

Iceland  
Liechtenstein  
Norway grants

Norway  
grants

ORGANIZAT DE



PARTENERI PROIECT



ORDINUL  
ARHITECTORILOR  
DIN ROMANIA

SUB ÎNĂLTUL PATRONAJ AL



MINISTERUL CERCETĂRII,  
INOVARII ȘI DIGITALIZĂRII

PARTENER LOCAL



UrbanLab  
for Green Cities

TIMIȘOARA

8 – 9 IULIE 2024



haufe.group

M100

Mirror Mission  
Cities Hub Romania



M100.RO



# Asphalt Kidz

UrbanLab for Green Cities  
Timișoara, 8 - 9 Iulie, 2024

*Nr.2*

# Asphalt Kidz

## Nume Participant 1

Dragos Nistor

## Nume Participant 2

Stefan Chis

## Nume Participant 3

Ioan Buse



## CONTENT:

- PROBLEM
- CAUSES
- EXISTING SOLUTIONS
- PROPOSED SOLUTION
- PRODUCT
- BUSINESS PLAN



# MISSING DATA



# CO<sup>2</sup>

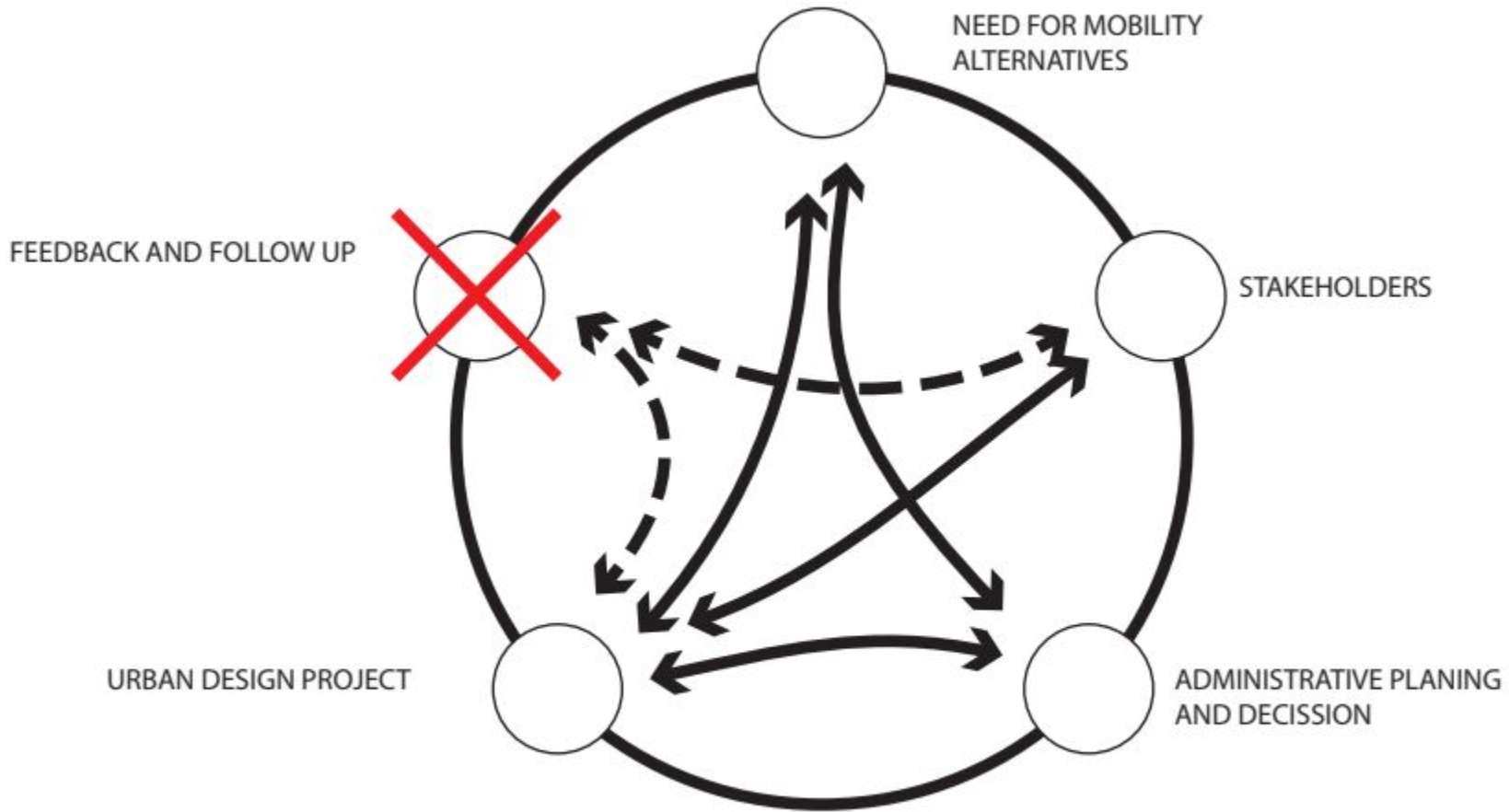
URBAN MOBILITY DATA FOR  
DECISSION MAKING IS  
COLLECTED UNAPPROPRIATELY

NO. OF CARS  
counted by time of day, flows, desntity,  
wight, dimansion, behaviour function,  
destination, etc

NO. BIKES AND PEDESTRIANS  
**NO COUNTING**

UNINFORMED DECISSION  
MAKING IN URBAN  
PLANNING AND POLICY

planing to acomodate more cars  
budget alocation for car  
infrastructure  
public opinion focused on car users



# MISSING DATA CAUSES DATA

## LEGISLATIVE

regulations do not require to take into account all stakeholders

## LACK OF KNOWLEDGE

project management in urban design does not have a thorough approach towards citizen engagement.

## CAR BIASED PUBLIC OPINION

car users receive most media coverage and are very vocal, receiving more attention. car congestion is more visible and disturbing, receiving more attention

## NO GROUP IDENTITY

cycling is an individual choice, not visible as a group

## ROAD DESIGN DOGMA

designers do not have up to date knowledge about urban design trends and sustainability

