



mobike



- 1 DOCKLESS BIKESHARE
- 2 BIG DATA
- 3 SUPPORTING MOBILITY AS A SERVICE

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SUCCESSFUL IDEAS:

Does dockless bikeshare count as a success?



WHAT DOES THIS MEAN FOR AUSTRALIA?

Over January and February Sydney had more than 390,000 share bike trips.

Including 12,000 trips starting from Central Station.

Mobike in six months

Operating across
Sydney and the Gold
Coast, Mobike has
emerged as a major
complement to Public
Transport

- 112,945 km in total
- Average ride time of 19 minutes
- 54,785,833 kilojoules or
26,500 hamburgers of energy used
- 13.55 tonnes of emissions saved or
5,772 litres of fuel



DOCKLESS BIKESHARE & BIG DATA

"TRANSPORT IS A TECHNOLOGY BUSINESS."

ANDREW CONSTANCE, MINISTER FOR TRANSPORT AND INFRASTRUCTURE

BENEFITS

Multiple benefits
to the
community



Eases
Congestion



Improves
health



Reduces
pollution

HARDWARE INNOVATION & EXCELLENCE

80+
patents
granted

300+
applications



Manufacturing Quality

Standards

✓ TÜV SÜD

✓ JIS

✓ ISO

World's first IoT
smart lock
equipped with Sim
card, GPS, alarm,
bluetooth and lock
motor

Built for
riders
>6ft tall

Single and three
speed gear
options

Brake cables embedded
in frame

4-year
maintenance-
free frame
design

Integrated chain
transmission for
enhanced customer
experience and low
maintenance



Magnesium alloy
wheels

Puncture-free
airless tires

HOW

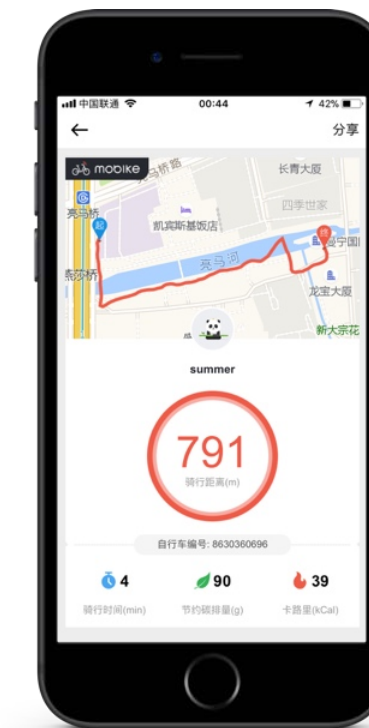
Our technology makes the mobility experience seamless, whilst enabling smart + managed operations



