



cycle

Spring. 2010

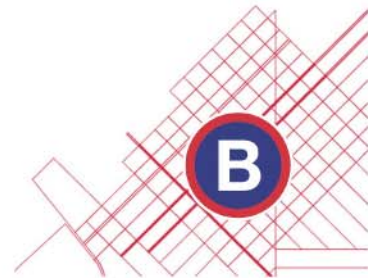


Bike Sharing Today

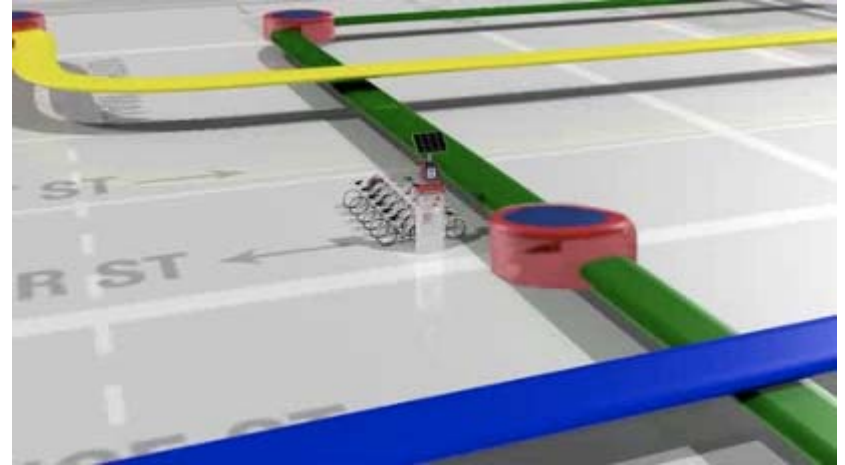


Bikes are increasingly present in all our cities today.

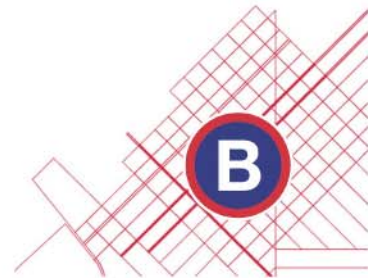
But they are not part of public transportation in our cities.



Intermodal Transportation



Current transportation models can be enhanced.



We Live in Interesting Times

Five billion gallons of fuel are wasted every year from cars idling in traffic

Those same traffic delays represent nine billion dollars in lost productivity

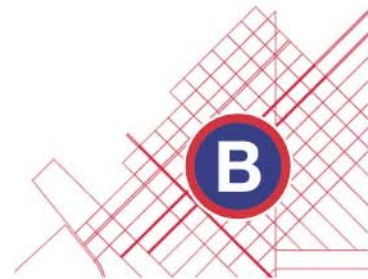
Overall, traffic congestion costs the US economy \$78 billion a year

The average commuter spends 50 hours every year stuck in traffic

Congestion is no longer limited to big cities, it's found on more than 60 percent of all urban roadways

By 2032 traffic delays will more than double and CO₂ emissions traced to congestion will reach 60 million tons

It rained for the first time on record in Antarctica this summer



Real Environmental Impact

50% of the working population commutes five miles or less to work

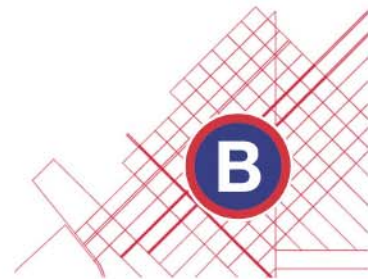
A short, four-mile round trip by bicycle keeps about 15 pounds of pollutants out of the air we breathe

The average person loses 13 pounds commuting by bike

Forty percent of all car trips are made within two miles of home

Just increasing cycling from one to one and a half percent would save 462 million gallons of fuel

