



BIKE – eco-system

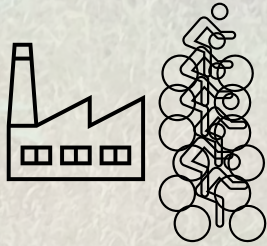
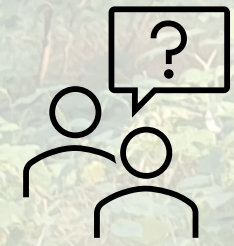
(Bicycle Insights, Knowledge and Evaluation)

MegaBITS

Jørgen Wanscher, PhD, Cofounder
17th of October, 2023



Data is what you need!

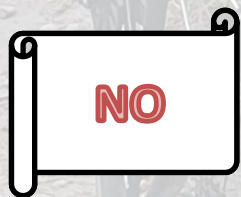


Focus

Budget



Tech support



Roi

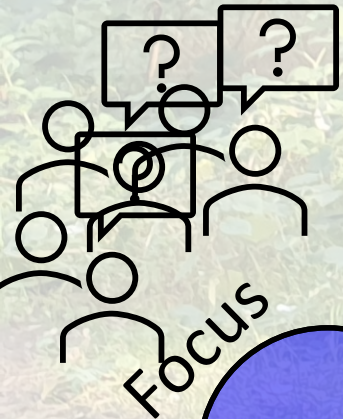
Tech support

Traces

Collect



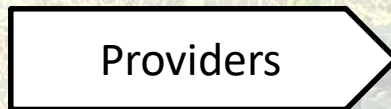
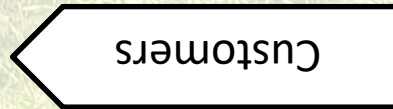
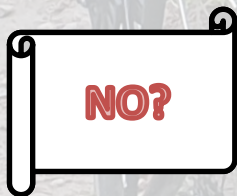
Let's cut the pie



