

# Micromobility from an operator`s perspective



# About Nomago



nomago.si

- Largest **travel and mobility** company in Slovenia
- Subsidiaries in Croatia & Italy
- Broad local, national, and international range of services
- Registered lines connecting 7 European countries
- Planned expansion to new countries and cities
- Focusing on a great **User Experience** and services
- Development of **Sustainable Transportation** and Solutions



10 million  
passengers/year



Comprehensive  
range of services



35 million km/year  
700+ buses and coaches



# Areas of developing the future of mobility

*a greener approach to transportation*

PUBLIC  
TRANSPORT



SMART  
CITY



SUSTAINABLE  
MOBILITY



SLOVENIA  
GREEN





# New mobility culture

- All-in-one D2D mobility service
- Greener and better mobility partnership
- Sharing instead of owning
- More (safe and active) space for pedestrians and micromobility users
- Development of microtransit and PT





PT

BIKE share / keepers / parking

PARKING

CAR SHARE

TAXI / rideshare

E-chargers

ATTRACTIONS

SPORT CULTURE

INFO

INTEGRATION

# SMART CITY / DESTINATION PLATFORM

PLATFORM



SMART MOBILITY ENGINE  
A → B



PAYMENT

SMART DESTINATION WEB PORTAL



SMART CARD



DATA

SMART DESTINATION MOBILE APP

API





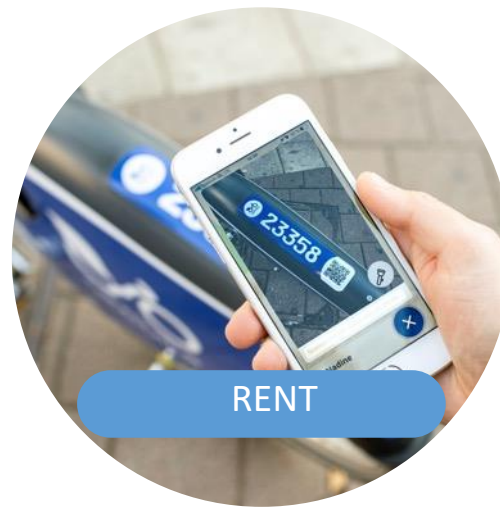
REGISTRATION

Fast & Easy  
Multi-Platform access



PAYMENT

Card Payment via Mobile  
app, web page and Info point



RENT

User friendly  
rental process



RETURN

Flexible return  
at the station

## The components of bike sharing today



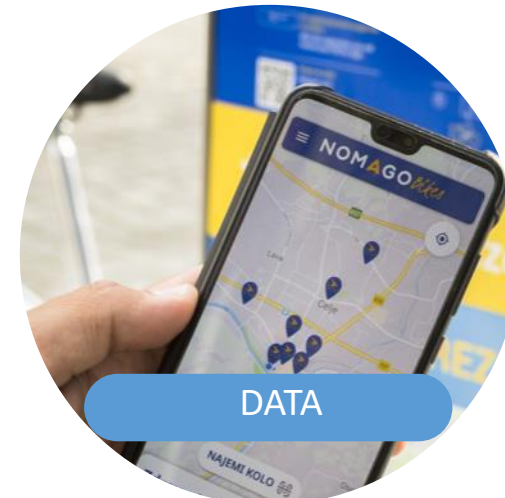
INTEGRATION

International References  
& Easy Integration



SUPPORT

24/7 Maintenance, Customer  
support and Administration



DATA

Real-time system data

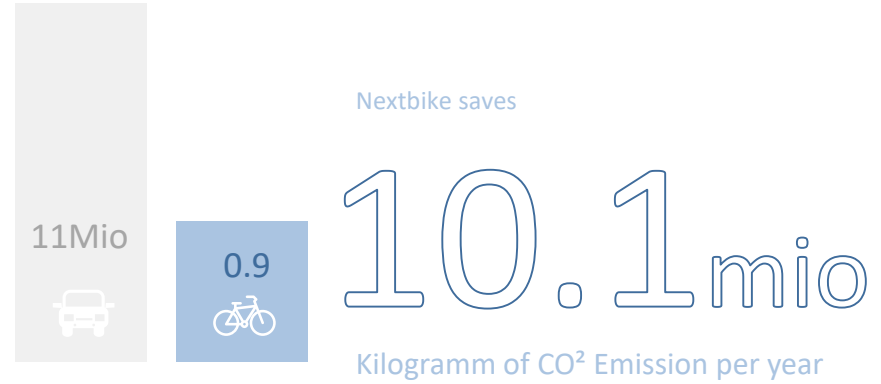


# Nomago Bikes powered by nextbike

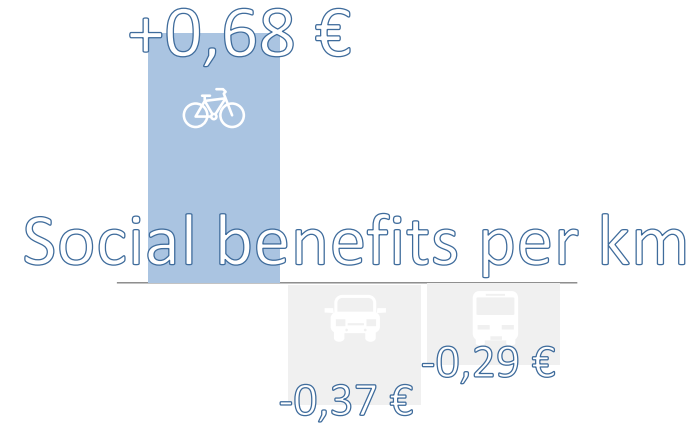


1 registration – 1 UX in 275 cities, 25 countries

10 Years  
Possible lifetime



Sustainable Service  
Partly with e-transporters and cargo bikes



2.2 Mrd.   
Burnt calories in 1 year (100 Kcal per Trip)

44 mio.   
Km driven on nextbikes per year





# Regional bike sharing



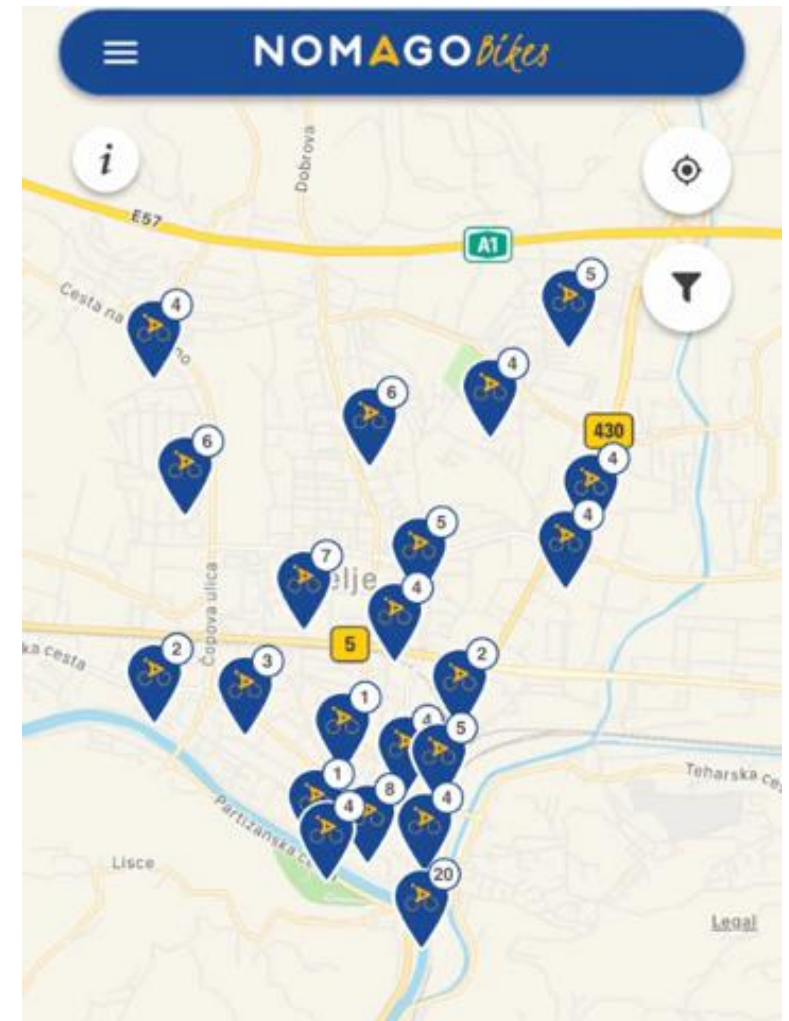
## KolesCE bike sharing

- 8 municipalities in Savinjska region
- 1 registration – same pricelist, same UX
- 49 stations, 259 bikes: 50% electric – 50% classic
- 75 thousand km driven per year
- Daily trips between cities in the morning & afternoon