# EXISTING DATA COLECTION



PROJECT BASED  
ENQUERIES

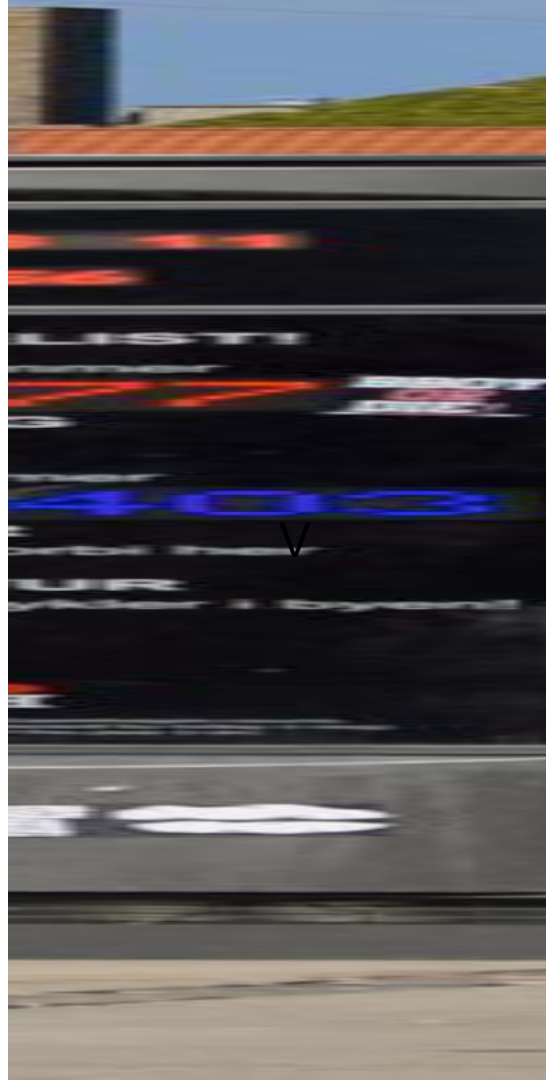


- NGO

PEDALEZ  
MASA CRITICA  
VERDE PENTRU BICICLETE



BIKE ONLY COUNTERS





# COLLECTING RELEVANT DATA

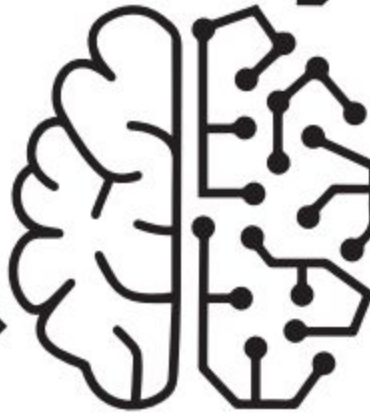
## WEATHER

real time correlation  
with environment



## AIR POLLUTION

measuring air quality and  
infrastructure usage levels



## COUNTING BIKES PEDESTRIANS AND CARS

image recognition, sensors, graph,  
charts



## MEASURING NOISE

correlating traffic and noise  
pollution levels



