

**b i c o**



6 1 8 1 9

**b i c o =**

bicycle + companion   
+convenience   
+community   
+copenhagen 

The Bico system encapsulates the best of Copenhagen's values, and its vision for the future. Always available at any of the 400 hubs, Bico is a reliable guide for Copenhageners and tourists, providing them with a personalized experience while traversing the city. Using a streamlined "Swipe and Go" payment structure, Bico makes renting intuitive and easy for anyone. Users can connect to each other through social networking and biking groups, allowing Bico to be more than just another bike share.



bicycle+companion

## HUBS

Bico is the perfect “companion” for Copenhagen. Hubs are across the city at 400 locations, available all day everyday. Hubs can be located by mobile, the Bico website or by its iconic green and silver color, specifically designed to compliment Copenhagen’s landscape. The hub system layout accommodates for growth or contraction based on demand.





## 1 Solar Power

Each hub is a self-sustaining unit that contains a solar panel, which is used to power the hub's locking mechanism and to charge the bicycles digital guide.

## 2 Security

Each hub has a dual-locking mechanism, securing the bicycle at both the front wheel and at the digital guide.

## 3 Iconic Visibility

Each family of hubs presents an iconic and distinguishable color and form that compliments Copenhagen's urban landscape.

## 4 No Kiosk Required

By integrating the payment system into each Bico digital guide, no kiosks are needed to rent a bicycle, allowing for a seamless payment process.

## 5 Easy Implementation

Hubs have a small footprint and self-sustaining power, allowing Hubs to be implemented in any location. Additionally the number of hubs can be expanded or contracted depending upon the demand for the area.

## BICYCLE

Bico bicycles are the “companion” that provides a personalized experience for any user. The bicycle features a payment and city guide system that allows for easy navigation of the city. Other features include expandable storage, custom parts, adjustable seat and a clean gear system. Bico embodies Copenhagen’s eco-friendly initiative as it is made from recycled aluminum and generates power as users pedal.





## 1 Payment & City Guide

The "digital guide" has a built-in payment system in addition to providing directions. While in use the digital guide serves as a city and social guide; giving recommendations, directions and access to the nearest biking tours.



## 2 Flexible Storage

The innovative storage unit can be expanded to carry anything, while staying compact when not in use.



## 3 Custom Secure Parts

The bicycle has specially built parts and internally tracked wires, preventing theft for parts. The additional security makes the bicycle robust and durable.



## 4 Adjustable Seat

Bico has a five level adjustable seat allowing a comfortable ride for all heights.



## 5 Clean Belt Drive

The grease-less belt drive combined with an internal hub gear, rather than a chain and derailleur, keeps riders clean while preventing gear slippage.



## 6 Eco-Friendly System

Each bicycle is made from recyclable materials aluminum alloy, additionally equipped with a dynamo hub, allowing the rider to contribute to powering their own digital guide.





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bicycle+convenience

# LOCATION

The Bico system provides the “convenience” of accessing a supply of 5000 + bikes located at 400 hubs. This convenience is driven by the ability to identify the location of bikes using a number of methods – mobile phone, website or through the easily identifiable green color.

## 1 Locate Hub

With the Bico mobile application, find the nearest hub and availability, and predict availability at any time based on past usage statistics.



## 2 Walk To Hub

With over 5,000 bicycles, Bico is a convenient and reliable transportation method. The distinct green and silver hubs are easily noticeable icons.



## SWIPE & GO

Bico renting is efficient and streamlined, with no memberships, no monthly fees, and no bulky kiosks because everything occurs right on the bicycle's digital guide.

### 3 Swipe Credit Card...

Each Bico bicycle is fitted with a card reader, so renting occurs right on the digital guide. It costs 5DKK for every 30 minutes of usage. Just swipe a credit card to unlock the bicycle.



