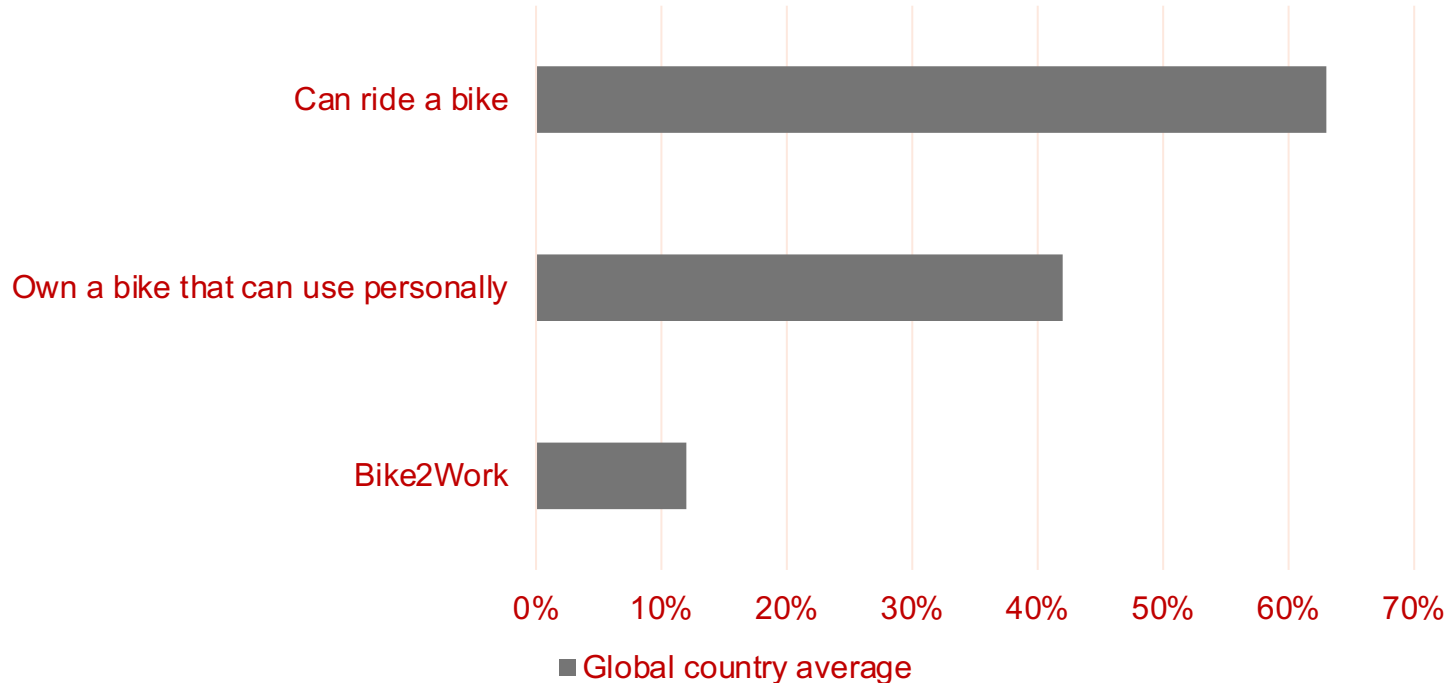


Nudging intermodal active mobility through gamification

Annarita Leserri

Cycling across the world

Global country average



Pin Bike

Pin Bike is the only **patented system** that certifies, monitors, and gamifies urban bike rides.

Our technology is **anti-fraud** thanks to the integration of recordings from the Pin Bike app and the Pin Bike sensor installed on the bicycle.

In other words, Pin Bike is the only tool able to guarantee cities', companies', and schools' mobility managers that the data collected are reliable for the release of **economic incentives**.

Also, unlike other services and infrastructure, economic incentives are only spent if participants actually ride.

