

**TAP • READY • RIDE!**

## **ELECTRIC BIKE SHARING SYSTEMS**



o This figure represents future offerings and are mock-ups, rather than images of an actual product. They do not represent guarantees of a future product or performance.

# Disclaimer

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# The Problem: Employee Commutes

Employees spend too much time in TRAFFIC which...

Daily, 96 million commuters drive less than 15 miles to work  
Perfect use for an eBike

- Decreases corporate productivity
- Impacts health by causing stress and anxiety
- Increases workforce turnover by attrition
- Negatively impacts corporate sustainability efforts

**A BAD COMMUTE CAN MAKE A GOOD DAY BAD  
AND A BAD DAY WORSE!**

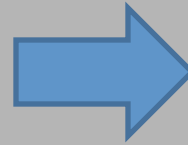




# The Problem: Low Bike Share Use



Bike Commuting has only a 1% adoption rate



*The sweaty truth*



Users don't want to sweat or work to get to work!

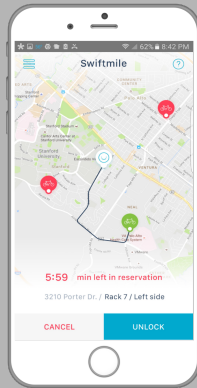


# The Swiftmile Solution

## 100% Renewable Powered Transit System



Mobile App



+



Pedal Assist Electric Bikes

+



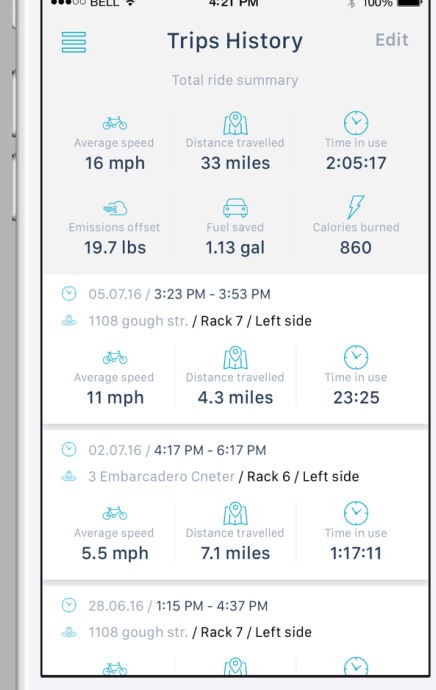
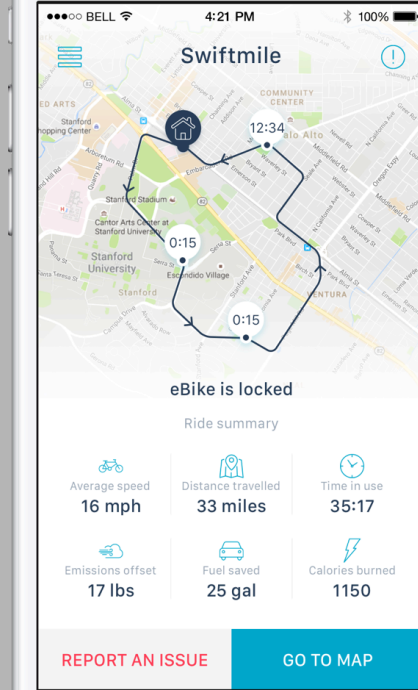
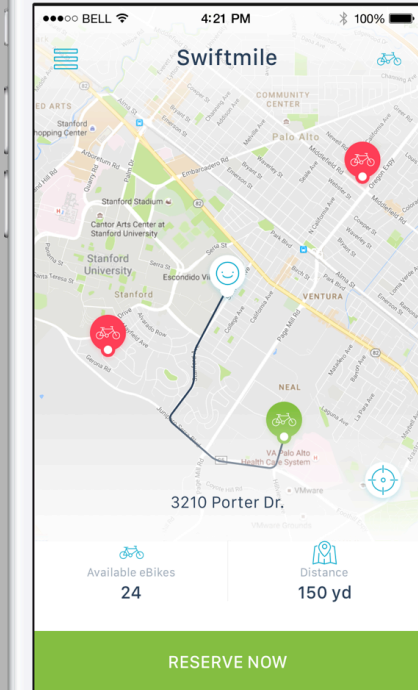
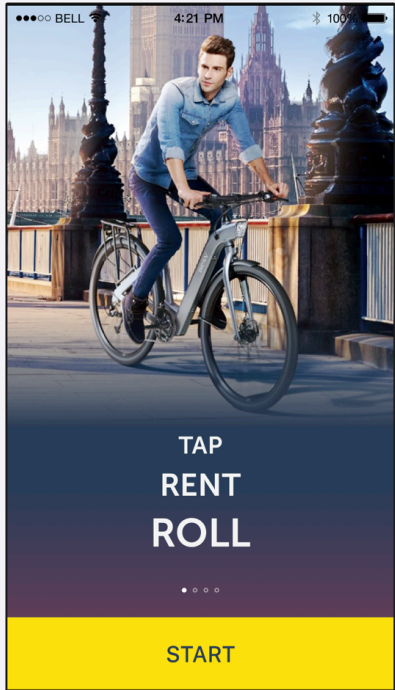
Charging Stations