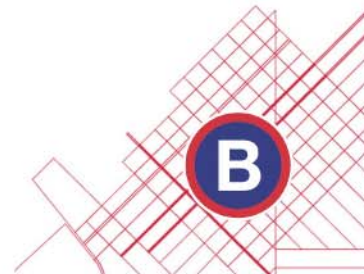
Traffic in Paris has been reduced by six percent



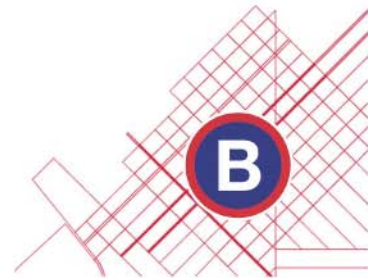
The Partners



Crispin Porter  Bogusky



Normalize the Bicycle in the USA



B-Station

Version 1 System for 2009



Product Evolution



Pilot Programs

B-cycle stations on DC mall, in partnership with the US Park Service

3 B-cycle stations in Louisville around the Humana campus

2 B-cycle stations in Denver for employees of the City.

Bike sharing at the DNC and RNC

7,523 bike rides

41,724 miles ridden

1,293,429 calories burned

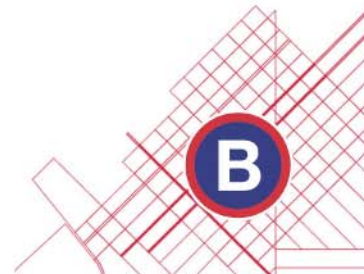
14.6 metric tons of carbon saved



Momentum

Bike sharing is building momentum.

Many US communities have expressed an active interest in Bike sharing.



2010

On April 22nd, we're launching Denver Phase 1.



Washington Park



You can unlock a Bicycle with a credit card or B members card. To sign up for a members card just go to Bicycle.com.



