



**AVOID THE 74 PITFALLS
THAT SINKS SERVICES.**

PITFALLS EXECUTIVE SUMMARY

CIRCULAR MOBILITY, DONE RIGHT.

BY JAANA YLIKOSKI

Circular Mobility, Done Right.

74 Critical Pitfalls in Kids' Mobility – And How Smart Operators Avoid Them

Executive Summary

Scaling kids' mobility isn't just about bikes — it's about systems.

Families demand reliability. Investors demand returns. Policymakers demand climate impact. Too often, operators collapse under hidden costs, weak capital flows, or misaligned partners. The result? Broken services, wasted money, and children / families left waiting for the service they were promised. This summary highlights the most common pitfalls, the business impact, and the global goals (SDGs) at stake.

Who This Is For?

Operators & Entrepreneurs: Avoid costly mistakes, protect your capital, and build resilient subscription models.

Retailers & Manufacturers: Understand how leasing, mobility changes demand, and design products that stay profitable in circulation.

Financiers & Investors: Pressure-test business models before capital deployment.

Policymakers: Ensure funding and regulation enable circular, sustainable mobility.

Pitfalls are not just Business Risks - They are SDG Risks

Pitfall Theme	Example Pitfalls	Business Impact	SDG Link
Product & Asset Strategy	Choosing bikes not built for leasing; Miscalculating full cost	Asset failure, wasted resources, lost resale value	SDG 12
Capital & Financial Resilience	Underestimating upfront capital; Misaligned investors	Liquidity gaps, stalled growth, failed scaling	SDG 11, 13
Operations & Infrastructure	No scalable workspace; Poor inventory planning	Inefficiency, downtime, reduced ROI	SDG 11
Customer Experience & Support	Mismanaging swaps; Underestimating support demand	Churn, equity gaps, excluded families	SDG 3, 10, 11
Financial Discipline & Contracts	Weak liability clauses; Failing to plan for insolvency	Asset loss, cash flow instability, legal disputes	SDG 3
Delivery & Logistics	Treating bikes like parcels; Poor rural planning	Failed deliveries, inequitable access, wasted CAC	SDG 10, 11
Systemic Challenges	Policy blind spots; Misaligned investment models	Broken procurement, short-term capital, underfunded circularity	SDG 12, 13, 11, 10

The Global Goals at Stake



Circular mobility models directly support these SDGs. Ignoring the pitfalls undermines them all.

Policy Callout: Why This Model Matters?

Every pitfall ignored becomes a public / private failure. Misaligned logistics, equity gaps, and affordability blind spots don't just hurt operators — they derail SDG progress and climate goals. Public investment at risk: Funds tied to unit purchases, or at all - miss the real outcome — uptime and access. Lifecycle blind spots: Procurement that ignores durability and resale locks money into broken flows. Innovation discouraged: Treating leasing & mobility as retail blocks new entrants and punishes circular models. Equity undermined: When services fail, families lose access or carry unexpected costs.

Every pitfall ignored becomes a public mistake. Misaligned logistics, equity gaps, and affordability blind spots don't just hurt operators — they derail SDG progress and climate goals. Funding must value uptime and lifecycle durability, not just purchases or at all.

Capital Pressure Is Real - Operators, Entrepreneurs

Operators are responsible for every euro of investor or public money they receive. Yet today, they are often left with no real choice: current

systems don't support circular models, so operators carry risks they cannot fully control. That's why avoiding pitfalls isn't just good practice — it's survival. The Pitfalls Playbook shows you how to avoid financial risk, protect your margins.

Closing Note

Every blocked partnership, every missed delivery, every stalled service ends the same way: kids / customers left waiting for the ride / service they were promised. Circular mobility won't scale until we fix the system — not just the product. *“Because this is not just about bikes, or even kids' mobility models. It is about building systems that work — systems where entrepreneurs can scale, operators can protect their margins, and families get reliable access. The world doesn't need more products; it needs smarter systems.”*

Go Deeper. Get the Full Pitfalls Playbook. Avoid the 74 Pitfalls that Sink the Services.

This Summary shows you the fractures that derail in models.

The full Playbook goes further:

- 74 pitfalls fully explained
- Strategies to protect margin and capital
- Real-world data for operators, retailers, investors, policymakers

Get the Full Pitfalls Playbook!

Writer



Jaana Ylikoski is a Founder and Strategist. She has led pioneering work in kids' bike leasing services, the cycling industry, and sustainable subscription models, with a background in Mobility-as-a-Service. She is the Writer of *The Mobility Playbook – System-Level Change, Industry Analysis & Strategic Guide* and *Circular Mobility, Done Right: Avoid the 74 Pitfalls that Sink Services*.

© 2025 Jaana Ylikoski. All rights reserved.

The digital publication is protected by international copyright law. No part of this playbook — including text, images, graphics, or layout — may be copied, reproduced, stored in a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording, or otherwise), without the prior written permission of the author. This edition is licensed for individual use only. It may not be redistributed, resold, or shared publicly, including via email, file-sharing platforms, or any digital channels, without express authorisation.

Mobility Playbook I Circular Mobility, Done Right.