

V E R S E B I K E S

A Practical Mobility Program for Operators

Complete Framework Edition

Fleet-Ready Vehicles · Operational Software · Service Frameworks

Our Mobility Program supports operators from first consultation through to long-term programme evolution — providing the vehicles, software, service frameworks, governance tools, and strategic guidance needed to run a reliable, scalable e-bike programme that integrates seamlessly with existing public transport systems.

1 Discover & Design

2 Setup & Integration

3 Launch & Onboarding

4 Operate & Optimize

5 Evolve & Scale

versebikes.com · Mobility Partner for Public Transport Operators

O V E R V I E W

Our Mobility Program

The VerseBikes Mobility Program is a structured, end-to-end framework designed to help transport operators build, launch, and sustain reliable public e-bike programmes. It is built on five interconnected phases — each delivering specific capabilities, governance checkpoints, and measurable outcomes. Together, they provide a complete operating model from first discovery through to long-term programme evolution.

Unlike off-the-shelf mobility products, our programme is co-designed with each operator. We begin by deeply understanding your network, user base, budget constraints, and policy environment — then tailor every element of the framework accordingly. The result is a programme that is purpose-built for your context, not adapted from a generic template.

What This Framework Covers

This document provides a complete reference for the VerseBikes Mobility Program. It covers the objectives, activities, deliverables, and governance requirements for each phase — from the initial consultation through to ongoing performance optimisation and fleet scaling. It also includes guidance on roles and responsibilities, key performance indicators, technology integration, data governance, risk management, and regulatory compliance.

Who This Is For

This framework is intended for transport operators, mobility managers, procurement leads, and senior stakeholders who are evaluating, commissioning, or overseeing an e-bike programme. It provides the detail needed to understand what VerseBikes delivers, how the programme works in practice, and what is expected from both parties at each stage.

Programme Design Principles

Every element of the Mobility Program is guided by four core principles that shape our approach across all phases:

- **Reliability over novelty.** We prioritise stable, proven systems over experimental technologies. Every vehicle, platform, and process we recommend has been validated in live operational environments.
- **Integration over isolation.** Our programme is designed to work with your existing infrastructure, systems, and workflows — not replace them. API-first software, open data standards, and modular hardware ensure compatibility.
- **People first.** Technology enables the programme, but people run it. We invest heavily in training, change management, and user engagement at every stage because adoption determines outcome.
- **Evidence-based improvement.** Every phase ends with a structured review. We measure what matters, share the data openly with you, and use it to drive decisions about what to adjust, expand, or retire.

F R A M E W O R K S U M M A R Y

Programme at a Glance

The table below summarises the five phases, their primary objectives, the key activities within each, and the main deliverables you can expect at the conclusion of each phase. This provides a single-page reference for stakeholders who need a high-level view of the programme structure.

Phase	Primary Objective	Key Activities	Deliverables
1. Discover & Design	Understand context and co-create the programme blueprint	Consultation, needs mapping, gap analysis, technology scoping	Programme Blueprint, KPI framework, rollout roadmap
2. Setup & Integration	Deploy fleet and technology infrastructure	Fleet sourcing, station installation, software configuration, systems integration	Operational fleet, live dashboard, integrated app, test report
3. Launch & Onboarding	Go live and establish operational confidence	Staff training, user engagement, pilot launch, issue resolution	Trained teams, user materials, launch report, SLA baseline
4. Operate & Optimize	Sustain reliable daily operations and improve performance	Real-time monitoring, maintenance, analytics, reporting cycles	Monthly reports, uptime data, optimisation actions, KPI tracking
5. Evolve & Scale	Grow and adapt the programme over time	Programme reviews, expansion planning, technology upgrades	Expansion plans, updated blueprints, continuous improvement log

Governance Structure

Each phase has a defined governance rhythm. This ensures both parties remain aligned on progress, issues, and decisions without creating unnecessary overhead. Governance is proportionate to phase: heavier at setup and launch, lighter during stable operations.

1 Discover & Design

Initial Consultation

We start with a structured deep-dive into your organisation's specific mobility challenges, objectives, and operational environment. This session covers your current transport offer, the gaps your e-bike programme is intended to address, and the constraints — budget, infrastructure, staffing, regulation — that will shape the programme design. We facilitate the session using a structured discovery template and produce a written summary for your review.

Stakeholder Mapping

We work with you to identify all internal and external stakeholders who will influence or be affected by the programme: operations teams, IT, finance, communications, local authorities, transport authorities, and passenger representatives. For each stakeholder group we assess their level of interest, likely concerns, and the engagement approach required.