THIS KIOSK SPONSORED BY
YOUR FRIENDS AT



Social Networking

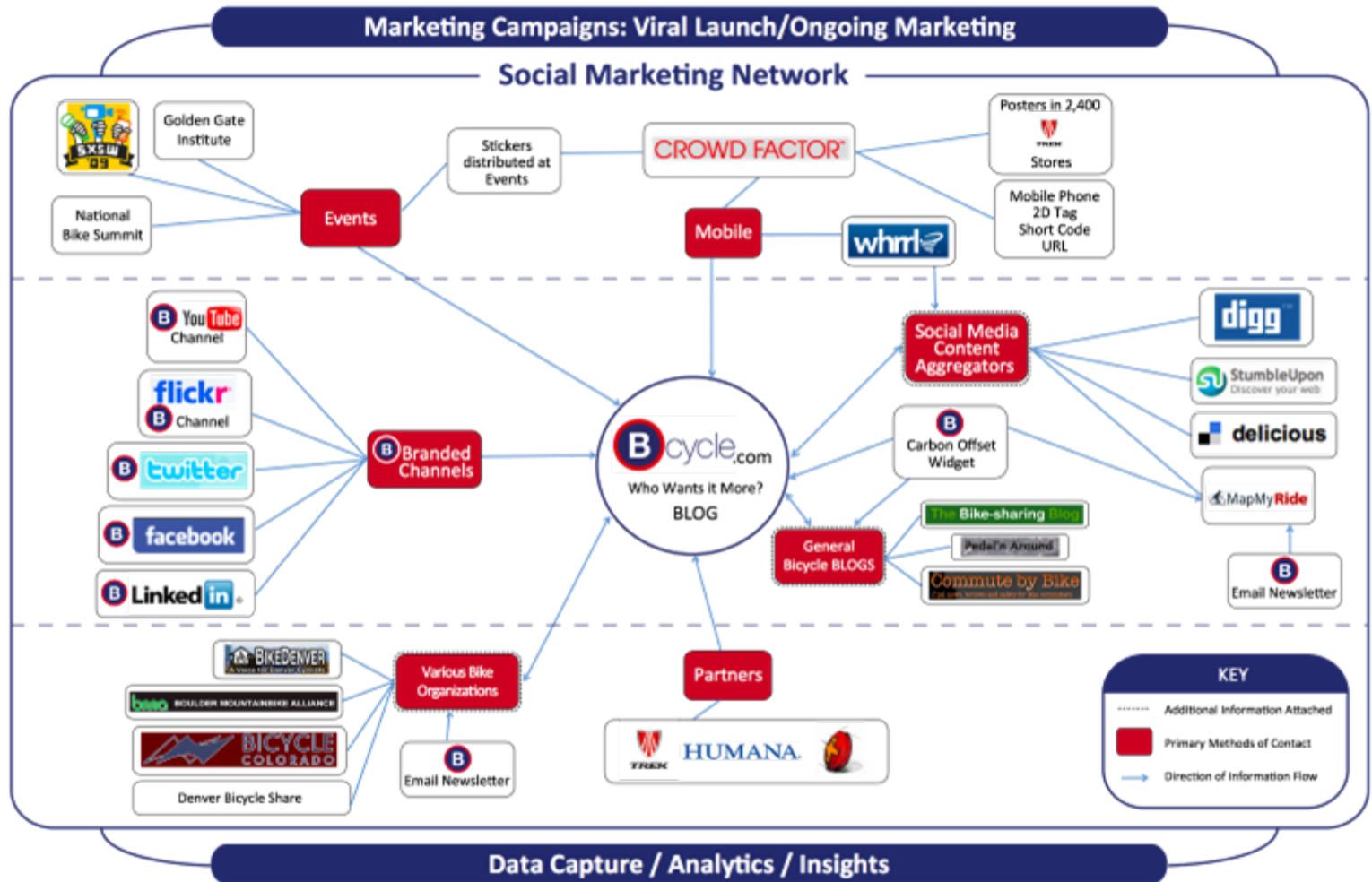
Network

Engage

Promote

Evolve

Measure



Bcycle.com

Scalable web platform
enabled with CMS

Backend administration
tools allows for
management of text,
imagery, multi-media
and CSS

The screenshot shows the B-cycle website homepage. At the top left is the B-cycle logo. To the right, there is a navigation bar with "Welcome, guest | Login" and a "JOIN NOW" button. Below the logo, there are sections for "What is B-cycle?", "Why do we need B-cycle?", and "How to Get B-cycle?". A large image of a B-cycle bicycle is shown on the right. Below this, there is a "How it works" section with four steps: Sign In, Select, Ride, and Return. To the right of this section is a "FIND YOUR CITY" dropdown menu with "Denver" selected and a "Go" button. Below that is a "GET B-CYCLE BUZZ" section with social media links. At the bottom, there is a "Who want it more" section with a map of the United States showing the number of people who want B-cycle in various cities: Fort Collins, CO (3,200), Los Angeles, CA (796), and Lexington, KY (36). There is a "Vote to get it to your city" form with a "zip/city" input field and a "GO" button. The footer contains links for "National Site", "City Site", "For Investors", "News", and "My B-cycle", along with logos for Humana, Trek, CP+B, and Facebook.

Welcome, guest | [Login](#)

[JOIN NOW](#)


B-cycle

What is B-cycle?

B-cycle is the next "next" generation bike-share program that meets the transportation, health, and environmental needs of any size city, corporation or campus.

Why do we need B-cycle?

How to Get B-cycle?



B-cycle Info

- [HOW IT WORKS](#)
- [B-EFFECT](#)
- [WHO WANTS IT MORE?](#)
- [B-KNOWLEDGE](#)
- [BUZZ](#)
- [CONTACT US](#)

In Your City

For Investors

FIND YOUR CITY

Denver

GET B-CYCLE BUZZ

- [RT @bcycle Denver on board for bike sharing #bikes](#)
- [f Cent. wait for denver B-cycle](#)
- [RT @bcycle Denver on board for bike sharing #bikes](#)

How it works

- Sign In**
Sign up online to receive a B-card or pay daily at the kiosk.
- Select**
Just pick up a bike from the nearest B-station.
- Ride**
Ride your bike for as long or far as you want.
- Return**
Return your B-cycle to the nearest B-station.

