

#140187



Gainesville Bike Share

 **Zagster**<sup>TM</sup>  
a better way to bike

## TEAM

- Started consulting in bike sharing space in 2007
- Collectively over 30 years of vehicle sharing and operational experience

## INVESTORS

- Raised \$7MM from world-class investors such as Bill Ford's Fontinalis Partners and the first investor in Zipcar

## EXPERIENCE

- Managing over 150 programs across 32 states
- Most bike sharing programs in operation industry-wide launching 95% of all new programs nationwide in 2015



AS FEATURED IN

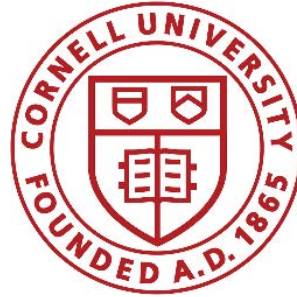
**The New York Times**

**THE WALL STREET JOURNAL.**

**Forbes**

**The Boston Globe**

# The Leader in Community Bike Share



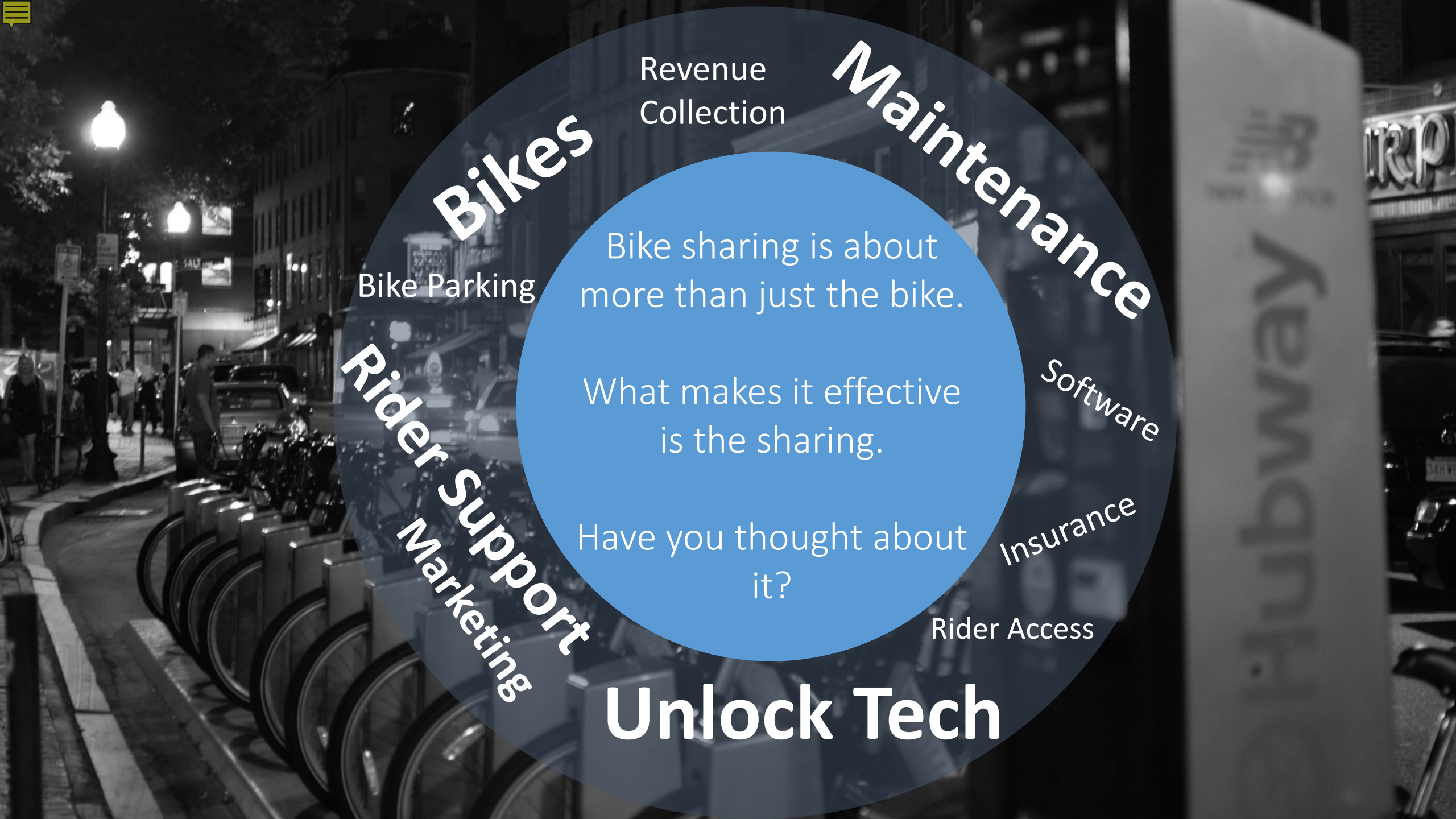
America's Home Loan Experts®



To get more people on  
bikes.