Needs Assessment

We conduct a structured analysis of your user base, geographic area, infrastructure readiness, and budget to define the ideal scope for your programme. This includes demographic analysis of likely riders, mapping of high-demand corridors, assessment of existing cycling infrastructure and safety conditions, and a review of comparable programmes in similar contexts. Outputs are presented in a Needs Assessment Report with clear recommendations.

Technology Scoping

We review your current IT environment — ticketing systems, transport management platforms, data infrastructure, identity and access management — to identify integration requirements and technical constraints. We document the integration architecture, flag any dependencies, and propose a technology approach that works within your existing stack wherever possible.

Programme Blueprint

Based on all discovery activities, we co-create a tailored Programme Blueprint. This document specifies the recommended e-bike models, fleet size, charging infrastructure, software configuration, service levels, staffing model, and rollout timeline. It includes a KPI framework with baseline targets, a risk register with initial mitigations, and a phased delivery roadmap with clear milestones and decision gates.

2 Setup & Integration

Fleet Sourcing & Configuration

We source high-quality, purpose-built e-bikes from our proven supply network. Each vehicle is configured to your operational specifications before delivery: branding and livery applied, locking systems fitted, connectivity modules activated, and firmware updated to the latest stable release.

Infrastructure Deployment

Our team works alongside your facilities and operations teams to strategically place and install charging stations, docking points, and any other physical infrastructure required by the programme. Site surveys are conducted in advance to confirm ground conditions, power supply availability, and access requirements.

Software Configuration & Branding

We configure your dedicated fleet management dashboard to match your operational workflows, user permissions, and reporting requirements. The passenger-facing app or access interface is branded and customised to align with your organisation's identity and communication standards. All software is deployed into a staging environment first for testing and sign-off before going into production.

Systems Integration

We integrate the VerseBikes platform with your existing systems as specified in the Technology Integration Architecture. This typically includes ticketing and payment systems, identity and access management, transport management platforms, and any third-party data systems required for reporting. Integration work is conducted in close collaboration with your IT team and is documented in a Systems Integration Log.

Testing & Acceptance

Before any system or infrastructure element is signed off, we conduct structured testing: functional testing of all software features, load testing of the platform, physical inspection of all installed infrastructure, and end-to-end journey testing covering every user-facing workflow. Defects are tracked, resolved, and re-tested. Acceptance sign-off is required from your operations lead before the programme advances to Phase 3.

3 Launch & Onboarding

Staff Training Programme

We deliver a structured training programme across all relevant staff roles before go-live. Training is split into role-specific modules: operational staff learn daily fleet checks, reporting incidents, and handling user queries; technical staff learn maintenance procedures, fault diagnosis, and escalation protocols; administrative staff learn dashboard use, reporting, and SLA monitoring.

Pilot Launch

We recommend a phased go-live starting with a controlled pilot: a limited fleet operating on a defined set of routes or within a defined service zone, open to a known user group. The pilot runs for a defined period — typically two to four weeks — and is used to validate that all systems, processes, and infrastructure are performing as expected in real operational conditions before full launch.

User Engagement & Communication

We provide a full suite of communication and onboarding materials: briefing packs, FAQ documents, in-app guides, physical signage templates, and staff-facing quick-reference cards. We work with your communications team to plan the launch announcement, social media guidance (if applicable), and any passenger briefing sessions.

Go-Live & Hypercare

At full launch, our team enters a Hypercare period — a dedicated support window during which we maintain elevated responsiveness, daily operational check-ins, and a named point of contact for any issue escalation. The Hypercare period typically lasts four weeks and concludes with a formal handover to the standard operational support model. Any outstanding issues are logged and tracked to resolution before handover.

Launch Report

At the conclusion of the launch phase, we produce a Launch Report covering: actual vs. target performance during the pilot and full launch, issues encountered and how they were resolved, any deviations from the Programme Blueprint and their rationale, and a set of agreed actions to address before the programme moves into steady-state operations.

4 Operate & Optimize

Real-Time Fleet Operations

The fleet management dashboard provides live visibility of every vehicle in your network: current location, availability status, battery charge level, active locks, and fault flags. Operators can view the full fleet map, filter by status, generate ad hoc reports, and trigger remote actions such as locking or unlocking a vehicle. Automated alerts notify the operations team of low-battery vehicles, vehicles outside the service zone, or vehicles that have been stationary for an extended period.