### 4 ...And Go!

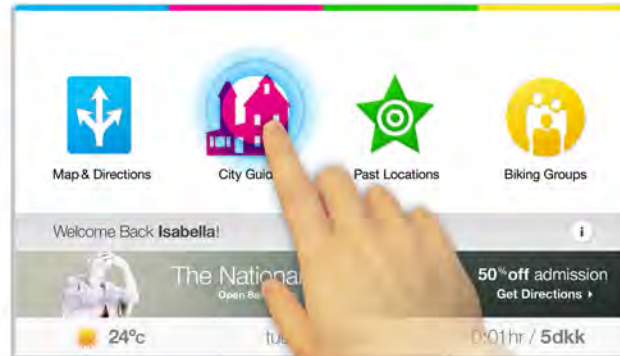
It's that easy. Remove the bicycle from the unlocked hub and go! End the rental by returning the bicycle to any available Bico hub. If the user fails to return the bike within 48 hours, their credit card is charged 3000DKK.



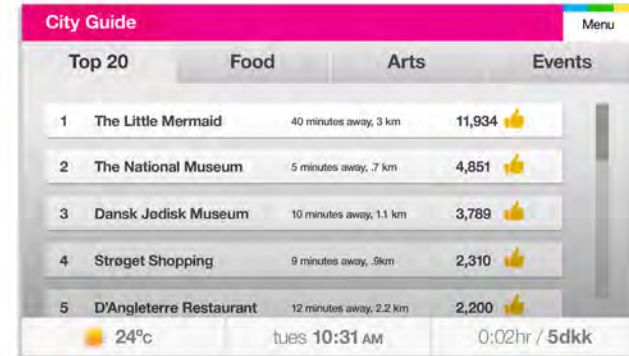
# PLACES

The Bico system also provides “convenience” through access to a unique digital guide that is personalized based on past usage. The digital guide provides access to maps and directions, a city guide, biking groups and past travelled paths. The digital guide personalizes the ride for each user, providing a convenient system for anyone from the everyday commuter to a tourist who is new to Copenhagen.

