

# Pin Bike

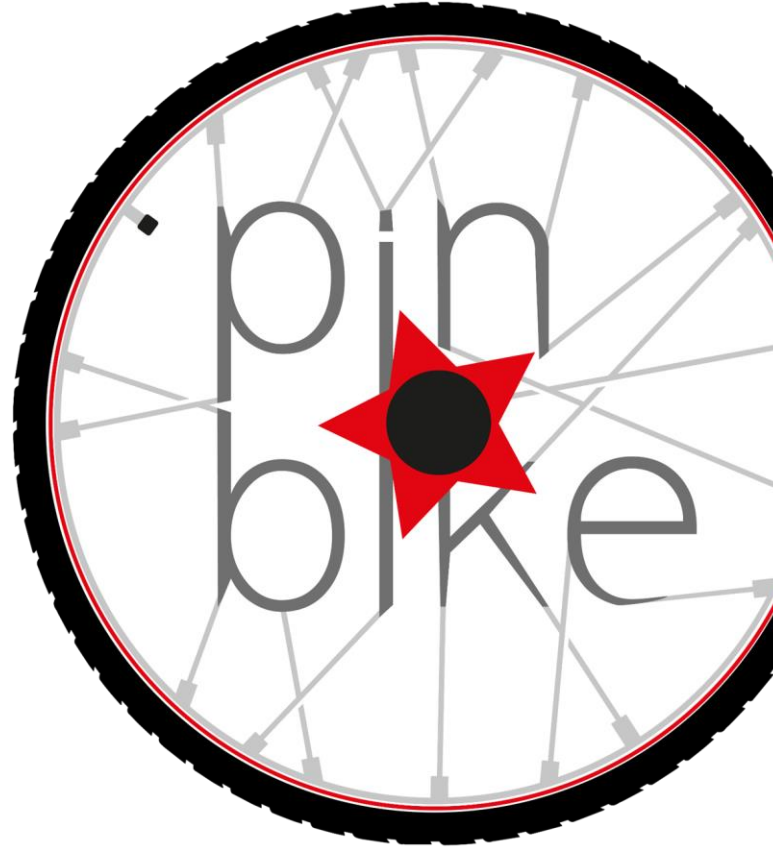
Mobility for Smart City

# Pin Bike

Pin Bike is the only **patented system** that certifies, monitors, and gamifies sustainable mobility.

Our mission is to promote sustainable mobility, and we do so by rewarding directly the people that chose to travel with sustainable means of transport.

Thanks to multiple patents and technologies, the Pin Bike platform is **anti-fraud** and guarantees that the data collected is reliable for the release of **economic incentives**.



