



CLEAN & GREEN HACKATHON 2013

FRIDAY-SUNDAY, 26-28 APRIL

Monec\$e

Combine exercise and commuting
– and get paid!

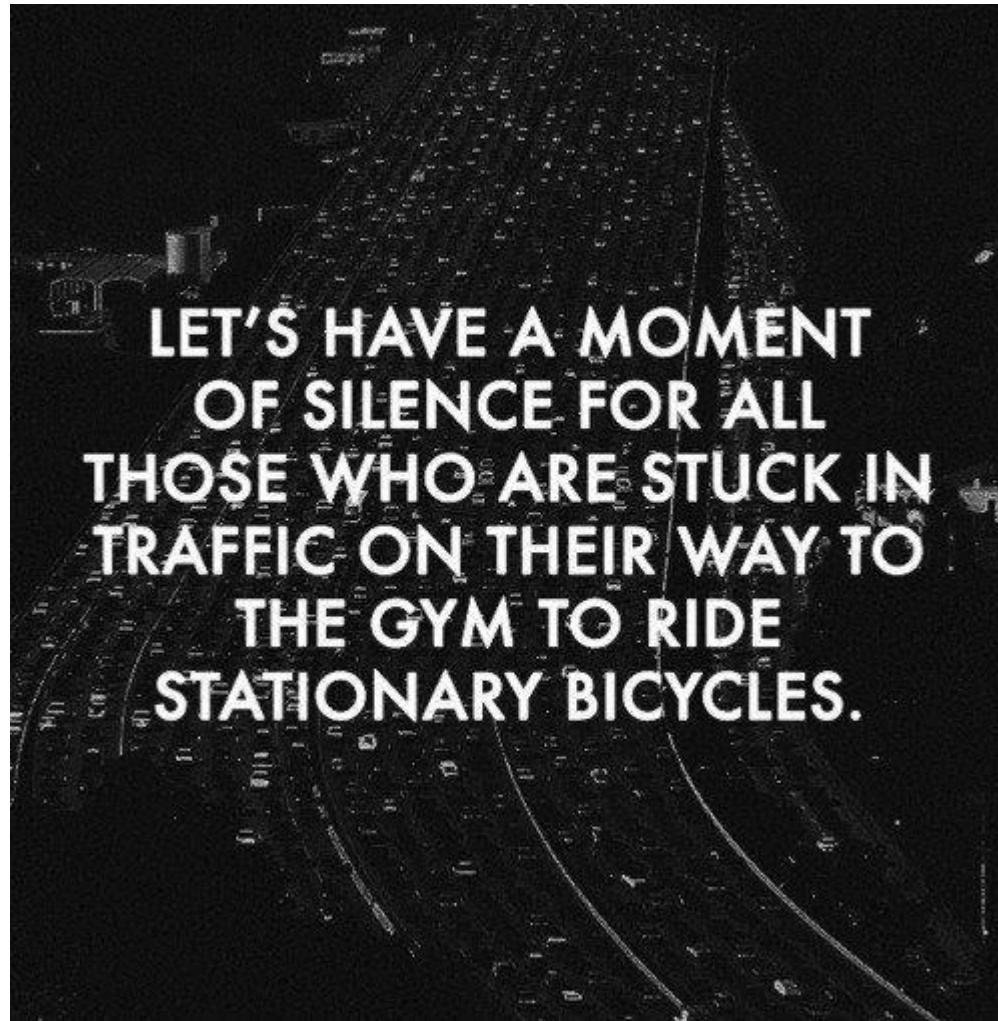
Monec\$e

The team

Yong Kuan Tan
Wong Koi Hin
Ching Kang Ong
John Cheng
Gregers Reimann



Status quo



Why Monec\$e?

Because everybody WINS

1 day

The time you live longer
for every month you bicycle

**S\$ 1
per km**

Socio-economic saving from
bicycling versus driving

90%

Reduced environmental impact

How to Monec\$e?

