

***PROPOSAL TO PROVIDE
BIKE SHARE PROGRAM
FOR UNIVERSITY OF ARKANSAS
REQUEST FOR PROPOSAL No. 674235
DUE DATE: MAY 17th, 2018 2:30 PM (CST)***

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VeoRide

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Cover Letter

On behalf of VeoRide, we would like to provide this proposal to provide a Bike Share Program for University of Arkansas as described in your Request for Proposal (RFP) No. 674235. We propose to start the Bike Share Program in August 2018, with 350 smart bicycles, 50 electric assisted bikes (E-bikes), and a full operations and maintenance team located in the University of Arkansas area.

VeoRide is a smart and sustainable bike sharing company based in West Lafayette, Indiana. VeoRide designs and manufactures our own bicycles, hardware, and software system to provide a greener and healthier mode of urban transportation. We strive to build the best Bike Share Program experience that engages riders to enrich their communities. The VeoRide team is comprised of bike experts, urban planners, business professionals, energetic operators, and engineers with experience from a tech company, the bike industry, and the transportation sector.

We are proud to offer a scalable service that does not need any CapEx costs for program set-up or any other fees from University of Arkansas. Our Bike Share Program is self-sufficient from revenue collected from riders.

VeoRide's Bike Share Program system consists of premium bicycles, smart hardware, an intelligent application (app), a sophisticated information management system, and 24/7 operations. We offer four diverse types of bicycles to accommodate riders with all needs. In addition to our industry leading VeoRide "Green Bike", we offer pedal-assisted bicycles, tricycles, and recumbent handcycles.

VeoRide is available for all students, residents, and visitors to University of Arkansas and community, and they can use our single app across any location where VeoRide is available. Our bike rental fees are competitive within the industry and we offer exclusive discounts for students, as well as a discounted ridership program. Our system can accommodate those that do not have a credit card and those without mobile phones. We are confident VeoRide offers a Bike Share Program system for all to participate in, regardless of economic or physical limitations.

We are determined to consistently improve our technology and upgrade our service. Our technology makes it simple to expand capabilities and numbers of bicycles. VeoRide can expand or reduce designated shared bike parking areas quickly and easily to accommodate large crowds at major events.

VeoRide strives to hire our onsite staff from the local community for maintenance, operational support, and rider outreach. This local staff will be the direct contact to VeoRide with University of Arkansas contacts after the initial rollout. We are looking forward to a productive partnership with the University of Arkansas to customize and adopt a plan that fits the unique needs of your campus and surrounding community.

VeoRide first launched the Bike Share program in the city of West Lafayette with 160 bikes, serving a community with a population greater than 90,000. VeoRide now deploys its program in Indiana, Illinois, New Hampshire, Iowa, and Kansas. Today, we look forward to presenting our innovative, convenient, and intuitive Bike Share system to the University of Arkansas. We appreciate any feedback and look forward to hearing from you. The undersigned is the VeoRide authorized agent for the

submission of this proposal. Thank you.

Sincerely,



Candice (Bowen) Xie

Co-Founder and VP Business Development of VeoRide Inc.

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Infrastructure and Technology of the System

VeoRide’s Bike Share Program system consists of premium bicycles, smart hardware, an intelligent application (app), sophisticated information management system and 24/7 operations, which comes at zero cost for the University of Arkansas. VeoRide app allows real-time communication, so riders can track bicycle allocations, reserve available bicycles, complete transactions, check their riding history, submit feedback and participate in promotional activities, along with other features. Riders can pick up a bicycle from the closest bike rack or parking area as shown on the mobile app and return it to the nearest bicycle rack or parking area at their destination. Adaptive technologies and bicycles are available, and VeoRide will embark on this journey together with the University of Arkansas to ensure the Bike Share Program’s success.

The VeoRide bike share program will not require any upfront cost or annual fees from University of Arkansas to set up, operate, and expand the bike share program. VeoRide will be responsible for all costs for the deployment, operation, maintenance, and recycling.

A.i. Scope of Initial Implementation

VeoRide looks forward to working with the University of Arkansas and the City of Fayetteville to implement the initial installation of 350 standard bikes and 50 Electric Assisted bikes with ADA compliance bikes in optional plan. The number of bike is totally negotiable and we are open to further discussion with the city and university. Our planning team has developed a phased implementation plan including Pilot Phase, Official Launch Phase, and Program Expansion Phase to increase the size of the system according to the usage and demand.

Phase	Number of Standard Bikes in Operations	Number of E-Bikes (Electric-Assisted) in Operation	Launch Timeline
Initial Installation	350	50	August 2018

Geo-fenced Areas

VeoRide is one of the earliest adopters of geo-fencing technology. It enables our system to control the bike fleet within a defined service boundary. A user can even pick up a bike and ride it wherever they want outside the boundary, they just have to bring it back to the service area to lock the bike and end their trip until they bring it back to the service area. If the users insist on dropping the bike outside the geo-fenced boundary, the bike collecting fee will be applied to discourage them continuing to do so in the future. The same technology can be applied to set-up a controlled parking zone. For example, if you would like to keep users from parking their bikes around a park because of special events, we can create such boundary in the system. This is called a controlled parking zone. If such settings are applied, then users won’t be able to drop their bike off in this area. If they do choose to leave the bike there, they will have to pay an additional fee.

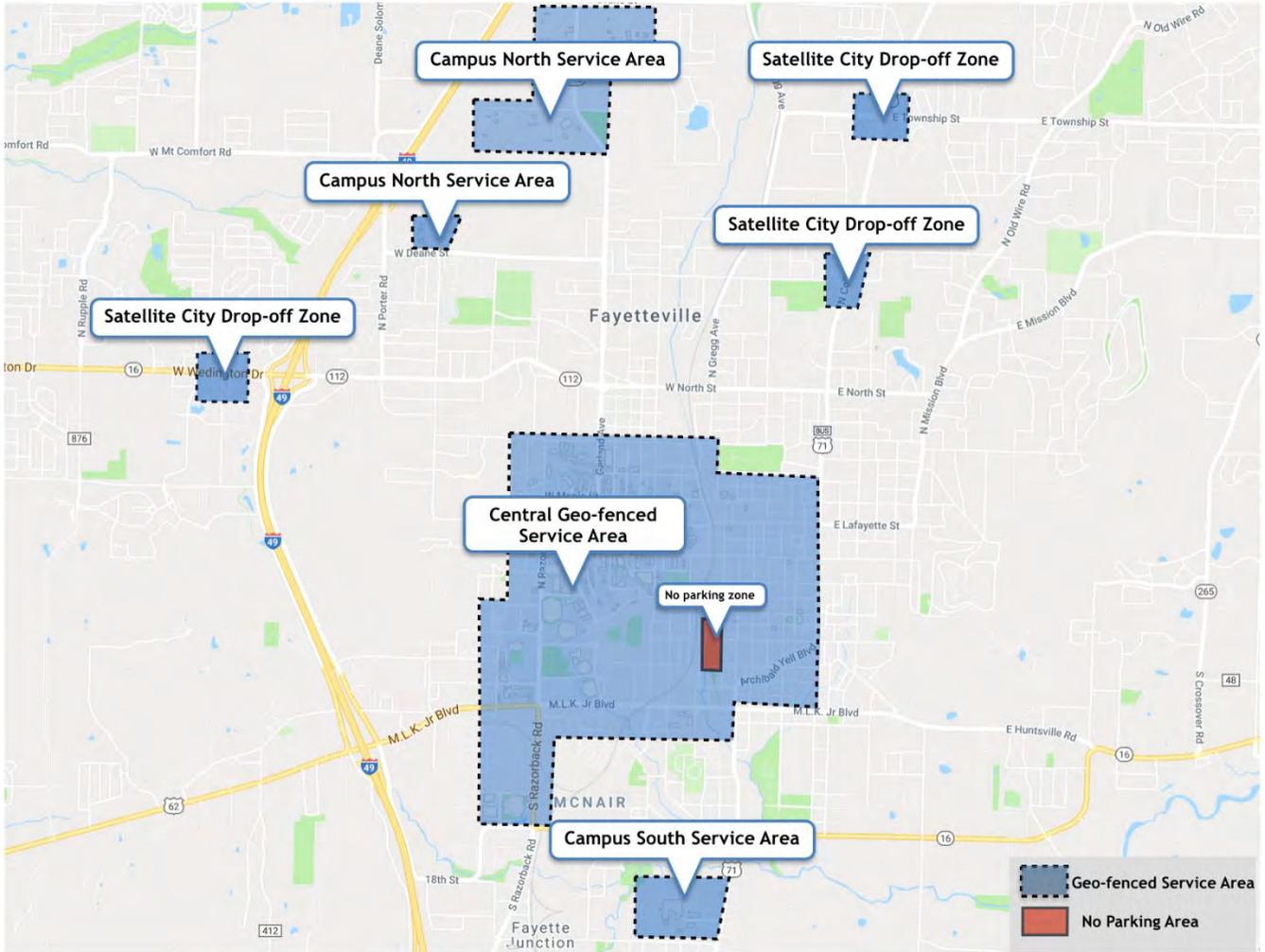


Figure 1-Proposed Initial Geo-fenced service boundary for University of Arkansas

Virtual Stations

If the University of Arkansas would like to further control the bike fleet without having a free-floating model, we have developed a technology to offer the option to set up such virtual stations, which means the users have to return the bikes to certain locations in order to end their trip.

Our planning team has developed the map below to suggest initial placement for said virtual stations. These are not required locations, but a recommendation, and we would talk to University of Arkansas and the City of Fayetteville before finalizing these locations. Besides setting up the virtual stations, we would also place clear signage or add additional bike racks at these locations, all at no cost to the University of Arkansas.

