



PIXII MOTORS

Let's talk cities

56%

Of the **world's population** live in cities

- By 2050, with the current number of city dwellers doubling, almost **seven out of every ten people** in the world will be living in urban areas.

78%

of **the world's energy consumption**

+9%

CAGR global **last mile delivery market** **\$133 Billion** in 2022

+60%

of greenhouse gas **emissions**



Pains of micro-mobility sector

80%

of electric scooters have less than 60 km of range.

3x

Times risk of accidents while using the phone.

11x

Times thermal scooters emit CO2 than new cars. x6 for Nitrogen.

25%

Of total delivery cost is for fuel.

10%

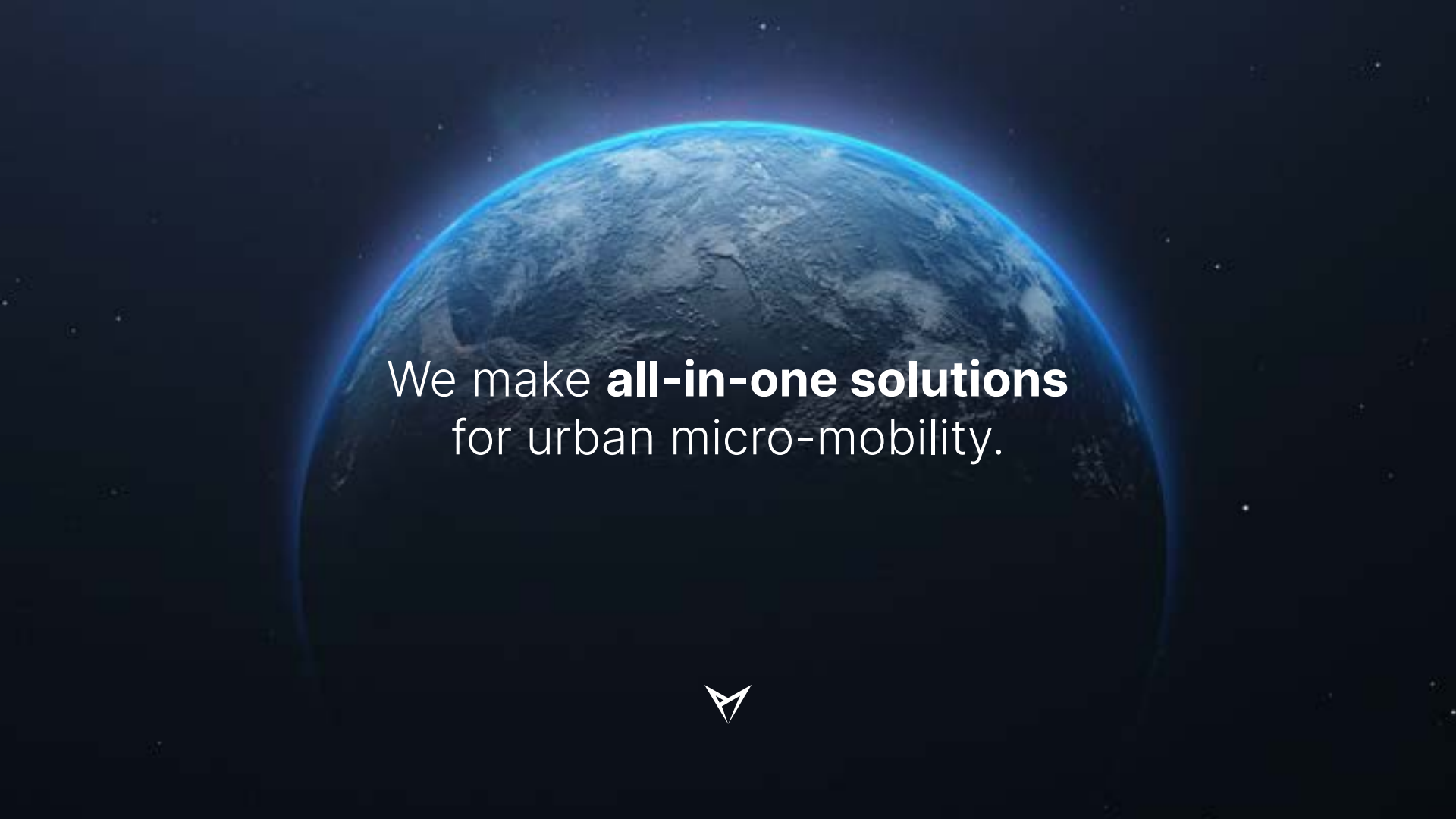
Of software cost for B2B.