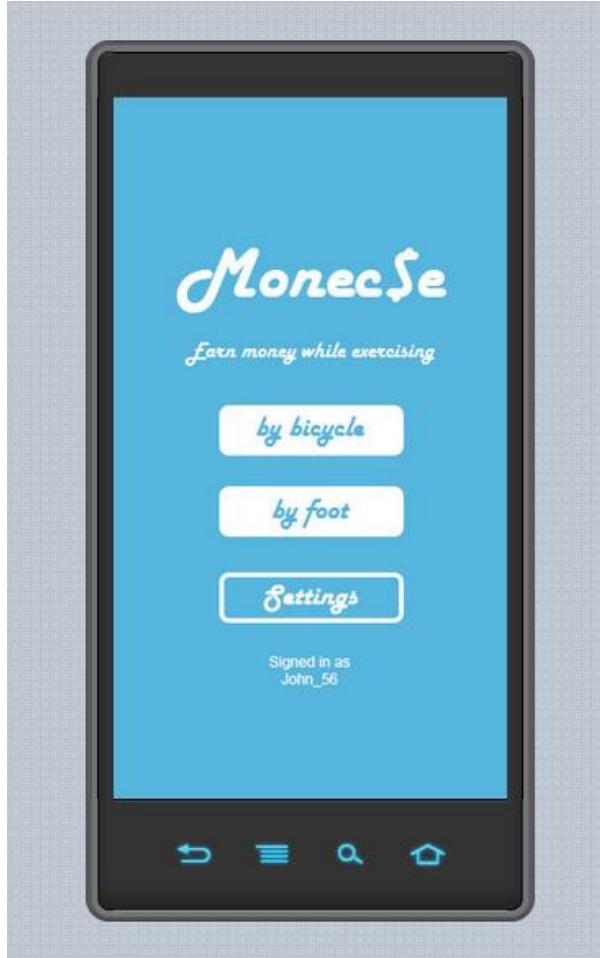
Android GPS tracking app

+

Enter your account no.

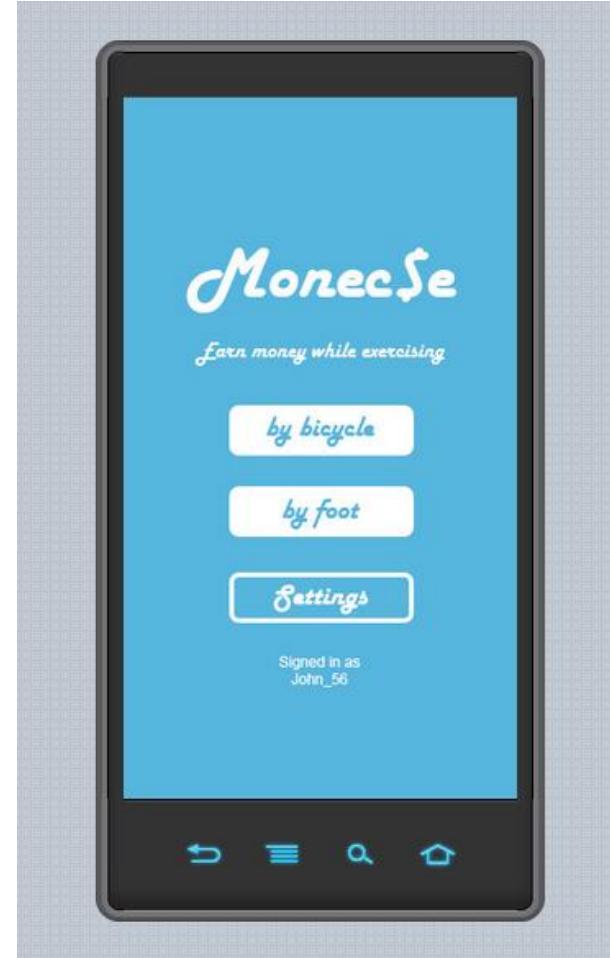
+

Start riding & earning



Where is the funding coming from?

- **Private sector**
 - Cheaper health insurance premiums
 - Employers
- **Hospitals**
 - Saved subsidies
- **ERP & COE**
- **Others...?**



Credits & Contacts

Team Lead: Gregers Reimann

Contact No.: +60122755630

Email: gregers@ien.com.my

Team Members:

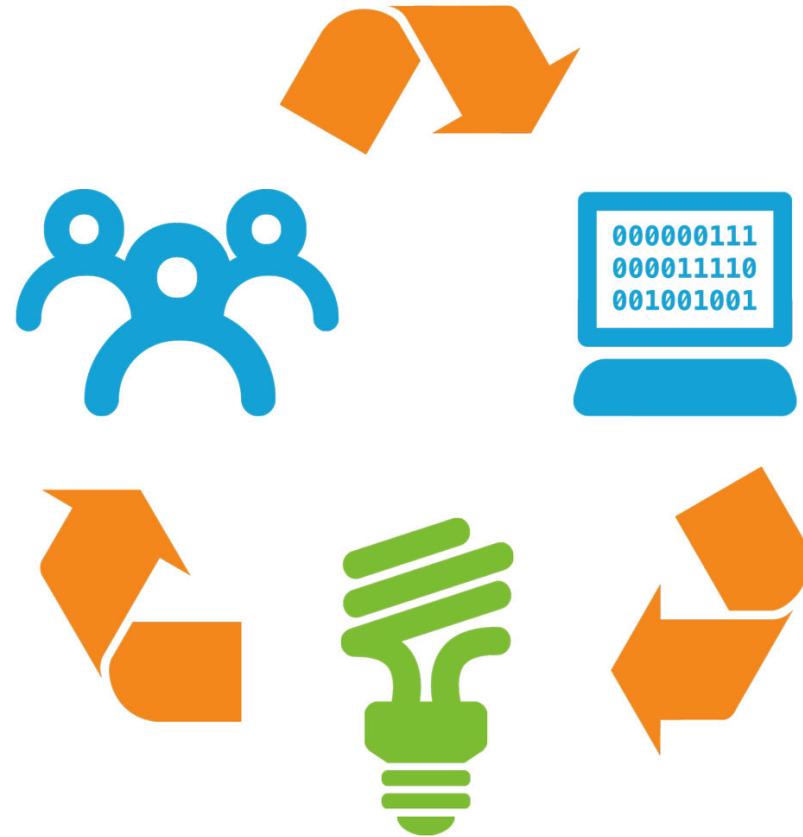
Yong Kuan Tan

Wong Koi Hin

Ching Kang Ong

John Cheng

Data Sets Used: None (no time)



- END -

MoncSe

earn money while exercising

Username

Password

Log In

Sign up?

MoncSe

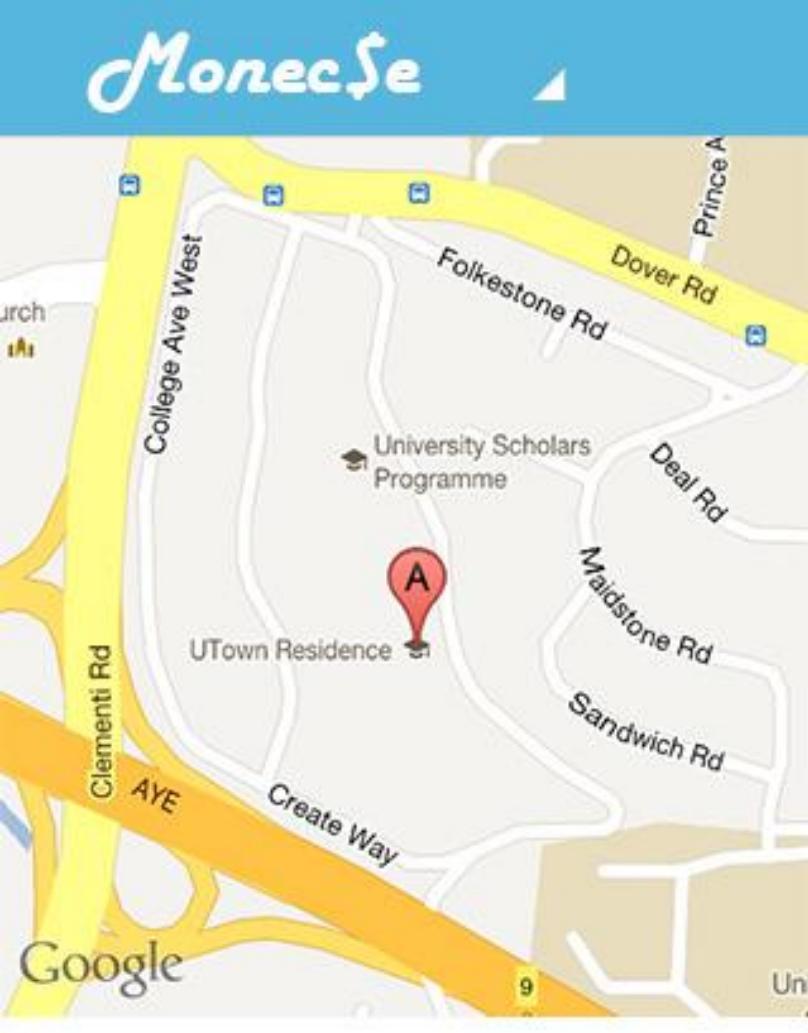
earn money while exercising

by bicycle

by foot

Settings

Signed in as
John_56



My Location

End point:

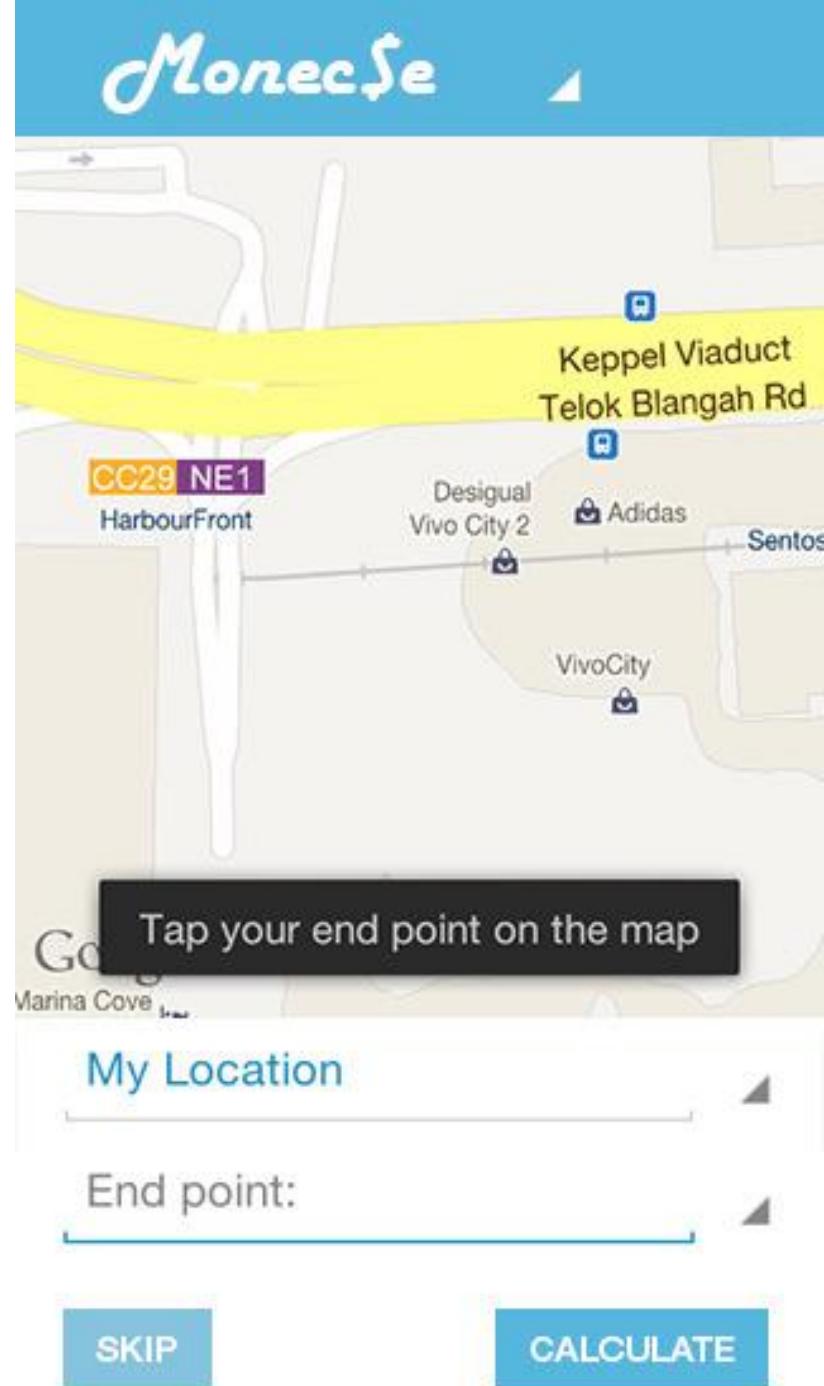
