



cyclebee

Matthias Köglberger
CFO



Enabling Government Digitalisation

providing **digital solutions** for cyclists and
supporting our partners in **tourism & leisure**
and **public transport** to improve their services.



cyclebee

simple cycling solutions

13.6.2024

**Creative Bureaucracy
Festival - Berlin**

WWW.CYCLEBEE.APP



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Potentials of leisure cycling





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Potentials of leisure cycling



Our main SDGs:





FIT TO MY
NEEDS?

€€€?



*Not enough people
travel by bike*

3 out of 4

ride a bicycle

1 out of 30

use a bike for travel



FIT TO MY NEEDS?

€€€?



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3 out of 4

ride a bicycle

1 out of 30

use a bike for travel



FIT TO MY NEEDS?

€€€?



3 out of 4

ride a bicycle

1 out of 30

use a bike for travel



FIT TO MY NEEDS?

EQUIPMENT?

€€€!

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TRANSPORT?

WHICH BIKE?

HOW TO ARRIVE OR DEPART BY TRAIN?

BREAKDOWN & REPAIRS?

ROAD COATING?

3 out of 4

ride a bicycle

1 out of 30

use a bike for travel



Simplify leisure cycling



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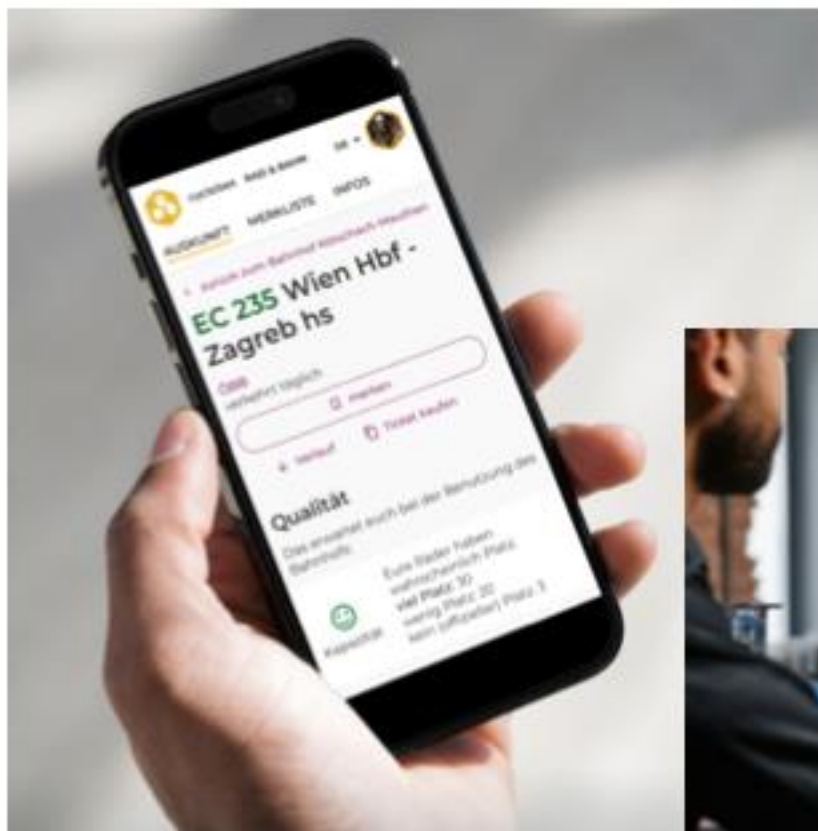
Solutions: cyclebee – the all-in-one app