15%

Of cost for fleet maintenance.

- High cost to access adaptive technologies.





We make **all-in-one solutions**
for urban micro-mobility.



SHADOW

Pixii Motors' first smart electric scooter.



Watch Teaser

SHADOW

Charging

3 Hours

Top Speed

45km/h

Range

120km

Fleet Management

 PULSE

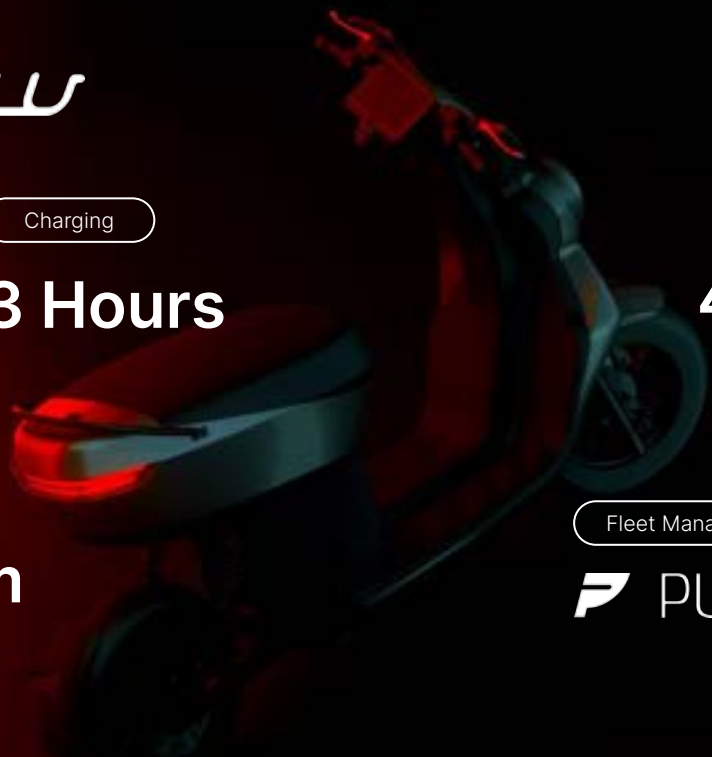
Battery Swap Station

Anti-Theft System
Blind spots

Built-in Navigation
Anti-Collision

Integrated E-Sim
2 kW Motor Power

Regenerative braking
Integrated Cockpit



PULSE

Shadow also comes with a fleet management software subscription, our SaaS PULSE.

- Live Tracking
- Reports
- Predictive Maintenance
- Orders & Ticketing
- Geofencing
- Analysis
- Cost & Energy optimization

And more!



Integrated Display



Anis Fekih - CEO

All the data, all the time.

Before landing the world of entrepreneurship, I was an airline pilot, a profession I was unable to practice, but it has served me well in many ways, especially in this project.

I drew a lot of inspiration from aviation in the design of the scooter, because in human mobility, nothing is safer than an airplane :) so as you can see, the Shadow dashboard is inspired by the Modern Aviation cockpits, but not only that, even the communication that links the vehicle to the various compartments.

Operational Cost Reduction

Integrating Shadow into the delivery fleet can reduce operational expenses by up to 40% compared to conventional petrol scooters. This is achieved through lower maintenance costs, estimated at \$50 per month per scooter (a reduction of 70% compared to average petrol scooter maintenance costs), and energy costs as low as \$0.01 per km (compared to \$0.05 per km for petrol scooters).

