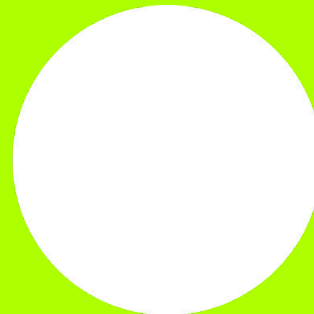
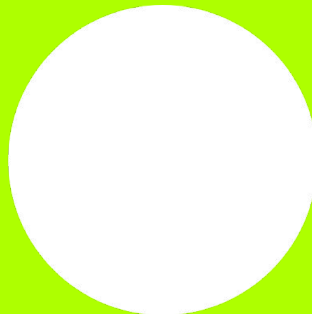
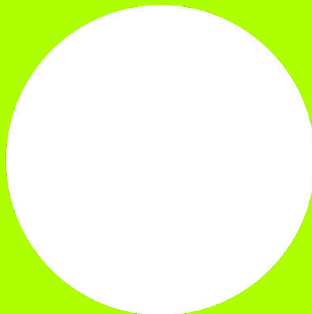
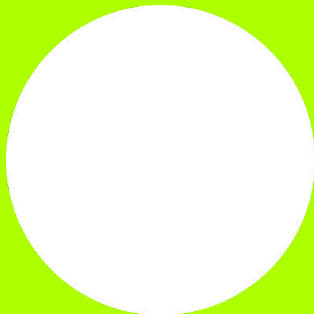


Bikeep in Tallinn: A Data-Driven Success Story

Showcasing the impact of Smart Bike Parking Network for Urban Cyclists

bikeep.com



The global Surge in Bike Thefts: A Post-Pandemic Challenge

Bike thefts skyrocketed globally after the onset of the pandemic:

NYC: 27% increase in bike thefts in 2020 compared to 2019

UK: Surge in thefts with a **39%** rise at railway stations in 2022.

Toronto & Vancouver: **Significant** upticks in bike theft reports.



2019 - 2021

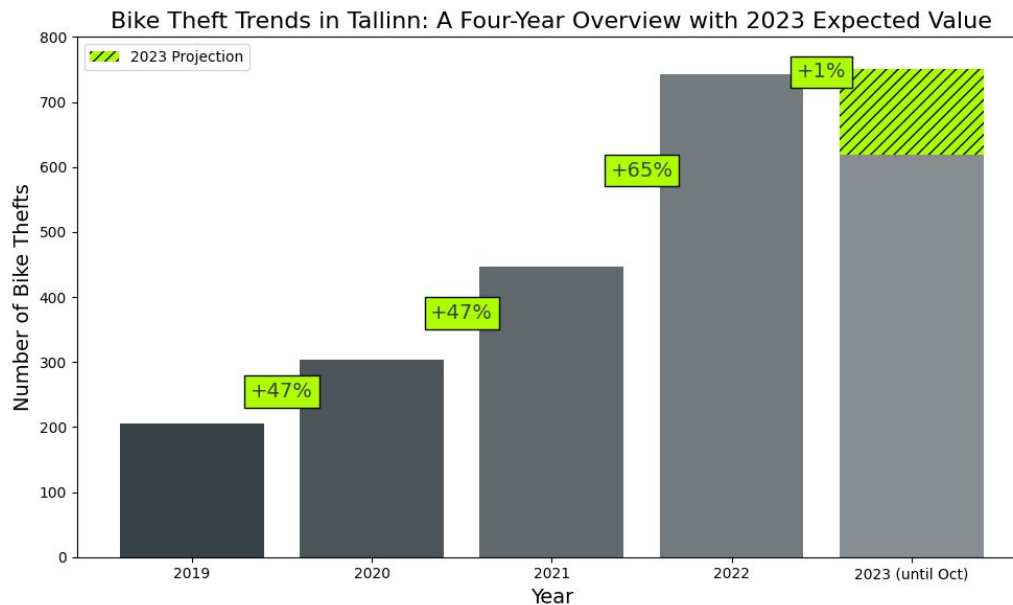
- After the beginning of pandemic clear increase in thefts

2021 - 2022

- 65% increase in theft

2022 - 2023

- **Expected** either very **small increase** or very small **decrease**



All these thefts are not related to Bikeep.

