

# Fast and Feature-First: How Joyride enabled Frog to leap back into Lisbon's scooter market



## The Story

For Sean Flood and David Touwsma, relaunching Frog in Lisbon's scooter-sharing market required significant legwork and a competitive edge. In early 2023, the duo behind EFO Ventures and Today set off to rebrand Frog as a franchise-focused fleet – growing in size by 300% to compete against Bird, Lime and Superpedestrian in the Portugal capital. We enlisted mobility entrepreneurs through our own networking in the Lisbon market,” says Today Co-Founder Sean Flood. “They know the city, the government and how to deploy scooters, and we know how to make a shared service successful.” The former Gotcha Mobility CEO adds that Lisbon is a micromobility hotspot due to a supportive government, a demographic that craves eco-friendly transport over car ownership and more than six million tourists every year.

Lisbon was the right location, but Today needed the right software partner in place. With Frog's current software provider not delivering what was needed for the new expanded venture, they were seeking a platform that would save time through automation and customer support - and offer a lineup of features that would make Frog a superior choice to its competitors. “We were going against huge firms that have in-house tech and strong app presence, and so we required a solution that wasn't only on the same level, but beyond it.”

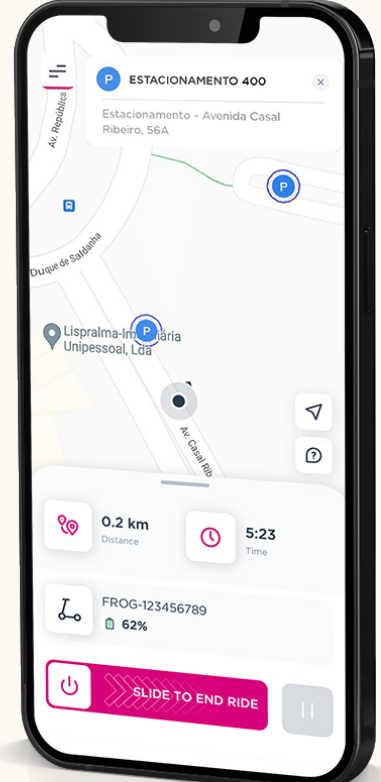
**“If you have the right tech partner, there are no limits. Switching to Joyride has freed up our time to focus our dollars and efforts on scaling operations and moving people sustainably.”**

SEAN FLOOD  
Co-Founder, Today

## The Solution

Enter Joyride. Frog required a seamless migration process that wouldn't disturb the customer journey. “We had to stand out against the big players. Both the look, feel and tech interaction had to be memorable for our customers,” Flood says. Joyride's branded Rider App appealed to Frog's need for speed. Aside from being developed within two weeks, the app's speed itself was a winning asset. “Our customers must be able to download, register and hit the road instantly, and our Joyride-powered app does it instantly,” Flood says. “The onboarding process for riders has to be intuitive. You can't have tech be the slow piece.”

On the backend, the Frog team was given a full dashboard management system that automated their operational hours, conduct promotional marketing campaigns, set geofencing parameters and track revenue/rides instantly. Flood and his partners were also impressed with the pace of Joyride's 24/7 support team, who responded to both customer and operator inquiries across multiple time zones. “Joyride proved very early on that you can compete with billion-dollar companies with the same level of sophistication and a support network that goes the extra mile.”



## The Success

In May 2023, Frog officially relaunched in Lisbon, marking the first stop in the brand's European expansion. The migration process of switching software providers was a seamless transition, and the fleet size successfully swelled by 300% on the Joyride platform. “The app was translated quickly and from a brand standpoint, our interaction with customers has been a win from the start,” Flood says. “Our interaction with Joyride as a company has been a success, too.” He adds that in the micromobility space, having connectivity to tech founders is a key asset. For example, Joyride Founder and CEO Vince Cifani, was accessible to Today throughout the launch process, crafting innovative solutions that were tailored to the brand's needs. Looking ahead, the intention for Frog is to extend to other cities in Portugal, Spain and the rest of mainland Europe throughout 2023 and into 2024.

## What Joyride Delivered

- Streamlined Frog's software operations onto one mobility platform at a cost that was 50% more affordable than comparable options
- Enabled Frog to grow its fleet size by 300% and increase its market share against Bird, Lime and Superpedestrian
- Transitioned Frog to the Joyride platform within two weeks with no disturbance to the fleet's user base
- Created a Frog-branded iOS and Android user app with native and third-party premium features



Web-based admin dashboard



Fleet management operator app



24/7 Joyride operator support access



Unlimited growth potential

Learn how Joyride's platform can help you seamlessly scale your mobility business

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