felyx

felyx e-scooter sharing
company presentation

- Selected by WIRED as one of Europe's 100 hottest startups
- Nominated as Top 10 B2C start-up at DT50 Berlin 2018
- Selected as "heavy weight" finalist at Get in the Ring
- Selected as startup case for Roland Berger business course
- Selected for Houthoff's legal Incubator program
- Invited to join EYnovation™, EY's startup/scaleup program
- Semi-finalist and awarded "best executive summary"

Going from A to B within busy cities has always been problematic, as current transport methods all have their disadvantages

Going from A to B can be problematic within cities…

… and urban transportation methods all have disadvantages

(Shared) cars and taxis
Affected by congestion (slow) and expensive

Public transport
Scheduled departure times, slow, overcrowded, not door-to-door

Scooters
Affected by polluting engines, theft, and speeding

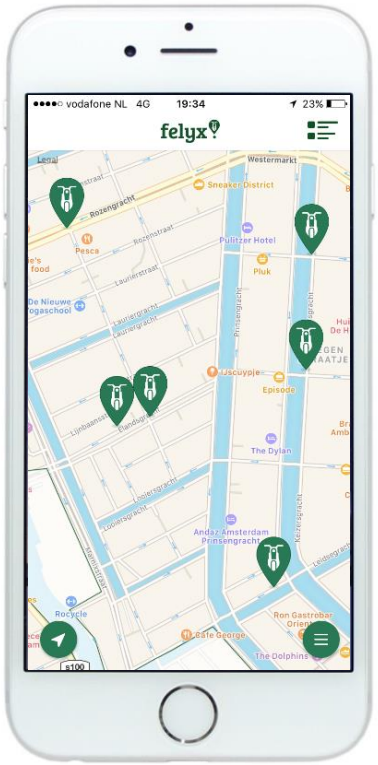
(Shared) bicycles
Limited to short distances and no solution for parking nuisances

Walking
Restricted to short distances as people on foot are slow

Cities face increasing mobility challenges due to ever growing urbanization

We solve this by offering shared electric scooters available through an intuitive app: the fastest and most convenient ride around town

Use the felyx app to locate, reserve, activate, park, and lock your e-scooter…



€0.30 per minute

… and enjoy the fastest and most convenient ride around the city

Our compact, sustainable, and shared e-scooters form an alternative for personal cars, taking up the majority of public space

1 felyx charges e-scooters by driving around with an electric van at night, swapping empty batteries

We combine new technologies and sustainability to offer a new door-to-door mobility service to modern travelers…

Using new technology

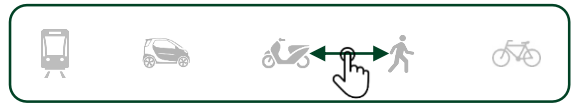
- High range (up to 80 km)
- Keyless, app-based, built-in 4G & GPS

Sustaining environment

- Powered by electricity from wind
- No emissions, pollution, or noise

Offering a new door-to-door mobility service

- Adding flexibility and choice to modern travelers
- Providing free-floating mobility as a service



Our mission is to be an innovative alternative for urban car usage

… in a time when global megatrends compel us to rethink and reshape the way we look at urban mobility

6.3 billion people (60% of the world's population) will **live in a city by 2050**[1]

Increasing and intensifying **traffic jams,** negatively **impacting economic growth**

4.2 million people die from the effects of **air pollution** each year[2]. This will **double** by **2050** if emissions continue to rise at **the current rate**[3]

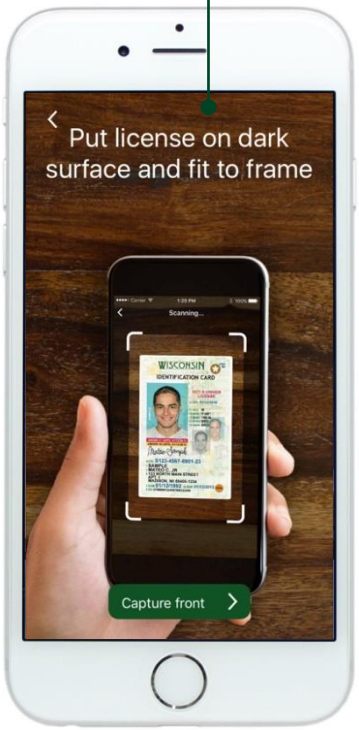
5.5 B tons of CO_2 (17% of worldwide CO_2 emissions) is emitted by **road traffic** each year[4]

1 Source: World Urbanization Prospects (United Nations)
2 Source: NOS (https://nos.nl/artikel/2229978-who-jaarlijks-7-miljoen-doden-door-vuile-lucht.html)
3 Source: WHO; Max Planck Institute for Chemistry
4 Source: United States Environmental Protection Agency

