

Pikachu Shared Scooter

Group 9

Team members: MA Huijin, QIU Zhe, WANG Guozhi





Introduction



Pikachu shared electric bicycle is a two-wheeled electric bicycle with pikachu's unique shape design. Users can use it **at a convenient price**, not only enjoying themselves while **highlighting the personality**, but also achieving the purpose of **green and convenient travel**.

Market Analysis



Pokémon
DETECTIVE
PIKACHU



电动自行车



技术指标

整车质量	$\leq 55\text{kg}$
最高车速	$\leq 25\text{km/h}$
电池电压	$\leq 48\text{V}$
电机功率	$\leq 400\text{W}$
是否载人	部分城市允许载12岁以下儿童
产品属性	非机动车
脚踏骑行	必须具有
产品管理	3C认证
执行标准	《电动自行车安全技术规范》 强制性标准

电动轻便摩托车



可以 $\geq 55\text{kg}$

$\leq 50\text{km/h}$

无限制

$\leq 4\text{kW}$

不能载人

机动车

不具有

3C认证及工信部的目录公告

《电动摩托车和电动轻便摩托车通用技术条件》推
荐性标准

电动摩托车



可以 $\geq 55\text{kg}$

$> 50\text{km/h}$

无限制

$> 4\text{kW}$

可载一名成人

机动车

不具有

3C认证及工信部的目录公告

《电动摩托车和电动轻便摩托车通用技术条件》
推荐性标准



2018-2022年中国居民人均可支配收

入和人均消费支出



来源：国家统计局，艾瑞消费研究院自主研究绘制。

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2018-2022年中国居民人均交通和通

信消费支出



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Transportation Needs:

- Shared mobility services like our Pikachu scooter can **fulfill the transportation needs** of residents in these areas, offering a flexible and affordable solution.

Youth Culture and Emerging Consumer Class:

- Younger generations actively participate in pop culture and follow trends. There is also an emergence of a growing middle class in third and fourth level cities. These consumers often seek lifestyle products and services that reflect their aspirations for comfort, convenience, and personal expression.

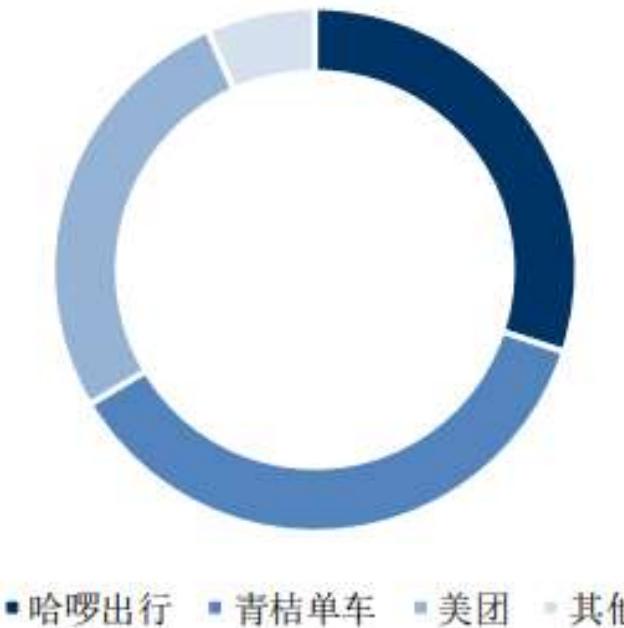
Environmental Consciousness:

- Combined with wave factors such as "low-carbon environmental protection", "electrification", "intelligent" and "green travel", as well as realistic factors such as the continuous rise of oil prices, traffic congestion and restrictions on driving and license plates, shared electric bicycles **have promising market in the future.**



Direct Competitors

图6：2020年中国共享电单车竞争格局-投放量占比



资料来源：头豹研究院，东兴证券研究所

表4：共享两轮车市场主要参与者运营情况梳理

	覆盖城市数	共享电单车投放量	共享单车投放量	用户数	运营/营收情况
哈啰	300	两轮车总投放量 1000 万 (2020) 共享电单车 200 万 (2021H1)		年交易用户数 1.83 亿 (2020)	两轮车业务收入 55 亿元 (2020)
青桔	200+	200 万 (2021Q1)	520 万 (2021Q1)	月活用户数 4081 万 (2020-12)	两轮车业务收入 31.7 亿元 (2020)
美团	200+	200 万 (2021H1) *	600-700 万*	月活用户数 2452 万 (2020-12)	-
松果	24 省, 700+县级区域	100 万*	不涉及	5000 万注册用户	日单量超过 300 万
小遛	100+	30 万*	不涉及	3000 万注册用户	2020 年营业收入 6.6 亿元 8 亿+骑行次数 较早配备智能头盔
喵走	100+	30 万*	不涉及	2000 万注册用户	3 亿+骑行次数