Solutions: cyclebeeOnRails

<https://bahn.cyclebee.app/>

Currently available for Austria
Germany and Switzerland coming soon



Simplify bike & train



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Solutions: benefits for Gov



Mobility Software

&



Support

&



Campaigns



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Solutions: benefits for Gov



Mobility Software

&



Support

&



Campaigns



Reach different
Target groups



Digital incentives
and awarding



Cycling
Infrastructure
visibility



Mobility &
Tourism
Consulting



Frequency
management



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Solutions: benefits for Gov



Sustainability awareness
of citizens and/or tourists



Health competence
of citizens and/or tourists



Behaviour change
of citizens and/or tourists



Reach different
Target groups



Digital incentives
and awarding



Cycling
Infrastructure
visibility



Mobility &
Tourism
Consulting

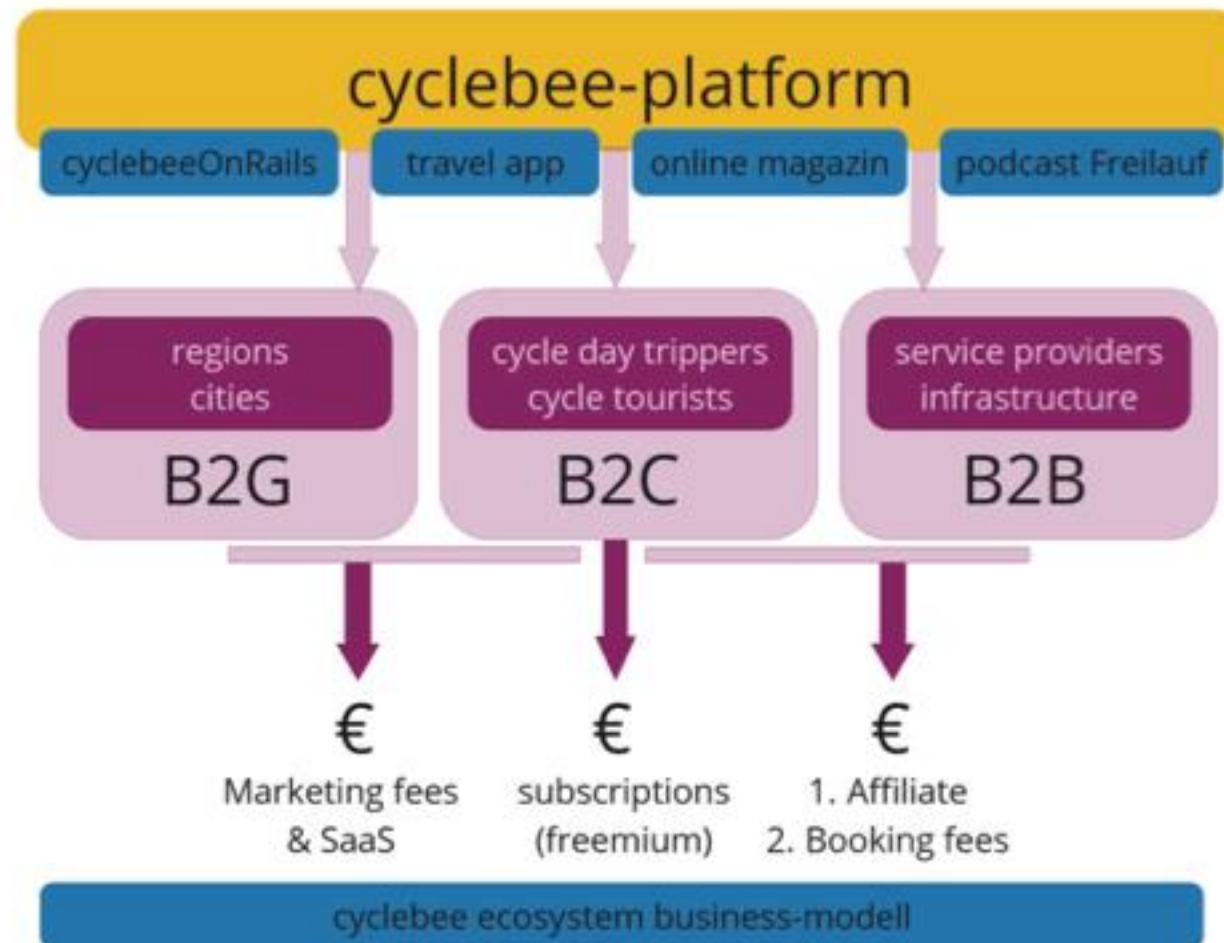


Frequency
management



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Business model





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Team

HANNES (CTO)
Serial Entrepreneur
Web & App
Interfaces



DANIEL (COO)
User Experience
Product Management



MATTHIAS (CFO)
Database
Finances



KATRIN (CMO)
Social Media
Content Marketing



KATHARINA (CEO)
Project Management
Communication



The respective team member works/worked for the companies or universities represented by logos.
No claims are made to rights logos of others

