

High Potential Initiatives Profiles

1 Accelerator



SOULFI

2 Project and Organization

Donkey Republic – The Global Bike Rental Platform:
www.donkey.bike



DonkeyRepublic IVS

2.1 Country

Denmark

2.2 Project Abstract

Donkey Republic provides a platform for global bike-sharing. By mounting Donkey's smart-lock on a bicycle any private user or professional business has the opportunity to convert the bikes into shared bicycles that user can book, pay and unlock via their mobile phone – unlocking also works offline.

This enables cities across Europe to establish low-cost public bike-sharing systems, companies can create commuter systems for the employees and universities can establish paid-for or free campus bike-sharing systems. The system uses geo-fencing to ensure bikes are returned when a rental ends just like Donkey Republic provides global support to ensure a high-quality experience for anyone, anywhere, anytime.

Donkey Republic's platform consist of three elements:

1. Intelligent bike-lock, developed and manufactured by Donkey Republic. The battery can last for 500 days on full-charge and is rechargeable.
2. Apps for Android and iOS (search "Donkey Republic" in Play Store and App Store).
3. Backend system for booking and billing (www.donkey.bike) – system owners also have access to manage their bikes via this website.

Biking makes people healthier and it opens up cities, makes them greener and more friendly to live in.

2.3 Sector

Public, Public Administration; Education; Transportation and Storage

2.4 Target Market

Donkey Republic is a B2B2C company and via its online platform is creating a marketplace that allows establishment of bike-sharing systems as well as an interface for booking and paying for bike-rental.

Donkey Republic is targeting:

- Existing bike-rental shops to automate and expand systems. This allows shops to rent out bikes from anywhere 24 hrs/day without the inconvenience of having to facilitate the transaction.

Donkey Republic FIWARE Short Profile

April 2016

- Cities and municipalities that need flexible and inexpensive bike-sharing systems for citizens, commuters and tourists.
- Private individuals who want to rent out 1 spare bike or establish bike-sharing systems.

Donkey Republic is active in Denmark, Sweden, Germany, Spain, Holland and USA with more countries being added. Please view www.donkey.bike for more information.

2.5 Business Model

Donkey Republic business model is based on a revenue-split with the bike-owner. Rentals are offered from 2 hours to 31 days, with discounts for longer rentals. Donkey Republic have a revenue-split with the bike-owner for facilitating the bike-rental by standard on 20% of a rental-value while the bike-owner earns 80%. This is a very good margin for the bike-owner as he/she does not need to spend time facilitating the rental but can concentrate on keeping the bicycles operational.

Locks are sold to bike-owners upfront as part of a Donkey kit for establishing a new system.

The fee to Donkey Republic also covers maintenance and development on the SaaS-platform as well as marketing initiatives; ensuring a strong brand that guarantess that people through search and word-of-mouth find the way to the bikes.

Optionally a system can be provided on cost per active lock/day for systems that are free-of-charge for the users. Other revenue-channels related to Donkey Republic vertical will be explored in the future.

Donkey Republic is:

- a Smart city solution;
- a Cloud solution;
- a Social media solution (it is responsible for all marketing including marketing and awareness-campaigns on social media sites such as Facebook, Instagram and Twitter);
- a Mobile solution for Android and IOS;
- a Big data/analytics solution because it is providing anonymized access to data.

SMART CITY SOLUTION	YES
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	YES
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	YES
IOT	YES

2.6 Website

Web: www.donkey.bike (info for bike-owners: (<http://about.donkey.bike/bike-owners/>))

Email: info@donkeyrepublic.com

Phone: +45 51205395