## Average rental

- 15 min
- 1,5 km







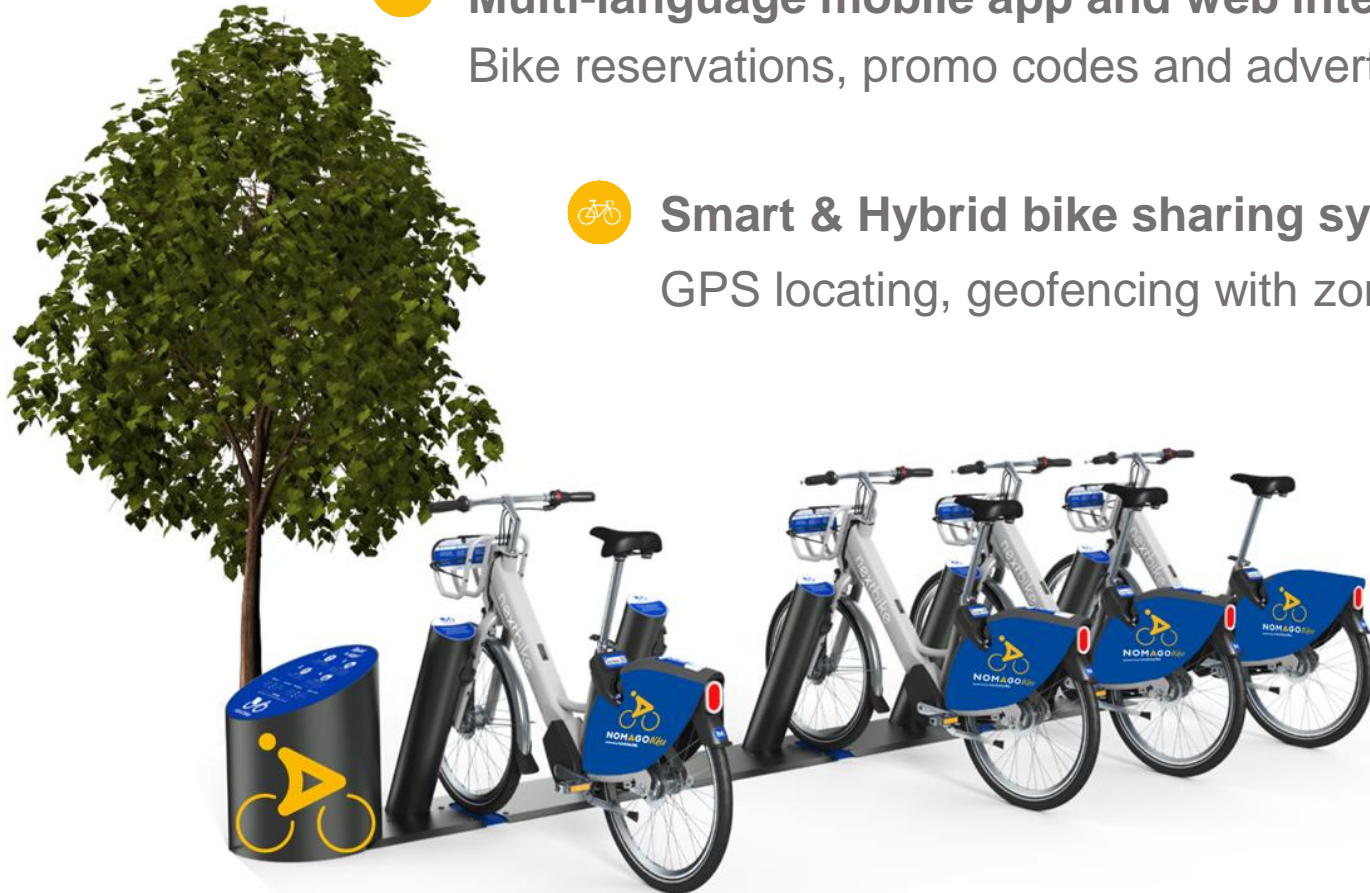
# Flexible & Innovative

 Complete and integrated Micromobility offer in Slovenia

Electric and Regular bicycles build to share

 Multi-language mobile app and web interface with API  
Bike reservations, promo codes and advertisement management