Efficiency Optimization

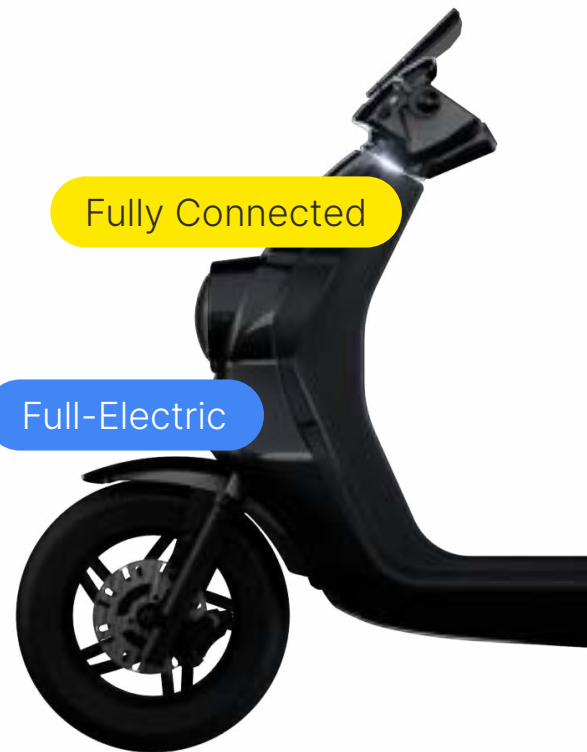
The smart cockpit and SaaS fleet management platform, featuring geofencing and cloud data recovery, enable real-time monitoring and optimization of fleet operations. Delivery companies can expect a 25% improvement in delivery times due to optimized routing and decreased downtime, enhancing customer satisfaction and repeat business.

Environmental Impact

By transitioning to Pixii Motors' electric scooters, companies can significantly contribute to reducing urban pollution. Each Shadow scooter reduces CO2 emissions by approximately 2 tonnes per year compared to a petrol scooter, aligning with global sustainability goals and increasingly stringent emissions regulations.

Flexibility and Scalability

Understanding the dynamic nature of delivery services, our subscription model offers unparalleled flexibility, allowing companies to scale their fleet up or down based on demand, without the financial burden of ownership. This model is designed to cater to businesses of all sizes, ensuring accessibility to our cutting-edge technology.



Eco

Smart



Our innovative approach not only addresses the economic and operational challenges faced by delivery companies but also propels them towards a sustainable future.

Our subscription service, along with our technologically advanced *Shadow* scooter, presents a compelling case for companies aiming to stay competitive, reduce environmental impact, and meet the evolving expectations of their customers.

Let's ride the future.

Prototype V1



Prototype V1



Opportunity Market Size

2 and 3 Wheelers

The global electric two-wheeler market size reached **US\$ 39.9 Billion** in 2023.

Looking forward, IMARC Group expects the market to reach **US\$ 109.5 Billion** by 2032, exhibiting a growth rate (CAGR) of **11.5%** during 2024-2032.