资料来源：极光大数据，哈啰出行招股书，美团官网，晚点 LatePost，哈行走官网，小遛共享电单车官网，松果出行官网，江西日报，东兴证券研究所

*为依据多方数据估算，截至 2020 年，我国城市个数达到 687 个，其中地级以上城市 297 个，县级市 375 个；建制镇 21297 个

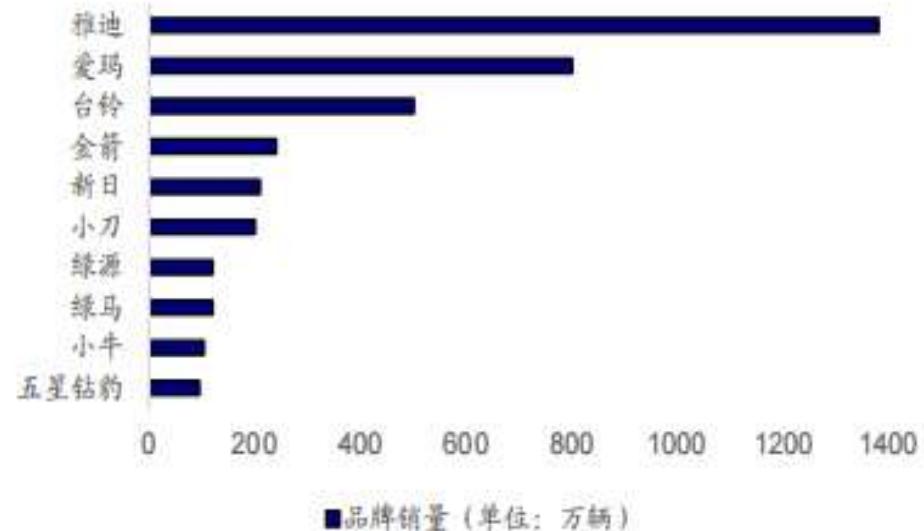




Indirect Competitors

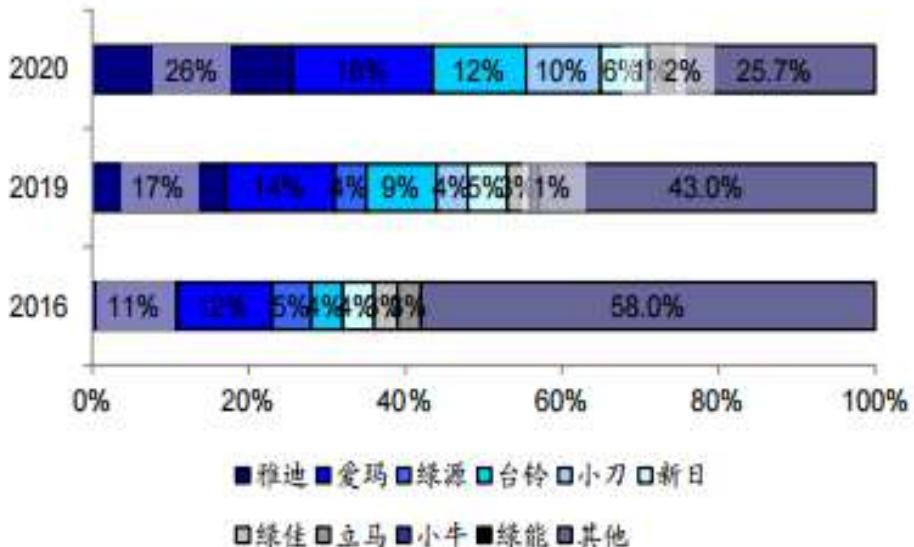


图64 2021年电动二轮车行业主要品牌销量排名



资料来源：艾瑞咨询，海通证券研究所

图65 2016-2020年电动两轮车头部品牌市占率变化



资料来源：前瞻产业研究院，华经产业研究院，海通证券研究所



SWOT Analysis

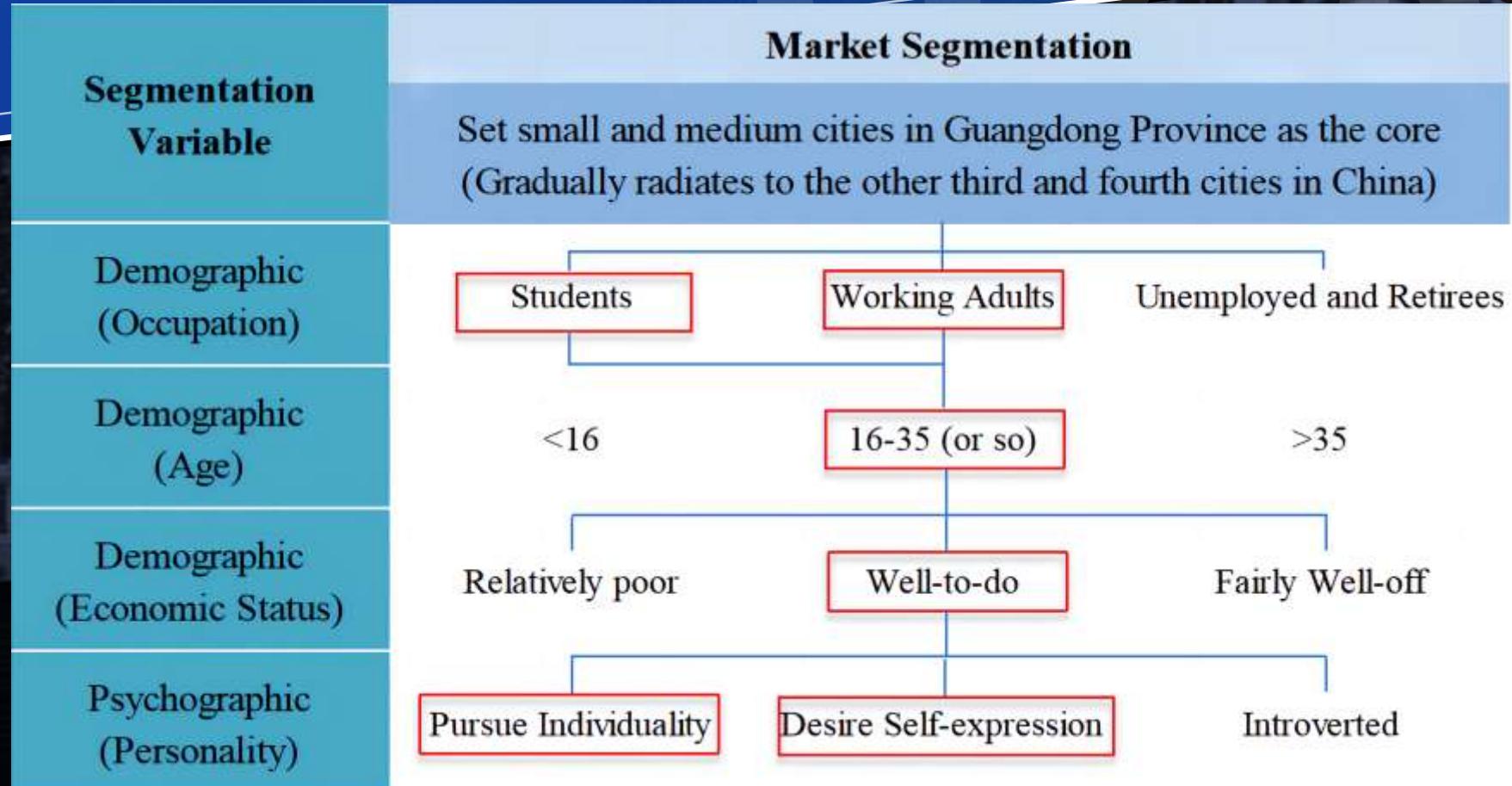


	Strengths	Weaknesses
Internal Factors	<p>1. Unique and Attractive Design: The Pikachu-themed appearance of our shared scooter gives it a distinct and appealing visual identity, which can attract customers and differentiate our product from competitors.</p> <p>2. Electric and Eco-Friendly: As an electric scooter, our Pikachu shared scooter offers a green transportation solution, aligning with the growing environmental consciousness and sustainability trends in the market.</p> <p>3. Shared Mobility Convenience: The shared scooter model provides convenient transportation options for residents in third and fourth level cities, where larger cities may have restricted electric bicycle usage. This can cater to the demand for flexible and accessible mobility services in these areas.</p>	<p>1. Limited Market Scope: Targeting third and fourth level cities means a narrower market compared to larger cities. The potential customer base may be smaller, which could limit the scale of our operations and potential revenue.</p> <p>2. Potential Regulatory Challenges: Third and fourth level cities may have their own unique set of regulations and permit requirements for shared mobility services. Adapting to and complying with these regulations could pose challenges and increase operational complexities.</p>
