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Healthy and socially connected lifestyles are increasingly the quality of life people crave. Brick & mortar retail isn’t dead, boring retail is. Personal relationships from the corner store, the librarian, coffee shop and bistro-familiarity, community and connections that can be made by walking win.

**Live. Work. Play.**
The Really Great Outdoors

The power of the great outdoors strengthens and heals mind, body and spirit. Time outside is essential to improving health. There are a number of ways to do it, but it starts with putting down the phone and experiencing the outdoors, alone or with a group.
Digital heroin is what many call our addiction to the small screen. It has been found that frequent use of electronic devices can change dopamine levels in the bloodstream, and thus a mood shifter. There seems to be a growing wave of protest that is looking for more social sustainability, and real interactions.
More than half (57%) of urban consumers said that mobility is more important than ownership, a jump of 13 percentage points from a similar survey done in 2015.
This preference toward mobility has translated into demand for alternatives. As a result, the amount of private financing available for transportation services has grown dramatically, enabling private mobility service companies to deploy larger fleets in a much shorter period of time. Greater supply leads to more convenient access - which ultimately leads to even faster adoption.

Source: https://medium.com/populus-ai/the-micro-mobility-revolution-95e596b5754
Ridesharing has doubled the overall size of the for-hire ride services sector since 2012. More than 2.61 billion passengers have taken Uber, Lyft or similar in 2017, a 37% increase from the 1.90 billion passengers in 2016.

For every mile that ride-hailing has eliminated, it has added 2.8 miles, causing an increase in CO2 emissions by 2 million metric tons per year.

Bike share in the U.S. has continued its brisk growth, with 35 million trips taken in 2017, 25% more than in 2016. This growth is attributable to increasing ridership in existing systems as well as the launch of several major new bike share systems across the country.
Shared electric scooter services from companies such as — Bird, Lime, Skip, Scoot, or Spin — have been available in US cities for less than 12 months and already a large number of people (3.6%) have reported using them.

source: https://medium.com/populus-ai/the-micro-mobility-revolution-95e596db3754
Dockless has caused a backlash in some communities where people find the bikes and scooters a nuisance. Companies who work with cities and legislations to deploy their fleets have found more success.
Boosted Board reported that 80% of their riders use boosted as part of their daily commute. Their #1 use case is commuting, followed by running errands and riding for fun and their customer age ranges from 18 yo to 50 yo.
According to the EPA, if drivers decided to walk or bike instead of drive for half of all car trips shorter than a mile, drivers would avert 2 million metric tons of CO2 emissions a year and save $900 million annually.
Our Mission
is to build technology products that move the way people move

Our Vision
is to create a new mobility ecology of freedom, sustainability, health, social connection, and pleasure for all

Our Motto
Autonomy for Humans™