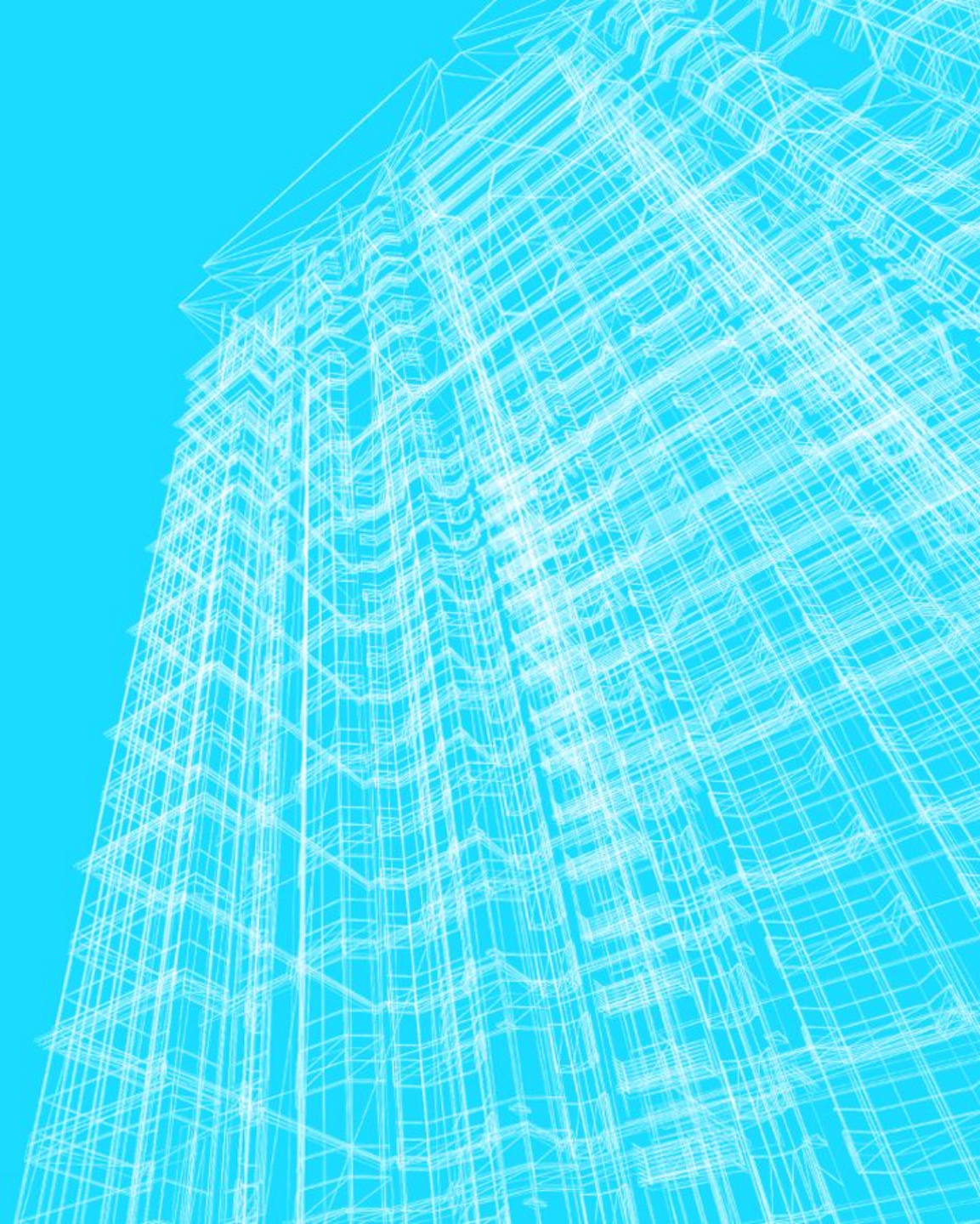


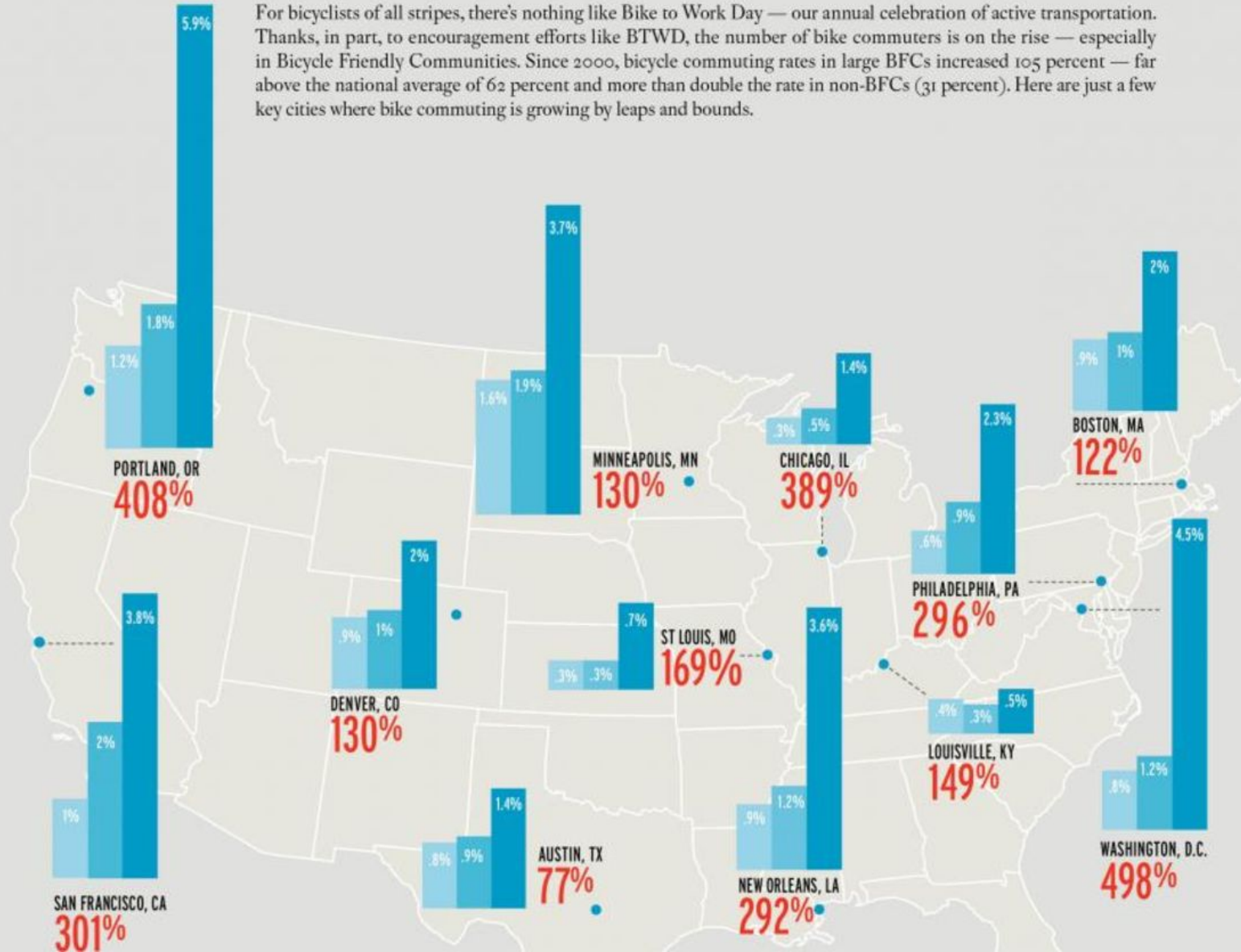
# URBAN 7

Microvehicle  
solutions



# THE GROWTH OF BIKE COMMUTING

For bicyclists of all stripes, there's nothing like Bike to Work Day — our annual celebration of active transportation. Thanks, in part, to encouragement efforts like BTWD, the number of bike commuters is on the rise — especially in Bicycle Friendly Communities. Since 2000, bicycle commuting rates in large BFCs increased 105 percent — far above the national average of 62 percent and more than double the rate in non-BFCs (31 percent). Here are just a few key cities where bike commuting is growing by leaps and bounds.



