



# BIKEEP

## ULTIMATE URBAN BIKE RACK

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# URBAN TRANSPORTATION IS CHANGING

„No other mode of transportation is growing as fast or has as high return on investment.”

(San Francisco Bicycle Coalition)

15 M invested in cycling has ROI 50-800 M to society

([Bike Portland](#))



25% increase  
in the  
number of US  
cyclists. (past  
2 years)



33% increase  
in the US  
E-bike sales  
(past 5 years)



# The pain

**70% increase in Bicycle Thefts** in San Francisco from 2006.

- In the US **3 bikes are stolen every minute** – a total of \$125,000,000 worth of bikes annually.
- **Nowhere to charge and securely lock** expensive E-bikes.
- **No decent solution** for managing citizen bike-related issues.



# Current solution

- **U-locks + regular bike racks**  
(Unsecure or require lot of carry on)
- **Bike locker**  
(hard to manage, dont fit to environment)
- **Bike room**  
(Expensive & only suitable for large scale)



# BIKEEP smart rack

- No need for a personal lock
- Lock both frame & wheel
- Distress signal transmission
- EV - charging
- Scooter locking
- Utilization reports



**BIKEEP** - a secure electronic bike-rack for **locking personal bikes**, **charging E-bikes** and **P2P bike-sharing**.



# How it works

- Arrive
- Identify
- Lock your bike



# Customers

## Corporate campuses/Universities

Bike theft is the nr. 1 campus crime

## Shopping Centers/Cinemas

Cyclists spend the most per month across all of the establishments.  
Bikeep can bring **1 new customer for \$3 investment**

## Municipals

The primary reason for not commuting by bicycle - “**nowhere to store my bike safely**”.  
Combined \$2.73 is saved for society per each mile person travels with a bike instead of a car

**THEY ALL WANT TO TAKE CARE OF CYCLIST'S**



# REVENUE STREAMS

Outdoor ads on  
docks & mobile

Recurring  
revenues from  
maintenance  
agreements

Units Sales

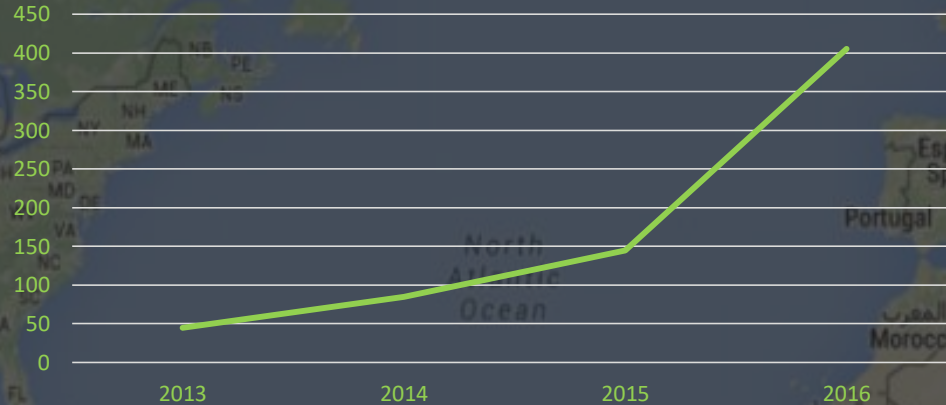




# BIKEEP today

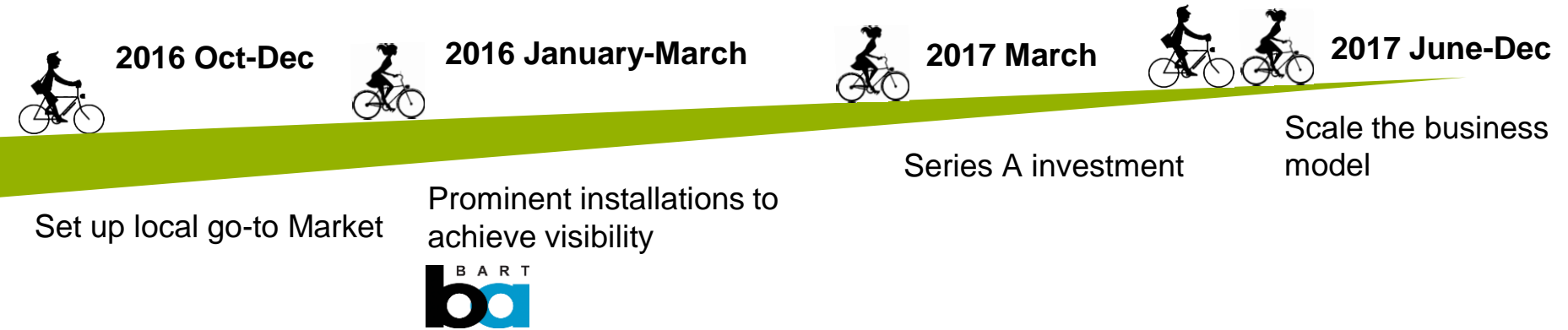
- Proven product-market fit in Europe
- First deals in the US with prominent clients
- Focus on opening US market (CA)

Bikeep installments



# GOALS

- Set up US operations & prove the local product market fit (end2016/early2017)
- Establish strong presence & **scale fast** (2017)



# Thank you!

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