



tembici.

A new bike sharing system
for Santiago

Tembici is the **leading micromobility** company in LATAM

2,5 MM rides every month

15k bikes, 17 cities, + 700 employees, 3 countries



+ São Paulo
+ Rio de Janeiro

8.000
bikes



+ Santiago

3.500
bikes



+ Buenos Aires

4.000
bikes



Business model

Sponsorship:



(RJ, SP, SSA, PE, POA)

Sponsorship

New projects



government



Parceir@s



PBSC

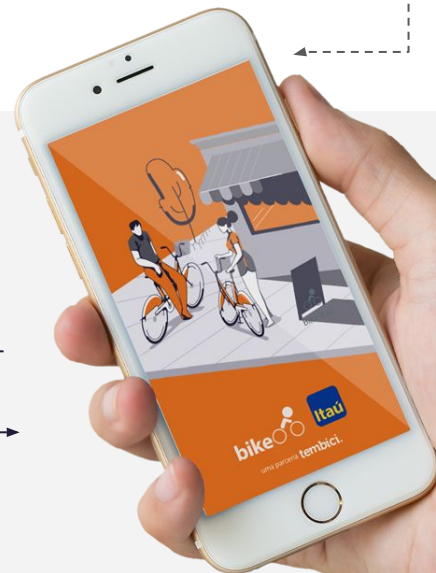
Final user:



User/ Trips (60%)



Revenue

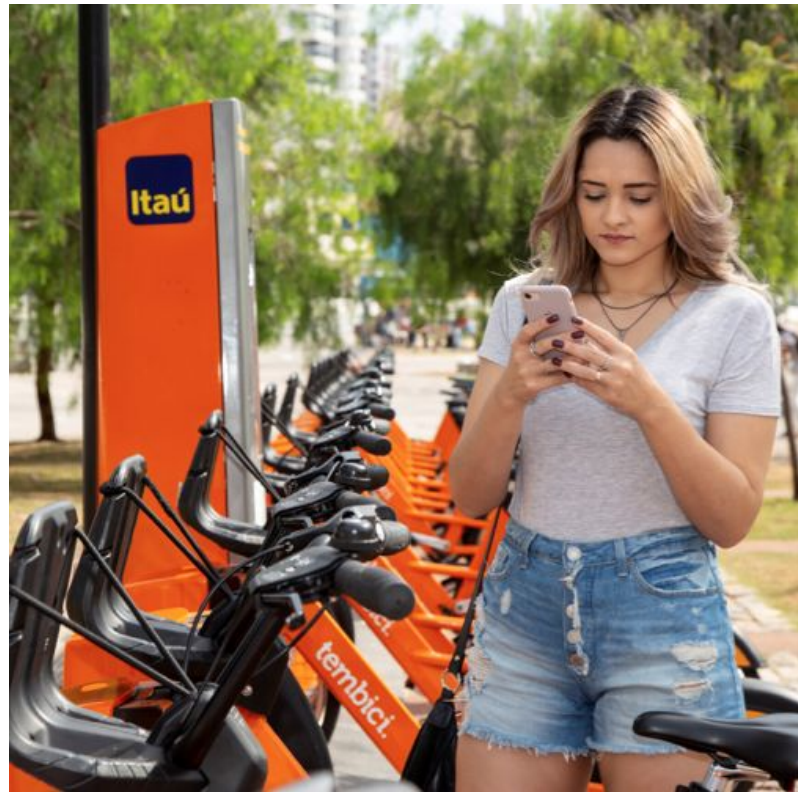


Hello, Santiago!

Tembici launched Bike Santiago's new operation in **February of 2019** with the goal to improve the quality and expand the public bike sharing system in the city with the best user experience.

