



Co-funded by the
European Union

The WOGI logo, consisting of the word 'WOGI' in large, bold, white letters on a red rectangular background.

WOGI

WORLD GASTRONOMY NETWORK

The BICO logo, featuring the word 'BICO' in large, bold, green letters on a light blue rectangular background.

BICO

BIKE INTEGRATED COMMUNITY

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.

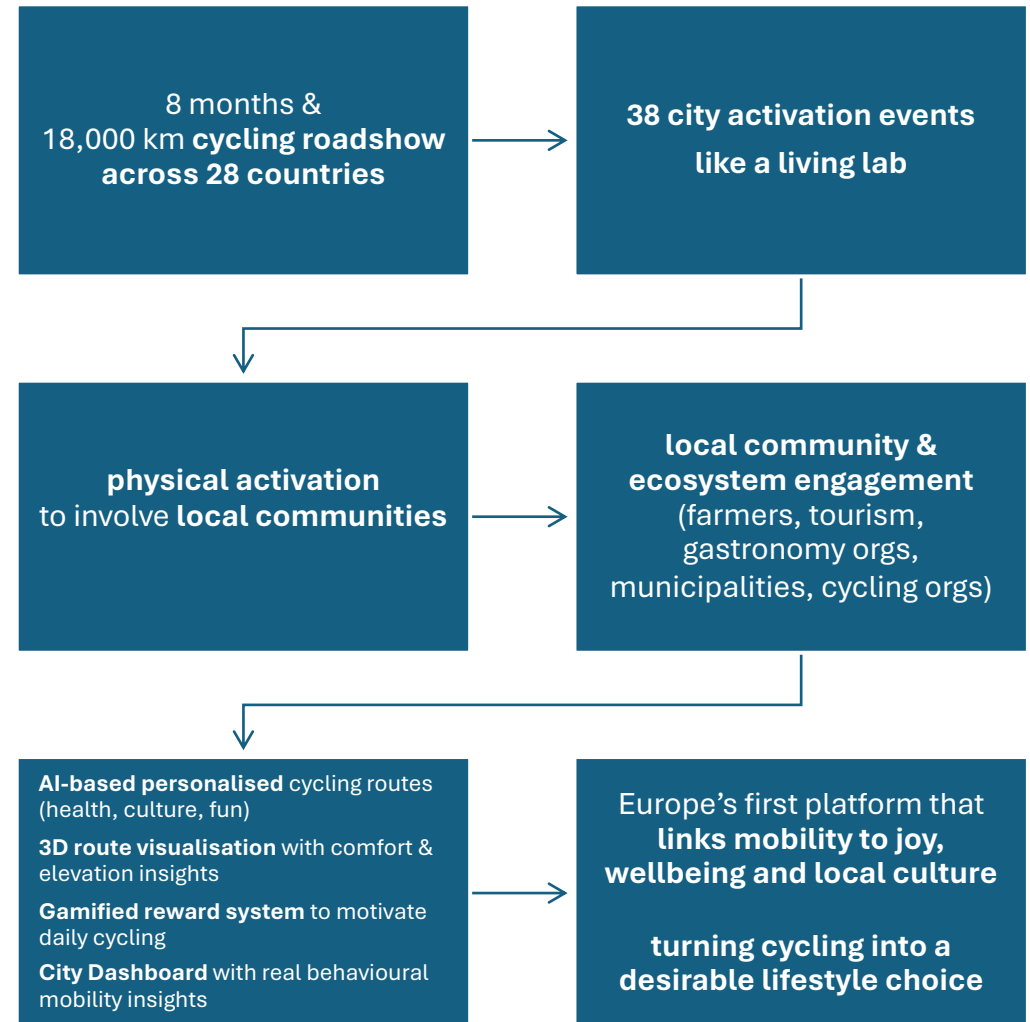
Without joy, there is no modal shift.