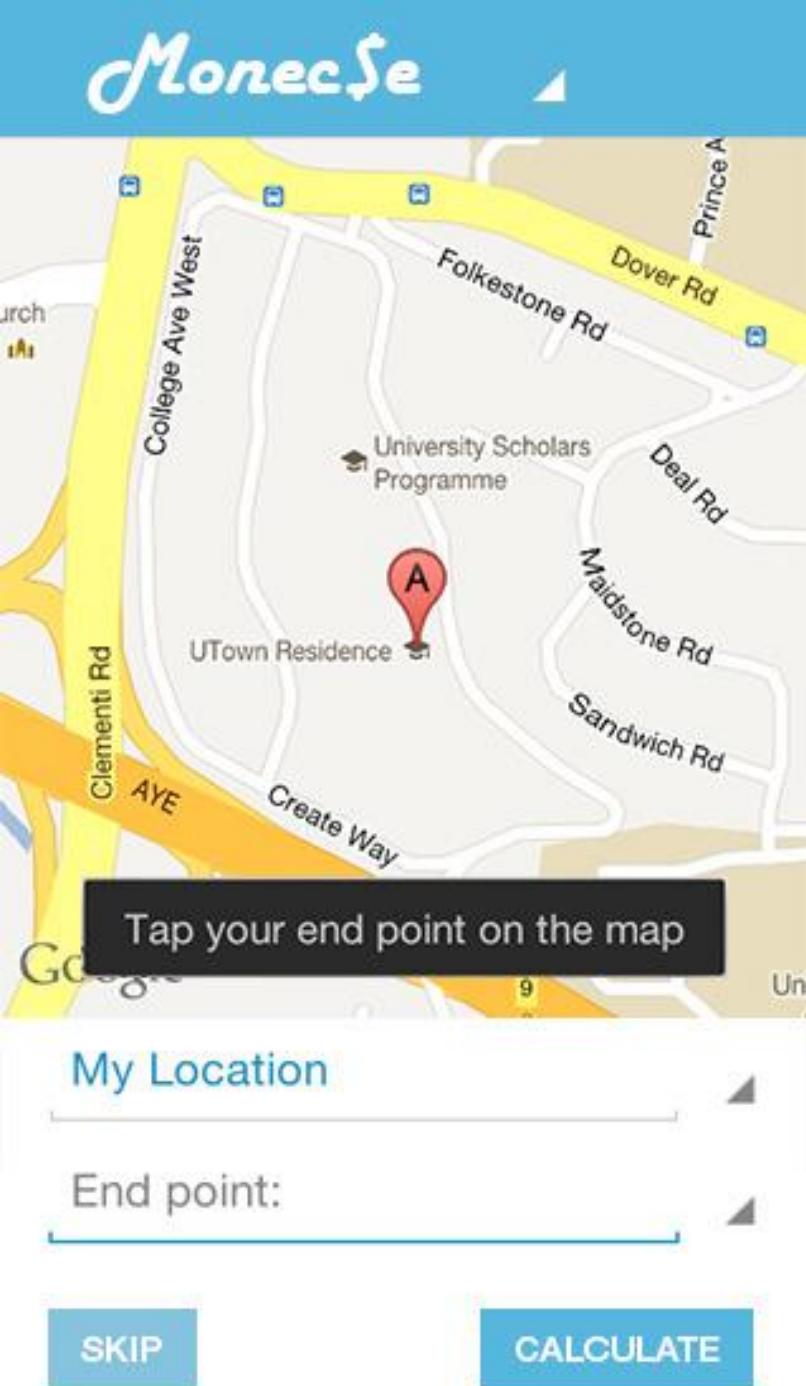
SKIP **CALCULATE**