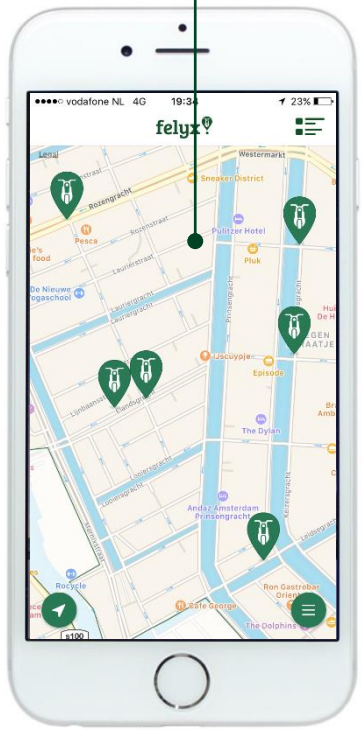
Our intuitive app allows users to easily locate and activate e-scooters

iOS functionalities[1]

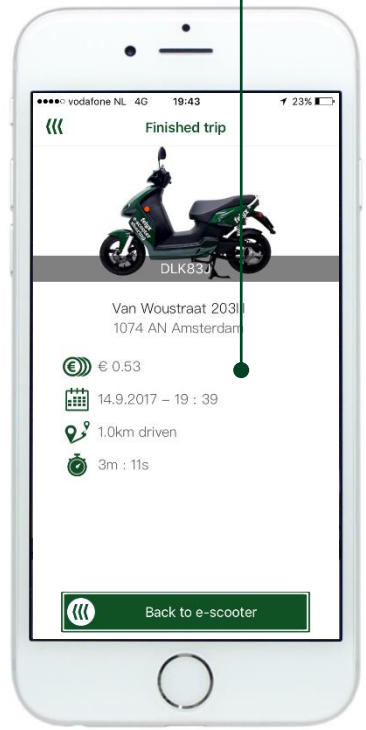
Create a personal account and verify license in app



See a map to locate and/or reserve e-scooters nearby



Get information on duration and price of past ride



Account creation and automatic verification within 10 minutes

Use app to unlock, start, park, and lock e-scooter

1 Android app is also available, majority of users has iOS

felyx will dominate Europe by launching in attractive cities and grow its fleet size by ~600% by the end of 2019

Last launched city: Brussels 614 vehicles

Benelux

- Expand cross borders based on our success in the Netherlands
- Launching our service in new cities like The Hague, Brussels

DACH region

- Funding is secured to launch in several cities in DACH
- DACH market holds huge untapped potential

Nordics

- Targeted approach to expand to main urban areas
- Opportunity to become the major player in the region

The combination train/felyx stimulates journeys by train, as the first and last mile go a lot faster, improving the overall user experience

Advantages

User experience

- The **first** and **last** mile ("voor- en natransport") will be **faster**, because felyx provides **individual public transport**
- The **NPS**[1] of felyx is +**85**%

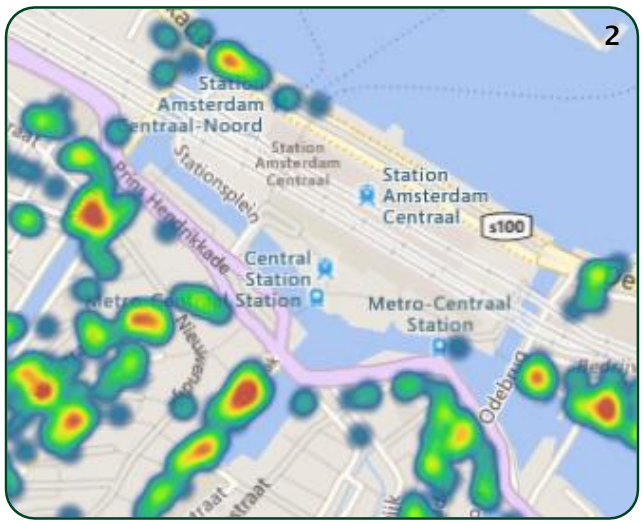
Ease of implementation

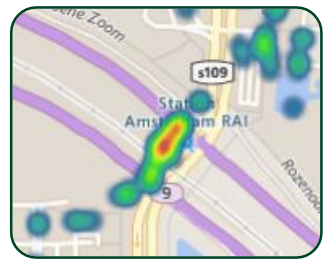
- Already **10%** of our **rides** start or stop at **train stations**
- **No infrastructure** is needed, designated spots are optional

