

### Summary of Agile Pilot

Company name	<b>YOURLOX</b>
Company location	<b>Trnava, Slovakia</b>
Domain	<b>Digital services, Health and Well-being</b>
Municipality	Košice, Slovakia
Project period	August - December 2025, 4 months
Solution	The "Employer Guarantor" program is an innovative initiative designed to promote micromobility and a healthy lifestyle. It enables local government employees to access the LOX shared sports equipment system. The program aims to help cities maximize public space usage and motivate employees to stay active.
Stakeholders	Employees and managers of City Hall Košice, students of C. S. Lewis Lyceum
Lessons learned	<ol style="list-style-type: none"> <li>1. The pilot highlighted the need for more comprehensive communication; the email campaign and new content are prepared for large-scale rollout in spring 2026.</li> <li>2. It established conditions for expanding to municipal enterprises in Košice, schools, other local governments (MČ Dúbravka, Bratislava; MČ Prague 4), and commercial partners like Decathlon.</li> <li>3. The results monitored so far strongly support adjusting KPIs for future periods, when support will include year-round communication and a broader target audience.</li> </ol>
KPI 1 Number of users	<p>170 users</p> <p>During the pilot, 14 employees from Košice actively used the service. The number of active users was small: employees initially misunderstood the benefit, thinking it only applied to indoor LOX. It was also recognized that better awareness is needed, as the benefit extends to other LOXs in the city.</p>
KPI 2 Number of rentals /months	<p>190 rentals</p> <p>The average of 12 rentals per month was quite low, mainly because of reduced usage in October and December.</p> <p>Several factors contributed to the lack of improvement in the quantitative KPIs, including seasonal effects during spring and autumn, the limited size of the target group, the gradual adjustment of communication and technical components, and the short pilot period for this specific solution.</p>
KPI 3 Average rental duration	<p>14 minutes</p> <p>The average rental period increased to 33 minutes, well above the initial KPI. This shows that users engaged in a complete sports session rather than just a brief trial of the device.</p>
KPI 4 Repeat activity rate	<p>Repeat activity rate: 51%</p> <p>This value is above average, even when compared to cities with standard public LOX operations. However, it may be influenced by the small number of users.</p>
Evaluation of the business model focusing on its viability and potential for growth	<p>The pilot reviewed the adoption rate among city employees, examined the frequency and intensity of LOX use in the guarantor benefit mode, observed user behaviour in interior versus exterior placements, assessed the technical stability of the solution after modifications, collected feedback from the city and end users, and evaluated the potential for scaling the solution to other institutions.</p> <p>Value derived from piloting YourLOX using agile methods:</p> <ul style="list-style-type: none"> <li>• Validation of the core value proposition of the solution - a free employee benefit provided through a city- or company-sponsored model.</li> <li>• Improved technical maturity of LOX devices for indoor use and targeted network environments.</li> <li>• Deployment of new features inspired by observed user behaviour during the pilot, such as automated user tagging and GDPR-compliant account deletion.</li> </ul>

	<ul style="list-style-type: none"> <li>• Customized onboarding process designed to align with the structure of municipal organizations, utilizing a mix of emails, QR codes, and internal intranet tools.</li> <li>• Quickly iterate support materials and communication content using feedback from the target group.</li> <li>• Built trust with public stakeholders and created a scalable, repeatable model.</li> <li>• Onboarding a new team member responsible for marketing, social media, and email campaigns.</li> </ul> <p>Without agile piloting:</p> <ul style="list-style-type: none"> <li>• Technological limitations would have only become apparent during a later implementation stage.</li> <li>• The need for more effective benefit communication would have gone unnoticed.</li> <li>• Onboarding and user retention would still have been suboptimal.</li> <li>• Additionally, the "Employer Guarantee" benefit would not have had validated real-world proof of impact.</li> <li>• We wouldn't have been able to assess the new team member on a smaller scale.</li> </ul>
<p>Impacts</p>	<p>The pilot showcased the strong potential of the Employer Guarantee model for cities, schools, and corporations. To achieve long-term sustainability, we recommend expanding the solution, adding a semi-admin profile, selecting an appropriate business model, and developing a scalable communication strategy. These actions are essential for the nationwide and international rollout in 2026-2027.</p> <p>Additionally, the pilot allowed us to test collaboration with a new team member responsible for marketing, content strategy, and email marketing. We confirmed that this new team member is well-suited, and we plan to continue working together, even on a larger scale.</p>
<p>Suggestions for future actions, especially focusing on sustainability and replication</p>	<p>During the agile pilot, various technological enhancements to the YourLOX system improved the feasibility and scalability of the "Guaranteed Employer" business model.</p> <ul style="list-style-type: none"> <li>• Introduction of user tagging as a prerequisite for scaling to municipalities and companies</li> <li>• Implementation of a GDPR-compliant account deletion process</li> <li>• Optimization of LOXs for indoor use, a crucial factor for sustainable use</li> <li>• Preparation of a new generation of communication technologies for international deployment</li> </ul> <p>The pilot confirmed that the value promise and market reaction to the solution are positive. It demonstrated that the "Guaranteed Employer" concept is easily understandable and valuable for municipalities and end users alike. Additionally, it provided several insights that directly shaped the business model and the scaling strategy.</p> <ul style="list-style-type: none"> <li>• Verifying the value proposition and uncovering communication obstacles</li> <li>• Validating the solution across schools, city districts, and other local government entities.</li> </ul>
<p>Next steps</p>	<p>The agile pilot verified that the "Employer Guarantor" is effective, scalable, and sustainable over the long term, providing value to the municipality, employees, and the community. It also identified several areas requiring refinement to enable larger-scale deployment in Slovakia and internationally.</p> <ol style="list-style-type: none"> <li>1) Expanding the solution to municipalities and private companies. The "Employer Guarantor" was introduced to multiple cities in Slovakia and the Czech Republic, with most showing initial interest in implementing it by 2026. Meanwhile, we are also working on the initial deployment of the solution in the private sector.</li> <li>2) Communication standards are essential for successful scaling. We suggest keeping the unified communication toolkit intact and developing additional communication features based on it.</li> <li>3) Operational sustainability and business model proposal. We are considering two models to ensure the long-term economic and operational viability of the solution: Model A involves a one-time fee per employee (e.g., €1), giving the city a benefit at a fraction of the cost of an individual deposit, while enabling YourLOX to generate revenue without tying up capital. Model B offers a free benefit to the city in exchange for operational</li> </ol>