1

IoT SMART LOCK

The world's first IoT smart lock



2

Seamless Mobility UX

Making hiring a bike effortless



3

MAGIC CUBE

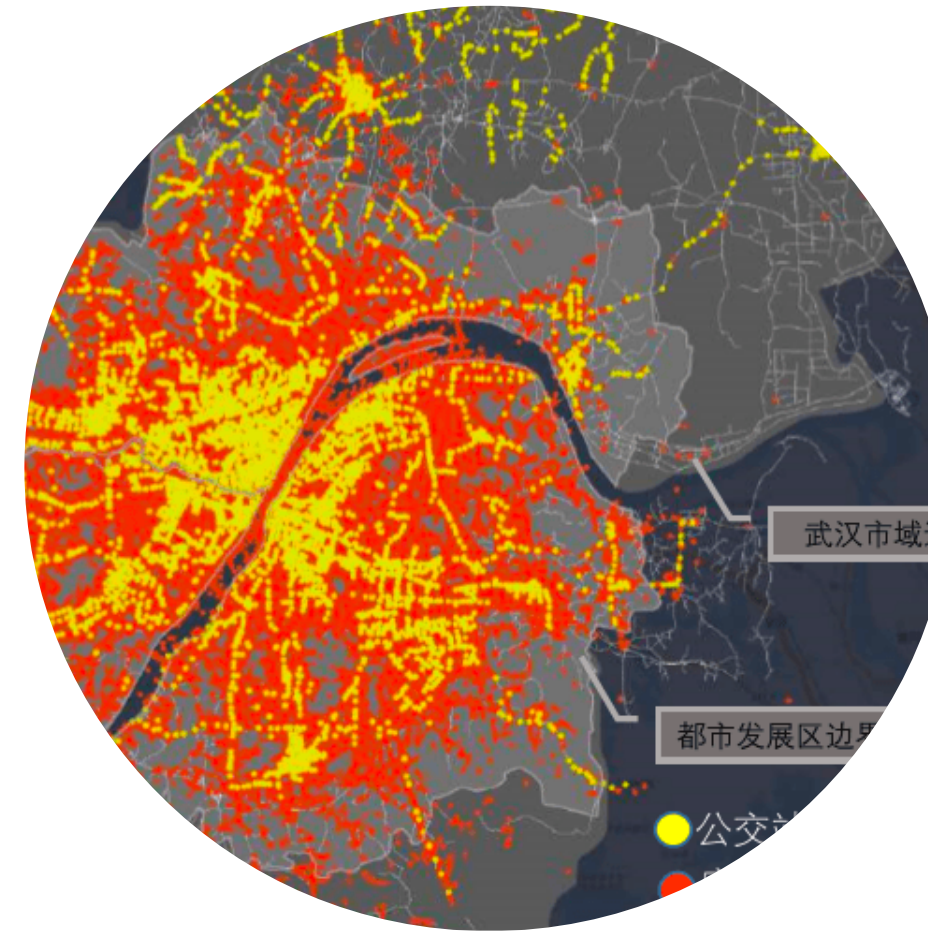
Our core; Mobike's Big Data Analytics platform

