




YANGON CITY BIKE
FOR URBAN MOBILITY
SINCE 2025

Table of Contents



- Introduction
 - Problem Statement
 - Solution Overview
 - Impact
 - Conclusion
- 

Crafty Crew



Toe Lwin Shein



Our leader

Taw Myo Hlaing



Victoria Nyunt



Thiri Myat Thwe



Win Pa Pa Aung

Introductions



Which SDG are we targeting?

SDG 11

To develop sustainable transportation solutions in Myanmar to enhance urban mobility, reduce reliance on private vehicles and improve access to public spaces and cultural heritage sites.

Our Problem Statement

What is the specific issue?

Decreasing urban mobility in Yangon City due to the unreliability of public transport and the unaffordability of taxis.

The Solution

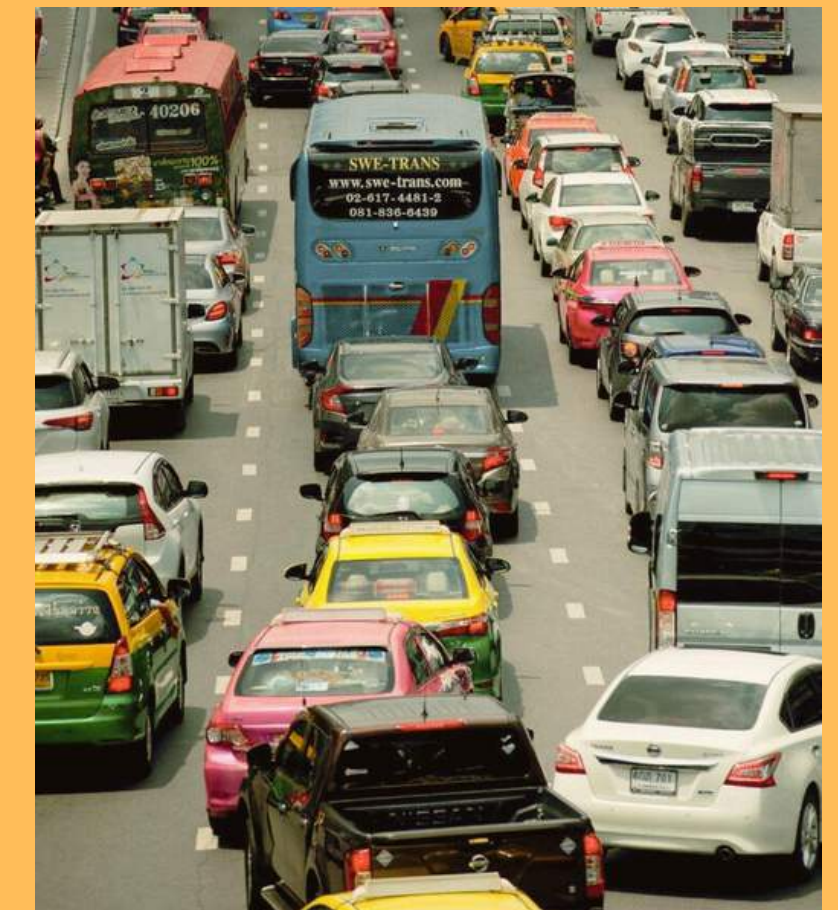
Offering bike rental services to the public.

A Cause For Concern



Yangon faces serious transportation issues.

Private vehicle use is growing due to unreliable yet costly public transport.



This trend leads to traffic congestion and pollution.

Our Solution

“

A Bike Rental
Business

”

GOAL

Improve urban
mobility in Yangon
with affordable,
convenient, and eco-
friendly
transportation.



Unique Selling Points

Our bike rental service in Yangon stands out for several reasons:



Pioneering Public Biking

Make biking a practical public transport option

Reduces traffic congestion

Lowers environmental impact

Point-based Reward System



Earn points with every ride

Redeem points for discounts at local businesses and free rides

Supports the local economy and encourages regular use

Tier-Based Membership Subscription

Offers exclusive benefits based on subscription levels

Access to modern bike fleet and future electric scooters

Participate in sustainable development courses and events

Advanced Application System



Profile registration for seamless experience



Real-time bike availability



Point collection and redemption



GPS tracking for safety and theft prevention



Safety monitoring features

Personalized and Fun Riding Experience



Uniquely designed bikes with hand paints, stickers, and baskets



Enhanced riding experience

Attracts a wider audience

Market Analysis

Our bike rental service in Yangon targets a diverse demographic with specific needs and preferences to maximize adoption and satisfaction.