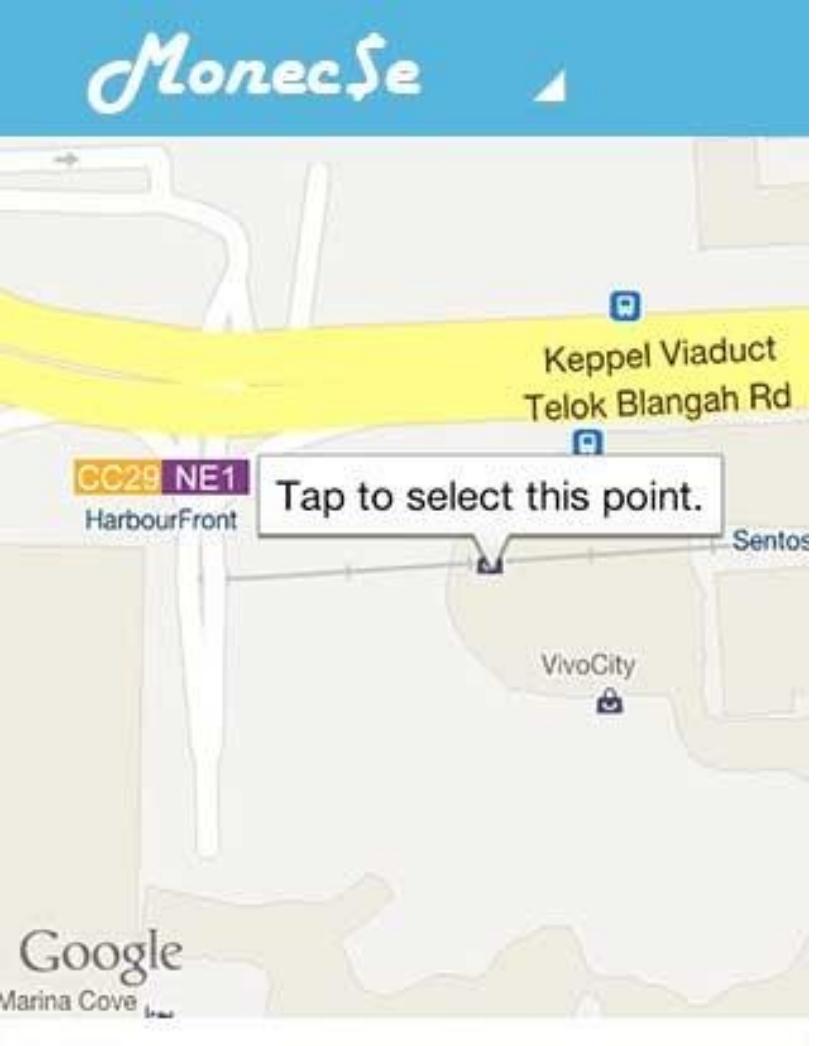
My Location

End point:

SKIP **CALCULATE**

q w e r t y u i o p
a s d f g h j k l
z x c v b n m **⬅**
?123 **⚙** **🎙** **⠇** **.** **Go**



