Zagster™

Bike Sharing for Winston-Salem

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11/16/16

Agenda

1. About Zagster
2. Updates!
3. Zagster and the Industry
4. Technology Platform
5. Equity Options
6. Sponsorship Strategy
7. The Plan
8. Q&A

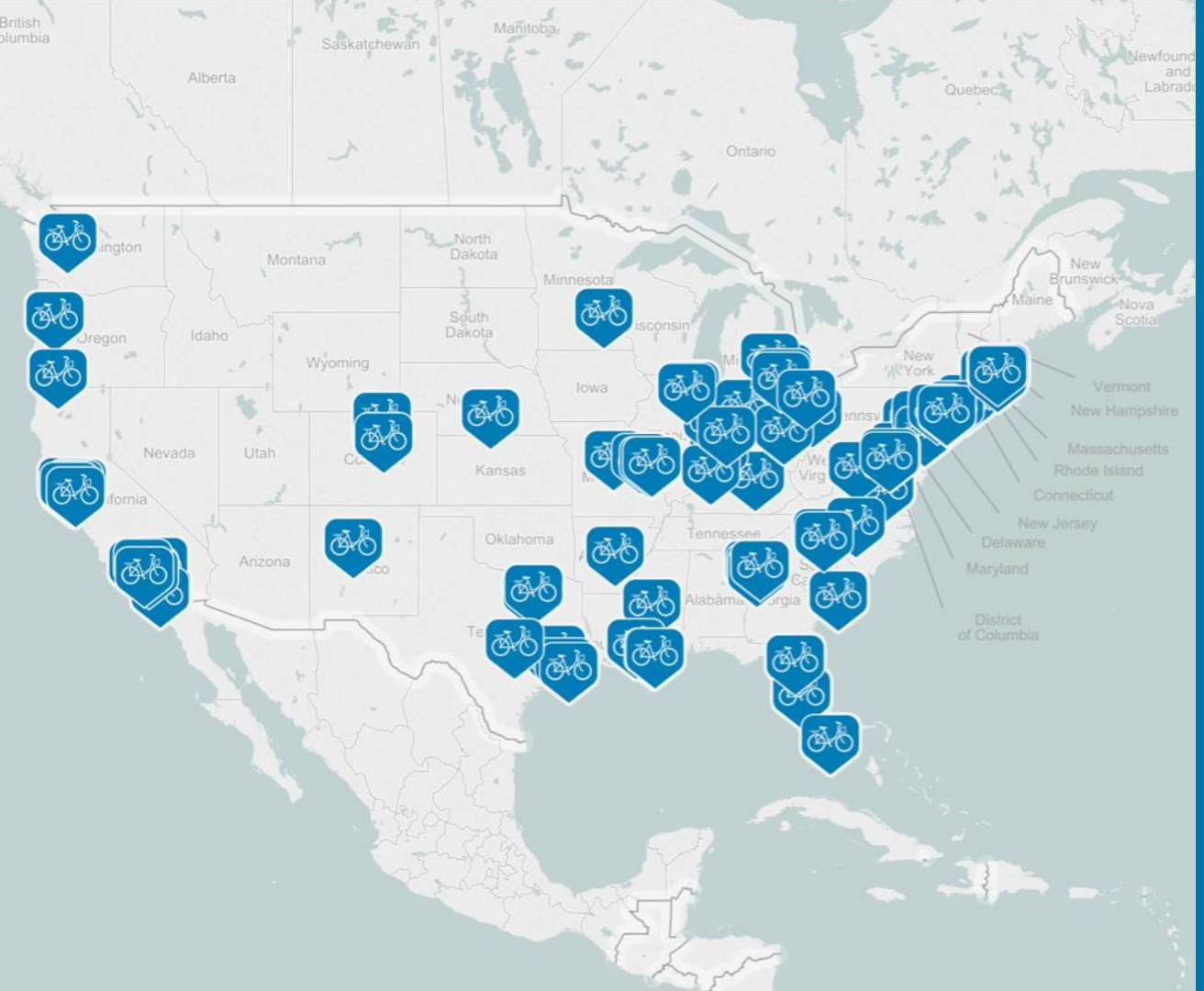
Our Mission: To Make The Bike The Most Loved Form of Transportation

About Zagster

Founded in 2007

The most bike-share programs in the US

More programs launched than all other bike share companies combined!



Over 150 Bike Share Programs in the United States

The Leader for Small and Medium Sized Cities

Yale

The Ohio State University

Purdue University

Duke University

Princeton University

University of Maryland 1856

GM

salesforce

Samsung

Quicken Loans

nrg

Related

JLL

Avalon

Hines

Equity Office

The Leader for Universities, Businesses, and Developers

Updates!

