

PIN BIKE

YOU RIDE, YOU EARN

FB INNOVATION SRL

www.pin.bike
link.pin.bike/spot



OUR MISSION



According to ISFORT, bicycle-related infrastructures increased by 50% between 2008 and 2016 in Italy, while their use decreased by 0.3%.

Therefore, it is necessary to change the mind of **urban mobility** users by encouraging them to rediscover their **own bicycles**, as well as to adapt the bike lanes and bike-sharing infrastructure.

Pin Bike is the **patented system** that monitors and certifies urban bike rides. The technology is **anti-fraud** thanks to the integration of recordings from the Pin Bike app and the Pin Bike sensor installed on the bicycle. In other words, Pin Bike is the only tool able to guarantee cities', companies', and schools' **mobility managers** that the data collected are reliable for the release of economic incentives.



Objective 1 MOBILITY

Promoting the **modal shift** for more aware and **active mobility** with **sustainable transport** means.



Objective 2 PROXIMITYTRADE

Encouraging **proximity trade** by involving local shop owners. The voucher issued by the Pin Bike app can be redeemed exclusively in local shops.



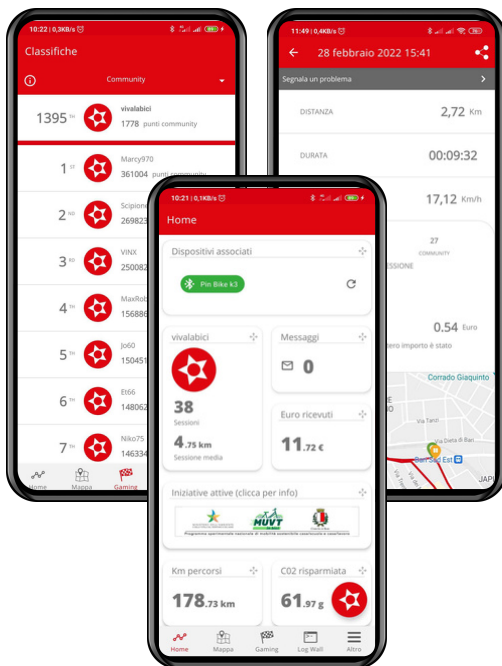
Objective 3 SMART CITY

Providing cities with an innovative online dashboard to **plan traffic** based on hours, seasons, and users' demographic data, and to **communicate** with users through reports and notifications.

OUR SYSTEM

THE PIN BIKE KIT

The kit includes the hardware sensor at the core of the Pin Bike certification patent, as well as different devices improving the usability of the bike, especially in urban areas: a smartphone holder to be mounted on the handlebar, a signaling LED light, a reflective customizable license plate under the saddle, an adapter to inflate the wheels at the compressors of petrol stations and tire dealers.



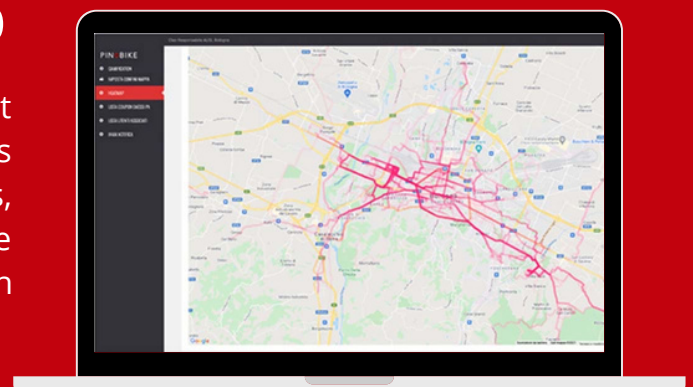
THE PIN BIKE APP

The free app for Android and iOS allows users to record their sessions, get rewards and incentives, and challenge international PinBikers. Special discounts and coupons are dedicated to the community of PinBikers.

The app also allows users to communicate with their city through reports and notifications.

THE PIN BIKE DASHBOARD

Cities are provided with a web portal to support their data-driven policies and investments thanks to different data on traffic, users, infrastructures, etc. Cities can also activate tailored initiatives and communicate with citizens through reports and notifications.



SMART CITY

READY TO USE

The online dashboard dedicated to cities, schools, and companies allows to monitor and plan user mobility to update Bike2Work and Bike2Schools schemes, cycling plans, and **SUMPs**. The Pin Bike technology offers certified tracks and records guaranteeing a reliable and solid monitoring system.

Traffic planning

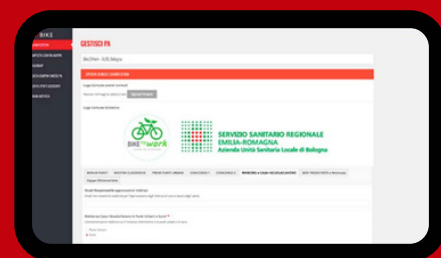
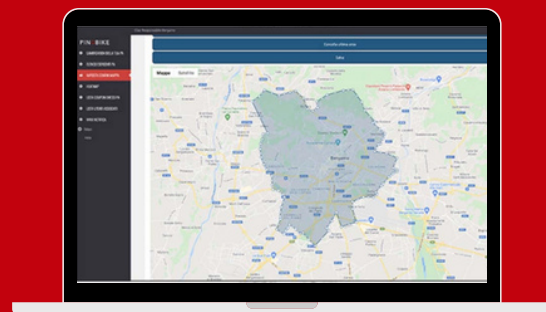
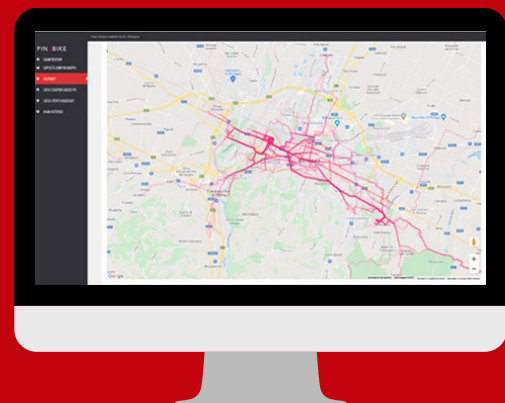
- Traffic monitoring thanks to **heatmaps**, which can be filtered by hours, age of users, and seasons of the year.
- Evaluation of the most used **stops**.
- Analysis of the **average and maximum speeds** on each node.
- Definition of the **urban area** where users can earn initiative points.
- Activation of reward **multipliers** based on peak hours or seasons of the year (such as winter) with the possibility of delimiting multipliers in certain areas of the city.

