It is no secret that micromobility is booming. Last mile solutions have greatly altered urban life and, according to Mckinsey, the industry will be worth $400 billion dollars by 2030 with over 30 million vehicles that need to be charged and parked. But what about our cities? With the advent of micromobility there is already a degree of disorder in public space, vandalism and theft of vehicles, and issues of pedestrian safety. On the other hand, firms are spending up to 60% of their income on operations and charging. What can be done to properly integrate micromobility into a city's modal mix? DUCKT was founded with this very question in mind. We believe there is a really important role that micromobility will play in the future of urban transportation, but only when we solve the problems of integration and ease of use for everybody. Before developing our product, we defined what we see as the three major issues affecting the integration of micromobility in cities around the world:

1. Local Leadership and the public space: Operators can be viewed as "visitors" in the cities where they launch and dedicate their services to public use. While the citizens and local authorities are "the real hosts". They are the true owners of the city and are the most likely to be affected on a day-to-day basis of the arrival of new fleets. Safety and security issues may arise and the definition of public space is always in question. Local authorities need to take action and respond to these problems in order to position themselves not as spectator or even just as regulators, but as a leading partners of sustainable micromobility solutions.
2. Operational Efficiency Vandalism and theft of vehicles can be quite widespread, and pedestrian safety is of course another major issue at hand. While operators do care about making a positive change in people's lives, operational costs can be prohibiting. Firms are spending nearly 60% of their income on operations and charging. That is exactly why operational efficiency is the second mountain to climb.
3. MaaS Integration Dockless solutions are solving a great deal of last/first mile problem with a great level of freedom. But this freedom comes with a cost. These vehicles might end up anywhere but not exactly where they are supposed to be. Right next to a bus stop, metro stop or any other transport hub where passengers need a last mile solution the most. A semi-dockless model supported with dock solutions in densely populated centers and critical transportation hubs will create a seamless MaaS experience with operational efficiency and public space order.

Before we get into how we solved these problems, here's a quick primer about DUCKT. As every transport mode, we believe, micromobility needs a dedicated infrastructure as well. A disruptive approach is needed for this disruptive industry. E-mobility has the single biggest potential to stop climate change, and we are dedicated to empower efficient & simple ways for people to move without damaging the environment.
DUCKT is a universal charging solution that dock, lock and charge anything micromobility and shared in one solution. Designed to allow for the storage, safety and charging of 20 scooters streetside in the same space that one car would take up. All it takes to implement a DUCKT charging station is a standard grid connection and 4 simple bolts to fix the station to a flat concrete or asphalt surface. Our adaptors make every scooter you see on the street suitable to use the system.

Responding to these challenges has been a challenge in itself. In our modern daily lives, we don't realize the things that work perfectly. For example when every electrical product at your home just

works when you plug them in. Because that is how it is supposed to be. You cannot go to US today with your 220v charging plug and ask for them to change their infrastructure. Why? Because Edison won. And now US electric infrastructure standard is 110v. It is the same with every infrastructure, when the definition is right and widespread at the right time by the right people and product, It becomes a standard. But we all know how hard it was for Edison to create that standard. That is the challenge we are taking today. For the most rapidly growing mobility sector in the world, disrupting our commute every day, it is a challenge that includes policy makers, local authorities, scooter manufacturers and operators.

The nature of the challenges to realize micromobility is interdisciplinary, so is the DUCKT Team competencies. The team comprises: Cagri Selcuklu (CEO) a scholarship graduate of transportation design in Italy with mass produced public vehicles in EU market, Goksen Atalay (CTO) an IoT expert with a successful connected car startup with more than 20K users and Evren Yazici (Design Lead) with 9 design awards in last 3 years. We have 35 years of combined experience in IoT, mobility and supply chain management. This allows us to be very efficient in delivery and functionality of our solution. Our past experience in public transport solutions help us both define the problematic areas and help our clients solve them region by region. Especially post covid-19 potential showed all the cities where urban transportation is going. Now in an accelerator, personal mobility solutions are getting more and more space and policy support in the cities. We all know the existing problems with integration even without the scale that is coming very soon. It is the perfect time to take action to empower personal and efficient mobility solutions.

One year ago this month, when we started with an empty sheet of paper and full of ideas, we had the same dream in mind. Green and accessible mobility for all. Today, we have the great flexibility and operational efficiency by designing all our software and hardware in-house, by acquiring an international patent for most critical aspects of our solution, receiving more than 30 LOIs from city authorities, smart city initiatives, EU funds and key stakeholders from production and servicing, we developed a disruptive IaaS (Infrastructure as a Service) business model. DUCKT will have more than 60K stations in Europe in less than 3 years. We will roll out and scale our solution across Central Europe soon to scale all across the continent.

This is an opportunity to create a market that doesn't exist. Our planned Available Market is European cities and then we will scale to US and Asia Pacific regions. DUCKT targets respective shares in this new market. Starting by creating the market and acquiring it, we will have the first-to-market advantage in new entries and competition. Based on our experience and the market interest now, we calculated our Serviceable Obtainable Market as 3B € by 2030.