External Factors	Opportunities	Threats
	<p>1. Untapped Market Potential: By focusing on third and fourth level cities, we can tap into market segments that may be underserved or overlooked by major shared mobility providers. This can create opportunities for our Pikachu shared scooter to gain market share and establish a strong presence.</p> <p>2. Growing Demand for Electric Transportation: The increasing popularity and acceptance of electric vehicles and sustainable transportation options provide an opportunity for our electric Pikachu shared scooter. Capitalize on the rising demand for eco-friendly mobility solutions.</p>	<p>1. Intense Competition: Existing shared bicycle companies or other mobility service providers in the targeted cities may already have a strong foothold and brand recognition. Competing with these established players can pose a challenge in terms of market penetration and customer acquisition.</p> <p>2. Regulatory Uncertainty: Changes in regulations or the introduction of stricter policies regarding shared mobility services or electric vehicles could impact our operations and require adaptations or additional investments to remain compliant.</p>

Based on the SWOT analysis, We could see that we are facing some threats and had some weaknesses. Therefore, we needed to take advantage of our unique design and make it attractive, while focusing on convenience and accessibility and emphasizing sustainability and eco-friendliness. We would continuously evaluate and adjust our marketing strategy based on market dynamics, customer feedback, and the evolving competitive landscape. To sum up, we decide to adopt the growth strategy (SO).

