

	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:
8		45 min free, > \$0.18/min	855-553-4889
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	<< Duration in text boxes >>				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.			Text boxes on the chart indicate trip durations where the cost is cheaper than a Day Pass.								
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												
24												
25												
26												
27												
28												
29												

Current 15-minute Price Increments

Price in \$

Time Intervals (h:mm)

0h 38m

1h 36m

2h 21m

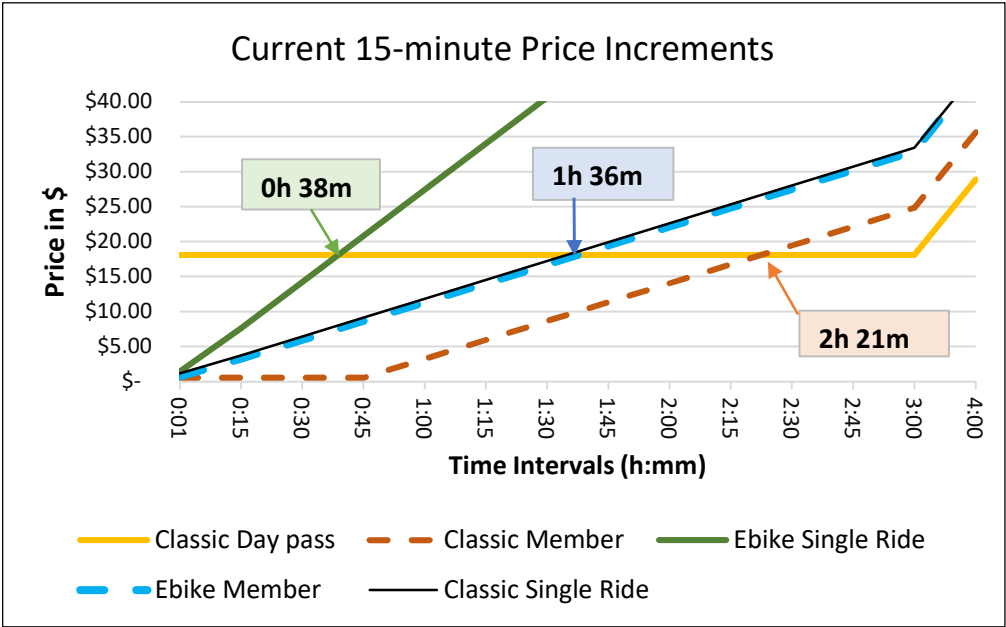
Classic Day pass

Classic Member

Ebike Single Ride

Ebike Member

Classic Single Ride



	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 in text boxes >>				1:34	2:01				3:01
8	1440 - min. in 24 hours			\$ 19.92	- Ebike - Single R. - Classic -				\$ 19.80	\$ 19.91	- Ebike - Member - Classic -			\$ 19.91
9	\$ 0.55 - \$ per day Memb			Text boxes on the chart indicate trip durations where the cost is cheaper than a Day Pass.										
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 \$

Time Intervals (h:mm)

0h 43m

1h 34m

2h 01m

\$20 for 3 hours

Classic Day pass

Classic Member

Ebike Single Ride

Ebike Member

Classic Single Ride