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

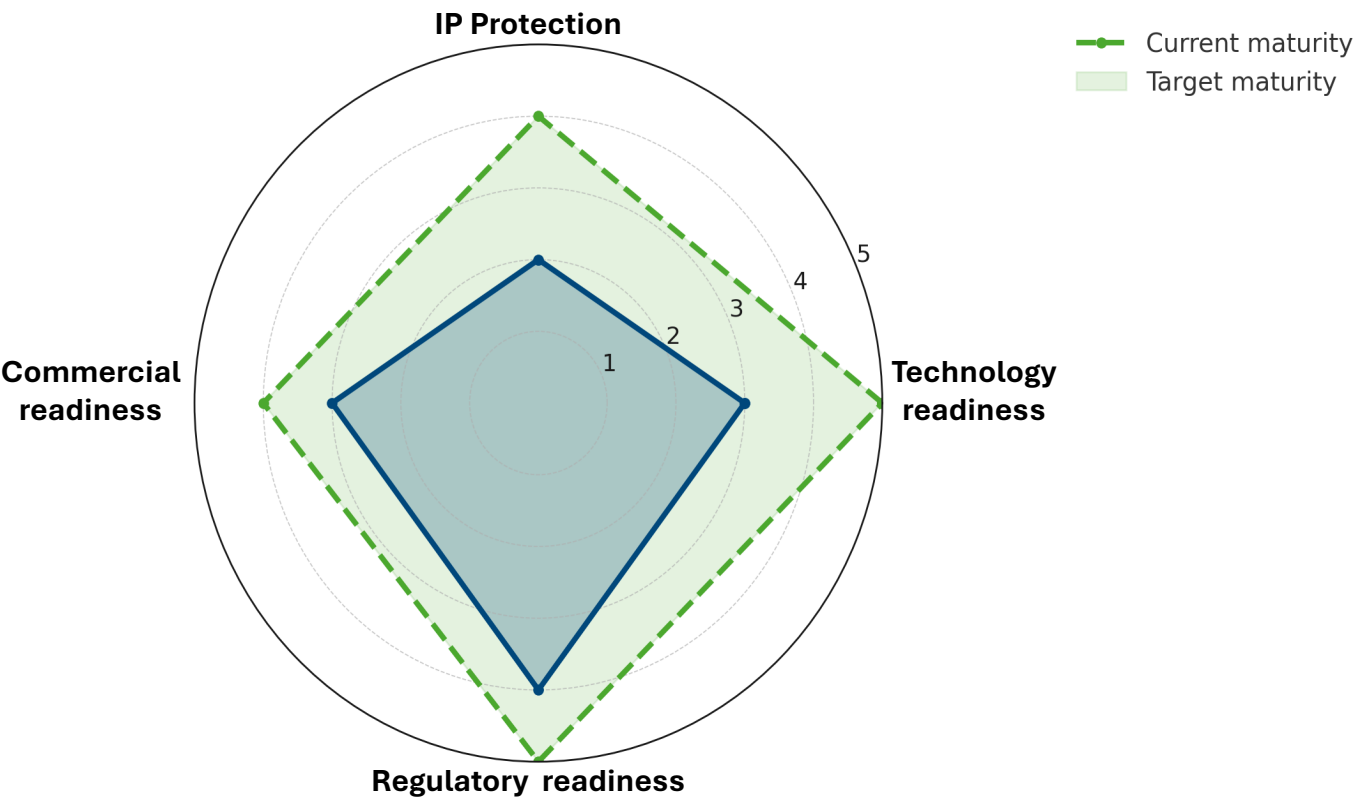


Key novelties & advantages

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



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

[Check out the BICO prototype](#)

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.

An abstract composition of various geometric shapes. In the top left, a green triangle points right. To its right is a purple circle. Below the triangle is a purple circle. In the center is a large orange semi-circle. To the right of the semi-circle is a blue dashed line. In the bottom left is a large orange circle. To its right are three blue dashed lines of varying lengths. In the bottom right is a green square.

- ✓ **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
- ✓ **Asociația Între Vecini** - community development for Living Mobility Labs
- ✓ **The Influencer Marketing Factory** - influencer marketing

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

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

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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.

