

Recommendations for Bixi's Sporting Event

- Host a multi-week challenge with varying difficulty levels.
- Utilize app-based leaderboards and social sharing through Strava.
- Collaborate with local gyms, health brands, and tourism boards for prizes.



Promoting the Health Benefits of Cycling

- Focus on cardiovascular and mental health benefits.
- Use testimonials and before-and-after stories.
- Targeted ads on social media to highlight active lifestyle benefits.

