**Sources:**

Scooters to C’ville - [Cavalier Daily](http://www.cavalierdaily.com/article/2018/11/city-council-approves-pilot-program-for-electric-scooter-operation-in-charlottesville)

Pricing Model - [CNN Money](https://money.cnn.com/2018/07/09/technology/bird-valuation/index.html)

Financials - [BIRD's Financials](https://techcrunch.com/2018/04/10/how-to-understand-the-financial-levers-in-your-business/)

**Context Document Due Wednesday:** <https://docs.google.com/document/d/1siv0XE2bgmDfKOwKpAq-hOJDJj9_d2aZlip1nI2EnWs/edit?usp=sharing>

Presentation thoughts:

* Failed in these cities because … but will be successful in charlottesville because …
* Question: how can bird enter charlottesville and design a pilot program that will beat its competitors?

(Tyler Notes):

<http://www.charlottesville.org/departments-and-services/departments-h-z/neighborhood-development-services/scooters-and-dockless-bike-share>

(Cville scooter pilot)

<http://www.charlottesville.org/home/showdocument?id=63527>

(Cville city council meeting scooter agenda)

<http://www.charlottesville.org/home/showdocument?id=63523>

(Company application form to provide scooter services in cville)

<http://www.charlottesville.org/home/showdocument?id=63525>

(Regulations for pilot program in Cville)

<http://housing.virginia.edu/prohibited-items>

(UVA housing prohibits vehicles from being brought inside)

(Gig economy charging problems for Bird?)

<http://ubike.virginia.edu/>

(UBike prices listed in link-->indirect UVA competitor of Bird)

-Permittees shall have an initial maximum fleet of 100 bicycles or e-scooters. However, if the Permittee can demonstrate an average of at least four (4) trips per operational device per day over a full month, and compliance with this program’s requirements, the Permittee may request in writing to expand its fleet size by 25%--> use for financial model

A huge initial obstacle for Bird is surpassing initial regulation when entering new areas. Sometimes they’ll just enter against regulator’s wishes then appeal to high customer demand to keep the scooters on the streets then work with regulators who already know their constituents love their service (incumbents want to keep their constituents happy-->if bird can build demand from constituents then incumbents will be inclined to work w Bird). Even though this typically works and follows the same strategy that Uber used in their initial implementation, they did not have to do this in Charlottesville. Charlottesville was willing to react promptly to Bird’s offering and work with them right away, signaling immediate cooperation from Cville regulators and a desire for their service. What we may want to look at is Bird as a company, how regulation that has already been established by cville government will affect Bird financially and service-wise, and how cville’s seemingly favorable regulatory requirements will attract non-existent direct competitors along with how indirect already existent competition will affect Bird

**1. BIRD (COMPANY):**

-Model-->Place scooters throughout cities and charge $1 to start ride with $0.20 charge per minute after that-->focus on getting cars off the streets-->Traffic and pedestrian walkways big problem in Cville area especially

-How they’ve done elsewhere→ Regulations involved and how they fared w those regulations

-Gig economy-->Huge lever for profitability-->typically have waitlists for those who want to get involved with charging scooters for money (high demand to provide this service to Bird-->basically free money for the charger)

-Advantage of Bird over competitors-->it’s fun-->people like to ride Bird’s scooters-->also cheap-->efficient way to make a quick trip (UVA advantage)

**2. FINANCIAL VIABILITY IN CVILLE**

-Look at article and adjust assumptions based on regulations listed in CAVDAILY (Links i put above might be useful too) (Bird already has a method for providing its services, only city regulations will really affect this offering city by city-->look at them)

**3. COMPETITION IN CVILLE-->Cost and convenience two by two**

-Lime and other competitors that could enter and steal market share-->Keep in mind proposed 100 scooter limit from Cville regulators for pilot program-->will that change post-pilot?

-Uber as an obvious indirect competitor

-Bikes and free busses indirect

-Mopeds indirect-->Already existent-->threat or sign of demand for this type of service? (Need to register a moped, only need app for Bird)

-Keyu says bookstore sells scooters as well (could be direct, especially if motorized) (expensive in comparison)

**Another potential framework**

-Bird (Company)-->combine company and financials from above

-Market→ state of scooter market in past and future (major direct and indirect competitors in cville and beyond included)

-CVille market entry (does it make sense given cville regulations and customer metrics & what strategy should they use when entering/not)

**Additional Info**

-Partners-->Companies (could endorse Bird), governments, scooter manufacturers, chargers in the gig economy (financial lever)

