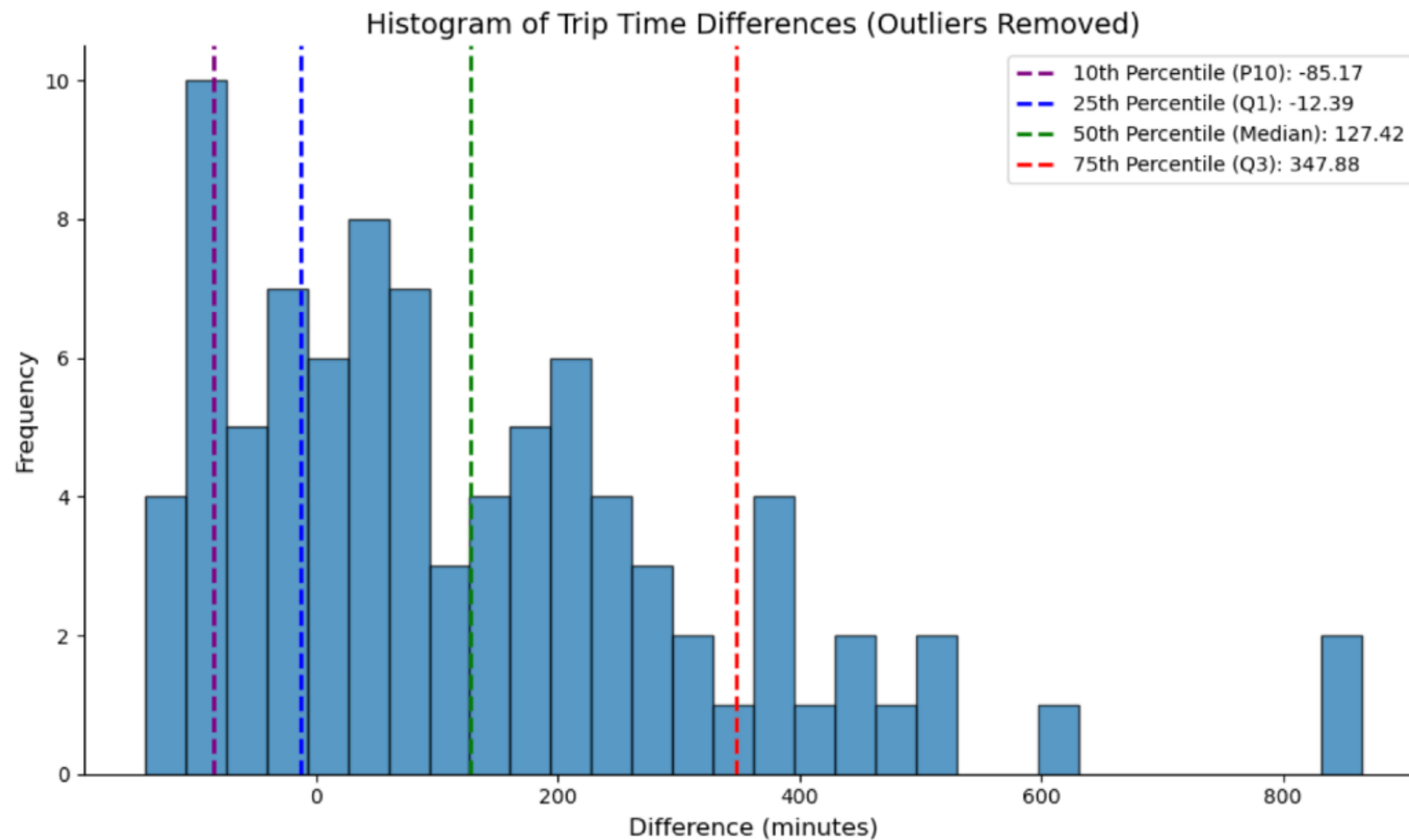


# Understanding User Physicality



- 40% of trips done by users with good physicality, 15% by those with strong physicality.
- Analysis suggests these users are prime candidates for a sporting event.
- Opportunity to convert non-member users into committed members.

# Why a Sporting Event?

- Fun, community-driven, and promotes health.
- Opportunity to attract new users and increase membership sales.
- Leverages Bixi's existing user base and health-conscious audience.

