



## JOYRIDE INNOVATION HIGHLIGHT



### COMPANY OVERVIEW

Having evolved from a company focused on a bike-share management system, Joyride currently provides a turnkey solution for bike and scooter-sharing systems, known as micromobility fleets. To democratize the growing micromobility market, Joyride provides its proprietary software to companies in 160+ global markets as a white-label solution, regardless of their operation size. Joyride offers an array of integration and management tools, apps, and the support necessary to get operators up and running with the end goal of making roads more accessible for everyone.

**LOCATION:** TORONTO, ON

### TECHNOLOGY



**Internet of Things**

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### THE PATH TO SUSTAINABLE TRANSPORTATION

Today's transportation industry is mainly dominated by fossil-fuel-burning machines, leading to a cluttered urban space and higher carbon emissions. The push to embrace electric vehicles is gaining traction; however, the question of limited space remains as parking lots occupy a significant portion of city areas, and traffic continues to be a daily hassle for commuters. Thus, the race to find a more efficient, flexible, and eco-friendly mobility solution for urban travel is more intense than ever.

### TURNKEY SOLUTION FOR MICROMOBILITY

Joyride developed a platform for bike and scooter-share fleet operations of all sizes, making the micromobility market more accessible. Joyride offers its clients an easy and fast way to enter the market through its feature-filled platform that manages all aspects of fleet operation. The platform's flexible pricing accommodates all sizes of operations and includes a back-end application, a web-based platform for management, and a mobile application for users. Joyride facilitates operator growth with partnerships across the globe with hardware producers and city transit systems.

### GAUGING PLATFORM SUPPORT FOR GROWTH

Leveraging the CENG Testbed, Joyride gained critical insights into their bike and scooter-share platform's scalability. Testing focused on support for the anticipated increase in operators, vehicles, and users on the platform. Tests highlighted critical areas for Joyride to improve its scalability, platform management, and system architecture robustness – crucial optimization points for future growth.

**"Testing with CENG revealed that we could exceed our capacity expectations with careful consideration given to configuration and resource management and do so with less costly resources."**

**Vince Cifani**

CEO, Joyride

