

TECHNOLOGY
ENTREPRENEURSHIP

MICRO- MOBILITY

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Micro-Mobility



INTRODUCTION

What is Micro-Mobility?



What isn't Micro-Mobility?



Industry Overview

DESCRIPTION/HISTORY

- Urbanization
- Growing City Population
- The first/last mile problem



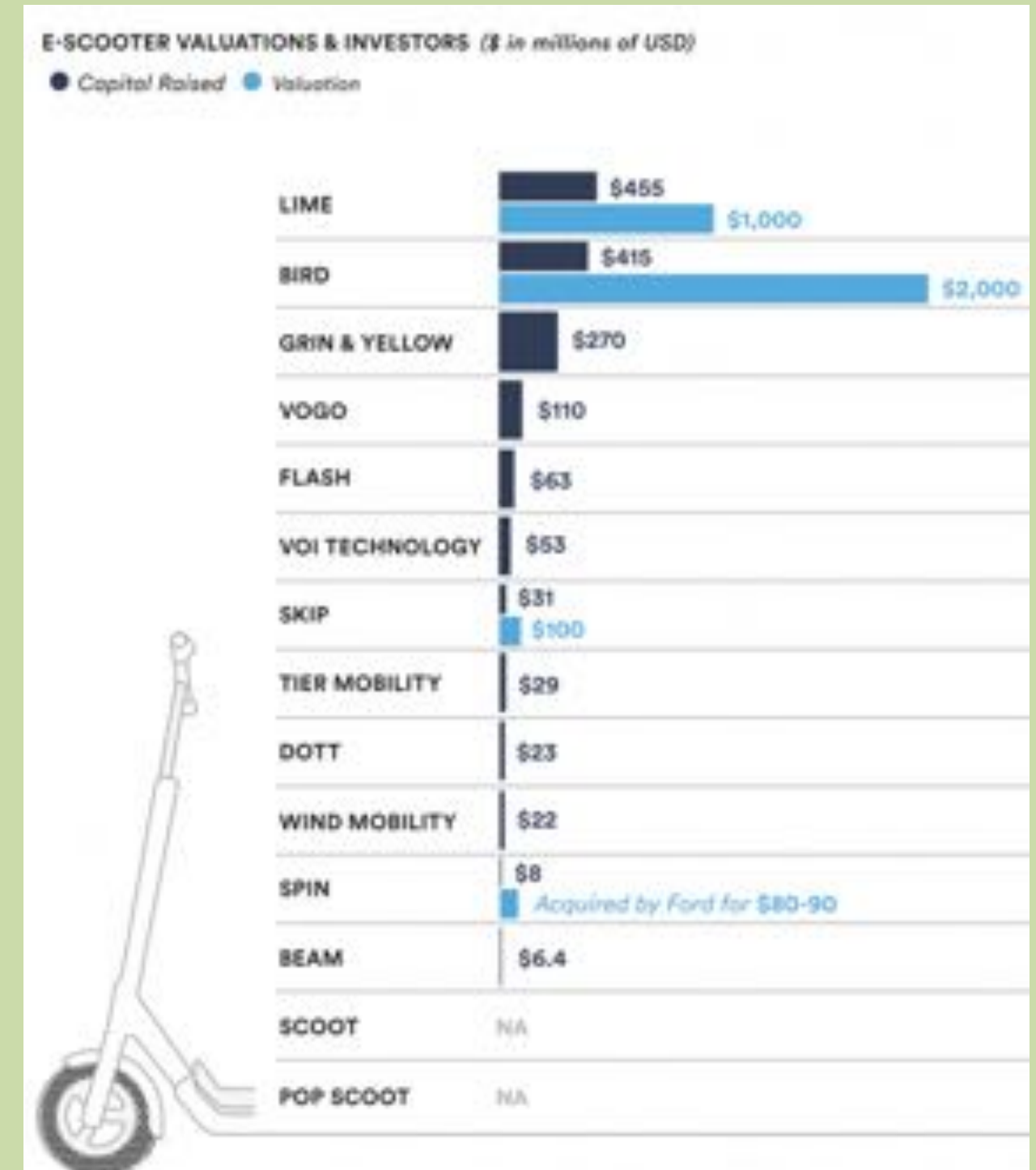
Industry Overview

- Globalized industry
- Up and coming industry as of 2018

STRUCTURE

- Riders use the companies app to input their payment information
- From there users can access a map of where all the scooters/bikes are
- Users can unlock and turn the bike by scanning the unique QR code on the scooter/bike with their smart phone camera
- The scooter/bike turns on and you can start your journey keeping a eye on the total ride cost within the app.
- To end the ride simply click end ride within the app.*

MAIN COMPANIES



INDUSTRY VISION



SOCIALLY INCLUSIVE



***SIMPLIFYING
TRANSPORTATION***



ON-DEMAND

AFFORDABLE



***ENVIRONMENTALLY
SUSTAINABLE***

Ecosystems



QR CODE SOFTWARE

GPS CHIPS

**WHOLESALE SCOOTER
SUPPLIERS**

USER FRIENDLY APP

LOCATION SOFTWARE

PASSPORT

SMART PHONES




Industry Standards

LAUNCH-FIRST; PERMIT LATER

The industry standards are still being sorted out by both the micro-mobility companies and the city legislative which are working very closely to find some sort of regulation for this new concept of "dockless" or "floating" technologies.


Some already established standards mostly revolve around safety.

Safe Riding



Bring your helmet to stay safe while you ride.

Where to Ride



Ride in bike lanes, not sidewalks, unless state or local law requires it.

Park



Don't block public pathways. Park by bike racks when available.