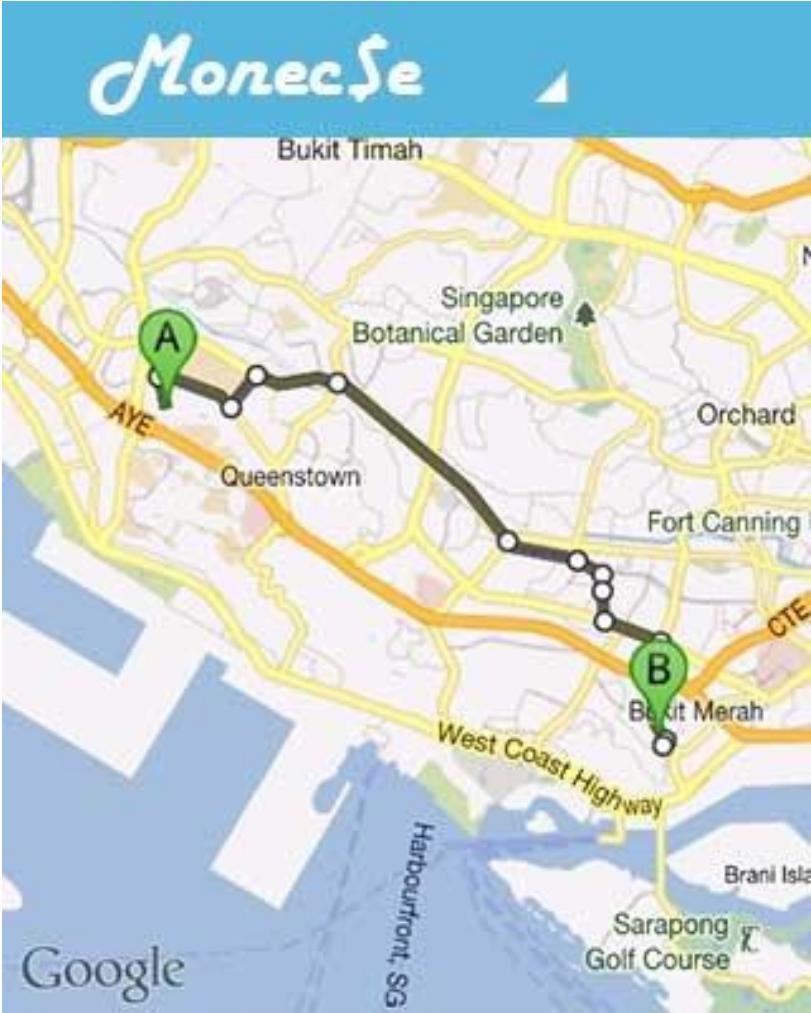


My Location

End point:

SKIP

CALCULATE



My Location

End point

RE-ROUTE

DETAILS



⌚ EST. DURATION
0:38:00

🔥 EST. CALORIES
340 kcal

☀ WEATHER
30°C

🚦 TRAFFIC
Smooth

📏 DISTANCE
9.0 km

♻ CO₂ REDUCTION
190 g

PSI
39 Good

💵 EST. EARNINGS
\$4.50

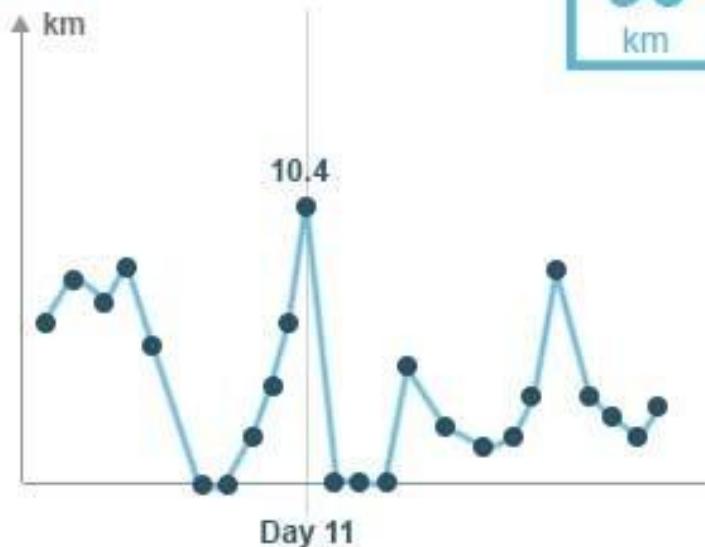
CONTINUE



APR
2013

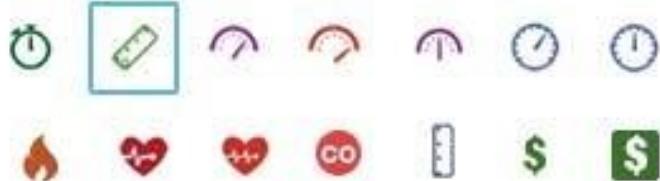
DISTANCE

TOTAL

96
km

Best (month) 10.4 Average (month) 3.50
 Best (all time) 16.7 Average (all time) 3.34

Statistic



Compare with your friends:



Josh



Fatimah



Chris



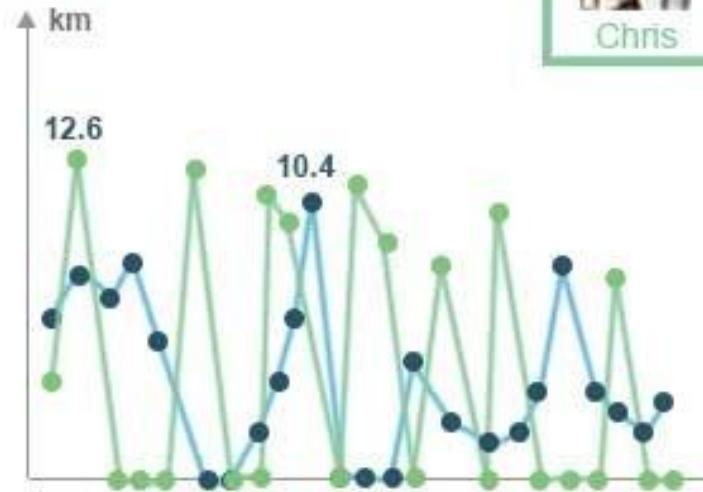
Jiayi



Anna

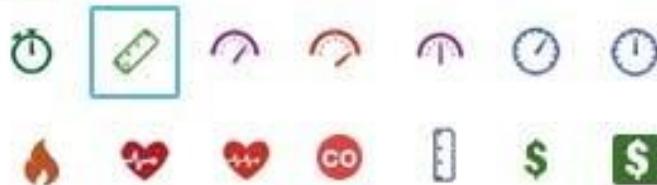
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2013

DISTANCE



Best (You) 10.4 Average (You) 3.50
 Best (Chris) 12.6 Average (Chris) 5.87

Statistic



Compare with your friends:



Josh



Fatimah



Chris



Jiayi



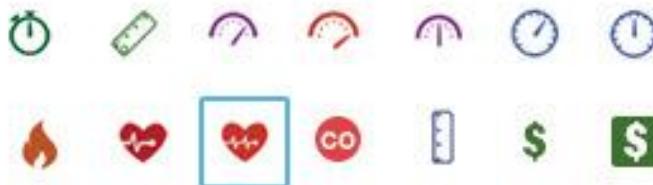
Anna

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LIFE EXTENDED

TOTAL
1.1
DAYS

Statistic



Compare with your friends:



Josh



Fatimah



Chris



Jiayi



Anna

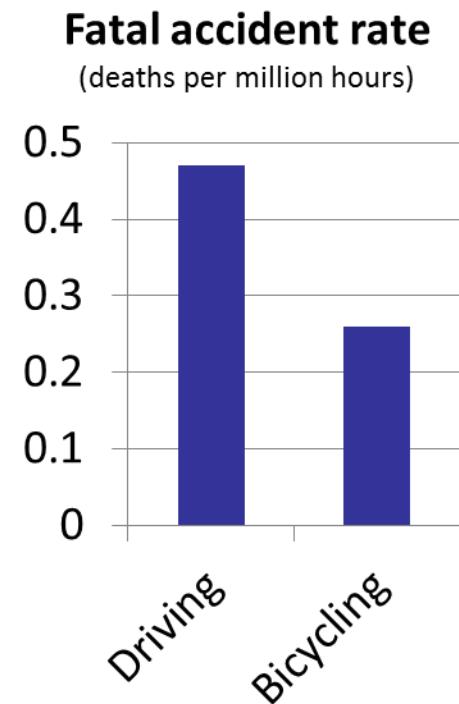




Appendix Slides

Why Monec\$e?

Bicycling is a Safer, Healthy and Cheap way to reduce traffic congestion



This road got too congested with cars



Solution: Close car lane and make it to a bicycle path allowing higher traffic flow

How to Scale Up Monec\$e?

Better bicycle infrastructure

Suburbs

City centre



← Bicycle lanes / cycle corridors / park connectors →

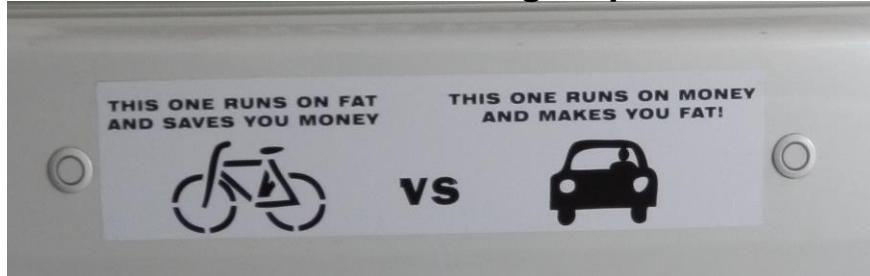
Bicycle centres
↔
- serving food
- shower facilities
- bicycle parking

Why Monec\$e?

Because everybody WINS

- YOU
 - Live 3-4 years longer
 - Earn money
- ENVIRONMENT
 - Less air pollution / energy / CO2 / noise / heat island
- SOCIETY
 - Traffic congestion costing **S\$ 4 billion/year**
 - Bicycling saves **1 S\$/km** compared to driving

Car bumper sticker summing it up



Note: Costs are based on figures from Copenhagen