Preventive Maintenance Framework

We provide a structured preventive maintenance schedule for every vehicle in the fleet. Maintenance intervals are determined by distance travelled, time in service, and specific component lifecycles. Service records are maintained in the dashboard and flagged automatically when a vehicle approaches its next scheduled service. Our field service teams carry out maintenance to a defined standard and document all work completed, parts replaced, and vehicle condition at each service visit.

Responsive Service Support

In addition to preventive maintenance, we provide a responsive service capability for unscheduled faults, damage, or failures. Our Service Level Agreement (SLA) defines response times by issue severity: critical faults (vehicle immobilised, safety issue) are attended to within four hours; high-priority faults within one business day; standard faults within three business days. All service requests are logged in the dashboard with time-stamped status updates visible to your team.

Performance Analytics & Reporting

Your fleet management dashboard includes a full analytics suite covering: daily, weekly, and monthly usage metrics; corridor-level demand analysis; battery and vehicle health trends; maintenance cost tracking; and SLA compliance reporting. We also provide a monthly structured performance report aligned to the KPI framework established in Phase 1, with narrative commentary, trend analysis, and recommended actions. This report is designed to be used directly in internal governance and stakeholder briefings.

5 Evolve & Scale

Structured Programme Reviews

Every six months, we conduct a formal Programme Review with your senior team. This structured session reviews performance against all KPIs established in the Programme Blueprint, assesses stakeholder and passenger satisfaction, examines the maintenance and service record, and evaluates whether the programme is delivering the outcomes committed to in the original business case. Review findings are documented in a Programme Review Report with agreed actions, updated targets, and a refreshed risk register.

Expansion Planning

When programme performance meets or exceeds baseline targets, we work with you to develop an Expansion Plan. This covers: additional fleet units required, new corridors or service zones, supplementary infrastructure (charging points, docking stations), any software capability extensions needed to support the expanded operation, and the staffing and budget implications of growth. Expansion planning follows the same structured approach as the original Programme Blueprint, ensuring continuity of design principles and operational standards.

Technology Refresh

E-bike hardware, software, and connectivity technology evolve continuously. As part of the long-term partnership, we provide a technology refresh assessment every 18 to 24 months. This evaluates whether current fleet hardware remains fit for purpose, whether software capabilities have been superseded by improved alternatives, and whether any changes in your operational environment — new systems, new regulatory requirements, changed user behaviour — warrant a technology update. Refresh recommendations are costed and presented for your decision.

Long-Term Partnership Model

Our commitment does not end at launch. The Evolve & Scale phase represents an ongoing partnership model in which VerseBikes remains actively engaged in your programme's development. This includes annual account reviews, access to new product and feature releases, priority access to our research and benchmarking data, and strategic advisory support as your network and mobility ambitions grow.

P E O P L E & G O V E R N A N C E

Roles & Responsibilities

A successful mobility programme depends on clear accountability on both sides. The following roles and responsibilities apply across the full programme lifecycle. Both VerseBikes and your organisation are expected to assign named individuals to each role before Phase 1 begins.

Your Organisation

<p>Programme Sponsor</p> <p>Senior leader accountable for the programme's strategic objectives, budget, and outcomes. Attends quarterly steering reviews and provides escalation authority.</p>	<p>Programme Lead</p> <p>Day-to-day owner of the programme relationship with VerseBikes. Coordinates internal stakeholders, approves deliverables, and attends all governance meetings.</p>
<p>Operations Manager</p> <p>Responsible for daily fleet operations, staff scheduling, incident response, and maintaining SLA compliance. Primary contact for operational issues.</p>	<p>Technical Lead</p> <p>Owns the IT and systems integration aspects. Works with VerseBikes on software configuration, API connections, data governance, and platform access management.</p>
<p>Finance Contact</p> <p>Manages the programme budget, approves expenditure, processes invoices, and tracks costs against the agreed financial model.</p>	<p>Communications Lead</p> <p>Owns internal and external communications about the programme. Coordinates passenger messaging, staff briefings, and any media or public relations activity.</p>

VerseBikes

<p>Account Manager</p> <p>Your primary relationship contact at VerseBikes. Owns the overall programme relationship, escalation pathway, and strategic advisory engagement.</p>	<p>Implementation Lead</p> <p>Responsible for all Phase 2 and 3 delivery: fleet deployment, infrastructure installation, software configuration, testing, and go-live coordination.</p>
<p>Technical Consultant</p> <p>Leads the technology scoping and systems integration work. Provides architecture recommendations and oversees all API and data integration activities.</p>	<p>Field Service Manager</p> <p>Manages the maintenance and service schedule. Coordinates field technicians, tracks the service record, and manages SLA compliance for all vehicle and infrastructure faults.</p>

P E R F O R M A N C E

KPIs & Measurement Framework

A robust measurement framework is central to the Mobility Program. From Phase 1, we work with you to establish a KPI framework tailored to your programme's specific objectives. The framework covers four domains: operational performance, fleet health, user experience, and strategic outcomes.