350 stations

3500 bikes



Santiago context



- After popular demand, in the 90s, the city invested on cycle paths and biking infrastructure.
- In 10 years, the number of **cyclists on major routes has risen by 15-25% a year**
- In 2006, cycling accounted for 3% of journeys. **These days it's around 6%** – higher than in London or Dublin.
- In 2007, with the help of Interface for Cycling Expertise, a Dutch-based NGO, **Santiago promoted an intelligent urban cycling infrastructure.**
- It is estimated that **30% of cyclists in Santiago are now women**

Previous bike share experience



- 1) Since 2013, Bike Santiago was a widely used system, operating only in Providencia municipality
- 2) Complaints in Sernac for poor service quality, irregular charges (Huge amount of lawsuits) and abusive clauses.
- 3) Complex registration process. No online registration. Need to physically check documents



Challenges



- 1) Provide the best user experience
- 2) Improve bike service and station density
- 3) Shift company image

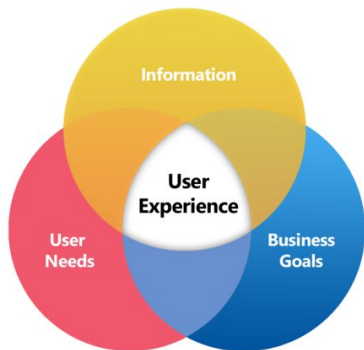


**a new mobility era needs a
a better user experience**





1) Get to know your users and their behavior



Information sign for Bike Itau Santiago. The sign is orange and white and provides details about the rental plans and how to use the service.

bike itau santiago

adquiere tu plan
paga tu plan Bike Santiago utilizando tu tarjeta de cualquier banco, regístrate en bikesantiago.cl o a través de la aplicación Bike Itau, adquiere tu plan y empieza a pedalear.

plan diario	plan mensual	plan semestral	plan anual
\$2.990	\$6.300	\$30.990	\$59.990

capacidad de carga de peso
durante 24 horas.*

capacidad de carga de peso
durante 1 mes.**

capacidad de carga de peso
durante 6 meses.**

capacidad de carga de peso
durante 1 año.**

*El rango de peso de Bikera Santiago es un cargo de \$17 por minuto adicional.
**El rango de peso de Bikera Santiago es un cargo de \$10 por minuto adicional.
***El costo de alquiler de la bicicleta es de \$10 por hora.

para retirar la bicicleta

opción 1. utilizando la aplicación Bike-Itau

opción 2. utilizando tu tarjeta Bike Santiago

para devolver la bicicleta

tembici. itau



User centric APP experience: easy to register and pay



1. Register

The registration screen is titled "Cadastrar" with a close button (X). It contains several form fields: "Nome Completo", "Sem abreviação", "Nacionalidade" (with a dropdown menu showing "Brasilero"), "CPF", "Apenas números", "Nascimento" (with an example "Ex.: dd/mm/aaaa"), "Apenas números", "Telefone" (with an example "Ex.: (00) 0000-0000"), and "DDD + Número".

2. Select your Plan

The plan selection screen is titled "Pedale conosco" with a subtitle "Para desbloquear uma bicicleta, você precisa adquirir um plano antes!". It lists three options: "Plano Anual" for R\$ 120,00 /mês, "Plano Mensal" for R\$ 20,00 /mês, and "Plano Diário" for R\$ 8,00 /dia. Each option includes a bicycle icon and a circular information icon.

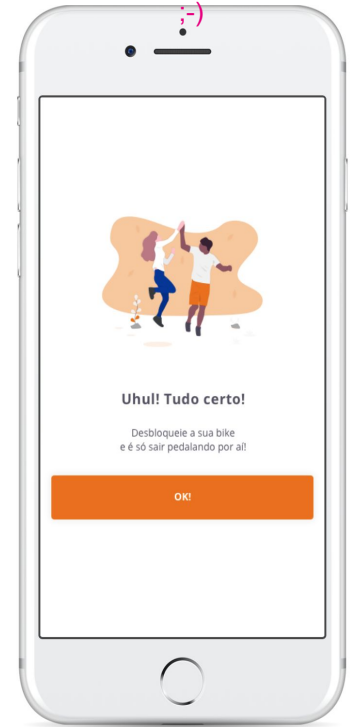
3. Payment info

The payment information screen is titled "Informações de pagamento". It displays a card number "4673 7326 8367 9182", the name "Gabriel Reis", and a note "Digite como está no cartão". It also shows the validity date "02/22" and CVV "123". A keyboard is visible at the bottom, and a "CONTINUAR" button is centered.

