

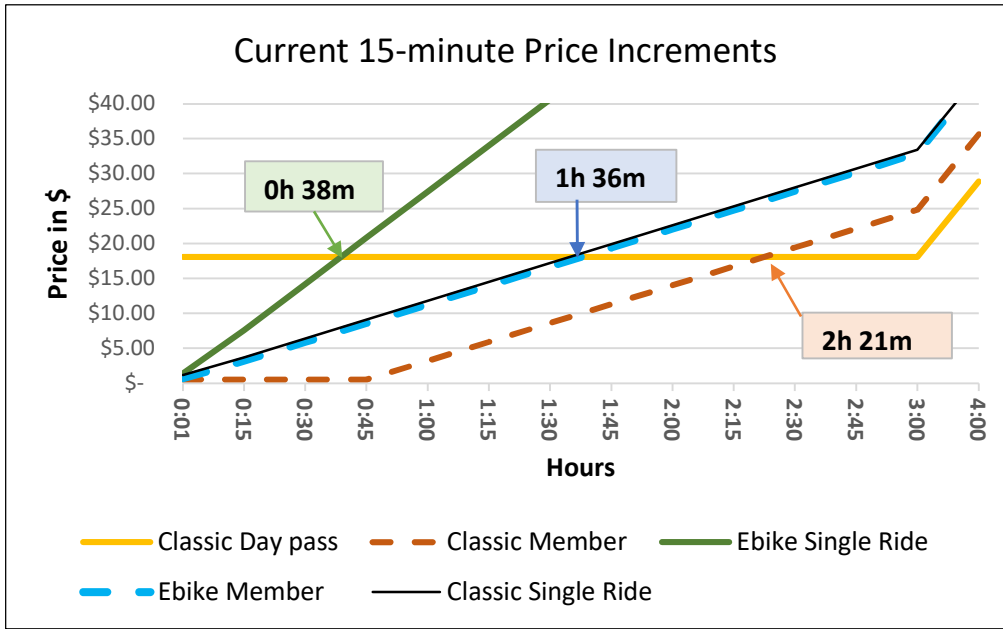
	A	B	C
1	For casuals:	Single Ride	Day Pass
2		\$1 + \$0.18/min	\$18.10/day
3		Get the app	Get a day pass
4	Classic prices	\$1 unlock + \$0.18/min	3 hours free, >\$0.18/min
5	Ebike prices	\$1 unlock + \$0.44/min	Free unlocks + \$0.44/min
6			
7	For members:	\$143.90/year	Divvy phone: 855-553-4889
8		45 min free, > \$0.18/min	
9	Classic prices	Free unlocks + \$0.29/min	
10	Ebike prices	Free unlocks + \$0.18/min	
11			
12	Member annual:	\$143.90	
13	5 days a week use:	365-104= 261	
14		143.9/261= 0.55	
15	Member price per day:	\$0.55	
16			
17		Benefits for SNAP, WIC, LIHEAP, FAFSA...	
18		Unlimited free 45-min classic rides	
19		Free unlocks	
20		\$0.05/min ebike rides	
21		\$0.10/min scooter rides	
22		Requirements: Members must be 16 or	
23		older Proof that your household receives	
24		SNAP, WIC, LIHEAP, FAFSA or public	
25		housing assistance	
26			
27	This PDF copy of the Excel spreadsheet supports the Pricing		
28	Analysis for Cyclistic (Divvy - the bicycle sharing company)		
29			
30			
31			
32			
33			

	D	E	F	G	H	I	J	K	L	M	N	O	
1	Duration	0:01	0:15	0:30	0:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	
2	Classic Day pass	\$ 18.10	\$ 18.10	\$ 18.10	\$ 18.10	\$ 18.10	\$ 18.10	\$ 18.10	\$ 18.10	\$ 18.10	\$ 18.10	\$ 18.10	
3	Classic Member	\$ 0.55	\$ 0.55	\$ 0.55	\$ 0.55	\$ 3.25	\$ 5.95	\$ 8.65	\$ 11.35	\$ 14.05	\$ 16.75	\$ 19.45	
4	Ebike Single Ride	\$ 1.44	\$ 7.60	\$ 14.20	\$ 20.80	\$ 27.40	\$ 34.00	\$ 40.60	\$ 47.20	\$ 53.80	\$ 60.40	\$ 67.00	
5	Ebike Member	\$ 0.73	\$ 3.25	\$ 5.95	\$ 8.65	\$ 11.35	\$ 14.05	\$ 16.75	\$ 19.45	\$ 22.15	\$ 24.85	\$ 27.55	
6	Classic Single Ride	\$ 1.18	\$ 3.70	\$ 6.40	\$ 9.10	\$ 11.80	\$ 14.50	\$ 17.20	\$ 19.90	\$ 22.60	\$ 25.30	\$ 28.00	
7	Below - an axillary table for formulas				0:38					1:36			2:21
8	1440 - min. in 24 hours				\$ 17.72	- Ebike - Single R. - Classic -				\$ 17.83	Ebike -Memb- Classic		\$ 17.83
9	\$ 0.55 - \$ per day Memb.			Red dollar amounts are a trip durations costing below \$18, as shown in the chart text boxes									
10	Day Pass	\$ 18.10											
11	Classic Single Ride	\$ 0.18											
12	Classic (Casual)	\$ 0.18											
13	Classic Member	\$ 0.18											
14	Ebike Single Ride	\$ 0.44											
15	Ebike Member	\$ 0.18											
16	Classic Memb. \$ for 15 min.												
17	0:15	\$ 2.70											
18													
19	Notes:												
20	1) Price table doesn't reflect all benefits, nor												
21	multiple bike rides on the same day.												
22	2) Formulas examples are on the pade 4.												
23													
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### Current 15-minute Price Increments

