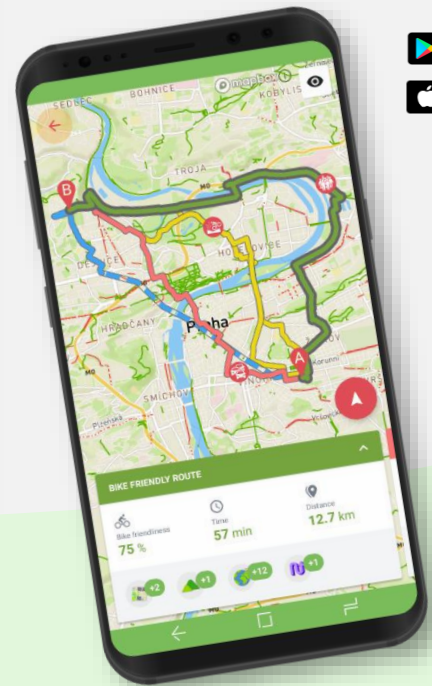
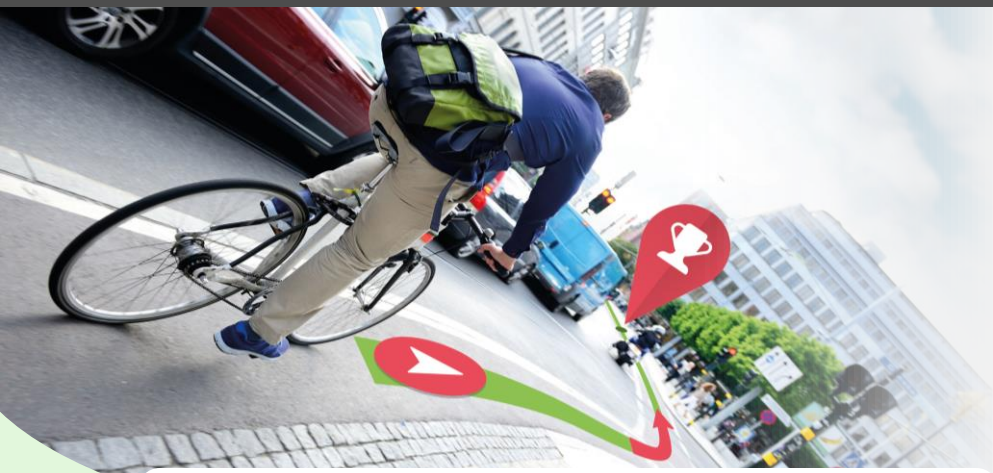


Powers the world's **best-rated** and **most capable** cycling app.



GET IT ON  
Google Play

Download on the  
App Store



## URBANCYCLERS

Smart Digital Platform for  
Boosting Sustainable Mobility

- Upgrade your cycling promotion tools for the digital era.
- Help people start cycling and keep cycling.
- Make most of your existing cycling infrastructure.
- Optimize future infrastructure investments.

## Complete Platform for Getting More People Cycle More

URBANCYCLERS provide a full set of features to help cities **grow the modal share of cycling**.

Inform & Navigate  
Cyclists



Motivate & Incentivize  
Cycling



Collect & Analyse  
Cycling Data



Communicate & Engage  
Cycling Community



Includes **Android**, **iOS** and **web app** for citizens and accompanying **tools** and **APIs** for cities and partners.

4.7

### Top-rated

With the average user rating of **4.5-4.7**, apps based on URBANCYCLERS rank among the **world's highest rated**.



### Feature-richest

The **most complete features** among all cycling apps, including **bike sharing** and **public transport** integration.



