

DONKEY REPUBLIC

Company Profile



About Donkey Republic

Donkey Republic is a global bike-share platform. Our riders can find and rent a bike near them in many cities around the world, via the Donkey Republic app ([iOS](#) and [Android](#)) or on www.donkey.bike. Donkey Bikes are placed around the city in publicly accessible locations and riders can pick up their bike 24/7, and unlock the bike with the app. They take their bike wherever they like during the rental period, lock and unlock, and return the bike to the same location when they're finished.

Donkey Bikes are owned by bike owners in each city who are both large or small operators. They own and maintain the bikes and they can build a bike rental business on our platform. We provide the technology behind the concept including an app and platform for owners to manage their bikes, as well as support for riders and owners and marketing.

We have a mission to get more people exploring the world on 2 wheels. We believe that cycling makes our society happier and healthier, and our cities smarter and more eco-friendly. We have big visions for how Donkey Republic can contribute to positive urban mobility developments around the world.

FAQ - HOW DONKEY REPUBLIC WORKS

Where are the Donkeys (in the world)?

Many places around the world. You can see all locations by searching for a rental on www.donkey.bike and zooming out on the map. There are some big cities with multiple

bike owners, and some smaller locations with a single owner. As of end 2016 our two largest cities are Copenhagen and Barcelona.

Our strategy for 2017 targets 10 focus cities for large growth: Copenhagen, Berlin, Amsterdam, London, Paris, Barcelona, Madrid, Vienna, Budapest, Munich.

Where are the Donkeys placed?

Most Donkey Bikes are in convenient public spaces in the city where it's allowed to lock up bikes. We also partner with hotels or other local businesses who can keep Donkey Bikes on their space. The bikes are collected in 'hubs' which usually have anywhere between 4-20 bikes. They are placed widespread over the city, covering not only popular tourist locations, but also less touristy neighborhoods.

Who are the Donkey Riders?

Currently most Donkey riders are tourists visiting the place where they rent. The travellers who most resonate with our product are 20-35 year olds who are independent urban adventurers and who cycle sometimes at home as well.

What about locals?

Donkey Republic is also a great option for locals who don't cycle everyday, but like to do it as an activity occasionally as a daytrip. We also have the ability to make partnerships with companies, universities, and other organisations to offer memberships which are suited to using Donkey Bikes for commuting everyday or for meetings.

Who are the bike owners?

Bike Owners can be small-time individuals and entrepreneurs renting out bikes as a side business, or large partners with a fleet of hundreds or thousands of bikes which they manage as a serious bike rental business.

How do you fit into the sharing economy?

Our platform allows for many operators to provide bikes for rent on a large or small scale. In this way it is local operators who can setup bikes in a city to be shared among visitors and locals.

What are the Donkey Bikes?

The Donkey Republic smartlock fits on nearly any bike, including e-bikes. Most of our bikes are standard city-bikes great for cruising around the city streets. They are regular bikes, fit for all shapes and sizes, light and easy to ride. More bike types are also available in select locations - for example e-bikes and cargo bikes.



SOME FACTS ABOUT DONKEY REPUBLIC

- Started in 2015 by 3 Danish and a Turkish co-founder in Copenhagen.
- Launched on Kickstarter raising €40,000.
- Our home, Copenhagen, is the [best cycling city in the world](#).
- Currently around 20 passionate Donkey cyclists work for the company.
- In 2016 we received a €1.5 million investment to expand the concept around the world.
- Currently around 1000 active bikes can be rented in over 30 places around the world.
- 20,000 total Donkey Riders ever.
- 300,000 EUR revenue generated for partners.

*(Data as at end 2016)

THE DONKEY REPUBLIC VISION

As a company Donkey Republic believes in creating better cities, happier people and a better environment through a simple means of urban transportation - the humble bicycle. We strive to build a business and technology platform that allows many to benefit from a more positive means of transport. Our model is designed to share the benefits with many - the bike owners earning revenue through bikes, the riders getting around on two wheels, and the community of each city benefiting from cleaner air, less traffic, and more happy cyclists.

In 2012 there were 1 billion cars on the planet. In 2020 it is projected there will be 2 billion. Along with most urban planning experts, we truly believe that innovative solutions adopted by brave societies are necessary to redefine urban mobility in cities around the world, and one of those solutions is more biking. Donkey Republic will be a leader in that movement.

DONKEY SQUAD



Erdem Ovacik

Erdem is the CEO and a co-founder of Donkey Republic. He's originally from Istanbul, but his big love for bikes took him straight to Denmark. Before heading up this company, Erdem helped build two other startups and worked as a McKinsey consultant.



Alexander Frederiksen

Alexander is the co-founder of Donkey Republic in charge of bike owner success and growing our fleet of bikes around the world. He has already started two successful bike companies, and has intimate knowledge of the industry and the development of cycling in cities.



Rune Kokholm

Rune is the COO and a co-founder of Donkey Republic. Drawing on his experience developing hardware and software products around the world he holds the reigns in the production of the smartlock and the smooth sailing for the company procurement, logistics, legal and financials.



Jens Frandsen

Jens is the CTO and a co-founder of Donkey Republic. With a background in electrical engineering, firmware and software development he is perfectly positioned to steer the Donkey Republic technical platform to excellence.

DONKEY HISTORY

March 2013 - The initial idea seems like a pipe dream - that any bike can be a shared bike that can be unlocked via app.

November 2013 - The founding team of Erdem Ovacik, Alexander Fredriksen, Rune Kokholm and Jens Frandsen is assembled.

October 2014 - The first working electric smartlock prototype is produced.

January 2015 - Co-founders quit their jobs to work full time on Donkey Republic. They work in Jens Frandsen's parents' basement building the smart-lock, apps, website, and the business concept.

February 2015 - The first fully-functional smartlock prototype controlled by app.

April 2015 - The first Donkey Republic app is released to app stores.

April 2015 - €280,000 round of investment from angel investors.

May 2015 - First fleet of 30 bikes is placed in Copenhagen suburbs for commuters.

July 2015 - 120 bikes placed in various locations in greater Copenhagen, running tests with tourists, commuters, companies and municipalities.

August 2015 - 10,000 rides logged by 100 users from 15 countries.

September 2015 - Pivot to focus on the adoption by tourists.

October 2015 - Kickstarter campaign launches to raise €40,000 connecting the idea with bike rental operators globally.

February 2016 - First bikes launched outside of Denmark in Malmö, Sweden.

May 2016 - 250 active bikes, 30,000 rides, 4 countries of operation.

July 2016 - €1.5 million seed investment lead by the Danish Growth Fund.

November 2016 - 1,000 active bikes, 20,000 Riders, 120,000 rides, 10 countries of operation.

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