The chart displays the cumulative price for five different bike ride options over a 4-hour period. The y-axis represents the price in dollars, ranging from \$0 to \$40.00 in \$5.00 increments. The x-axis represents time in hours, from 0:01 to 4:00 in 15-minute intervals. The Classic Day pass is a flat line at \$18.10. The Classic Member rate increases linearly from \$0.55. The Ebike Single Ride rate increases linearly from \$1.44. The Ebike Member rate increases linearly from \$0.73. The Classic Single Ride rate increases linearly from \$1.18. Callouts indicate specific price points: 0h 38m (Ebike Single Ride), 1h 36m (Classic Member), and 2h 21m (Classic Member).

Hours	Classic Day pass	Classic Member	Ebike Single Ride	Ebike Member	Classic Single Ride
0:01	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
0:15	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
0:30	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
0:45	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
1:00	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
1:15	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
1:30	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
1:45	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
2:00	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
2:15	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
2:30	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
2:45	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
3:00	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
3:15	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
3:30	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
3:45	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18
4:00	\$18.10	\$0.55	\$1.44	\$0.73	\$1.18



	P	Q	R	S	T	U	V	W	X	Y	Z
1	2:45	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00
2	\$ 18.10	\$ 18.10	\$ 28.90	\$ 39.70	\$ 50.50	\$ 61.30	\$ 72.10	\$ 82.90	\$ 93.70	\$ 104.50	\$ 115.30
3	\$ 22.15	\$ 24.85	\$ 35.65	\$ 46.45	\$ 57.25	\$ 68.05	\$ 78.85	\$ 89.65	\$ 100.45	\$ 111.25	\$ 122.05
4	\$ 73.60	\$ 80.20	\$ 106.60	\$ 133.00	\$ 159.40	\$ 185.80	\$ 212.20	\$ 238.60	\$ 265.00	\$ 291.40	\$ 317.80
5	\$ 30.25	\$ 32.95	\$ 43.75	\$ 54.55	\$ 65.35	\$ 76.15	\$ 86.95	\$ 97.75	\$ 108.55	\$ 119.35	\$ 130.15
6	\$ 30.70	\$ 33.40	\$ 44.20	\$ 55.00	\$ 65.80	\$ 76.60	\$ 87.40	\$ 98.20	\$ 109.00	\$ 119.80	\$ 130.60



	AB	AC	AD	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO
1	Duration	0:01	0:15	0:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
2	Classic Day pass	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 22.70	\$ 25.40	\$ 28.10	\$ 30.80
3	Classic Member	\$ 0.55	\$ 0.55	\$ 0.55	\$ 0.55	2.95	\$ 5.35	\$ 7.75	\$ 10.15	\$ 12.55	\$ 14.95	\$ 17.35	\$ 19.75
4	Ebike Single Ride	\$ 1.44	\$ 7.60	\$ 20.80	\$ 27.40	\$ 34.00	\$ 40.60	\$ 47.20	\$ 53.80	\$ 60.40	\$ 67.00	\$ 73.60	\$ 80.20
5	Ebike Member	\$ 0.71	\$ 2.95	\$ 7.75	\$ 10.15	\$ 12.55	\$ 14.95	\$ 17.35	\$ 19.75	\$ 22.15	\$ 24.55	\$ 26.95	\$ 29.35
6	Classic Single Ride	\$ 1.20	\$ 4.00	\$ 10.00	\$ 13.00	\$ 16.00	\$ 19.00	\$ 22.00	\$ 25.00	\$ 28.00	\$ 31.00	\$ 34.00	\$ 37.00
7	Below - an axillary table for formulas			0:43	<< Duration >>			1:35	2:01	<< Duration >>			3:01
8	1440 - min. in 24 hours			\$ 19.92	- Ebike - Single R. - Classic -			\$ 20.00	\$ 19.91	- Ebike - Member - Classic -			\$ 19.91
9	\$ 0.55 - \$ per day Memb			Red dollar amounts indicate trip durations costing below \$20, as shown in the chart text boxes									
10	Day Pass	\$ 20.00											
11	Classic Single Ride	\$ 0.20											
12	Classic Day Pass	\$ 0.18											
13	Classic Member	\$ 0.16											
14	Ebike Single Ride	\$ 0.44											
15	Ebike Member	\$ 0.16											
16	Classic Memb. \$ for 15 min.												
17	0:15	\$ 2.40											
18	=\$AC\$10												
19	=\$AC\$13*(AH1-\$AG\$1)*\$AB\$8+\$AB\$9												
20	=\$AC\$14*AH1*\$AB\$8+ 1												
21	=\$AC\$15*AH1*\$AB\$8+\$AB\$9												
22	=\$AC\$11*AH1*\$AB\$8+1												
23	The formulas above are the output of the FORMULATEXT(AH2:AH6) function. Also, the Trace Precedents arrows show that all table data is derived from calculations.												
24													
25													
26													
27													
28													
29	Note: Column AE is hidden to fit the page size.												

New prices, 15-Minute Price Increments

Price in \$

Hours

0h 43m

1h 35m

2h 01m

\$20 for 3 hours

Classic Day pass

Ebike Member

Ebike Single Ride

Classic Single Ride

Classic Member