-Success activities-->lobbying to alter regulation in Bird’s favor and ensure they stay favorable, develop good technology for platform, continue to raise and generate money

-Value-->cheap, environmentally sound, fun, convenient, efficient way to bypass traffic

-Gain customers-->introduction events, in-app ads, social media platforms

-Cville customers→ students, young professionals in the area, teachers, cville residents, etc (a lot)

-Cost-->scooter import from China (tarrifs), lobbying, tech development,

- Ways to portray risks graphically: see case comp book page 44

- Do a regression showing how much market share Bird would need to gain in order to be profitable (based on our assumptions of the market)

KEYU

Source

[I rode a Bird scooter 14 miles in one day. Here’s what I learned](https://www.charlotteagenda.com/132528/i-rode-a-bird-scooter-14-miles-in-one-day-heres-what-i-learned/)

Benefit:

Complete the transportation network

Problems

1. The price for consumer probably is too high,
2. **neglected to charge my phone, the thing that powers the entire scooter experience, the night before**
   1. **had to have it juiced up to unlock the scooter, pay and track my ride. I ended up pulling out my laptop in a parking lot at one point and plugging in to charge that way.**

**Solutions:**

**We can probably try to come out the price between each building**

**By using distance / speed**

**And get a estimate of how much does it cost for UVA student to use it per month**

[**Adults Are Terrorizing San Francisco On Tiny Electric Scooters**](https://www.wsj.com/articles/adults-are-terrorizing-san-francisco-on-tiny-electric-scooters-1524670611)

[Cavalier Computers sell Electric Scooters](https://www.cavaliercomputers.com/shop_product_list.asp?catalog_id=1253&catalog_name=RWxlY3RyaWMgU2Nvb3RlcnM)

Competition:

## **Razor E90 Powered Scooter**

**$129.99**

[Richmond shuts down unsanctioned scooter share system](https://www.dailyprogress.com/news/state/richmond-shuts-down-unsanctioned-scooter-share-system/article_2c4f7eac-658a-5dec-a8c1-1e499331d5a7.html)

1. **RICHMOND — The unsanctioned scooter share system that arrived in Richmond before sunrise Thursday is getting shut down.**

**Dozens of electric scooters were scattered throughout downtown and Virginia Commonwealth University’s campus. The scooters belong to a California-based company called Bird Rides Inc. The company did not inform the city before plunking the scooters on the street, a tactic it has taken in cities across the country to mixed results.**

**city spokesman Tom Byrnes. “As such, Bird is being advised we will be removing them, effective immediately.”**

**2) Riders are asked to provide driver’s license information and agree to the company’s terms and conditions. The app encourages users to wear a helmet, though helmets are not provided. It also discourages riders from taking the scooters on sidewalks.**

**1)**

**“dockless” bikeshare bikes(both pedal and electric pedal-assist)**

**Can we do dockless Bird?**

**City would require scooters to be corralled into special docking stations in unspecified locations between the Downtown Mall and the Corner to allow for Americans with Disabilities Act access and maintain uncluttered sidewalks.**

**Ness said many companies are also developing software to prevent scooters from entering certain predefined areas in municipalities by slowing them down to an unusable speed and not allowing users to end their trip through the app.**

**According to Ness, the City of Charlottesville would reserve the right to establish these “no-go zones,” citing the Downtown Mall as an example of such an area where bicycles are currently prohibited.**

**could enhance the City’s transportation network and provide a dedicated source of revenue for funding bicycle and pedestrian improvements in the area through daily device and permit application fees.**

(Meg Notes)

<https://www.theverge.com/2018/8/29/17796068/bird-scooter-govtech-platform-geofence-cities> -> “The cities we serve are Bird’s number one priority”

<https://www.theatlantic.com/ideas/archive/2018/05/fly-on-my-sleek-electric-bird/559340/>

“...in cities around the country, reliable and conveniently located public transit is not a given. And in lower-income communities, that lack of access can in turn cause a significant obstacle for access to economic opportunity. Not everyone can afford Uber or Lyft—which have often pitched their services as the answer to a lack of reliable transit—or their own cars.  
  
In those places, a cheap, convenient way to get to the closest train or bus or into city centers is often sorely needed. Shared dockless e-scooters and e-bikes can be part of a suite of more affordable solutions for cities, making it easier for users to access city centers or other places where there are more jobs. If done correctly, that could also funnel more riders to public transit systems, which could add to city revenue and help with the growth and maintenance of those systems.”