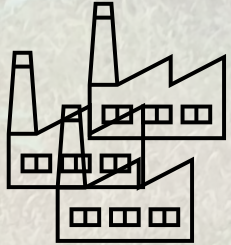
Focus

Budget

Tech support



Standard



Traces

Tech support

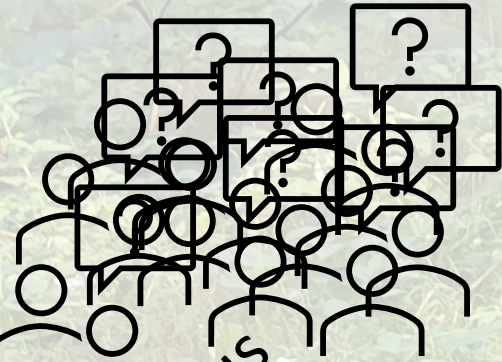
Collect





	Hermes
	Traffic
	Intelligence

Plan A: BIKE eco-system



Focus

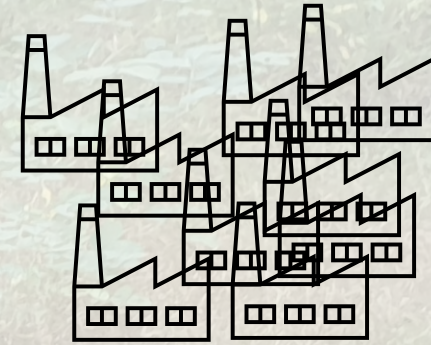


Budget



Standard/API

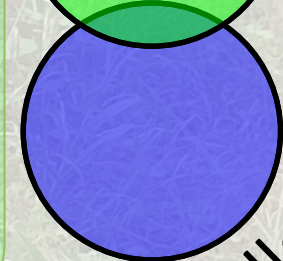
BIKE eco-system



Traces



Collect



YES

YES

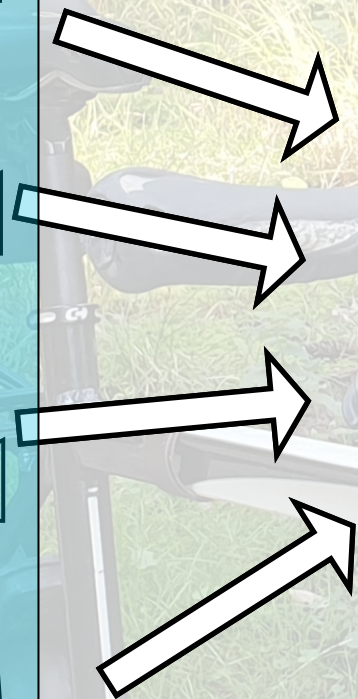
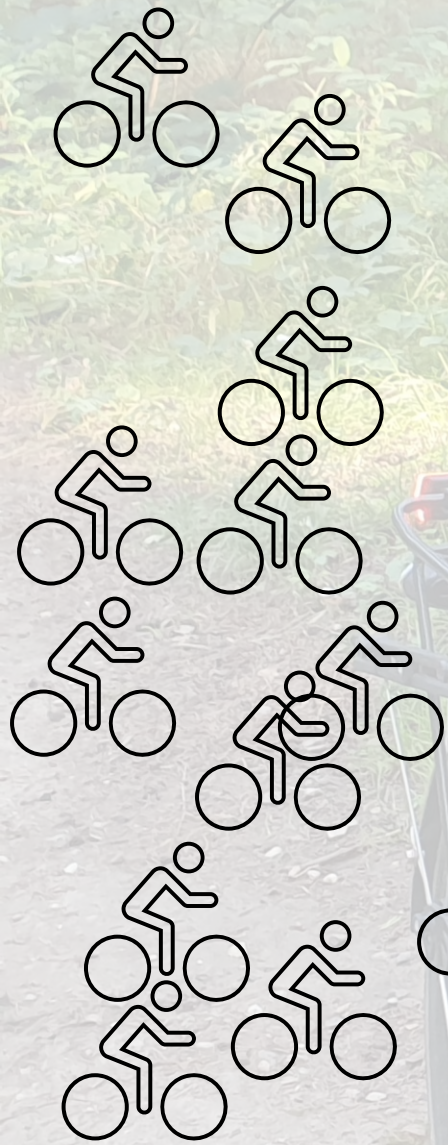


How to reach us

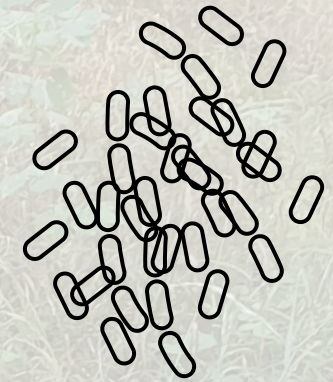
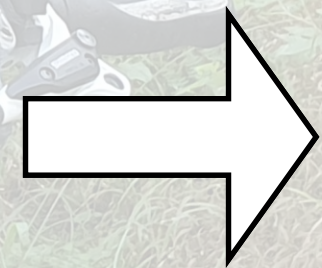
- Jørgen B. Wanscher – jbw@hermesttraffic.com
- Lars R. Randleff – lrr@hermesttraffic.com
- <https://hermesttraffic.com/products/hots/bike>