Target Demographics

Individuals of ages 15-65 who are:



Needing affordable transport for classes and activities



Seeking eco-friendly commuting options



Interested in leisure activities and city exploration

Income Level

Our service mostly caters to those within the middle-income group, appreciating cost-effective transport alternatives.

Location

Being in downtown Yangon for high foot traffic, expanding strategically to suburban areas with high commutes.

Market Size

Students

Approximately 370,000 in Yangon from various schools and universities, meaning there is a high demand for affordable and convenient transportation options.

Young professionals

Around 460,000 young professionals in Yangon who are seeking efficient and sustainable transportation solutions for daily commutes.

Active retirees

Estimated at 416,000 individuals who are growing interest in leisure activities and recreational pursuits.

Growth potential

```
graph LR; A[Growth potential] --> B[Environmental awareness]; A --> C[Changing mobility preferences]; A --> D[Economic viability]; A --> E[Technological integration];
```

Environmental awareness

Changing mobility preferences

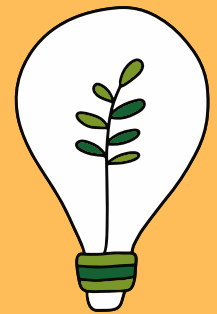
Economic viability

Technological integration

Environmental Awareness



Rising concern for climate change and pollution



Interest in sustainable mobility options



Bicycle as a zero-emission support



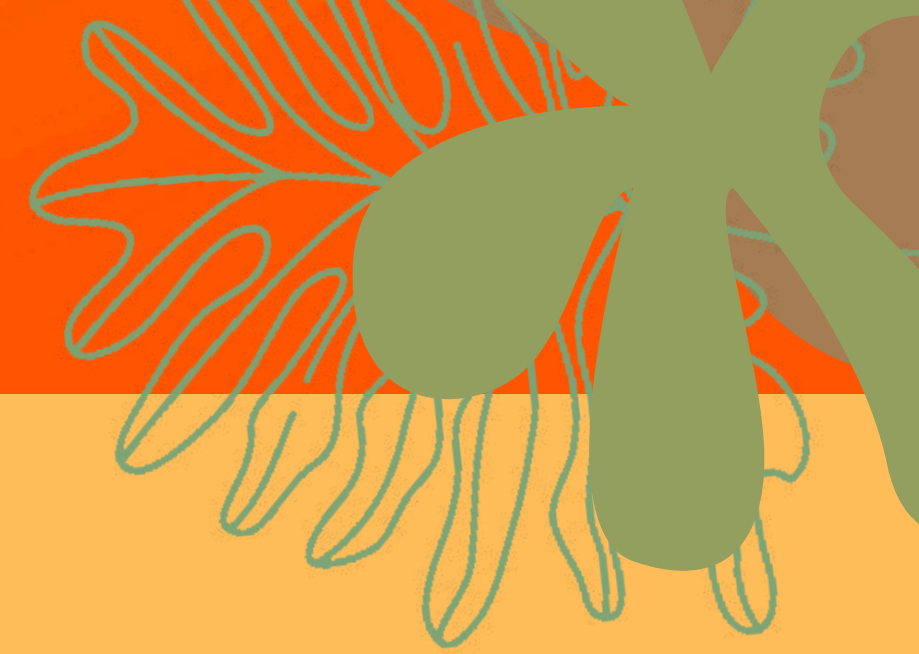
Reducing carbon footprint



Promoting a cleaner environment



Changing Mobility Preferences



Shift towards healthier lifestyles



Increase in active transportation methods



Biking promotes fitness and well-being



Preference for health-conscious transport options



Economic Viability



Importance of affordable transport in Yangon



Bike rental as a cost-effective alternative to taxis

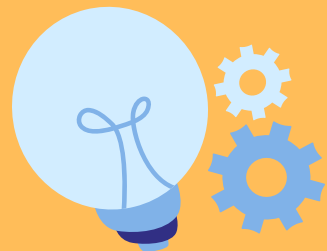


Appeals to students, professionals, and tourists

Technological Integration



Mobile app for booking and payment



Preference for digital solutions



Features like GPS tracking and safety monitoring



Enhanced user experience

Competition Analysis



Traditional Taxis

Strength

- Established mode of transportation
- Familiar and trusted by residents
- Reliable and convenient for immediate transport solutions

Weaknesses

- Rising fuel costs affecting affordability
- Susceptible to traffic congestion, leading to unpredictable travel times and higher fares
- Limited flexibility compared to alternatives

Market position

- Dominant for immediate support
- Facing challenges with operational costs and efficiency
- Less competitive as affordable and flexible options emerge