Segmentation





Targeting

Centralized market strategy





Targeting



User portrait

Anime fans and Pokémon fans

Youngsters live in third- and fourth-tier cities

Office workers who need to commute short distances

Tourists who are afraid of traffic jams



Positioning



Pokémon
DETECTIVE
PIKACHU



Position Map



Product



Pokémon
DETECTIVE
PIKACHU

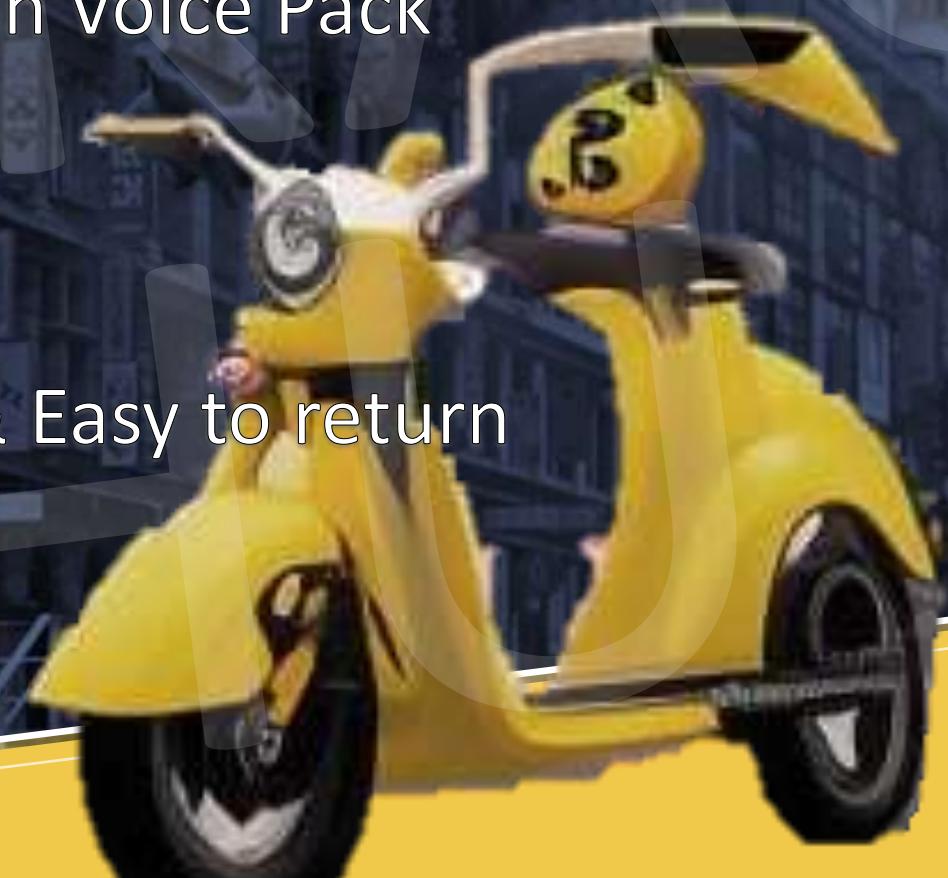




Stylish: Unique appearance & Pokémon Voice Pack

Sharing: Affordable & On-demand

Convenience: Available everywhere & Easy to return



Pricing

Products match Pricing



Pokémon