Current Industry Position

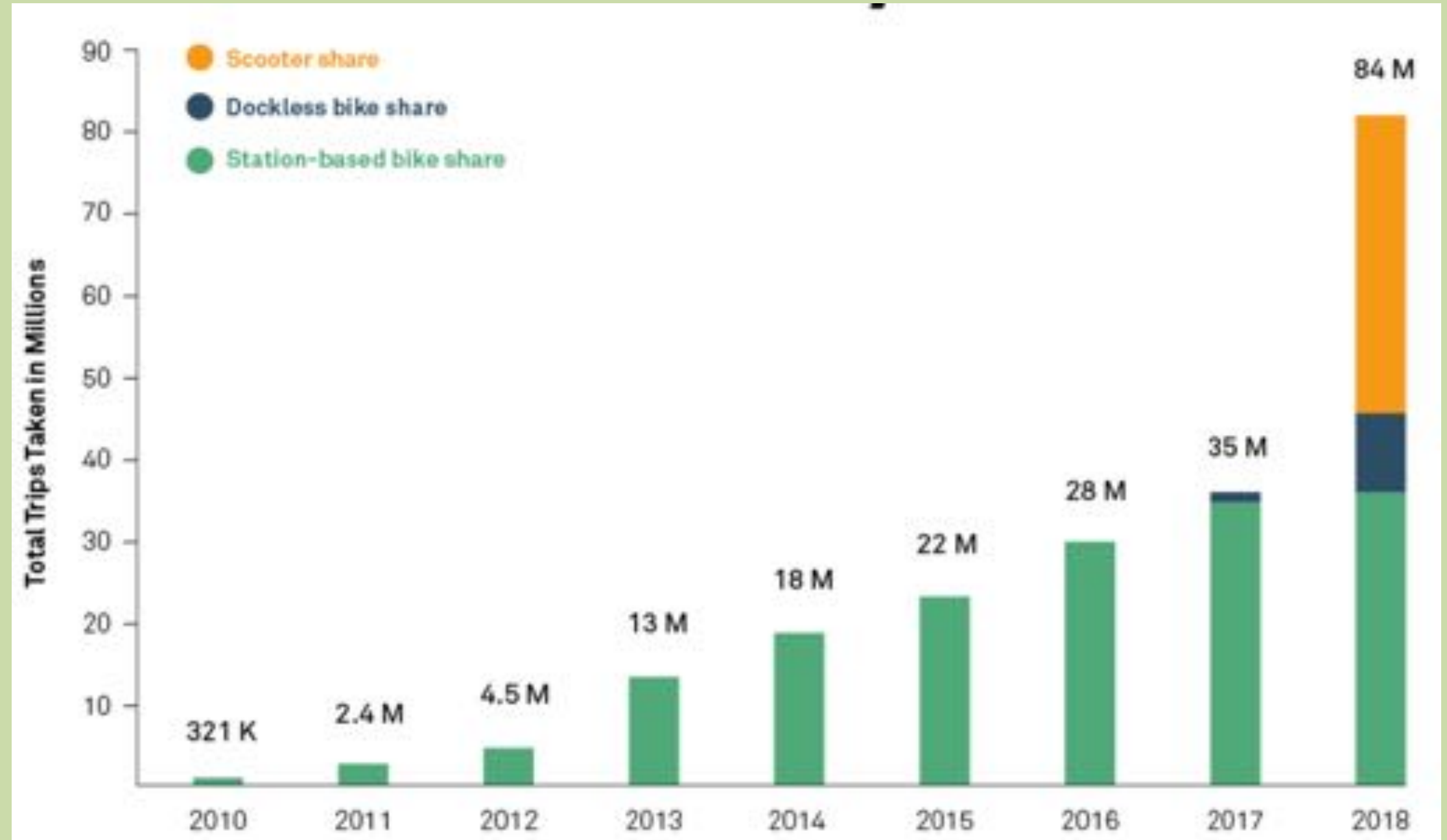


EVOLUTION

This industry began with docked bikes and is now evolving to include electric mini cars and even electric driverless vehicles.

CURRENT GROWTH

Profitable returns on investments and high demand have contributed to this high growth of the industry.



