



www.bikademy.com







PROBLEM

Lack of bike usage for tourist activities like visiting attractions
Lack of bike usage for everyday activities

GENERAL ISSUES

LOW CULTURAL
PARTICIPATION
SOCIALIZATION
QUALITY OF LIFE
PHYSICAL INACTIVITY

NOISE
AIR POLLUTION
LAND CONSUMPTION
ONLINE CONCEPTS
SUSTAINABILITY
TRAFFIC JAMS

TRAFFIC CONNECTIONS
TOURIST INTERACTION
DISPERSED SIGHTS
LIMITED TIME FOR
EXPLORATION
WHERE IS THE FUN?
SUBURB ATTRACTIONS

TOURISM ISSUES

BIKADEMY AS A SOLUTION



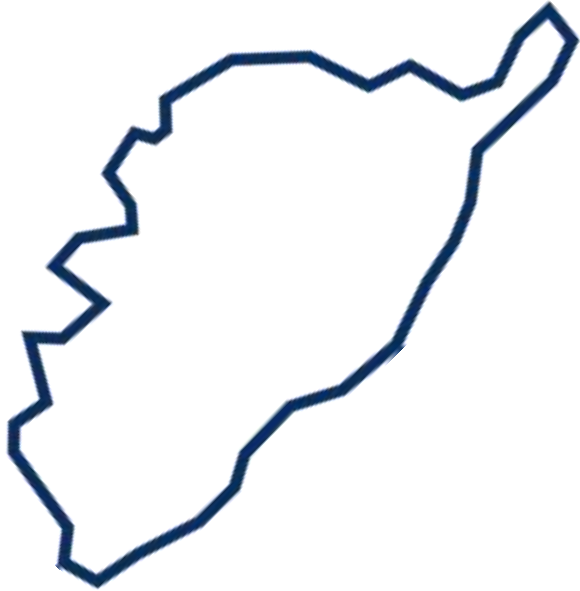
BIKADEMY TERMINOLOGY



BIKADEMY STUDENT

Person who registers on Bikademy app.

BIKADEMY TERMINOLOGY



STUDY

A region, county or a city that is promoted as desirable cycling destination.

BIKADEMY TERMINOLOGY



EXAMS

Locations of cultural or natural importance of each Study.

BIKADEMY TERMINOLOGY



BOOK OF EXAMS

A list of Studies and Exams for each Study.

All you need is a good connection. And a bike.

This is how the app works
for users in 4 steps.



STEP 1
Download Bikademy
& register



STEP 2
Cycle to the Exam



STEP 3
Take a selfie
& make a check-in



STEP 4
Repeat steps 2&3



Download the app &
try for yourself.



STUDY EXAMPLE **ZAGREB**

EXAMS

Main square

Mirogoj

Jarun

Bundek

Savica

Maksimir

NSB





STUDY EXAMPLE

NOVALJA and Northern Pag

EXAMS

Novalja

Lun

Svetojanj

Zrce Beach

Rucica Beach

Novalja Field

Zigljen



Mobile App & User Benefits

Discover cultural and natural heritage sights in a fun and engaging way.

Bike ride is slow enough to see more, but fast enough to ride further.

More sustainable and less stressful way of discovering destinations and attractions.



Explore Studies and cycle Exams

Learn all about surrounding locations

Get rewards for cycling

DOWNLOAD NOW

SOLUTION



FOR CITIES

- Connected cultural and natural heritage sights
- Tourists motivated to explore by bike
- Locals encouraged to commute

SOLUTION



FOR REGIONS

- Experienced cyclists encouraged to explore attractions while riding
- Multiple destinations connected via an app
- Added value for tourists boards

BENEFITS

For sponsors and partners like
tourist boards, cities etc.



Active community and video marketing

Video marketing is a big part of Bikademy's marketing strategy: each Study and Exam has its own promotional videos; various topics are covered with influencers; live streams with influencers and stakeholders.

Tailor-made in local communities

New Studies in different regions and cities allows the connection and promotion of sponsored products and positioning in different local communities through targeted marketing campaigns.

Powered by Sponsor

Monthly newsletter covers content for cyclists and the active community which, depending on the topic of the newsletter, often also answers with their experience, additional questions or suggestions. Bikademy newsletter Powered by Sponsor can be a new step in positioning with the active community.

The power of content marketing

Bikademy blogs, interviews and guest appearances enable the positioning of Bikademy as a cycling product for the lovers of cycling and active life. Sponsors are highlighted and recognized in a strongly connected active community.

Sustainable development

The bicycle, the basic means of transport in the Bikademy concept, supports all three pillars of sustainability. That's why Bikademy campaigns focus on **tourism, ecology and socio-cultural aspects**.

An unforgettable experience at special events

Unique concept in the world - special Bikademy Studies and Exams of limited time and area, eg during the conference. It allows participants to cycle and explore the environment at the suggestion of the organizers with winning prizes.



Example of a special Study

During the BrodTech conference, we created a special Study with three Exams for parents with children.



BUSINESS MODEL

**Bikademy rewards users for cycling,
thus motivates them to explore destinations by bike.**



Free for users



Paid by tourist boards,
cities, counties and
others



Rewards provided by
sponsors and other partners

OUR TEAM



Krešimir

Founder and product developer



Boris

Developer/main tech guy



Tin

Designer and marketer



Klara

Content creator,
PR and copywriter



Beco

Vidographer and editor

INFLUENCERS



Dušan Bućan

Famous Croatian actor that has multiple outdoors TV series and documentaries



Hrvoje Jurić

Outdoors influencer
Traveled the whole world on an e-bike in 133 days



Domagoj Jakopović
aka Ribafish

Best-known Croatian gastro blogger

TRACTION

13 STUDIES

Cities and regions

2.000

Users so far

GIANT



Novalja

CITY OF NOVALJA
ISLAND OF PAG



 hrturizam.hr



FUTURE FEATURES

Scaling opportunities.



Data collecting and
measuring tools



Challenges for cyclists
as a competitive element



Cycling network in
destinations, cities



Partnerships with hotels, bars,
markets etc.



www.bikademy.com



@bikademy



@BikademyApp



@bikademy

Krešimir Herceg

+385 95 913 7841

kreso@bikademy.com

www.bikademy.com

