European Transport Safety Council

Universidad de Alicante



Daniel Gomis Compañ
David Cartagena Naharro

BIKE PAL

BRUSSELS

MARCH, 18TH - 22ND 2013

WHO WE ARE



Daniel Gomis Compañ

Business Administration

Marketing and Administration



David Cartagena Naharro

Computer Engineering

Programming and Maintenance

INTRODUCTION

Multisocial

Multimedia

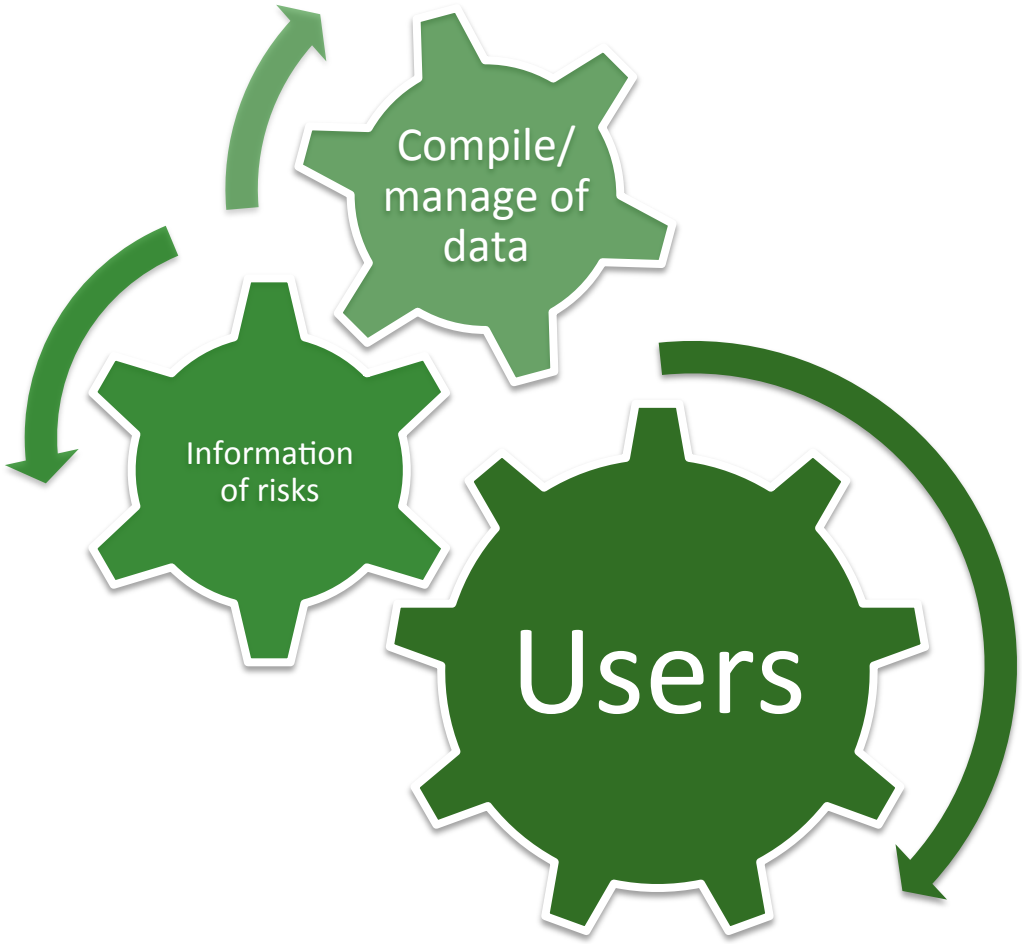
} Platform {

Website

Mobile App



GOALS



DETAILS

Accident / Collision	Warning	Bicycle thefts
Grade of severity	Grade of severity	Hour/interval of time the bike was there
Cause	Type	Visibility
Type of the road	Type of the road	Kind or name of lock
	Date	
	Text explanation	
	Picture	
Options to update, vote and share the information on Facebook and Twitter		