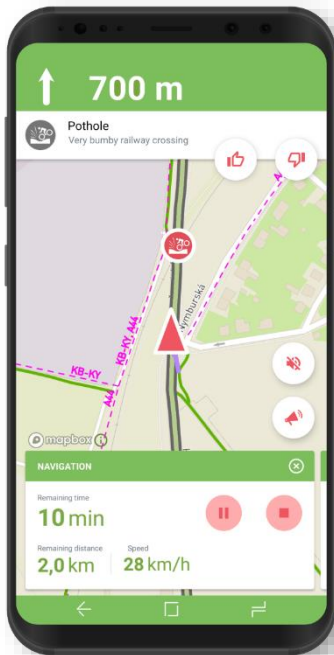
### Smartest

Powered by **big data** and **artificial intelligence** algorithms grounded in years of scientific **research**.

[urbancyclers.com](http://urbancyclers.com)

## Inform & Navigate Cyclists

Make cycling simpler! Leveraging crowdsourcing and artificial intelligence, the URBANCYCLERS app delivers **accurate, up-to-date** and **personalized advice** on how and where to cycle in your city in a **safe** and **enjoyable way**. Eliminate the fear of unknown and help your citizens discover the beauty of cycling!



### Maps

Optimized for cycling showing **bike routes, cycling infrastructure** and crowdsourced information.



### Navigation

**Data-driven** route search and Waze-like **social navigation** with in-ride safety alerts.



### Safety-centric

Employing accident data and models to **recommend safest routes**.



### Bike sharing

Integrating **real-time bike availability** information for all types of bike sharing schemes.



### Intermodal

Suggesting routes combining **bike and public transport** (bike+ride, bike on public transport).



### Bike Instructor

Providing **tips and tricks** on how to **cycle safely and comfortably** in the urban environment.

## Motivate & Incentivize Cycling

Make cycling more rewarding! Employ **data-driven behaviour change** techniques to make your citizens use the bike as their daily means of transport. Encourage and reward those who opt to choose sustainable mobility regularly – they deserve it!



### Gamification

Turn cycling into a fun, interactive game thanks to the platform's built-in system of **points, badges leaderboards** and **challenges** that automatically stimulate the user to ride as much as possible.



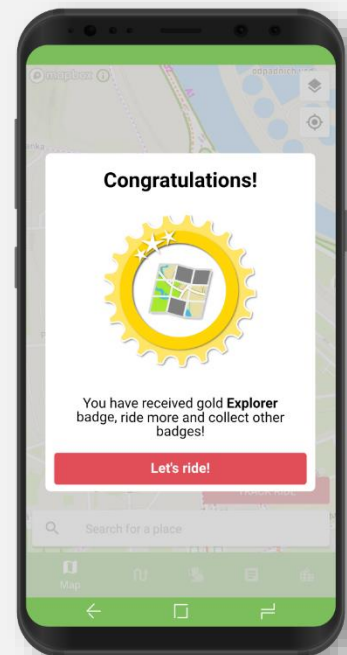
### Rewards & Incentives

**Amplify** behavior change by rewarding cycling with real-world prizes. URBANCYCLERS automatically determines who is eligible for which reward and the built-in **voucher systems** makes redeeming rewards straightforward.



### Engaging Campaigns

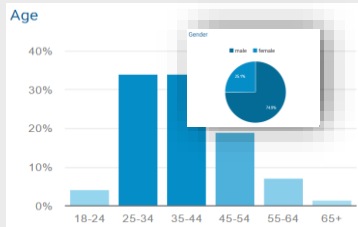
Use URBANCYCLERS as a basis for your next cycling promotion campaign. **Personalized, interactive** and **social**, campaigns delivered through the mobile app are more **effective** and **measurable** than traditional campaigns.



# Collect & Analyse Cycling Data

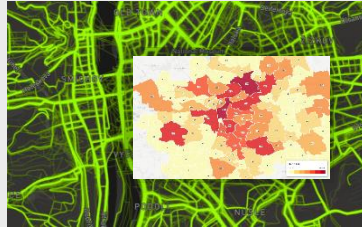
URBANCYCLERS provides the most versatile cycling data analytics. The URBANCYCLERS app collects **large data sets**, including user-recorded **GPS trajectories** and crowdsourced **issue reports**. URBANCYCLERS data engine analyses the collected data to answer **who, where, why** and **when** rides the bike, which **issues** cyclists face while cycling and how to best **fix** these issues.