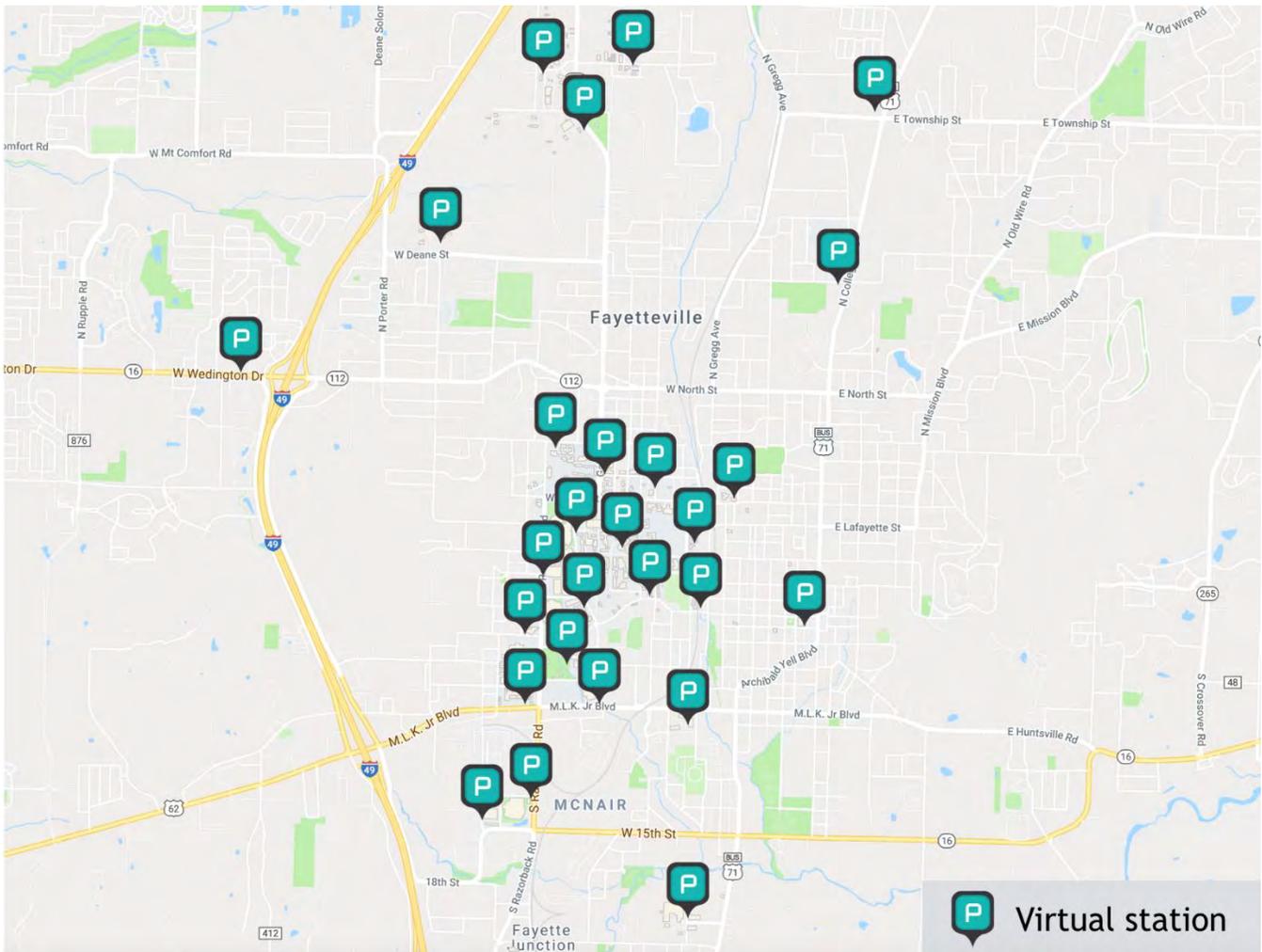


Figure 2-Proposed Virtual Stations Placement Map for University of Arkansas

Of course, geo-fenced areas and Virtual Stations only work if users know about them! At VeoRide, we want to make sure that Bikeshare users are educated about VeoRide rules and policies before they use a bicycle. Several of the in-app notifications that we use include:

- When the user signs up, there will be a pop-up window showing the proper way to park a bicycle
- When the user parks their bikes in a “No Parking” zone, VeoRide sends the user an in-app notification to remind them to park elsewhere
- When a user parks their bicycle outside of a Virtual Station, they will receive an in-app notification reminding them to park within a Virtual Station

A.ii. Bicycles and Equipment

The Bicycle

VeoRide’s flagship “green machine” is designed for comfort, accountability and accessibility. With this mission, the smart bicycle design incorporates a solar-powered wireless connection and a GPS-equipped locking mechanism.

For the rider’s safety, our design integrates a lighting system with a white headlight, a red tail-light, and reflective wheel markings on all sides. The versatile frame has an adjustable seat post with recommended settings for various rider heights and is secured with anti-theft hardware. The bicycle has a modern design with a rust-resistant, all-aluminum alloy, bicycle frame embedded with smart technologies.

Our bicycle features the Shimano Nexus 7-speed internal gear hub, tamper proof solid tires and an ultra-comfort saddle to maximize comfort and meet riders’ demands. The bicycle weighs only 32.2 pounds, making it easy for riders of all sizes to handle.

At VeoRide we work hard to stand apart from the competition. Below are a couple of ways that we shine:

Feature	Veoride Bikes	Competitor Bikes
Headset/Stem	Integrated headset with embedded RFID reader	Off-the-shelf headset without any technology
Hand Grips	Anti-theft hand grips	Flimsy hand grips that can easily come off or be removed/damaged
Bike Seat	Our silicon-molded bike saddle seat is formed as a whole piece, which offers an exceptional level of comfort and wear resistance	Regular bike saddle with covered pad that is glued or stitched to the form base. Disadvantages: (1) Covered pad could be peeled off (2) Once the pad is damaged, the form inside will be exposed and corroded
Seat Post	Seat can be adjusted to fit users up to 6’5” to ride comfortably. Seat post is marked with common heights for quick adjustments.	Seat does not adjust high enough even for 6’2”
Tire	Rubber-like solid Run-Flat tire with proprietary chemicals for enhancing the riding experience	Regular solid tire with limited/no absorption of vibration
Cable routing	Internal brake/shifting cable route from the handlebar to the rear brake/gear shifting hub	Cables are externally attached to frame, which are exposed to the elements and vandalism, leaving an eyesore.
Spokes	Reinforced and strengthened stainless steel bike spokes	Traditional bike spokes which are more susceptible to breakage and rust

Protection for brake and shifter	Protective shield for brake , and a shifter on the handlebar to protect the brake/shifter from being damaged when the bike is dropped or falls to the ground	Brake and shifter on the handlebar are exposed, and can be damaged by elements and drops or falls
Safety Skirt Guard	Safety skirt guard designed to protect riders who wear long skirts from being jammed by spinning wheel	Most dockless bikes don't have a skirt guard

Table 1- Key Differences between VeoRide Bike 3.0 and Competitors' Bikes



Figure 3- VeoRide Bicycle Dimensions

Bike Customization

A successful Bike Share Program is aligned with the campus's values, which is explicitly expressed by its branding color and logos. With the goal of becoming a stunning part of the campus, at no additional cost VeoRide provides fully-customized bike for the community to demonstrate its spirit and brand with VeoRide. Please find the specially customized bike below. The final design will be reviewed and approved by all related parties before mass production.



Figure 4-Example of how VeoRide bicycles can be customized for University of Arkansas

Shortest Lead Time for Fully-Customized Bikes

VeoRide offers fully customized colors, graphics, decals, even components, but still has the shortest lead time in the Bike Share industry when building a Bike Share Program with customized colors, graphics, decals, even components, for campuses. The industry standard for bringing in a bike share program with such customized level (including customizing bike color, decal, and graphic) normally takes a vendor between 3-6 months. VeoRide typically only needs four weeks from contract award to bike system deployment.

Manufacturer

Most importantly, VeoRide has a long-term relationship with one of the largest bicycle manufacturers in the world, XDS Bicycle, which supplies world-renowned brands such as Trek, GT, and Cannondale. Our well-established relationship with XDS Bicycle ensures high-quality support for every model of VeoRide bicycles. VeoRide bicycles are manufactured by XDS Bicycle in Shenzhen, China.

Testing

Through years of research in material science and advanced manufacturing, VeoRide's bicycles are 25% lighter and sturdier than traditional bike share bicycles.

VeoRide bicycles have undergone and passed the most stringent US bicycle tests to provide our partners and riders with peace of mind. SGS, the world's leading testing and certification company has certified that VeoRide bicycles meet the standards outlined in ISO 43.150, CPSIA, 16 CFR 1512, and ANSI Z315.1.

We continue to innovate and upgrade our bicycle every two to three months so that our product continues to lead in the bike share industry.

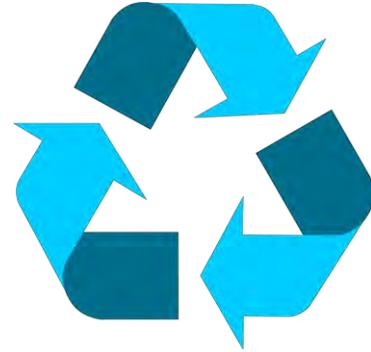


Sustainability

VeoRide is committed to adopting sustainable approaches throughout the product life-cycle.

- 95% of the bicycle frame and components are reclaimable after the end of life
- VeoRide is the **only** company in the bike share industry to utilize water-based painting technology to minimize environmental impact during the coating and painting process

- Hire sustainability consultants to implement lifecycle assessments to evaluate environmental impact associated with the whole manufacturing process
- Use of electric commercial vehicles, such as Nissan NV1500 Cargo Van, for daily operations to reduce carbon footprint



The Smart Lock

Our lives are more and more connected to the internet, as consumers are investing in the Internet of Things (IoT). To embrace today's era of IoT, VeoRide's mission is to present an innovative and well-connected Bike Share Program service. By scanning the QR code label on the bicycle, riders quickly unlock the bicycle within three seconds without even having to touch any part of the bicycle. Our locking process doesn't need users to enter passwords on a keypad or use bulky traditional bicycle locks to secure the bicycle anymore. Instead, the smart lock only has one push button that allows riders to lock the bicycle securely and effortlessly to a bicycle rack or lock the bicycle to itself for dockless parking.



Figure 5-The VeoRide Smart Lock is Easy to Lock, Stow and Operate

The GPS and Cellular modules provide the geolocation of each VeoRide bicycle, so users can locate, track and ride any bicycle on the map. The bicycle has chip-size accelerometers, magnetometers, and a micro-controller unit, which enable the system to update its status to the cloud anytime.

4G/LTE network
Enable seamless communication between bikes and servers

Gyroscope Sensor
Detect bikes lying down on the street
– Extremely useful for locating misplaced bikes

Bluetooth 4.0
Enable stable wireless connection between mobile phone and the lock

Accelerometer
Detect any abnormal movement and notify operations team timely



GPS
Keep track the locations of each bike anytime

Battery
Guarantee the lock works functionally for over two months without any external charging

Durability
Ensure functionality in any weather conditions, such as rain, ice, and temperature

RFID technology
Allow users to unlock the bike simply with key fobs or RFID cards

Figure 6-Integrated VeoRide Smart Lock



VeoRide also offers an option for the University to change to a smart lock with a heavy-duty security cable that allows user to lock the bike to a rack, if desired. The system requires users to complete two steps to finish their trips, firstly push the slider to lock the bike to itself, then attach the security cable to a bike rack. If such system were applied, it could increase the awareness of proper bike parking and provides additional security control on the bike fleet.

Figure 7-The VeoRide Smart Lock with Security Chain

Sensor to Detect Bikes Laying Down

One of the major concerns for a campus looking to implement a Bike Share Program is bikes laying down and blocking sidewalks and walkways. Our engineering team has developed a new sensor used in our smart lock. This sensor is able to detect whether the bike is standing upright or lying down.

If the bike is lying down, the system will automatically label the bike in red (as the figure shown below) and inform our fleet technicians. Results from testing this feature show that implementing such technology can tremendously improve street parking for our bike fleet and make operations much more efficient.