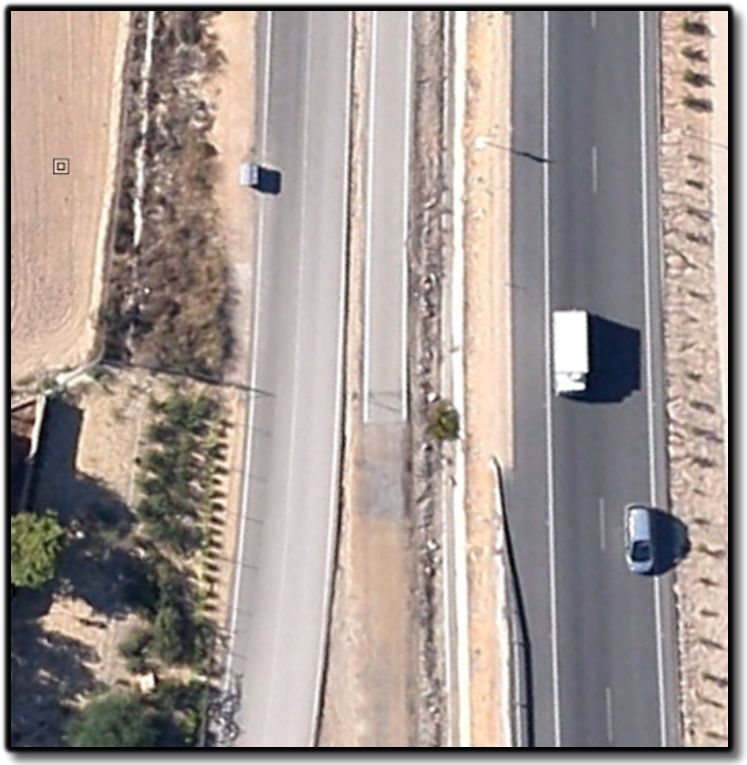


EXAMPLES



EXAMPLES





EXAMPLES



EXAMPLES


N-332
N-332
US Dept of State Geographer
© 2013 Google
© 2013 Google
Google earth

WHAT IT REALLY IS



SWOT ANALYSIS



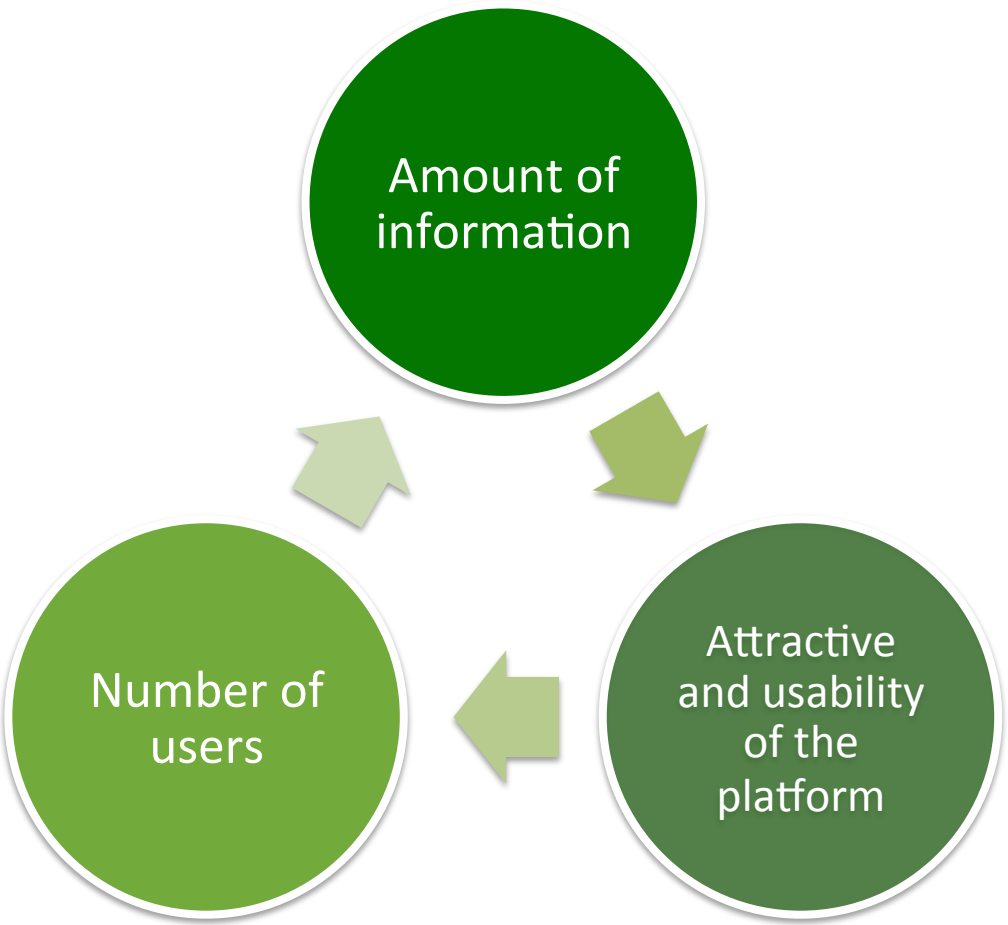
- Free service for the user
- Easy and cheap promotion
- Several languages
- Universal

- Specific target
- Development can be expensive

- High acceptance
- Alliance with any other website or organization.

- Development of a mobile app
- Low acceptance
- Limitation of any company with more resources.

ESTRATEGY


Amount of information
Attractive and usability of the platform
Number of users

POTENTIAL AND FUTURE OF THE PROJECT

- Compiling data to send it to institutions to solve black spots.
- Adding cycling events to attract more users.
- *Planify* routes to foresee the dangers in advance.
- Advertising



QUESTIONS



now or never...

THANK YOU FOR YOUR ATTENTION

For any question or inquire contact us at:

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