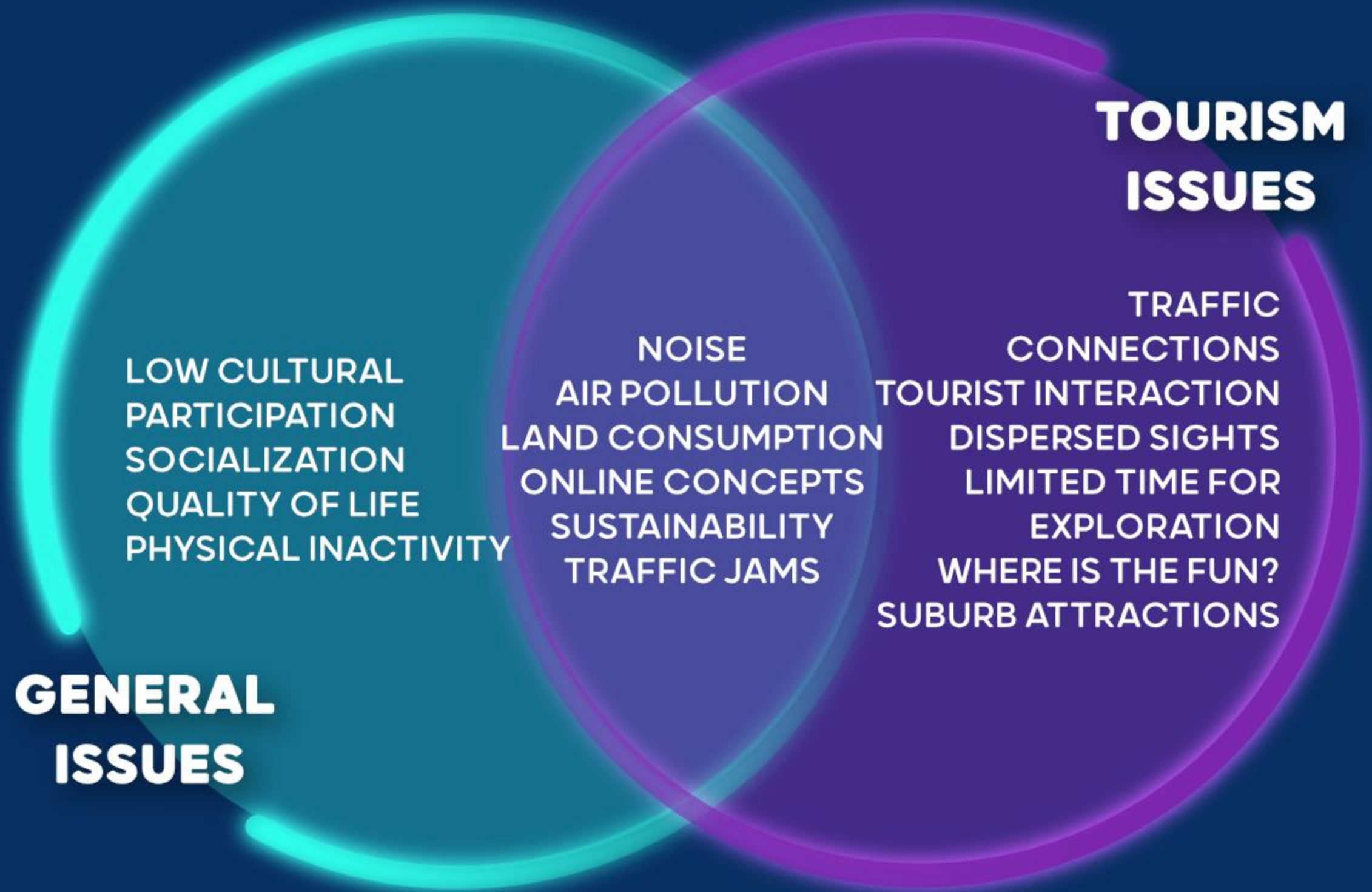




www.bikademy.com

PROBLEM

- TRAFFIC-CONGESTED CITIES (LARGE CO₂ EMISSIONS)
- CROWDS AND CONGESTIONS IN TOURIST DESTINATIONS
- LACK OF CARBON NEUTRALITY IN COMPANIES



BIKADEMY CONCEPT

For destinations: promotes regions, counties and cities as desirable for cycling and commuting

For users: motivates users on exploring cultural and natural heritage sights by bike and rewards them for it

WEB

- Blogs about cycling
- Your Cycling Story
- Presenting Studies and Exams
- Interviews

