

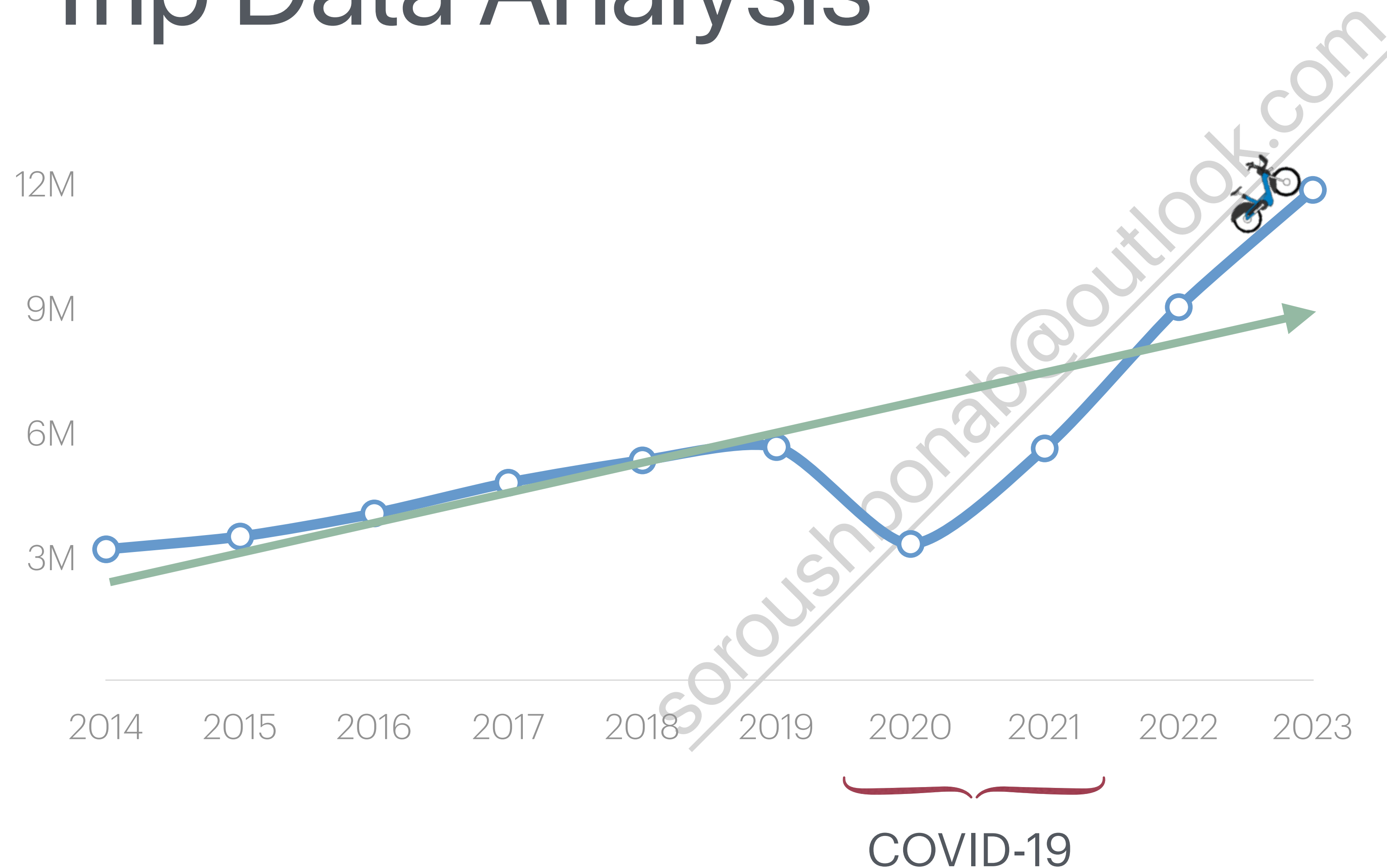
Challenges & Opportunities for Bixi

Challenges: Seasonal operation, infrastructure gaps, competition from other mobility services.

Opportunities: Growing interest in sustainable transportation, health trends, and expansion of e-bikes.



Trip Data Analysis



- Consistent growth until 2019, with a decline in 2020 due to COVID-19.
- Strong recovery in 2021 and accelerated growth in 2022, reaching 12 million trips.