- App works as “virtual” key to unlock eBike
- Trip summary shows route, fuel saved, time, distance, speed, carbon offset
- Like *Fitbit* for an eBike

- eBike has a **40 mile range**
- Remotely managed diagnostics
- License not required
- Boost assist means **No Sweat!**
- Climbs hills effortlessly

- Off-grid solar charge station
- Few permits required
- Easy set-up, quick deployment
- Modular design for single or multiple units

# APP UP CLOSE



# Who Buys? Corporations & Hotels

## Corporations with...

- Parking and transportation directors
- Human resource and wellness directors
- Facilities managers
- Sustainability directors

*230,000 corporations with 100+ employees in US alone*

## Hotels...

- Guests arrive by taxi, Uber, or Lyft
- Makes Hotel more competitive



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# Why: A Solution to Many Problems

- Healthier employees – lower health care costs
- Great recruiting and retention perk
- Provides LEED benefits
- Tax credits
- Reduces the need for parking infrastructure
- Autonomy of employees – no waiting for buses and shared rides
- Cost is cheaper than alternatives
- Fun and efficient transit system for employees



# Revenue Model

## BaaS: Bicycles as a Service

Corporation Pays Set-up and On-boarding: Then \$5/ half hour for usage

- **Average deal = 14 Stations/ 28 bikes**
  - Our net upfront cost: \$40k
  - Year 1 we make \$85k cash
  - Each year thereafter we make \$125k cash
- **100 deals → \$8,500,000 cash in year 1**
  - Thereafter → \$12,500,000 cash/year
- **1000 deals → \$85,000,000 cash in year 1**
  - Thereafter → \$125,000,000 cash/year

# Sample Monthly Invoice

2017 YEAR-TO-DATE STATEMENT

01/01/2017 - 01/31/2017



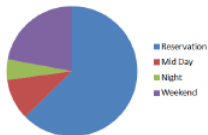
Company Name  
1234 Street Name Here  
Palo Alto, CA 94303

CONTACT INFORMATION  
Swiftmile, Inc.  
P.O. BOX 6969  
SAN MATEO, CA 95022

Customer Service Phone: 650-248-6842  
Email: Support@swiftmile.com

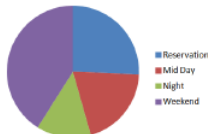
## EBIKE TRIP TOTALS AS OF 01/31/2017

	Current Month (01/01/2017 - 01/31/2017)	Year to date (01/01/2017 - 01/31/2017)
Reserved Commute	37	37
Casual Mid-day	6	6
Casual Night	3	3
Weekend/Holiday	13	13
<b>Total Trips</b>	<b>59</b>	<b>59</b>



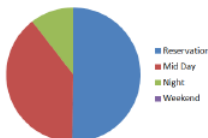
## COMPANY RIDE TIME SUMMARY

	Current Month (01/01/2017 - 01/31/2017)	Year to date (01/01/2017 - 01/31/2017)
Reserved Commute	50	50
Casual Mid-day	39	39
Casual Night	26	26
Weekend/Holiday	80	80
<b>Total Hours Used</b>	<b>59</b>	<b>59</b>