<https://shorturl.at/mDLX8>

The global electric two-wheeler market

\$109.5 B

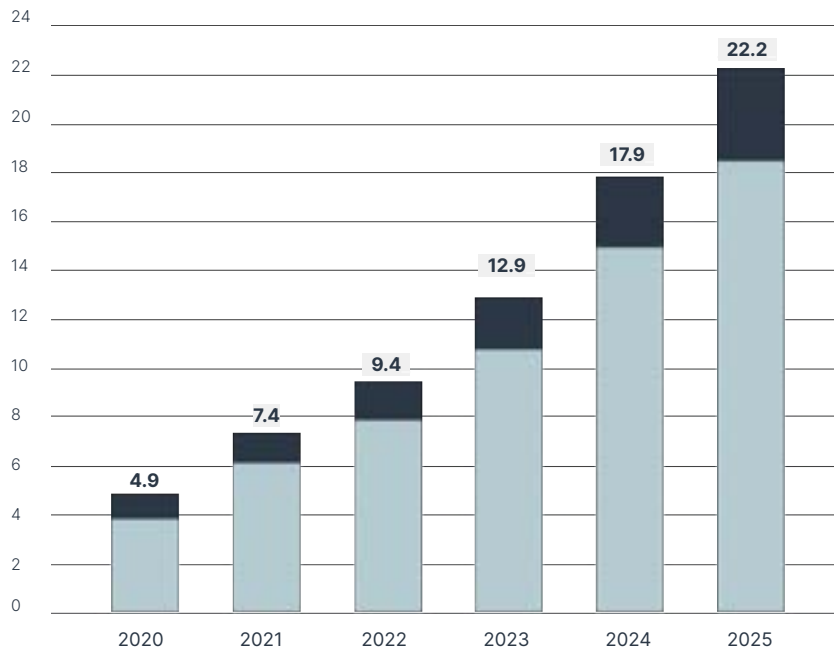
2032

\$39.9 B

2023

Market Size

Vehicle as a service



Subscription share of new vehicle registrations in EU5 markets for private and corporate customers

in Billion Euros

By 2025, the automotive industry is anticipated to witness a substantial shift, with over **€22 billion** in new annual auto financing transitioning towards the subscription segment.

Approximately 8% of all new vehicle registrations within relevant customer segments are expected to be rooted in subscription models by 2025.

<https://shorturl.at/nBGM7>

Base Volume

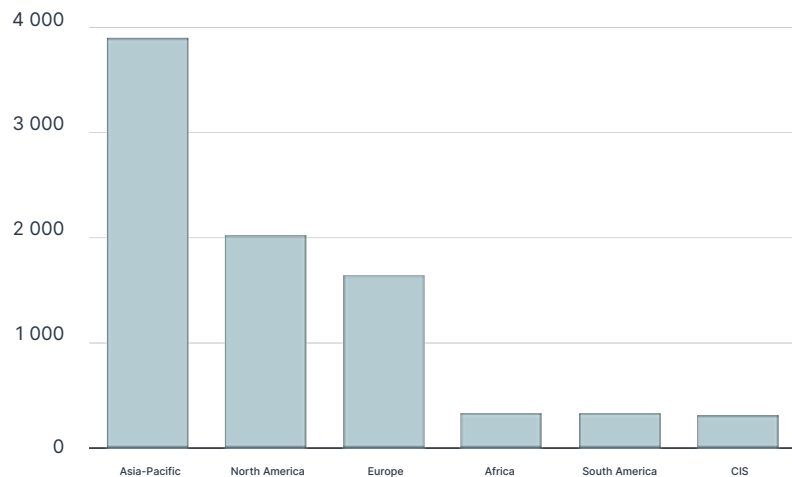
Additional COVID impact

Market Size

Logistics and last mile delivery

Size of the global logistics market in 2020

By region, in Billion USD

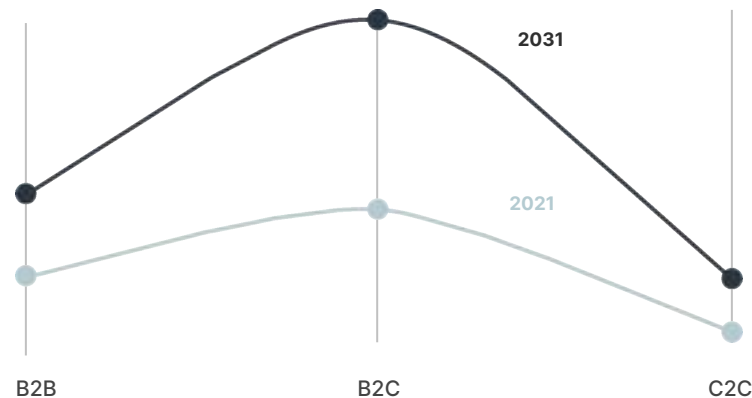


[Last-Mile-Delivery Market Size, Share, Report, Analysis, Trends \(allied market research.com\)](#)

The global last mile delivery market was valued at **\$131.5 billion** in 2021, and is projected to reach **\$288.9 billion** by 2031, growing at a CAGR of **8.13%** from 2022 to 2031.

Last Mile Delivery Market

By service type



We're merging the best in their fields.