Bike share is a service.

Bike share is not a product.



**Bikes**

**Maintenance**

Revenue  
Collection

Bike Parking

Bike sharing is about  
more than just the bike.

What makes it effective  
is the sharing.

Software

**Rider Support**  
**Marketing**

Have you thought about  
it?

Insurance

Rider Access

**Unlock Tech**

## Technology Alone Doesn't Work



## Heavyweight Infrastructure Doesn't Work Long Term

Traditional bike share programs are limited by expensive docking station technology that requires a huge physical footprint and are too pricey for sponsors to afford

**\$40-50K**

Cost Per Station

**\$5-7K**

Cost Per Bike

**\$2k**

Annual Maintenance Cost Per Bike

Riders can only park their bikes at docking stations, preventing stops at their actual destinations.



## The Problem with Smart Bike Solutions

# Technology Alone Doesn't Work For Communities

Communities do not have the resources to manage, maintain and support smart bike programs.

**\$1500**

Cost Per Bike

**\$160+**

Monthly Maintenance Cost Per Bike (All-In)

Smart bikes, without well-integrated and experienced operations technology, are just a fancier version of "do-it-yourself"



## The Problem with the Rider Revenue Business Model



## How it Works

- 1) Charge the partner for the tech, or find sponsorship to cover it: bikes, docks, locks, kiosks
- 2) Partner hires a third party to weave the technology together with third party operations to maintain the program
- 3) All parts replacements charged extra
- 4) Guess what the ongoing cost will be for running the program
- 5) Charge excessive rider fees to overcompensate for unpredictable cost and pray for major sponsorship investment!

A row of white bicycles with black baskets and blue logos, docked in a bike-sharing station. The bicycles are parked in a row, and the baskets contain a blue logo. The background shows a paved area and some greenery.

## How we get more people on bikes

### Full Service Bike Sharing

- Connected bikes and docks
- Complete maintenance
- 24/7 rider support
- Member, trip, location data
- Custom branding
- One guaranteed price
- Continuous upgrades included



1) Lower rider fees.

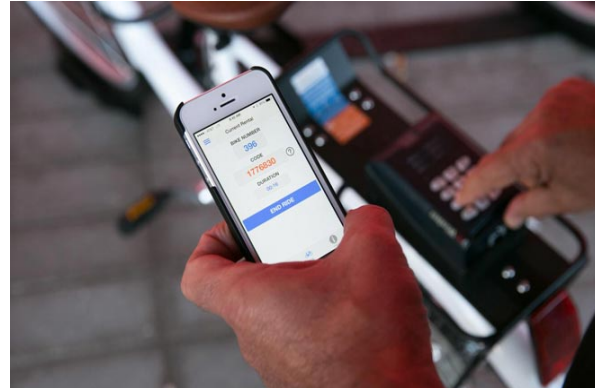
2) Predictable Cost.

3) Attainable for communities.