Domain 1: Operational Performance

KPI	Definition	Target (Indicative)	Frequency
Fleet Availability	% of fleet available for use at any given time	≥95%	Daily
Trips per Vehicle per Day	Average number of trips completed per vehicle per day	≥5 trips	Weekly
Station Uptime	% of charging stations operational and functional	≥98%	Daily
Incident Response Time	Average time to respond to reported operational incidents	Per SLA tier	Per incident

Domain 2: Fleet Health

KPI	Definition	Target (Indicative)	Frequency
Preventive Maintenance Compliance	% of vehicles receiving scheduled maintenance on time	≥100%	Monthly
Mean Time Between Failures	Average operating time between unscheduled faults	>30 days	Monthly
Battery Replacement Rate	Annual battery replacements as % of total fleet	<15%	Annual
Vehicle Damage Rate	% of vehicles with recorded damage per quarter	<5%	Quarterly

Domain 3: User Experience

KPI	Definition	Target (Indicative)	Frequency
User Satisfaction Score	Average user satisfaction rating (1–10 scale)	≥7.5	Monthly
App / Access Uptime	% availability of passenger-facing digital access tools	≥99.5%	Monthly

Complaint Resolution Time	Average time to resolve a user complaint	<3 business days	Monthly
Onboarding Completion Rate	% of registered users who complete first trip within 7 days	≥60%	Monthly

Domain 4: Strategic Outcomes

KPI	Definition	Target (Indicative)	Frequency
Ridership Growth	Month-on-month growth in total trips	>3% MoM (first year)	Monthly
Modal Integration Rate	% of trips starting or ending at a public transport node	≥40%	Quarterly
Emissions Offset (Est.)	Estimated CO ₂ avoided vs. equivalent car trips	Tracked & reported	Quarterly
Programme Cost per Trip	Total operating cost divided by total trips	Tracked vs. target	Monthly

KPI Customisation

All targets above are indicative starting points. Before Phase 1 concludes, we work with you to agree targets that reflect your specific programme context, ambition level, and baseline data. Targets are reviewed and updated at each six-monthly Programme Review.

T E C H N O L O G Y

Platform & Software Framework

The VerseBikes technology platform is the digital backbone of your programme. It is designed for public transport operators: modular, interoperable, and built to work alongside your existing systems rather than replace them.

Fleet Management Dashboard

The fleet management dashboard is your operational control centre. It provides real-time visibility of every vehicle in your network — location, availability, battery status, active locks, and fault flags. The dashboard is accessed via a secure web interface with role-based permissions, ensuring each user sees the information and controls relevant to their function.

- Live map view of all vehicles with status overlays
- Automated alerts for low battery, zone breach, and extended inactivity
- Service request logging and technician dispatch management
- Maintenance history per vehicle with component-level records
- Financial reporting: cost per trip, maintenance cost trends, budget tracking
- Export to CSV, PDF, or direct API for integration with your reporting tools

Passenger-Facing Access

We provide a configurable passenger access interface that can be delivered as: a white-label mobile app, a module within your existing transport app, an RFID card or smartcard-based access system, or a combination of the above. The access interface allows passengers to locate available bikes, unlock a vehicle, report an issue, and review their trip history. All user data is handled in accordance with GDPR requirements and your organisation's data governance policies.

Integration Architecture

The VerseBikes platform provides a documented REST API and standard data connectors. We support integration with common transport platforms including national ticketing systems, GTFS real-time feeds, MaaS (Mobility as a Service) platforms, and third-party analytics environments. All integration work is scoped and documented during Phase 1 and implemented during Phase 2.

D A T A & C O M P L I A N C E

Data Governance & Privacy

Responsible data handling is a non-negotiable part of the VerseBikes programme. We design our data architecture, retention policies, and access controls to meet the standards required of public transport operators — and to give you the transparency and control you need to meet your own regulatory obligations.