## OVERALL GROWTH OF BIKE COMMUTING (2000-2013)



BFC and non-BFC numbers based on sample of 70 largest cities

Key: Data from the American Community Survey

- 1990 BICYCLE COMMUTER SHARE
- 2000 BICYCLE COMMUTER SHARE
- 2013 BICYCLE COMMUTER SHARE
- TOTAL PERCENTAGE INCREASE FROM 1990-2013



# PROBLEMS? SOLUTION!



## Alarm System

Get warned by Notification on the phone  
if it be easily stolen and  
and by Alarm Signal that making your vehicle  
it dangerous to drive



## Special Maps

'Now you know where to charge to charge in every city  
and like roads that best to ride!



## Voice Assistant

Vehicle doesn't present any basic entertainment  
Have a comfort ride with the free music,  
features in comparison to cars, moto, etc.  
voice assistance and place guides



## Scheduling

Get hardly get a transfer with your bus or train  
the bike/scooter/ing system



## Weather Advisor

Use of weather advisor will monitor the situation  
and conditions  
and tell you if will it better to ride or take a bus



## Activity Tracker

walking pretended to be more healthier  
Track you activity, set the personal goals for training,  
to find fitness tracking app for it  
stay motivated by our achievement system

# HOW TO USE THE PLATFORM?

Attach box to the  
microvehicle



Download the  
app and register  
your box in it

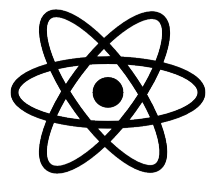
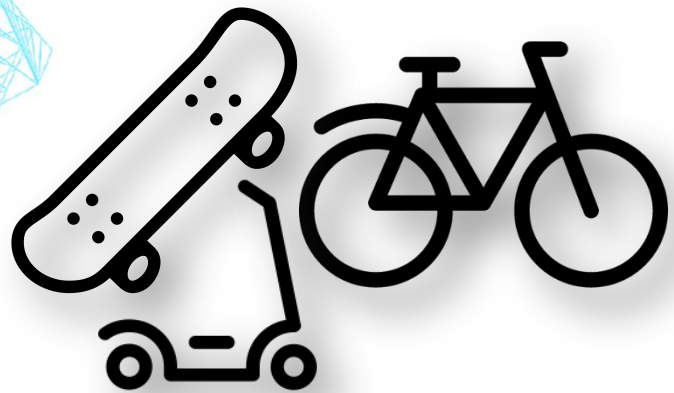


Enjoying new  
services !