## Demography



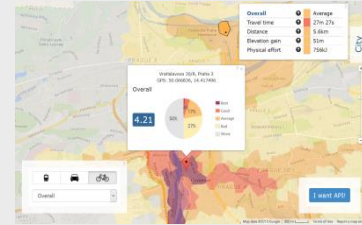
- age
- gender
- type of bike
- reasons for cycling
- purpose of bike trips
- frequency of bike trips

## Trips and Routes



- trip origin-destination matrix
- cycling traffic intensities
- directionality of traffic
- junction transition times
- parking locations
- incident locations

## Infrastructure



- identification of network bottlenecks
- cycling accessibility assessment
- cycling network optimization, including bike+ride
- bike sharing optimization



Apply URBANCYCLERS data analytics engine to analyze your existing cycling data, coming e.g. from bike counters, accidents or mobility surveys. Export data collected by URBANCYCLERS into your existing data portals and GIS systems.

# Communicate & Engage Cycling Community

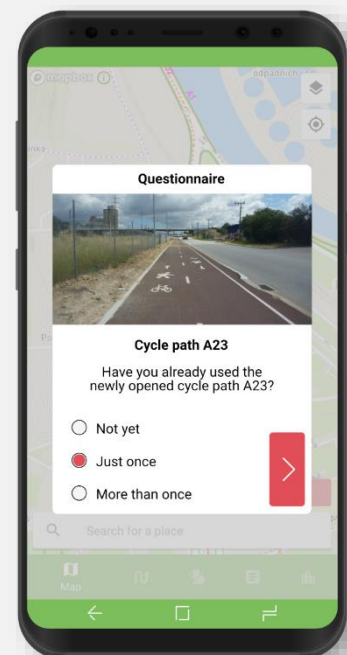
Communicate directly with the cycling community, solicit feedback and engage citizens in **participative decision making** about planning and implementing pro-cycling measures.

## Push Notifications

Send targeted **push** and **in-app notifications** concerning traffic conditions, closures, cycling events and other relevant information. Choose recipients based on user attributes and past behavior.

## In-app Surveys

Conduct targeted in-app surveys with **quick response** time and **high response rate**. Interpret survey answers together with user data to get deeper insights into cycling behavior and attitudes.



# Upgrade Your Bike2X Competitions

URBANCYCLERS can turn your existing Bike2Work/Bike2School/Bike2Shop campaigns into **interactive, engaging experiences**. Integrate the URBANCYCLERS app with your existing competition system – or implement your competition fully using the URBANCYCLERS platform. Take advantage of platform's smart gamification features and say bye to dull campaigns based just on the number of kilometers or rides.

## Get Started Fast & Easy

Thanks to the flexible software as a service (SaaS) model and affordable pricing, URBANCYCLERS can be used by cities of all sizes. On-premise hosting options also available.



### White Label

Choose your **name**, apply your **visual identity** and publish the app under **your own brand**. Wide **customization** possible.



### Fully managed SaaS

Provided as a service with all **hosting, maintenance** and data and software **updates** managed by us.



### Cost-effective

The SaaS model makes the overall **cost lower** compared to a custom-built app of comparable scope and quality.



Although focused primarily on cycling, URBANCYCLERS can be extended to support **all means of active and sustainable mobility**.

## Reference: Prague Official Cycling App



URBANCYCLERS is the basis of the City of Prague's official **Prague on Bike** app published by Prague municipality in April 2017. Prague on Bike is an integral part of Prague's clean mobility campaign and comprises of the full URBANCYCLERS suite delivered as a **white-label solution** under the City of Prague's identity. The app has become the most used and the best rated mobile app published by the City of Prague and has **increased the rate of cycling** in large proportion of users. Data analytics outputs based on **1 million kms of rides** recorded with the app have already been used for the analysis and planning of pro cycling measures.

**51%**  
Users report **increase in their cycling frequency**



**Best rated**  
municipality app



**Most popular**  
municipality app

## Let's talk!

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