



Co-funded by the
European Union



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.**

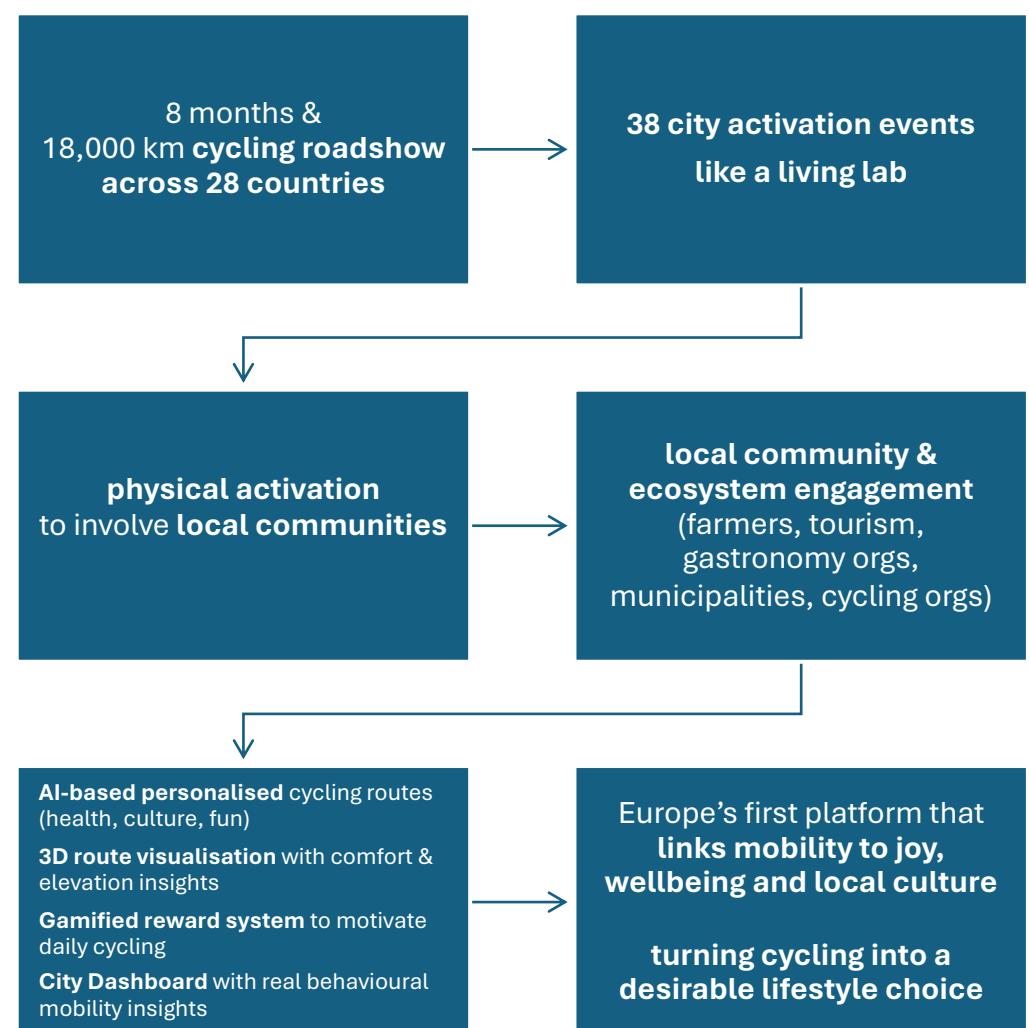
Cities lack behavioural mobility data to trigger modal shift.

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

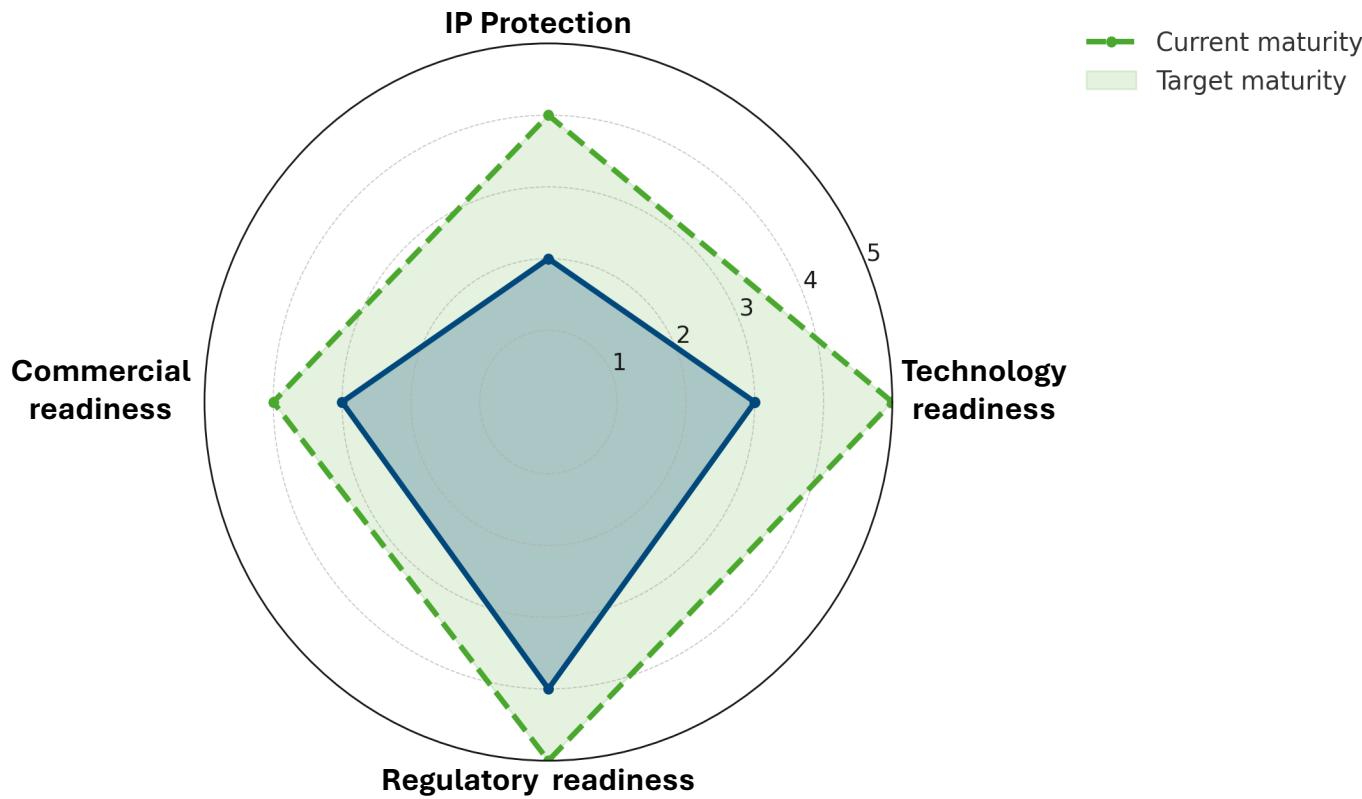


Key novelties & advantages

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-founding 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
- ✓ **Asociația Între Vecini** - community development for Living Mobility Labs
- ✓ **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.