

How Zipp Mobility launched and grew 20x within four months

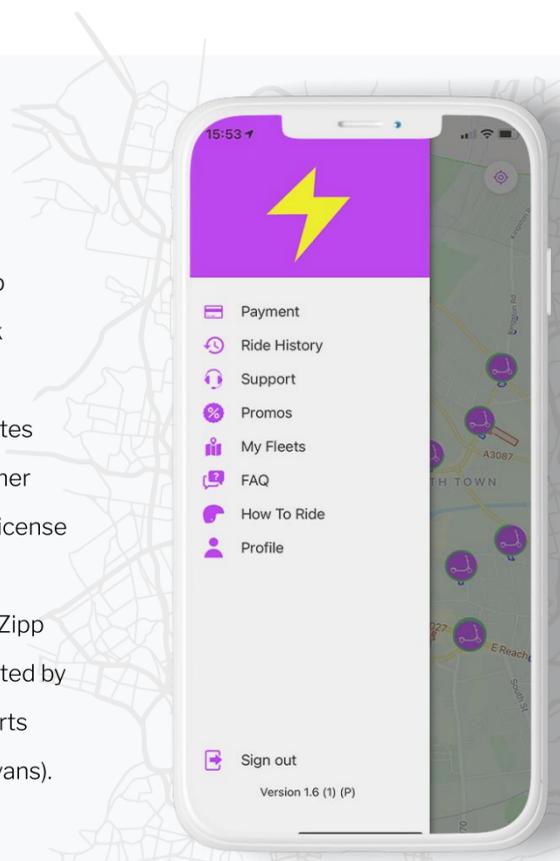


The Story

When the UK government announced its plans to legalize scooter-sharing trials in mid-2020, Dublin-based Zipp Mobility was ready to take months of planning into acceleration mode. With a fleet of electric scooters and a strong focus on sustainability in place, Zipp required a software platform and fleet-management system that would allow the company to secure sought-after local permits and seamlessly toggle between cities. As a small startup vying for market share against global scooter-sharing giants, Zipp required a swift and cost-effective way to streamline operations and support its deployment across multiple cities in the UK, Ireland and, eventually, continental Europe.

The Solution

Enter Joyride. Within a three-week period, Joyride developed Zipp Mobility's white-label user app that riders can download to unlock scooters on their iOS and Android devices; a fleet-management operator app; a web-based administrative dashboard that integrates payment processing and gives full operational control and customer support; an in-app ID-verification tool that enables riders to gain license approval upon rental; and the ability to support 100,000 calls/commands per second. With Joyride's geofencing features, Zipp was able to restrict its fleet operations to only those areas permitted by city laws and provide exact scooter locations for rebalancing efforts (which are conducted by full-time Zipp employees using electric vans). Joyride's solutions have also given Zipp access to SMS and email marketing features, as well as integrations with third-party providers.



The Success

In November 2020, Zipp officially launched its first scooter-sharing systems in three UK markets: Aylesbury, High Wycombe and Taunton. From there, Zipp quickly secured the second-largest market share among international scooter-shares in the UK—and with roughly 1% of the budget of multi-million-dollar global players. Within months, the company nearly tripled its initial funding amount and has seen its fleet size grow by 20x. “Operating on the Joyride platform has allowed us to focus our attention on expansion,” says Zipp Mobility Founder Charlie Gleeson, adding that he expects to double his UK presence by summer 2021 and launch in several mid-sized European markets by the end of the year. Internally, the Zipp team added 19 employees in a four-month period. “In an industry as operationally hands-on as ours, it’s great to have our software component taken care of. Success in this field is also measured by the city permits you win, and we believe our compliant and sophisticated solutions from Joyride have helped us move quickly.”



What Joyride Delivered

- ✓ Streamlined Zipp Mobility's software operations onto one multi-city mobility platform at a cost that was **50% more affordable** than comparable options
- ✓ Created a **Zipp Mobility-branded iOS and Android user app** (with instant ID-verification functionality for the UK market) and a fleet-management operator app
- ✓ Provided a **web-based admin dashboard** with Joyride customer service access
- ✓ Enabled Zipp Mobility to **grow its fleet size by 20x** within four months and hold the second-largest market share among international scooter-shares in the UK

Learn how Joyride's software platform can help you seamlessly scale your operations by emailing hi@joyride.city