



## STRENGTHS

- Affordable & eco-friendly transport
- Unique kid & teenager bicycles
- No licence requirement wider reach
- App-based tracking & memberships
- Multiple revenue streams
- Insurance

## WEAKNESSES



- High fleet & maintenance costs
- Port space approvals needed
- Weather-dependent usage
- Battery charging logistics

# SWOT Analysis

- Growing demand for micro-mobility
- Untapped teenagers market
- Corporate & campus partnerships
- Govt. eco-initiative subsidies
- Expansion to Tier 2 & 3 cities

- Competition (Yulu, Bounce, Uber/Ola)
- Regulatory restrictions
- Seasonal demand fluctuations
- Price wars & thin margins
- Customer adoption barriers



## OPPORTUNITIES

## THREATS

