Meg:

* Promotions: Promote “Give a ride, get a ride”during Bird sponsored UVA events and hand out free helmets on the corner. Involve social media brand ambassadors before launch.
* Policy: Hold a town hall meeting with Bird, UVA, and student representatives before Bird scooters land on campus to discuss proper policy and appropriate nest locations. Give low-income or work-study students priority in signing up to be “chargers.” Expand Bird Watchers program before getting scooters on the ground at UVA.

Vivian:

* Legal/Liability - Require people to register via app and UVA, signing an agreement to use the scooters safely; have people get rated (like uber) on safe usage practices
* Covering costs - Require one time $50 registration cost to cover startup costs and potential damage
* Beating competition - providing reliable services (chargers also trained to repair scooters)
* Focus on distribution streams - work with apartment complexes to put stations there, not only at on-grounds dorms

Keyu:

* Student Ambassadors - hire interns from UVA, provide them with stipends and training to serve as marketing interns for expansion for Bird
  + Hire interns(each work for Brid for 3 months) then we hire another round of intenr, use their
* Work with Cav Advantage, 90% discount if you pay with CavAdvantage
* Give Free Rides: 7 days of free rides to first years and transfers
* Free rides to parents and HS Students who come to UVA to check out the school
* Sponsor clubs to increase exposure of BIRD to UVA students and organizations
* Ads on Cav Daily

Tosan:

* Create a system for university students exclusively to be able to pay some initial price in the beginning of the semester to get a number of rides (like dining hall swipes)
* Be able to pay for rides with plus dollars

Tyler:

* When entering the UVA market, BIRD should host on-grounds info events
* Offer incentives to get students to come and spread buzz about BIRD
* The events will inform students about BIRD and proper/safe device usage which will help spread the word about BIRD on grounds, shows school officials that we are making an effort for safety and compliance. Event attendees will be able to sign in and get access to a code for free ride/discounts as incentive

**CONSOLIDATED:**

**GOOD PILOT SYSTEM**

***Dealing with regulation, getting students to adopt***

**Students:**

* Allow students to pay with alternative payments - plus dollars, CavAdvantage, or a Scooter Swipes plan (like dining hall swipes, but for scooters)
  + Initial free swipes can be part of a signup program
* Hire student ambassadors who are given stipends, handouts (stickers/socks/shirts/bags/etc), and can give presentations/table to their peers about BIRD and scooter safety
* Require people to register via app and UVA, signing an agreement to use the scooters safely; have people get rated (like uber) on safe usage practices
* Application tracks location while on scooter, does not allow parking at some places
* Promotions:
  + Free helmets on the corner
  + Presentations with free giveaways
  + Free rides to parents and visiting HS students on tour
  + 7 days of free rides to transfers/first years as a “welcome to grounds”

**Administration/Community:**

* Movement to provide transportation to lower income population
* Distribution streams not just at on-grounds dorms, but also around apartment complexes and popular locations
* Social media promotions and ambassador hiring before arrival of BIRD on grounds
* Hold a town hall meeting with Bird, UVA, and student representatives before Bird scooters land on campus to discuss proper policy and appropriate nest locations. Give low-income or work-study students priority in signing up to be “chargers.” Expand Bird Watchers program before getting scooters on the ground at UVA.
  + “Chargers” - part time employees in charge of maintaining/repairing BIRD scooters

**From Research: How to not be UBike**

* Company:
  + Looking at effective ways to increase early adoption, make up for sunk costs
    - Promotions → Get people onboard quickly, informational session, brand ambassadors
* Competition:
  + Focusing on distribution streams; Making it more accessible - more “Bird Nests”
    - Not just around dorms like UBikes
    - Work with off-grounds properties
  + Allow for a “swipe” system or membership for convenience
* Integration:
  + Clear communication with administration, working with parking and transportation office
    - Geofencing → track locations of scooters, make sure they’re in appropriate areas

Theme: Driving adoption quickly (Promotions, Regulations, and others can be covered quickly) → Good pilot program

**RISKS - Likelihood/Severity Harvey Balls**

* Bad Customer Impression & University Relation
* Risk of other Scooter Competitors entering
* Loss of Revenue - if we don’t get enough riders
* Liability - riders getting hurt
  + Issue Tree  
      
    Root: Develop a strong pilot program, targeting early consumer adoption, to create a strong foundation for Bird at UVA  
      
    Child 1: Capitalize on Bird’s strength in the young adult consumer demographic  
    Around 56% of UVA students view Bird in a positive way. 30% of the population is neutral to Bird and can, therefore, be seen as potential customers given the right marketing.   
    Very cost effective form of transportation. $1 to initiate ride, and $0.15 per minute afterward.  
    For Bird to be profitable, they need to achieve close to 3 rides per scooter per day. Ideally, this should be reached within the first month of the rollout.   
    Child 2: Emphasizing accessibility in comparison to competitors at UVA  
    Bird is positioned well in UVA market being both accessible and typically having a positive user experience  
    UVA students transportation needs to depend on the transportations location and timing, based on frequent and infrequent users respectively.  
    Majority of students who rarely use UVA transport have a positive opinion about Bird, while the majority of students who use UVA transport more than 5 times a week are unsure of how to feel about Bird’s arrival.  
    Child 3: Operating in conjunction with university regulation and responding to student preferences  
    U-Bikes is extremely underutilized at UVA due to a number of different factors  
    Making sure to adhere to University regulation is of the utmost importance  
    Students have many preferences that they would love Bird implement before arriving such as info sessions, payment plans, and location prioritization.