BIG DATA Applications

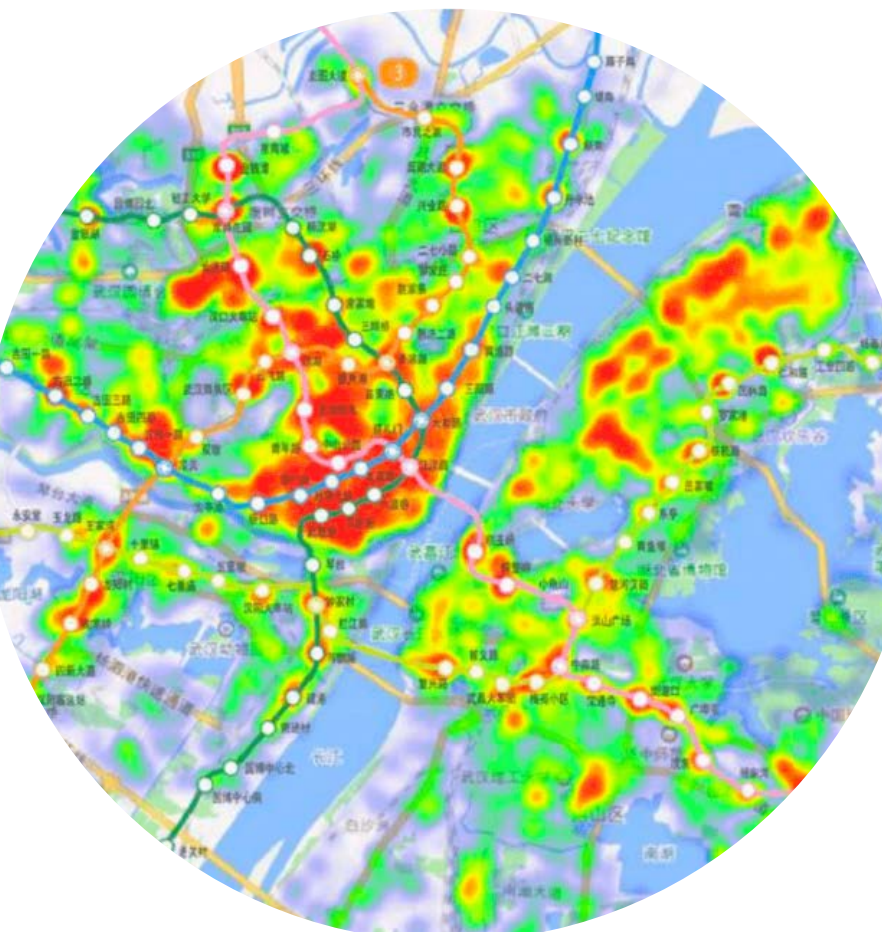
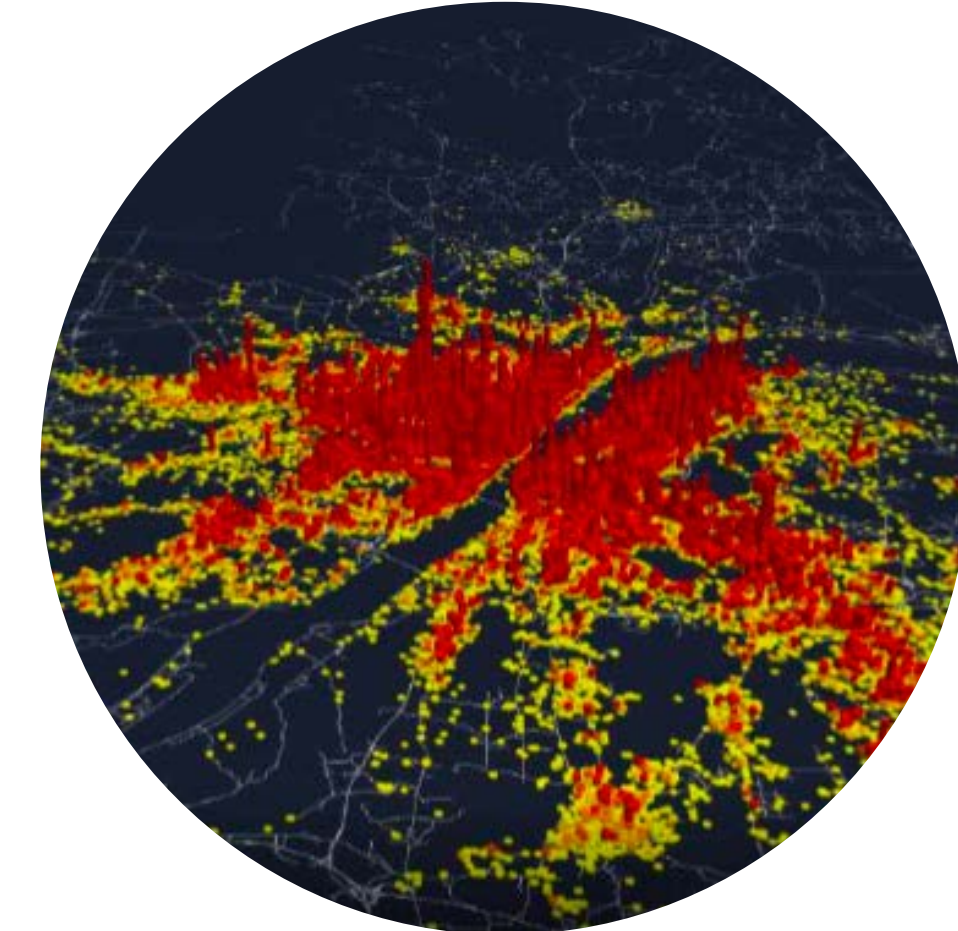
Data.Mobike.com

