bikeU Projects S.A.S · Transportation

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Country: Colombia **Category:** Transportation **Impact Areas:** Mitigation **Stage:** Launched **Team Size:** 3
Website: https://www.bikeu.com.co/ **Funded:** NO **Founder:** Alvaro Camilo Bravo Lopez

Elevator Pitch

bikeU connects people and companies with bike operators for courier and bike mechanics services, promoting decent work, health, sustainable cities and climate action through 100% bicycle logistics.

Climate Problem

The existing problem is the lack of sustainable solutions for bicycle courier and repair, the offer is dominated by models with motorized vehicles and bicycles operators invisible to the customer, without technology or decent working conditions.

Solution

bikeU promotes clean and humane urban logistics, connecting people and companies with experienced and empowered bike operators with technology, dignified work and a purpose: to transform the city by pedaling and reduce our environmental footprint.

Revenue Model

bikeU generates revenue by charging a percentage for each service performed through the platform. In the future, we will implement a complementary monthly subscription model for partner companies based on growth and usage.

Target Market

Our target market are people who need to send packages or repair their bike in a sustainable and expert way, companies looking to reduce their environmental impact, and bike startups that dream of growing with autonomy, visibility and technology.

Social Impact

Migrants Women

Demand Evidence

The use of delivery platforms is growing and companies are increasingly adopting green logistics practices to reduce their carbon footprint and we have identified close to 150 potential partner companies that could be integrated to respond to this demand.

Competitors

Platforms such as: Rappi Favor DiDi Deliveries Uber Eats (with delivery option) Urban couriers Picap

Founder Expertise

bikeU's team integrates expertise in engineering, urban mobility, business management and operational strategy. Their expertise has been key to develop a scalable technology solution with a sustainable approach and commercial viability.

External Support

Everything has been financed with our own resources and we have had mentoring support from entrepreneurship centers of the Universidad de los Andes and the Universidad Nacional, and we have participated in events organized by the Bogot?? Chamber of Commerce.

Team

Ivaro leads strategy, marketing and commercial team, and performs services. Monica executes the operational model and provides services. Carlos supports in the acquisition of clients and the search for investment to scale the project.

Founder

Alvaro Camilo Bravo Lopez

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