Global Surge in Bike Thefts



Increased demand: During pandemic, people turned to cycling as a means of exercise, transportation and outdoor recreation. As a result, the demand for bicycles surged, making them more attractive targets for thieves.



Economic Distress: The economic repercussions of the pandemic led to a financial strain for many individuals. This may have prompted increase in theft.

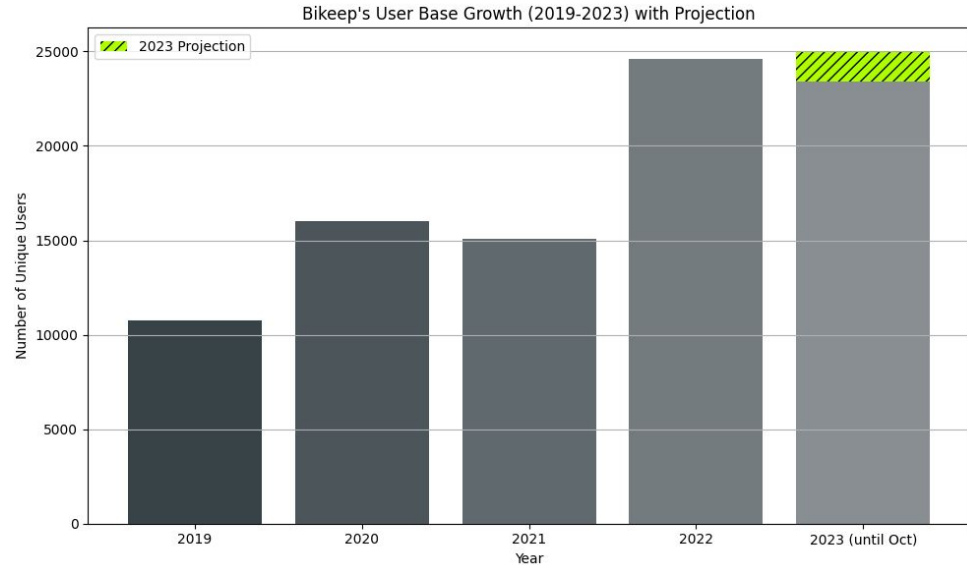


Bikeep's role & User Base Growth



Bikeep, as a **solution**, provides secure bike parking, potentially mitigating the risk of bike thefts

The **increasing number of users** from 2019 to 2023 indicates a growing trust in Bikeep's services.



The Value of one Cyclist

Insights from New Zealand



The shift from driving to cycling offers not only individual but also societal benefits in economic, environmental, and health aspects. A detailed study of Bikeep's influence in Christchurch, NZ reveals some key findings:

For **every kilometer** cycled instead of driven, there's a **saving** of **0.18 cents** (2021 EUR), which **accumulates** over thousands of kilometers annually. For a cyclist covering **1000 km** annually, that's a direct saving of **EUR 180**.

The reduction in car driving due to cycling leads to **congestion savings**. At **14 cents/km** (2021 EUR) benefit, a cyclist covering the same 1000 km annually results in a benefit of EUR 140.

Cycling interventions in New Zealand led to a 1.6% reduction in Vehicle Kilometres Travelled. With the average **car** emitting **171g CO2 per km**, the **reduction of 1,000 km** driven translates to **171 kg less CO2** emissions annually.

Regular cycling reduces the risk of chronic diseases. Studies have shown that on average, regular cycling can **save** up to **EUR 280** per person annually in **healthcare costs**.