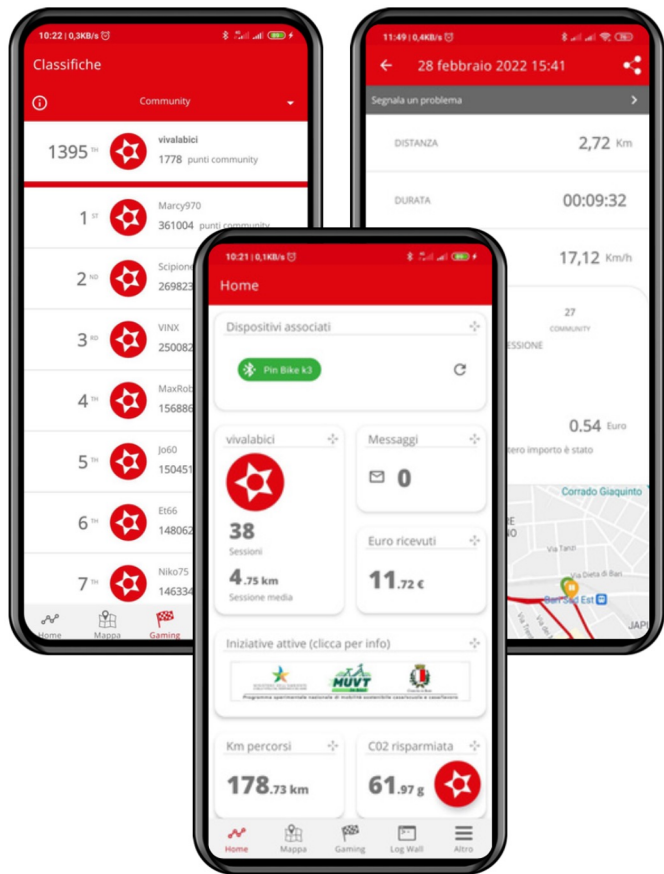


How it works

The kit

The kit includes the **hardware sensor** at the core of the Pin Bike patent, as well as different devices improving **road safety**: a smartphone holder to be mounted on the handlebar, a LED light, a reflective plate under the saddle, an adapter to inflate the wheels.





How it works

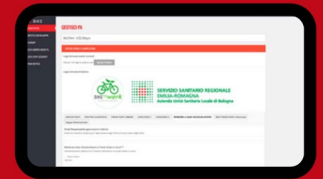
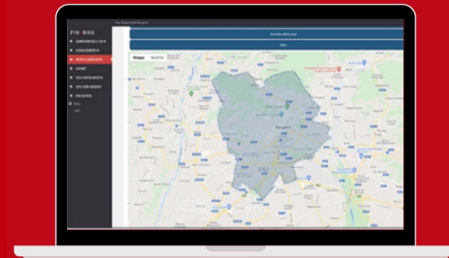
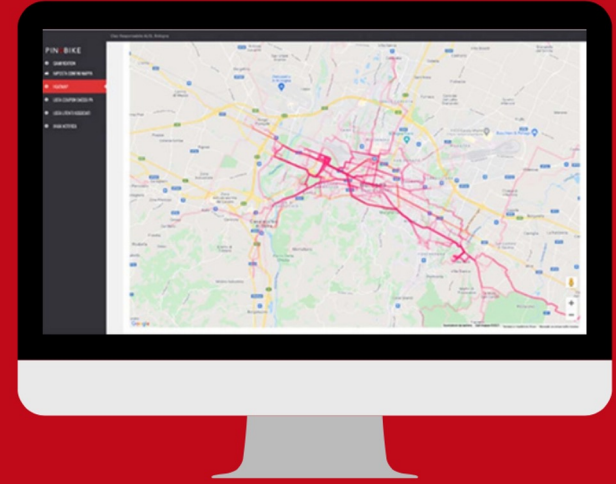
The app

The free app for Android and iOS allows users to record their sessions, get **rewards** and incentives, and challenge international PinBikers. Special discounts and coupons are dedicated to the community of PinBikers. The app also allows users to communicate with their city through **reports** and **notifications**.

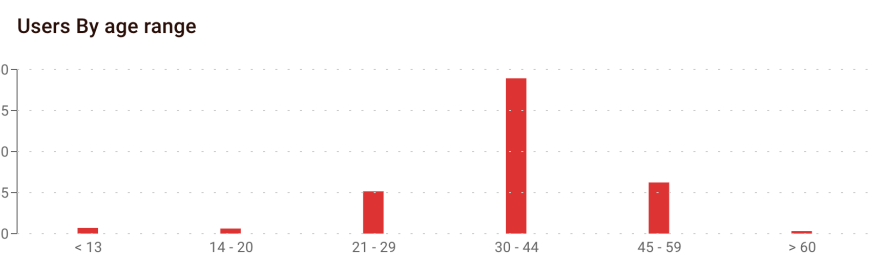
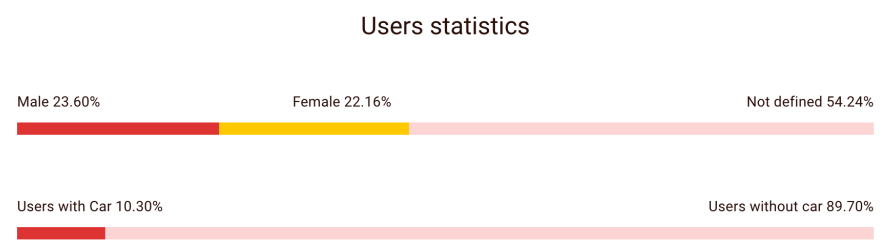
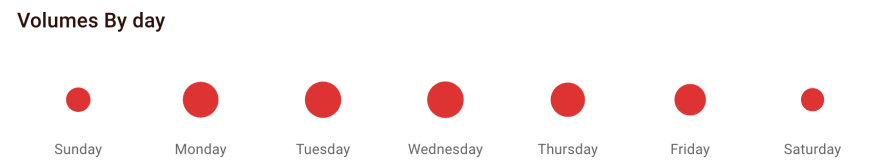
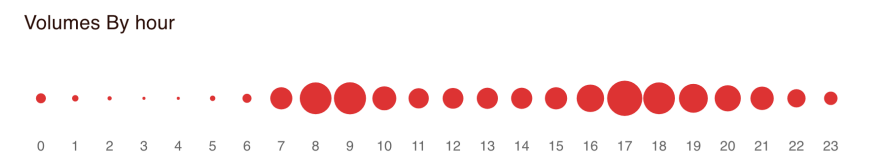
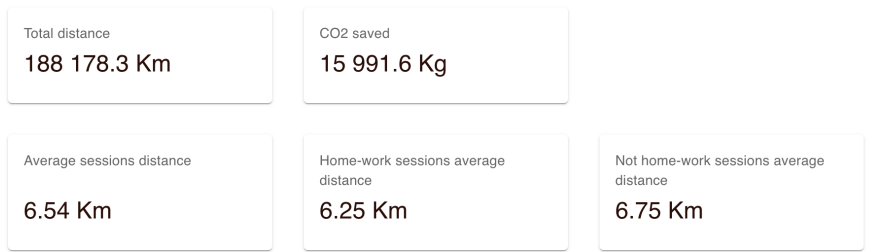
How it works