40TB / day

Public Transport
Blind Spot Analysis



Biking Hotspot
Analysis & Prediction



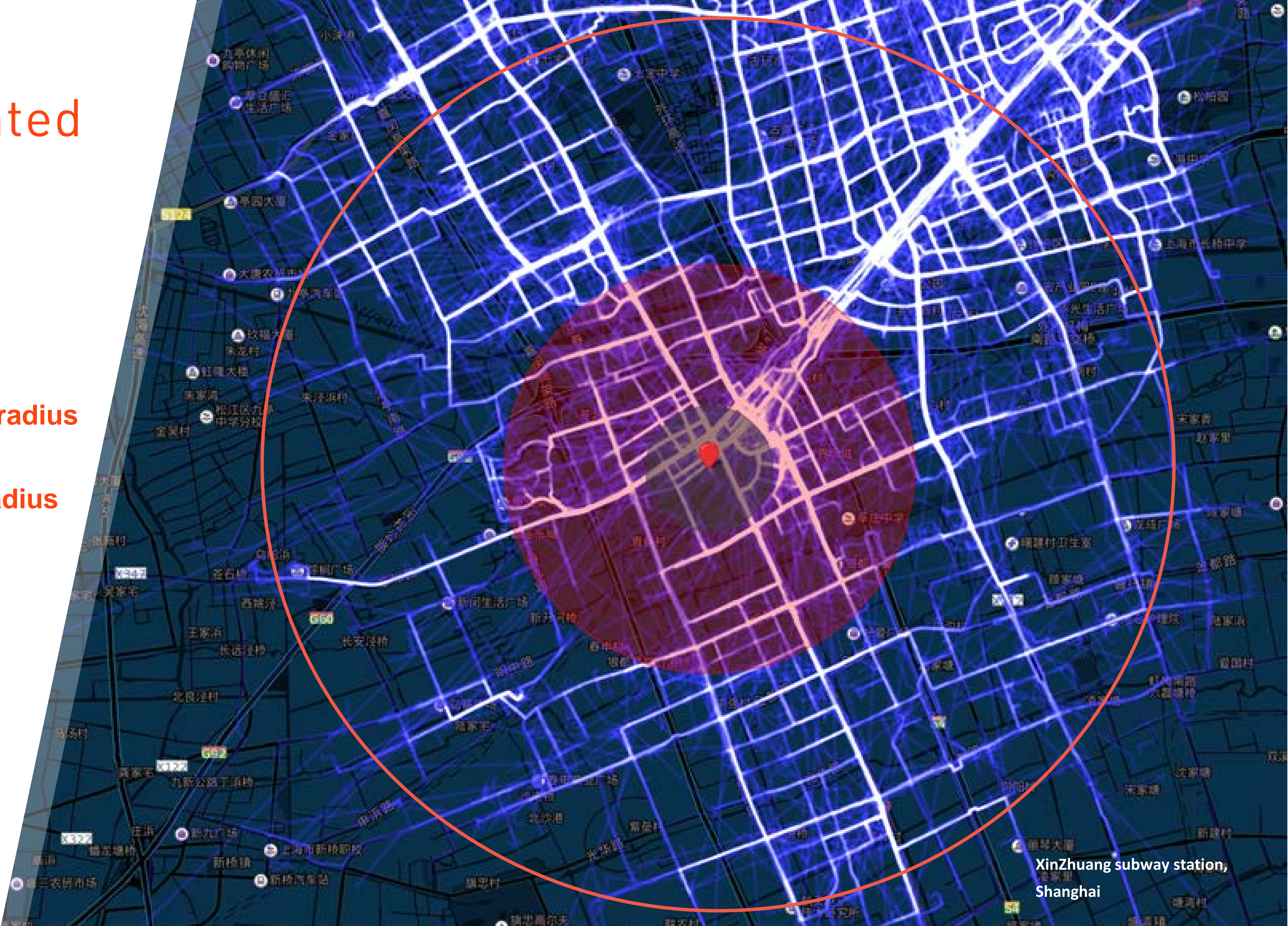
Multimode
Transportation Analysis



Lifestyle Impacts

Rethinking Transit-oriented Development

