps
* Nesting n private property does not fall under the cap
* Virtual fencing is used very sparsely due to technology limitations

**Situation/Complication:**

In August, Charlottesville received an application for a business license to operate electric foot scooters in the city, a recently new form of urban transportation similar to Bike Share that is gaining momentum nationally in large urban areas and now being deployed in medium sized cities, especially those with colleges and universities. Electric scooters are similar to children’s  
“Razor” scooters, but are battery powered and can reach speeds of 15 mph. Like Bike Share,  
these systems are GPS enabled and rented using a Smartphone application for an hourly fee.  
Unlike traditional bike share, the systems are “dockless,” meaning they do not require the  
infrastructure of a docking station — scooters can be parked within a defined area or along the  
sidewalk.

Since contemplating the entrance of e-scooters, Charlottesville has developed a pilot project to provide structure to the operation and use of Dockless Bicycles and Electric Scooters (aka Dockless Mobility Devices) to evaluate their impacts. Dockless Mobility Devices include pedal bikes, electric-assist bikes (e-bikes), and electric-assist scooters (e-scooters) that do not require a station. In addition to the city of Charlottesville, the University of Virginia has issued statements regarding additional regulations on e-scooter usage across Grounds specifically. As a group, we are wondering how the one of the biggest e-scooter companies, BIRD, should attract usage from University students in particular. With stiff competition from UTS buses and UBikes, it is essential that BIRD design a strategy to maintain safety, comply with University standards, and attract attention from students.

Source: <http://www.charlottesville.org/home/showdocument?id=63527> ; City of Charlottesville City Council Meeting, November 5th

**Key Questions:**

* **How can Bird enter UVA and design a pilot program to beat its competitors?**
* How should Bird alter its traditional strategy to follow the new regulations put forth by the city of Charlottesville?
* How can Bird compete with current ways that students travel around? - UVA buses, UBikes, Uber, etc.
* How can Bird distribute the maximum number of scooters allowed by the Pilot program (100)?
* How long will it take Bird to become profitable in the Charlottesville area? (Breakeven of 100 scooters accounting for damage, loss, etc.)

**High Level Hypothesis:**

In entering UVA’s market, it is necessary for Bird to enter by marketing effectively, pleasing University administration, and offering the most convenient transportation option for students.

To analyze our hypothesis, we will focus our research on three core buckets: Bird’s lessons learned across college campuses, UVA’s transportation market opportunity, and integration with both UVA students and regulations.