Hello Trans Tech:
Pioneering Sustainable Mobility in the Shared Economy

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EXECUTIVE SUMMARY

This case study examines the evolution and strategic initiatives of Hello Trans Tech, a pioneering force in China's shared mobility sector. Founded in 2016 amidst the boom of bike-sharing, Hello Trans Tech quickly emerged as a leader by leveraging innovative technologies and sustainable transportation solutions. The journey from its inception, navigating through phases of market expansion, technological adaptation, and diversification into electric vehicles and intelligent mobility systems. Key aspects include strategic partnerships with Alibaba and Contemporary Amperex Technology, its transition from bike-sharing to a comprehensive mobility platform, and its expansion into Singapore. The study also highlights the leadership of founders Yang Lei and Kaizhu Li, their vision for sustainable urban mobility, and Hello's pioneering efforts in AI-driven optimization and carbon-neutral initiatives. Through this exploration, readers gain insights into how Hello Trans Tech has reshaped urban transportation and positioned itself at the forefront of China's shared economy revolution.

INTRODUCTION

Shanghai Hello Puhui Technology Co., Ltd, a pioneering force in China's sharing economy, was founded in 2016 by Yang Lei. Originally a bike-sharing company in Shanghai, Hello Trans Tech (formerly Hello Bike) is now a travel-sharing and

life service platform in China that has developed innovative ways to enhance travel experiences in various cities.

The sharing economy has become a significant trend worldwide, especially in China. In such a competitive landscape, Hello Trans Tech has chosen to conduct efficient operations to survive and expand its market. In 2016, Hello Bike was officially launched; in 2018, Hello Electric Vehicle was introduced; in 2019, Hello Shared Bike was released; and in 2020, Hello Electric Vehicle business was launched. Between 2020 and 2022, Hello underwent a brand upgrade and expanded its commercial offerings to include local community life services.

Over the years, Hello Trans Tech has experienced impressive growth and has diversified its portfolio with micro-mobility solutions. Noteworthy achievements include the Bluetooth road stud parking technology. This technology involves the use of Bluetooth-enabled road studs to assist in parking. These road studs are equipped with Bluetooth technology, allowing them to communicate with vehicles or parking management systems to provide information about available parking spaces. Hello Trans Tech's emphasis on cutting-edge technology and user experience sets it apart from competitors in the market.

The main goal of Hello Trans Tech is to provide a more convenient mode of travel for users in the “last 1 km” of their journey. To achieve this, Hello Trans Tech has established an intelligent decision-making command center that utilizes modern information technologies and algorithms to efficiently deploy operational resources. In addition to providing transportation services, Hello Trans Tech aims to create a community-centered ecosystem that enhances urban living. In 2018, Hello Trans Tech launched a credit-free riding business and also proposed offering the first 15-minute ride free of charge to meet short-term car rental needs. Through effective marketing strategies, the platform has gained over 600 million registered users and expanded its services to 500 major cities nationwide. Users have collectively travelled over 58 billion kilometers, capturing a significant market share (Xinhua New Media, 2024).

Hello Trans Tech advocates for two-wheeled micro-mobility to alleviate strain on current infrastructure and foster a healthier, more vibrant lifestyle for its participants. By promoting the use of bicycles and similar modes of transport, the company contributes to reducing congestion on roads and public transportation systems. Additionally, Hello encourages individuals to engage in physical activity as part of their daily routine. Through these initiatives, Hello Trans Tech is redefining urban transportation and prioritizing its participants' health and vitality.

The more profound benefits promoted by Hello Trans are extensive and far-reaching. Regularly using this infrastructure promotes physical fitness by encouraging physical activity, improving cardiovascular health, increasing muscle strength, and enhancing flexibility. Engaging in active transportation or recreational activities also