Public Transport (Yangon Bus System-YBS)

Strengths:

Backbone of public transportation in Yangon
Serves a wide demographic range
Essential for daily commuting with extensive city coverage

Weaknesses:

Struggles with reliability and efficiency post-2021 political crisis
Frequent complaints about service frequency, bus conditions and safety
Eroded public trust and satisfaction

Market position:

Critical for daily commuting
Facing significant challenges in service reliability and customer satisfaction
Opportunities for alternative transportation solutions to gain market share



Existing Bike Rental Services

Strengths:

Early market entrance with an initial brand presence
Basic services, particularly in key tourists areas

Weaknesses:

Limited coverage and availability across Yangon
Lacks advanced technology integration (e.g, mobile apps for booking and tracking)
Needs incentive models to encourage frequent usage

Market position:

Niche market presence with room for expansion and improvement
Foundational services needing innovation and scaling to meet urban mobility needs

Revenue Stream

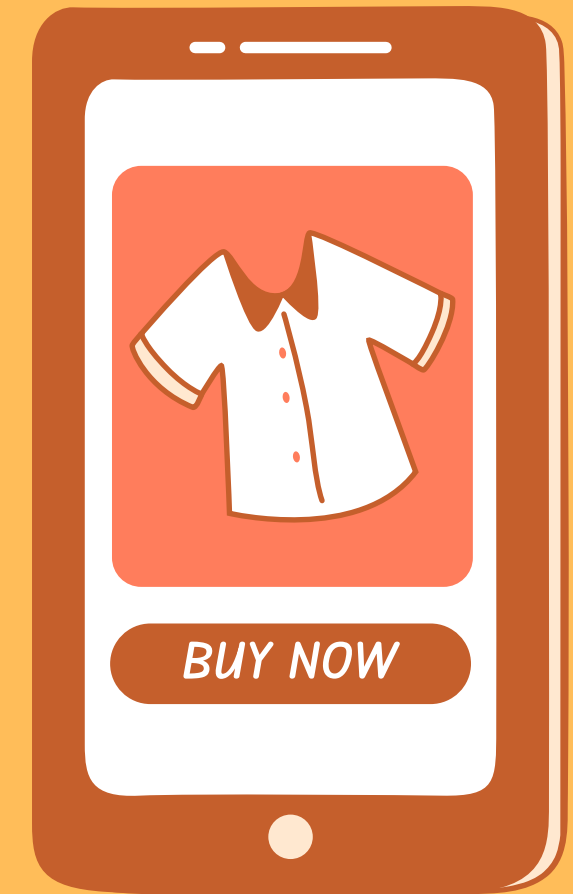


Single Trip
Rental Fees



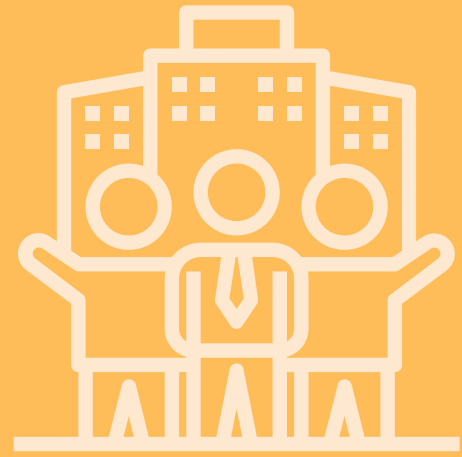
Whole-Day
Rental Fees

Membership
Plans



In-app
Advertising

Marketing Strategy



Social Media: for articles, stories, promotions



Campaigns: SDG-themed events or free rides



Partnership and Collaboration

Timeline



Product
Launching



Developing a
prototype



Planning



Market
Research

Impacts



Economic Impact
-boosts local business



Social Impacts

- promotes physical fitness
- offers affordable transportation options

Environmental Impacts

- reduces greenhouse gases
- helps to reduce traffic jams

Long-term Impacts

- offers better bike rental services
- enhances environmental sustainability
- improves public health

Conclusion: You Should Invest in Our Business for the Following Reasons!

Our bike startup aims to revolutionize urban commuting through:

- Innovative design and sustainable practices.
- Commitment to customer satisfaction.
- Seeks to alleviate traffic congestion and reduce global warming.
- Aligns with Sustainable Development Goal 11 (SDG 11) for sustainable transportation.
- However, requires funding, investment, and group effort in social media and software applications.
- Invites investors to support the initiative for a greener, healthier urban environment.





**Thanks for
watching!**