

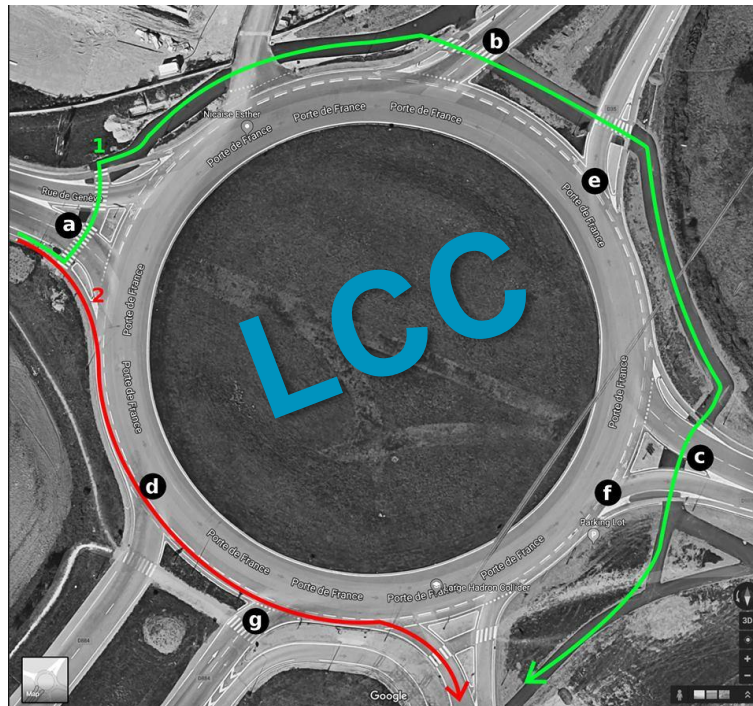


CERN RIDES mobility app

Green team

Problem and Solution: Users

- 12.000 people work at CERN
- Lack of public transport and lack of CERN shuttle services



Technology's benefits

- Collaborative economy
- Reduces greenhouse gases emissions
- Saves time
- Reduces travel time for CERN employees
- Eliminates the need of car ownership for short-term employees at CERN
- Reduces parking space problems at CERN
- Possibility to expand it to other large organizations and/or cities

Business model: users and drivers engagement

- Real time solution is the key
- Promising preliminary market survey
- Gamification, tokens could be use as rewards
- User friendly
- Marketing → Send e-mails, social media

Business Model: Viability

- Raspberry Pi for the prototype
- CERN Nice account for registration
- Open source is one of the missions of IT at CERN
 - Open source codes available → Github
 - Use of OpenStreetMaps
- IT Lightning talks @CERN to engage Developers
- Engagement of UX designer



NICE Services

GitHub

Business Model: Planning

- Front-end developing and prototyping → 2 weeks
- Back-end developing and prototyping → 3 weeks
- Preliminary prototype and firsts tests → Ready in 6 weeks

Join our team!

- Have a lot fun developing an app!
- Have direct impact on your community!
- Learn a new high demanded skill for your future!
- Maybe other large organizations are interested in the idea!
- We can make it real!