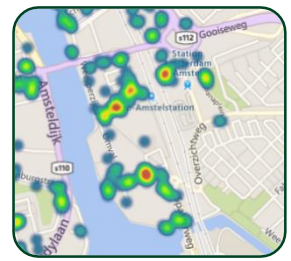
Sustainable

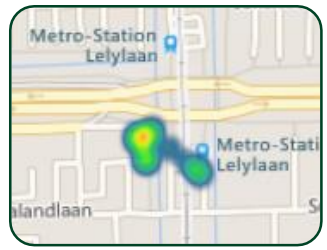
- Choosing **train over car** is stimulated, resulting in additional **greenhouse savings**

Heatmaps of felyx e-scooters at train stations









1. Net promotor score based on question "Hoe waarschijnlijk is het dat je felyx zal aanraden aan een vriend of collega?"
2. Parking at the "Stationseiland" and the Prins Hendrikkade is prohibited, therefore scooters cluster around the Centraal Station area

felyx' driven team successfully financed, developed, and launched a large e-scooter sharing concept within 18 months of idea inception

Product

- Co-developed **high-quality**, customized **e-scooter**
- Integrated **reliable hard-** and **software**

Authorities

- **Well-connected** to various (local) **policy makers**
- Attained **fiscal ruling** to attractively finance fleet

Branding

- Established **premium brand** image
- Attracted **influencers** and created **community**

Team

- Built **complementary** and **dedicated team**
- Established very **strong** & diverse **advisory board**

Partners

- Teamed up with **strong** and **reliable partners**
- Laid **foundation** for lean and **scalable business**

Revenue

- Grossed **6 digit revenue** since **halfway August**
- Realized ongoing **organic growth of users & rides**

Funding

- Raised **€1.4 m** in working capital
- Financed **€700k** for scooters **without banks**

IT development

- Developed **safe and fast user verification** process
- Optimized **battery swapping route** creation

Safety, air pollution, and nuisance concerns around (scooter)share initiatives were researched and addressed by felyx

DETAILED ON NEXT SLIDES

Safety

- Limiting speed (45 km/h)
- Reducing acceleration speed
- Preventing usage by tourists when required
- Turning scooters off at night to prevent drunken driving when required
- Having all season tires
- Having best quality e-scooter
- Partnering with local service provider

Nuisance prevention

- Offering nuisance form and responding within 30 min.
- Leveraging community for supervision of other users
- Excluding restricted areas for parking
- Checking state and quality of e-scooters every four days
- Monitoring costly e-scooters permanently to prevent abandonment

Air pollution

- Mitigating air pollution from current scooters
- Providing good alternative for people affected by congestion zones (“milieuzone”)
- Being an innovative alternative for urban car usage

Research underlines the positive impact scootershare initiatives can have on cities

“E-scooters seem to offer a promising solution in the battle against air pollution, sustainable energy use and healthy living environments” *The Lancet Planetary Health*[1]

Stakeholders such as GGD[2] and Longfonds[3] request a call to action against current scooters, especially for cyclists

1. http://www.thelancet.com/journals/lanplh/article/PIIS2542-5196(17)30079-7/fulltext
2. https://ggdgelderlandzuid.nl/nieuws/ggd-brommers-en-scooters-van-het-fietspad-af/
3. https://www.longfonds.nl/nieuws/snelle-actie-nodig-tegen-gezondheidsschade-door-scooters?page=2

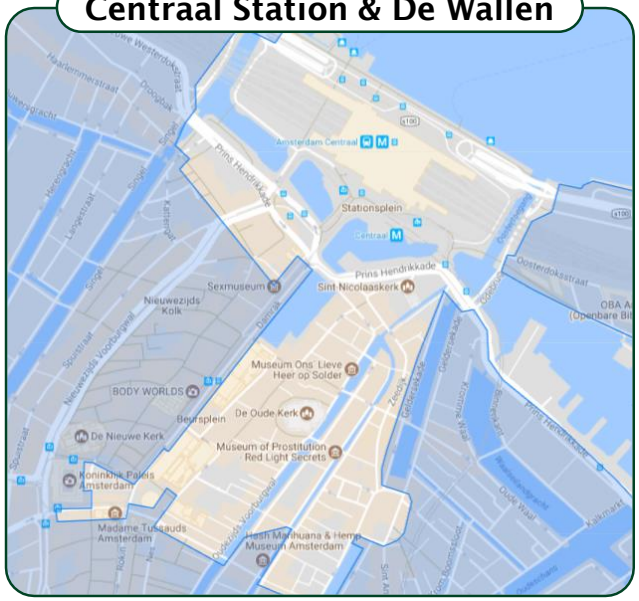
We digitally regulate parking through geofencing, and to prevent nuisance we have excluded busy areas from our service area

