

the GREENWHEEL lock



The Problem

Students face challenges with cycling as a sustainable commuting option due to the lack of secure and reliable bike parking facilities.

What it Does

The solution was to come up with a digital security system for campus bike parking using QR codes or NFC technology for locking and reserving spaces.

How It works

1. Students download a dedicated mobile app and log in using their campus ID/personal email for premium accounts.
2. They add bike details and images.
3. The app shows real-time available parking slots and availability.
4. They can book the slots prior to arriving at the location.

Value Proposition

1. **Advancing Sustainability Goals:** Initiative aligns with SDG 11 showcasing TFI's commitment to enabling sustainable infrastructure.
2. **Increased Brand Engagement and Exposure:** The app, featuring TFI branding, connects with students, an important demographic, fostering brand loyalty and awareness.

Funding Strategy

1. **University Contributions via SDG-Aligned Funding:** Universities can access government grants and funding for programs aimed at achieving SDGs, particularly renewable energy (SDG 7). Which is a proposed part of the app; solar-powered racks.
2. **TFI's Role in Cost Efficiency:** The centralized app approach is cost-effective, scalable and positions TFI as a forward-thinking transportation leader

SCAN ME!



RESERVED

USP's

1. Reserve parking prior
2. Mapped packing available
3. No payments
4. Guarded secure parking
5. Scan/Student ID tap to unlock system
6. App notifications when locked & unlocked

Additional Features

1. **Solar-Powered Racks to maximise on renewable energy.**
2. **Integrated Payment for non-students or premium features like long-term storage.**

Mission Statement

"Making campus commuting safe, sustainable, and simple with secure bike parking solutions."