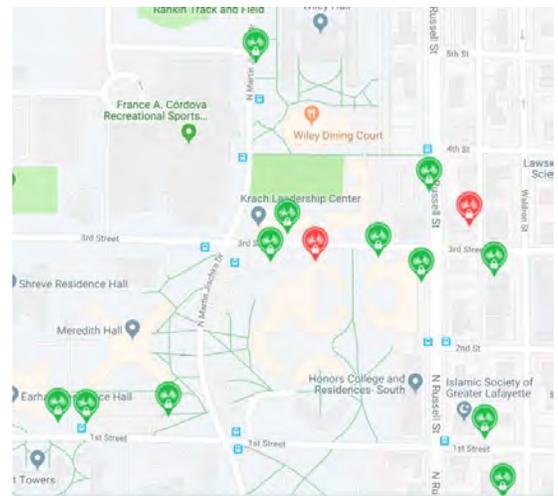


Figure 8-Screenshot of our management system

Physical Parking Equipment

As for parking area placement, VeoRide will work with University of Arkansas to setup designated shared bike parking zone, in order to:

1. Create additional bike parking spots in popular drop-off locations
2. Save parking space for the existing bike racks
3. Promote and educate users to park their bikes responsibly
4. Easier for users to find and pick-up bikes

VeoRide also offers **two options** to install a designated physical bike parking zone:

1. **Option 1:** Removable painted designated parking locations
2. **Option 2:** Standard bike racks with clear bike parking signage

Both of these two parking approaches are very modular and flexible to install. We can work with University of Arkansas to ensure the product compliance with local guidance.

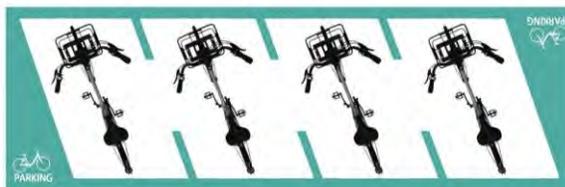


Figure 9-Examples of designated painted area and bike racks for shared bikes parking

A.iii. System Modularity and Expansion Capabilities

Adaptability After Launch

One of the best parts of using a dockless Bike Share Program system is the fact that the system can be easily modified after launching the program. Geo-fenced areas and Virtual Stations can be easily adjusted and relocated for seasons or temporary events.

Users can be notified of these changes by Inbox message, email, or text message. For more information on adjustments to the system, please see the “Redistribution” section below.

Downtown Expansion Opportunities

As the Bike Share Program gains in popularity, VeoRide would be happy to work with the City of Fayetteville and University of Arkansas to expand the Bike Share Program. Below is the proposed expansion path as recommended by VeoRide:

Phase	Number of Standard Bikes in Operations	Number of E-Bikes (Electric-Assisted) in Operations	Launch Timeline
Phase I	350	50	August 2018
Phase II	500	100	Spring 2019
Phase III	700	300	Summer 2019

Table 2 – Future Expansion

Product Line Extensions

Besides the standard pedal bike shown above, VeoRide offers a variety of products to University of Arkansas including electric-assisted bikes, fat-tire bikes, and cargo bikes.



Figure 10-The VeoRide Electric-assisted bike - Smart Commuter

Smart Commuter is our flagship Bike Share Program electric-assisted bicycle (E-bike) which is designed for sweat-free pedaling, extreme durability, and the ultimate riding experience. The front-drive motor can assist user to pedal up to 18 miles per hour. Its embedded torque sensor enables the system to calculate how hard riders pedal so that the motor can output the exact power to assist the rider, such as when going uphill. Equipped with a large capacity lithium battery, the motor can run up to 68 miles on a single charge, and our operations team will swap the battery when it needs to be charged. The basket on the rear rack can support forty pounds. Without relying on setting up any physical charging stations on the street, it will become a great add-on to our standard bike fleet and every user can access the bike using the same VeoRide mobile App.



Figure 11-The VeoRide Fat Tire Bike - RockPower

RockPower is the first fat-tire bike we will launch this fall. VeoRide is the only company in the US to introduce a community shared fat tire bike. We are happy to bring it to the University of Arkansas, and share this exciting product with the campus. By introducing diverse types of shared bikes, the Bike Share Program can attract more students, not only for getting from point A to point B, but also for riding for fun.

A.iv. Safety Features

VeoRide prides ourselves on offering a system designed for rider's enjoyment and safety. This starts with great design and high quality. As noted in Section A.ii above, our design uses the below features to keep riders safe:

- A lighting system with an automatic white headlight powered by integrated solar panel on top of the light module, a red tail-light, and reflective wheel markings on all sides
- Versatile frame with an adjustable seat post with recommended settings for various rider heights and secured with anti-theft hardware
- The bicycle has a modern design with a rust-resistant, all-aluminum alloy, bicycle frame
- Run flat tamper proof solid tires consisting of solid foam and rubber
- Internal cable routing from the handlebar to the rear brake/gear shifting hub to prevent any chances for cables to interfere with the rider
- Safety skirt guard designed to protect riders who wear long skirts from being jammed by spinning wheel
- The bike is equipped with a drum brake, which provide consistent braking in wet or dirty conditions since the mechanism is fully enclosed

A.v. Reporting Features

Our goal is to seamlessly integrate the Bike Share Program into the University of Arkansas. By ensuring the best quality of service, and helping our community partner to identify opportunities to improve infrastructure, VeoRide will provide a monthly report, or on an ad hoc basis, that includes:

- System Utilization
- Ridership data/statistics
- Membership levels
- Total calories burned by riders
- Estimated CO2 reduction
- Revenue and membership data
- Crash/accident/damage/incident data
- Bicycle and kiosk maintenance data
- Station rebalancing data
- Customer complaints and feedback
- Bike distribution
- Total miles covered by riders

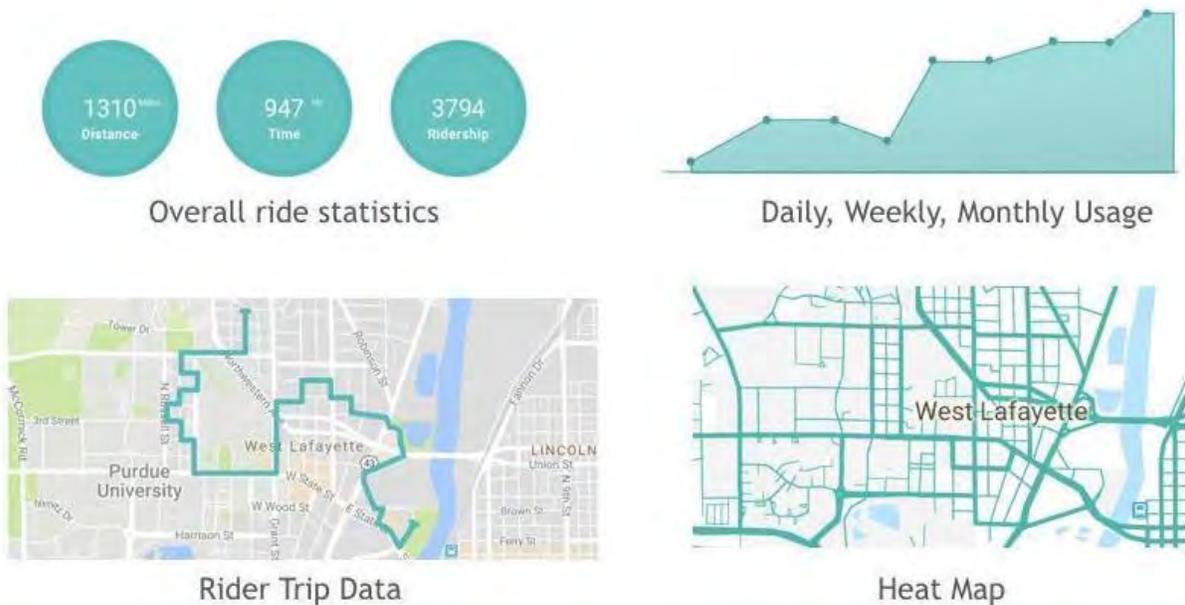
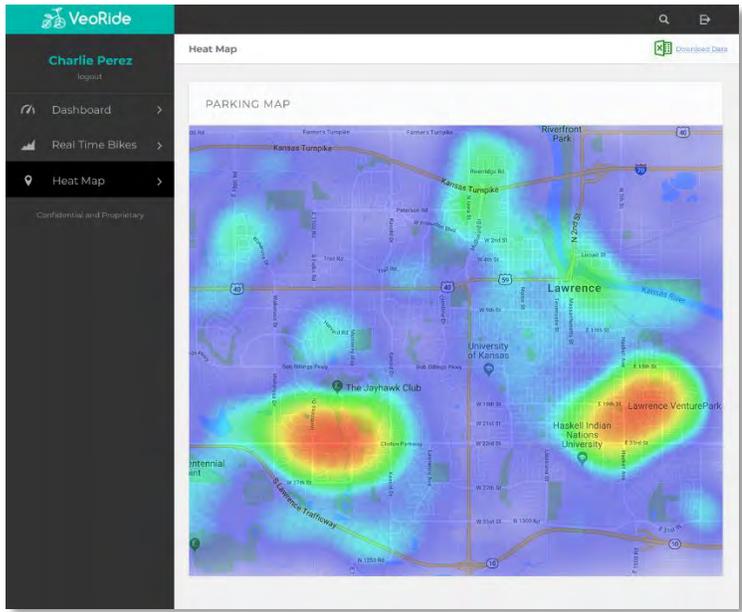


Figure 14-Example of Data Reporting That will be Shared

Data Dashboard Portal

In order to let our partner community better understand the usage and share the success of the program, we will provide the full-service data dashboard access with the real-time information, including number of rides, users ,heat map etc.



Management Portal

VeoRide provides powerful tools to help our operations team to manage the bicycle fleet, rider’s data, and maintenance/operations. Administrators and operators can track all bikes, users, transactions, maintenance, and system usage through the powerful management tool.

The following screenshots are actual system displays from our operational Bike Share system in West Lafayette, IN.