# How To Ride



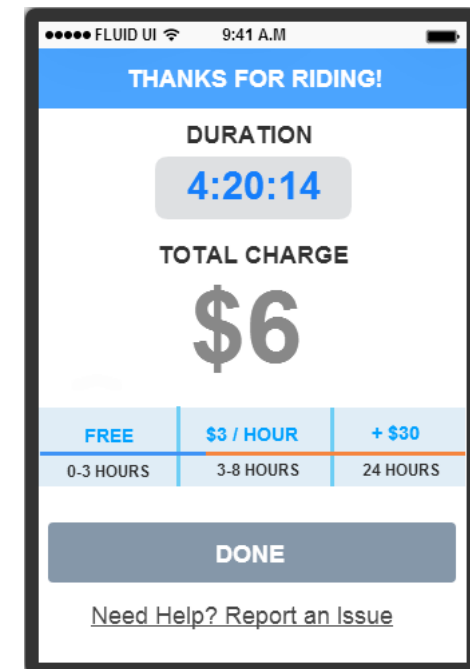
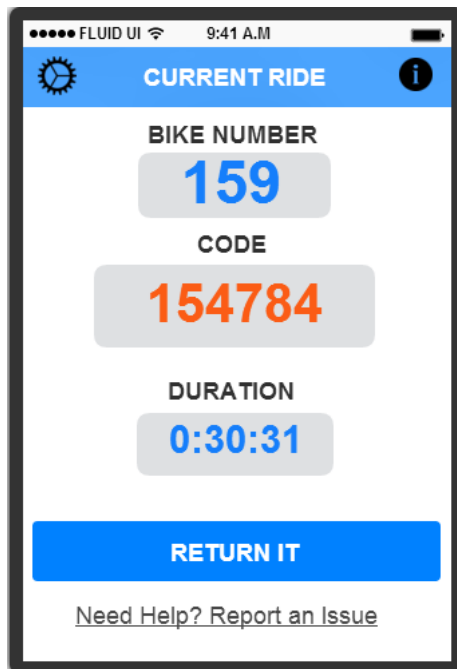
Get a code