APP

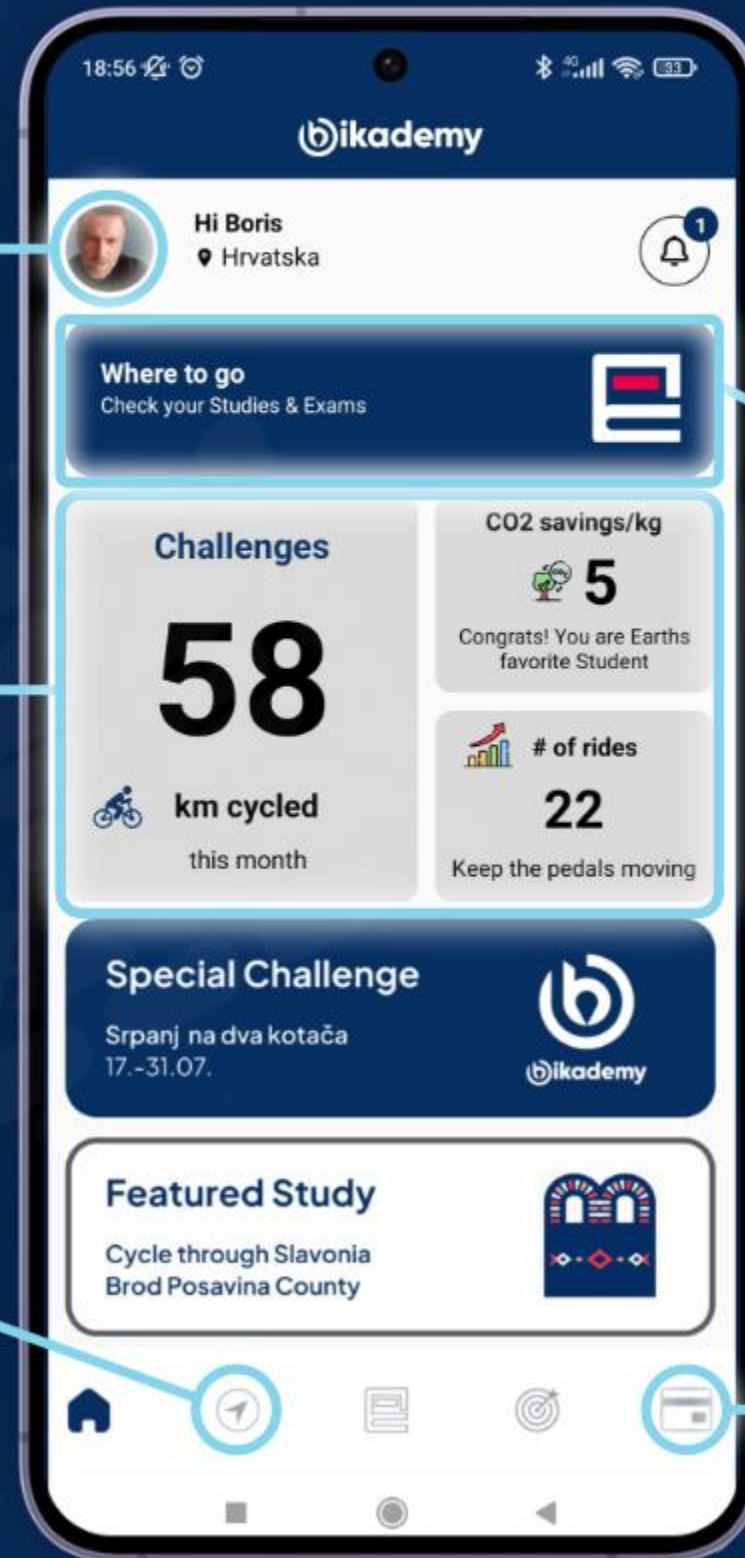
- Interactive tool
- Virtual Book of Exams
- Events Special Study
- Loyalty Card
- Rewards

New Bikademy features for you

MANAGE
YOUR PROFILE

MONITOR YOUR
"CHALLENGES" PROGRESS
EACH MONTH

TRACK YOUR CYCLING
ACTIVITIES



VISIT CULTURAL AND
NATURAL SIGHTS WITH
"STUDIES"