The Value of one Cyclist NZ to Tallinn

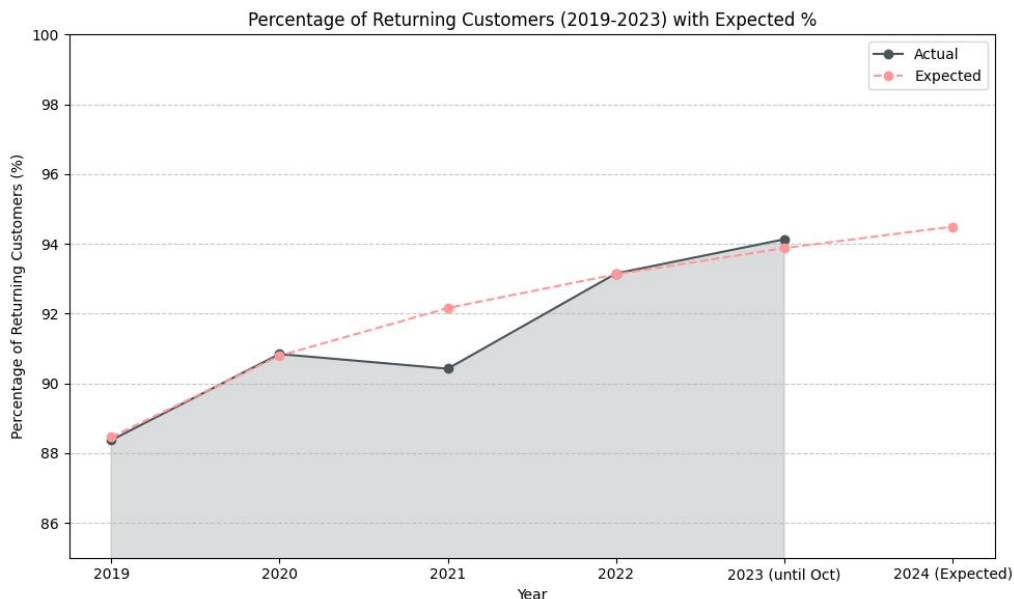


Every **cyclist** who **covers** a minimum of **1.000 km** annually contributes to savings of around EUR 600 in New Zealand. When adjusted for price disparities, the **estimated savings for Estonia** stands around **EUR 500**. Considering this fact, every **1000 cyclists** that travel 1000km **save** about **half a million euros annually**.

Given the typical **Estonian car emits** about **142 g of CO2** for every km traveled, this translates to a reduction of at least **0.142 tonnes of CO2 each year**.



Loyalty - Returning Customers



Customer loyalty and trust are evident through the increasing percentage of returning users over the years.

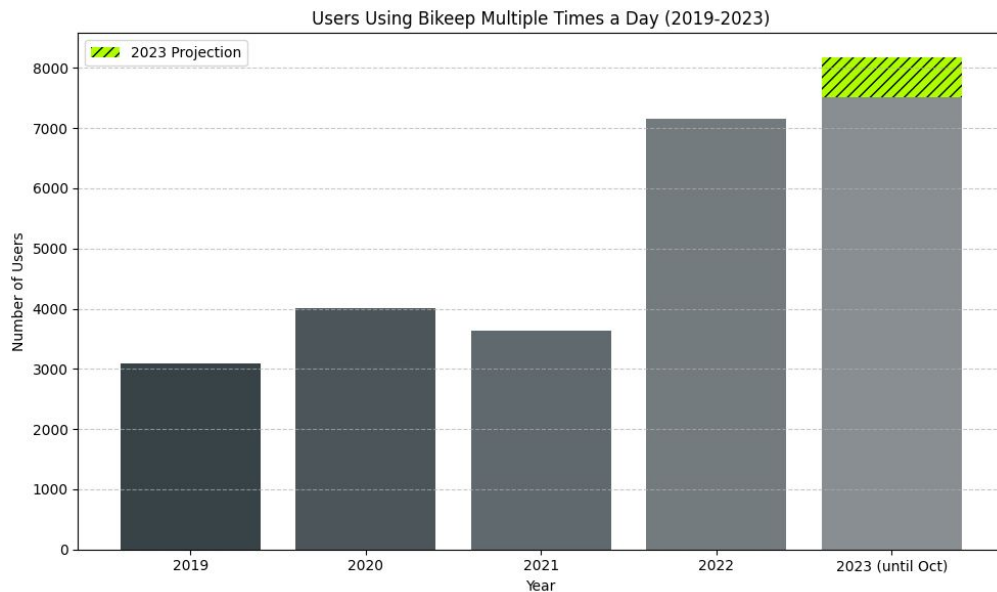
From 2019 to 2023, Bikeep saw an **increase** in returning customers from 88.37% to 94.13%.