 Smart & Hybrid bike sharing system  
GPS locating, geofencing with zones and virtual stations



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# Smart bike

Height-adjustable ergonomic saddle for persons of 1,50-2,0 m; with theft protection

## FrameLock

- Enables parking feature in the app
- Anti theft alarm
- Precise localisation via Wi-Fi, GPS, GLONASS or BEIDOU
- Average 40 day battery life
- Rechargeable via solar basket

RFID reader for smart card integration

Front and rear light with built-in reflector and parking light

Shimano Nexus Hub



Basket with solar module for charging the FrameLock

Covered wiring reduces vandalism

Air tires with puncture protection and reflectors

○ ISO 4210 CERTIFICATION



# E-Smart bike



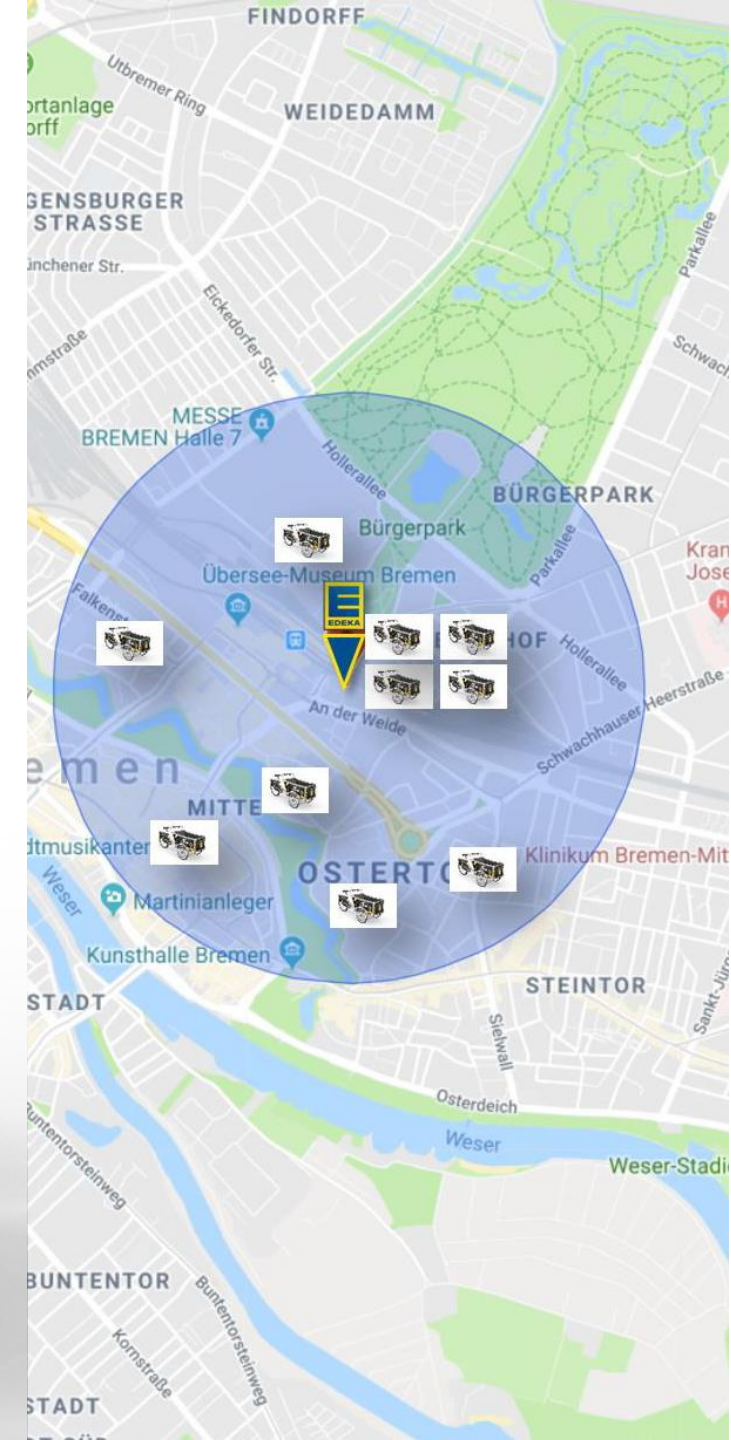
## Lithium ion battery

- Designed for durability
- Encapsulated into the downtube
- Capacity of 14 Ah, 500 Wh, 36 V
- Charge level display integrated in the frame