DETECTIVE
PIKACHU





1. Product matching price
2. Unique features



Price reduction



Skimming Pricing



Stable market share

PIKACHU

Pikachu Share Scooter

3.5 yuan for the first
20 minutes



2 yuan for every additional
10 minutes

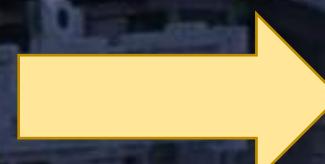
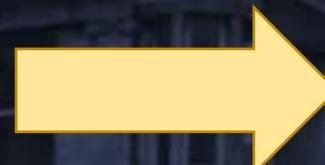
30 yuan For a week,
no usage limit!



Try it!



Pokémon
DETECTIVE
PIKACHU



Pikachu Share Scooter

3.5 yuan for the first
20 minutes



1.5 yuan for every additional
10 minutes

25 yuan For a week,
no usage limit!



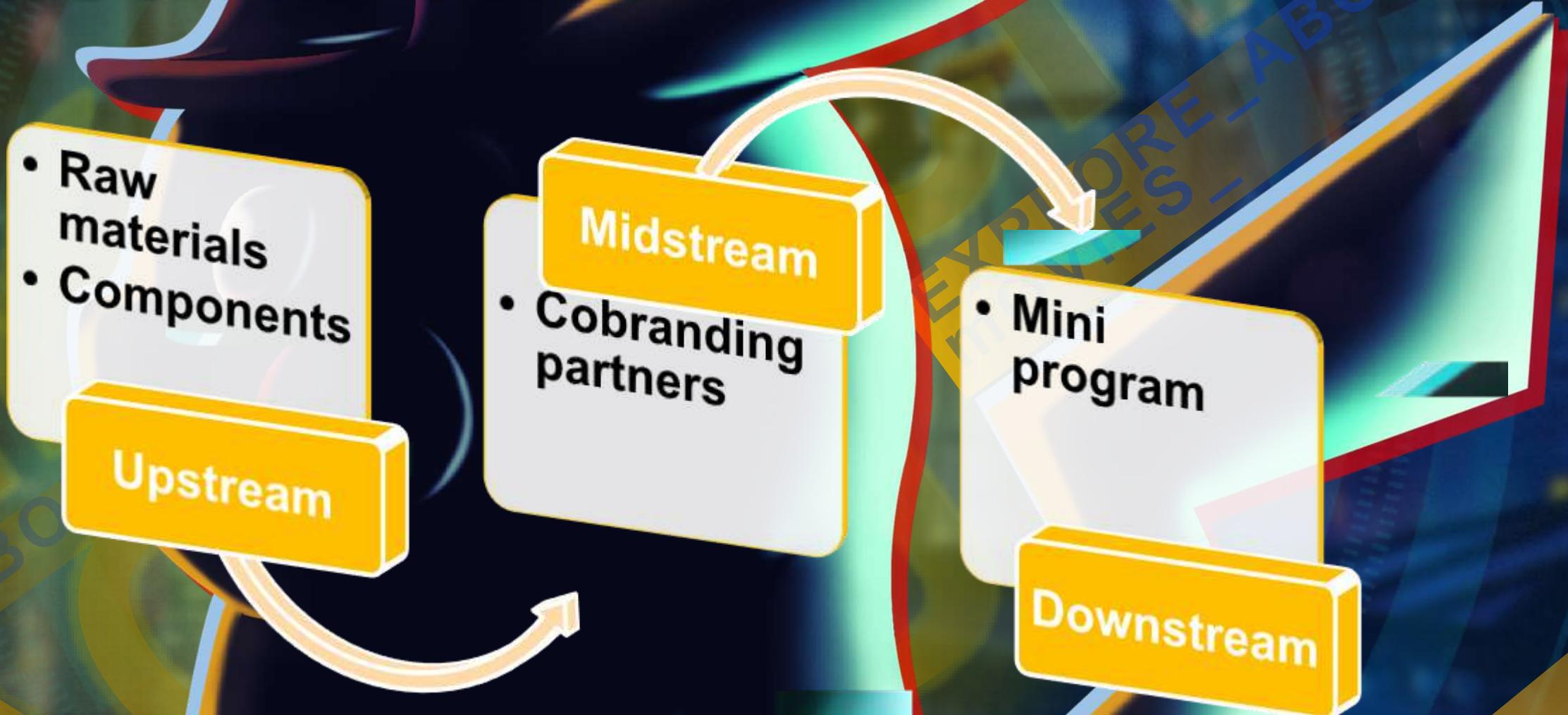
Try it!