Barriers to Entry

LARGE SUMS OF CAPITAL

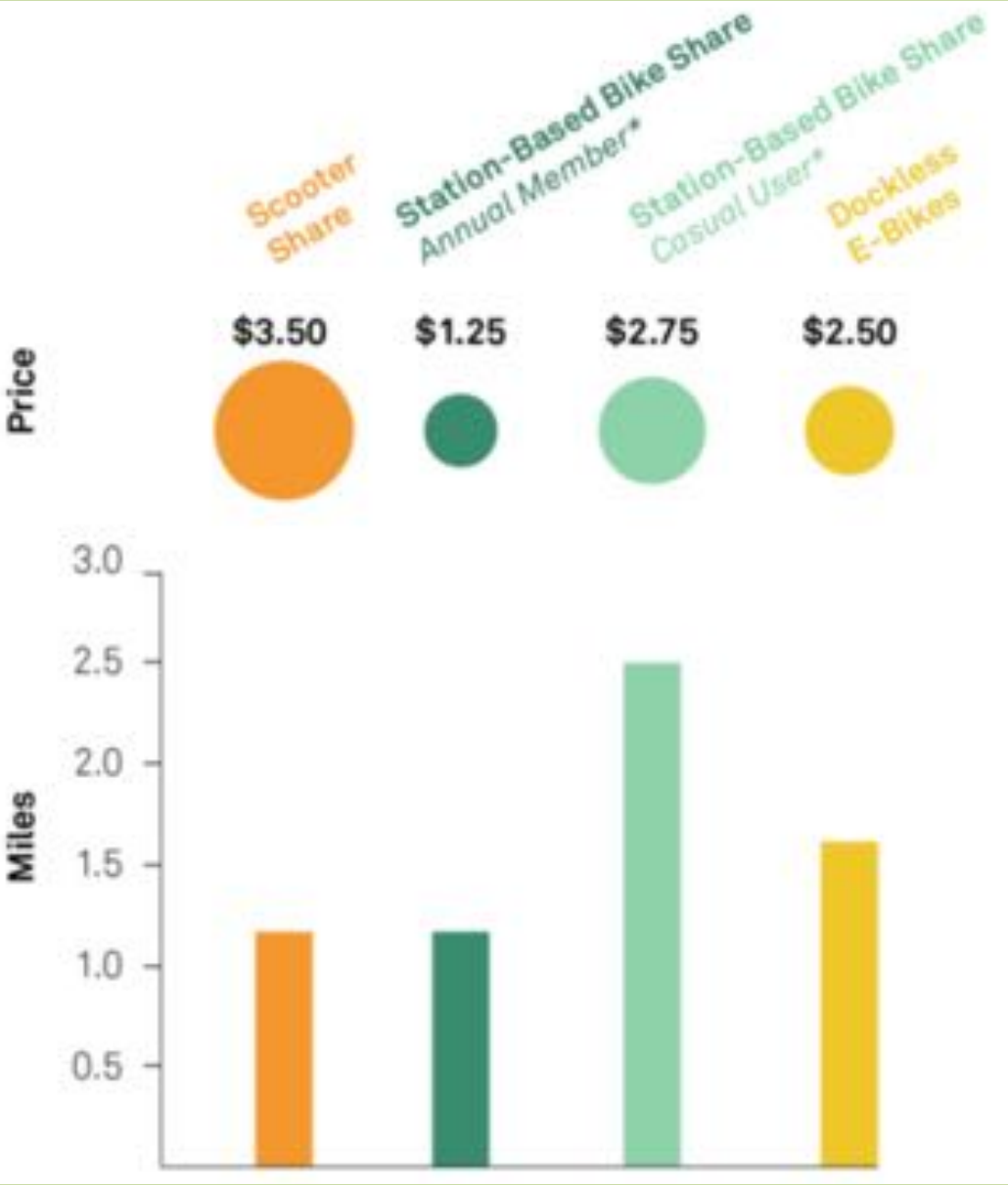


GOVERNMENT REGULATION

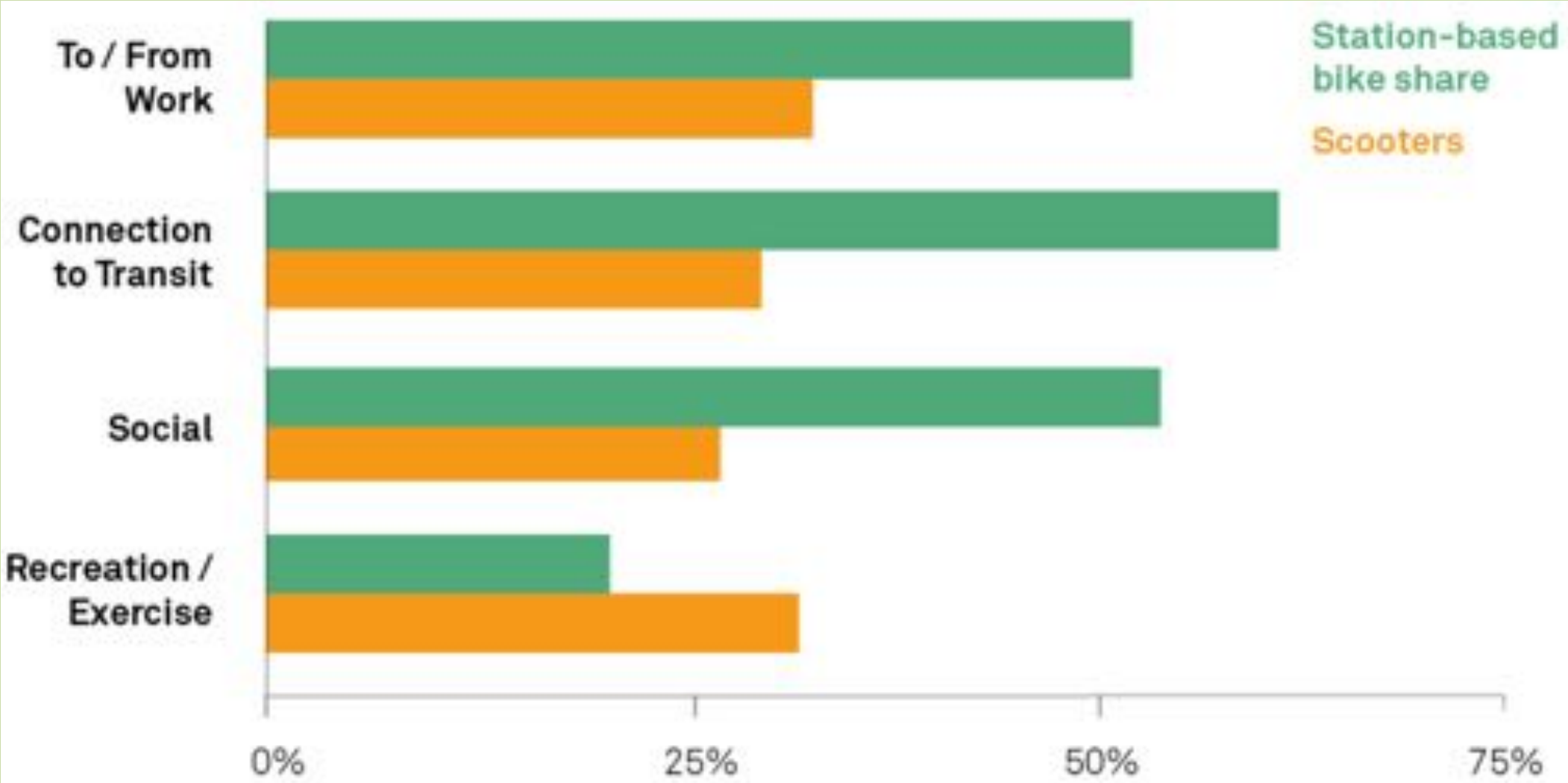
Market and Pricing

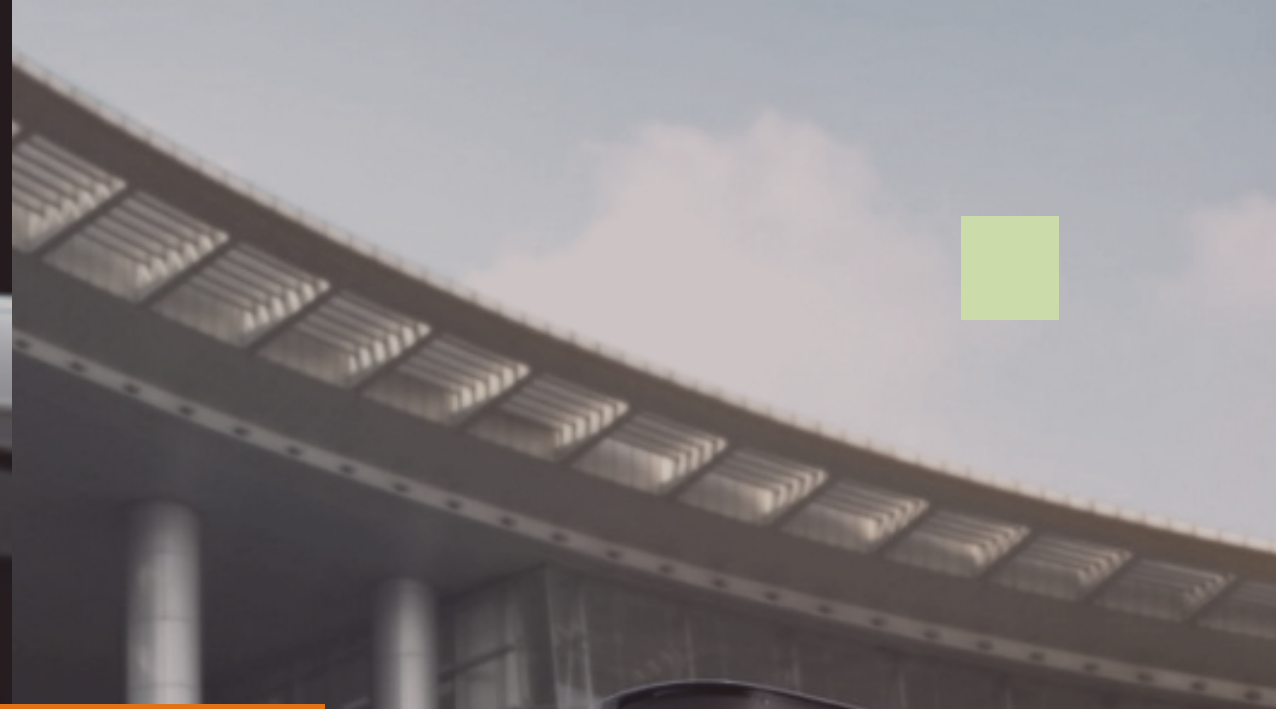


FIRST AND LAST MILE TRIPS ARE TYPICALLY LESS THAN 3 MILES.



WHY RIDE?





EVOLVING TECHNOLOGY

