

**MONEY**



+

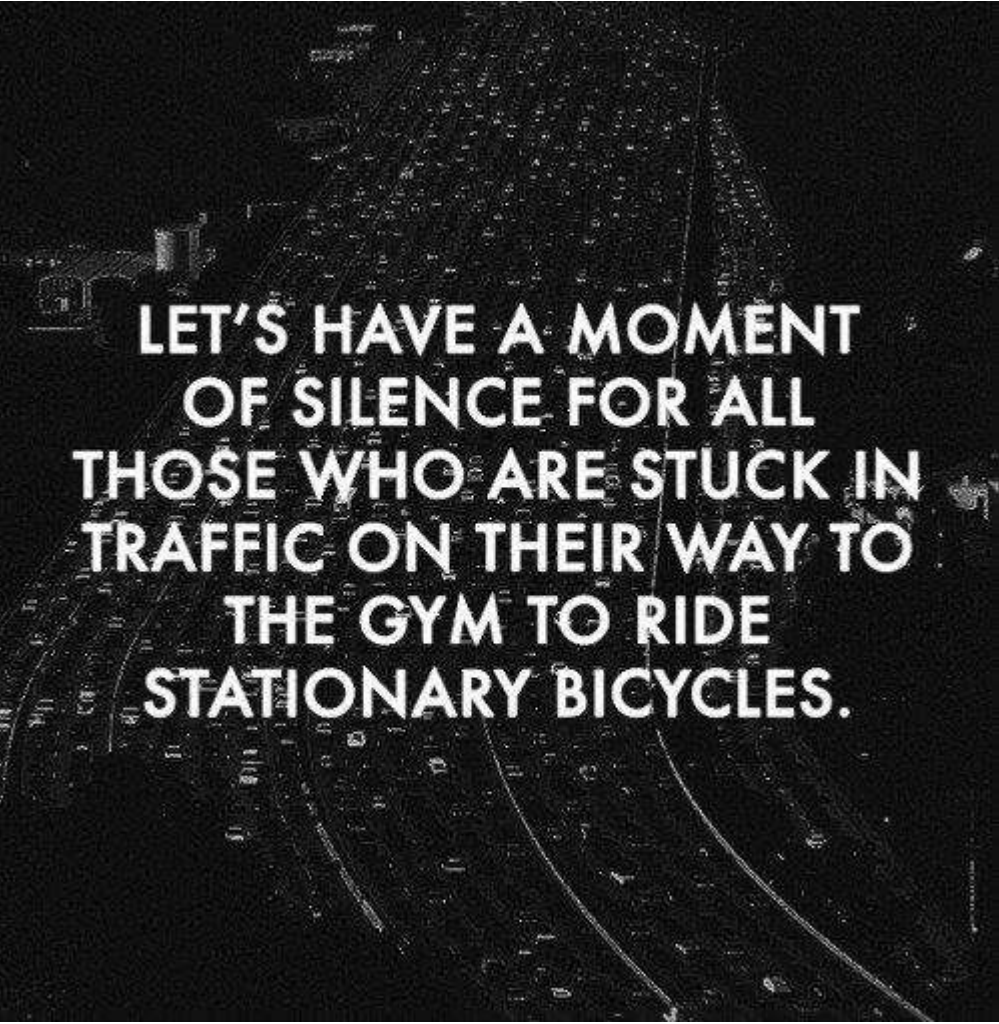
**EXERCISE**



# **Monec\$e App**

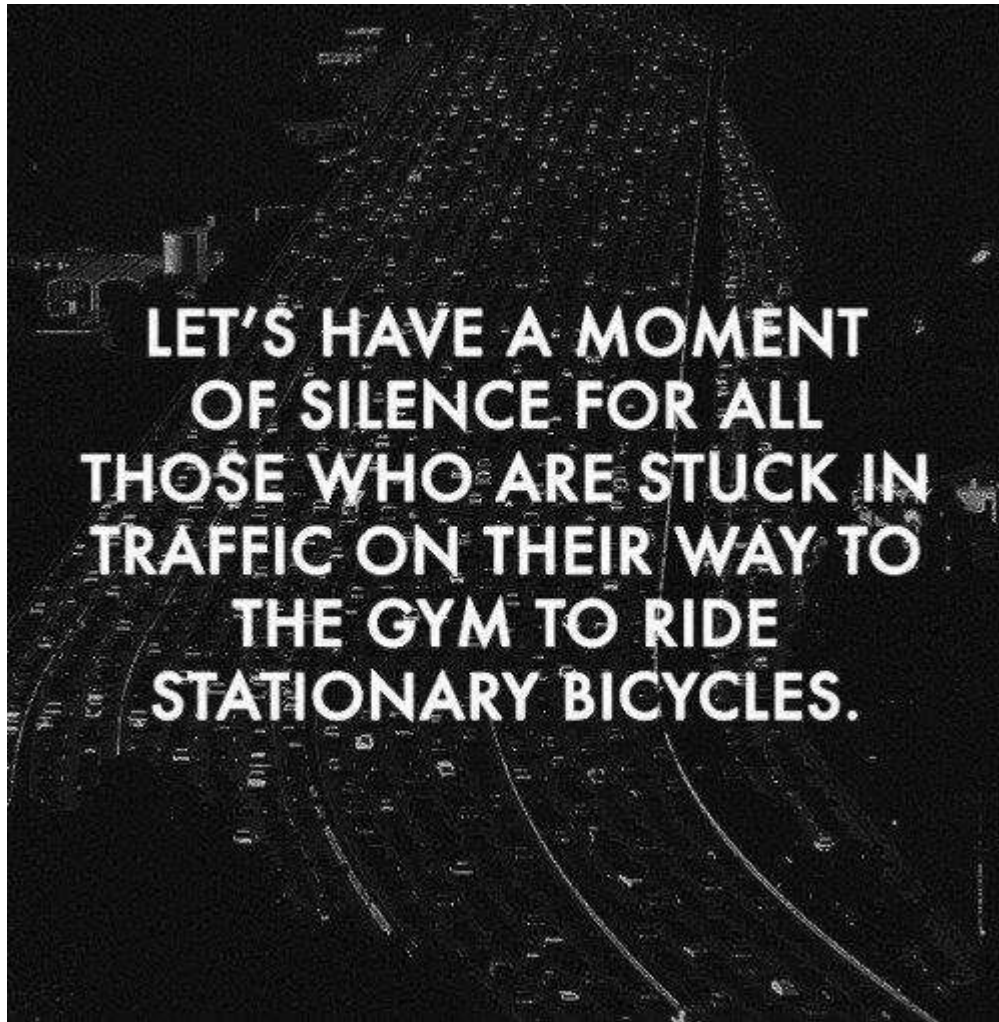
Combine exercise and commuting  
– and get paid!

# Status quo

An aerial, high-angle photograph of a city at night. The city lights are visible, and a prominent road with traffic lights is shown. The text is overlaid on the image.

**LET'S HAVE A MOMENT  
OF SILENCE FOR ALL  
THOSE WHO ARE STUCK IN  
TRAFFIC ON THEIR WAY TO  
THE GYM TO RIDE  
STATIONARY BICYCLES.**

# Status quo



## Annual Traffic Congestion Costs (USA)

- 0.7% of GDP
- US \$1000 per person (large cities)
- US \$200 per person (small cities)





# Why Monec\$e?

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Because everybody WINS

**1 day**

The time you live longer  
for every month you bicycle

**US \$  
0.35**

Socio-economic saving from  
1 km bicycling versus driving

**94%**

Reduced environmental impact



# How to Monec\$e?

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Android GPS tracking app

+

Enter your account no.

+

Start riding & earning





+



# Monec\$e App

Demonstration

# MonecSe

*earn money while exercising*

[Sign up?](#)

# Monec\$e

*earn money while exercising*

Username

Password

Log In

[Sign up?](#)