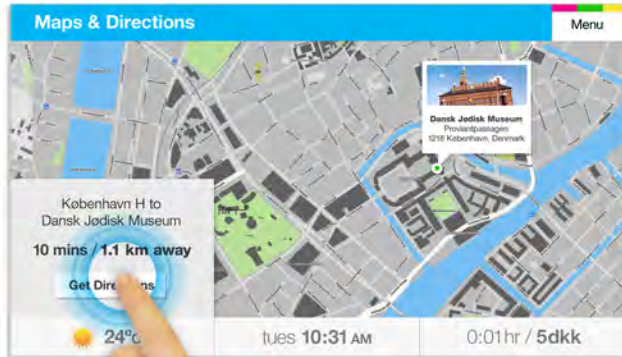
## 1 Home Screen



## 2 City Guide



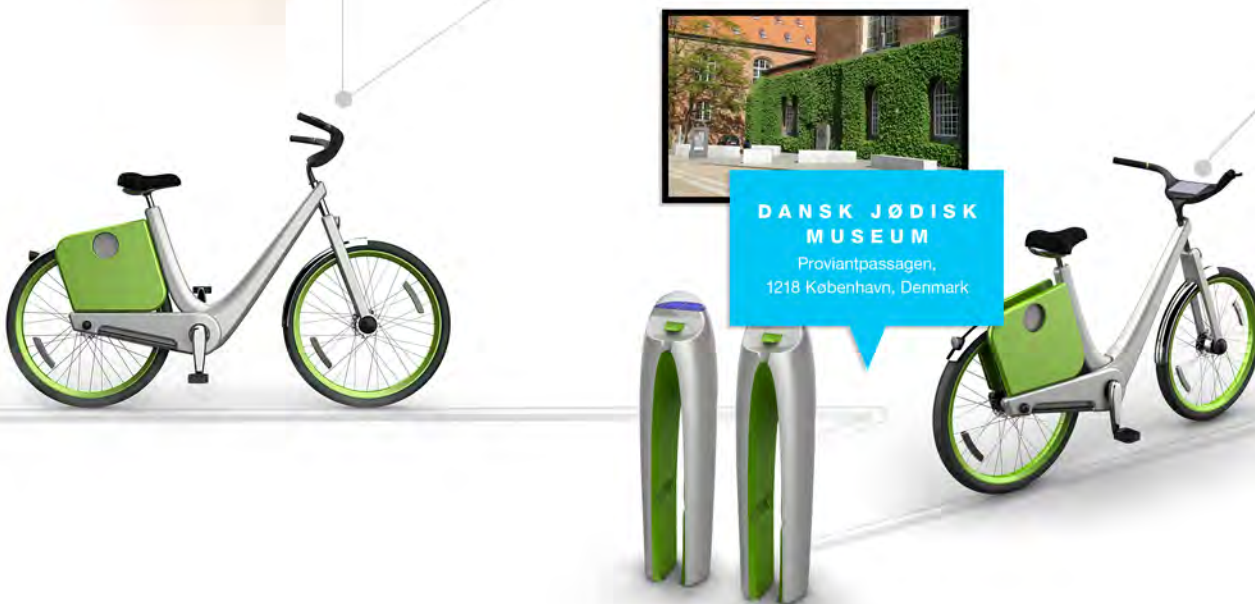
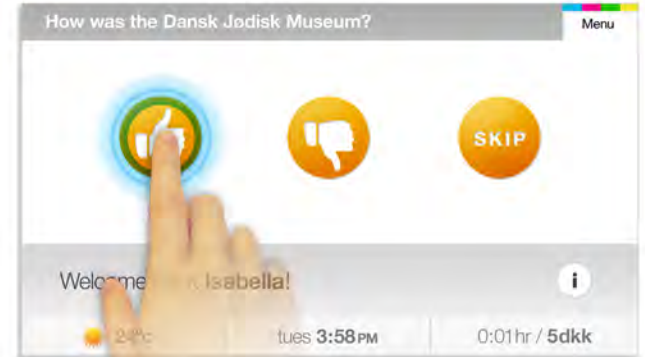
### 3 Maps and Directions



### 4 Step-by-Step Turning



### 5 Rating System





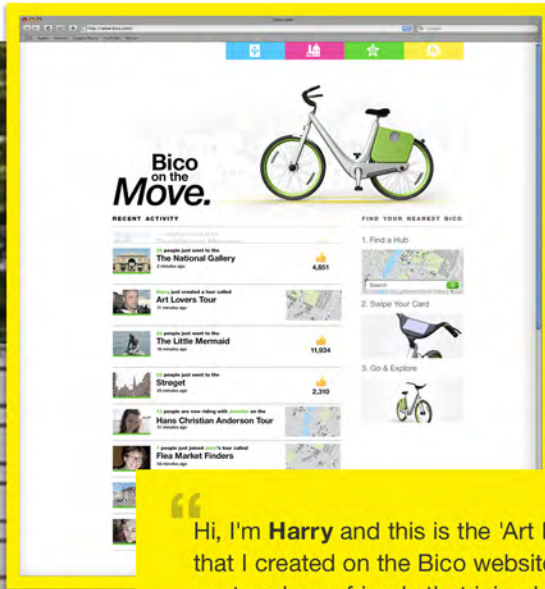


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**bicycle+community**

# PEOPLE

Bico fosters “community” between its users. This is supported by the ability to create biking tours, which get posted to Bico’s website, Facebook and other social network sites for people to join. Users can also join tours directly from their digital guide.