- metro station
- 10 min. walking radius
- 10 min. biking radius
- 85% of trips

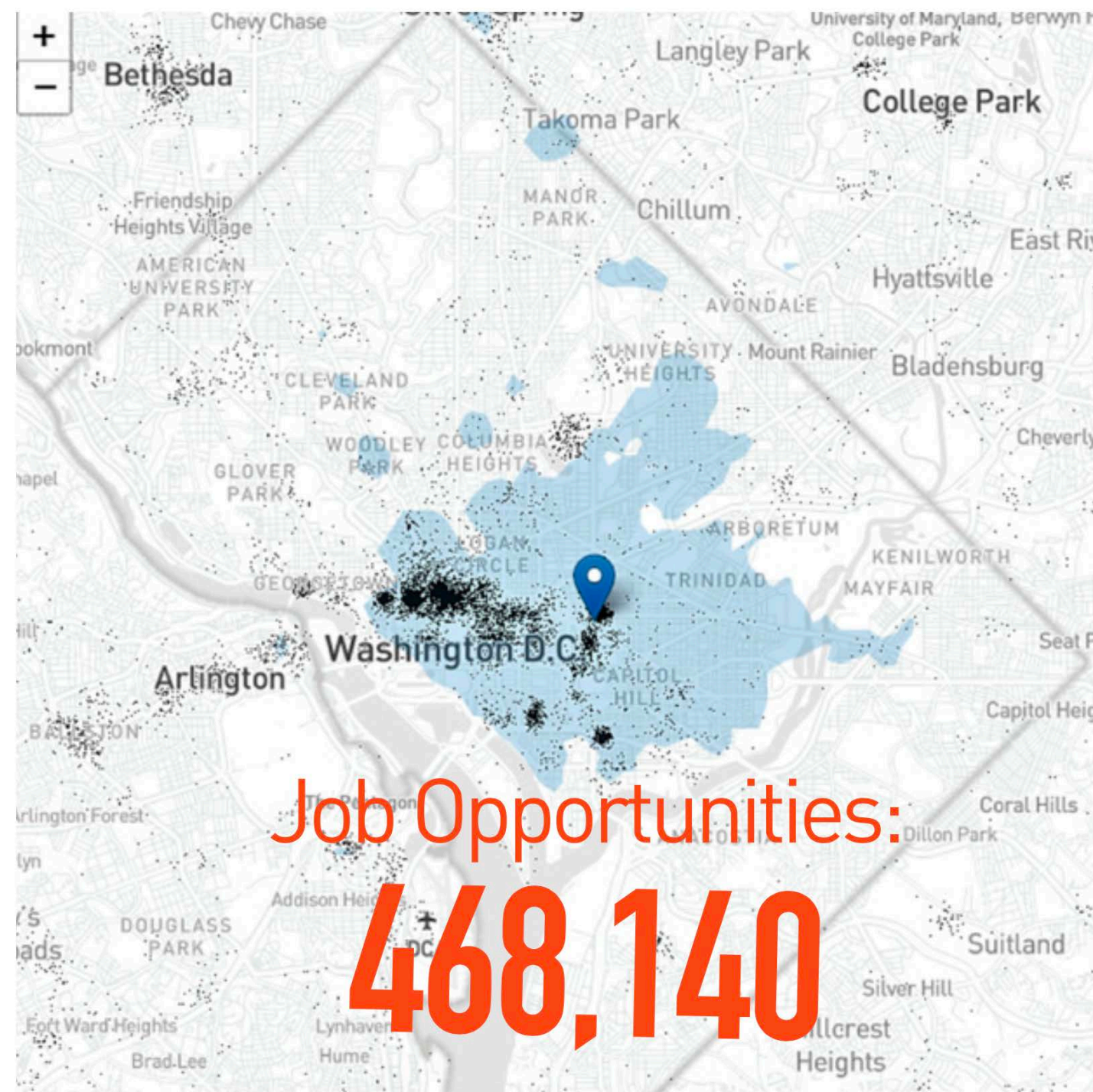


Source: "Understanding transit-oriented development through bike-sharing big data," Wanli Fang. World Bank, 10/24/2017