BIKE - FBD



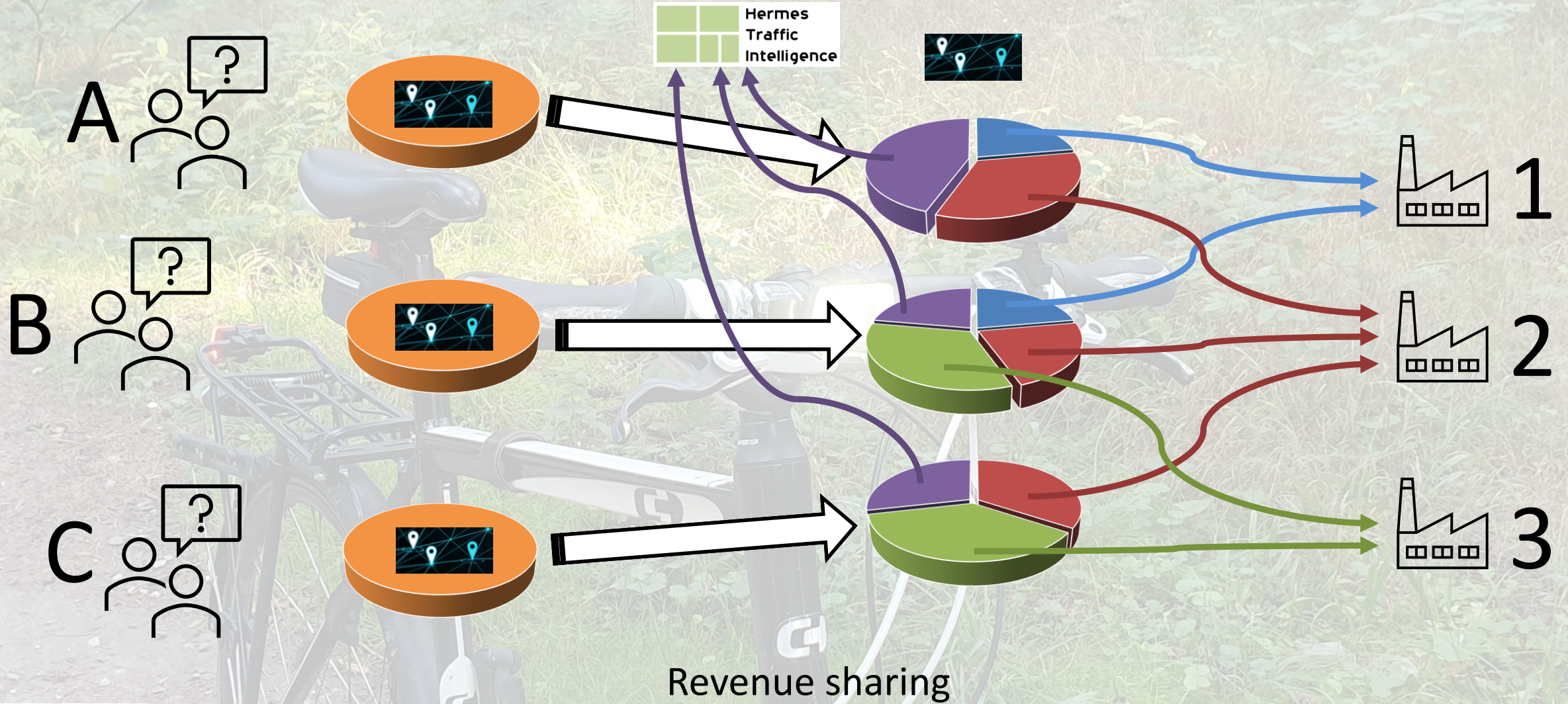
BIKE



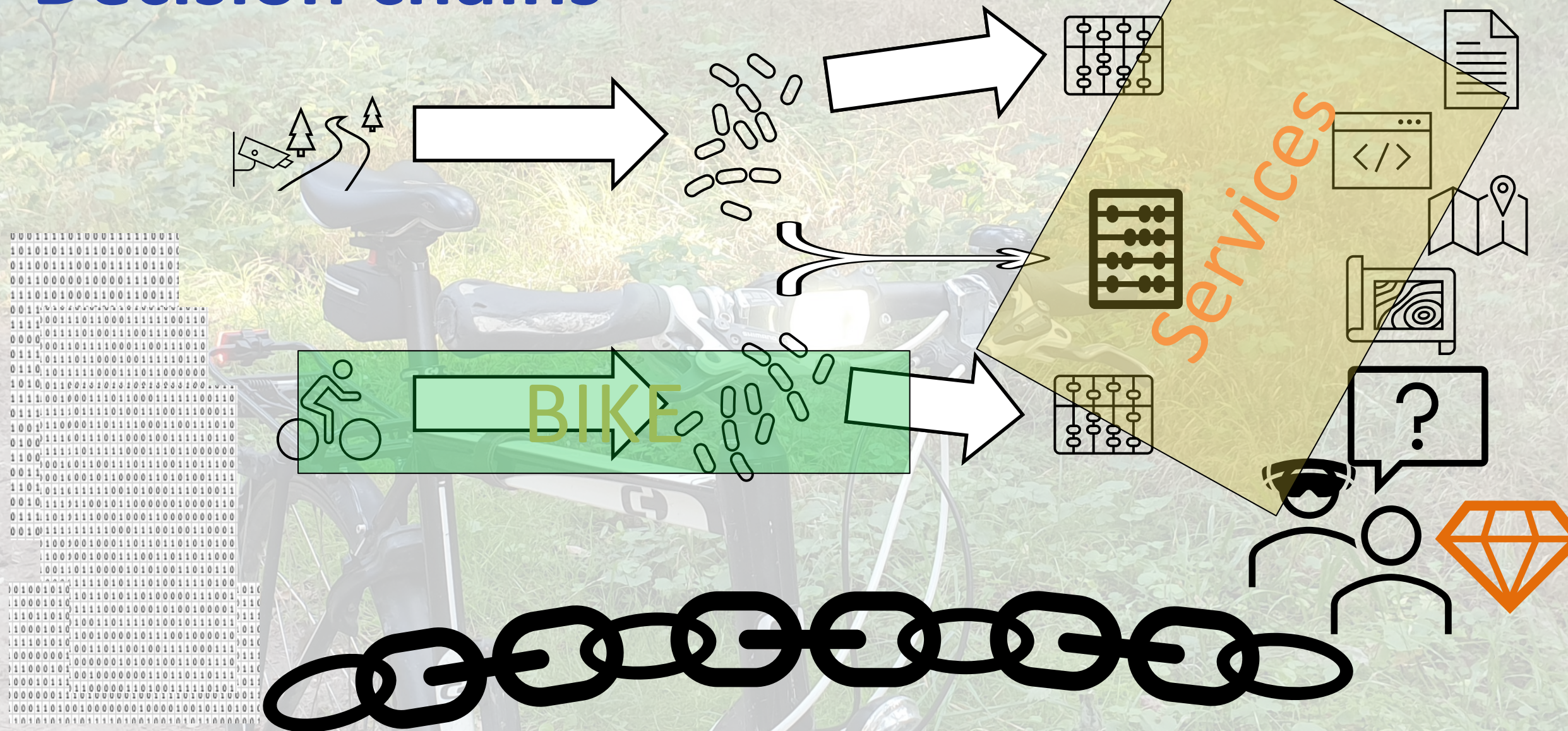
- Waiting times
- Turning times
- Speeds
- Route choices
- Safety index