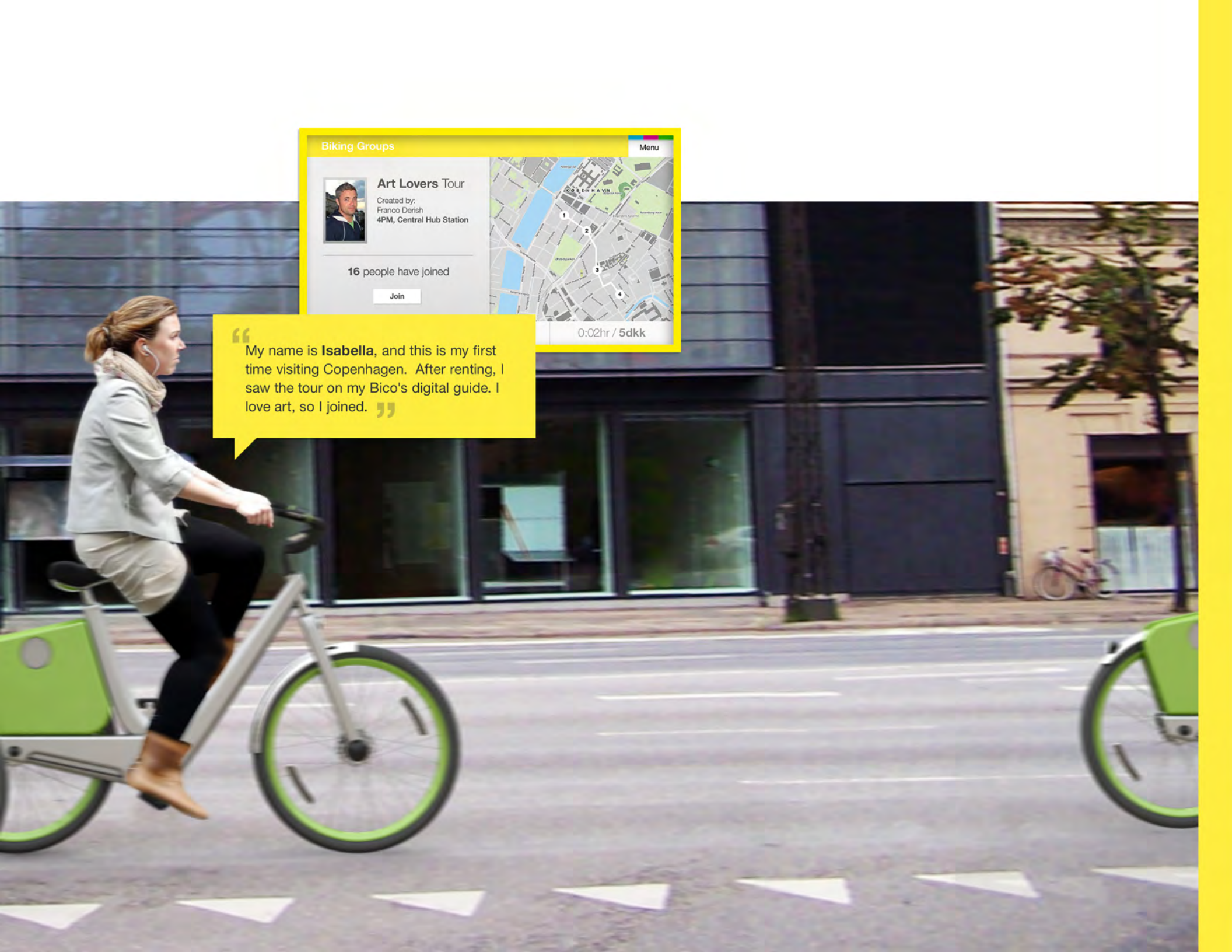


“Hi, I’m **Harry** and this is the 'Art Lovers' tour that I created on the Bico website. Meet my past and new friends that joined my tour.”




“Hello, I’m **Nick** and I’m a friend of Harry’s on Facebook. I saw that Harry added a bike tour and I wanted to see him so I joined.”