Introducing Zipbike

Redefining campus mobility

First nationally sponsored bike share program for universities

Sponsored by Zipcar, powered by Zagster

Turnkey and including the latest advances in bike share technology

An easy, low-cost and complete transportation program for universities and their students, faculty, and staff

Corpus Christi - 40 bikes, 70 parking, 7 Stations

Pedal Corvallis, OR - 35 bikes, 58 parking, 7 locations

City of Westminster, CO - 40 bikes, 72 parking, 6 Stations

Coming this Winter

Rochester, NY – 250 Bikes

Brevard County, FL – 50 Bikes

Huntsville, AL – 30 Bikes

Lafayette, IN – 47 Bikes

Normal, IN – 30 Bikes

Brownsville, TX – 40 Bikes

Evansville, IN – 90 Bikes

The “Harpoon”

- Blue Tooth enabled
- Impossible to lose
- Cell/phone and smartphone compatible
- On-Bike Keypad
- Impossible to move bike even if lock is cut

Zagster and the Industry

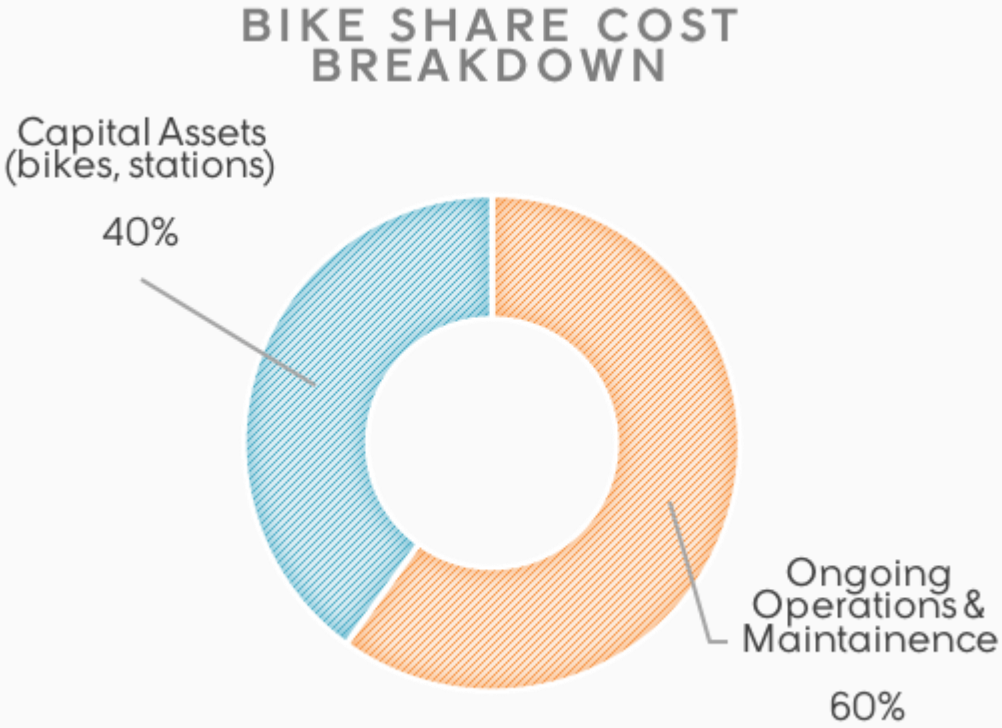
The legacy bike share model

Assets & Launch

- Bikes
- Stations
- Installation
- Technology
- Planning

Ongoing

- Bike Maintenance
- Operations/Rebalancing
- Rider support
- Insurance
- Marketing
- Replacements & Upgrades



The Zagster Model: Bike Share as a Service

Funding	Planning	Technology	Operations	Promotion
Development	System design	Bikes	Maintenance	Website
Coordination	Installation	Locking Technology	Repairs/Replacements	Communications
Integration	Launch	Stations	24x7 Support	Press Relations
		Mobile App	Liability Coverage	Advertising
		Cloud Data	Upgrades	