Place Mini Program



Industrial Chain



Mini Program (Downstream)



- Promotion latest product
- Partnership within mini program

Promote



- Collect customer data

Data



- Third-tier, fourth-tier city

Target

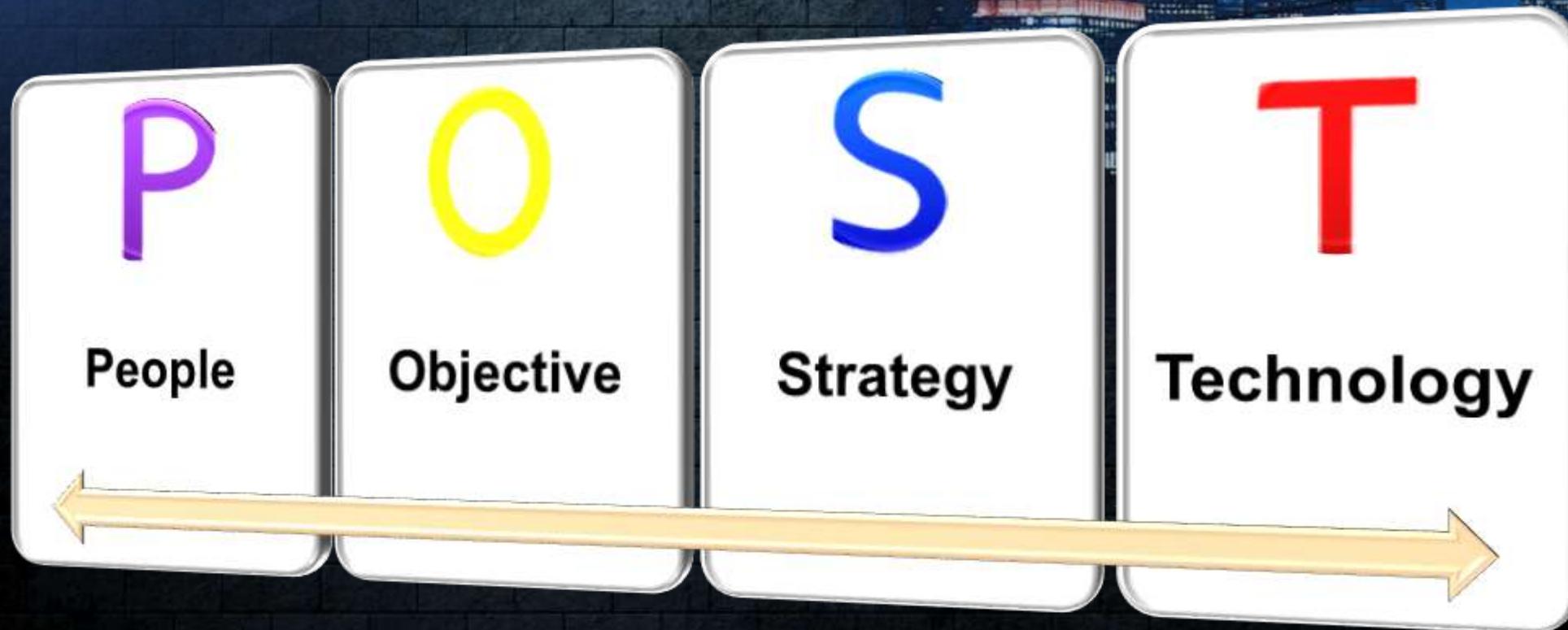


Promotion

Viral Marketing



Viral Marketing Process



People



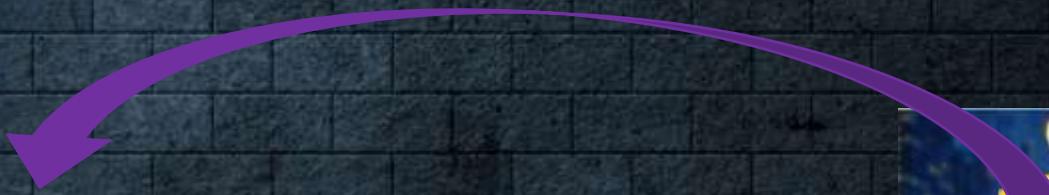