Biking Groups Menu




### Art Lovers Tour

Created by:  
Franco Derish  
4PM, Central Hub Station

16 people have joined

[Join](#)



0:02hr / 5dkk

“ My name is **Isabella**, and this is my first time visiting Copenhagen. After renting, I saw the tour on my Bico's digital guide. I love art, so I joined. ”

# JOURNEY

Bico effectively accommodates the unique needs of a variety of users. To demonstrate this following are three use cases for John “The Commuter”, Isabella “The Tourist” and Harry “The Copenhagen”.

## JOHN The Commuter

John is on the train traveling from Aarhus to Copenhagen for a client meeting. He will be arriving at Central Station in 15 minutes.



John checks his phone to see how many Bico bicycles will be available at his time of arrival. As usual, there are plenty.



John arrives at the Bico hub and selects a bicycle. He places his blueprints and laptop in the expandable storage at the back of the bicycle.



John adjusts the seat higher to fit his height of 190cm. After adjusting his bicycle, he swipes his card to unlock and leaves for his meeting.

# ISABELLA The Tourist

Isabella has been traveling around Europe with her friend Noel. The girls have just checked into their hotel.



Isabella sees that there are several biking groups on Bico's website. Both being interested in art, they join the "Art Lovers" tour for tomorrow, created by a Copenhagen named Harry.



Isabella and Noel meet the biking group at Central Station where there are others waiting for the tour to start.



When the tour starts, Isabella and Noel access the tour route on their bicycle's digital guide in the biking group section.

# HARRY The Copenhagen

Harry normally commutes to work using his bicycle, but unfortunately it was stolen and it will take a week for him to get money from his insurance company to buy a new one.



Harry decides to pick up a Bico bicycle at the station nearest to his house. The easy Swipe & Go renting system allows Harry to get his bike quickly so that he can still make his meeting.



Harry selects his office address from the past locations section on the digital guide screen.



When Harry approaches his office, his digital guide notifies him of a low-traffic discount hub location that is only 2 blocks from his destination. Harry accepts the change in route and gets a 20% discount.