It’s not about the bike

Zagster

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Other Vendors

Zagster » System Focused

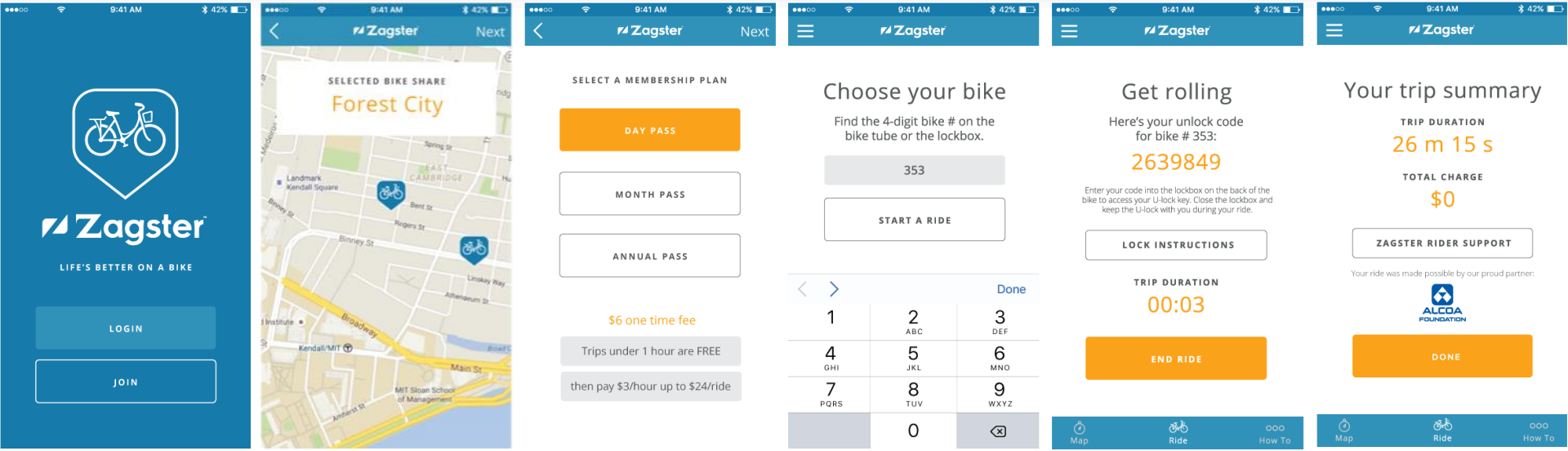
- Solving a bigger problem
- Integrated hardware; leading software, services, support
- Familiar to users; low learning curve
- Upgrades included and easy

Others » Hardware Focused

- Solving a smaller problem
- Proprietary hardware; hard to upgrade
- Unfamiliar to users; high learning curve
- Upgrades are not included, more hardware must be purchased when bikes are worn

Zagster Technology Platform

New Mobile App **Launching Fall 2016**



Functionality

- Intuitive interface makes sign-up and checkout quick and easy
- Bluetooth users unlock with one touch
- Location service optimized
- Map shows bike locations
- Bike routes to local points of interest
- Opportunities for local sponsor branding

The Bike

Adjustable seat fits adult riders

Smart keypad control allows for quick checkout

Fenders and chain guard keep riders clean

Mounted ring lock immobilizes bike when not in use

8 gear shifting

Bell

Convenient front basket with prominent branding

Dynamo powered, automatic front & rear lights

The shared bike riders love

- Unanimously rated the most comfortable bike share bike by The Ohio State University
- 30% lighter than competitive bike share bikes
- Consistent improvements to hardware and technology

Internal Hub

5 Speeds, smooth shifting

More durable and reliable than external gears

Available on bikes starting this fall, standard starting in 2017

Zagster Ring Lock

Bluetooth™ low energy (BLE) smart lock

Locks/Unlocks at the touch of a button within the app, or by typing a code on the on-bike keypad

Solid-state design prevents tampering or removal

Securely mounted to the bike

Made exclusively for Zagster by AXA

On-Bike Keypad

Controls the smart lock

Allows access for riders using feature phones or smartphones without BLE compatibility

Robust and weatherproof

Enables one-touch locking

Modular Stations

Versatile layouts allow for flexible applications and siting

Can be anchored or freestanding

Signage includes instructions and space for sponsorship

Secure Docking

Docking cable securely attaches bike to station

Individual docking station

Equity Options

Equity Strategy

Accessible bikes are on the ground at Ohio State University and in Rome, NY; Westminster, CO; Fort Collins, CO; Carmel, IN; College Park, MD.

Accessible bikes enable access for riders who would otherwise be unable to use bike-share systems.