Usage Multiple Daily Use

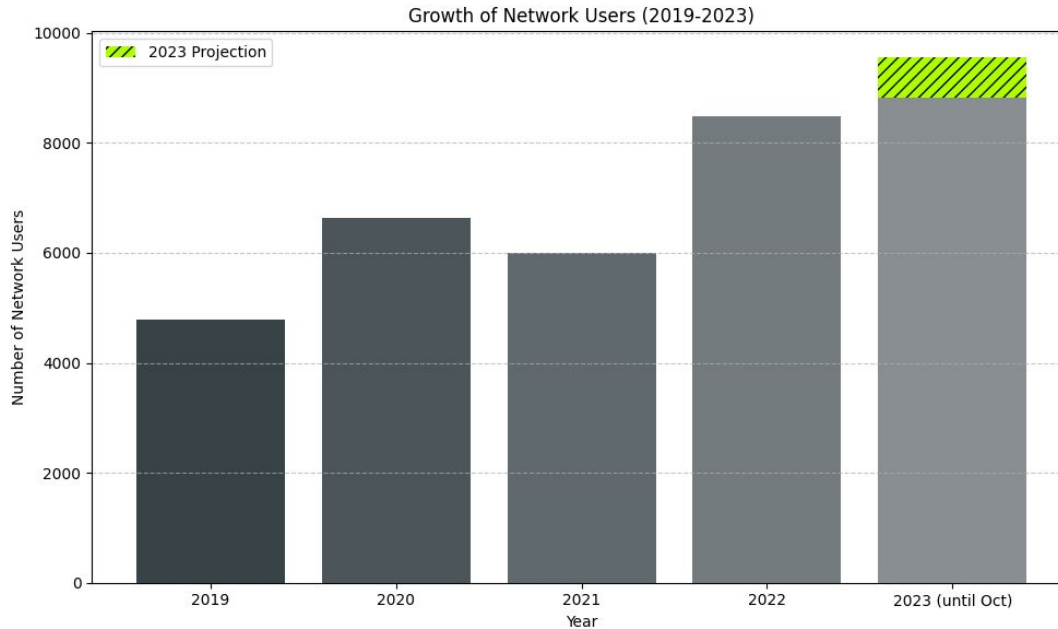


From 2019, number of users that have used Bikeep multiple times a day has **increased by 143.4%**, indicating a **significant rise**.

The **demand** for secure bike parking is evident from the number of users utilizing Bikeep multiple times a day.



Network users Growth



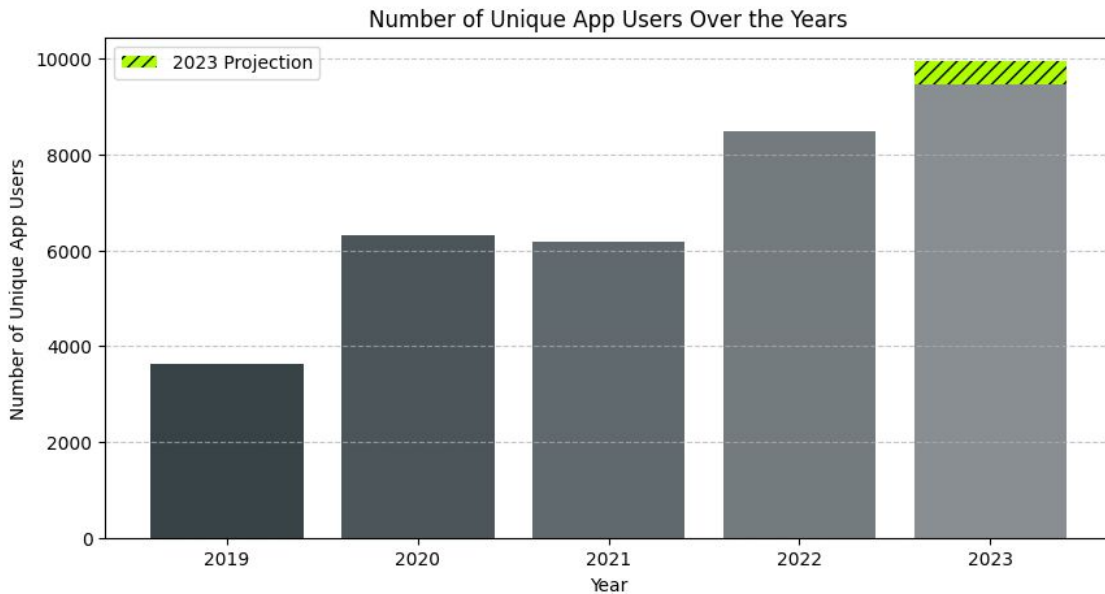
Network user is a person that uses multiple Bikeep stations.