Vehicle as a service



2019: \$2M/Seed

2023: Last Funding
Round Series B

Total funding Amount :
71 M \$

Saas



2014: \$2M/Seed

2022: Last Funding
Round Series B

Total Funding Amount :
82 M \$

Manufacturer



2014: \$1M/Seed

2022: Last Funding
Round Series E

Total funding Amount :
342 M \$

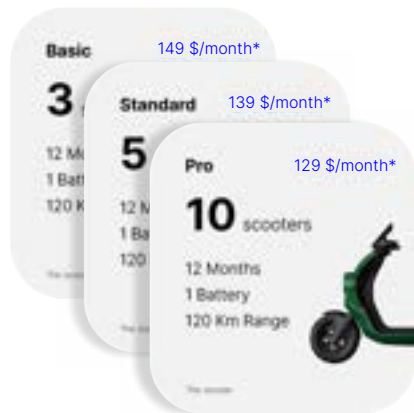
Invest to boost your performance and save your city!

Subscription

B2B - B2B2C

Rental: Subscription by packs

24 Month engagement



+ Fleet Management SaaS



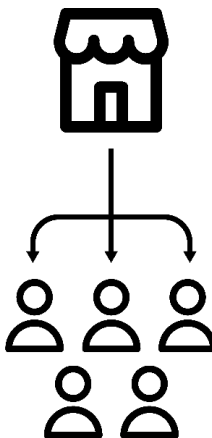
70 \$/month Basic

110 \$/month Standard

199 \$/month Pro

Companies can access transportation services without owning a fleet, reducing costs and commitments. This approach lets them focus on core competencies while benefiting from specialized transportation partners (Delivery entities, Tourism Companies, etc.)

Rental: Renting Business



Clients

Direct Sale

B2B short Term
B2C Mid, Long Term



For Cash/Lease

2.900\$

Scooter Subscription Pricing



Best Deal



24 Months Contract

145\$ /month

480 TND /month

12 Months Contract

206\$ /month

680 TND /month

Without Engagement

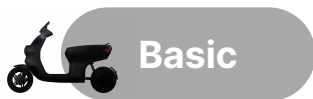
250\$ /month

840 TND /month

*minimum 1 month

Scooter Subscription Pricing

Including  PULSE



50\$/Month*

*per scooter

3 Scooters

12 Months
1 Battery
120 Km Range
3 Months free Trial

150 TND /month



70\$/Month*

*per scooter

5 Scooters

12 Months
1 Battery
120 Km Range
3 Months free trial

210 TND /month



120\$/Month*

*per scooter

10 Scooters

12 Months
1 Battery
120 Km Range
3 Months free trial

360 TND /month

Masterplan



25%

of world population
can buy Shadow

► Low Volume: Premium Price

A lower volume, premium priced product that is still affordable by a quarter of the world's population. It helps build our brand and establish ourselves as a high quality Tunisian automotive company.



40%

"

► Mid Volume: Medium Price

Medium volume, mid priced scooter, affordable by up to 40% of the world's population.



60%

"

► High Volume: Affordable Price

A high volume scooter affordable by roughly 60% of the world's population.

A great alternative to all petrol vehicles.

Masterplan

1st Batch 2023

Q1 to Q3

Q4

140k \$ Raised , 100k \$ Grants

Pre-Seed // Business Angels, Grants, Competitions

Market Validation

MVP **Done**

Secure +25 Pre-Orders **Done**

Make traction with future customers **Done**

Public Reveal

Engineering Shadow **Done**

Alpha Prototype Product validation **Done**

Product Validation - homologation EEC & Certification CE Start

Masterplan

2nd Batch 2024-2025

Q1 to Q3

Q4

1.5m \$ Raise for scaling

Seed

Validate Features Colors & Roadmap

Pre-series Prod. **120 Units**

Secure **+100 paid pre-orders**

Durability Tests & Feedback

Large Scale Market Validation

Mid. Volume Prod

Aiming to sell **1000 units**

Start R&D for **Swappable Batteries Station**

Masterplan

3rd Batch 2026

Q1 to Q3

Q4

Raise XXm \$

Pre-Serie A

1.5K units sold by the end of 2026 (Africa + France)