# Monec\$e

*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

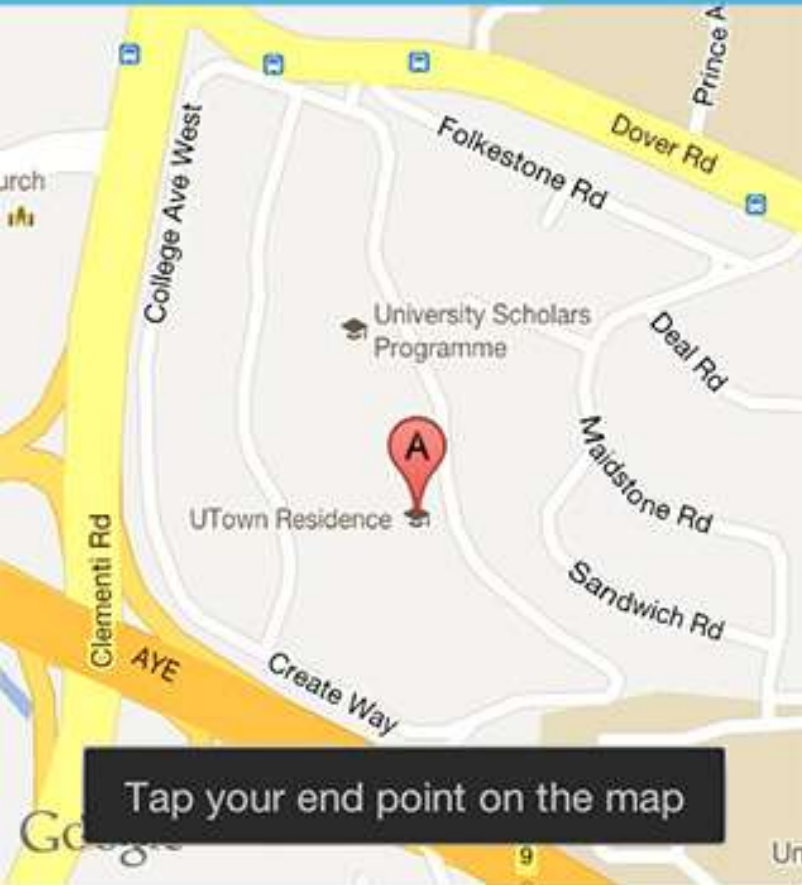


My Location

End point:

SKIP CALCULATE



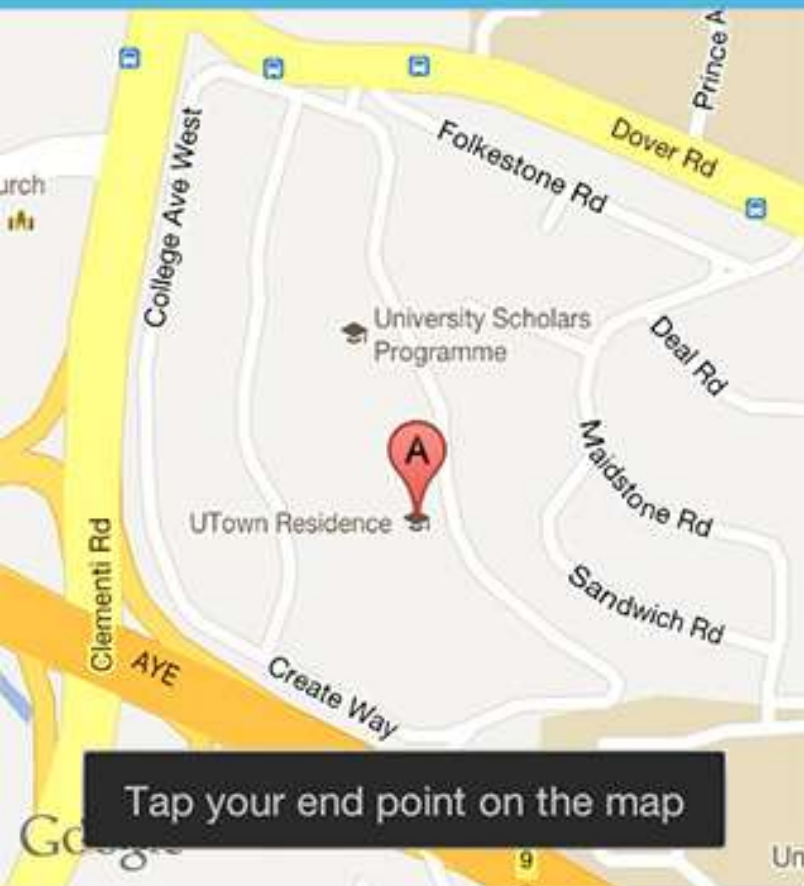


My Location

End point:

SKIP

CALCULATE

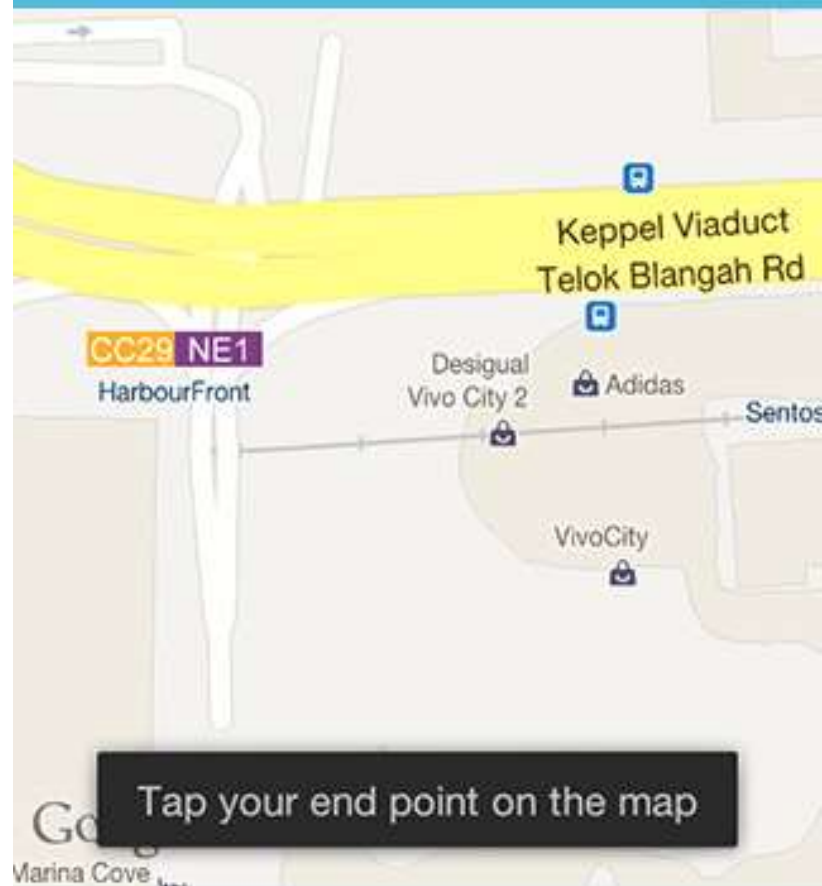


My Location

End point:

SKIP

CALCULATE



My Location

End point:

SKIP

CALCULATE





My Location

End point:

SKIP

CALCULATE

MonecSe



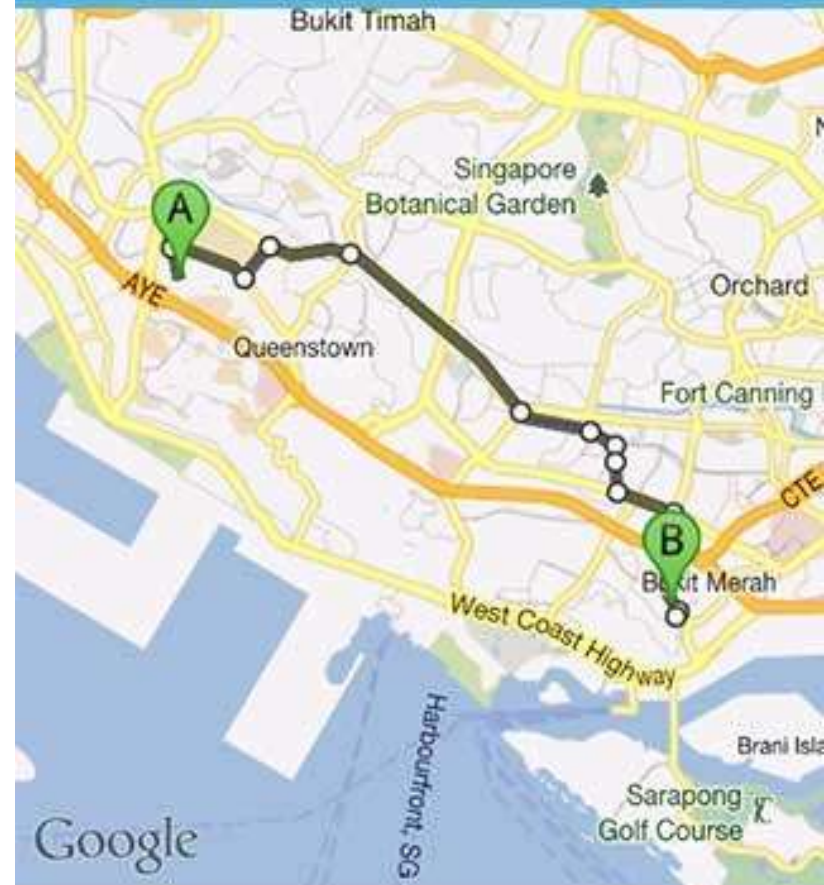
My Location

End point:

SKIP

CALCULATE

MonecSe



My Location

End point


RE-ROUTE

DETAILS



 EST. DURATION

0:38:00

 DISTANCE


9.0 km

 EST. CALORIES

340 kcal

 CO<sub>2</sub> REDUCTION

190 g

 WEATHER


 30°C

 PSI

39 Good

 TRAFFIC

Smooth

 EST. EARNINGS

\$4.50

CONTINUE

MonecSe



EST. DURATION  
**0:38:00**

EST. CALORIES  
**340** kcal

WEATHER  
**30°C**

TRAFFIC  
**Smooth**

DISTANCE  
**9.0** km

CO<sub>2</sub> REDUCTION  
**190** g

PSI  
**39 Good**

EST. EARNINGS  
**\$4.50**

CONTINUE

MonecSe



DURATION  
**0:00:00**

DISTANCE  
**0.00** km

WEATHER  
**30°C**

SPEED  
**0.00** km/h

PSI READING  
**39 Good**

Cycling







 DURATION	 DISTANCE
0:34:56	9.0 km
 AVE SPEED	 MAX SPEED
19 km/h	24 km/h
 CALORIES	 CO <sub>2</sub> REDUCTION
340 kcal	190 g
 WEATHER	 PSI
 30°C	39 Good
 TRAFFIC	 EARNINGS
Smooth	\$4.50



DURATION

0:34:56

AVE SPEED

19 km/h

CALORIES

340 kcal

WEATHER

30°C

TRAFFIC

Smooth

DISTANCE

9.0 km

MAX SPEED

24 km/h

CO<sub>2</sub> REDUCTION

190 g

PSI

39 Good

EARNINGS

\$4.50



Share

CONTINUE

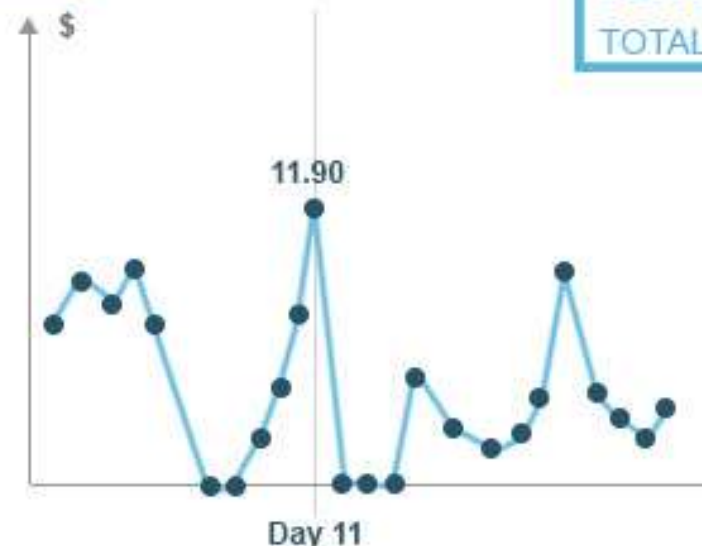
APR  
2013

MONEY EARNED

\$

83.10

TOTAL



Date saved most (month)

11/04/2013

Date saved most (year)