## Engine

- Natural driving experience due to mid-mounted engine
- Made in Germany
- Supports up to 25 km/h
- Stepless boost feature for fast acceleration

# Cargo & E-Cargo bike





# Station with terminal

For electric & classic bikes

## Multimedia Kiosk with charging infrastructure

- 7 inch touch screen with interactive map
- Customer channel for registration, rental and return
- Smart Card reader
- Large surface for additional information or advertisement



# Docks & Sign station

## Flexible, prominent, easy to install

- No cabling, grid connection or wireless signal
- Cost-efficient
- Operations security
- Best user experience
- Different variations





# Micromobility Corral

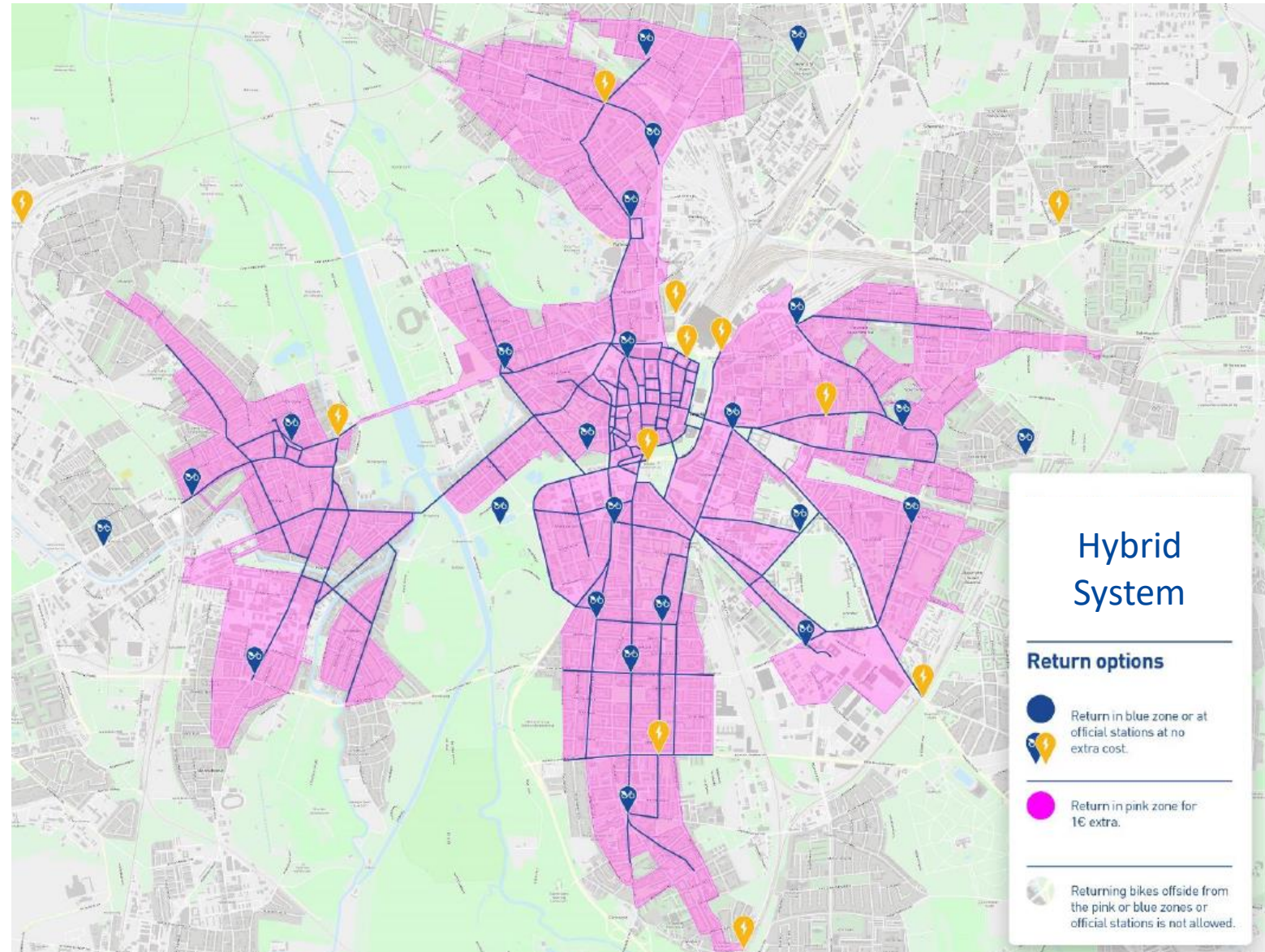
- »gather together and confine«
- Smart parking based on GPS data and geofencing
- Guided dockless Micromobility – virtual stations