Companies such as bolt and other car industries are already working on implementing these 2 seater quadricycles electric vehicles to work with the same technology. Eventually the industry could go as far as implementing Automobility.

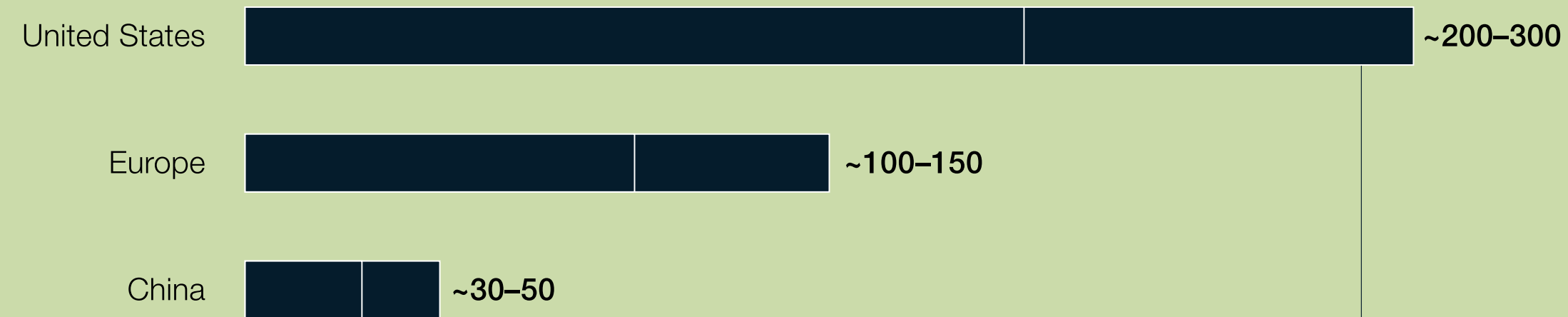


Industry Size



The shared micromobility market in China, Europe, and the United States could reach \$300 billion to \$500 billion by 2030.

Estimated size of micromobility market, by region, in 2030, \$ billion



China: pricing of micromobility offerings is only ~20% of that of United States

United States: ~47.5 million people ride a bicycle on a regular basis



US COMPETITION



LIME



BIRD



JUMP(UBER)