User portrait

Anime fans and Pokémon fans

Youngsters live in third- and fourth-tier cities

Office workers who need to commute short distances

Tourists who are afraid of traffic jams



PIKA
CHU

Objective

Customer Acquisition

Offering incentive

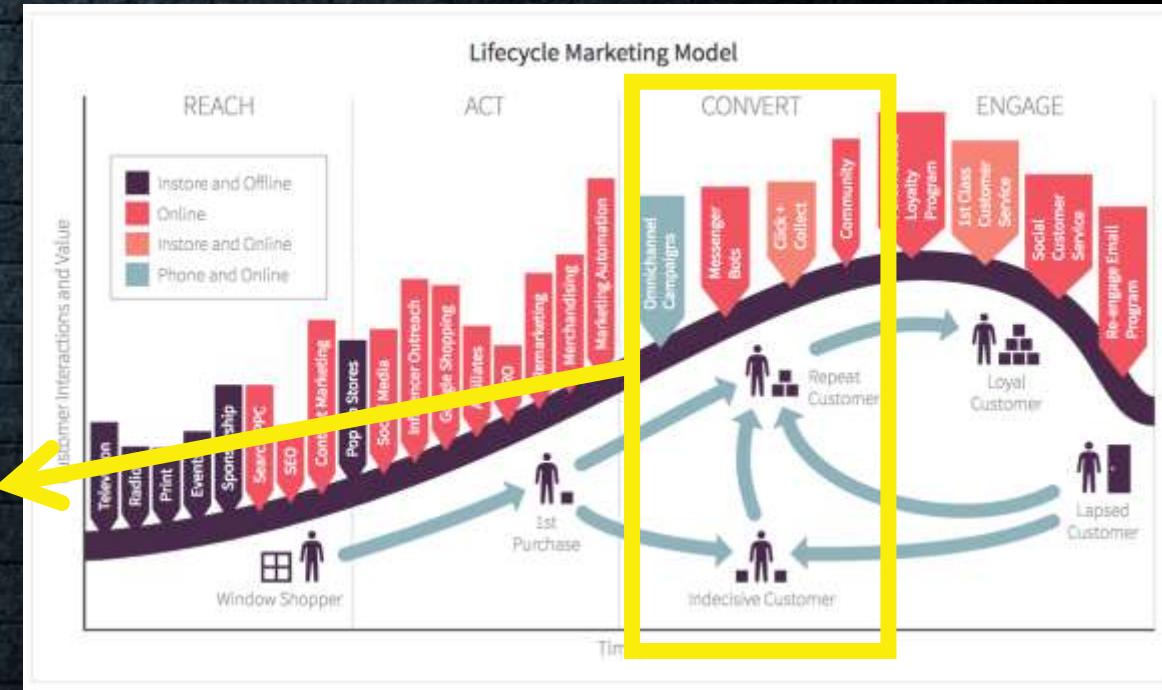
Customer Conversion

Stylish “attack”

