

## **BIKEID, A COMPANY STATIONED IN CHAMPION INCUBATOR CENTER, CREATED DATABASE TO PREVENT BIKES FROM BEING STOLEN**

BIKEID, a company stationed in TKU Champion Incubator Center, has set up a website for bikers, assisting them to establish a bike database where the detailed information of their bikes is included, so that when their bikes are lost, they can announce the message on the website and request others to look for the missing bikes. In other words, the website can be called the “Bicycle Office” for the bikers. This creative service attracts many medias to report, and Bikeid also won a medal of 2008 Venture Capital and Technology Industry Communication Program, run by Dept. of Economic Development, Taipei City Government.

BIKEID has been stationed in TKU Champion Incubator Center since this March. Mr. Liu Kuo-hsien, the person in charge of the company, is an alumnus of Dept. of Insurance, and he indicated that every biker could use their bike database on their website (<http://www.bikeid.net>) for free. As long as they become the members of the website and fill in the information of their bikes, the website will mail the burglarproof sticker to the owner of the bikes. The idea comes from the burglarproof branding on motor vehicles: the sticker is attached to the clear site of the bike, which can let the thief give up the thought of stealing the bikes. So far there are 2902 members joining the services of the website. If the members’ bikes are lost, they can announce the message through the website, and all the other members can know the detailed information of this missing bike as soon as possible. Through the members’ help, there will be more chance to find back the missing bikes.

Through TKU Champion Incubator Center recommendation, BIKEID also cooperates with the Incubator Center of National Taipei University of Technology, inventing the platform for recording and analyzing the data of

riding bicycles. A simple instrument like pedometers can record the miles, speed, heartbeats, and calories consumption when the bikers are riding bicycles, which can be the reference for personal health management.

Mr. Liu maintains close relationship with TKU Cycling Club. Through the help of the club leader Hsiao Yi-tung, a junior of Dept. of Business Administration, he has find some TKU students assisting the security management of the website. He also found the sponsor to design the outfit for TKU Cycling Club. In the future, he will be glad to offer his knowledge of repairing and maintaining bikes, and to provide TKU bicycle patrol team with burglarproof stickers, “because service is the main idea for BIKEID,” said Mr. Liu. Last but not least, he designs an emergency card for the members of the website. If the accident happens to the bikers, the emergency card can offer the information of the biker to report the emergency clearly and effectively. One day the website will also inform the information of dangerous roads, so the bikers can ride more safely. ( ~Shu-chun Yen )

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