Since 2019, amount of network users has **increased by 84,67%**.

Bikeep has witnessed a **steady growth** in its network user base over the years.

The data suggests an **increasing trust and reliance** on Bikeep's network for bike parking solutions.

Usage Bikeep App



From 2019, number of users that have used Bikeep Mobile App **increased by 160.5%** and is expected to increase up until **173.5%** by the end of 2023.

Seasonal Analysis

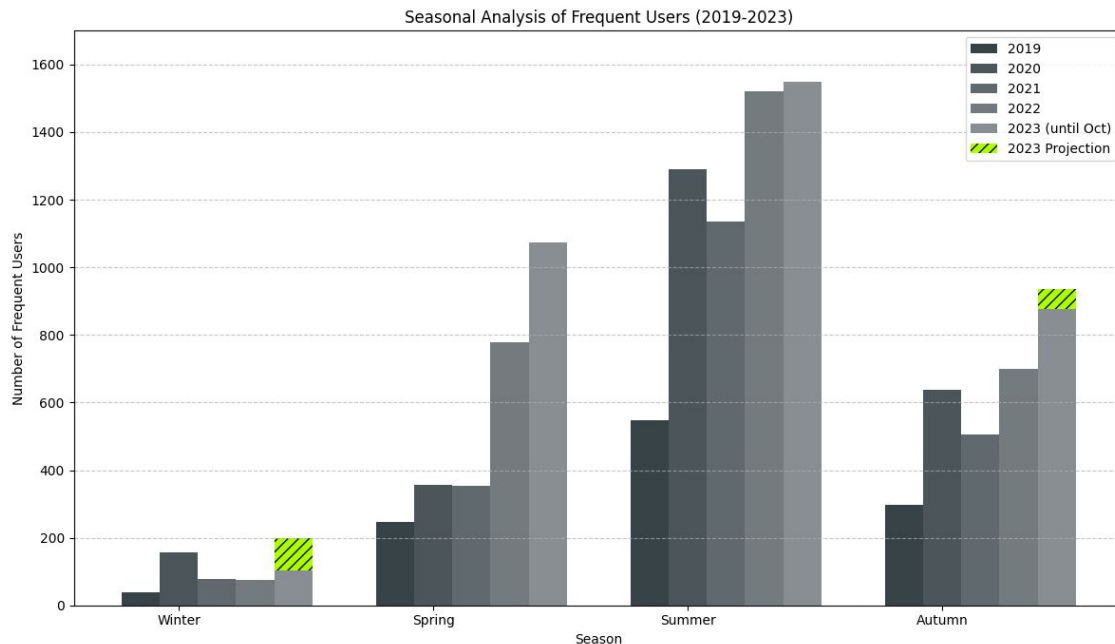
Frequent Users



