

Freebee

A Green Urban Transportation Solution

Management:

Shiva Vencat – CEO

Entrepreneur. 10+ year experience in green businesses: housing, agriculture energy and automobile. Shiva has been the MDI US representative over the last 10 years. Prior experience in the hospitality industry (director of Club Med Mauritius (Indian Ocean), commodities trading and innovation management.

Didier Frantz – COO

Previously co-founder, COO and CFO of a US software company leader in the mobile barcode industry. Created and ran a software development center in Shanghai, China. Consultant in the Internet and mobile industry. Prior experience in finance.

AIRPod Main Technical Specifications:

Number of Seats	3 seats
Length, Width & Height (in).	82 x 63 x 79 inches
Weight	485 lbs
Autonomy at urban speed	136 miles
Maximum speed	43 miles per hour
Charging time	1.5 minute
Energy Cost	1.7 cents per mile

First Round Financing:

\$750,000.00

Use of Funds:

- Acquisition and initial payments for 50 urban vehicles (\$350k).
- First 12 months operations – staff, marketing and technology.

Disclaimer:

This summary is not an offer to sell or buy securities.

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Freebee

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Business Description.

Freebee a membership short term car rental service. The service is using a **zero pollution urban vehicle running on compressed air** (AIRPod) and offers the maximum convenience to its members such as the possibility to pick-up, return and park the vehicle in any legal parking in the participating cities. Company leverages a unique partnership with MDI, the company developing this zero pollution transport system in France.

The Opportunity. Freebee addresses many of the current car industry challenges such as fuel efficiency, eco-friendly cars, urban congestion or alternative modes of ownership. Service is designed for city short duration rentals (average rental duration is estimated at 2-3 hours). We target in priority the most congested cities in Los Angeles County starting with the City of Los Angeles.

Product and Services. One unique 100% green vehicle will be proposed at first: the AIRPod. Developed by MDI (www.mdi.lu), the AIRPod is running on compressed air and has been specifically designed for urban environment (see specification table on the left).

New vehicles with larger autonomy and higher speed are expected to be released in two years.



The service is characterized by its convenience, flexibility and simplicity with [a] the possibility to pickup, return and park on any legal parking spot available vehicle anywhere in the city, [b] an all-inclusive \$8.00 rental fee per hour with a \$50.00 yearly membership, [c] mobile phone and internet reservation, [d] Smart cards allowing members to access and start cars, etc.

Competition. Next to urban transportation (bus, subway and taxis), car renting companies, we compete against car sharing companies like ZipCar, Connect (Hertz) or Car2Go (Daimler). Launched in 2000, ZipCar is the US leader with 6,000 cars, 275,000 members and over \$200 million yearly revenues. Compared to ZipCar, we plan to make short rental more convenient by providing more pickup/return/parking locations by reaching an agreement with the participating cities wishing to reduce congestion and pollution while bringing an affordable transport alternative to their citizens.

Business Model. We estimate an AIRPod will cost \$10k a year in amortization, maintenance, parking, energy and other variable costs, and generate about \$20k+ a year with 20 members per car and 200 hours of activity per car.

Go-to-Market Strategy. Company primary focus is Los Angeles County. The first 6 months will be used to prepare the deployment by:

- building an organization including a hub for “refueling trucks”, operations and fleet management;
- finalizing parking agreements with the participating cities, auto-repair shops for maintenance and insurance providers;
- importing from France the first vehicles and;
- lining up members through online marketing and active PR (large press coverage to be expected) and deals with local and city employers.

Financing. The Company is currently pulling together a total of \$750,000 for its first round financing that will be used to purchase 50 vehicles to ensure the service deployment in the city of Los Angeles and 12 months of operations. A second round of \$1M will be organized on Year 2 to reach break middle on Q7. Company will be able to auto-finance deployment in new cities starting end of Year 2. Multiple deployments could be implemented simultaneously base on larger financing.

	Year 1	Year 2	Year 3	Year 4
Number of Cars	50	150	400	850
Gross Revenues (000)	\$410	\$2,480	\$6,790	\$15,430
Expenses (000)	\$800	\$2,360	\$4,750	\$8,830
EDIBTA (000)	(\$390)	(\$120)	\$2,040	\$6,600
Cash Position (000)	\$70	\$700	\$1,670	\$6,560