27/02/2013

Statistic



Compare with your friends:



Josh



Fatimah



Chris



Jiayi



Anna

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

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

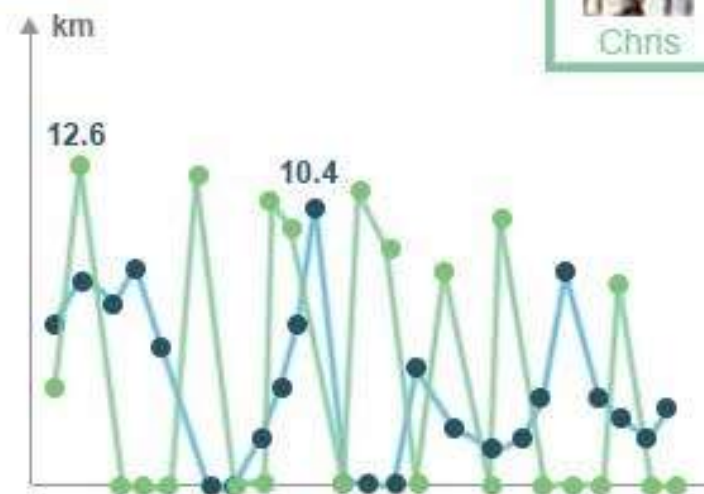


### Compare with your friends:



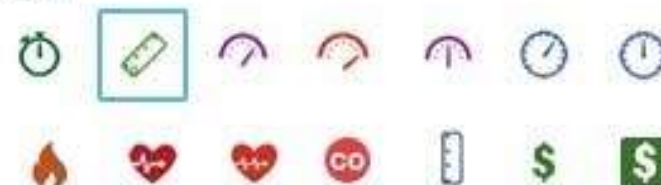
APR  
2013

## DISTANCE



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

### Statistic



### Compare with your friends:

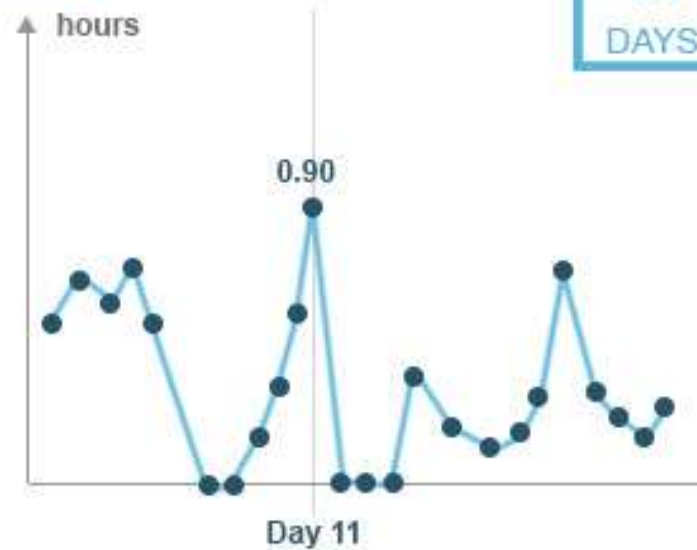




APR  
2013

## LIFE EXTENDED

TOTAL  
1.1  
DAYS



Life extended (so far) 20.5 days

### Statistic



### Compare with your friends:



# Credits & Contacts

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**Team Leader: Gregers Reimann**