Engagement

Customer Retention

Support and Maintenance



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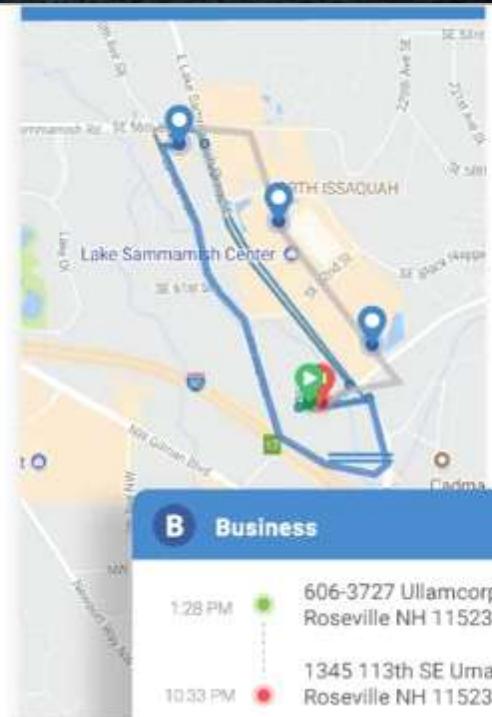
Strategy

Campaign



**Nationwide
Test Ride
Tour**

Discount



**Mileage
Trade-In
Program**

Technology



● Platform

●● Chanllenge

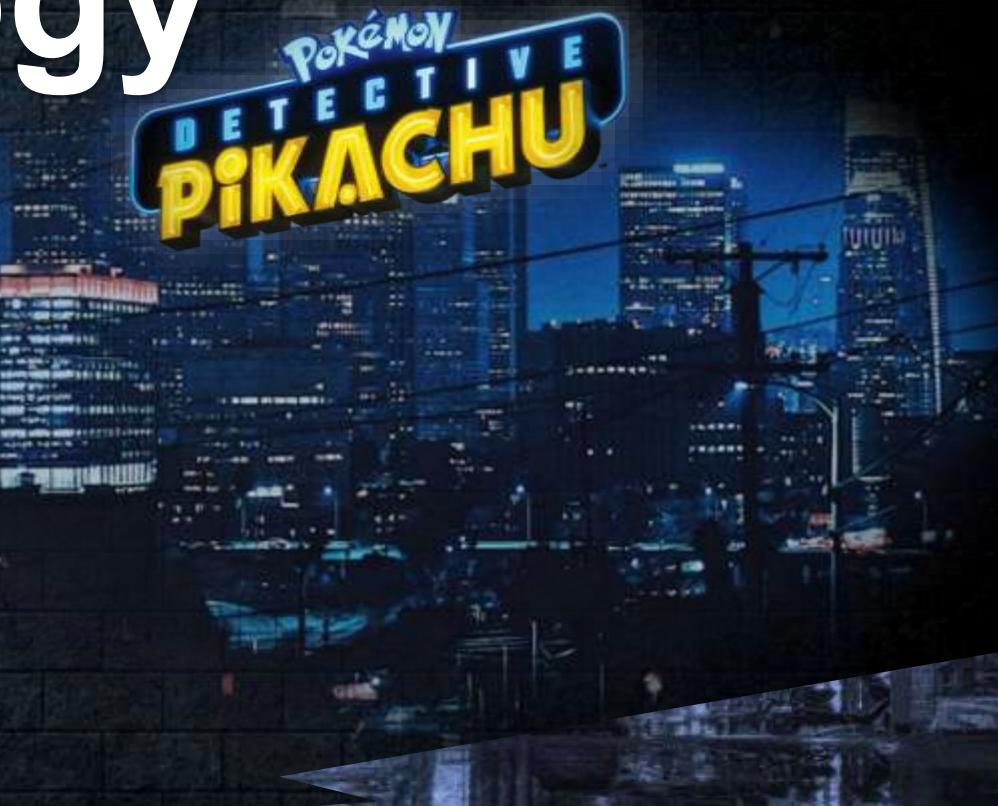
··· Influencer



UGC



Viral Marketing



PIKA
CHU

Reference

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Thank
You