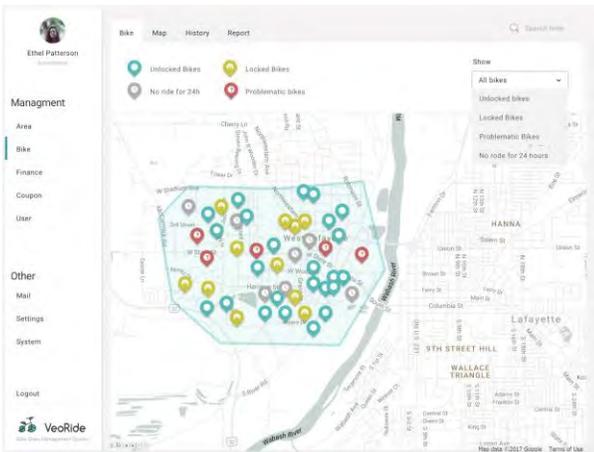


Figure 15-Bike Distribution Map

Real-time view and bike distribution management along with status, and locations

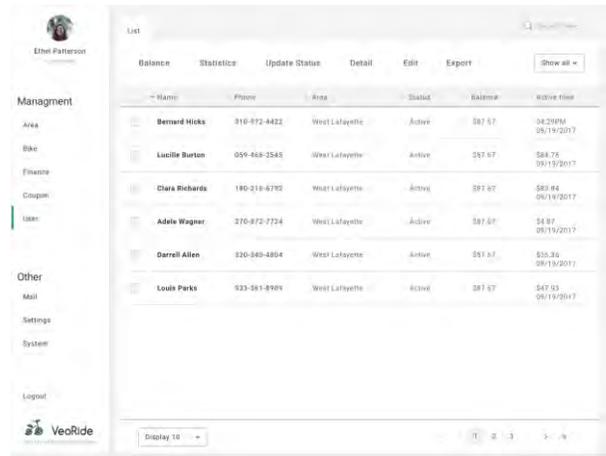


Figure 16-User management

Manage user profiles, account balance, ride history, and direct communications

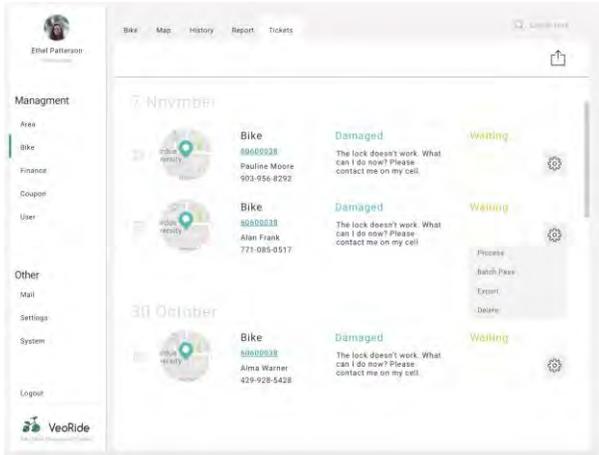


Figure 17-Ridership Dashboard

Operators can create, track, manage and resolve maintenance and customer issues

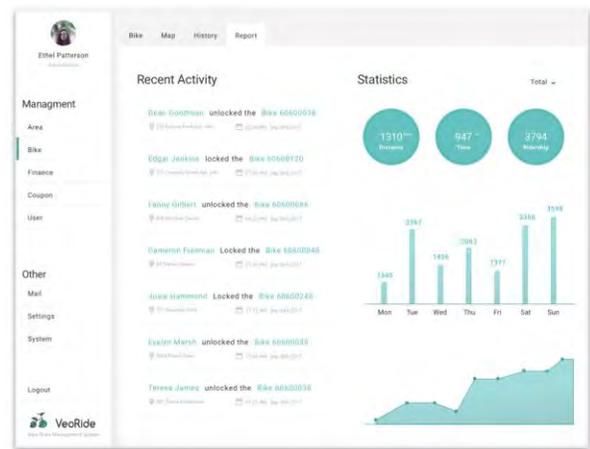


Figure 18-Report Ticket System

Real-time tracking of ridership, number of users, bikes, and activities

A.vi. Power Requirements

- VeoRide Pedal Bike: Use solar power for the smart lock, front-light, tail-light
- VeoRide E-bike: Use re-chargeable lithium battery to power all the units in the bike



A.vii. Accessibility and the Americans with Disabilities Act

VeoRide is committed to making the Bike Share Program accessible to everyone, including senior adults and people with disabilities. We are putting huge efforts into researching and developing adaptable bikes for different people with diverse needs. VeoRide can provide ADA accessible bikes for those with physical limitations and seamlessly integrate this equipment into the broader shared bikes system. We can provide side-by-side, tricycle and recumbent handcycles. Our deployment schedule for these types of bicycles are shown below.

Type of Bike	Description	Availability	Suggested Number of Bikes in Operation
Side-By-Side	This product is designed for people who have difficulties in pedaling the bike.	As requested	100 VeoRide bike to 1 VeoRide Side-by-side bike
Tricycle	This product is designed for people who have difficulties in balancing the bicycle.	As requested	200 VeoRide Bike to 1 VeoRide Tricycle
Recumbent Handcycle	This product is specially designed for people who have a physical limitation on the lower part of their body.	As requested	200 VeoRide bike to 1 VeoRide Handcycle

Table 3 - VeoRide Offers Bicycles for All Riders Regardless of Physical Limitations



Figure 19-VeoRide Offers Handcycles for People with Physical Limitations

A.viii. The Mobile Application

A standard user’s riding experience starts by downloading VeoRide’s mobile app from the Apple Store or Google Play onto their smartphones (iOS or Android).

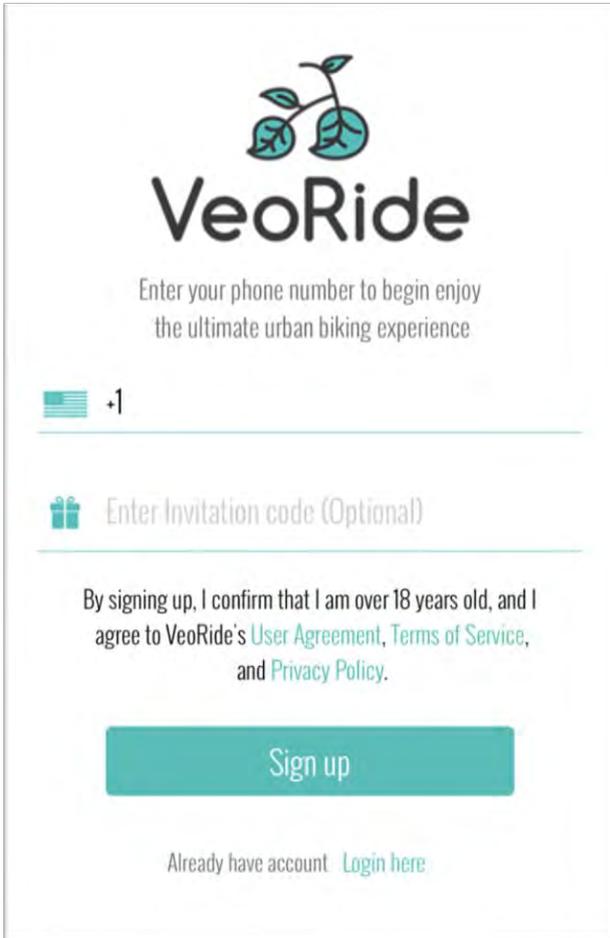


Figure 20-Signing up for the VeoRide Mobile Application

The user then registers their account with their phone number and email address (optional), adds their payment information, and accepts the user agreement.

Once the user selects the “sign up” button in the app, they will automatically sign the legal waiver, user agreement, and terms of use. VeoRide can work with University of Arkansas to integrate any legal waivers that the university may require (see screenshot at left).

After registration, the App guides users through a simple onboarding process explaining how to use the system and how to park shared bikes properly (for more information on how users are notified of bicycle parking rules and policies, please see below section “System Operation”).

Users can get access to our bike share system with only three steps (see the in-app screenshots below).

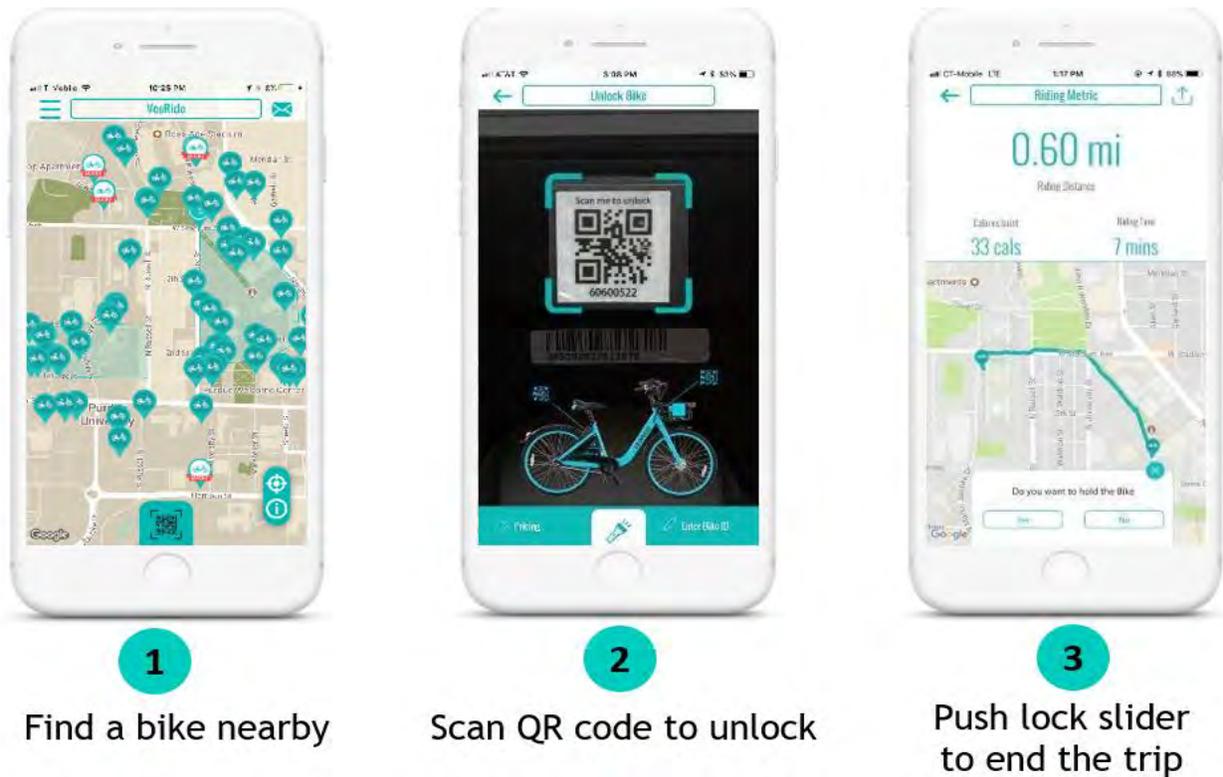


Figure 21-The VeoRide Mobile App is Simple to Use

The user can then find bike locations on the map interface. Before starting the first ride, the Mobile App will guide users to enter their credit card information. VeoRide will work to continuously improve the app and will be responsible for maintenance and upgrades.

Please see below example screenshots showing how the user can reserve a bike, hold a bike, retrieve a bike, and report a bike.