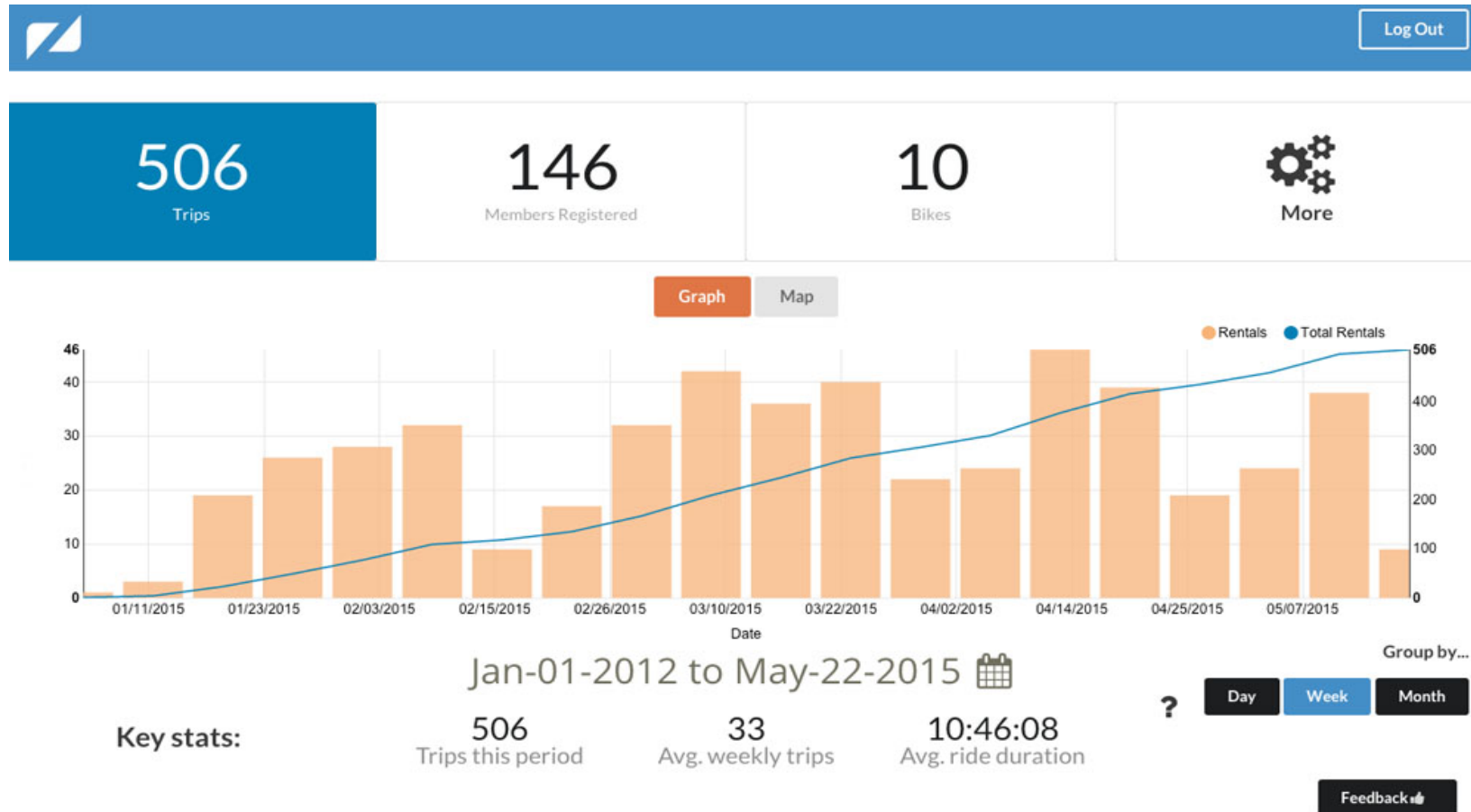
Enter it on the bike



Return happy



# How To Measure



## Zagster Dashboard

# What we did in Lakeland



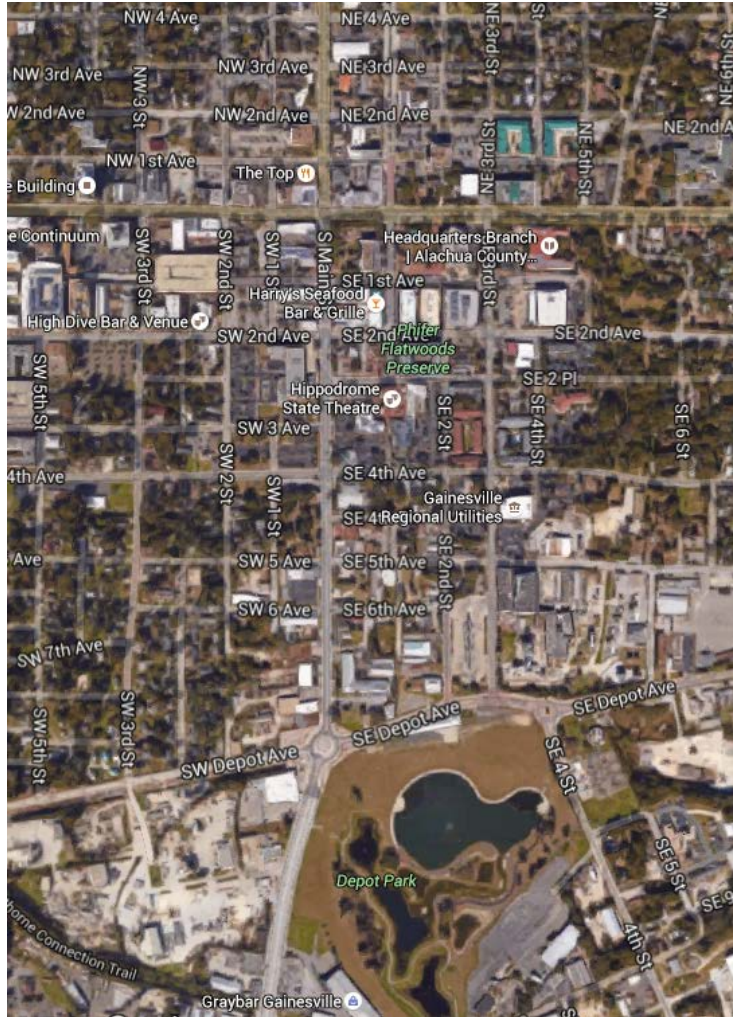
*Sponsored by*



- Zagster launched a 7 station program funded exclusively through sponsorship
- Contract is held with the City, and sponsors sign onto it and launch in phases
- Program is predicted to double for a phase 2 launch this spring

# Gainesville's Program

1) Plant the flag with 2 Stations  
Funded by the City.



2) April Launch Event for Phase 1  
Implementation: City and Sponsors



3) Phase 2 Expansion with  
Community Sponsors



# Multiple Sponsors Under One Banner





# Sponsorship Will Cover Everything



Included Services		
Hardware	Software	Operations
Bikes	Zagster iOS App	Complete Maintenance
Docks	Zagster Android App	Repairs and Replacements
Lockboxes	Text Reservation Support	24x7 Rider Phone Support
Locks	Custom Website	\$2M General Liability Policy
Custom Branding	Real-Time Data	Marketing Assistance
Custom Signage	Administrative Dashboard	Dedicated Account Management



## Station Sponsor \$11,550 / year

- ▶ Station placement priority
- ▶ Choose from standard cruiser or specialty bikes
- ▶ Brand inclusion on each sponsored station
- ▶ Brand inclusion on 5 bikes
- ▶ Brand inclusion on all marketing collateral and system maps
- ▶ Limited brand inclusion on system website, rider communications, social media & promotions
- ▶ App logo impression package
- ▶ Landmark priority package (landmarks included on system maps in local marketing collateral to riders)