## ACTION



# CORELLATING DATA

## MOBILITY NUMBERS

how many people are served  
by certain infrastructure

## BEHAVIOUR PATTERNS

which conditions are better  
for cycling

## POLICY SUPPORT

which conditions are better  
for cycling

## INFRASTRUCTURE FEEDBACK

areas with most users

## COMMUNITY ENGAGEMENT

perception of collective

28C

16:45

147

TODAY

5732

THIS MONTH

53t

OF CO2 SAVED

# PRODUCT

BIKE COUNTER WITH INTEGRATED  
EDUCATIONAL DISPLAY SCREEN

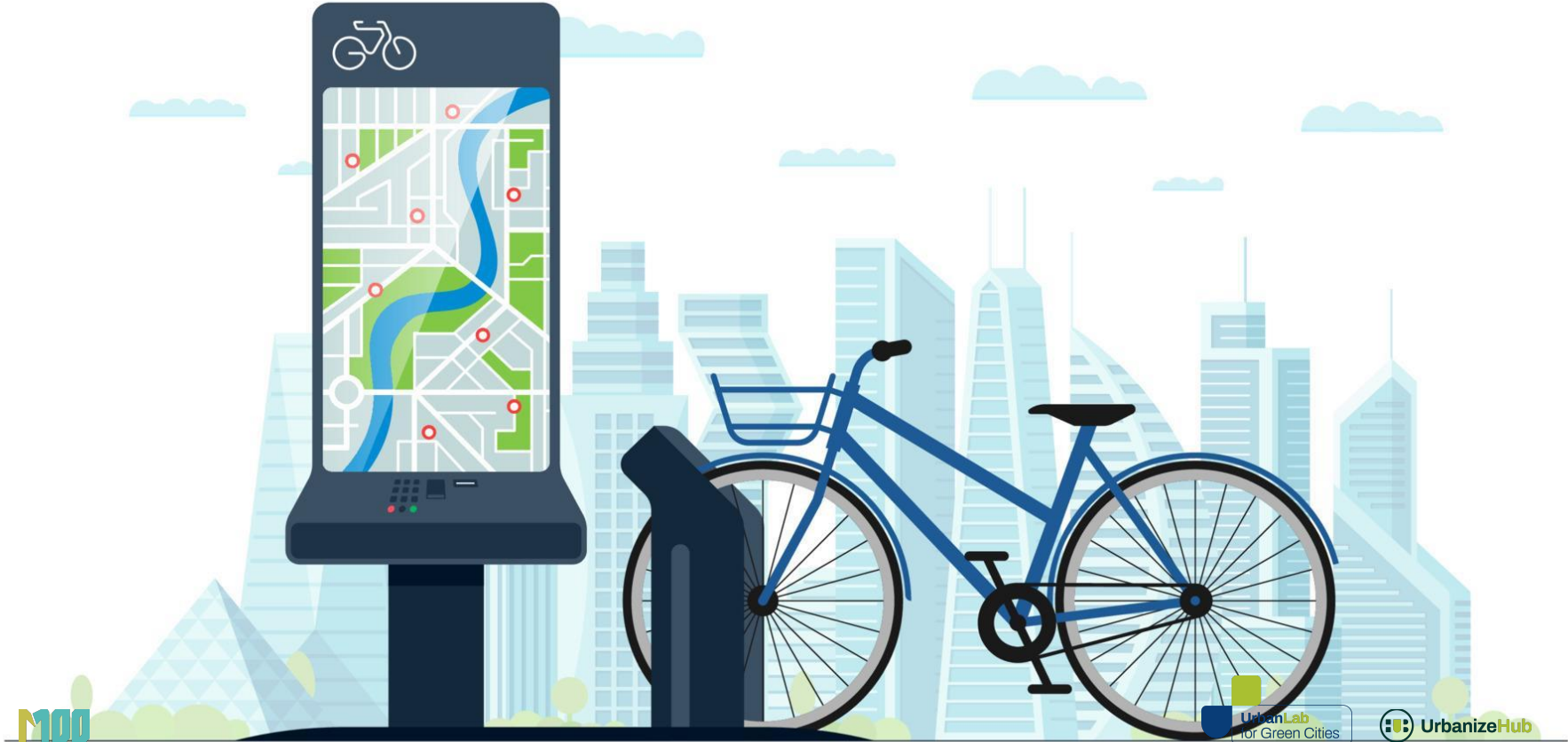
ADDITIONAL SERVICES:

SENSORS

SOFTWARE

CONSULTANCY





MILESTONE 1  
1-6 MONTHS

RESEARCH +  
PROTOTYPE

MILESTONE 3  
8-12 MONTHS

REFINE PRODUCT +  
MANUFACTURING

MILESTONE 3  
8-12 MONTHS

SCALE  
NATIONALLY

MAP 1

MILESTONE 2  
6-8 MONTHS

MAP 2

MILESTONE 2  
6-8 MONTHS

SCALE  
GLOBAL

MILESTONE 2  
6-8 MONTHS

# Phase 1

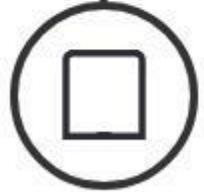


# Phase 2 replicability



220.000€  
PER YEAR

50.000€



HARDWARE

20.000€



SOFTWARE

10.000€



MAINTAINANCE

120.000€



EMPLOYEES

10.000€



DESIGN

10.000€



MARKETING



# Business Model

## 1. What to Sell

- **Counters:** Devices that count bikes + displays
- **Installation:** Setting up the counters.

## 2. Ongoing Services

- **Data Access:** Monthly fees for data viewing and analysis.
- **Support:** Maintenance and support plans.
- **Support:** Maintenance and support plans.

## 3. Extra Services

- **Selling Data:** Providing bike traffic data to others.
- **Custom Reports:** Tailored data reports for clients.

## 4. Expert Advice

- **Planning Help:** Advice on bike paths and infrastructure.
- **Safety Checks:** Evaluating and improving bike lanes.

# Investiții necesare

Investiții	Preț	Numărul de bucăți	Total
Development Costs	<b>Software Development:</b> 20,000€	1	20,000€
Manufacturing Costs	<b>Equipment &amp; Tools:</b> 5,000€ - 10,000€ <b>First Batch Production:</b> 50,000€ - 100,000€ <b>Low Estimate:</b> 5000€ / counter <b>High Estimate:</b> 10,000€ / counter	10	55,000€ - 100,000€
Total costuri			20,000€ - 30,000€

# Cheltuieli lunare

Costuri	Preț	Numărul de bucăți	Total
<i>Operational Costs</i>	<b>Staff Salaries:</b> 5,000€ - 10,000€ <b>Inventory &amp; Storage:</b> 1,000€ - 2,000€ <b>Miscellaneous:</b> 1,000€ - 2,000€	-	7,000€ - 14,000€
<i>Marketing &amp; Sales</i>	<b>Branding &amp; Website:</b> 5,000€ - 10,000€ <b>Marketing Campaigns:</b> 5,000€ - 10,000€ <b>Sales Team Salaries:</b> 5,000€ - 10,000€	-	15,000€ - 30,000€
Total costuri			22,000€ - 44,000€

## CONCLUSION:

- FUTURE OF CYCLING DATA
  - SUSTAINABLE CITIES
  - INTEGRATED DATA ANALYSIS
  - ENCOURAGING CYCLISTS
- CALL TO ACTION FOR CITIES