LYFT

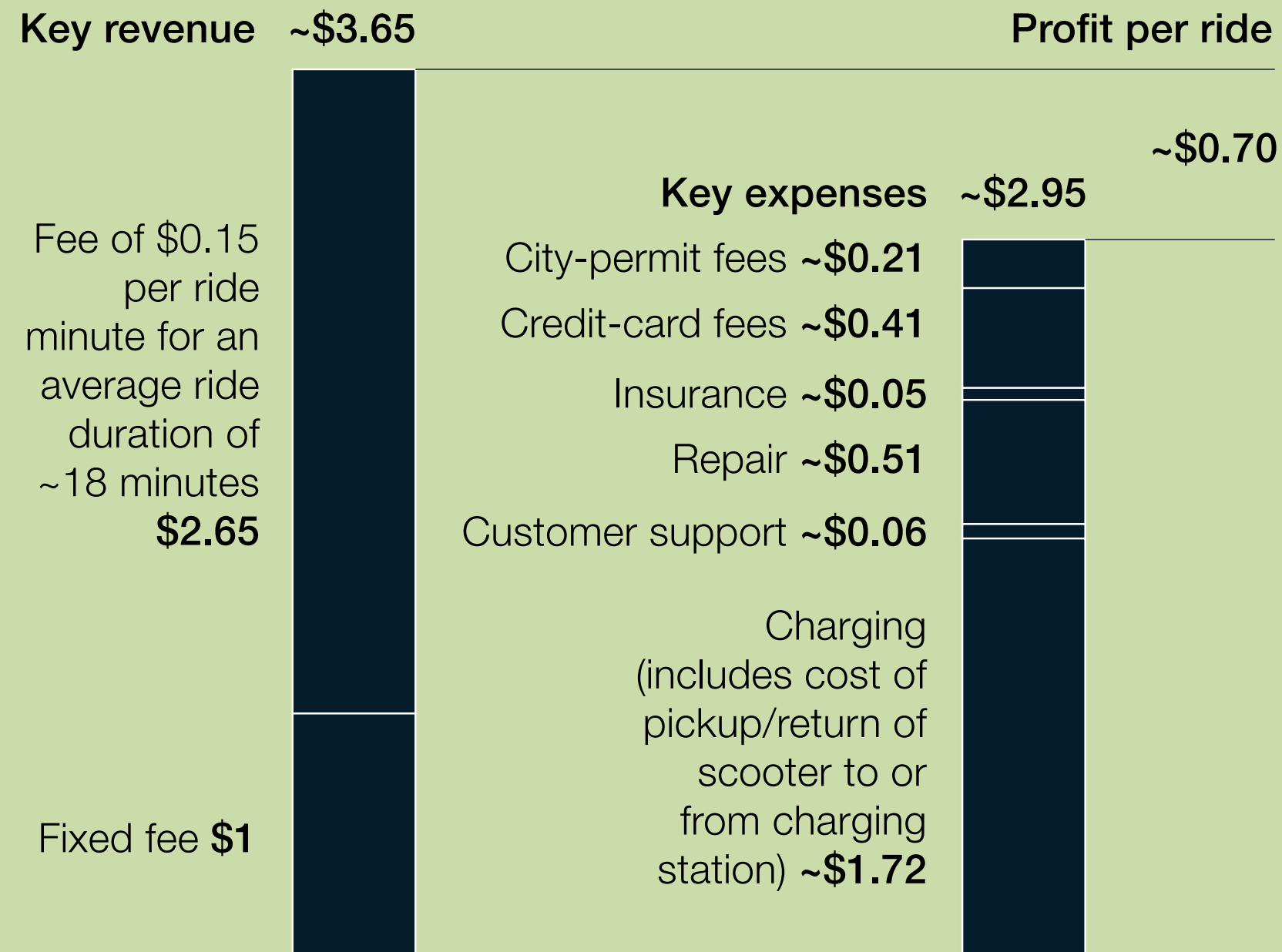


AND MORE!

APPENDIX

An e-scooter is economical after four months.

Revenue-and-expense estimate, per e-scooter ride, \$



Break-even point

For vehicle-acquisition costs of ~\$400 and a utilization rate of



5 rides a day,

an e-scooter is economical after ~114 days, or <4 months

Let's Talk

OPEN FOR QUESTIONS AND COMMENTS.

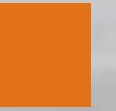
Have you been introduced to micro-mobility yet?
What are your thoughts on the industry?

How would you see it working here in Boston?

Do you think these companies will stick around or
is it a trend?



Citation



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