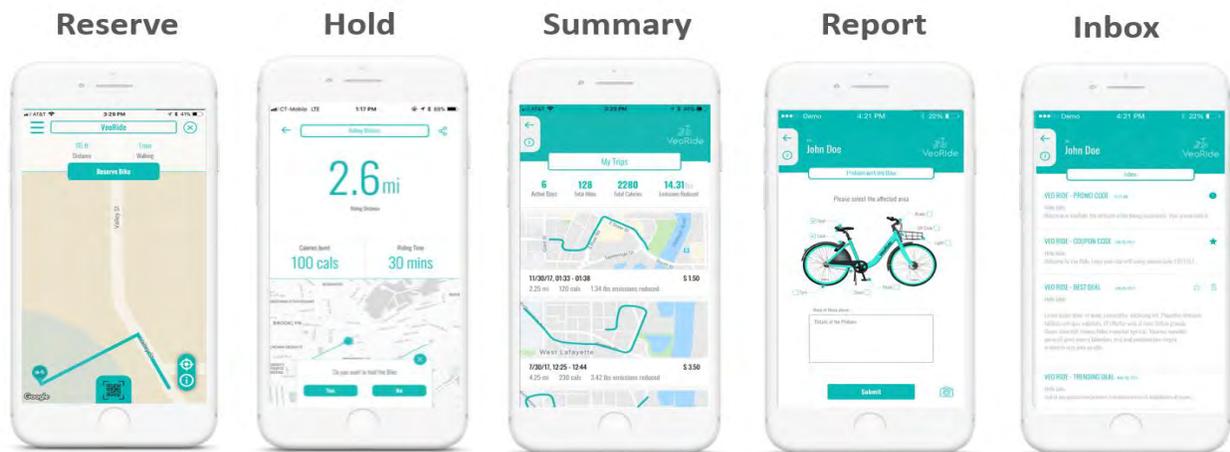
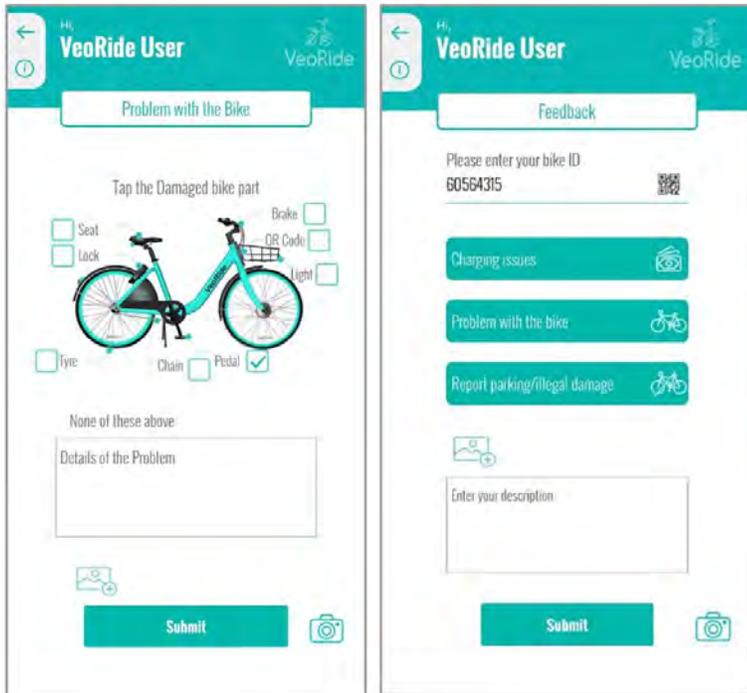


Figure 22-Various Screens with the Mobile Application

summary of their ride, report any issues, and check their in-App message inbox.



VeoRide users can also easily report any damage or issues with the bikes, as seen in the screenshots at the left.

Figure 23-Example Views

A.ix. Warranty Information

VeoRide bikes come with a full warranty – see below for warranties:

System Components	Warranty Provider	Length of Warranty
Frame & Fork	Bicycle Manufacturer (XDS Bicycle)	5 Full Years
Chain	Components Vendors	1 Full Year
Brake	Components vendor (Shimano)	2 Full Years
Shifting system	Components vendor (Shimano)	2 Full Years
Lighting system	Components vendors	12 Months
Smart Lock	Hardware Vendors	12 Months
Fenders, Wheels, Spokes	Components Vendors	12 to 18 Months
Handlebar grip, saddle, and other soft goods	Components Vendors	12 Months

Table 4 - VeoRide Bicycles Come with Full Warranty Service

Operations and Maintenance

B.i. Equipment and Level of Staffing

VeoRide is dedicated to hiring local and passionate cycling and transportation advocates or students who have knowledge and experience working in cycling, transit, operations management, and with various niche communities across the University of Arkansas. While getting support from our central team, the VeoRide University of Arkansas team will be hired and trained locally to service this Bike Share Program.

To provide more green jobs locally and eliminate the need for capital investment for bike maintenance, VeoRide hires experienced bicycle maintenance professionals from the local community. We will also partner with local bicycle shops (such as The Bike Route, Good Bikes, or The Handle Bar) to conduct bicycle maintenance offsite on a regular basis. We offer bike maintenance staff detailed technical training on product knowledge base, bicycle assembly, component repair, and adjustment.

The local team members include:

Position	Responsibilities
General Manager (GM)	<p>A full-time professional hired locally who will be the main point-of-contact for University of Arkansas. Responsibilities include:</p> <ul style="list-style-type: none">● Day-to-day operations● Fleet staff management● Facilities management● Field operations management● Physical assets management● User-issues troubleshooting● Liaison with Stakeholders● Staffing● Interface with the Public <p>(General Manager will work 40 hours/week, and be on call for emergencies at all times. The GM will receive a salary at a competitive rate ranging from \$40,000 - \$65,000 per year, depending on the candidate's past experience.)</p>
Program Ambassador	<p>University of Arkansas student or local resident whose key responsibilities include:</p> <ul style="list-style-type: none">● Interacting with the Public● Events and Conferences● Customer Service Support● Community Outreach

	(Ambassador will be paid an hourly rate ranging between \$10-\$13/hour. Each ambassador will be expected to take 2 - 3 shifts a week, with each shift being 4 hours).
Fleet Technician	<p>Student or local resident whose key responsibilities include:</p> <ul style="list-style-type: none"> ● Rebalancing ● Collect damaged bikes ● Re-park misplaced bikes ● Preventive Maintenance checks <p>(Technician will be paid an hourly rate ranging between \$10-\$13/hour. Each technician will be expected to take 3 - 4 shifts a week, with each shift being 2 – 3 hours).</p>
Mechanics	<p>Student or local resident whose key responsibilities include:</p> <ul style="list-style-type: none"> ● Maintenance ● Repair <p>(Mechanics will be paid an hourly rate ranging between \$10-\$13/hour. Each mechanic will be expected to take 2 - 3 shifts a week, with each shift being 4 hours).</p>

Table 5 – VeoRide Project Personnel

Staffing Levels for Each Phase

Phase	Number of General Mangers	Number of Program Ambassadors	Number of Fleet Technicians	Number of Mechanics
Phase I	1	2	3-5	2
Phase II	1	3	5-7	3
Phase III	1	4	8-10	5

Table 6– VeoRide Project Personnel Staffing Levels

Staffing model will be adjusted to meet all the required metrics from the university and city, including response time, bike parking, rebalancing, and bicycle uptime percentage, etc.

B.ii. Maintenance and Infrastructure

Maintenance Software

VeoRide’s web-based tools manage all bicycle repair and inspection schedules, which are monitored in real-time by VeoRide’s local General Manager and mechanics. All bicycle maintenance and inspections records will be documented, including detailed maintenance reports, status of the maintenance reports, maintenance history logs, and upcoming inspection schedules.

Maintenance Protocol

Preventative maintenance involves performing equipment inspections according to the Bicycle Inspection Checklist and includes a set of minor tasks that are performed regularly on bicycles that are otherwise in rideable conditions.

Maintenance & Operations	Schedule	Location
Patrol for inappropriate bike parking	Daily	On-Site
Visual Walk-around for any obvious immediate issue	Daily	On-site
Bicycle Inspection	Daily / Weekly	On-Site
Prevention Maintenance and Tune-Ups	Quarterly	Facility
Clean-up Alert or Notification	As needed	On-Site
Address Repair Upon Notification	As needed	On-Site
Replacement Parts and Bicycles	As needed	Facility
Web and Mobile Updates	On-Going	Wireless
Mount bicycle and test front and rear brake levers to ensure their functionality	Daily / Weekly	On-Site / Facility
Inspect chain drive for proper functioning and lubrication	Daily / Weekly	On-Site / Facility
Inspecting handlebar for proper centering and tightness	Daily / Weekly	On-Site / Facility
Inspecting brakes for excessive wear and ensure proper working order	Weekly	On-Site / Facility
Spin front and rear wheels to check for rubbing and wobbling	Daily/Weekly	On-site/Facility
Dismount bicycle and lift rear wheel to test crankshaft and chain for smooth operation	Daily/Weekly	On-site/Facility
Check seat tightness and seat quick release	Daily / Weekly	On-Site / Facility
Ensure hand grips are secure	Daily / Weekly	On-site
Inspect shifters for proper functioning	Daily / Weekly	On-Site / Facility
Check basket and solar panel for loose or broken components	Daily / Weekly	On-Site / Facility
Inspect headlight and taillight working condition	Daily / Weekly	On-Site / Facility
Test locking/unlocking mechanism using mobile application	Daily / Weekly	On-Site / Facility
Ensure accessories such as basket, bell, and advertising components are properly attached	Weekly	On-site/Facility
Test kickstand for proper function	Daily/Weekly	On-site
Clean all visible dirt on the bike	Weekly	On-Site / Facility
Check frame for damage, cracks, and dents	Weekly	On-Site / Facility

Table 7 - Our Preventive Maintenance Plan Ensures that Performance Indicators are Achieved

For off-site maintenance, our operation patrol team picks up damaged bicycles and sends them to our partner bicycle shops. Our dedicated Bicycle technicians will repair the bike within 48 hours. Once the damaged bicycles are fully repaired, we re-distribute them once they have passed our detailed inspections. To ensure our bicycles always provide the best riding experience, our maintenance service also offers the following benefits:

1. Comprehensive 35-point maintenance checks monthly for every bicycle.
2. Immediate remote disabling of damaged bicycles and label for maintenance.
3. Provide simple online user manuals so cyclists can tune and adjust the bicycles as they need.
4. Daily visual inspection of our bicycles.
5. Document each bicycle's maintenance history and analyze product service data in our system.

Bicycles Needing Maintenance

The local General Manager will monitor the bicycles fleet and can immediately change problematic bikes to "Error" mode. The bike location icon will disappear from the map and the App will show an "Under Maintenance" notice if a user tries to unlock it. If the bike is reported by three different customers, it will automatically change into "Under Maintenance" and disappear from the map of usable bikes.

Bicycle Uptime of 90%

Through the above maintenance protocol VeoRide will ensure that at least 90% of bicycles are available and operable at all times. In the unlikely event that the percentage of operable bicycles is below 90% for over a week, VeoRide will ship extra bikes from our central warehouse in Chicago to the University of Arkansas to maintain a 90% operable rate.