Partners and support

ACCELERATORS & SUPPORT PROGRAMS



FINANCIAL SUPPORT



COOPERATIONS



Traction: recap & successes



Mar
2022

Foundation of company with a **divers founder team**

May
2022

Start of Social Media; Incubation program **Social Business Hub Styria**

Jun
2022

Implementation of **FFG R&D-Project "RADREISEN4ALL"**

Nov
2022

First beeVent (user workshop)

☆ Austrian winner
CASSINI Hackathon

Jan
2023

Start of cyclebee **podcast "Freilauf"**

☆ FFG R&D-Project Funding

Jun
2023

Accelerator **EIT Better mobility Accelerator**

☆ Winner Austrian Mobility Award
category "Digitalization in Mobility"

Aug
2023

Incubation programs **ESA BIC & EIT UM IRP**

Nov
2023

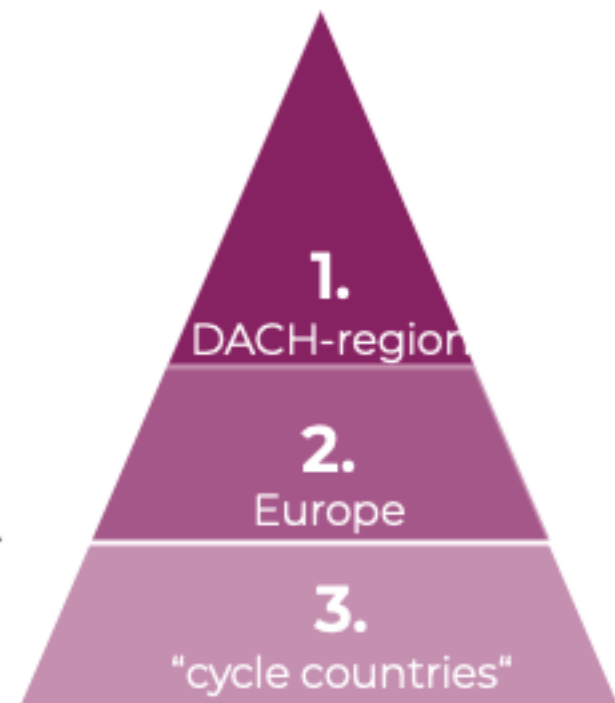
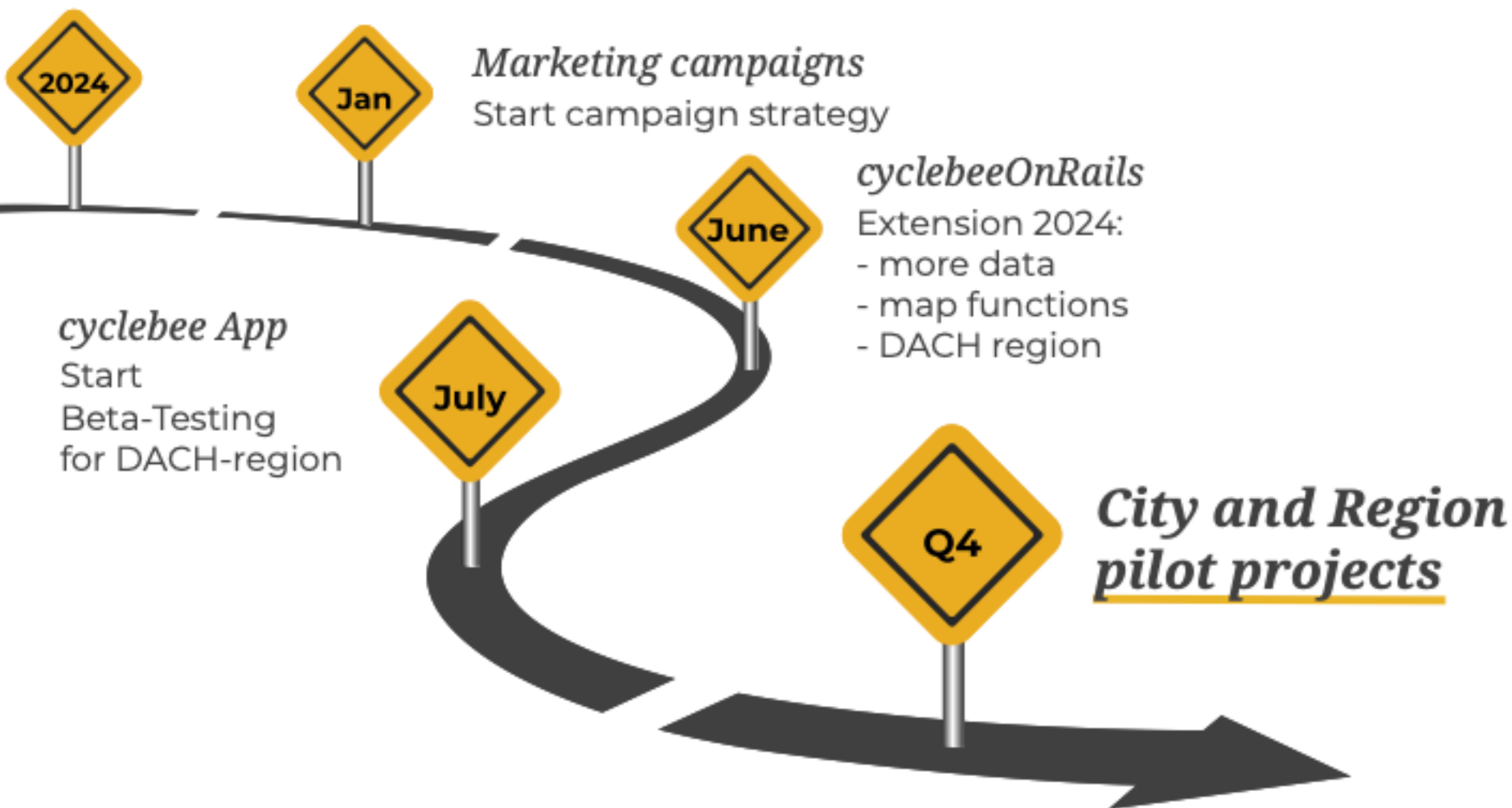
First **product launch: cyclebeeOnRails** for Austria

