



[www.bikademy.com](http://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

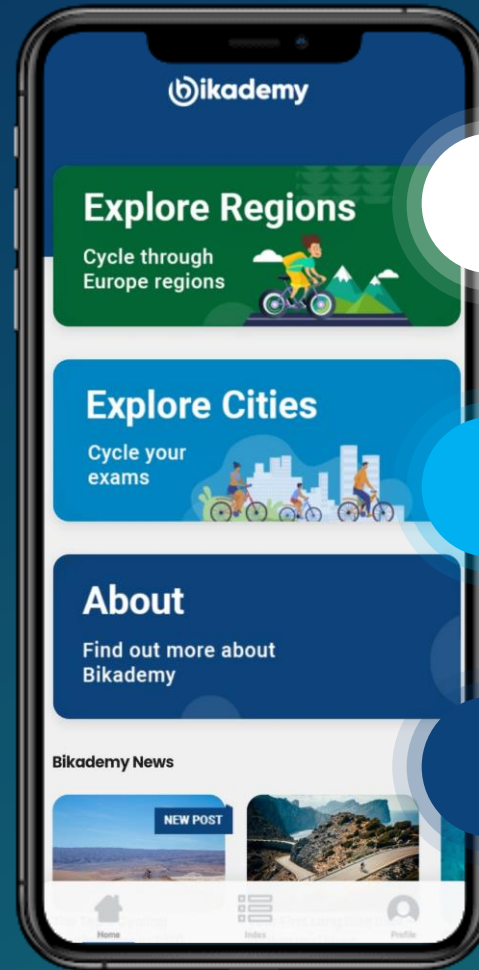
## TOURISM ISSUES

# 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](#)

# BIKADEMY TERMINOLOGY



## **BIKADEMY STUDENT**

Person who registers on Bikademy app.



## **EXAMS**

Locations of cultural or natural importance of each Study.



## **STUDY**

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



## **BOOK OF EXAMS**

A list of Studies and Exams for each Study.

# 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

# 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.





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