# How it works

## The app

Free app for Android and iOS

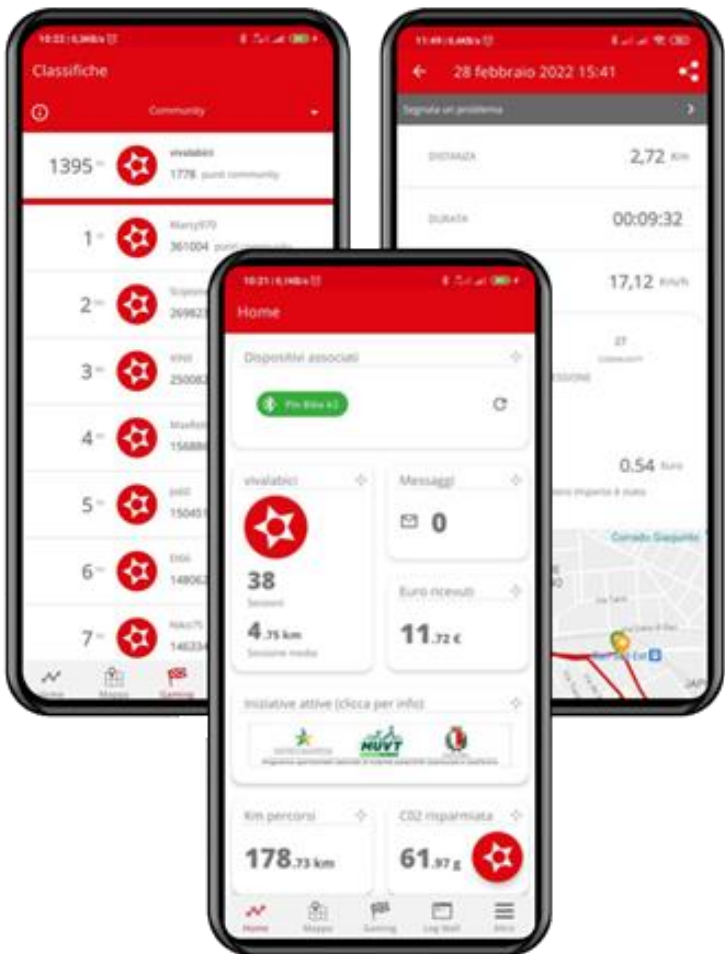
Track and record trip sessions

Take part in challenges

Communicate with municipality

Take surveys

Access rewards



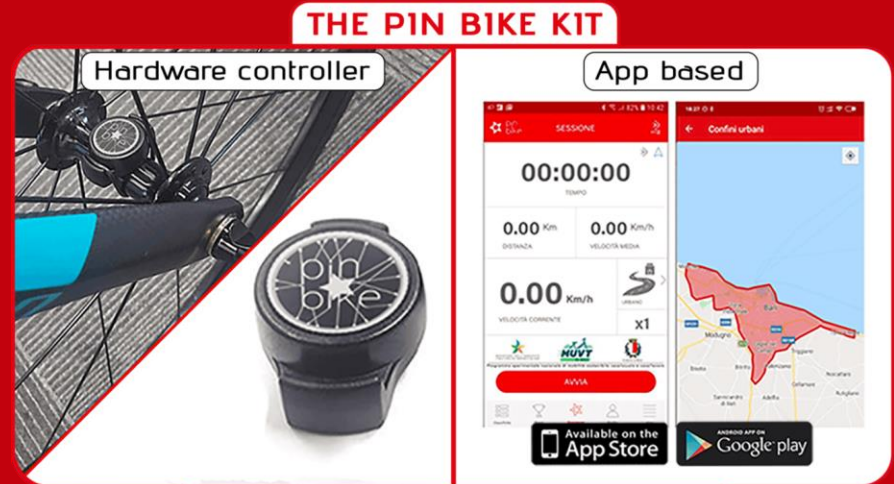
# How it works

## Private bicycles

Patented hardware

Easily installed within minutes

Comes with gadgets for improved security and of practical use



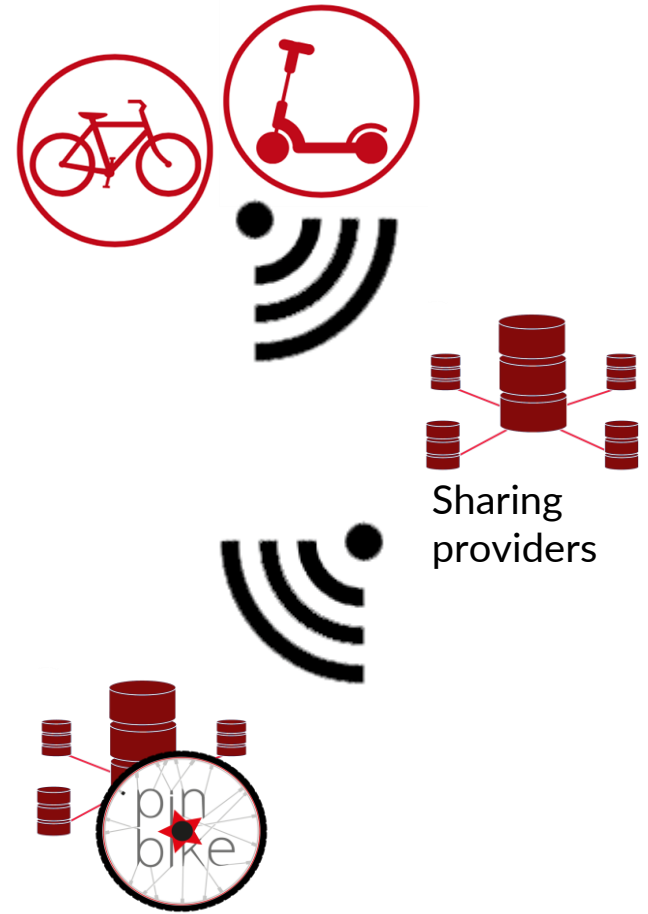
# How it works

## Shared micro mobility

Software integration with providers of  
bike-sharing or e-scooter sharing

Server to Server

Easily replicable and scalable



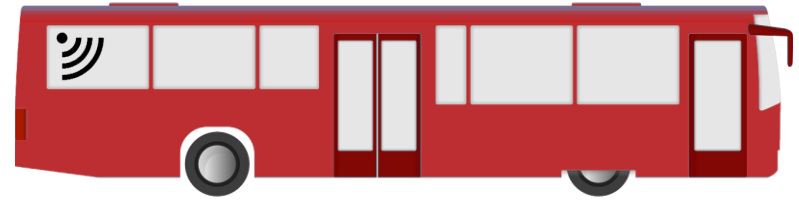
# How it works

## Public Transport

A beacon will identify when users get on and off the vehicle

Long lasting battery up to 8 years

Easily installed within minutes



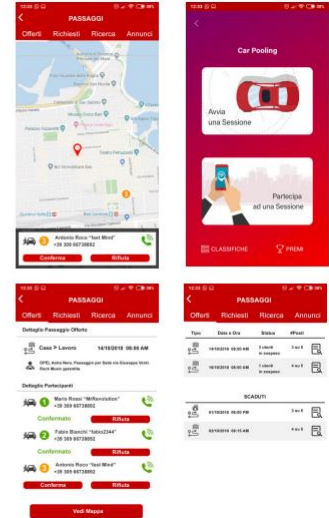