Excluded parking areas in Amsterdam

No service area

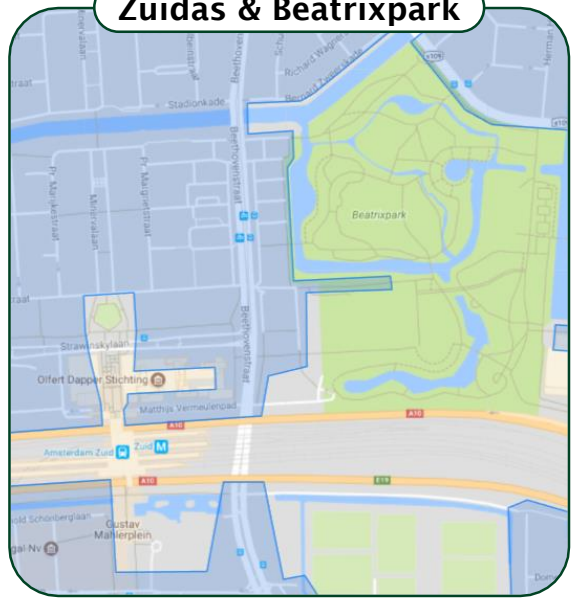
Service area (blue)

Centraal Station & De Wallen

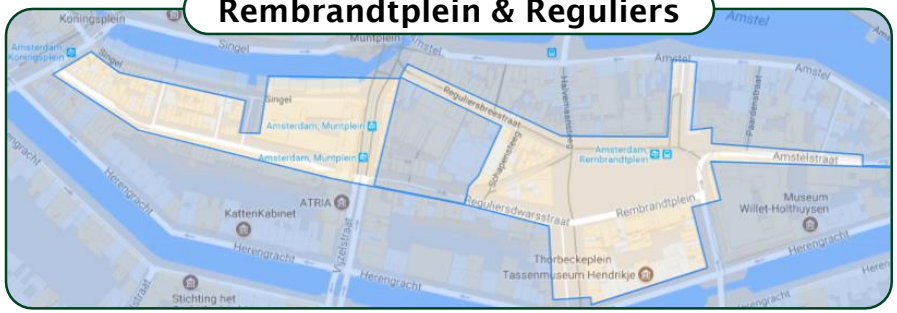


Leidseplein

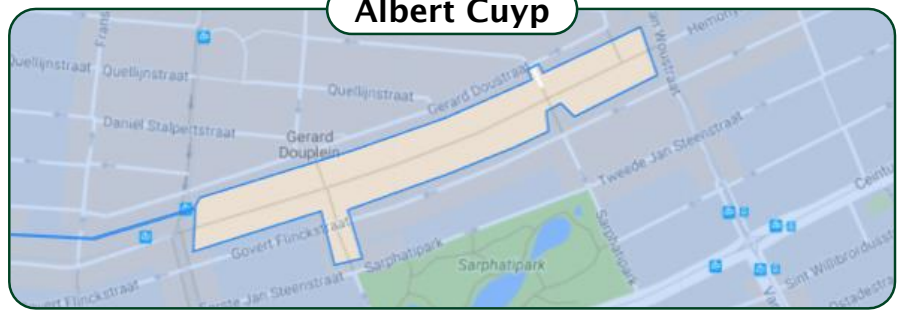
Zuidas & Beatrixpark



Rembrandtplein & Reguliers



Albert Cuyp



Rides can only ended within the service area, which excludes **busy areas**[1] and areas where **parking is prohibited**[2]

1 Felyx excluded the most busy areas of Amsterdam voluntarily, e.g. De Wallen, Reguliersdwarsstraat, Albert Cuypstraat

2 Based on local regulations as published on https://www.amsterdam.nl/parkeren-verkeer/fiets/fietsparkeren/centraal-station; https://www.amsterdam.nl/parkeren-verkeer/fiets/nieuws/leidseplein-zet; https://www.amsterdam.nl/projecten/rembrandt/fietsvrij; https://hallodepijp.nl/bericht/12844/-gerard-douplein-en-fietsvrije-1e-van-der-helst; https://www.amsterdam.nl/zuidas/documenten-indexen/kaarten/plattegrond