To be present in minimum of 2 African countries

Raise XXm \$

Serie A

High volume Prod. targeting **5K units**

Introduce Shadow new version **125.cc**

Start R&D of Electric **Micro city car** by the end of 2026

A high volume scooter **affordable** by roughly **60% of the world's population.**

Target Markets

We're working on operating in these markets:



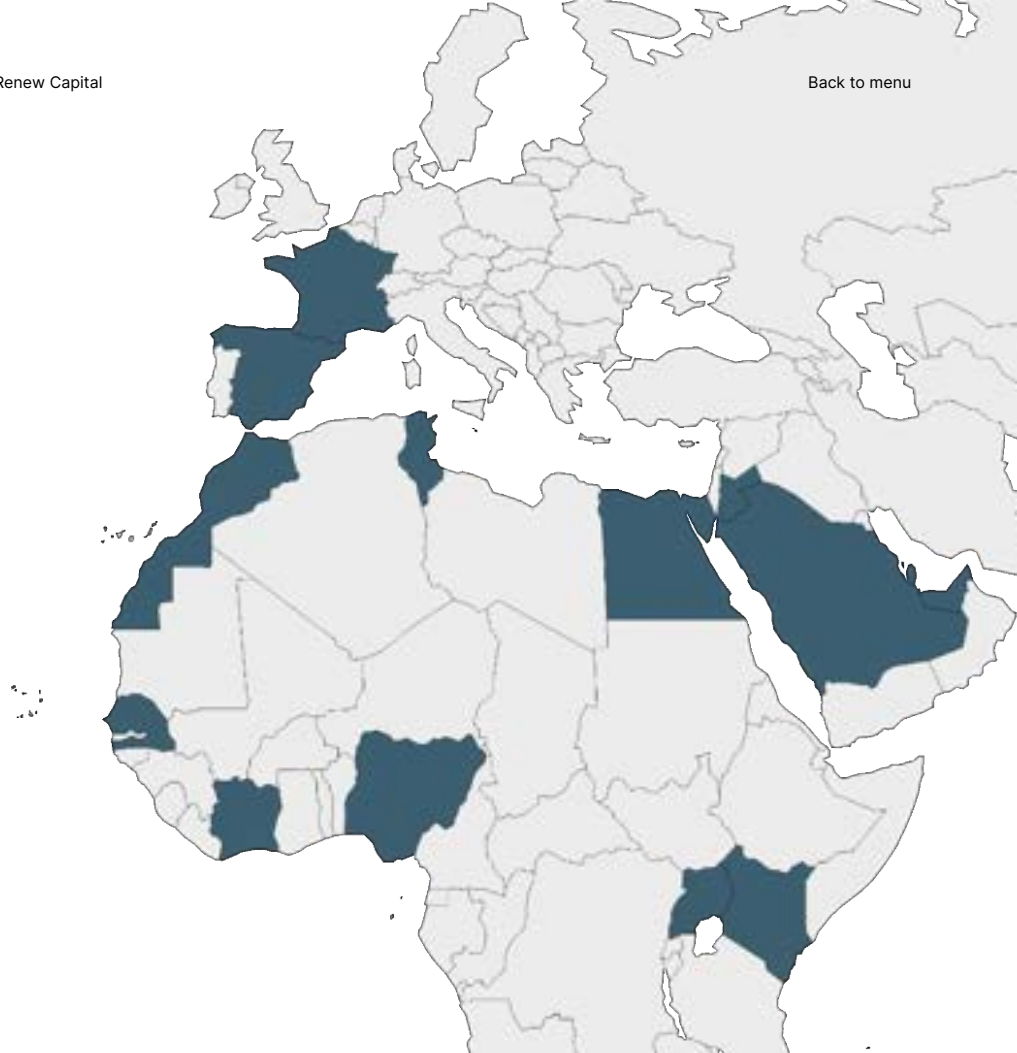
[France, Tunisia, Morocco, Spain.](#)