CHECK YOUR REWARDS
& LOYALTY CARDS

BIKADEMY STUDENT

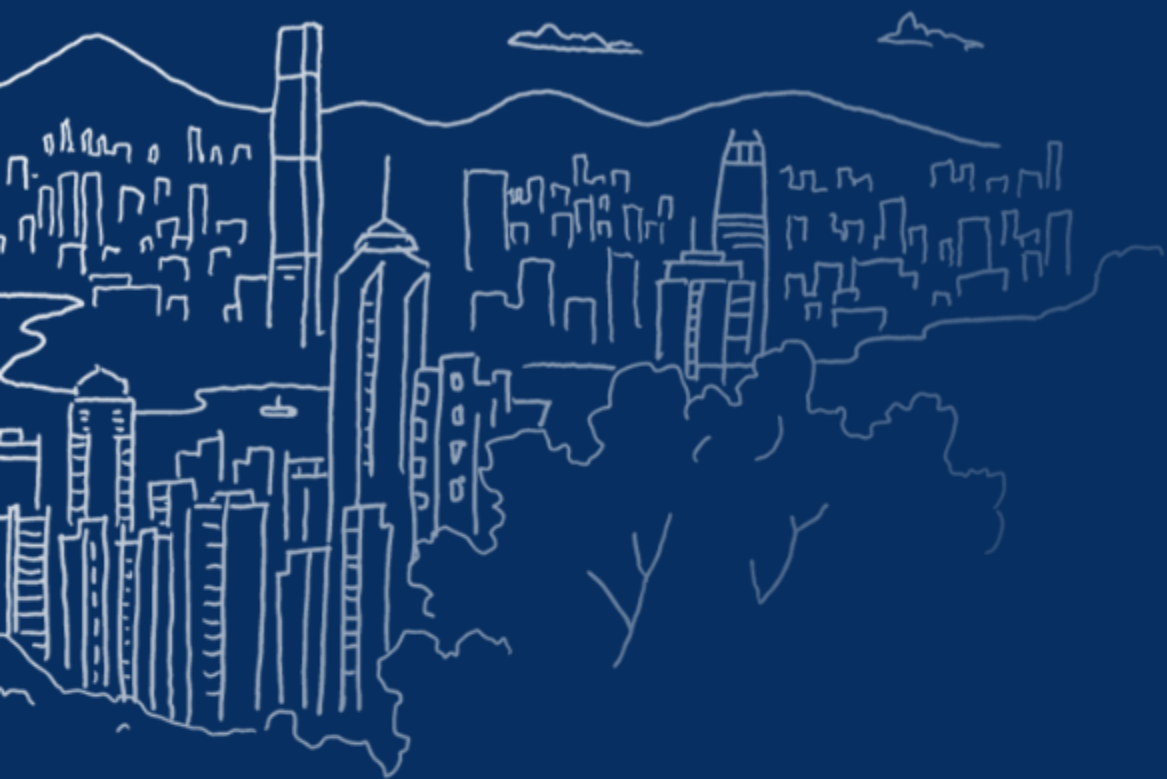
Person who registers on Bikademy app

BIKADEMY STUDY

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

BIKADEMY EXAMS

Locations of cultural and natural importance of each Study to which Student needs to cycle to



FOR CITIES

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

FOR REGIONS

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



BIKAD
EM

VIDEO MARKETING

Being a big part of Bikademy's marketing strategy, each Study and Exam has its own promo video. Via live streams various topics are covered with influencers and stakeholders.

TAILOR-MADE IN LOCAL COMMUNITIES

New Studies in different regions allow custom and targeted marketing campaigns for optimal results.

POWERED BY

Monthly newsletter covers content for the active community and, depending on the topic, Bikademy newsletters are powered by sponsors who wish to position themselves with the active community.

CONTENT MARKETING

Bikademy blogs, interviews, guest appearances and cycling stories help position Bikademy among athletes and recreationalists.

Sponsors are highlighted at each content piece and recognized in a strongly connected active community.

SUSTAINABLE DEVELOPMENT

Bicycle, the basic means of transport in the Bikademy concept, supports all 3 pillars of sustainability. That's why Bikademy campaigns focus on tourism, eco and socio-cultural aspects.

SPECIAL EVENTS

A unique concept in the world - special Studies and Exams for a limited time and space; e.g. during the conference.

It allows participants to cycle and explore the surroundings while organizers provide rewards.