Replacing Bike Parking Equipment

In case bike racks or painted bike parking needs to be replaced, standard bike racks can be replaced within 6-8 business days, and painted bike parking can be replaced within 2-3 business days.

Emergency Events

VeoRide's equipment is designed to withstand emergency events. Since the locking and communications technology are located on the bicycle itself, VeoRide can easily locate and quickly remove bicycles. Given sufficient time, VeoRide's operations team will bring as much of the fleet as possible to safer locations either to the warehouse or higher ground. VeoRide can customize our Standard Operations Procedure and Emergency Preparedness Plan with local stakeholders to make sure all local concerns are addressed.

Winter Season Plans

During the winter season, VeoRide will work to ensure that the Bike Share Program is operating as smoothly as possible. Below are several actions that VeoRide will take to winterize the fleet:

Proactive Actions:

- Reduce Fleet Size: We will reduce the overall fleet size by 20%, and continue to do detailed maintenance on these bikes. We will deploy these bikes and rotate these bikes to maintain the fleet
- Identify Winter "No Parking" zones: We will work the University to identify areas to be set up as a Geo-Fenced "No Parking" zones (these could be areas that are typically buried in snow, where

ice is known to develop on pathways, or routes that will need to be plowed)

- Clarify priority snow routes

In Case of Snow/Ice Events:

- Before the storm, VeoRide staff will move bikes and send notifications to users through in-App messaging and test message
- We can shut down the whole fleet temporarily to prevent customers from riding the bikes in the storm
- Monitor bike placement, and VeoRide will remove bikes from the roadsides
- VeoRide staff will assist with bike rack snow removal

B.iii. Software Maintenance and Upgrades

VeoRide strives to partner with the University of Arkansas and the City of Fayetteville to create a seamless user experience. We will implement software upgrade at the request of the University or City and in the following circumstances:

- Fix any user software issues
- Adjust bike parking rules (such as implementing a virtual station)
- Update service area boundaries
- Pricing update
- Build University or City customized and branded user interface
- Other upgrades as request

The process for software upgrades will be as follows:

- (1) Send written documents noting new software feature updates to University/City focus group
- (2) Release a beta version of the App to be tested by the focus group
- (3) Updates are approved by the focus group
- (4) VeoRide will release official version to customers, and closely monitor the crash report and user feedback

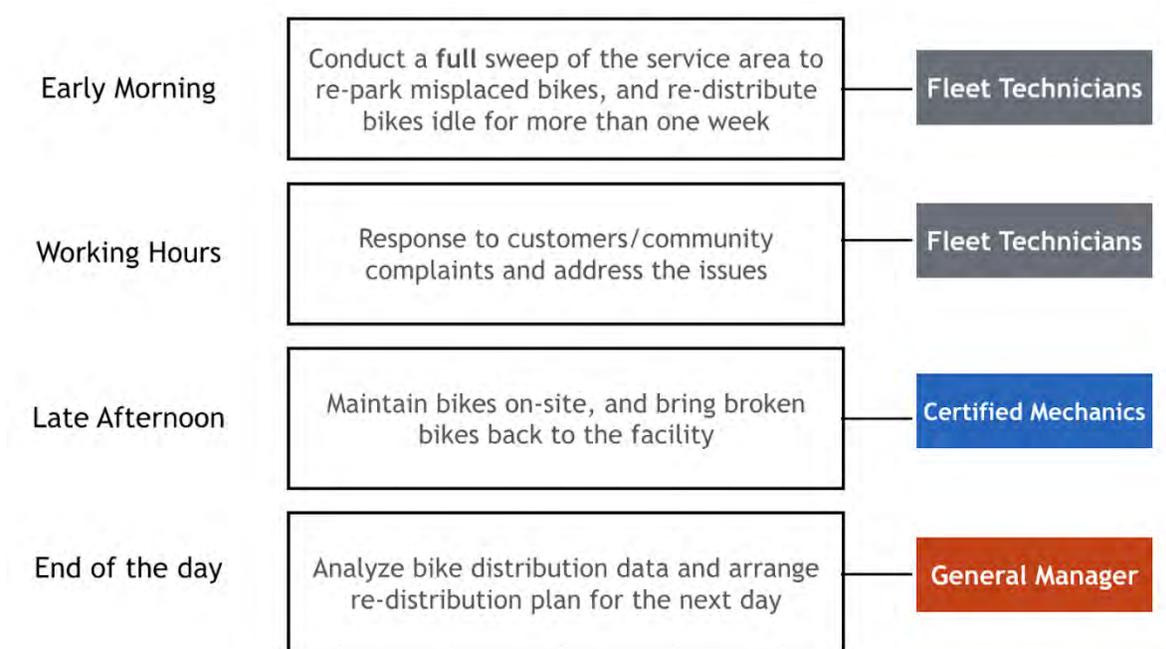
B.iv. Bicycle Balancing and Redistribution

VeoRide is committed to working with University of Arkansas to maintain a clean, orderly and functioning Bike Share system. In case VeoRide is notified through one of our communications platforms of safety concerns or an over-concentration of bicycles, we will relocate the bikes within two hours.

VeoRide operations team will also re-balance bike fleets once or twice a day depending on the bike distribution. Based on our studies the number of bicycles that will need to be redistributed daily is approximately 5% of the system size. Rebalancing is deemed necessary if over ten bicycles are within one block.

Daily Operations Protocol by Local Staff

Below is a sample Daily Operations Protocol to be followed by local staff to keep bicycles balanced throughout the day:



Lucky Bike Feature

“Lucky Bike” is a feature that we utilize to incentivize users to re-balance the bikes. If a bike is marked as a Lucky Bike, the user who rides the lucky bike to the designated drop-off zone can earn free riding coupons. This feature decreases our bike pickup rate by roughly 15%.

If there is a special event, we can partnership with the event host to create “Lucky bike” drop-off zones around the area. This smart feature can encourage users to ride and drop their bikes off around the event.

Redistribution Protocol

Within the app riders have the option of reporting misplaced bicycles. After they submit the report, the

geo-location of the bike will be sent to our operations team to re-park the bike properly. Once verified, riders who submit the report can receive coupons as a reward. In the meantime, the system will automatically track the last riders and link it to our internal parking credit system. Riders with low parking credits will be temporarily suspended.

Based on our previous university operating experience, VeoRide proposes using the redistribution protocol for University of Arkansas listed below:

Notification	Action Item 1	Action Item 2
Bikes are reported to block sidewalk, fire exits, ADA ramps, or automotive parking spots	Operations team will remove the bikes during business hours within two hours.	Area will be set as no-parking zone to prevent bikes being left here next time.
Bikes located far away from service area	Operations team will move the bikes to popular pick-up areas.	Bike will be set as Lucky Bike.
Bikes idle for over 48 hours	Bike will be set as Lucky bike.	See action item below if bike is idle for over 96 hours.
Bikes idle for over 96 hours	Bike will be marked as “idle” bike on the fleet management portal.	Operations team will move the bikes to popular pick-up area.
Bikes aggregated in one area	50% of bikes will be set as Lucky Bike.	Operations team will move half of the bikes to popular pick-up areas which have fewer bikes.
Smart Lock detects that bike is laying down	System will automatically label the bike in red	System will inform the field technicians to address the improperly parked bike

Table 8 - Our Bike Re-Balance System Ensures Consistent Availability of Bicycles

B.v. Troubleshooting Protocol

One of the advantages of using VeoRide’s Bike Share System is that since there are no stations, there are no station outages! For individual bikes, we will follow our standard maintenance protocol to troubleshoot the bike.

B.vi. Realistic Timeline for Deployment

VeoRide standard teal bikes can be shipped within three days of contract award and the system can be launched in two weeks. VeoRide customized bikes can be manufactured within one week, and the container shipment can take six to seven weeks – meaning that a customized bike system can be launched seven to eight weeks from the date of contract award. Please see Section A.i for VeoRide’s recommended deployment schedule.

B.vii. Improper Bicycle Parking

See “Redistribution Protocol” in Section B.iv above.

C. Membership

C.i. Membership and Payment Options

VeoRide is able to provide excellent pricing to riders for the use of Bike Share bicycle with a flat rate mode of \$0.50 every 15 minutes. There is no overage fee or deposit needed, only the fee of \$0.50 for each additional 15-minute period of use. For example, if a user rides a VeoRide bike for 30 minutes, the fee would be one dollar. E-bike rental would require a \$1.00 unlock fee and \$0.10 for each minute. For example, if a user rides an E-bike for 15 minutes, it will cost them \$2.50 for the ride.

As an alternative, riders can pay for unlimited rides per the schedule below:

The membership fee for residents is listed below:

- Monthly Package \$25.99
- Yearly Package \$99.99

Discounted membership fee offered to University of Arkansas students & faculty:

- Monthly Package \$13.99
- Yearly Package \$48.99

Discounted membership fee offered for qualified low-income individuals:

- Monthly Package \$4.99
- Yearly Package \$28.99

Bulk purchase: If University of Arkansas or other entities would like a bulk purchase of memberships, VeoRide will provide discount according to the amount purchased:

- 100 – 499 memberships: 10% off
- 500 – 999 memberships: 12% off
- 1000 – 2000 memberships: 15% off

Discount Codes: Discount codes can be accepted within the app.

Payment Options

VeoRide accepts major credit cards, card cards, and cash payment to deposit funds into a User account. All VeoRide credit and debit card transactions are processed through Stripe, a validated Level 1 PCI DSS Compliant Service Provider that uses established data security and encryption methods.

Alternative Payment Options

VeoRide strives for bringing affordable Bike Share Program service to everyone. We offer the solutions to students and community members who:

Don't have a bank account - Users can setup accounts with cash at a local VeoRide booth.

Don't have a smartphone - Users can send text messages to our toll-free number with the bike

ID number they would like to unlock. The system will unlock the bikes remotely for the users.

Don't have a phone - Users can purchase the RFID cards/fobs online or from our local booth. They can simply unlock their bikes by scanning the RFID reader on the bike stems.



Figure 24-A Sample VeoRide RFID Tag

Low-income Individuals - We provide monthly discounted riding package for qualified individuals at \$4.99/month for unlimited 30-min bike rides. We also can provide local employment opportunities for individuals, and employees are able to ride VeoRide bikes for free. We are also willing to work with University of Arkansas to decide what will work best for your campus.

C.ii. How the System Will Function

Please see Section A.viii above for how the system will function. There is no difference in annual vs short-term memberships except for the time and pricing. Annual and membership users will have unlimited 30-minute rides.

C.iii. System Integration

VeoRide can integrate the student account to our payment system. Students can link their student account to their VeoRide account, and add credits to their riding balance. VeoRide will be happy to work with the University of Arkansas's IT department to access the UAF's API in order to integrate the system.

If the University or City identification card has an RFID magnet built-in, we can also integrate the cards with the RFID reader on VeoRide bikes. Users can use their University or City identification card to scan the RFID reader integrated in the bike handlebar to unlock the bike.