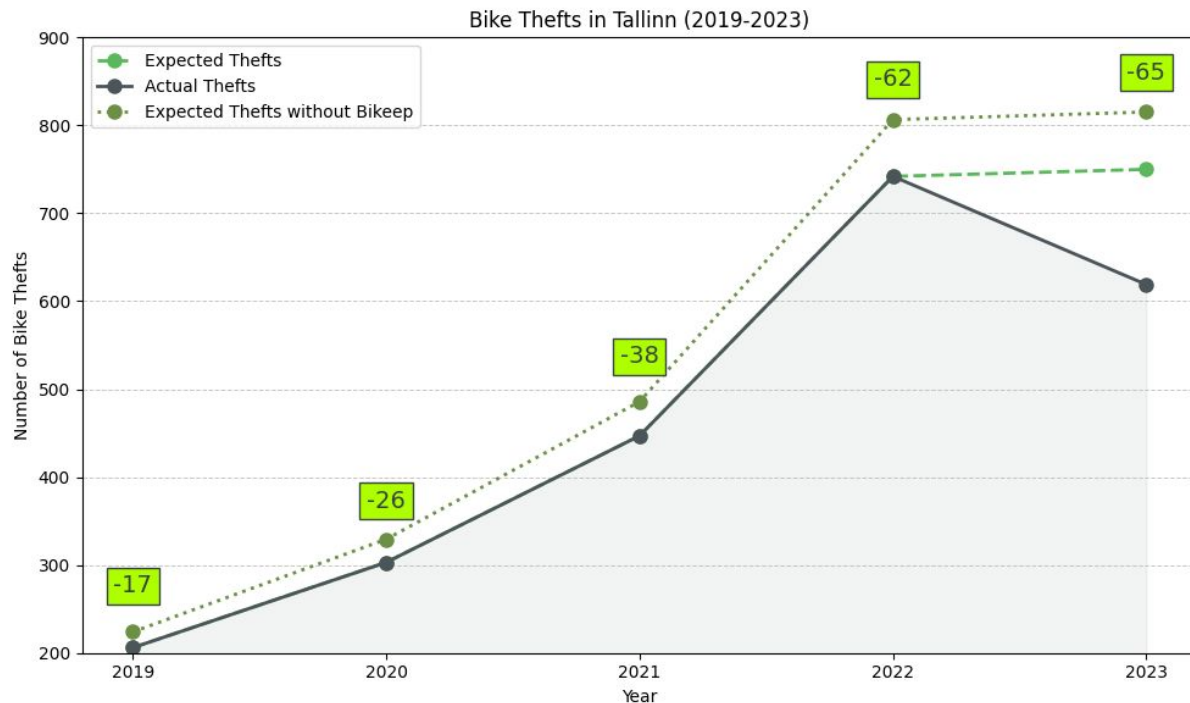
Frequent user is a person that uses bikeep at least 3 times a week at least 50% of the weeks.

Number of frequent user is increasing, demonstrating trust and reliance in Bikeep's services.

Marked rise in cyclists during spring and autumn seasons, showcasing an upward trend in cycling's appeal all year round in Tallinn.



Bike Theft in Tallinn

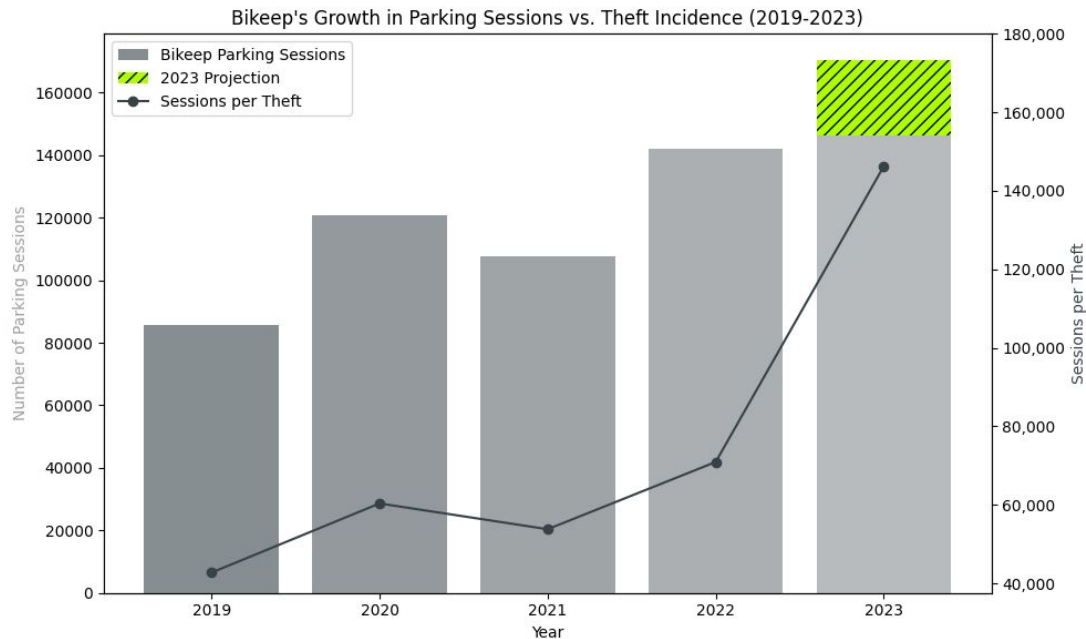


Without Bikeep, it's estimated that bike theft would have increased at a more rapid rate.