<https://www.recode.net/2018/4/29/17286194/scooters-bird-limebike-spin-san-francisco-dockless>

* In its first month in San Francisco, Bird saw 95,000 scooter rides
* The average trip on Bird was 1.5 miles

<https://www.salon.com/2018/05/06/scootergeddon-three-scooter-companies-one-exploitative-labor-model/>

Like many gig economy jobs, these workers have no benefits, receive no guaranteed minimum wage, and aren’t reimbursed for the electricity they pay for in recharging, nor the gas they use, nor the maintenance on their vehicles. Accordingly, they don't get benefits, either.

<https://wtvr.com/2018/08/29/cities-are-starting-to-give-scooter-companies-a-second-chance/>

Today you’ll find 2,000 scooters all over Austin. People love them so much — each scooter is ridden nearly 20 times daily — that their batteries often go dead by noon, JonMichael said. And it’s making life better in the city, too. JonMichael said people are taking fewer solo trips in cars, which means less congestion and pollution.

<https://www.bird.co/impact/>



40% OF CAR TRIPS ARE UNDER 3 MILES



8/10 BELIEVE CAR TRAFFIC AND POLLUTION ARE PROBLEMS IN THEIR CITY



70% WANT NEW TRANSPORTATION OPTIONS

<https://www.realcentralva.com/2018/11/13/scooters-in-charlottesville/>

In several ways, the use of electric scooters fits the city’s ethos. Charlottesville prefers to be seen as a hip city amid history, welcoming to young entrepreneurs and tech workers. The scooter trend matches that image.  
  
Charlottesville also has a long record of environmental consciousness and encouragement of alternative transportation. E-scooters are yet another way for residents to move around without resorting to automobiles and adding to pollution.

Ideas for recommendations:

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.

Expand Bird [Watchers](https://www.azcentral.com/story/news/local/arizona-education/2018/11/16/electric-scooters-arizona-state-university-campus-face-impound-bird-lime/2026132002/) program people before getting scooters on the ground

Put them near JPA and University Hall, this is where a lot of commuters need to park and they need some form of transportation to get them from these places to their job like at the hospital, for [example](https://www.cvilletomorrow.org/articles/uva-bike-program-reports-growing-number-of-trips)

Involve social media brand ambassadors before launch

<https://www.cnbc.com/2018/07/11/lime-bird-spin-why-scooter-start-ups-are-suddenly-worth-billions.html>

Most estimates suggest that these scooter startups **average about $2 to $3 in revenue from each ride**, which means a company could pull in more than $14 million in annual revenue based on the number of rides Bird reported in April, according to an analysis by Crunchbase News’ Alex Wilhelm. Even with growth in terms of riders, Wilhelm thinks a valuation in the $400 million range for a company like Bird makes more sense than in the billions.

<https://sf.curbed.com/2018/7/20/17596320/scooters-san-francisco-lime-bird-discounts-permits-students>

Bird [announced](https://www.bird.co/blog/bird-announces-one-bird) the initiative, dubbed “One Bird,” on Thursday:

One Bird eliminates the $1 base fee per ride for anyone who is currently enrolled in, or eligible for a state or federal assistance program. [...] To qualify, individuals must be currently enrolled in or eligible for a state or federal assistance program, including, but not limited to CalFresh, Medicaid, SNAP, or a discounted utility bill.

Waiving the base ride fee means that eligible riders can ride Bird for 15 cents per minute. For example, with One Bird, riders will spend about $3 on a 20-minute commute to work while a rideshare for the same trip can cost upwards of $10.

## **Charlottesville Demographics**

Charlottesville’s population is estimated to be 46,912 people. The city is just over 10 square miles, giving it a population density of 4,599 people per square mile. The population of Charlottesville is often combined with the County of Albemarle population for statistical purposes and has a total population of about 150,000 people.

The city’s population is primarily white, making up over 69% of the total population. Close to 20% of Charlottesville’s inhabitants are black, 6.4% are Asian and over 5% are Hispanic or Latino of any race. The biggest age group is 25 to 44, which makes up almost 29% of the population. Over 9% of the population is at least 65 years old, while nearly 15% are under 18. About 27% of the population lives below the federal property line. About 20% of residents in the city hold a graduate or professional degree. Charlottesville’s crime rate exceeds the national average.

<https://www.cvilletomorrow.org/articles/bike-sharing-at-uva>

The University of Virginia will unveil a fleet of 120 bicycles later this summer as part of a new bike-sharing program. The bikes will serve about 1,100 acres of UVa’s Grounds, giving riders a transport alternative.