# Hybrid system

- Dockless system with designated stations with docks & Charging stations
- Virtual stations with infrastructure - Corral type
- Integration into seamless network – guiding the users with different pricing
- Micromobility stations at Mobility Hubs
- Involvement of the community
- Collaboration with the City and private land owners





# Mobile app

Key benefits of the NextBike mobile app

**Overview of real time availability** of bicycles and docks at the stations



**Rental history** along with distance travelled and CO2 savings



**Comments** on the rental and provide **feedback**



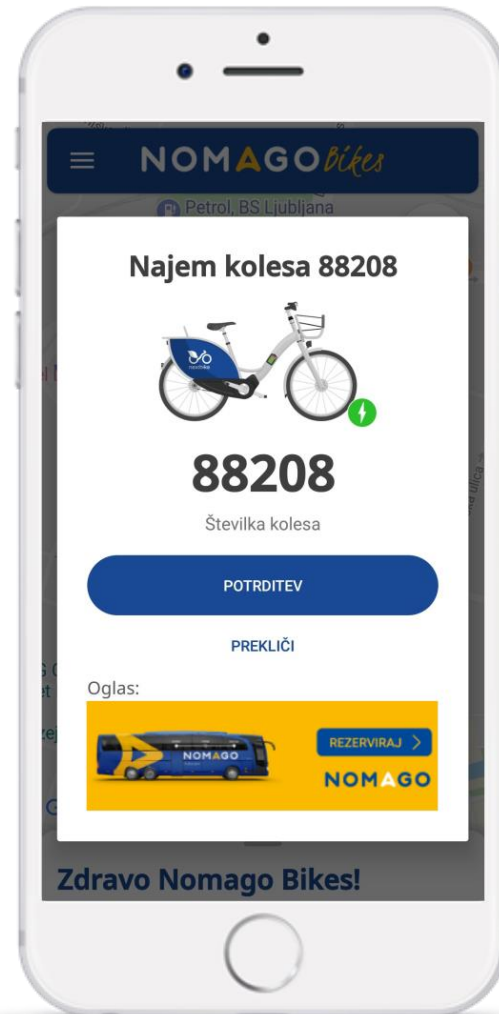
**Registration**, user account settings and rental history



**Easy bike rental process** via bike number or QR code in less than **3 seconds**



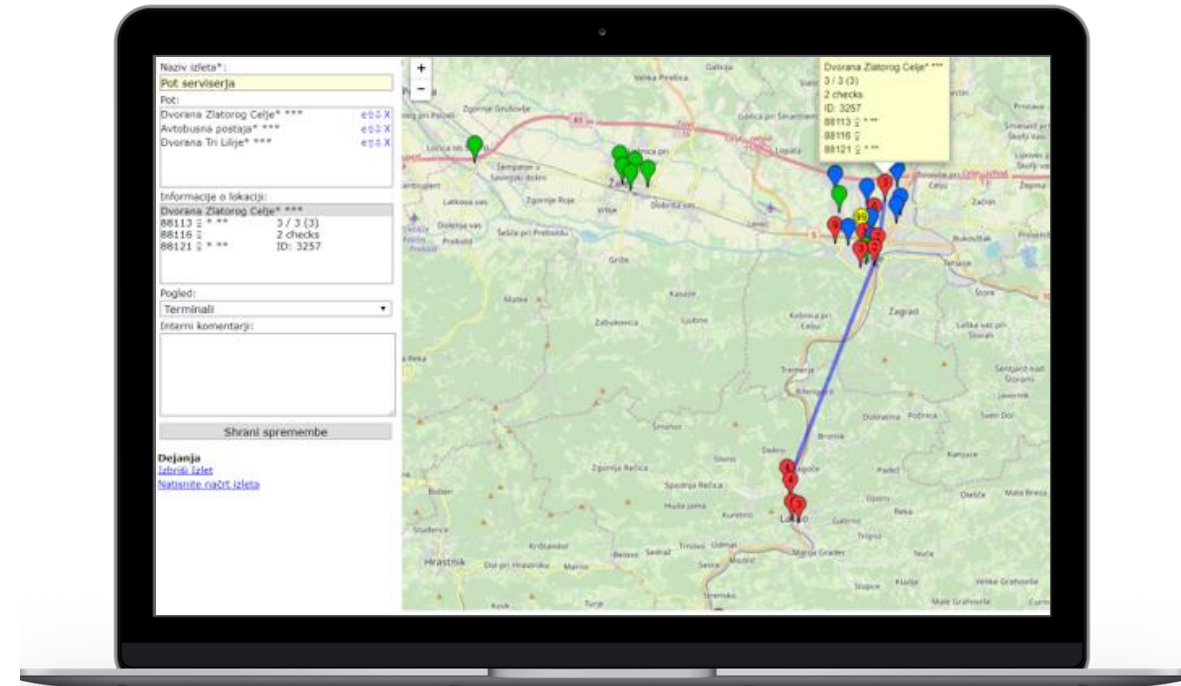
It works in **Slovenian, English, Croatian, Italian** and more than 10 foreign languages



