



THE PROBLEM

Bike theft said to cost the UK economy £750 million per annum according to crime data, 376,000 bicycles are stolen every year in the UK

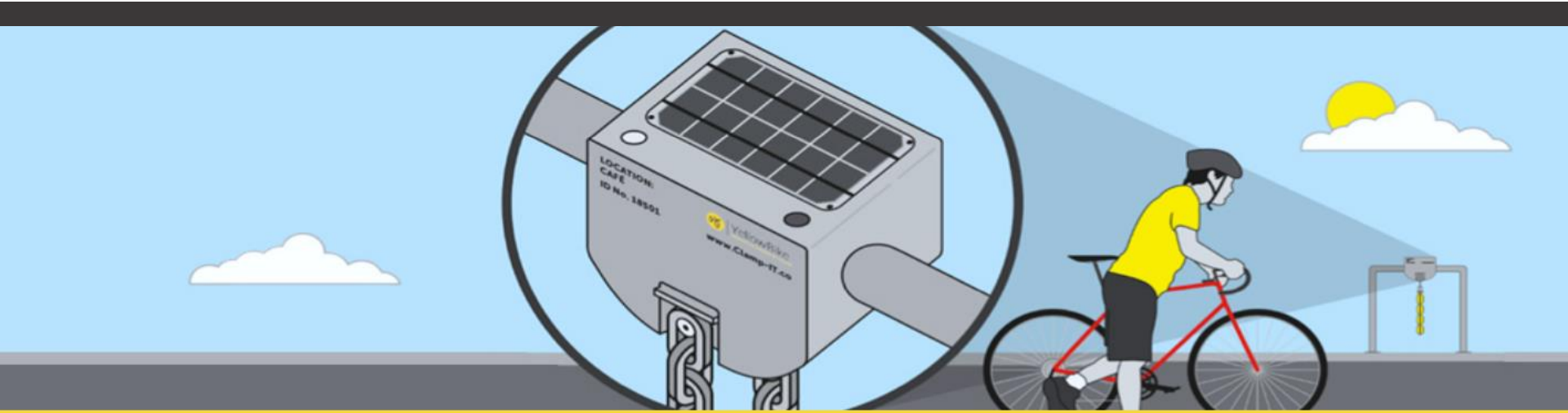
80% of all stolen bikes have locks attached to them when stolen

It is the opportunist thief, seeking to supplement their weekly income, who incur the majority of thefts



Our Solution

CLAMP - IT



A unit and business model that :

- deters the opportunist bike thief
- is attached to existing street furniture
- requires no additional space
- is replaced if damaged
- enables sponsor's/owner's advertising
- accessed via a user's mobile
- is quick and easy to use
- has its own source of power
- 24hr customer service
- is free to the cyclist

The Clamp-IT Lock



Our Market

5 market segments

01

28 train operators manage 2563 passenger railway stations, carrying 2.7 million daily train commuters

02

130 universities, 48 technical colleges and 340 6th form colleges serve 2.3 million+ students

03

1,920 hospitals, approached through 131 NHS Foundation Trusts in England and 21 Health Boards in Wales & Scotland serve 1.4 million + staff

04

There are 408 councils, employing 430,000 civil servants, plus 256,000 police. In all there are 5.7 million employees

05

There are 5.6 million private sector employees in 188 of the UK's main towns.

06

The eight largest cities in the UK other than London serve a population of 4,1 million

Number of customers they serve

Rail commuters

2,7 M

Universities
colleges 6 Forms

2,3 M

NHS Staff

1,4 M

Public Sector
Employees

5,7 M

Private Sector
Employees

5,6 M

City Centres

4,1 M



Team



Patrick Darlington
Managing Director

Patrick built a large wine business delivering £35m in sales from start-up. Attracted to the opportunities that growth industries possess, he started Yellowbike in 2009. He is responsible for the development of the business as well as finance, as he is a Chartered Accountant.



Nick Henry
Technical Director







Nick was the founder of URGE cycles, a mobile bicycle repair business operating in the South of England for 10 years, responsible for design/build of smart systems for bicycle maintenance. Nick is an avid cyclist, an Electronics and Communications engineer, holds qualifications in bicycle maintenance and is Bosh electric motor certified.



Shakeel Ahmad
IT Director

Shakeel Ahmad is associate professor in computing in the Faculty of Business, Law and Digital Technologies at Solent University, Southampton. Shakeel ensures new IT solutions provide efficient, safe and reliable operations. He keeps electronics and communication architecture of Clamp-IT unit under review.

Competition

		Effective	Not Expensive	No additional space required	Free to cyclist
Clamp-IT		✓	✓	✓	✓
Sheffield stand		✗	✓	✓	✓
Cycle lockers		✓	✗	✗	✗
Cycle sheds		✓	✗	✗	✓
Bikeep (USA)		✓	✗	✗	✗
Vadebike (Barcelona)		✓	✗	✗	✗



YellowBike
DISCOVER THE FREEDOM OF CYCLING

Contact Information

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