CYCLING STORY

EVERY RIDE IS A NEW ADVENTURE



CIKLO PRIČA

SVAKI PUT JE NOVA AVANTURA



CYCLING STORY

EVERY RIDE IS A NEW ADVENTURE





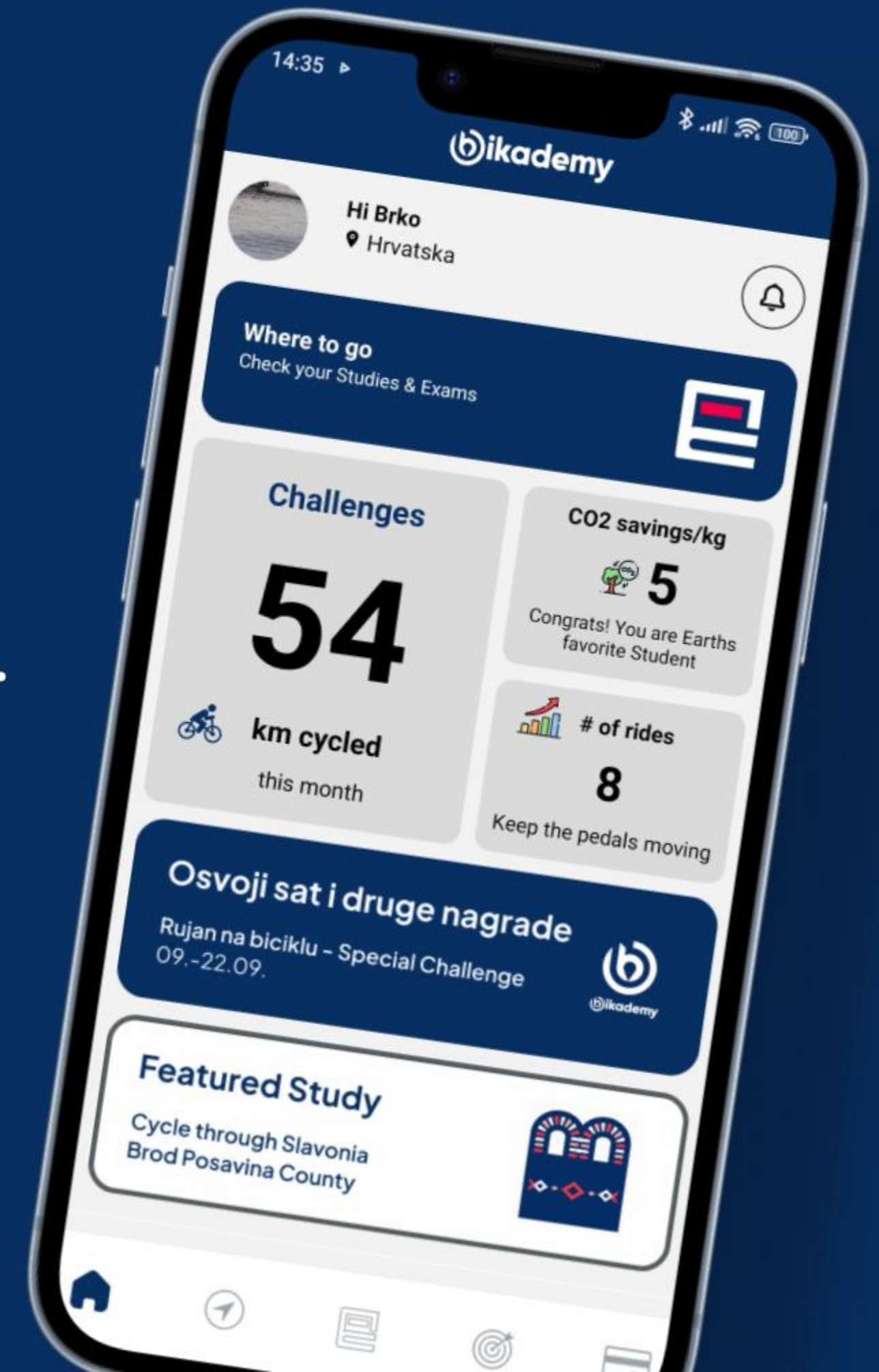
CHALLENGES CO2 SAVINGS

Feature that encourages people on daily rides as they compete with peers in different riding categories.

Exciting for commuters, travelers, companies, municipalities.