# System Administration

Backend office

- ✔ **Cloud based system, multi-user access**
- ✔ Comprehensive overview of the database (users, rentals, bicycles, stations) on visual **Dashboard**
- ✔ **In-depth analysis** (access to detailed analytics with more than 50 data categories, daily / monthly report interval, number of registrations, leases, returns, new and regular customers, average rental duration, movement reports, servicing, bicycle inspections, rental amounts, payments with credit cards and cash)
- ✔ Provides support for customer relationship management (**CRM**) and content management (**CMS**)
- ✔ **System control via backend 24/7**; monitoring the movement of wheels and the operation of stations and the condition of batteries on wheels, etc.
- ✔ **24/7 call center** available via phone, e-mail and app support, with access to the functions of the back-end system for quick help to users
- ✔ **Compliance with all necessary legislation!**



# System integration

Worldwide references



System integration via already developed input and output API connection – RFID/NFC cards

- Public Transport
- Smart city services
- Hotel and destination cards
- Workplace contactless cards

Support for employers in promoting a healthy mode of transport to work and after work

Numerous references from more than 200 cities from 30 countries around the world (EU, USA, NZ, India):

- Cologne - integration with KVB (public transport)
- Stuttgart - integration with a smart public transport card
- Budapest - integration with BKK (public transport)
- More than 20 cities in Croatia and Bosnia and Herzegovina



# Mobility hub – space for integrated public and shared mobility

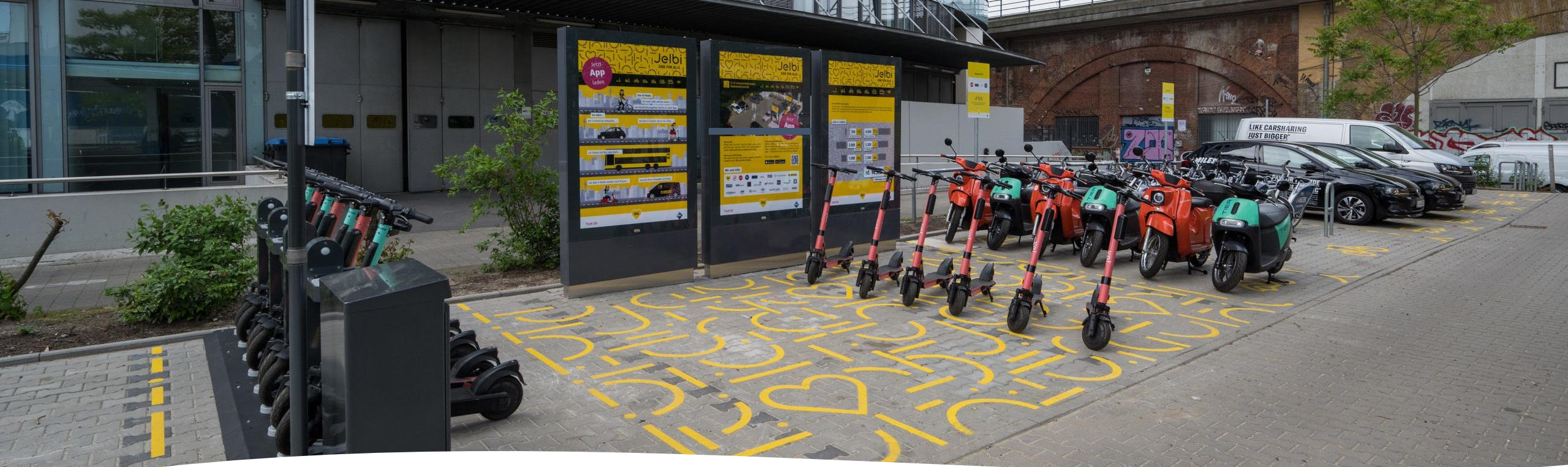
- different and connected transport modes
- facilities and information features to attract and benefit the traveller
- areas providing services to connect people through sustainable travel