# How it works

## Car Pooling

Targets Schools and  
Companies

Users can offer and receive  
rides

Unified ranking and points  
with other means of transport

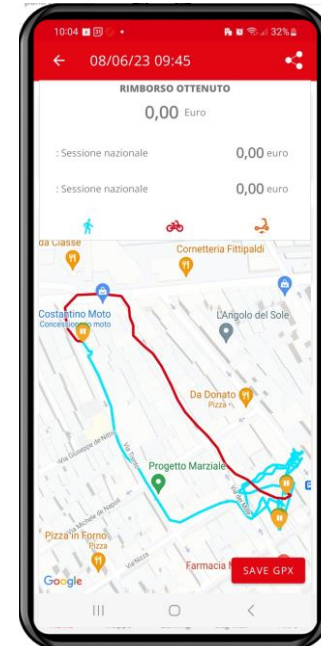


# Multi modal GPS tracking

All means of transport are tracked in one single platform

Each modality can be rewarded differently per km ridden

One single gamification platform

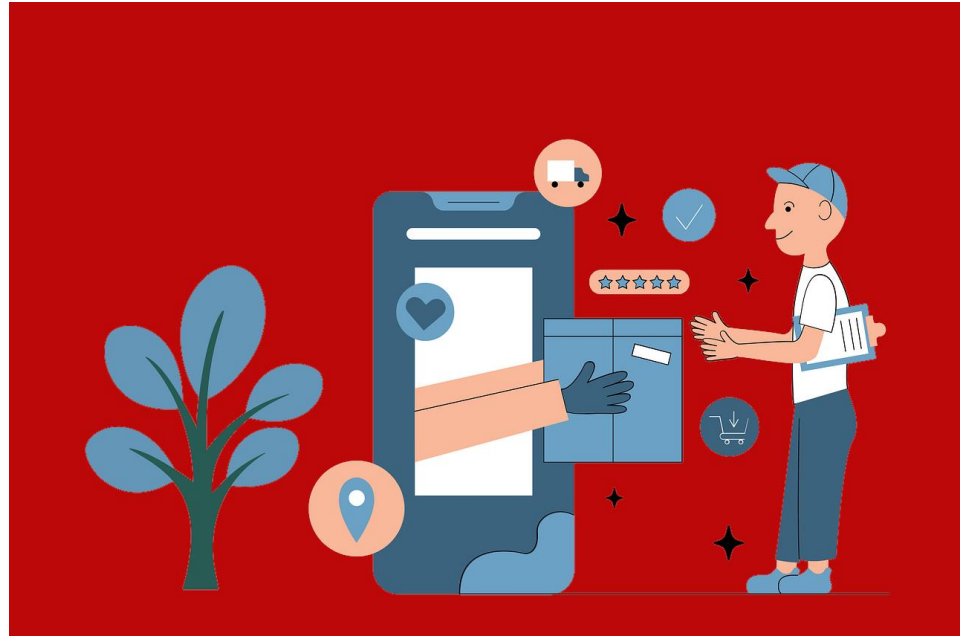




# Rewards

Rewards can be distributed through local commercial activities

- Promote local trade
- Free to join network
- Ensure that incentives remain in the community



# Other rewarded actions

Bring a new user

Complete a survey

Attend a specific event

Reach a goals:

- number of sessions
- km ridden
- CO2 saved



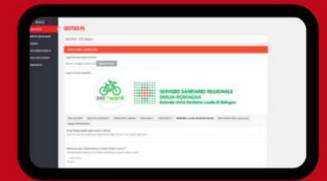
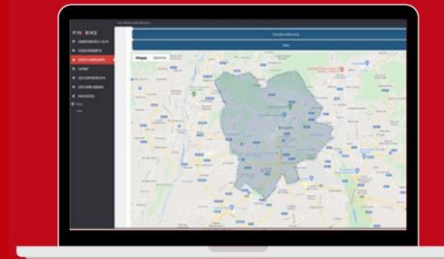
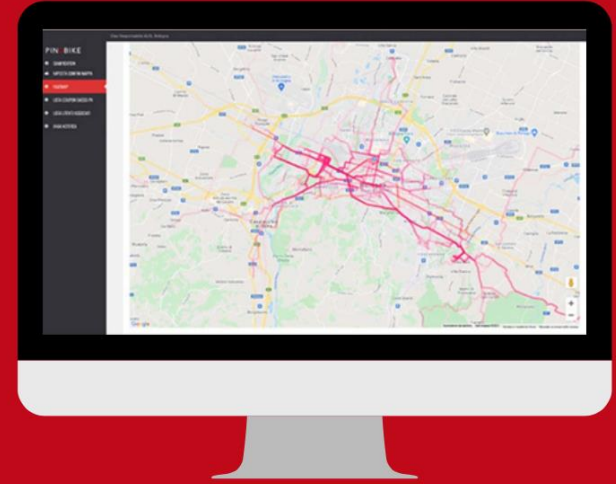
# The dashboard