Bike Theft and Bikeep

Bikeep's parking sessions have seen a consistent **growth from 2019 to 2023** with a noticeable **increase projected** for the end of 2023.

While the number of **parking sessions** has **increased** over the years, the **incidence of theft** has **decreased**. The theft rate in **2023** is expected to be **the lowest**, indicating an enhanced security performance.



Conclusion



Post-pandemic era witnessed a **significant increase in bike theft**. Bikes became prime targets due to increased demand and changing urban dynamics.

Bikeep expanded rapidly from 2019 to 2023, showcasing the **demand for secure parking** solutions. Moreover, Bikeep has experienced a commendable **upward trend in customer loyalty**, indicating trust and reliance on the platform. Currently, network has over 100 bike parking stations with ~2500 parking dock

Despite the significant growth in parking stations and session, **theft incidents** from Bikeep parking stations remained consistently low and **theft rate** per parking session is **decreasing** every year.



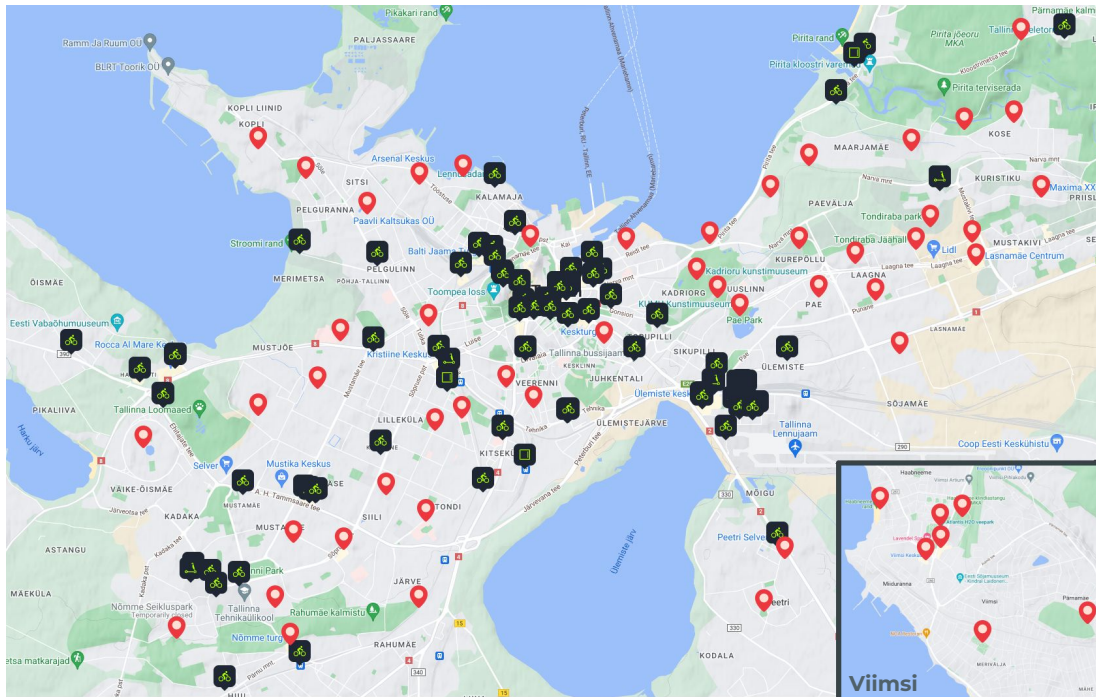
Expansion



Tallinn Cycling Strategy stated that by 2027, **cycling** will account for **11%** of all transportation methods.

To maintain the security(not to experience growth in thefts) and support this growth, city needs **~320 Bikeep parking stations** across key areas.

Boosting our cycling infrastructure not only **supports** the city's **green initiative** but also **encourages** everyday commuters to consistently choose cycling. A secure and expansive network will ensure that residents continue to choose **bicycles** as their **preferred mode of transportation**.



Red flag icons mark potential places for bikeep expansion in Tallinn.

Secure your bikes!



Secure your city!



Thank you!