

Veleposlaništvo Republike Slovenije v Zagrebu

Alagovićeva 30

10000 Zagreb

**SUBJECT: Bikademy – Slovenia**

Dear Sir/Madam,

As discussed, here are more details about Bikademy, a product for cycling tourism and urban mobility.

Bikademy encourages people to cycle, to explore natural and cultural heritage by bike, and rewards them for doing so. Our main tool is a [mobile app](#), and all registered users (free of charge for end users) become Bikademy Students. The app has two main features: **Studies (tourism)** and **Challenges (mobility)**:

**1. Studies (Tourism feature - Encourages exploration of cities and regions by bike)**

This feature functions as an “academy” with Studies representing different regions or cities (e.g., Istria, Zagreb, Rab, Sibenik, Novalja, Pag, Zapresic...). Each Study consists of Exams (locations with natural and cultural heritage).

The task of a Bikademy Student is to cycle to the designated Exam location, using any route and at any time, take a photo, and check in via the app, thereby completing the Exam. Upon passing all Exams within a Study, the Bikademy Student earns a reward.

Bikademy thus becomes a valuable addition to cycling tourism offerings, not only for tourist boards but also for all stakeholders who can incorporate it into their tourism services.

As part of Bikademy, we create a complete marketing mix to promote destinations, cycling as a preferred mode of transport, eco-friendly thinking, environmental preservation, and cultural and natural heritage (paid campaigns and ads, PR, influencer outreach, invitations, landing pages, printed materials, etc.).

The latest Bikademy Studies we’ve opened include Pag and southern Pag, Krizevci, and the Zapresic region. Here are links to the main videos for these Studies:

Pag: <https://www.youtube.com/watch?v=89CMddex69A>

Križevci: <https://www.youtube.com/watch?v=NqKghxpoSQ>

Zaprešić: <https://www.youtube.com/watch?v=F8mtpZ86Q6o>

## 2. Challenges (Mobility feature - encourages daily use of bicycles)

This feature is intended for all citizens, not just athletes. It's free to use, and we reward top performers monthly, with separate categories for men and women. To accommodate different levels, Challenges has four categories based on daily distances:

0-10 km / daily

10-20 km / daily

20-60 km / daily

60+ km / daily

Besides tracking distances, the app's homepage shows CO2 savings compared to car travel and total rides completed.

This feature, as **Internal Challenges**, is also designed for **cities and regions** to encourage residents to use bicycles in daily life. For these cities, we create a **custom made dashboard** showing citizens' total kilometers, CO2 savings, and a leaderboard across all four categories. At the end of each year, we also provide a map of all rides within the area to aid in **urban planning**.

### Additional features for cities:

**Special Challenges:** These campaigns focus on CO2 savings and distance covered within a set timeframe (up to two weeks) for various occasions (e.g., Earth Day). Campaigns can also be limited to specific areas based on marketing goals.

**Special Studies:** In interesting locations, we open a smaller, temporary Study with Exams (points of natural and cultural heritage) lasting up to two weeks (e.g., Bikademy Special Study – Ljubljana – with three heritage points for Ljubljana City Day).

Please feel free to reach out if you need further information or details.

Best regards,

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