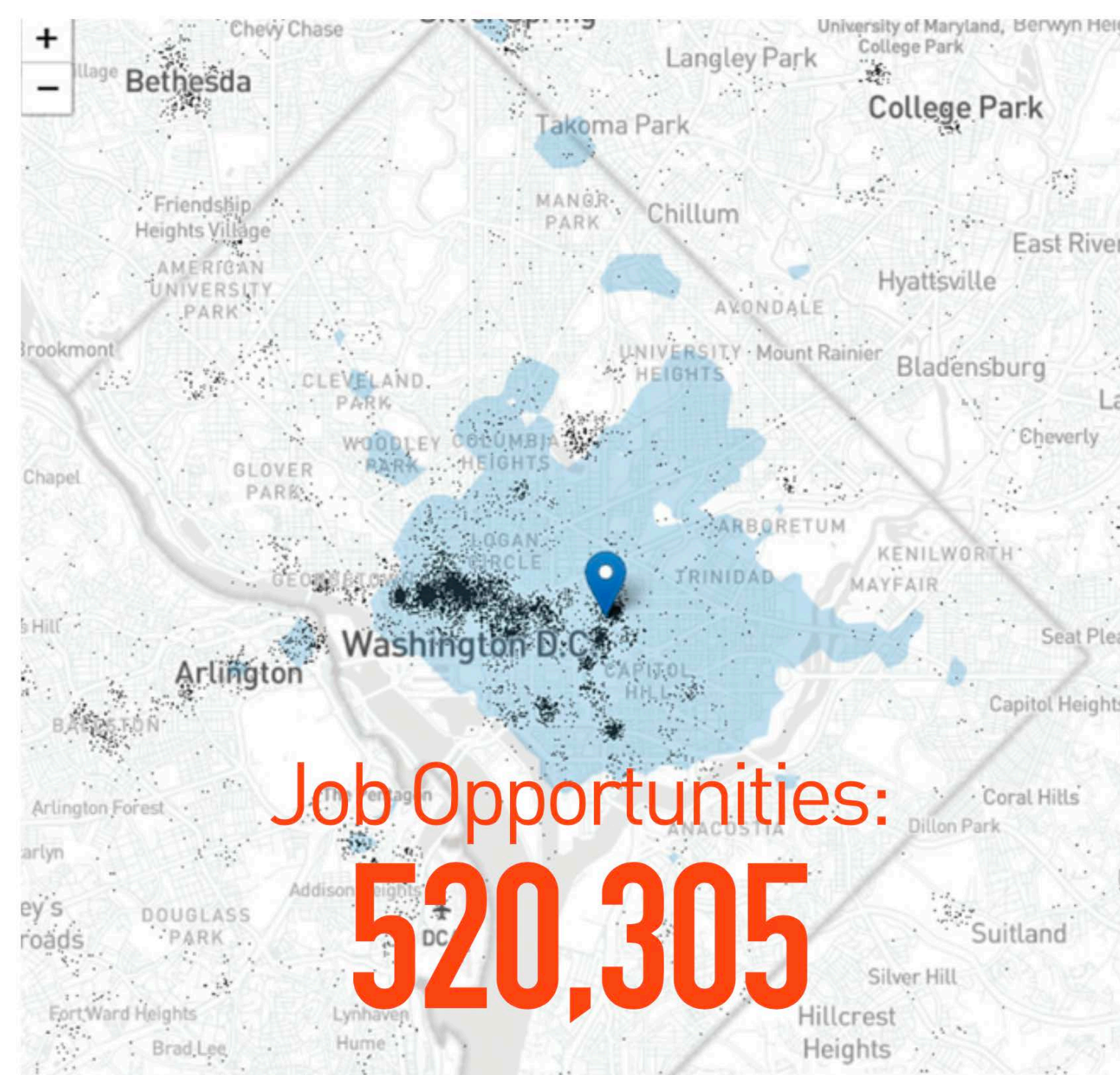
XinZhuang subway station, Shanghai

INCREASING ACCESS

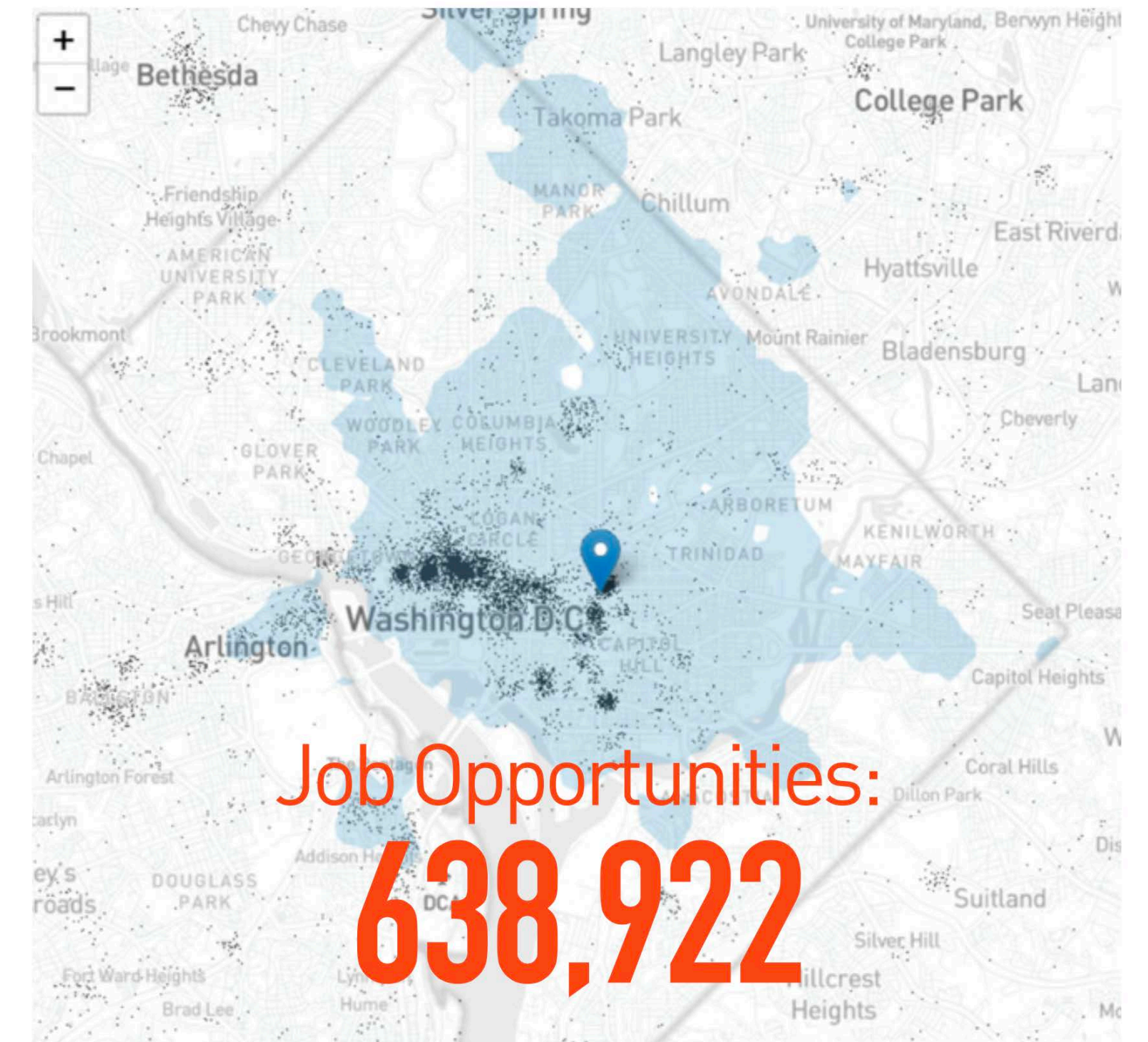
Walk + Public Transport + Walk



Bike + Public Transport + Walk



Bike + Public Transport + Bike





SUPPORTING MOBILITY AS A SERVICE



How can bikeshare help?

- ✓ What can be done to speed the transition?
- ✓ New data streams allowing for an increased understanding of travel and movement around the city
- ✓ Mobike supports a data-driven approach

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What next?

- ✓ Integration of bike users and bike share into the Transport Network
- ✓ Based on API data to inform network development and investment
- ✓ Deliver first and last mile solution to complete the Mobility as a Service Circle

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THANKS FOR
YOUR TIME

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