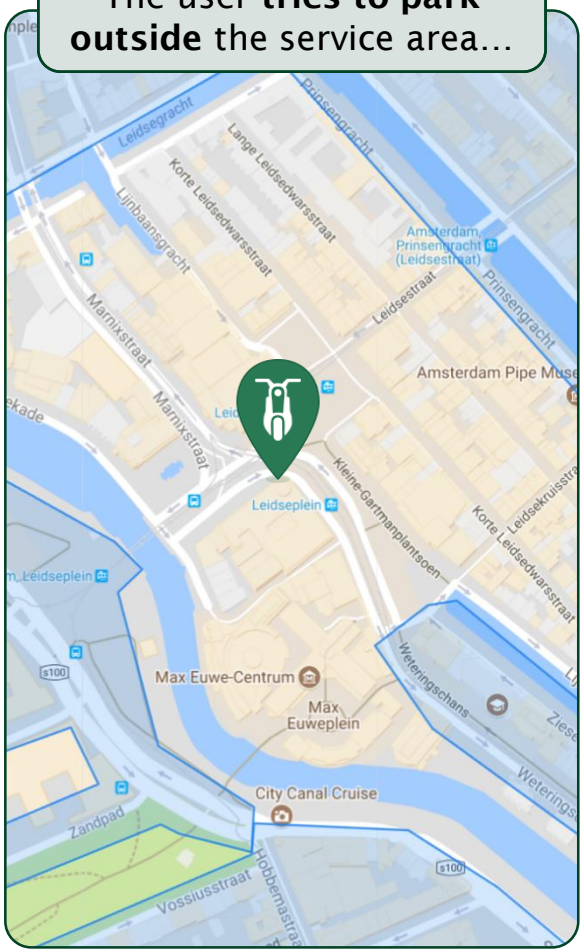
Example: the user cannot end the ride outside the service area, and is therefore forced/educated to park in accordance with the rules

Use case example

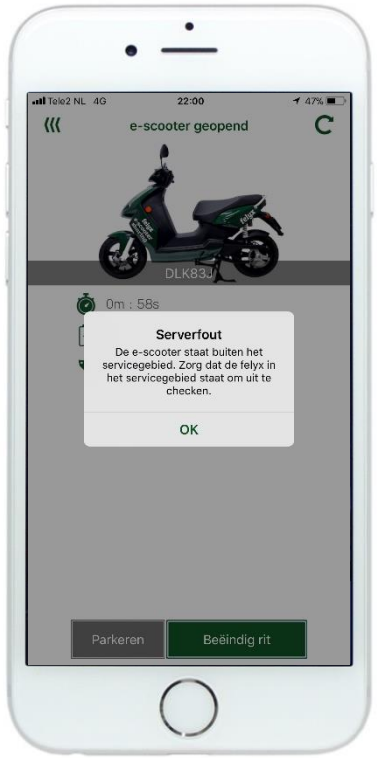
No service area

Service area (blue)

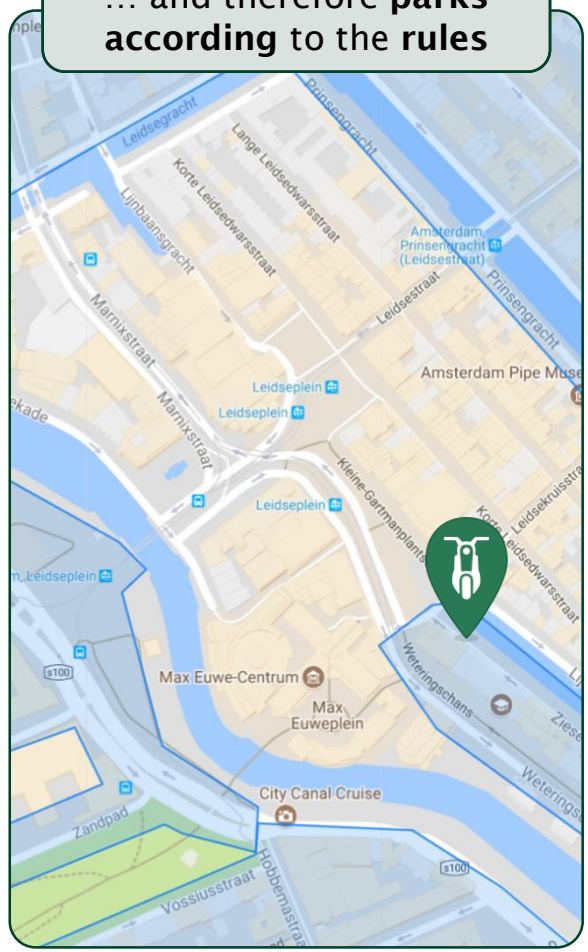
The user **tries to park outside** the service area…