Big survey with
666 participants



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Roadmap: next steps



Internationalization



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*Become our
pilot project!*

Get in contact with
our CEO Katharina Köglberger
katharina@cyclebee.app

*Together we
boost cycling!*





**Additional
slides**



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simple cycling solutions

WWW.CYCLEBEE.APP



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Podcast Freilauf

<https://cyclebee.app/podcast>



Cycle travelers talk about their personal travel style in an interview. Find out, among other things, about their decisive encounters, their moments of happiness and what tricks they have in store for the road. (Language: German)



Inspiration



Role models



Diversity of cycle travelling

Podcast

Further information: <https://cyclebee.app/podcast/>



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Regional Hackathons

For those responsible in regional tourism, youth parliaments, etc.

Aim of the hackathons:

- Promote innovation in cycle tourism **within a region**.
- **Direct involvement** of the people in the region.
- Gamification for more "desire for participation".



Diverse experience both as participants and as challenge givers

Tourism Packages & Workshops

Base Package

- Workshops
- Recommendations

Premium Package





- Base Package +
- Concept paper
 - Training material

All-Round Package

- Premium Package +
- Custom software development

Tourism Packages & Workshops

Workshop topics:

-  "Benefit together!" Networking of regional businesses for efficient improvement of offers and for more customer satisfaction.
-  "Potentials of different (bicycle) holiday forms and travel trends for the region" Rallies, round trips, workation and blended travel, resonance tourism.
-  "Bicycle-friendly. Tips and tricks for satisfied guests"
-  "Public transport and cycling: folding bike, rental bike, cargo bike." Connecting the region for the target group "car-free" building on existing solutions.

Workshops

Market: target markets and volume

Current market size of cycle tourism in DACH:
15 billion € (up 200 % since 2009)*

