

High Potential Initiatives Profiles

1 Accelerator

frontierCities



2 Project and Organization

Cycle your City (CyC)
Planet Media Studio S.L.



2.1 Country

Spain

2.2 Project Abstract

In order to decrease the environmental impact derived from the use of carbon dioxide emissive transportation, cities must effectively foster the use of friendly-environmental mobility solutions. Cycle your City (CyC) supports them in this effort by providing a mobile application and a web portal to enable citizens to take advantage of cycling infrastructures and multimodal transportation. Cyclists will become sensors of the city by crowdsourcing the presence of relevant infrastructures for their use by other users, guaranteeing sustainability of the application.

2.3 Sector

Consumer transport & logistics

2.4 Target Market

Cycle Your City is a B2C solution for users who want to calculate safe urban cycling routes. Concerns in relation to traffic accidents is one of the three main reasons that citizens report for not using bikes in cities, along with the lack of infrastructures and climatic conditions. For a significant number of citizens it may be difficult to find out safe and suitable cycling routes for specific purposes, i.e. going to work. There is no reliable tool providing immediate information on multi-modal transportation, efficiently combining bicycle and public means of transport. Nowadays, the most widely used tools for route planning does not often include information on cycling paths. Furthermore, the existent bicycle journey planners provide static information with limited input from users and lack of periodical updates.

The information provided by Google maps on bike lanes and route calculations is a competitive offering but it has limited availability.

The CyC open approach allows users to report bike lanes, leisure routes, point of interests, incidents, etc., so the information relevant for cyclists is being updated on a regular basis.

The app needs to be adapted for each city where it will be deployed. Its sustainability is linked with the number of users to support highly segmented advertising.

2.5 Business Model

Depending on the customer, the CyC solution can be sold as an asset for the city council to maintain or it can be sold as a Software as a Service (SaaS) whereby the city councils would be charged based on usage.

CyC may also become sustainable by acting as an advertisement channel to bike-related retailers. They will be monthly charged for the ability to be listed in the app along with a description of the offer of its products and services.

End users may want to buy a licence for the premium version of the app.

SMART CITY SOLUTION	YES
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	YES
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO

2.6 Website

<http://cyc.bike/>