About VeoRide

D.i. Background

VeoRide was formed by bicycle fanatics in 2017 to share the joy of bike riding through our customer-centric Bike Share Program. We have worked tirelessly to make the VeoRide system incredibly robust through the highest quality bicycles integrated with exceptional technology that presents the rider with a simple, three-second, scan-unlock-go checkout method.

VeoRide works side-by-side with our partner campus's culture and unique characteristics to implement a comprehensive and adaptive Bike Share Program tailored to the local needs, but also with the flexibility to evolve over time as those needs change. VeoRide uses extensive reporting to make data-driven decisions about bike quantities, placement, and maintenance.

One of our biggest goals is to go above and beyond being a bicycle provider, and to integrate with the local campus and community by encouraging healthy living, a more pedestrian friendly locality, cost-effective transportation, and the simple joy of riding a bicycle.

Smarter Operations Plan

There is a growing amount of excitement around bike share programs within the United States. There are great examples of the positive impact that these installations have had on their host communities. However, there are also situations where the bike share programs have not lived up to their potential, such as pictures and stories from China showing mountains of bicycle debris.

Directly adopting a lock-to model seems like it would solve the issue by requiring users to lock their bikes to a fixed object. But locking mechanisms (like a chain-lock or U-lock) cannot prevent the user from just locking the bikes to itself, meaning that the bikes can still end-up everywhere. More importantly, the lock-to mechanism might encourage users to lock their bikes to public property like a fence or even fire hydrants.

Instead of using a one-size-fits-all pre-determined solution, VeoRide's planning, rollout, and operation methods rely on location-centric interactions and relationships. These relationships, combined with data-driven analysis, make sure that the bike share program fits with the campus and community and becomes a beacon of success.

VeoRide's smart implementation plan is flexible in order to offer an optimal installation type for a given campus, and after being installed, VeoRide works to constantly improve the user experience.

A typical installation might go as follows:

- Step 1:** Implement free-floating Dockless Bike Share model with geo-fenced service boundary
- Step 2:** Collect and review ridership data to learn the popular pick-up and drop-off locations
- Step 3:** Implement virtual stations, no parking areas, and adjust geo-fenced service boundary according
- Step 4:** Install appropriate amount of bike racks (if needed) to these locations to meet the user demand

Simply, some campuses function optimally with a completely free-floating dockless model. If this is found to be the case, then the pilot program remains in place as the operational model. But, if other operational processes are preferred, VeoRide can easily support those. In short, VeoRide works with the sponsoring agency to start with the least restrictive model and then iterate to find the optimal model for the users and the campus.

Adaptability

VeoRide is the only bike share company that develops its own technology from idea to execution. Our solution includes bicycles, lock technology, mobile application, and operations. The entire process, from designing, to manufacturing, and the entire supply chain in between, gives VeoRide a range of adaptability that no other company can match.

The VeoRide system is not a one-size-fits-all approach. Due to different biking cultures, weather, terrain, and population, it's not surprising that a program working well on one campus may not function in another. Unlike our competitors using off-the-shelf bikes and licensed technology, VeoRide can adapt each deployment in a way that fits the culture and expectations of the local environment.

Best Quality in Class

VeoRide's leadership team comes from the bicycle industry with several members of the Research & Development (R&D) team having worked in the bike industry for over 25 years. We have a strategic partnership with one of the largest bike manufacturers in the world to keep the highest quality available and consistent with every piece of equipment we produce. We are committed to building the best bike share company in the market to ensure our riders' safety as well as offer a fantastic riding experience—our bikes are our pride and we promise a joyful experience to all that ride them.

It is important to note a significant difference between VeoRide's model and that of others in the market. There is a significant trend in bike share providers to simply lower the cost of their bikes so that they can dump as many bikes as possible onto the streets. Not only does this potentially create a huge mess throughout the campus, but also becomes a safety concern for the riders. These low-cost 'purchased' bikes are often designed to be inferior quality, contain cheap components, and show limited resistance to wear and vandalism.

VeoRide's bikes are designed and built to the highest standards and are more than 95% reclaimable at the end of their life. VeoRide will never compromise quality to save a couple of dollars at the expense of our community partners.



Figure 25-Many of our Competitors Provide Bicycles of Poor Quality That Fail

Evidence of Success

Ve Ride recognizes that there is simply no “one size fits all” approach to a Bike Share Program. Ve Ride is committed to working with the local community to adapt the Bike Share Program for seamless integration. Ve Ride works especially well in communities that have universities in town and harsh weather conditions during the winter time. Ve Ride has successfully implemented dockless bike

share programs on seven higher education campuses, each with unique challenges.

One such example would be two challenges that VeoRide encountered but successfully overcame at the University of Kansas/Lawrence and Purdue University/West Lafayette .

Challenge #1 - Steep terrain in the local area (University of Kansas). The challenge is that due to steep terrain, riders will find it difficult to ride and will not use the system and continue in their normal mode of commute.

Mitigation:

- For those without special needs, the use of seven-speed bikes for ease of peddling while on steep terrain makes it less difficult than standard three-speed bicycles.
- For those with special needs, the use of pedal-assisted electric bicycles enables the rider to navigate the steep terrain.

Challenge #2 - Lack of bicycle infrastructure in some parts of the city . Due to the lack of infrastructure, it could be difficult to provide Bike Share services in that part of the city.

Mitigation:

- Worked with the City and the University to add cost-effective and easy-to-adjust parking areas with proper signages for Bike Share bicycles.
- Since VeoRide bicycles are dockless, there is no need for traditional Bike Share kiosks and bike racks. VeoRide worked with the University and City to establish designated parking areas.

Challenge #3 – Severe weather condition in the winter time . City of West Lafayette in Indiana has experienced a extreme weather for 4-5 months in the past winter. The average temperature was below 20 F.

Mitigation:

- Rotated 20% bike every two weeks back to the warehouse to perform performance check and detailed maintenance
- Closely monitored the storm and snow. Perform weather on-demand check and bike cleaning after the storm
- Apply winter bike lubricants to bike chain and other parts to prevent rusts and excessive wear



Figure 26- Northern Illinois University/Dekalb, IL (left) and University of Kansas/Lawrence, KS (right)



Figure 27- Pittsburg State University/Pittsburg, KS (left) and Purdue University/West Lafayette, IN (right)

The table lists the VeoRide key personnel for this Bike Share project with the University of Arkansas.

Role of Key Personnel	Name
VP of Sales and Marketing	Phillip Hallstedt
VP of Business Development	Candice Xie
Head of Strategic Relations	Keith Williams
Head of Engineering	Edwin Tan

Head of Software Development	Zhou Li
Director of People Operations	James Valadez
National Market Launcher	Matthew Dittmer
Director of Customer Success	Jordan Allen
Operations and Logistics Manager	Troy Seymour
Field Marketing Manager	Maria Welch
Technical Support	Frank Lin

Table 8 - VeoRide List of Key Personnel that Ensure Project Success



Phil Hallstedt, Head of Community Engagement, brings extensive marketing and sales experience to VeoRide. Throughout his career, Phil has focused on merging the science of healthcare with the user experience of consumer products via a passion for new product development. Phil leverages 20 years of pharmaceutical experience (Eli Lilly) and 10 years of product design consultancy with clients such as Amgen, Abbott, Mead Johnson, Whirlpool, Energizer, Moen, Jarden and Scotts. Phil graduated from the University of Michigan with a Master in Public Health and a Bachelors in Chemistry, plus earned an MBA in both Marketing and Finance from Indiana University (Bloomington).



Candice Xie, Vice President of Business Development, leads VeoRide to advance and react to a dynamic regulatory environment and seek paths toward efficient and effective expansion by effectively communicating the values of our service to target communities and markets. Prior to VeoRide, Candice worked at Schneider Electric as Finance Advanced Development Program Associate in North American Financial Planning and Analysis team. Prior to Schneider Electric, she worked in Bank of China and MassMutual Financial Group. She graduated with distinction from Purdue University with a BS in Finance.



Edwin Tan, Head of Engineering of VeoRide, has extensive experience in bike industry and Internet of Things (IoT) throughout his career. Formerly, he was the Mechanical Engineer for Trek Bicycle and the Design Consultant for a Fortune 50 company. He earned his master degree in School of Mechanical Engineering at Purdue University. He has published research papers on top international conferences related to Bike Safety and Human-centered design for cyclists. Edwin has strong industry experience and deep understanding of bicycle design, manufacturing, and supply chain.



Keith Williams, Head of Strategic Relations, comes to VeoRide after 10+ year career in entrepreneurship. Keith has been involved in technical arena, many levels of management including marketing strategy and implementation of an East coast based electronic filter manufacturer as well as a Midwest located biotechnology company and even beyond into the social media/mobile app world of the music industry. Keith is a Purdue Krannert MBA in December of 2012, and a Masters in International Business from CEU Business School in Budapest Hungary in June 2013.



Charles Yu, Advisor of VeoRide, has considerable experience in high tech industry and has worked in Silicon Valley and China. Charles has been advising companies and startups in all aspects of business and operations including business model development, product development, go to market strategy and partnership strategy. Charles received MSEE in Electrical and Computer Engineering from Purdue University and Executive MBA from the Wharton School of University of Pennsylvania.



James Valadez, Director of People Operations, brings operations and talent and people management experience that is highly metrics and execution driven. A graduate of Dartmouth College (AB) and Purdue's Krannert School of Management (MBA) he has created and scaled teams and processes in fast paced and dynamic warehouses as an executive for McMaster-Carr Supply Company, a premier distributor of industrial supplies. As an early hire and Chief People leader for Fooda, a food technology company, he grew and scaled startup teams in multiple U.S. markets and helped the executive team lead a \$10M Series A funding round.