4. Confirm

The purchase confirmation screen is titled "Resumo da compra". It shows the selected plan "Plano Anual" for R\$ 120,00 /mês. Below, it displays a payment method "Pagamento" with a card icon and the number ".... 4833", along with an "ALTERAR" button. A "ADICIONAR CUPOM DE DESCONTO" button is also present. At the bottom, the total is shown as "Total R\$120,00" and a "CONCLUIR COMPRA" button is displayed.

Success! Enjoy your trip



The Power of the Habit



Instead of counting rides, we started looking at the user behavior. And started looking to loyalty: subscribed users.

More subscribers users give us a better sustainable business model and a much better Life time value.

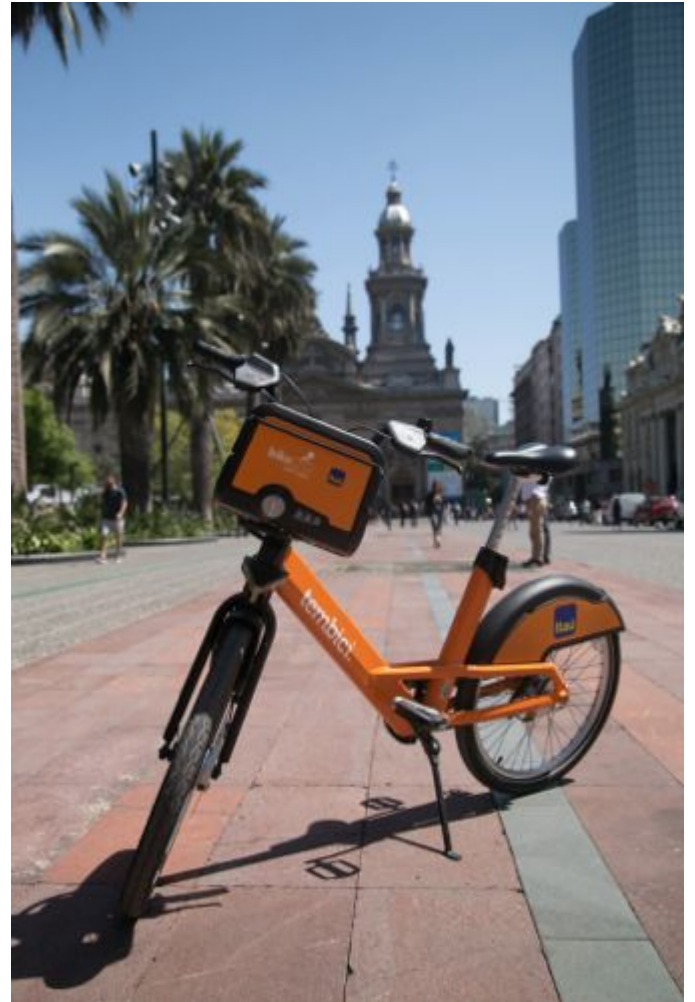
Subscribers	X	Spot users
Annual plan		Per ride
Monthly plan		Daily
6 months plan		3 days



How do they become subscribers? Why users stays? Why do they churn?

2) New system

- a. High density
- b. Easy use
- c. Intelligent Data Analysis
- d. Quality - bikes