# HOW DOES IT WORKS?

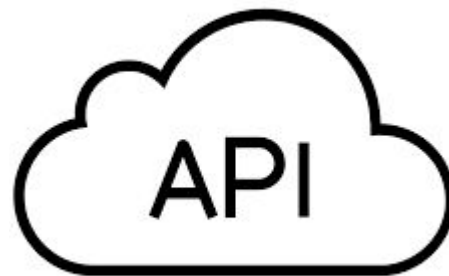
Microvehicle



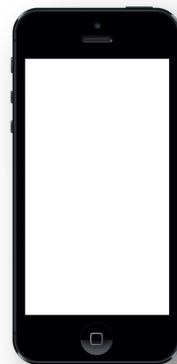
MagicBox



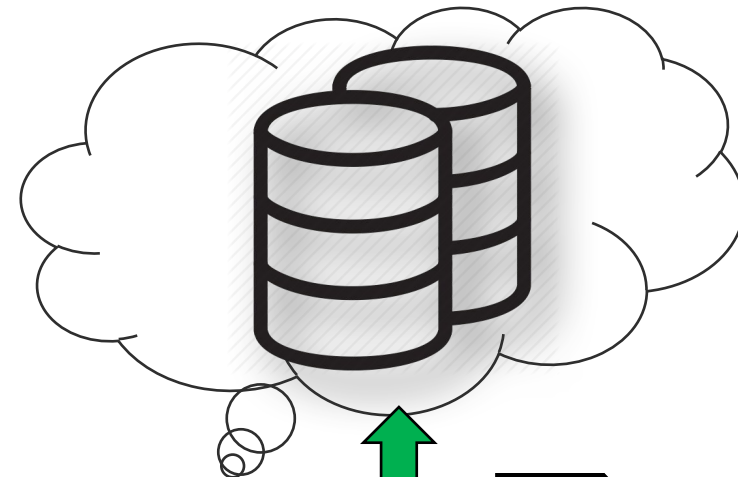
API for addition services



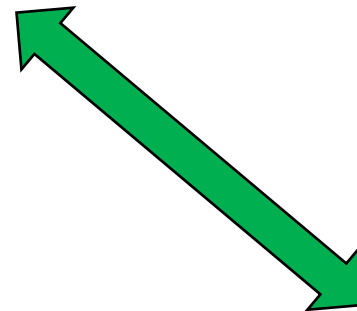
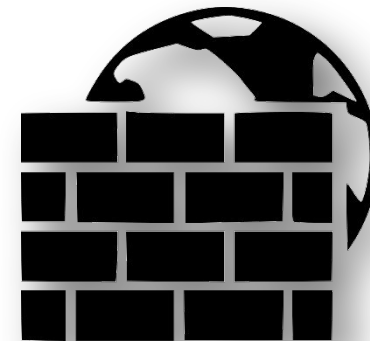
Application



SQL- Database Storage



Firewall





# HOW DOES IT WORK?

Microvehicle



API (Getting schedule of buses)

## Getting the Data

Requests to transportation services like (MTA, ÖBB, RMV, etc) via JS, PHP calls

Database Server (Controlled with SQL)

## Storing the Data

```
INSERT into Customers  
(CustmerName, MileAge,  
Avg Speed)  
VALUES ('Tom', '5.94',  
'18.343')
```

Application (Programmed with C#)

## Calculation of the Data

```
int speed = 18;  
float distance = speed * Time.DateTime;  
if (humidity > 730)  
{  
    bool isRain == true;  
}  
  
else  
{  
    isRain == false;  
}
```

Firewall (Network/Cloud Defense)

## Securing the Data

~~BotNet Attack  
DDOS Attack  
Unsecure  
Connections~~

Data Protect  
User Verification  
Secure  
connection

Sensors (Physical data)