[LEARN MORE](#)

Who want it more

3,212 people want it in Ft Collins, CO
796 people want it in Los Angeles, CA
36 people want it in Lexington, KY

1 **3,200** FORT COLLINS

Vote to get it to your city

zip/city

National Site | City Site | For Investors | News | My B-cycle
Terms of Use | Copyright © 2009 B-cycle, Inc. All rights reserved.

HUMANA. TREK CP+B

[twitter](#) [facebook](#)

Member Profile Page

The screenshot shows a web browser window with the URL <http://www.bcycle.com>. The page title is "B-cycle". The user is logged in as "Mike Hansen" and is greeted with "Welcome back, Mike | Logout". The main header features the "DENVER B cycle" logo. The profile section displays "MIKE HANSEN" with a link "not mike?". Below this, there are two columns of information: "YOUR SUMMARY" and "ACCOUNT INFORMATION". The "YOUR SUMMARY" column includes: Total Miles: 432, Carbon Offset: 1.37%, \$ Saved: \$123, and Calories Burned: 12,345. The "ACCOUNT INFORMATION" column includes: Member since: 05/09/09, Membership expires: 05/09/10 (with a "Renew" link), and Next bill due: 05/10/09 (with a "Pay now" link). There are also social media icons for Twitter and Facebook. To the right, there are sections for "B-cycle Info", "In Your City", and "DENVER YOUR ACCOUNT" with links for ABOUT, PRICES, NEWS, FAQs, and CONTACT US. Below the account information, there is a "FAVORITE B-CYCLE STATIONS (2)" section with a search bar "Find more" and a "GO" button. Two stations are listed: "@Market St. and Ivy" and "@Speer St. and M L King blvd". At the bottom, there is a "DENVER LEADERBOARD (TOP 10)" section and a "GET B-CYCLE BUZZ" section with the text "IF 10% of Boulder uses B-cycle for 30 miles, it will reduce carbon".

http://www.bcycle.com

Welcome back, Mike | Logout

DENVER B cycle

MIKE HANSEN [not mike?](#)

YOUR SUMMARY	ACCOUNT INFORMATION
Total Miles: 432	Member since: 05/09/09
Carbon Offset: 1.37%	Membership expires: 05/09/10 Renew
\$ Saved: \$123	Next bill due: 05/10/09 Pay now
Calories Burned: 12,345	

FAVORITE B-CYCLE STATIONS (2)

Find more

@Market St. and Ivy
1301 Market St
Denver, CO 80202
Bikes available: 15
Docks available: 05

@Speer St. and M L King blvd
3401 Market St
Denver, CO 80202
Bikes available: 15
Docks available: 05

DENVER LEADERBOARD (TOP 10)

GET B-CYCLE BUZZ
IF 10% of Boulder uses B-cycle for 30 miles, it will reduce carbon

Will Bike Sharing Succeed in N.A.?

- Is there a sustainable business model?
- Most “Euro” models are based on municipal support.
- Velib: Paris
- Bici: Barcelona
- Contrast most U.S. RFP’s.
- What is the N.A. Business Model?
 - Minneapolis & Denver;
- NP operator with seed funding
 - Miami Beach
- A concessionaire model
 - **Big Questions Remain** (uptake, ad revenue, sponsorship, vandalism).



Will Bike Sharing Succeed in N.A.?

- New York:
 - Phase 1 10,000 bicycles
 - City Operated?
- Chicago?
- Federal Funding:
 - Will it be available? DC application.
 - If it is:
 - In what form and for whom? And
 - What does that mean to the business model?
- Will N.A. Bike Sharing be a Public or Private Enterprise?

