DOCKLESS SHARED MOBILITY

2018 TRANSPORT CHICAGO

June 1, 2018
“anywhere, anytime”
Photo: ofo's headquarters in Beijing, China

- 200+ CAMPUSES
- 200M+ USERS
- 300+ CITIES
- 32M+ RIDES/DAY
university operations

Texas A&M

Paul Quinn College

Vanderbilt University

Pomona College

University of Denver

Community College of Aurora

San Diego State University
dockless shared mobility
a safe, smart & efficient bike

1. Hydraulic Seatpost
2. Bell for warning pedestrians, vehicles, and other cyclists
3. Solid, airless tires
4. Low step-through design, lightweight frame
5. Kickstand for upright parking without a docking station
6. GPS enabled, mobile-synced, smart lock. Data can be used to inform transportation planning
now electrified!

1. Hydraulically adjustable seats
2. Bell for warning pedestrians, vehicles, and other cyclists
3. Solid, airless tires
4. Low step through design, light-weight frame
5. Kickstand for upright parking without a docking station
6. GPS enabled, mobile-synced, smart lock. Data can be used to inform transportation planning
7. 60 mile range, 250 w motor, contains spare batteries
Our smart lock

1. **Design**
   High durability ensures great performance in all weather

2. **PIN Pad**
   For unlocking without a data plan or smartphone

3. **Bluetooth**
   Bluetooth-enabled smart lock easily unlocks when synced with the app

4. **GPS**
   GPS functionality allows users to locate ofo bikes through the app
how ofo works

DOWNLOAD
the “ofo” app

UNLOCK
by scanning the QR code (black square).

RIDE!
Park the bike in a bike friendly location. Slide lock back into place to end ride.
operating in the ROW
It starts with great operations
Work with cities to create deployment plan

Move bikes to hotspots and correct misparked bikes

Conduct routine and immediate maintenance

DEPLOYMENT

LOCAL HIRES

REBALANCING

MAINTENANCE
Users can report a problem with a bike or bike parking via the ofo app.
our approach to parking education

- Create parking guidelines with city
- Communicate parking guidelines through the app
- Incentivize proper parking through in-app ofo score
- Designate Preferred Parking Areas virtually or physically
Requires well-crafted regulations
Address challenges without stifling growth

1. Response times and penalties
2. Bike minimums
3. 24/7 Customer service
4. Rider education and community engagement
5. Deployment in under-resourced communities
6. Meaningful data sharing
Don’t squander the opportunity for equitable access

1. Caps
2. Onerous fees
3. Picking winners: lock-to
4. Trip-per-bike minimums
5. Artificially constrained service area
“Lock-to” - New lock, familiar challenges
Make ofo dockless shared mobility a win for your city
transforming mobility

- **Travel seamlessly** from origin to destination
- **Improve access** to public transit
- **Reduce** number of short distance car trips
- **Strengthen connectivity** across communities
- **Increase the visibility** of bicycles
- **Increase resources** available for bike infrastructure
transportation equity

Camden, NJ

South Side Chicago

Worcester, MA
access to bike share

1. Price Transparency
   $1/30 Minutes
   No Hidden Fees

2. Payment Options

3. Scalability
data sharing

We can provide environmental and transportation data to help your city achieve its sustainability and mobility goals.

- Live Bike Locations
- Ridership Metrics
- Heat Maps
Carter Stern
Director of External Affairs
carter@ofobike.com