

GoBi

Go Bike Informed.



by GoBi & Co.

Team Members: Mika Mantia, Neeta Rao, Shruthi Ananth, Fiona Wilcox, Nancy Barroso and Jolie Brownell

Executive Summary

Our city, Portland, Oregon, is the most active cycling city in the United States. Bicycling can be a dangerous activity due to many road hazards including car traffic, obstacles that cause falling, and the lack of traffic controls such as a stop sign. Our application will reduce the risks of cycling. Our app will encourage cyclists to report hazards through easy and fun app interaction, and it will warn them via sound or vibration as they approach a reported hazard.

GoBi & Co. will operate as a non-profit organization due to the low ad revenue conceivable in our limited market. We will work collaboratively with city governments, hospitals, and other cycle-safety supportive non-profits. By aligning GoBi with local organizations invested in biking safety, the app is more likely to be funded, maintained and promoted for the long-term. The Technovation Challenge prize money would be used as a foundation to start as well as to apply for additional grants. Once we are successful in Portland, we'd like to work with other city governments to duplicate the model.

Market

GoBi and Co. plans to target two main cycling market segments, commuters and recreational cyclists within the Portland city area, to start. Our goal is to decrease the number of accidents in the city by 10%.

Product Description

GoBi allows users to view and report their findings on a bike route. GoBi can be used as a social network, reporting app, GPS, and more! GoBi alerts riders in real-time about hazards on their journey. They can also self-report their own findings to agencies. We encourage cyclists to use the app, raising the competitive spirit of users by creating levels based on participation. As you report more hazards, your level goes up, and you can earn more incentives such as coupons for local businesses.

Competitive Edge

There are similar apps in the market like GoBi, such as Map My Ride, Cyclemeter, Footpath, PDX Reporter, Bike Eugene, and Milekeeper. Our app is unique because it is the only app that displays hazards right on a smartphone map. It also alerts you in real-time to hazards on your route.

1.1 Mission

Our mission is to improve bike safety and reduce accidents throughout the Greater Portland Area and eventually, other locations as well! GoBi allows users to stay safe while riding as well as getting discounts to local stores. We plan to win the technovation competition and get \$10,000, as well as apply for grants from city governments and other nonprofits that support bike safety.

1.2 Keys to Success

GoBi alerts users to hazards in real-time, something that most other apps fail to do. This functionality will help to reduce accidents and improve bicycle safety. The easy-to-use interface also will draw users to the app.

GoBi will also incorporate a fun, social element: the users' levels of GoBi Newbie, GoBi Student, GoBi Smartie, and GoBi Genius. Other hazard-reporting apps lack this social component that GoBi includes.

1.3 Objectives

While only 1% of all trips taken in the U.S. are by bicycle, bicyclists face a higher risk of crash-related injury and deaths than occupants of motor vehicles do. In 2010 in the U.S., almost 800 bicyclists were killed and there were an estimated 515,000 emergency department visits due to bicycle-related injuries. Data from 2005 show fatal and non-fatal crash-related injuries to bicyclists resulted in lifetime medical costs and productivity losses of \$5 billion.

- Improve hazard reporting by making it fun and easy.
- Provide more data to cities so they can address hazards.
- Reduce bike accidents in Portland by 10%
- Increase the health of Portlanders by removing safety hazards and encouraging them to bike more often.

Company Summary

GoBi & Co. is a startup founded in Portland, Oregon. The company is owned by the founders, Neeta Rao, Shruthi Ananth, Fiona Wilcox, Jolie Brownell, Mika Mantia, and Nancy Barroso

2.1 Start-Up Summary

To start up GoBi & Co. we would need the following things:

- Employees (would work without a salary for the first year)
 - Programmers
 - Researchers, product manager - would work with the city and other sponsors
 - Designers
 - Marketers (including pro bono work from local ad agencies)
 - Grant writer resource
- Equipment:

- Computers: Development workstations, cloud servers (to hold data, internet access)
 - \$600 per station, totaling \$3,000
- Internet connection and routers, back-up equipment or system. (\$1,200/yr)
- Facilities: we will all be using our homes for work, meeting together when necessary in public places.
- Team bonding activities including a company retreat at Shannon's aunt and uncle's beach house. (\$150)
- Marketing funds: promotional materials including press releases and social networking. Physical materials including t-shirts. (\$650)
- Collaborative Relationships:
 - We'll work with a law firm to incorporate as a non-profit. (\$5,000)
 - We'll be working with the city of Portland for now and Oregon Health and Sciences University and Forum Law Group to ensure our application meets legal, safety and city requirements.
 - Bike-oriented companies that would be interested in purchasing advertising
 - Partner with local bike advocacy group to promote use of the app
- Funding: We'd apply for additional funding from the Oregon Transportation Research and Education Consortium.

Market Analysis

Portland has the largest share of bike commuters in the U.S. major cities. 6% of all commuters in the Portland area ride bikes. There are roughly 22,000 bike commuters in Portland. Of these 22,000 commuters, 20% are expected to have an accident per year! GoBi is targeted towards all of the bicyclists in the Portland area who own smartphones. 50% of our market own smartphones. Our total addressable marketing in Portland is therefore ~10,500.

4.1 Marketing Segmentation

We have divided the market into three segments. We plan on getting revenue through advertising from the first two segments. The third segment is a potential source of grant funding and other types of supportive funding.

1. **Bike Commuters** will use the app when going to and from work to plan safe routes and to report hazards.
2. **Recreational Bicyclists** will use the app to access data from regular bikers, so that they can plan a route in an area they do not know as well.
3. **The City of Portland** will use our app as a better source of hazard information because it's easy to use and fun. We will work with the City so they can use the app to find potholes and fix them, as well as other hazards.

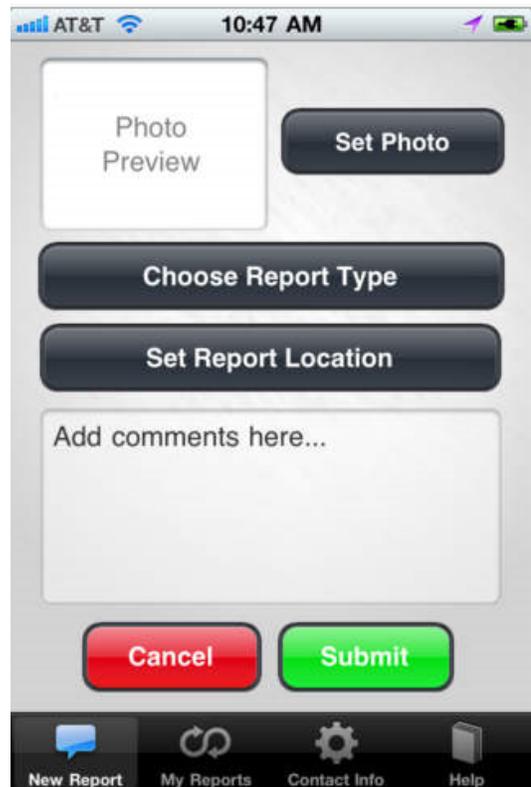
Our plan is to start in the city of Portland, learn how to run this business successfully and then expand its benefits to other cities around the country.

4.2 Competition

1. PDX Reporter App - PDX Reporter is a direct result of Mayor Adams and the City of Portland's call for more open data and interactions with the residents of Portland. PDX Reporter may be used to report and request service calls to city assets and infrastructure, including issues with parks, potholes, traffic lights, street lights, catch basins, and graffiti. Additional city assets and service request types will be added over time.