… receives a **message** this is **not possible**…



… and therefore **parks according** to the **rules**

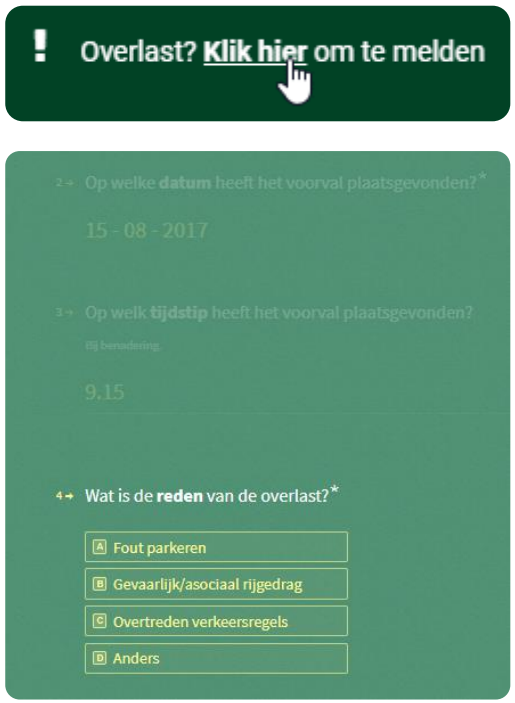


Users pay (each minute) until the ride is ended within the service area

People can call, chat, or use our form to file complaints, which are on average resolved within 30 minutes of notification

Form

- People can use our form to **file complaints**
- Our average **resolution** time is **less than 30 minutes**



Social Media

Call

- Our phone number is available on our website, Google, and the e-scooter
- We are available by phone **24** hours a day, **7 days a week**

085 2080470

KG max. 150 kg (1 or 2 pers)

We received very few complaints since our introduction in Amsterdam

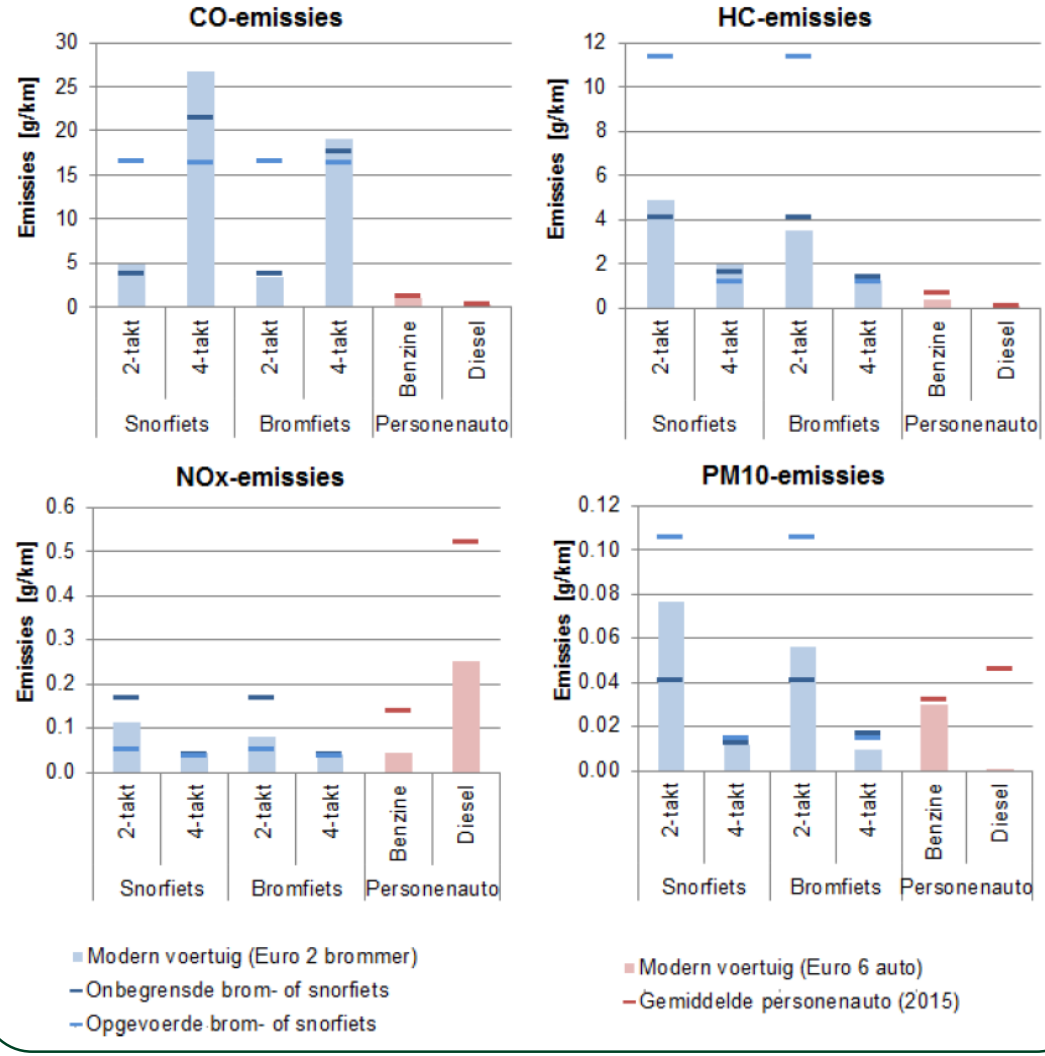
1 Scooters are turned off at night (01:00-06:00) to prevent drunken driving

