

BICO

Bike Integrated Community Platform

Powered by the WOGI EuroTaste Ride
Living Mobility Lab

Strategic Innovation Open Call
EIT Urban Mobility



Urban mobility challenge

Over 50% of short trips (2–5 km) in Europe are still made by car - despite being ideal for active mobility.

Physical inactivity costs exceed **€80 billion per year** across the EU.

Most mobility apps provide **function, not motivation**.

Cities lack behavioural mobility data to trigger modal shift.

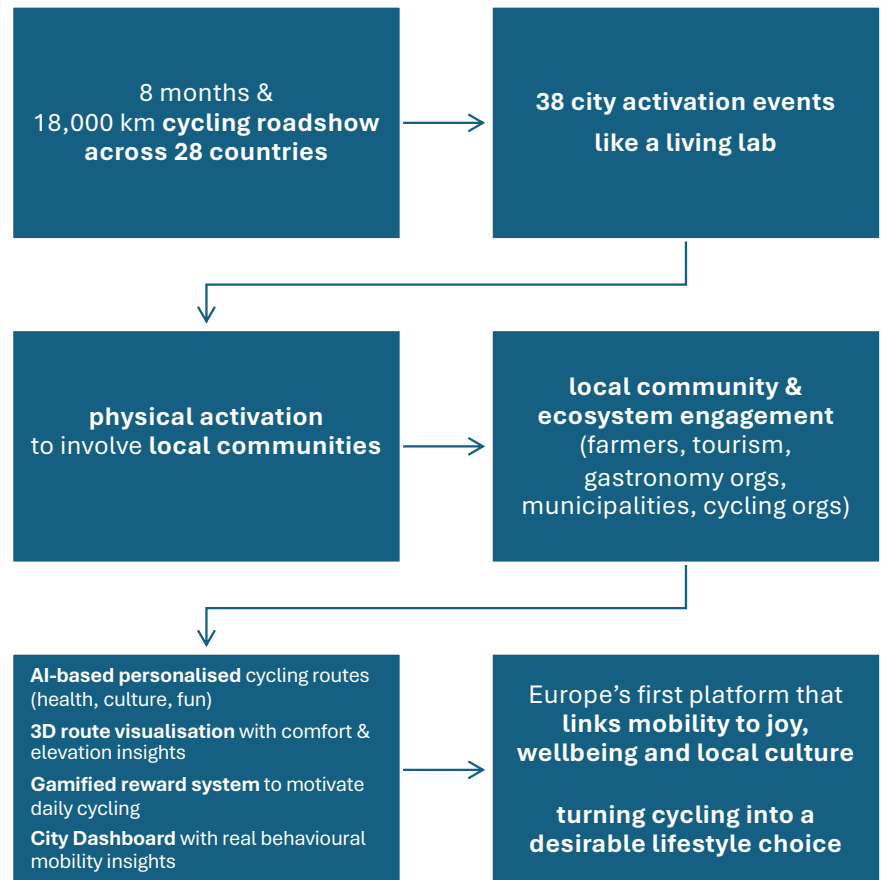
Without joy, there is no modal shift.
Cities need scalable digital tools that combine behaviour change, wellbeing and data-driven decision support.




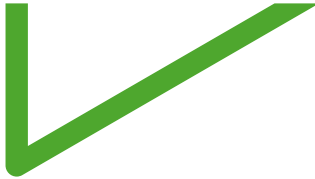
Innovative
solution:

BICO platform







Validated through the WOGI EuroTaste Ride
Living Mobility Lab



Key novelties & advantages

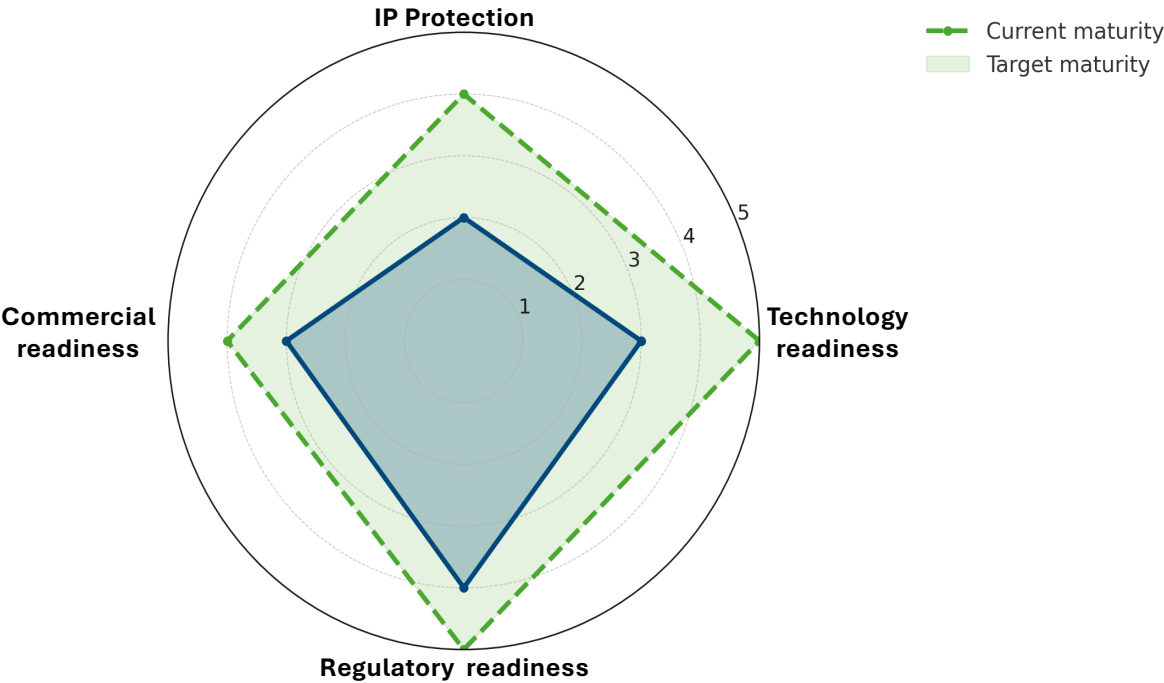


Existing solutions	BICO platform
Utility-based routing	Emotion & motivation-based routing
Fragmented mobility data	Behavioural insights for city planning
Slow public adoption	Reward-driven activation
Tourism & mobility separate	Unified cultural-mobility experience
No live lab	Living Mobility Lab validation at European scale



BICO Innovation maturity radar

Innovation Maturity Radar - Current vs Target



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Dimension	Score	Justification
Technology readiness	3	MVP ready for pilot deployment
IP protection	2	Protection strategy under preparation
Commercial readiness	3	Validated demand, pilot partners engaged
Regulatory readiness	4	GDPR-compliant and scalable in EU

Market & business model

CLEAR BUSINESS - BICO:

- B2G: CITY LICENSING - DASHBOARD ACCESS
- B2C: PREMIUM USER FEATURES
- B2B2C: LOCAL PARTNER COMMISSIONS

ENABLER – WOGI EuroTaste Ride

- SPONSORSHIP & BRAND ACTIVATION
- ROADSHOW-BASED USER ACQUISITION

→ FINANCIALLY SUSTAINABLE POST-PROJECT



Workplan, pilots & expected impact

BICO platform validated through WOGI EuroTaste Ride pilots

18 months - 3 phases

- Core technology & content development
- Pilot adoption in **10 cities**
- Commercial launch & scaling

BICO pilot cities

Amsterdam, Barcelona, Freiburg, Ljubljana, Málaga, Bratislava, Budapest, Marseille, Porto, Bucharest

Expected KPIs

- **50,000+** active users
- **38+** cities integrated
- **€10,000+** early revenues
- **€1M+** leveraged investments
- Measurable **CO₂ reduction & modal shift**



Budget overview

TOTAL BUDGET: ~ €3.0M

EIT FUNDING: UP TO €2.0M

CO-FUNDING REQUIREMENT: 35%

Corporate co-funding secured via strategic industry partners supporting the WOGI EuroTaste Ride activation layer.



The consortium team

BICO Core

- ✓ **World Gastronomy Network Kft.** - Project lead & BICO platform owner
- ✓ **Amistad Mobile** - 3D map development
- ✓ **Innowise Group** - AI & blockchain development
- ✓ **Urban Cycling Institute** - behavioural methodology
- ✓ **Dutch Cycling Ambassador** - storytelling
- ✓ **The Influencer Marketing Factory** - influencer marketing

WOGI EuroTaste Ride Living Mobility Lab

- ✓ **Pilot cities** - implementation & validation
- ✓ **Strategic corporate partners** - scaling & co-funding

+ Communication support:

- ✓ **European Commission DG AGRI**
- ✓ **Tourist offices** (Visit Sweden, Visit Scotland, etc.)
- ✓ **EIT Urban Mobility**
- ✓ **Lab cities** (Budapest, Barcelona, Amsterdam, Istanbul, etc.)

End-to-end capability from research to market introduction.



Why EIT Urban Mobility should support us?

- ✓ **Real** behavioural change in **mobility habits**
- ✓ **Strong market-readiness** and **scalability**
- ✓ **Tangible outcomes** in **health, environment & local economy**
- ✓ **Reinforces Europe's** global leadership in **active mobility innovation**
- ✓ **High visibility, strong public engagement, robust KPIs**
- ✓ **Clear separation between scalable digital innovation (BICO) and real-world validation (WOGI EuroTaste Ride)**

We move Europe forward - healthier and happier.