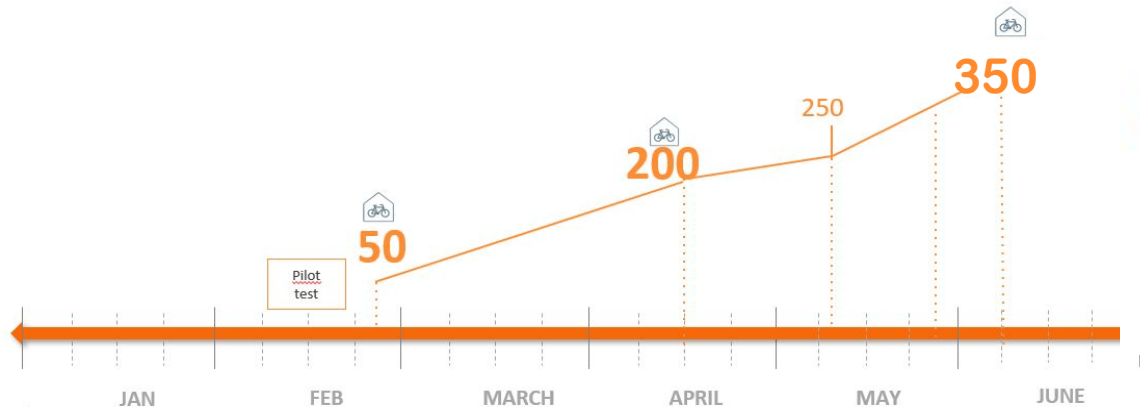


High density



Deployment in record time

Phase	Stations	Trips per day
1	50	7.500
2	200	22.000
3	350	33.500



3) Shift the company image: Re-launch



- Re-launch in Feb of 2019 with the participation of local authorities
- Press and cycling activists present to get to know the new system
- In June, the renovation process of the bike and stations was finished, with the implementation of an entirely new fleet.

Results



14 municipalities

Operational

230

Renovated stations

3.800

Available bikes

Peak-hours

Notorious increase in demand from Monday to Friday

400 mts

Distance between stations

88%

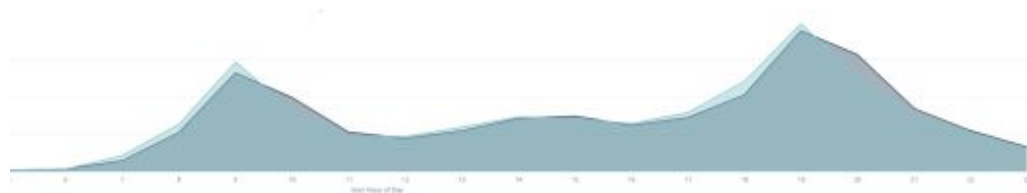
Of rides happen on weekdays

2.000

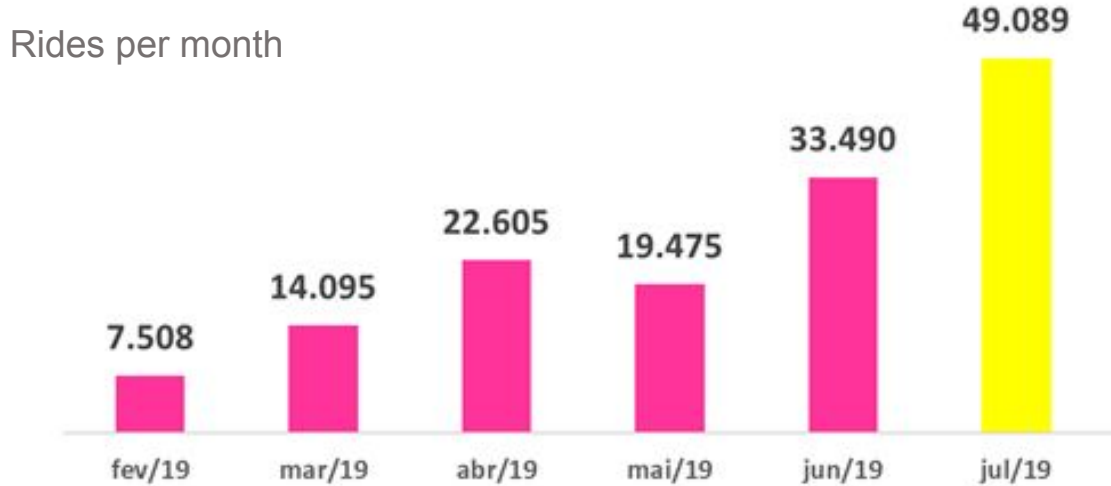
Rides per day

7:00-11:00 and 17:00-21:00

Peak-hours of usage on weekdays



Results



60% Of all rides are made by men

40% Of all rides are made by women



45% Of all rides are between people of 25 to 35 years old

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Thank you!