## Collection of Data

Speed = 18  
TurnDegree = 30  
Humidity = 706

# WHAT IN THE BOX?

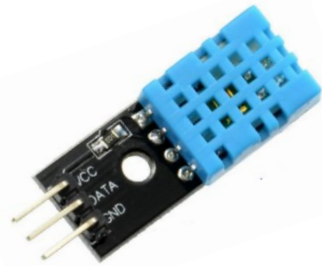


**Sound Module**

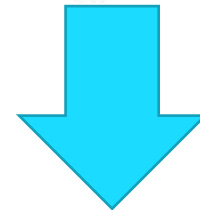
**Arduino Mainboard**



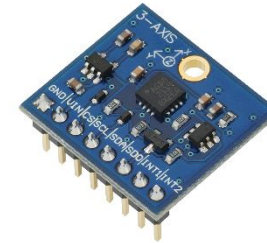
**GPS Module**



**Humidity Module**



**3D printed box**

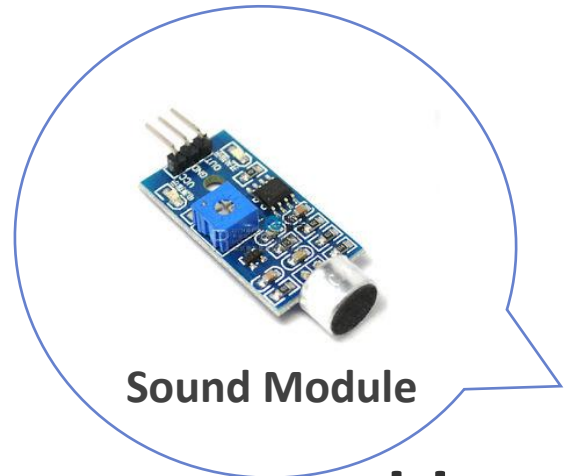


**Gyroscope Module**



# HOW MUCH COST THE BOX?

0.5  
€



10  
€  
Arduino Mainboard



3.5  
€

+

Hardware 20 €



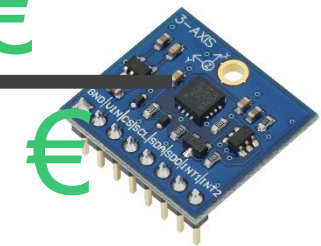
1  
€

Company Earning 9 €

Price for Customer 29 €

4  
€

3D printed box



1  
€



# OUR KEY SERVICES VS COMPETITORS

## Navigation

- **Citibike offer:** Navigation for bikes in big cities (inaccurate on phone cause of multipath interference )
- **We offer:** Highly accurate GPS within extension sensor in a box solution for every location





## Sharing

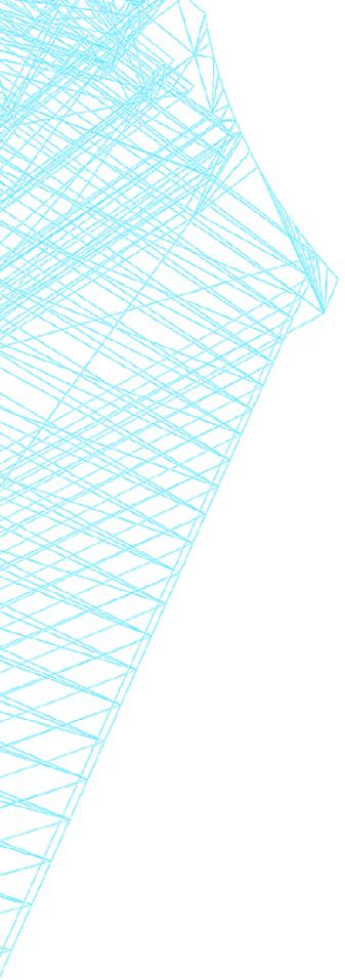
- **Bikesharing (Velobike, HOMEPORT, etc) offer:** sharing only in big cities and only in stations, every country and city different options and need to get used to them
- **We offer:** Customer-to-customer sharing, very scalable, with self-regulated market, unified by one system worldwide with one structure

## Activity Tracking

- **Cycling, Bike Computer offer:** Dashboard, statistic metrics, weak customization options
- **We offer:** Dashboard with different skins and customization, statistic can be compared to the others, achievement and badge system for motivation

# PRODUCT DEVELOPMENT ROADMAP

Product 	<i>Prototype (Gen. 0)</i>	<i>Magic Box Gen. 1</i>	<i>Magic Box Gen. 2</i>	<i>Magic Box Gen 3</i>
Lifecycle 	6 months - 1 year	1-2 years	3-5 years	> 5 years
Launch Date 	07 June 2018	1Q 2019	2020	2023
Customers 	Up to 1000	Up to 10 000	Up to 500 000	> 5 000 000
Features 	Tracking, Navigation, Statistic, Dashboard	Tracking, Navigation, Statistic, Dashboard, Order System, Attachments (Smart Lock)	Tracking, Navigation, Statistic, Dashboard, Order System, Attachments (Smart Lock), Social Network	Tracking, Navigation, Statistic, Dashboard, Order System, Attachments (Smart Lock), Social Network, City infrastructure connection
Earning method 	Selling box	Selling box, fee from rent orders	Selling box, fee from rent orders, advertisement	Selling box, fee from rent orders, advertisement, user's data selling



**THANK YOU FOR THE ATTENTION!**