## Components:

- **Public transportation:** bus, rail, on-demand ride sharing
- **Shared Mobility:** bike share, cargo bike share, car share, scooter share
- **Mobility related:** digital pillar, journey planning service, registration and ticketing, customer services, electric car charging, bike parking and charging, last-mile delivery
- **Non-Mobility:** Package delivery, cafe shops, waiting area, Wi-Fi, phone charging







Jelbi station at Berliner Verkehrsbetriebe (BVG)

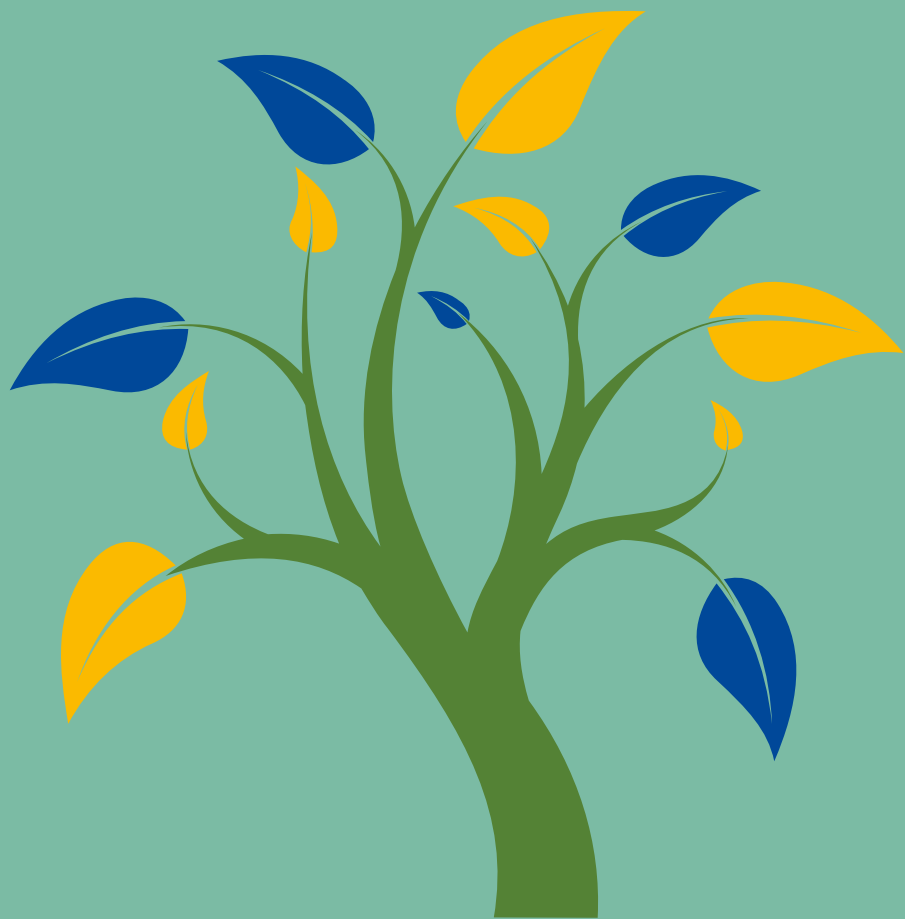
# Micromobility hub

- Combining different modes in one place
- Supported with MAAS platform
- User and operations benefits
- Can be a part of Mobility Hub, PT stations or P+R facilities

# What will the future of bike sharing look like?



- Electric or regular bikes?
- What is more important for good bike sharing – hardware or software?
- What will be the future of Micromobility - docked, dockless or hybrid systems?
- What is the most popular way of renting the bike – via Kiosk terminal, Mobile app or Smart Card?
- Cargobikes, kids bikes, tandems in bike sharing?



# The future of Micromobility



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isn't the  
ability to  
get  
anywhere  
with a car.

**FREEDOM**  
is ability  
to get  
anywhere  
without  
one!

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Come along!

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