

## **Joyride leverages Ontario government support for innovative docked mobility solutions**

*In partnership with the Autonomous Vehicle Innovation Network, led by the Ontario Centre of Innovation (OCI), Joyride has developed a next-generation electric scooter docking integration system.*

TORONTO ([PRWEB](#)) January 11, 2021 -- Global micromobility software platform Joyride has received support through Ontario's Autonomous Vehicle Innovation Network (AVIN) R&D Partnership Fund toward a project that will foster the creation and deployment of new docked scooter fleet solutions for its partners and customers. Developed in-house by Joyride, the offering will enable shared bike and e-scooter operators to manage an array of docked, dockless and hybrid systems entirely through Joyride's software integration.

The venture is timed with a large push among global cities to implement alternatives to the dockless scooter model. "As micromobility continues to expand across cities, regulators are demanding that operators provide more contained and efficient solutions that will not negatively disrupt streets and sidewalks," said Joyride Founder Vince Cifani. "By building this integration, Joyride will be the first micromobility platform to offer a fully agnostic docking station module for entrepreneurs looking to launch their own fleets."

Now nearing the close of a year-long development period, the project was conceived as a cutting-edge solution for Joyride's customers in 100-plus global markets who have expressed a clear need for fully integrated docked solutions that enable their expansions to new markets. The final project will be officially released internationally in the coming months.

Through AVIN, Joyride received \$93,405 in support from Ontario, with a further \$188,809 in industry contribution, for a total project value of \$282,214.

"This innovative project with Joyride demonstrates how technology is offering new solutions for people to travel from A to B," said Vic Fedeli, Ontario Minister of Economic Development, Job Creation and Trade. "Through the Autonomous Vehicle Innovation Network (AVIN), our government is partnering with homegrown small and medium-sized technology firms whose pioneering mobility technologies can be marketed to the world and aid in Ontario's recovery from the COVID-19 pandemic."

"The Ontario government is proud to support new and emerging technology like this innovative e-scooter solution," said Caroline Mulroney, Ontario Minister of Transportation. "Ontario is currently running a five-year e-scooter pilot to give people a new, clean and green way to get where they need to go, and projects like this can help businesses expand and make it easier for people to access e-scooters where they live."

Through docking stations, vehicles are organized into discrete locations to simplify asset tracking and maintenance while they are automatically charged. Joyride anticipates that once the infrastructure has further matured, docked and/or hybrid solutions will account for at least 50% of the shared micromobility market, which is expected to grow to \$300 billion over the next decade.

### About Joyride:

Joyride is a software platform that enables companies to seamlessly launch, manage and scale shared electric scooter and bike fleets. Currently powering micromobility operators in 100-plus global markets, Joyride's



turnkey solutions include a white-label user app, backend management dashboard, IoT connectivity, hardware-agnostic integrations and long-term vehicle rentals. To learn more, visit <https://joyride.city/>.

About AVIN:

The Autonomous Vehicle Innovation Network (AVIN) is a Government of Ontario program, led by the Ontario Centre of Innovation (OCI), designed to reinforce Ontario's position as a North American leader in transportation technology and infrastructure systems. Through resources such as research and development (R&D) support, talent development, technology acceleration, business and technical supports, and demonstration grounds, AVIN provides a competitive advantage to Ontario-based CAV companies.



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