

CYCLIX

A group of people are cycling on a city street during sunset. The scene is bathed in warm, golden light, with long shadows cast across the pavement. In the foreground, a woman with blonde hair tied back is riding a bicycle, looking towards the camera. To her left, a man with a backpack is also riding. Other cyclists and pedestrians are visible in the background, creating a sense of a busy, active urban environment. The overall mood is positive and encouraging.

**Don't worry,
keep cycling.**

Meet the Circular Pioneers, 6.7.2023

GEORG HAFNER, ALAIN MAZENAUER, TIAN LUTZ, MIRKO ARNOLD

CO-FOUNDER TEAM

We are Cyclix



ALAIN MAZENAUER

MSc MTEC (Management, Technology & Economics)

Operations Manager with a focus on Technology and Innovation



MIRKO ARNOLD

MSc Business Information Technology

Highly skilled software engineer



GEORG HAFNER

MSc Process Engineering

Proven track record in business development and strategy



TIAN LUTZ

MoA Transdisciplinary

Hands-on architect and artist with a strong network in the cycling community







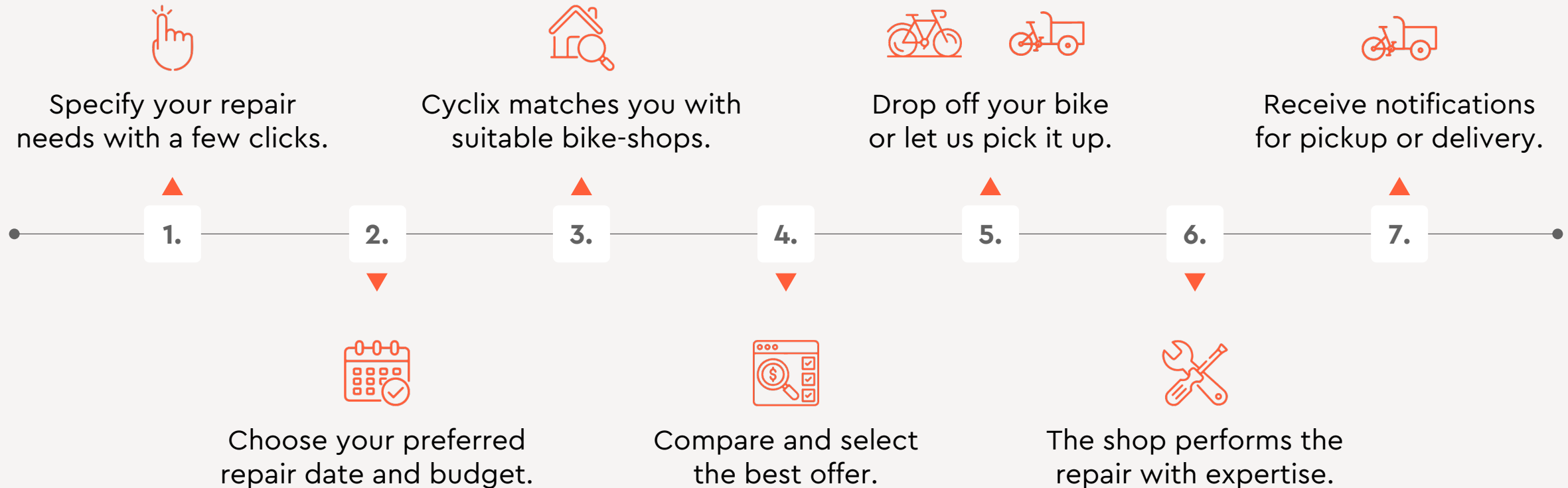
Mission

With Cyclix, you'll find the perfect bike service in no time, tailored to your specific needs.

We go above and beyond to keep your bike in excellent condition, prolonging its lifespan and minimizing downtime.



Product – How it works



Impact Assessment

“With Cyclix it is assumed to **reduce the downtime** resulting in up to 96% less CO₂e-eq. and up to 96% less UBP.”



“Also, the **life cycle** of bicycles is assumed to be **extended** by professional bike service resulting in up to 17% less CO₂e-eq. and up to 20% less UBP.”

CORINNA BAUMGARTNER

Research Associate, Institute for Sustainable Development ZHAW
MSc Life Sciences/Environmental Technologies

Go to market strategy

- Launch MVP in the City of Zurich
- Handpicked trustworthy bike-shops
- Focus on everyday and enthusiast cyclists
- Continuously monitor key metrics such as down time, customer acquisition, retention, and satisfaction
- Use of personal networks within the bike scene (e.g. Ride Bike magazin, cycling clubs)
- Expand to other cities in Switzerland (e.g. Bern, Basel) and DACH region



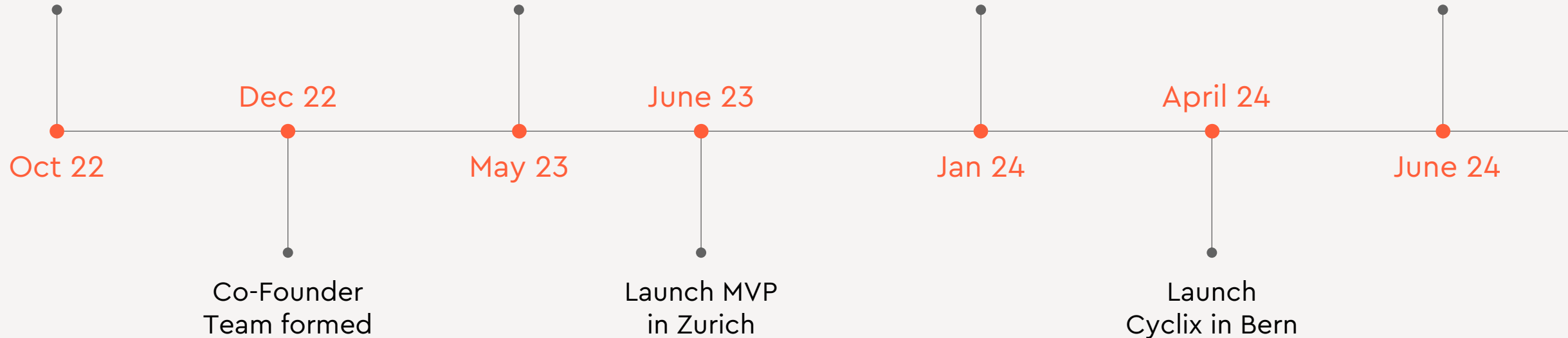
Roadmap

Climathon Zurich,
Innovation Booster
Applied Circular
Sustainability

Business
Case tested

Further Development
based on MVP
findings

Launch Cyclix
in Basel



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