Gasoline scooters emit a large share of certain hazardous materials, where our e-scooters have already saved 70 tons of CO_2

TNO research shows scooters are responsible for **10-20%** of **carbon monoxide** (CO) and **25-30% of hydro-carbon** (HC) emissions from **traffic**

We have saved **70 tons of CO_2** emissions since our launch[1], assuming e-scooter rides would otherwise take place by:

- Car/taxi 25%
- Scooter 25%
- Public transport 25%
- Bike 25%



1. We assumed cars, scooters, public transport, and bikes emit 130, 80, 130, and 0 grams of CO_2 per kilometer, respectively.
Sources: TNO "Brommers in de stedelijke leefomgeving" (2016) and https://9292.nl/co2-informatie

felyx' approach to sharing is different in many aspects: use case, maintenance, parking, vehicle quality, appearance & target audience

DETAILED ON NEXT SLIDES

	felyx	description
Use case	Alternative for cars and scooters	Shared compact electric vehicle
Maintenance partner	Benelux official importer	Arranged full-service maintenance contract
Vehicle inspection	Every 2-3 days	Checked by battery swap employee
Parking	Stand-alone on center stand	Designed to make relocation difficult
Vehicle	High-quality German e-scooter	Used by police and parking surveillance
Appearance	Harmonizing in streetscape	Dark green without advertisements
Target audience	Residents (no tourists)	Checked with iDeal[1] and registration form

1 Dutch payment method

Users state they are less likely to buy a petrol scooter, and we are prepared to share certain usage/growth data around our concept

Alternative for cars/taxis

- **42%** of respondents[1] (284 out of 673) use felyx as **alternative** for a **taxi**

- **29%** of respondents (193 out of 673) use felyx as **alternative** for a **car**

Alternative for gasoline scooter

- **33%** of respondents (221 out of 673) **consider** buying a gasoline scooter

- **74%** of these respondents (164 out of 221) are now (with felyx) **less likely to buy a gasoline scooter**

1 Survey amongst users of felyx (October 2017)

Our e-scooters are maintained by Helmstadt, which also services (e-)scooters and (e-)bikes for Gemeente and Politie Amsterdam

Service contract with Hofleverancier Helmstadt

- **Full service** operational partner ("ROB")
  - Repairs
  - Maintenance
  - Fleet management
- Helmstadt is the **exclusive importer** of German Govecs' e-scooters
- Govecs won "European e-Scooter of the Year" **award** three times[1]
- Other clients are **Gemeente Amsterdam and Utrecht**, Politie, Projectbureau, and PostNL

Biweekly vehicle inspection

- Every night 32 batteries are **swapped**
- Each vehicle is **inspected twice** a week (minimum)
- Battery swapping vehicle is 100% **electric van**
- Batteries are charged with **Dutch wind energy**

1 http://www.tweewieler.nl/gemotoriseerd/nieuws/2013/5/govecs-wint-european-e-scooter-of-the-year-award-1019267

The physical characteristics of our e-scooters allow us to prevent parking nuisances in the public domain; currently a hot topic

Although for free-floating (e-)bikes and steps parking is an issue…

… we can assure our e-scooters do not cause parking nuisances

Light and easily movable (by others)	KG	*Heavy (±120 kg) and difficult to move*
Wheel may be locked, but is not lifted from ground		*Center stand is locked mechanically, lifting rear wheel from ground*
E-steps have no legal status in NL		*E-scooters have license plate & insurance*

- The **physical characteristics** (weight, lock) of our e-scooters allow us to **pinpoint last ownership** and therefore we can **enforce proper parking behavior** by users[1]
- E-scooters are convenient because you can **sit**, carry **luggage** and ride with **two people**

1 Parking nuisances are an issue for only 0.03% of rides. Users receive a warning the first time, a fine the second time, and are removed from the system the third time. We did not have to fine or remove users to date.

Personal cars take up the majority of public space, where felyx would offer a compact, sustainable, and shared alternative