## COMPANY BILLING SUMMARY

	Billing Rate	Hours	Current Month (01/01/2017 - 01/31/2017)
Reserved Commute	\$5	x 50	= \$250
Casual Mid-day	\$5	x 39	= \$195
Casual Night	\$2	x 26	= \$52
Weekend/Holiday	\$0	x 80	= \$0
<b>Total</b>			<b>\$497</b>



2017 YEAR-TO-DATE STATEMENT

01/01/2017 - 01/31/2017



## RIDE STATISTICS BY EBIKE ID

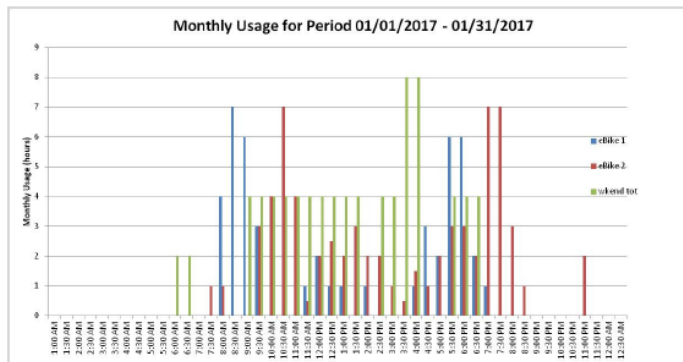
Current Month  
(01/01/2017 - 01/31/2017)

	Distance (mi.)	Calories Burned	Fuel Saved (gal)	Emissions Offset (lbCO2)
eBike 1	1005	16,080	50.25	1005
eBike 2	810	12,960	40.5	810
<b>Total</b>	<b>1815</b>	<b>29,040</b>	<b>90.75</b>	<b>1815</b>

Year to date  
(01/01/2017 - 01/31/2017)

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## EBIKE MONTHLY USAGE BY TIME OF DAY





# Traction to Date



Google

“Google’s been committed to reducing the number of single occupancy trips. We believe eBikes play a significant role in continuing that work”

*Google Transportation  
Manager, Brendon Harrington*



SANTA CLARA  
VTA. Valley Transportation Authority

“Swiftmile’s solar powered eBikes increase the use of alternative transportation options, including public transit and reduce harmful carbon emissions.”

*Santa Clara Transit CTO, Gary Miskell*

## Pipeline



Pipeline customers represent discussions or negotiations. Discussions or negotiations do not represent guarantees of future results, levels of activity, performance, or achievements.