The HOTS BIKE business model



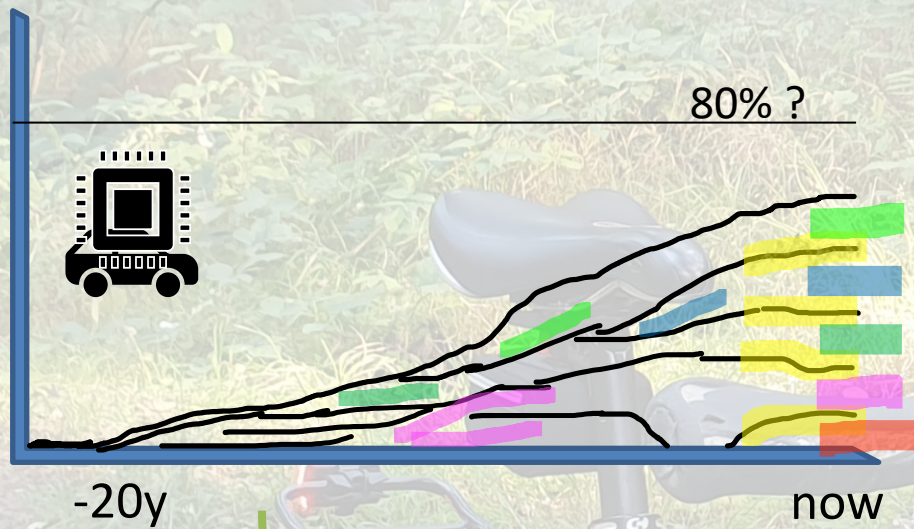
Decision chains



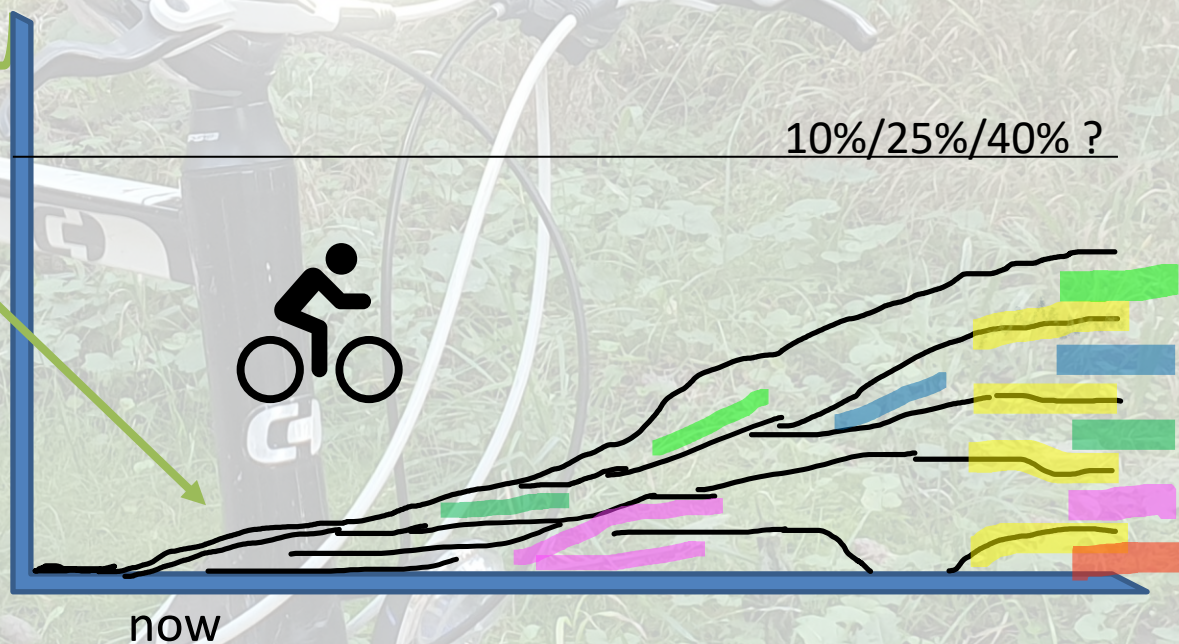


Hermes
Traffic
Intelligence

Why right now?



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Traffic
Intelligence



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Intelligence



The HOTS BIKE architecture