Cars

- **54%** of public space is **destined for cars** (roads and parking)
- **30%** of **driving** cars are looking for a parking **spot**
- **Autonomous cars** will need just as much space

felyx

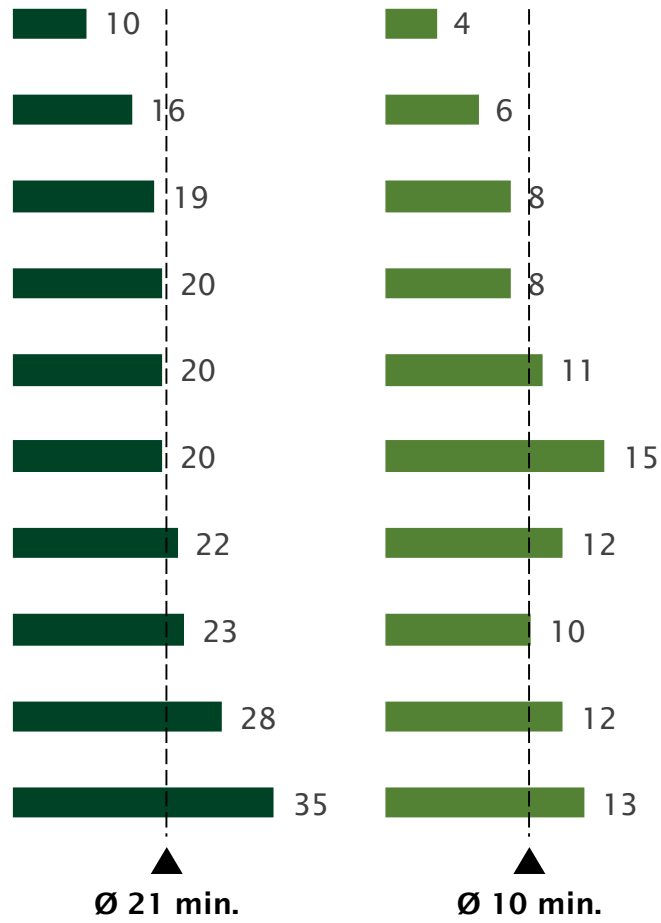
- **Compact**: one parking spot fits 5 e-scooters
- **Sustainable**: 100% emission free and 100% green energy
- **Shared**: vehicles used multiple times a day
- **No nuisance**: entire fleet would fit on 66 parking spots (**0.024%** of street parking spots in Amsterdam)

Source: https://www.mijnruimte.nu/result/wandel.html?postcode=3039ce, https://fd.nl/morgen/1207533/de-lege-parkeerplaats-als-heilige-graal, Amsterdamse Thermometer van de Bereikbaarheid 2016 (p. 35)

Shared e-scooters complement urban public transport, because they can reach destinations faster and are still affordable

Example of public transport rides in Rotterdam

From	To	Duration[1] public transport	Duration[2] e-scooter
Schouwburg	Stadsarchief	10	4
Erasmus MC	Stadhuisplein	16	6
Hotel New York	Meent	19	8
The Student Hotel	Kunsthal	20	8
Markthal	Victoria Tennishal	20	11
Hofplein	Stadion Rotterdam	20	15
Diergaarde Blijdorp	Maritiem Museum	22	12
Euromast	Rotterdam CS	23	10
Erasmus Universiteit	Rotterdam CS	28	12
Rotterdam CS	Kralingse Bos	35	13
		Ø 21 min.	Ø 10 min.



Shared e-scooters will get people to their destination **faster**:

- No waiting time
- No stopping in between
- Directly to your exact destination

For this convenience, we believe people will pay a premium

1 Indicated duration in minutes is for the optimal route and without waiting time
2 Duration (in minutes) based on Google Maps estimation for cycling minus 30% (as e-scooter is faster)

Source: 9292.nl; Google Maps

Our current team consists of experienced and ambitious young professionals, supported by interns, advisors, and investors

Quinten Selhorst | CEO
- MSc IBM, MSc International Marketing
- Background: Arteria Consulting, L'Oréal

Maarten Poot | CIO
- MSc Financial Economics (cum laude)
- Background: SparkOptimus (consultancy), Tab app

Edward Poot | CTO
- MSc Software Engineering (cum laude)
- Background: SIG, founder Schiphol and Tab app

Derk van Wingerden | CCO
- MSc Business Administration
- Background: Rocket Internet, HelloFresh, Srprs.me Vandebron

Olof van den Bout | CFO
- MSc Accounting & Control, Postgrad. Chart. Accountant
- Background: Deloitte, HelloFresh

Kasper Zwetsloot | COO
- MSc Financial Econometrics, MBA INSEAD
- Background: Accenture

Luc van Emmerik | Expansion
- BBA Business Administration
- Background: foodora

Michiel Verhage | Operations
- LLM Tax Law
- Background: RechtStaete, Suitsupply

Philip van Raalte | Marketing
- BA Technological Economics
- Background: Taste Club, Easee

Colette
Talent & HR

Lloyd
Growth Manager

Thomas
Customer Care

Ruben
Data Scientist

Luuk
Field Support

Board of Advisors

Media coverage

Herengracht 493
1017 BT Amsterdam

Felyx Sharing B.V.
KvK: 68094434

l.vanemmerik@felyx.nl
+31 634 1993 39

q.selhorst@felyx.nl
+31 613 4800 25