

**TBIKE**

**A  
COMPLICATED  
RELATIONSHIP**

**TOURIST MOBILITY IN THE CITY**

**INADEQUATE  
SOLUTIONS/APPROACH FROM  
THE SHARED TRANSPORT  
STARTUPS**

**LACK OF ALTERNATIVE  
SUSTAINABLE PERSONAL  
MOBILITY SOLUTIONS**

# **A MILLION DOLLAR QUESTION**

**HOW TO USE THEIR OWN ENERGY TO  
TRANSPORT THEM ?**

# **SOLUTION**

**AN ONLINE PLATFORM FOR  
ALTERNATIVE MOBILITY SOLUTIONS**

**ONE APPLICATION FOR  
ALL THE OPERATORS**

**ONE STOP SHOP FOR  
ALL LICENSING NEEDS**

**TRANSPARENT AND  
USER FRIENDLY**

**MVP**

**A FIXED ROUTE ELECTRIC TANDEM BIKE SERVICE**



# TARGET

**SINGLE  
TRAVELER/ENVIRONMENTALLY  
CONSCIOUS**

**IN SEARCH OF  
EXPERIENCES/ALTERNATIVE  
TRANSPORT SOLUTIONS**



**Julia**

SOLO TRAVELER

**SHORT PERMANENCE  
EXPERIENCE HUNGRY  
DISPOSABLE INCOME**

# PRODUCT MARKET FIT

- HUGE NICHE IN BICYCLE TRANSPORT IN BARCELONA
- SIMPLE AND LOW COST ALTERNATIVE TO FOSSIL FUEL TRANSPORT SOLUTIONS

# REVENUE MODEL

- REVENUE SHARE FROM THE RIDE FARE
- A PERCENTAGE OF REVENUE FROM TICKET SALES
- SALE AND SERVICING OF THE TANDEM BIKES



# TBIKE

A NEW WAY TO TRAVEL  
IN BARCELONA