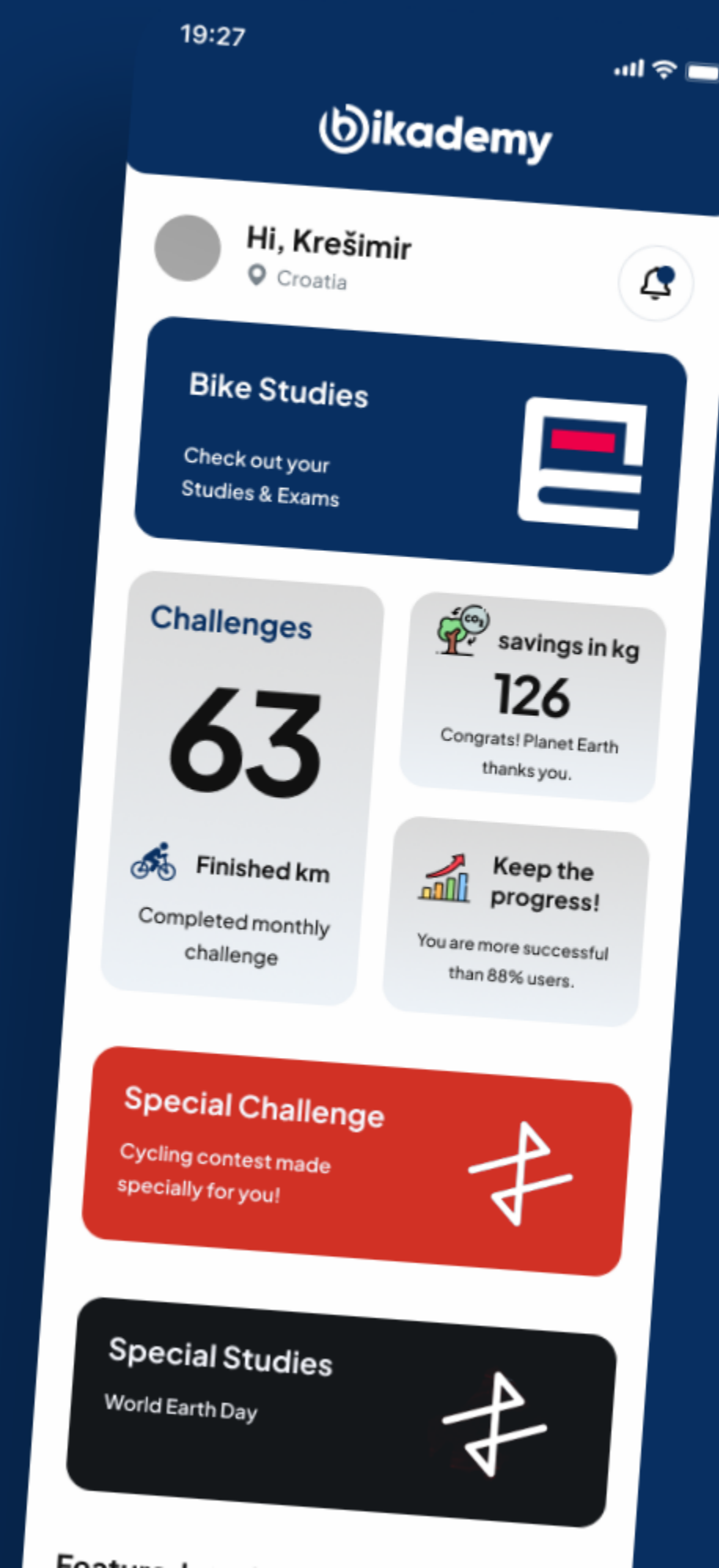
Four categories:

-  Commuter: 0-10 km/day
-  Recreationist: 10-20 km/day
-  Enthusiast: 20-60 km/day
-  Athlete: 60+ km/day



EXTERNAL

- Studies - visibility in video content and the marketing mix
- Visibility on landing pages
- Visibility in the app
- Visibility in campaigns - area promotion, locations, special campaigns (All You Need is A Bike, Your Cycling Story..)
- Education through Reels
- Podcast
- Shows



SPECIAL STUDIES

For those who wish to spice up their events, make them interactive and get participants cycling with Bikademy.

With 3-5 Exams added to the Bikademy app, as well as duration (up to 7 days), descriptions and rewards, all that's left for the organizers is to let participants know they can win rewards and learn more about the event by a enjoyable bike ride.

SPECIAL CHALLENGES

Short-term campaigns for various occasions where we reward people for everyday cycling across four categories while collecting kilometers and saving CO₂.

WIRACIOM

15
Studies



2500+



Turistička zajednica
BRODSKO-POSAVSKE ŽUPANIJE

Novalja

CITY OF NOVALJA
ISLAND OF PAG



SPORT  VISION

BI!TEME



Data collecting and measuring tools for cities

Challenges for everyday cycling as a competitive element in urban mobility



Cycling network in destinations

Partnerships with sports, travel and lifestyle brands



Yearly licences for destinations and companies

Loyalty cards with discounts at stakeholders and partners





KREŠIMIR

Founder and
product developer



BORIS

Developer



TIN

Designer and marketer



KLARA

Content creator, PR
and content writer



BERISLAV

Videographer
and editor



TRAVEL



KREŠIMIR HERCEG

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