**Contact No.:** +60122755630

**Email:** [gregers@ien.com.my](mailto:gregers@ien.com.my)

**Team Members:**

Yong Kuan Tan

Wong Koi Hin

Ching Kang Ong

John Cheng



**CLEAN & GREEN**  
HACKATHON 2013

FRIDAY-SUNDAY, 26-28 APRIL



# Appendix Slides



# CLEAN & GREEN HACKATHON 2013

FRIDAY-SUNDAY, 26-28 APRIL

## Monec\$e

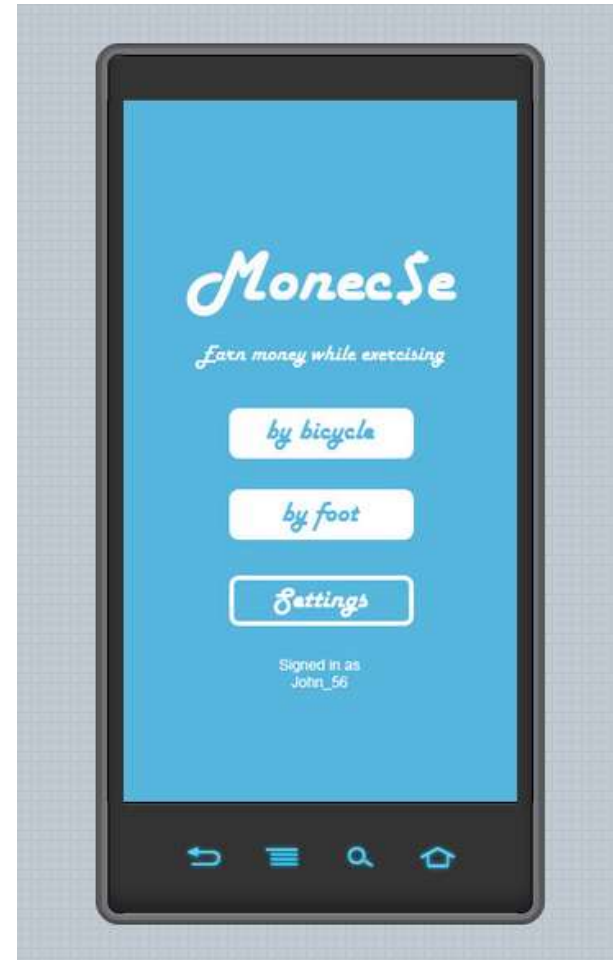
Combine exercise and commuting  
– and get paid!



# Where is the funding coming from?

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



# Monec\$e

## The team behind the App

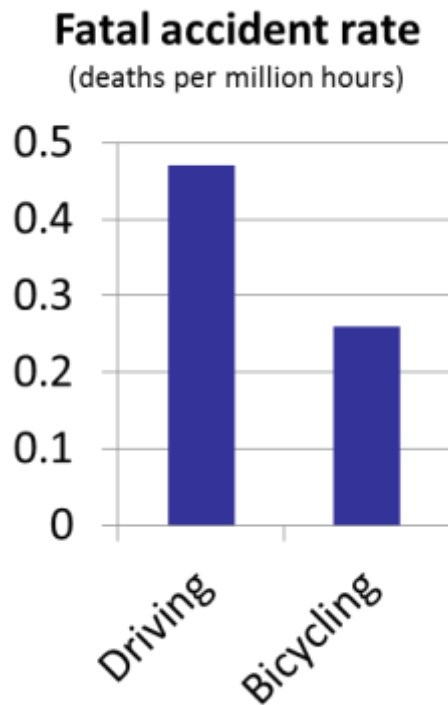
Yong Kuan Tan  
Wong Koi Hin  
Ching Kang Ong  
John Cheng  
Gregers Reimann

Contact info:  
[gregers@ien.com.my](mailto:gregers@ien.com.my)  
+60122755630



# 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?

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## 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

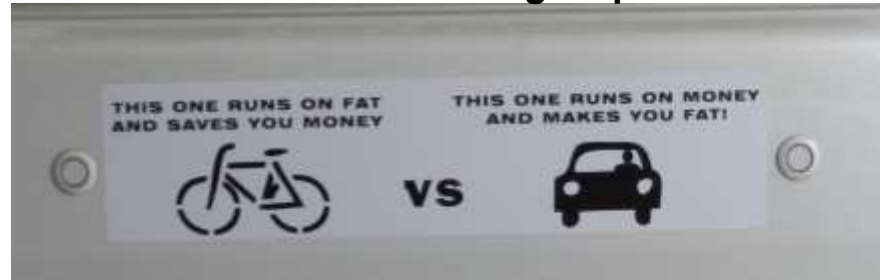
### ➤ ENVIRONMENT

- Less air pollution / energy / CO2 / noise / heat island

### ➤ SOCIETY

- Traffic congestion costing **0.7% of GDP**
- Bicycling saves **US \$ 0.35 per km** compared to driving

Car bumper sticker summing it up



*Note: Costs are based on figures from Denmark and the USA*



- END -