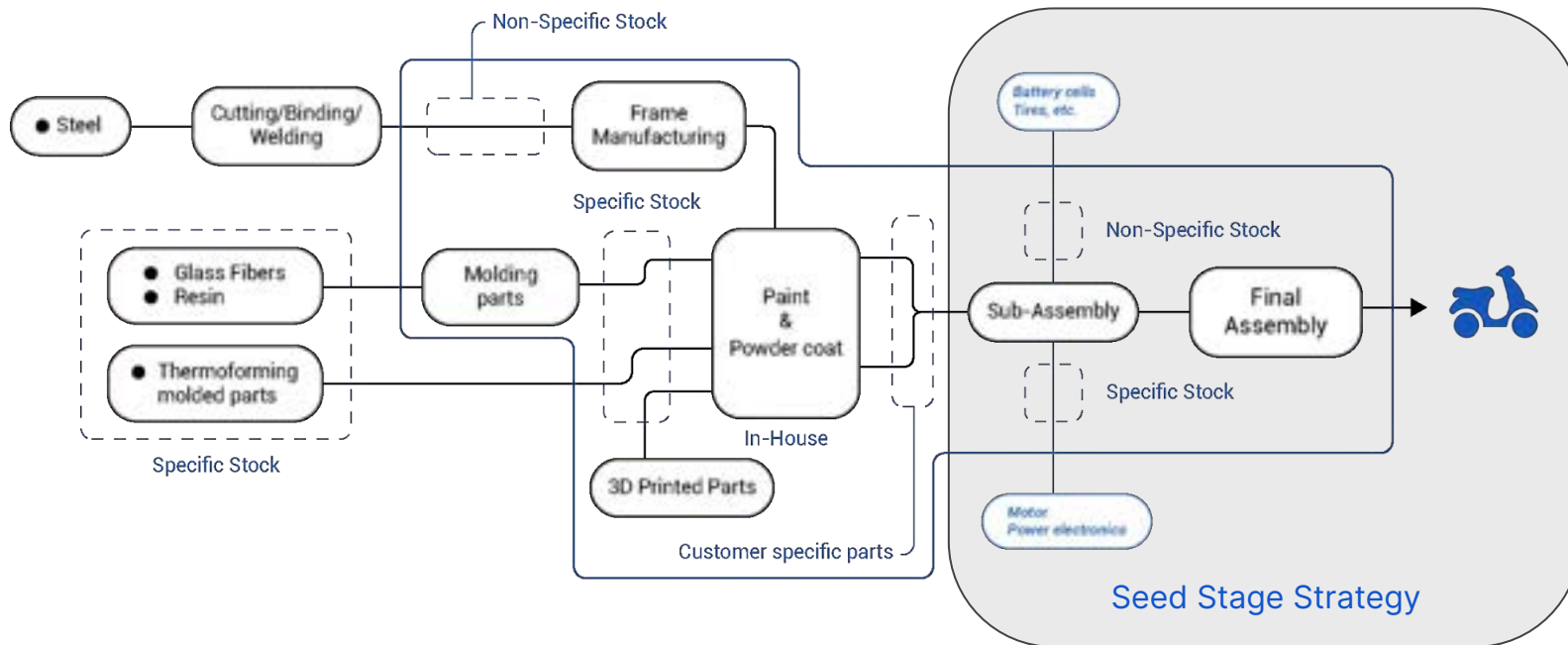
[Kenya, Ivory Coast, Rwanda, Sénégal, Nigeria](#)



[KSA, Egypt, UAE, Qatar, Jordan.](#)



How we see our factory evolving up to Serie A



Traction 2021-2022



An honorary loan
7k Euros



Euratechnologies Lille
France Incubation



Obtaining Flywheel Smart capital
10K Euro



Finalist POESAM Orange



Opening a **Pre-Seed Fundraising**



OST Program **Investment**
readiness program

Alumni:



2023



Actia Engineering incubation



Obtaining the label by
Startup Act Tunisia



Financing of the certification at
UTAC France by the Giz



GITEX 2023 Morocco



A letter of intent to
purchase our scooters for
the Moroccan market
(5 major cities)



**We have obtained a confirmed
purchase order for 24
scooters sold, from our
partner SMTP.**

Traction 2024



Pixii Motors **France HQ Office**



The first african E-mobility startup to integrate the prestigious **NXP startup program in Netherlands**



Web Summit Qatar 2024 participation



Orange Fab



Pre-order from the best tunisian **B2B last mile delivery Kool company**



Marketing partnership with **Ooredoo Telecommunication** for a campaign



Pixii Motors Will Be present for the second time



The Team



Anis Fekih - CEO

Finance Licence HEC | Airline Pilot Transport License
+8 years' experience as a General Manager
in Group of graphics industry.