Reward management

- Management of mileage **rewards** for Bike2Work and Bike2School rides (setting the value per kilometer with daily / monthly / project threshold).
- Entry of prizes (euros, **vouchers**, items).
- Creation of **reports** on prizes already given or to be given, transfers made, or pending.
- Management of prizes for **rankings** or **project cups** (weekly / monthly / by edition).
- Optional inclusion of local shop owners in the reward initiative with the financial management of reimbursements by the Pin Bike Team.

Smart connections with users

- **Notifications** to users of bicycle rides or other events, giving extra points to participants.
- Automatic motivational notification to users who dropped their bike for more than seven days.
- Access to detailed users' **data** to examine demographics information, points, accumulated kilometers, and modal choices.
- Sending personalized **questionnaires** to users groups, allocating extra points to those who fill them.



OUR CUSTOMERS

We cooperate with all local, national and international players shaping policies to advance urban mobility, sustainability, health, and climate action.

Organizations choose Pin Bike:

- to encourage sustainable mobility by bicycle
- to promote proximity trade
- to monitor and plan users' traffic.



Smart Cities

Cities can issue prizes and economic incentives based on the kilometers ridden by bike to encourage **active mobility**. Thus, cities and urban planners can access useful **data** for their **smart city** policies and investments.



Companies

Companies can launch marketing campaigns based on environmental sustainability to increase their customers and employee **engagement**.



Schools

Schools and universities can issue prizes and economic incentives based on the kilometers of the Bike2School rides to promote **education** about **sustainable mobility**.



Local shops

Shop owners can promote their business with dedicated offers and redeem vouchers from the Municipality at the end of the month. In this way, Pin Bike encourages **local proximity trade**.

PORTFOLIO

Bari

- **Max monthly reward:** 25 euro
- **Daily average:** 4,3 km per user
- **Funds:** PON metro
- **Notes:** For all residents and workers



Bergamo

- **Max monthly reward:** 20 euro
- **Daily average:** 3,1 km per user
- **Funds:** Collegato ambientale del MiTE
- **Notes:** Bike2Work for public employees



Bologna

- **Max monthly reward:** 35 euro
- **Daily average:** 5,2 km per user
- **Funds:** Regione Emilia Romagna
- **Notes:** Bike2Work at AUSL and Policlinico Sant'Orsola



Braga

- **Max monthly reward:** 28 euro
- **Daily average:** n/a
- **Funds:** EIT Urban Mobility
- **Notes:** Starting in June 2022



Corato

- **Max monthly reward:** 20 euro
- **Daily average:** 2,2 km per user
- **Funds:** municipal funds
- **Notes:** Pin Bike pilot



Foggia

- **Max monthly reward:** 20 euro
- **Daily average:** 2,2 km per user
- **Funds:** Collegato ambientale del MiTE
- **Notes:** Shop owners involved



Istanbul

- **Max monthly reward:** 30 euro
- **Daily average:** n/a
- **Funds:** EIT Urban Mobility
- **Notes:** Starting in June 2022



Pescara

- **Max reward:** voucher to buy bikes
- **Daily average:** 3,5 km per user
- **Funds:** Collegato ambientale del MiTE
- **Notes:** Data monitoring through lent bikes



San Giorgio a Cremano

- **Max monthly reward:** 50 euro
- **Daily average:** 5,4 km per user
- **Funds:** Regione Campania



Sassuolo

- **Max monthly reward:** 15 euro
- **Daily average:** 2,3 km per user
- **Funds:** Facciamo EcoScuola
- **Notes:** Bike2School at Liceo Formiggini



Tallinn

- **Max monthly reward:** 28 euro
- **Daily average:** n/a
- **Funds:** EIT Urban Mobility
- **Notes:** Starting in June 2022



Turin

- **Max monthly reward:** 50 euro
- **Daily average:** 7,1 km per user
- **Funds:** Collegato ambientale del MiTE
- **Notes:** BOGIA e Gru.Co projects in West Turin



SMART MOBILITY

360 SUSTAINABLE TRANSPORT

Our patented gamification system can be adapted to certify all **urban sustainable mobility** modes. All rankings, rewards, and scores are shared in a single platform, allowing the user to choose among different sustainable transport modes.



Car pooling

The Pin Bike app integrates the system for searching, matching, and posting trips in carpool (car owner sharing regular routes).



Public transport

The data recorded by the Pin Bike app can be integrated with that recorded by sensors on public transport means.



Bike sharing

The data recorded by the Pin Bike app can be integrated with that recorded by bike-sharing apps.



Scooters

The data recorded by the Pin Bike app can be integrated with that recorded by electric scooter apps.

GOING A LONG WAY IN EVERY SENSE

KM RIDDEN: **1,640,362 km**
MONEY REWARDED: **149,152.52 €**
CO2 SAVED: **413,371.22 kg**

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ACKNOWLEDGMENTS



PARTNERSHIPS



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