- GoBi Advantage:

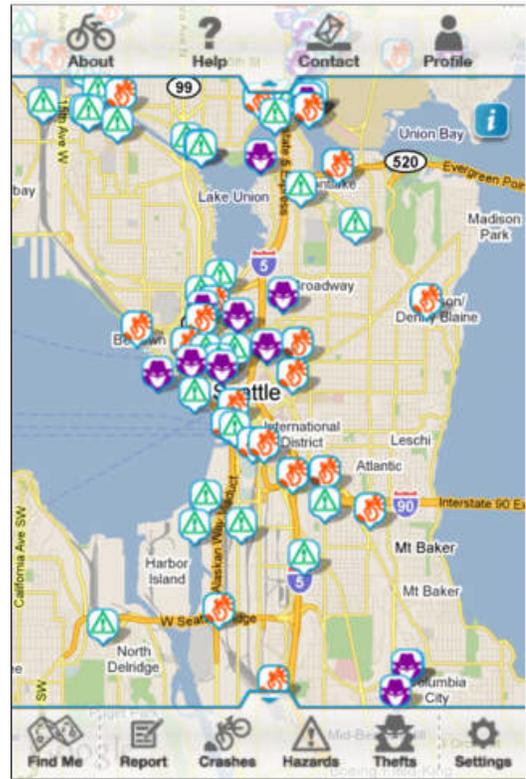
- * Users cannot see reports by others
- * Hazard map display
- * Real-time hazard alerts



2. Bikewise - Bikewise was sponsored by the Cascade Bicycle Club & written by Kombi, Inc. The BikeWise app is a resource to learn about and report bike crashes, hazards, and thefts. By sharing experiences with each other, and with researchers and relevant agencies, we aim to make biking safer and more fun.

GoBi Advantage:

- * Hazard map display
- * Real-time hazard alerts
- * Bikewise has not been updated for the latest IOS & Android systems. It is currently unstable, with severe crashing & GUI malfunctioning.

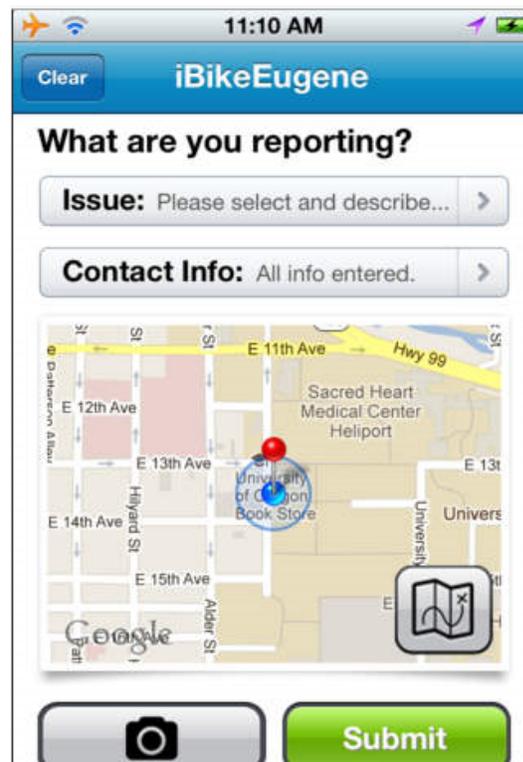


3. iBikeEugene

iBikeEugene allows Eugene bikers to enter a maintenance request directly into the maintenance management system used by Public Works Maintenance to assign and track work orders. Direct routing makes it quicker and easier for users to notify Public Works of potential maintenance needs and increases the efficiency and effectiveness for Public Works to respond to service requests. This application was designed and written collaboratively by staff from the Public Works Maintenance Division and the UO Geography Department's InfoGraphics Lab.

GoBi Advantage:

- * Hazard map display
- * Real-time hazard alerts



4.3 Expansion Plans

Our first application will be simple. This year we're going to focus on reporting and being able to be warned about hazards. The next version will include the social levels, which will encourage participation. Finally we'd like to allow users to report accidents as well. We also plan to gather accident data from hospitals to help make the significance of hazards clear so they are addressed by the city and avoided by cyclists.

Our plan is to start in Portland, learn how to run this business successfully (including keeping costs down and working well with our collaborators) and then expand it's benefits to other cities around the country.

The following cities are our next targets due to their high current use of biking:

- Seattle
- Minneapolis
- Washington DC
- San Francisco

Works Cited

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