Local partners verify and authenticate people to accept cash payments in exchange for single use promo codes

Technology integrations support cash payments in-app and off hours

Tricycle
Provides extra stability

Recumbent Tricycle
Extra stability & comfortable position

Side-by-side tandem
For visual or cognitive impairment

Cargo
Trike with extra storage

Heavy Duty Bicycle
For larger riders

Handcycle
For lower body disabilities

PayNearMe

Equity Impact

3.7% of total Zagster citywide bike share program users check out bikes via SMS.

In Stark County, OH, 90% of members are using a free membership sponsored by the Stark County Library.

In Corvallis, OR, 19.7% of members are on a free InterCommunity Health Network Membership through Medicaid

In Jackson County, OR, 80% of members are on a free membership.

Sponsorship Strategy

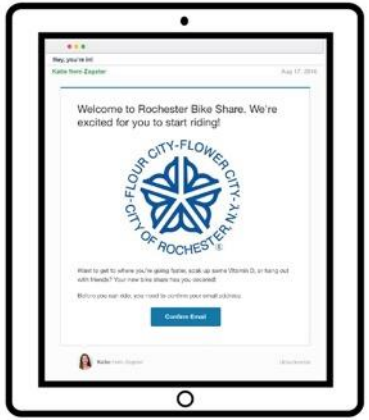
Branding Opportunities

Physical

- Bike Signage
- Station Signage
- Print materials

Digital

- Mobile App
- Website
- Email
- Social Media



Case Study:
Fort Collins, CO

Zagster has been a great partner in coming up with creative solutions and working with us to make this a unique bike share system. It's not something like you would find anywhere else.

— Fort Collins Senior Transportation Planner Amy Lewin

The Plan for Winston-Salem

SPONSORSHIP OPPORTUNITY

$100,000.00 Per Year to Fund 50 Bikes across 10 stations

- Station placement priority
- Brand inclusion on each sponsored station
- Brand inclusion on bikes
- Brand inclusion on marketing collateral and system maps
- Limited brand inclusion on system website, rider communications, social media & promotions
- App logo impression package
- Landmark priority package (landmarks included on system maps in local marketing collateral to riders)
- Free membership passes

The Process

1. Sponsors Commit
2. Zagster and NCC execute contract based on amount of funding committed
3. Zagster begins planning launch and locations
4. ->30 Days to launch sponsors pay NCC, NCC then pays Zagster
5. Program Launch!

Flow for Spring Launch

11/16-12/1 Sponsors Commit & Legal Review → **12/11 Contract Executed** → **Winter 2017 Program Planning**

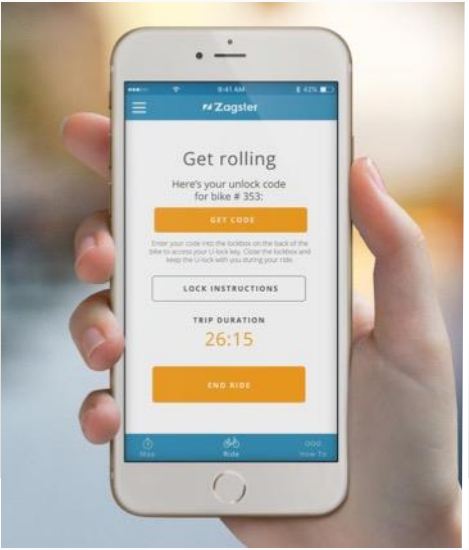
Thank You

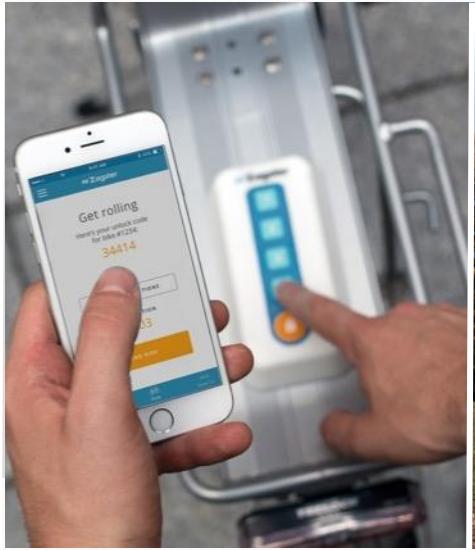
Zagster™

www.zagster.com

Appendix

How Zagster works





1. Borrow

Enter the bike's number into the app. Get a single-use code to activate the ring lock.

2. Unlock

Enter the code into the keypad. The ring lock will automatically open. Remove the cable from the lock.

3. Ride

Have fun! Use the ring lock and on-bike cable to secure the bike during mid-ride stops.

4. Return

Press lock in the app or on the keypad. Slide the orange tab on the lock down and plug in the station cable.