Heat maps with layered information for each mean of transport

Support for data driven investments in the infrastructure

Detailed statistics

Management of rewards and shops



# The dashboard



PINBIKE

English



MEOEVOLI

LOGOUT

SHOW INITIATIVE AREA

start/StopPartials

pause/ResumePartials



# Partners and awards

<b>Bari</b> <ul style="list-style-type: none"> <li>• Max monthly reward: 25 euro</li> <li>• Daily average: 4,3 km per user</li> <li>• Funds: PON metro</li> <li>• Notes: For all residents and workers</li> </ul>	 <ul style="list-style-type: none"> <li>• Max monthly reward: 20 euro</li> <li>• Daily average: 3,1 km per user</li> <li>• Funds: Collegato ambientale del MITE</li> <li>• Notes: Bike2Work for public employees</li> </ul>
<b>Bologna</b> <ul style="list-style-type: none"> <li>• Max monthly reward: 35 euro</li> <li>• Daily average: 5,2 km per user</li> <li>• Funds: Regione Emilia Romagna</li> <li>• Notes: Bike2Work at AUSL and Policlinico Sant'Orsola</li> </ul>	 <ul style="list-style-type: none"> <li>• Max monthly reward: 28 euro</li> <li>• Daily average: n/a</li> <li>• Funds: EIT Urban Mobility</li> <li>• Notes: Starting in June 2022</li> </ul>
<b>Corato</b> <ul style="list-style-type: none"> <li>• Max monthly reward: 20 euro</li> <li>• Daily average: 2,2 km per user</li> <li>• Funds: municipal funds</li> <li>• Notes: Pin Bike pilot</li> </ul>	 <ul style="list-style-type: none"> <li>• Max monthly reward: 20 euro</li> <li>• Daily average: 2,2 km per user</li> <li>• Funds: Collegato ambientale del MITE</li> <li>• Notes: Shop owners involved</li> </ul>
<b>Istanbul</b> <ul style="list-style-type: none"> <li>• Max monthly reward: 30 euro</li> <li>• Daily average: n/a</li> <li>• Funds: EIT Urban Mobility</li> <li>• Notes: Starting in June 2022</li> </ul>	 <ul style="list-style-type: none"> <li>• Max reward: voucher to buy bikes</li> <li>• Daily average: 3,5 km per user</li> <li>• Funds: Collegato ambientale del MITE</li> <li>• Notes: Data monitoring through lent bikes</li> </ul>
<b>San Giorgio a Cremano</b> <ul style="list-style-type: none"> <li>• Max monthly reward: 50 euro</li> <li>• Daily average: 5,4 km per user</li> <li>• Funds: Regione Campania</li> </ul>	 <ul style="list-style-type: none"> <li>• Max monthly reward: 15 euro</li> <li>• Daily average: 2,3 km per user</li> <li>• Funds: Fiesole EcoScuola</li> <li>• Notes: Bike2School at Liceo Formigini</li> </ul>
<b>Tallinn</b> <ul style="list-style-type: none"> <li>• Max monthly reward: 28 euro</li> <li>• Daily average: n/a</li> <li>• Funds: EIT Urban Mobility</li> <li>• Notes: Starting in June 2022</li> </ul>	 <ul style="list-style-type: none"> <li>• Max monthly reward: 50 euro</li> <li>• Daily average: 7,1 km per user</li> <li>• Funds: Collegato ambientale del MITE</li> <li>• Notes: BOGIA e Gru.Co projects in West Turin</li> </ul>
<b>Lisbona</b>	

A2A	
ACSM-AGAM	
Ausl Bologna	
Mecaer	
Policlinico Sant'Orsola Bologna	
TIM	
5T	

Initiativa Promozionale con il contributo del FSE - PO Puglia 2014-2020 Azione 8.4 e del Fondo per lo Sviluppo e la Coesione

# Pin Bike

Road travelled: 3.466.032 km

Rewards distributed: 374.172 €

CO2 avoided: 557.231.230 kg

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