The dashboard

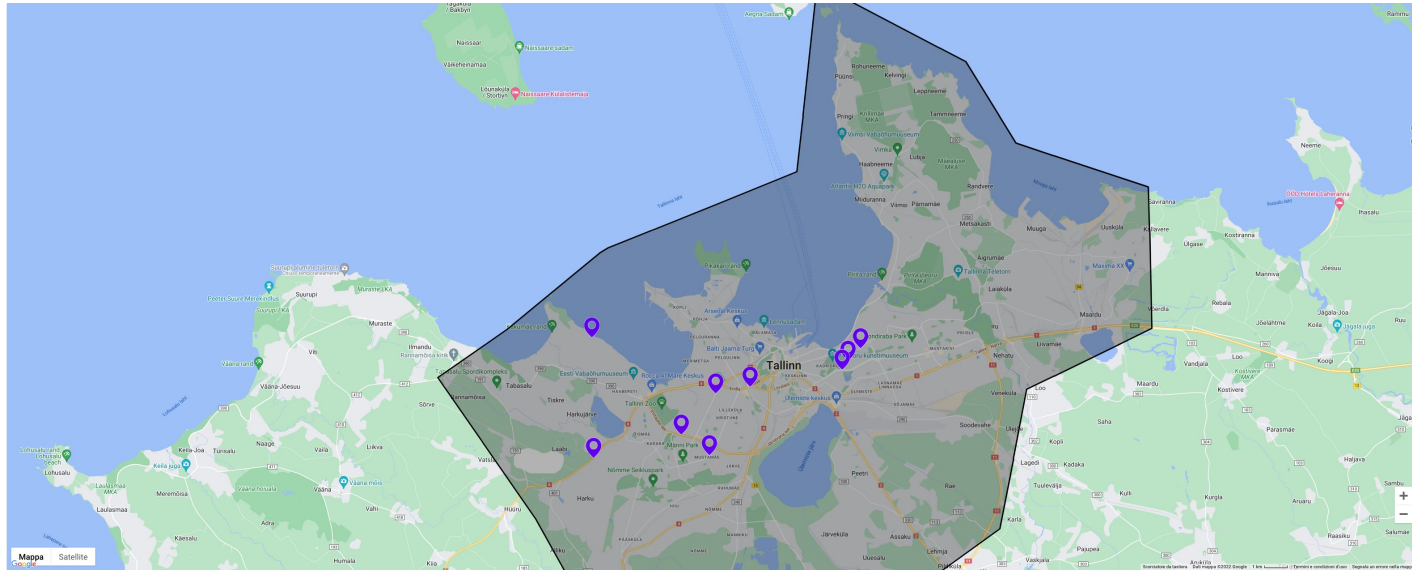
Cities are provided with a web portal to support their data-driven policies and investments thanks to different data on traffic, users, infrastructures, etc. Cities can also activate tailored initiatives and communicate with citizens through reports and notifications.



Key Performance Indicators (KPIs)



Reports about infrastructural status and architectural barriers



HIDE

COLUMNS FILTERS EXPORT

CREATOR	CREATION DATE	NOTES	TYPE	STATUS	DETAILS
MARIA	21:50:48 06/09/2022	Pime rask, kitsas kinnituse...	Other	Active	
MARIA	22:02:58 06/09/2022	Tõesti ohtlik ratarada kah...	Other	Active	
MARIA	21:50:38 06/09/2022	Pime rattaj, eri suundades...	Other	Active	
MARIA	21:54:07 06/09/2022	Kiitasa rattaj ja kinnituse (p...	Road occupation	Active	
MARIA	21:57:02 06/09/2022	Mõtteju ja ebamusar rattaj...	Other	Active	
MARIA	22:08:51 06/09/2022	Järsk lang + ratarata riist...	Other	Active	

Our projects



22k+ users km



5,4 M km



1,2M+ euros



870+ ton CO2

Certified and rewarded intermodality

Local governments



Carpooling



Public transport



Walking



Bikes

Companies



Carpooling



Public transport



Bikes

Schools



Pedibus



Carpooling



Bicibus

Pin Bike

You ride, you earn

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