Market potential:
6,3 Mio cycle travellers **

Market volume:
5,4 Mio cycle travellers
with Smartphone ***

Market share:
5-10%

Market potential:
39,6 Mio cycling day trippers **

Market volume:
33,7 Mio cycling day trippers
with Smartphone ***

Market share:
3-5%

1. Target market:

Cycle travellers
DACH-region

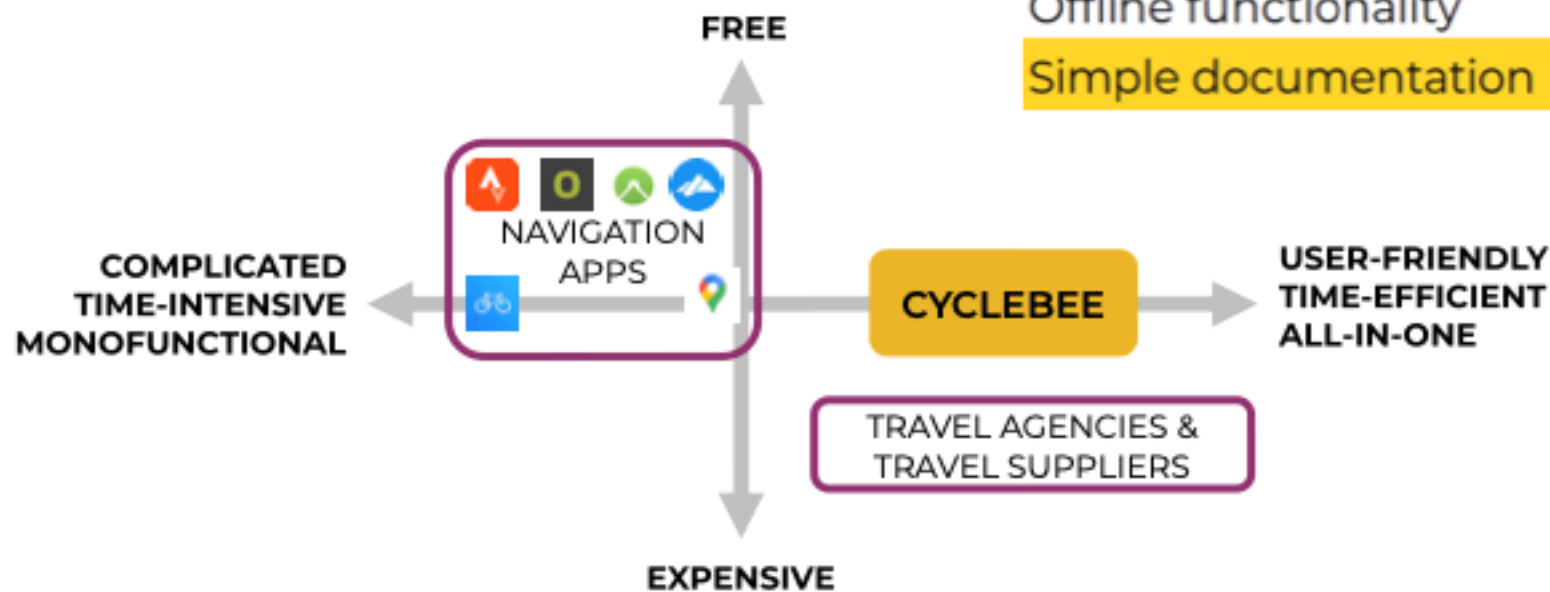
2. Target market:

Cycling day trippers
DACH-region

Competition

cyclebee combines aspects of navigation tools and travel agencies.
 You may define it as a **self-service agency**.

	cyclebee	komoot	google maps
Personalized planning	✓	✗	✗
Collective planning	✓	✗	✗
Whole day plan	✓	~	~
simple handling	✓	~	✓
Bike & train	✓	✗	~
Offline functionality	✓	✓	~
Simple documentation	✓	✓	~



Financials: Revenue and EBIT

Public Funding 318 k€

Year	2023	2024	2025	2026	2027
Revenue	85.000 €	145.000 €	331.000 €	610.000 €	850.000 €
EBIT	-50 %	3%	11%	5%	6%

- Funded until now by its founders and public funding
- 2024 diversifying income sources
- EBIT variance is due to planned team growth (more personal)
- Numbers calculated for the DACH-region

Financials: Cash flow

Year	2024											
Month	1	2	3	4	5	6	7	8	9	10	11	12
Income	25k	1k	9k	5k	7k	8k	9k	40k	8k	8k	8k	8k
Expenses	6k	5k	5k	9k	10k	10k	11k	11k	16k	16k	16k	16k

Year	2025											
Month	1	2	3	4	5	6	7	8	9	10	11	12
Income	8k	8k	80k	10k	10k	15k	30k	40k	35k	75k	10k	10k
Expenses	20k	20k	20k	20k	25k	25k	25k	25k	25k	28k	28k	28k

- Expenses: Personal costs (software development & marketing), advertising costs, digital services and data, office
- Income: See slide business model and revenues