D.ii. References

Company/Organization Name: University of Kansas
Contact Name: Margretta de Vries, KU Parking and Transit
Telephone: (785) 864-7275
Email Address: mdevries@ku.edu
Address: 1501 Irving Hill Road
Lawrence, KS 66045
System Size: Bike Share program with 180 bikes, in negotiation with City of Lawrence to implement an additional 180 bikes this summer

Company/Organization Name: West Lafayette, IN
Contact Name: Mayor John R. Dennis, Mayor of the City of West Lafayette
Telephone: (765) 775-5103
Email Address: mayor@westlafayette.in.gov
Address: 222 N Chauncey Ave
West Lafayette, IN 47906
System Size: Bike Share program with 160 bikes, in negotiation with City to implement additional 200 bikes this fall

Company/Organization Name: Pittsburg State University
Contact Name: Brian Peery, Research and Grants Coordinator
Telephone: (620) 235-4175
Email Address: bpeery@pittstate.edu
Address: Pittsburg State University
112 Russ Hall
Pittsburg, KS 66762
System Size: Bike Share program with 70 bikes, in negotiation with the City of Pittsburg to implement additional 100 bikes this summer

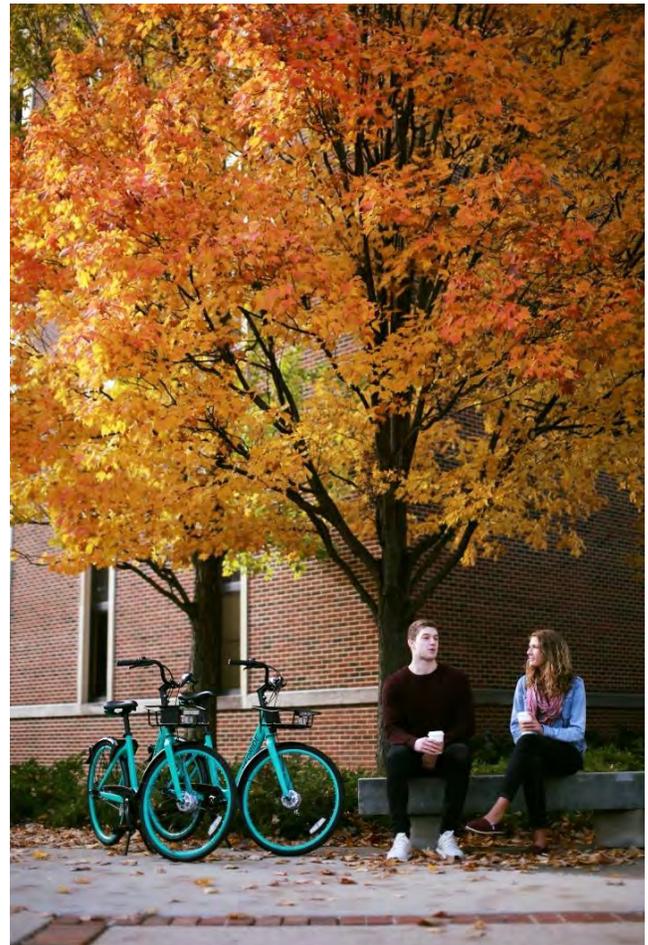
Marketing and Customer Service

E.i Marketing Assistance

VeoRide loves cycling. Beyond just bringing a Bike Share Program to University of Arkansas, we want to express our huge passion for cycling to people and invite them to enjoy a wonderful outdoor experience. We shoulder the responsibility to educate our customers and bring more people to the cycling world. We would like to collaborate with the campus with a variety of activities to promote the bike share program and increase visibility of the campus's progressive culture.

Riding Promotion: A good beginning is half of success. In order to encourage more campus members to use the service, VeoRide offers two weeks of free rides to the entire campus upon launch. After the launch period, new users can get five free rides when they register, and users can get three free coupons every time they refer a friend to sign up for a VeoRide account. The referees can also get three free coupons when using a reference promotion code from existing users.

Parent Care Package: Care packages offer a way to send some favorite goodies for the student to take with them to the University. A VeoRide membership can be included in the Care Package and sent to students. In this way, new students are encouraged not to bring their own bike to campus since VeoRide bike share program on campus is affordable, convenient, and accountable.



Healthy-Life Incentive Plan: Riding VeoRide and earning credits to lower employees and employers' health care insurance cost. For example, VeoRide is working with the Kansas Department of Health to utilize VeoRide's ride tracking technology to help employees track their fitness data so to earn points for the HealthQuest Rewards Program.

Community and Campus Events: VeoRide sponsors local events and activities to get more people to learn about the Bike Share Program.

On-site Promotion: Setting up a promotional booth at campus events to demonstrate how to use the system and hand out free riding coupons to attract people to try VeoRide.

Social Media Channel: Paid digital marketing campaign via different social media channels, e.g. Facebook, Instagram, Snapchat etc. Blog on social media to educate and encourage people to ride safely with VeoRide.

Press Channel: Collaborating with University of Arkansas to promote the value of bike share program by local, regional, and national press releases and featured stories.

Signage on Bikes: In the community, VeoRide's stunning and highly-visible bikes are the most effective form of marketing to attract new users. Every bike basket has an instruction board to demonstrate where to download the VeoRide app, how to use the system, and where to park the bike properly.

App and Website: VeoRide App and website contain rider's education information and instructions for the system. We can also send messages or push notification to riders in the app to meet the campus's needs.

Campus Tour: VeoRide can collaborate with University of Arkansas by arranging tours for visitors or prospective students to bike around campus. Reservations can be made five business days in advance.

Department/Class Ride: VeoRide provides group biking reservations for lunchtime exercise and group building activities etc.

E.ii. Potential Partnership and Sponsorship Opportunities

VeoRide Bike Share program will primarily be funded by VeoRide with no set-up fees or annual fees required from University of Arkansas. However, if approved by University of Arkansas, VeoRide may choose to partner with local businesses or student organizations on a rolling basis to promote the bike share program in the community and on campus. VeoRide has a dedicated business development team to present sponsorship/advertisement opportunities to prospective sponsors.

VeoRide can customize bikes according to sponsor's needs and share **20% of the on-bike advertising revenue** with University of Arkansas, to be used for cycling infrastructure improvements.

Sponsorship opportunities can be offered in the following formats:

Title Sponsorship: Sponsors can brand the bike share program and brand all the assets of the bike share program including its color, assets, and message.

Presenting Sponsorship: Sponsors get the opportunity to purchase either system-wide or a portion of the system’s logo placement on the bike or mobile App.

VeoRide

Friends & Family Event

@ All registered VeoRiders with love

FREE admission with an active VeoRide account

Limited 100 spots.

Location: West Lafayette Riverside Skating Center

Time: Feb. 17th Saturday
10:30 pm -12 am

Figure 28-Example of a VeoRide Partnership Flyer

VeoRide is the **only** bike share company that is willing to and able to customize bike color, decal, and graphics with the partner community, and all with a short lead time.

Branding assets or custom messages can be included in these locations:

- 1) Bike branding boards
- 2) Chain-stay
- 3) Downtube
- 4) Fork
- 5) Front basket boards (outside)
- 6) Front basket instruction board

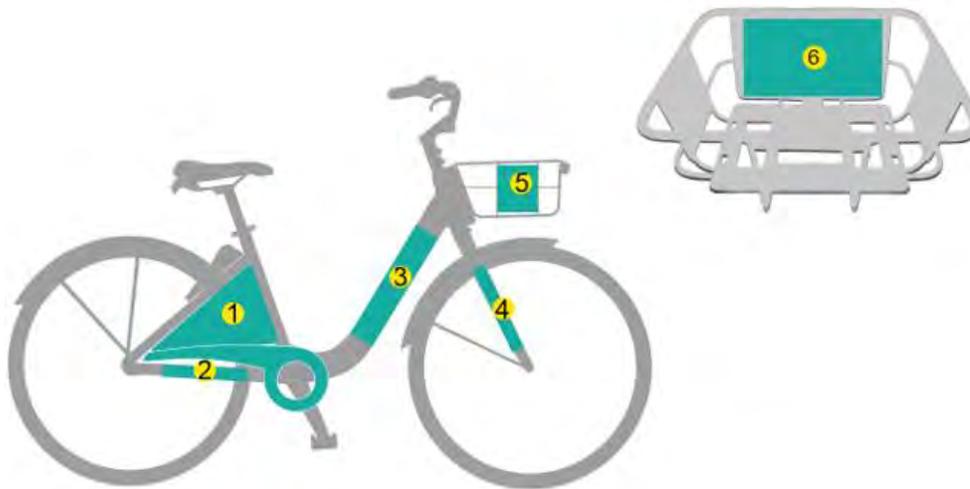


Figure 29-Bike Frame, Accessories, and Components Customization



Figure 30-Web Portal and Mobile App Customization

E.iii. Customer Service Support

VeoRide provides a dedicated toll-free phone line, email address and in-App reporting system for 24/7 service supporting our riders and the local campus. Riders can find contact information in the App or on the bicycle.

VeoRide is also able to directly communicate and follow up with riders in their in-app mailbox. The message can be sent to an individual, a group of people, or the entire network. This push notification feature can also be used to send messages from the campus that are provided to VeoRide.

Urgent matters will be addressed by local operations team within two hours between 8:00 AM and 8:00 PM (EST) every day, except for State and Federal holidays. Best efforts will be made after 8 PM with all issues addressed the following day.

University of Arkansas will have access to the personal phone numbers of the leadership team and the local team. We will happily work with University of Arkansas to maintain and improve responsiveness to parking and safety issues, and a select member of the University or City will have the ability to relocate improperly parked bicycles if immediate assistance is needed.

E.iv. Website

Before program launch VeoRide will launch a VeoRide-University of Arkansas website (for an example of an existing website, see <https://www.veoride.com/ku>). We can work with the University of Arkansas to provide a custom interface.

The website will include pages such as:

- How the System Works
- Pricing
- Safety Recommendations
- Bike Parking Rules
- Service Area Map
- Contact Information for Customer Service.

VeoRide Discount Plan

✓ With 50k/year (occurrence) to subsidize membership for Pedal Bike

Package Type	Students, faculties, and staffs		Community Riders	
Type	Standard Price	Discounted Price	Standard Price	Discounted Price
Monthly Package	\$13.99	\$10	\$25.99	\$17
Yearly Package	\$48.99	\$35	\$99.99	\$70

EXHIBIT B

Description of VeoRide's Service Level Agreement

We have built the matrix below with performance indicators that best represents our model of bike sharing. We will report these metrics that help the City measure our success serving its residents and improving the mobility on City. We will maintain our bikes to be in an excellent state of cleanliness and repair, with a minimum of 90% of deployed bikes operable at any time.

Performance indicator	Description	Measurement Tool	Minimum Performance Standard	Reporting Frequency
Mobile application & service support portal	VeoRide mobile application and service support system fully operational	Uptime reporting	99.5% uptime.	quarterly
Bicycle distribution	Maps identifying trends in peak bike distribution	Maps showing aggregate usage patterns	Fleet will focus on serving City of Fayetteville and University of Arkansas Campus	quarterly
Bicycles in service	# of bikes in service	Daily uptime reports	Deploy and maintain a minimum of 290 standard smart bikes and 50 pedal electric assist smart bikes (customized e-bikes to be swapped with standard e-bikes or before November 1, 2018) bicycles in service in in any calendar month during the term of service.	quarterly

Report-responsive	Response time of improper bike parking / other problems communicated to City staff	Time relative to report logs	<p>Respond to emergency issues (such as accidents, casualties) within two (2) hours.</p> <p>Respond to non-emergency issues within two (2) hours during business hours between 8 am to 8 pm Monday through Friday and outside those hours within 24 business hours, except for State and Federal holidays.</p>	quarterly
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R:242 G:242 B:244
PANTONE P 179-1 U

#f1eedb
R:241 G:238 B:219
PANTONE P -9C



515252
PANTONE: 445C
R:81 G:83 B:83
Shale

9D2235
PANTONE: 201c
R:157 G:34 B:53
Razorback Red

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PANTONE: Black 6C
R:0 G:0 B:0
Black

FFCC00
PANTONE: 116C
R:255 G:205 B:3
Sunshine