# Santa Clara Valley Transit Authority First Customer





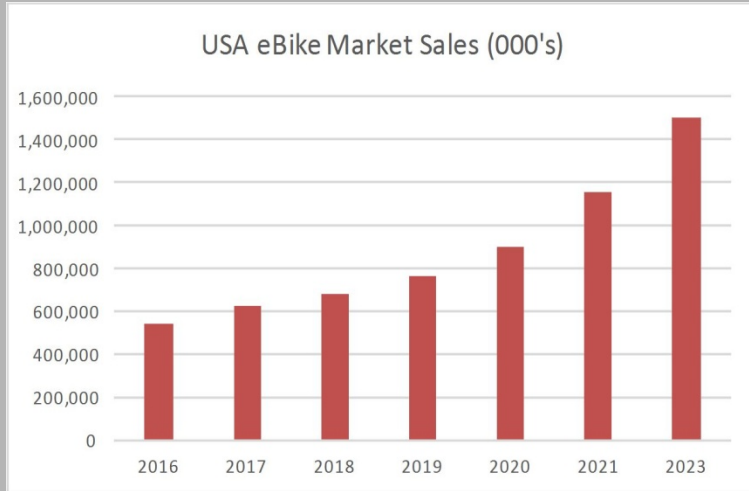
# At Google on Evening News





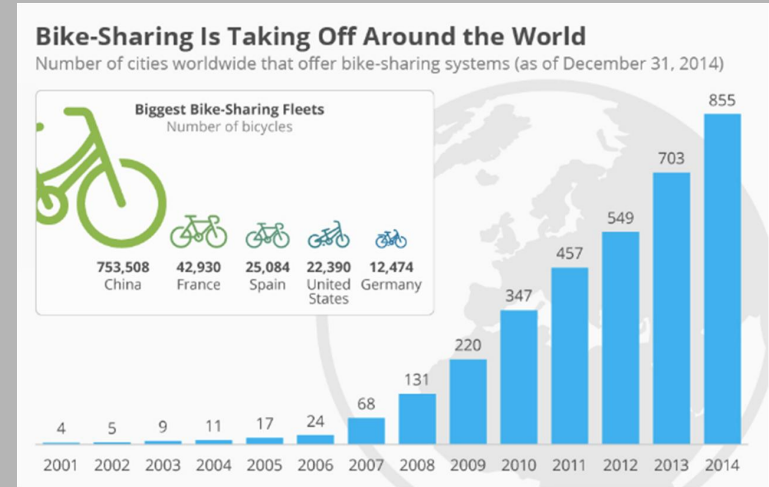
# Market: Smart Mobility & Sharing Economy

*Swiftmile* benefits from two independent market accelerations



eBike market is experiencing rapid growth

**\$15.7 Billion Global Market**



Bike-Sharing market is expanding globally

**\$6.1 Billion Market by 2020**

# Market Dynamics: Players

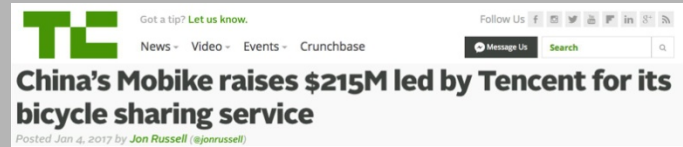
eBikes - \$15.7 Billion Industry



“Car ownership in decline with Millennials”  
- Marketwatch

Bike Share - \$5.6 Billion Industry

Mobike : \$215 Million in Funding



Ofo: \$450 Million in Funding



Zagster: \$10 Million in Funding



# Verizon: Corporate Partner



## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (together with Exhibit A, the “MOU”) is entered as of the date of the last signing party below (“Effective Date”) by and between **Verizon Innovations LLC**, a Delaware limited liability company (“**Verizon**”), with offices at One Verizon Way, Basking Ridge, New Jersey 07920 and **Swiftmile, Inc** (“**Company**”), with offices at 736 Laurelwood Drive, San Mateo, CA 94403. Verizon and Company are individually referred to herein as a “Party” and collectively as the “Parties”.

WHEREAS, the Parties desire to enter into discussions to develop a strategic business relationship with respect to the business and technology needs in the alternative transportation and sharing market and the Parties’ go-to-market strategies (hereinafter referred to as “Collaboration”); and

**Sponsors/Collaboration Managers.** The current Executive Sponsors of the Collaboration are:

**(a) Executive Sponsors**

Verizon: Mark Bartolomeo, VP IoT New Business Innovation  
Michael Toto, Director IOT New Business Innovation

Company: Colin Roche, CEO of the Company

Partnership formed for marketing and distribution of our eBike share system to Verizon’s F500 Customer base

# Competition

## Standard Pedal Only Bike Share



a.k.a Citi-bikes, Bay Area Bike Share  
Kiosk based, pay as you go, point to point



Bike share with App



Social Bicycles, bike share with App



Chinese Bike Share  
Raised \$450 million to date.

## Electric Bike Share



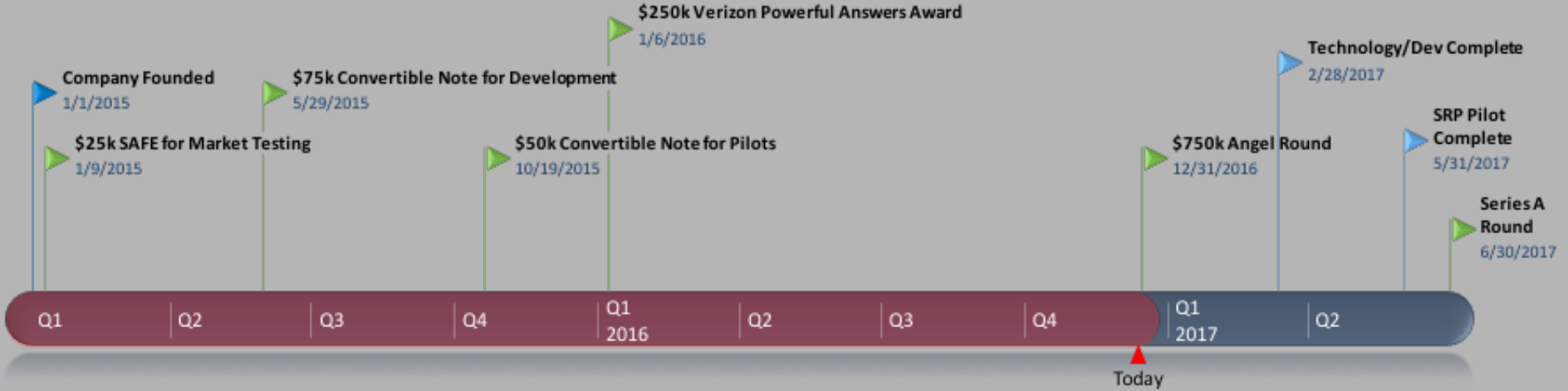
Bike share with App – no kiosk or time limits  
Take to work and/or take home and keep overnight to use again in the morning