Wafa Dhifi - COO

+12 experience years as General Manager of
Energy industry
Master Degree of Marketing Intelligence
Auditor in quality management systems



Imed Mlawah - CTO

+5 Years of experience in embedded systems development,
web development, and data science.



Wissem Yaakoubi

Embedded Sys Engineer
Low level and drivers



Bassem Abidli

Embedded Sys Engineer
SW & HW Integration



Ayoub Skhana

Embedded Sys Engineer
User interface / QT specialist



Hassene Ben Hammouda

Automotive Designer +17 years'
experiences: Eon Motors / Wallys iris /
Catecar 1 /Catecar Dragonfly / Oryx Motors



Mansour Mohamed

Mechanical Engineer



Omar Jemai

Senior FullStack Dev.



Taher Rzigui

Lead Designer
+3 Years experience in visual design and Illustration.
Design, Art, Brand and Image management



Our Interns this year



Rania Taabouri

Embedded System



Oussama Jemaa

Data Science



Amal Dayekh

Business Development



Takwa Ben Hassine

Embedded System



Eya Jbeli

Full Stack



Omar Ghorbel

Financial Officer



Mariem Zouaoui

Embedded System



Radhouane Touil

Embedded System



Mohamed Achref Belgacem

Embedded System



Said Mnari

Embedded System



Wassim Abdallah

Embedded System



Ala Eddine Khanchouch

Embedded System

Advisors



Nouredine Hajji

Chief Executive Officer
EY Tunisia - 22 Years

Nouredine.hajji@tn.ey.com

[+21623303163](tel:+21623303163)



Hakim Khelifa

Senior Partner
Africinvest Group - 25 Years



Selim Fekih

DevOps Technical Lead
Hermès

Senior DevOps Architect, ex BforBank, ex 'société général', ex Pernod-Ricard.



Sofiane Sayahi

R&D Senior Manager
Actia Engineering services - 25 Years

Advisors



Houda Ghozi



PhD, Founder

OPEN STARTUP (OST) - 8 Years

OST an NGO in the MEA region fostering innovation, education, and cultural exchange. Developed with Columbia Engineering and Business Schools, in collaboration with partners like the US Embassy in Tunis, Columbia Global Centers, Africinvest, Drosos Foundation, and others.

Houda.ghozzi@open-startup.org



Omar Guiga



CEO, Co-Founder

Wallyscar-12 years



Douja Gharbi



CEO & Co-Founder

RedStart Tunisie - 4 Years

President and cofounder

DAMYA- Women Business Angels Network Tunisia

RedStart Tunisia - Accelerator- Active member of the Tunisian entrepreneurial ecosystem aiming to contribute to the acceleration of Tunisian innovative SMEs with high potential and startups. It's the result of a Tuniso-French partnership, aims to strengthen cooperation between the entrepreneurial ecosystem in Europe and Africa.

Douja.gharbi@redstart.tn

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Partners

Giz (Germany)

NXP (Netherland)

OST (Tunisia)

Redstart (Tunisia,France)

Magic Lane (Netherland)

Euratechnologies (Lille,France)

Paris Saclay Accélérateur Hardware (Paris, France)

Orange Fab (Tunisia)

Actia engineering services (Tunisia,France)



We Ask

Seed Round

1.5M \$

Admin

30%

Hiring
Wages
Rent
Utilities
Legal Fees
Insurance

Product

54%

R&D
Production
Pre-Series
Mold
Design
Testing

Business Dev. **16%**

Sustainable Customer Base
Partnerships
Brand Awareness
Marketing

Let's ride the future.



Thank you.

Problems

Our Solution

Prototype V1

Market

Business Model

Our factory

Traction

Team

Partners

Our Ask