Bike Sharing, Five Generations Later: What’s next?
Rio de Janeiro 12/06/2018
2004 Foundation of nextbike
2005 Rental start in Leipzig
2007 Project launch in Düsseldorf
2008 Licenses for Austria and New Zealand
2009 20 cities in Germany + project launch in Switzerland
2010 Start of “metropolraduhr” (10 cities) + project launch in Latvia
2011 New projects in Poland, Cyprus and Turkey
2012 Flagship project in Warsaw + new in Azerbaijan
2013 Licenses for Dubai, Hungary, Croatia and Bulgaria
2014 Launch in UK, new projects in Hungary, Poland, Germany, Austria, Croatia and New Zealand
2015 Over 3,000 new bikes in Germany (Munich, Cologne etc.), launch of US projects in Pittsburgh & West Palm Beach and Lviv (Ukraine)
2016 Project launches in Milton Keynes (UK), Łódź (Poland), and Tallinn
2017 Project launch in Berlin, Warsaw (expansion), and Glasgow
2018 Las Palmas de Gran Canaria, Frankfurt, Berlin (expansion)
THE LIFE OF BIKE-SHARING

1st Generation
Witte Fietsen
Amsterdam, ‘60s

2nd Generation
Bycyklen
Copenhagen, ‘90s

3rd Generation
LE Vélo STAR
Rennes, 1998
Bicing
Barcelona, 2007
Cycle Hire
London, 2010
Citibike
New York, 2014

4th Generation
Call-a-Bike Flex
Munich, 2000
KVB-Rad
Cologne, 2015
Hamilton Bike Share
Hamilton (CA), 2015

5th Generation
Data-driven bike share
Shanghai & Beijing, 2016
3rd Generation: Dock-Based and Advertisement-Driven

Veturilo, Warsaw, Poland

Jenson Button, Formula One driver (MK Santander Cycles)
4TH GENERATION: SMART-BIKES AND FIRST PUBLIC TRANSPORT INTEGRATION

Berlin Mobility Smart Card

MVG More, Munich

MVG More, Munich

KVB Multimodal, Cologne
5th Generation: The Era of Big Data
A NEW SCENARIO FOR DATA-DRIVEN BIKE SHARE: LATIN AMERICA

Data-driven

Mexico City
São Paulo
Santiago de Chile

Station-based

Ecobici (Mexico City)
BKT (Guadalajara)
Encicla (Medellín)
Tembici (Rio, São Paulo...)
Mi Bici Tu Bici (Rosario)
Ecobici (Buenos Aires)
Bike Santiago (Santiago de Chile)
BUSINESS MODEL FOR ‘TRADITIONAL’ BIKE SHARING

1. Public Call for Bids
2. Gathering of stakeholders
3. Tender offer submission
4. SLAs and social inclusion

City
End User
Bike Sharing Company
Sponsors & PTOs
5th Generation: A New Business Model

1. Capital investment
2. Dockless bike release
3. Permission
4. Data harvest

- VCs
- City
- Bike Sharing Company
- End User
THE NEXT FIVE YEARS OF BIKE SHARE

Bike share infrastructure

• Move towards a cost-efficient solution for dockless e-bikes
• End of automised bike sharing stations
• Bike sharing mutation into a tech industry

Mobility-as-a-Service

• Integrated mobility solutions in one platform
• Change ‘clients’ for ‘followers’ in the future smart-cities
• Bike-share to become key driver in motor-free cities

Socio-economic challenges

• Data gathering issue – *data for bike sharing, not bike sharing for data*
• Reduce stigma of „elite“ bike sharing
• Revisit of uncontrolled dockless bike impact on urban fabric
Danke schön!

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