Bikway
The bicycle-friendly city starts now
The challenge
The solution
Bicycle-friendly?
For our kids
Just like Copenhagen
What we forget

It took Copenhagen 60 years to build its cycling infrastructure.
Build 1 km in 1 day
Easy to assemble
Easy to change
Advantages

- Quick
- Flexible
- Recycled
- Affordable
It ain’t about the paint
Benefits of cycling

lost/gain for each km travelled

- € 0.23 gain
  - € 110bn

- €-0.16 loss
  - € -201bn
Space used by 72 people
Cities we talked with

- Austin
- Memphis
- San Francisco
- Boulder
- New York City
- Los Angeles
- UK
  - London
- Denmark
  - Copenhagen
  - Lyngby
  - Odense
- Lithuania
  - Vilnius
  - Klaipeda
  - Palanga
  - Nida
  - Birstonas
  - Preila
- France
  - Strasbourg
- UK
  - London
- Denmark
  - Copenhagen
  - Lyngby
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- Lithuania
  - Vilnius
  - Klaipeda
  - Palanga
  - Nida
  - Birstonas
  - Preila
- France
  - Strasbourg
- Australia
  - Sydney
<table>
<thead>
<tr>
<th>Year</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>x1</td>
</tr>
<tr>
<td>2013</td>
<td>x9</td>
</tr>
<tr>
<td>2020</td>
<td>x72</td>
</tr>
</tbody>
</table>
Goals for 2020

USA: 6881 km, EU: 1200 km, Bikway market share: 2%, expected revenue: £32m

161 km £200k/km
Value proposition

City administration
- Minimizing risk
- Affordable and quick

Cyclist organization
- Awareness
- Promotion

Urban planners
- Optimizing
- Feasibility testing
Why are we different

We offer you the solution to experience the future, today. Not just the vision.
## Team

### Core team

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simon Majdrup</td>
<td>COO/Founder</td>
<td>10 years of leadership</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Serial cultural entrepreneur</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B.Arch.</td>
</tr>
<tr>
<td>Rahul Shah</td>
<td>Business</td>
<td>international business consulting Top of class MBA</td>
</tr>
<tr>
<td>Dovydas Rusciauskas</td>
<td>CFO</td>
<td>EU Fund management NGO finance M.Econ.</td>
</tr>
<tr>
<td>Andreas Schuster</td>
<td>Head of design</td>
<td>award winning designer Business development M.Des.</td>
</tr>
</tbody>
</table>

### Supporting team

#### In-house

**Urban planning**
- Laurynas Liudvinavicis
- Valdas Jencius

**Marketing and sales**
- Alexandru Dobre
- Ignas Danielius

#### External

**Engineering**
- Green Machine ApS

**Business development**
- Erik Plauborg / Accelerace
- Frank Mathiessen / CIEL

**Legal & economic**
- Jørgen Bek Weiss / LassenRichard
- Morten Høgh Petersen / KPMG
Wrap-up

Unique solution
Growing market
Passionate team
Strong network
Thank you

smh@bikway.com

www.bikway.com
Channel

**Partners**

- Manufacturer
- Supplier

**Cost**

- € 26/m²
- $ 35/yrd²
- G.M. 65%

**Distributor price**

- € 75/m²
- $ 100/yrd²
- G.M. 25%

**End-user price**

- € 100/m²
- $ 125/yrd²

**Negotiating organizations**

- People for bikes
- Gehl architect
- Markets leader
- Consultants
- Copenhagen municipality
- British Cycling
- Danish bicycle embassy

**Images**

- Building
- Road
- Clock
## Competitive situation

### Urban Planning

<table>
<thead>
<tr>
<th>Urban planners</th>
<th>Cyclists organization</th>
<th>Urban consultants</th>
</tr>
</thead>
<tbody>
<tr>
<td>proposing design</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>visualization</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>public interaction</td>
<td>(+)</td>
<td>+</td>
</tr>
<tr>
<td>test implementation</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>on-street design</td>
<td>+</td>
<td>+</td>
</tr>
</tbody>
</table>

### Consulting

| data collection | (+) | + | + |
| traffic analysis | + | + | + |
| urban strategy | + | + | + |
| projected effect | + | + | + |
| hands-on data | + | + | + |
Build it right

Pedestrians  Cyclists  Cars
Cars vs Cycling

- Take up less space
  - 1 car equals 16 cyclists

External cost/benefit for each km travelled

- € -0.16
- EU € -201b/annually

Health and environment

- Inactive transport
- Harmful to other
- Polluting

- Lower mortality
- Less sick days
- No pollution
<table>
<thead>
<tr>
<th>City</th>
<th>Description</th>
<th>Mileage Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>“The 2010 Bicycle Plan... represents a new commitment by Los Angeles.”</td>
<td>1.684 miles in 2045</td>
</tr>
<tr>
<td></td>
<td></td>
<td>40 miles yearly</td>
</tr>
<tr>
<td>Memphis</td>
<td>“We want all our citizens, young and old, to be able to make the choice to bicycle and feel safe and comfortable”</td>
<td>55 miles challenge</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15 miles Green lane</td>
</tr>
<tr>
<td>Austin</td>
<td>“To create and promote the best environment for the friendly co-existence of bicycle riders...in Austin.”</td>
<td>1050 miles in 2019</td>
</tr>
<tr>
<td></td>
<td></td>
<td>105 miles yearly</td>
</tr>
<tr>
<td>Washington</td>
<td>2000 3 miles of bike infrastructure</td>
<td>200 miles in 2020</td>
</tr>
<tr>
<td></td>
<td>2013 115 miles</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2020 200 miles</td>
<td></td>
</tr>
<tr>
<td>New York City</td>
<td>2000 220 miles of bike infrastructure</td>
<td>1800 miles in 2020</td>
</tr>
<tr>
<td></td>
<td>2013 420 miles</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2020 1800 miles</td>
<td></td>
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</table>
Bicycle investment

Past 10 years
2013
Planned

Growth Past-Today
Growth Planned

<table>
<thead>
<tr>
<th>Location</th>
<th>Past 10 years</th>
<th>2013</th>
<th>Planned</th>
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<tbody>
<tr>
<td>Austin*</td>
<td>78%</td>
<td>27%</td>
<td>707%</td>
</tr>
<tr>
<td>Washington DC**</td>
<td>3700%</td>
<td>300%</td>
<td>813%</td>
</tr>
<tr>
<td>Los Angeles***</td>
<td>300%</td>
<td>268%</td>
<td>1500%</td>
</tr>
<tr>
<td>EU</td>
<td>240%</td>
<td>268%</td>
<td>1500%</td>
</tr>
</tbody>
</table>

Estimated size of global market

€56b
$76b

* Austin bicycle plan update 2009
** Washington DC Bicycle Master plan April 2005
*** Los Angeles 2010 Bicycle Plan
**** Global market analysis