Kiosk based rental for municipalities. Pay as you go, point to point, w/ time limits



# Company Timeline



## Phase I Pilots underway

- Google – VTA - Verizon Ventures - BootUp

## Architecture/IP

- Swiftstation
- eBike
- Comms/Mobile
- Assemblies
- Non-Prop Patents



## First Large Deployment

# Stanford Research Park

- 23,000 Daily Commuters
- 140 companies in 162 buildings
- 1.5 miles from train stops
- Heavily congested
- They need help!



# Extended Market

## Hotels



187,000 Hotels Worldwide

## Campuses



4,140 Colleges and Universities

## Cities



19,432 + Municipalities in US

Government **MANDATE** to cut carbon emissions by 3 million metric tons by 2030

# Our Team



**COLIN ROCHE**  
**FOUNDER & CEO**

- Former CEO and Founder PWI
- Former VP Jiawei Solar (IPO 2013)
- 20 yrs. Sales and business dev. experience



**LEO VERA**  
**CO-FOUNDER COO/CFO**

- 5 yrs, CEO/COO Experience
- CPA, Big 4
- 10 yrs. Management Consulting



**KEITH MORAVICK**  
**CO-FOUNDER CTO**

- 20 yrs. Leading R&D engineering teams in high tech.
- Over 15 US, EU, and WO patents

# Partners and Collaborators





# The Wheels are Turning...

- Verizon Powerful Answers Global Award: \$250,000 3<sup>rd</sup> place winner out of 1400 entries from 78 countries
- Verizon Ventures Seed Funding: First Powerful Answers winner to be granted additional funding
- Initial stations in service at Santa Clara VTA and Google X Labs
- Building 1<sup>st</sup> Generation Network to allow mApp, eBike and Charging Stations to connect



VERIZON POWERFUL ANSWERS AWARD  
WINNERS

Google

SANTA CLARA  
VTA. Valley Transportation Authority

# Get Rolling with Swiftmile

- Fast emerging, high interest, high potential sectors: Sharing Economy + Internet of Things + Smart Mobility + Solar
- Less traffic, less pollution, less stress
- More healthy, more productive people having fun

We hope you'll join us!



# Appendix

# At Google





# Future Designs



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# The Solution: *Swiftmile*



mApp

+

Pedal Assist Electric Bike

+

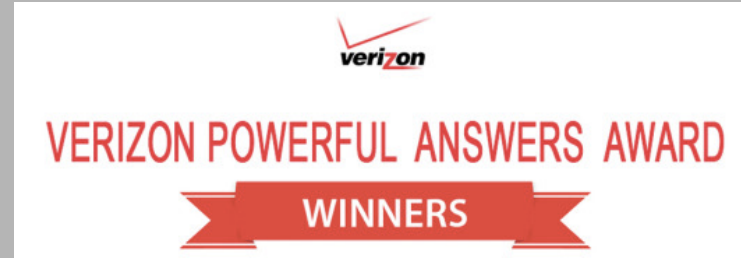
Charging Station



- Improves mobility
- Saves on parking infrastructure
- Saves employee time
- Creates a healthier and happier work force

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# VERIZON POWERFUL ANSWERS GLOBAL COMPETITION WINNER



- 1478 Companies
- 78 Countries
- **\$250k Award**





# Buzz