Data Ownership

All operational data generated by your programme — trip records, fleet telemetry, user registrations, service logs, and performance analytics — belongs to your organisation. VerseBikes processes this data as a data processor on your behalf, under the terms of our Data Processing Agreement (DPA). You retain the right to access, export, or request deletion of all data at any time, including at programme end.

Personal Data Handling

- User registration data (name, contact, payment method) is stored in encrypted form with access restricted to authorised personnel only.
- Trip data is pseudonymised at rest — individual trips are linked to a user token rather than directly to personal identifiers.
- Location data is retained for a maximum of 90 days for operational purposes, then aggregated and anonymised.
- All personal data processing is limited to purposes specified in the DPA and your privacy notice.
- Users may request access to, correction of, or deletion of their personal data at any time via the passenger interface.

Security Standards

The VerseBikes platform is designed and operated to the following security standards:

- Data in transit encrypted using TLS 1.3 as a minimum
- Data at rest encrypted using AES-256
- Role-based access control for all platform functions with audit logging
- Annual third-party penetration testing with remediation tracked to completion
- ISO 27001 aligned information security management practices

Open Data Commitments

Where your programme generates data that is of public interest — particularly aggregated trip patterns, availability data, and emissions estimates — we support you in publishing this data in open formats. This may be required by your transport authority or local authority funders, and we see it as a positive contribution to the broader mobility data ecosystem.

T I M E L I N E

90-Day Implementation Roadmap

The following roadmap illustrates a standard 90-day implementation timeline from contract signing to go-live, followed by the transition into steady-state operations. Actual timelines will be confirmed in the Programme Blueprint and may vary based on the scale of your programme, site readiness, and integration complexity.

Week 1–2	Kickoff & Discovery Programme team mobilised. Kickoff meeting held. Discovery sessions scheduled. Stakeholder Register drafted. Technical scoping commenced.
Week 3–4	Needs Assessment User and geography analysis completed. Infrastructure readiness assessed. Technology integration architecture drafted. Initial risk register compiled.
Week 5–6	Blueprint & Approval Programme Blueprint drafted. KPI framework agreed. Rollout roadmap presented. Phase gate approval obtained from both parties.
Week 7–9	Fleet Sourcing & Config Vehicles ordered and configured. Pre-delivery inspection conducted. Software staging environment built. Integration development commenced.
Week 10–11	Infrastructure Deployment Site surveys completed. Charging stations and docking points installed. Physical infrastructure signed off by your facilities team.
Week 12	Testing & Acceptance End-to-end testing completed. Defects resolved. Acceptance sign-off obtained. Fleet delivered to operational location.
Week 13	Staff Training Role-specific training delivered to all relevant staff. Training records completed. Quick-reference materials distributed.

Week 14–
16

Pilot Launch & Hypercare

Controlled pilot launched. Daily operational check-ins maintained. Issues logged and resolved. Pilot Report produced at week 16.

Week 17–
18

Full Launch

Full service area opened. Hypercare support continues. User engagement communications distributed. Launch Report produced.

Month 5+

Steady-State Operations

Monthly performance reporting commences. Preventive maintenance schedule running. SLA monitoring active. First optimisation review at month 4.

Month 7

First Programme Review

Six-month Programme Review conducted. KPI performance assessed. Expansion readiness evaluated. Refreshed roadmap agreed.

Accelerated Timelines

For operators with urgent requirements, we offer an Accelerated Launch track that compresses the Phase 1–3 timeline to 60 days by pre-qualifying site readiness, using our standard Programme Blueprint template, and deploying a pre-configured fleet from our rapid deployment stock. Speak to your Account Manager for details.

NEXT STEPS

Starting Your Programme

Beginning the Mobility Program is straightforward. Our initial engagement requires no commitment to a full programme — we start with a structured discovery conversation, then develop a no-obligation Programme Blueprint so you can see exactly what your programme would look like before making any major investment decisions.

Three Ways to Start

1

Book a Discovery Call

A 60-minute structured conversation with our programme team to discuss your mobility challenges and explore whether the VerseBikes programme is the right fit. No preparation required.

2

Request a Programme Overview

We can present the Mobility Program framework to your team — in person or remotely — covering the full five phases, technology platform, governance model, and typical investment levels. Suitable for initial stakeholder briefings.

3

Commission a Needs Assessment

If you have a clear requirement and are ready to move quickly, we can proceed directly to a full Phase 1 Needs Assessment and Programme Blueprint. This is the starting point for operators with an approved budget and a defined delivery timeline.

Ready to Build Your Modern Mobility Program?

Join organisations that are transforming their everyday movement with VerseBikes.

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