	<p>cooperation - YourLOX will provide the devices, and the city will exchange them via a semi-admin process, reducing trips and stabilizing service costs.</p> <p>4) New platform scaling options are now available. The pilot provided an opportunity to extend the solution to additional functional units:</p> <ul style="list-style-type: none"> <li>• Family accounts - introduced in response to employee demand.</li> <li>• Garant City / Garant School - available for free to citizens with permanent residence and students, with potential to serve as a public health support tool.</li> <li>• Integrations with third parties - particularly with sports communities or benefit systems.</li> </ul>
<p>Provider's Reflection</p>	<p>The pilot allowed us to verify not only the technical and operational aspects of the solution, but also how local government employees react to a new type of sports benefit. The key finding was that the solution's success does not depend solely on technology but also fundamentally on clear, targeted communication. In the initial phase, it turned out that employees misinterpreted the scope of the benefit, which directly affected its use. Therefore, we prepared a comprehensive onboarding information email, an adjustment of automatic notifications, a blog article, and a separate subpage for local governments. Today, these tools form the basis of a scalable model that we can repeatedly implement in other cities and schools.</p> <p>At the same time, the pilot showed that the solution has a much broader scope. Municipal districts, schools, municipal enterprises, and even multinational companies such as Decathlon showed interest. Many local governments identified the Employer Guarantee as a significant competitive advantage over other technology suppliers, and this benefit was often the reason why they decided to invest in new LOXs.</p> <p>The pilot introduced new directions, including the concept of Family accounts, the models of "Garant City" and "Garant School," and integration into existing benefit or membership systems. This demonstrates that the solution is highly scalable and prepared for expansion within both local government and corporate environments.</p> <p>From the solution provider's perspective, the Košice pilot was highly beneficial. It confirmed the business model's viability, bolstered the technological base, and demonstrated genuine interest from cities and the private sector. The pilot also offered a clear roadmap for future expansion and verified our readiness to scale the solution both nationally and internationally.</p>
<p>Municipality's Reflection</p>	<p>Košice City confirmed that the solution could be adapted for use by city organisations such as police, fire services, and schools. By spring 2026, it will develop enhanced communication channels, including social media, intranet, and emails. The solution is sustainable for the long term and well-suited for the senior population. The city recognizes that the pilot was short and time-limited, and the initial results should be viewed within the broader context of seasonal service variations and the necessary ramp-up for implementing innovations.</p>
<p>Expert's Reflection</p>	<p>Milan Čapka, Service Design Teacher, C. S. Lewis Lyceum</p> <p>Testing the YourLOX solution at C. S. Lewis Lyceum has demonstrated that it is a highly practical, contemporary tool well-suited to the school setting.</p> <p>Rastislav Kiavčín, Digital Marketing Specialist; Founder of Digiláci; Founder and Director of ToTheMoon Studio</p> <p>The Employer Guarantee model offers strong scalability because it delivers clear value to users and measurable results. This makes it attractive for cities considering long-term implementation. With effective communication, this model can effectively promote physical activity, raise community awareness, and enhance the brand of both the city and the solution provider.</p> <p>Ing. Mária Smiešková - Head of the Environmental Department, Bratislava-Dúbravka Municipal District</p> <p>The Bratislava-Dúbravka Municipal District views the YourLOX solution as a contemporary and valuable resource for promoting sports and the well-being of its residents.</p>