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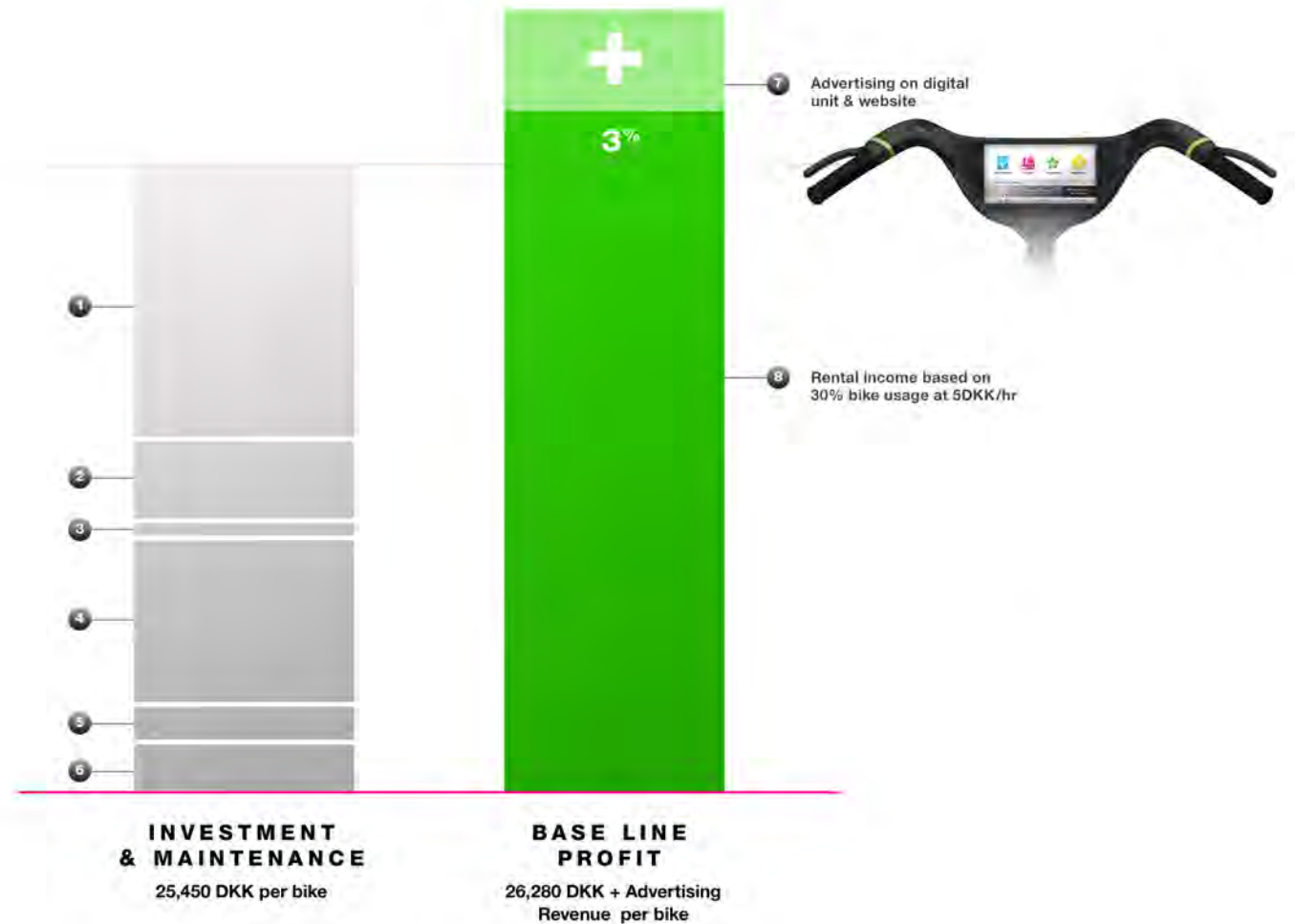
bicycle+copenhagen

## DISTRIBUTION

The Bico distribution system is customized to Copenhagen's unique capacity requirements. High traffic areas are stocked with five times the number of bikes to low density areas. However to avoid over capacity issues, especially rush hours, the Bico system will offer 20% discounts for returns to low traffic areas, encouraging a greater dispersal of bicycles.



# BUSINESS MODEL



## 1 Bicycle Investment

11,250DKK/ bicycle in annual amortization of original bike cost; assumes 22,500DKK per bike initial investment in bike (including GPS) that is amortized over 2 years to match a 2 year replacement cycle.

## 5 Hub Maintenance

1,500DKK/ hub in ongoing maintenance of hubs. Estimated based on 30% of investment that is allocated to on-going maintenance costs.

## 2 Hub Investment

3,750DKK/ hub in annual amortization of original hub cost; assumes 7500DKK/ per hub initial investment in hub that is amortized over 2 years to match a 2 year replacement cycle.

## 6 Staff & Call Centers

200DKK/ bicycle in associated call center costs. Assumes bikes will have access to a support line. 1,750DKK/ bicycle in ongoing staff costs. Assumes staff of 20-25 resources as permanent program staff.

## 3 Software Investment

250DKK/ bicycle allocation of software investments; assumes 2,500,000DKK initial investments in software that is amortized over 2 years to match 2 year software upgrade cycle.

## 7 Advertising

The bicycle digital unit and website can be used as advertising placement for shops, restaurant and more in Copenhagen, gaining variable revenue.

## 4 Bike Maintenance

6,750DKK/ bicycle in on-going maintenance. Estimated based on 30% of investment that is allocated to on-going maintenance costs.

## 8 Rental Fee Income

5DKK/ bicycle per hour at 30% usage covers all initial cost with a predicted profit of 3% which is variable depending on advertising placement.

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