## 1 Branded Bike Baskets

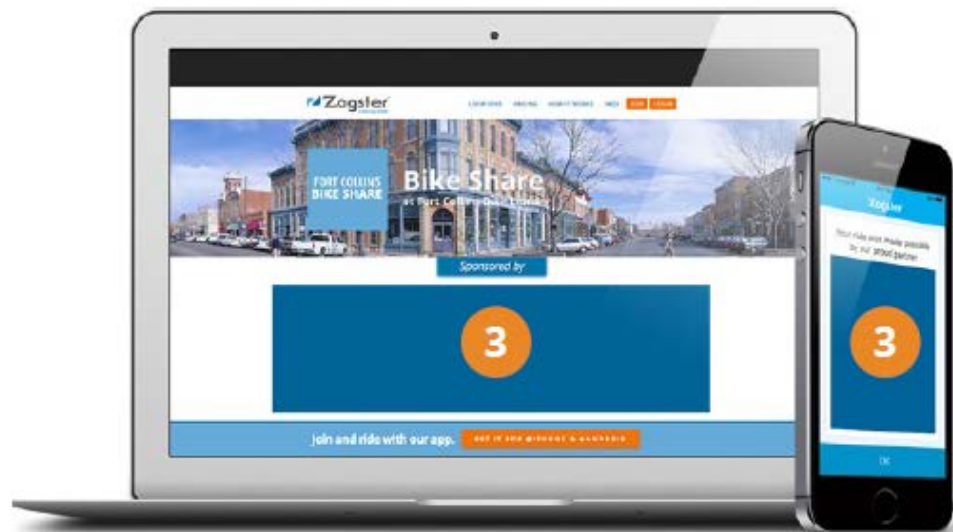


## 2 Branded Station Signs

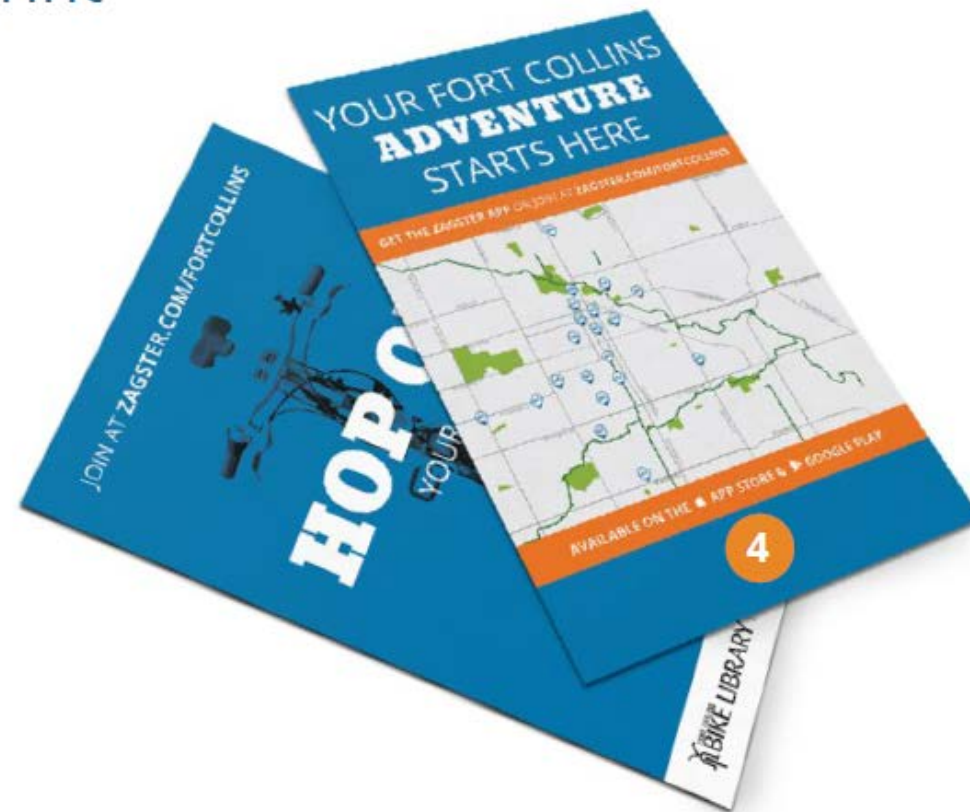


# Advertising Assets

## 3 Digital



## 4 Print



# Thank You!

24 Thorndike Street  
Suite 2

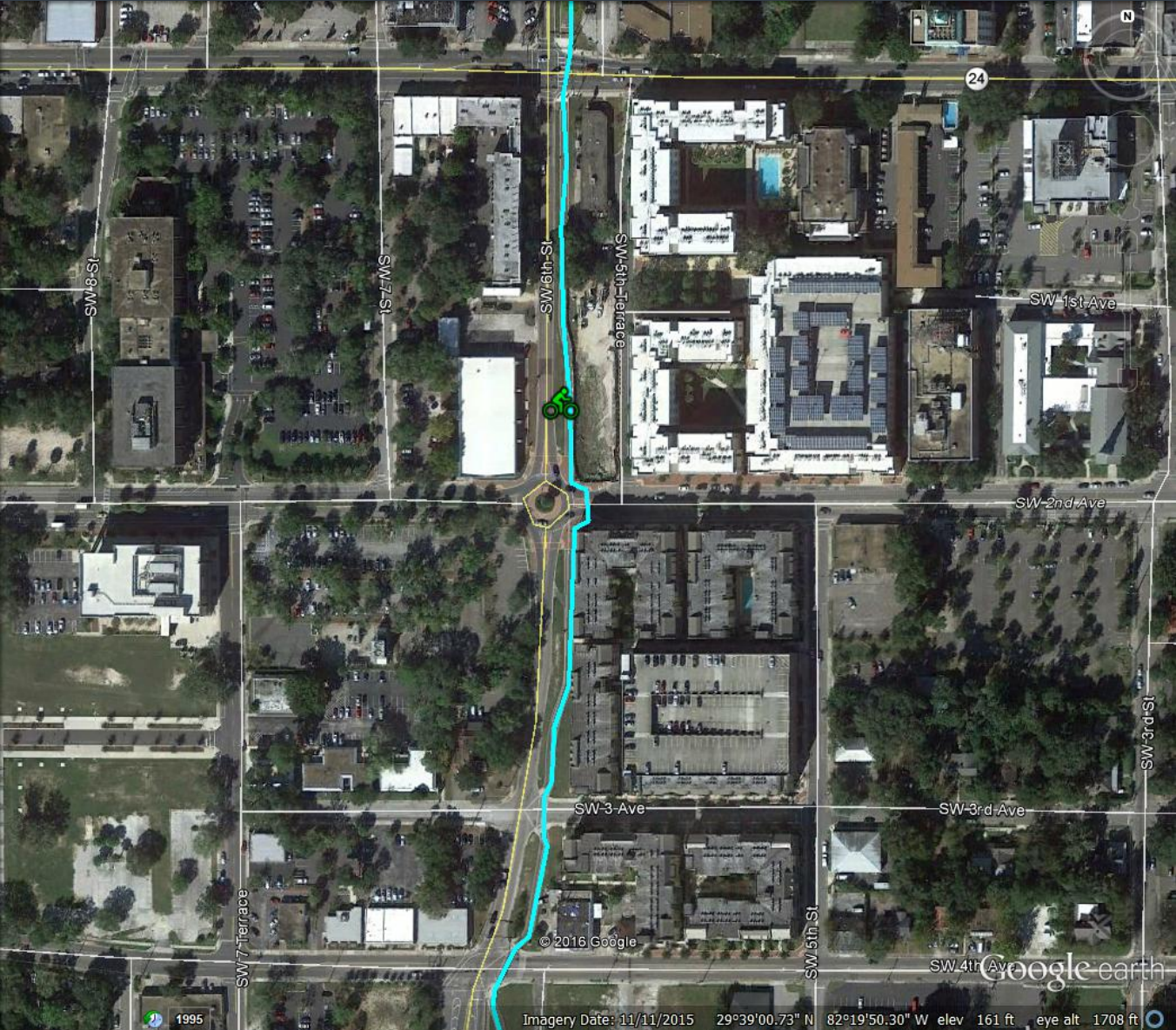
Cambridge, MA 02141  
617-564-1508

Facebook/zagster  
@zagster  
chad@Zagster.com





# Potential Station Location – 6<sup>th</sup> St Trail



## Within 2 blocks:

- Continuum
- 2<sup>nd</sup> Avenue Centre
- The Palms
- University Lofts
- Ayers Building
- Innovation Hub
- Seagle Building
- SFCC Downtown
- Retail and Restaurants

