

# BikeBroo

## Democratizing Dignified Mobility

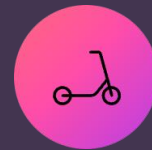
Transforming urban commuting with affordable, safe, and convenient electric scooter rentals.

# Our Vision: A World Transformed



## Escape Overcrowding

Commuters avoid unreliable public transport.



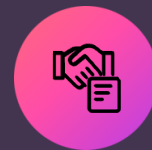
## Affordable & Safe

Premium shared electric scooters replace costly alternatives.



## Affordable Costs

Daily travel costs only twice of public transport.



## Dignity in Every Ride

Delivering dignity, safety, affordability, and convenience.

# The Problem: Why We're Unignorable

## Public Transport

Limited coverage, overcrowded, and unreliable.

## Ride-Hailing

Too expensive for daily use, frequent cancellations, surge pricing.

## Micromobility

Short range, unsafe in traffic, poor comfort/quality.

## Our SHARP Approach

1

### Electric Scooter Rentals

Full-fledged rentals for up to 30km commutes via clustered hubs.

2

### Manned Stations

Ensuring vehicle safety and customer trust.

3

### Battery-as-a-Service (BAAS)

Low CapEx, low downtime, no range anxiety, swapping revenue.

# Why This Market Matters

## Massive Demand

~\$115B annual intra-city transport market with 130-170M daily urban commuters.

## Current Pain Points

Public transport is unreliable; ride-hailing is 4-10x the cost.

## Our Wedge

Manned, clustered hubs + BAAS for affordable, premium EV rentals at scale.

## Price & Impact

~2x current cost for 10x experience. Cuts CO<sub>2</sub> emissions and delivers population-level impact.

# The Opportunity: Recent Shifts

1

## Tech Advancements

Affordable e-scooters, fast battery swapping, IoT fleet tech.

2

## Behavioral Change

Post-COVID, commuters prioritize safety, comfort, and reliability.

3

## Regulatory Support

EV-friendly policies (FAME II, state subsidies), 30% 2W electrification target by 2030.

4

## Cost Reduction

Falling battery/EV costs, shared BAAS make premium mobility viable.

# Who Feels the Pain Most?

Daily office goers, students, blue-collar workers, particularly women & elderly.



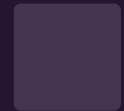
## Dangerous Commutes

Cramming into overloaded public transport, endangering safety.



## Uncertainty & Delays

Accepting delays and uncertainties as part of daily life.



## Financial Strain

Paying surge prices for emergency cabs, leading to income loss.



## Chronic Stress

Early departures, multi-hop trips, compromised safety.

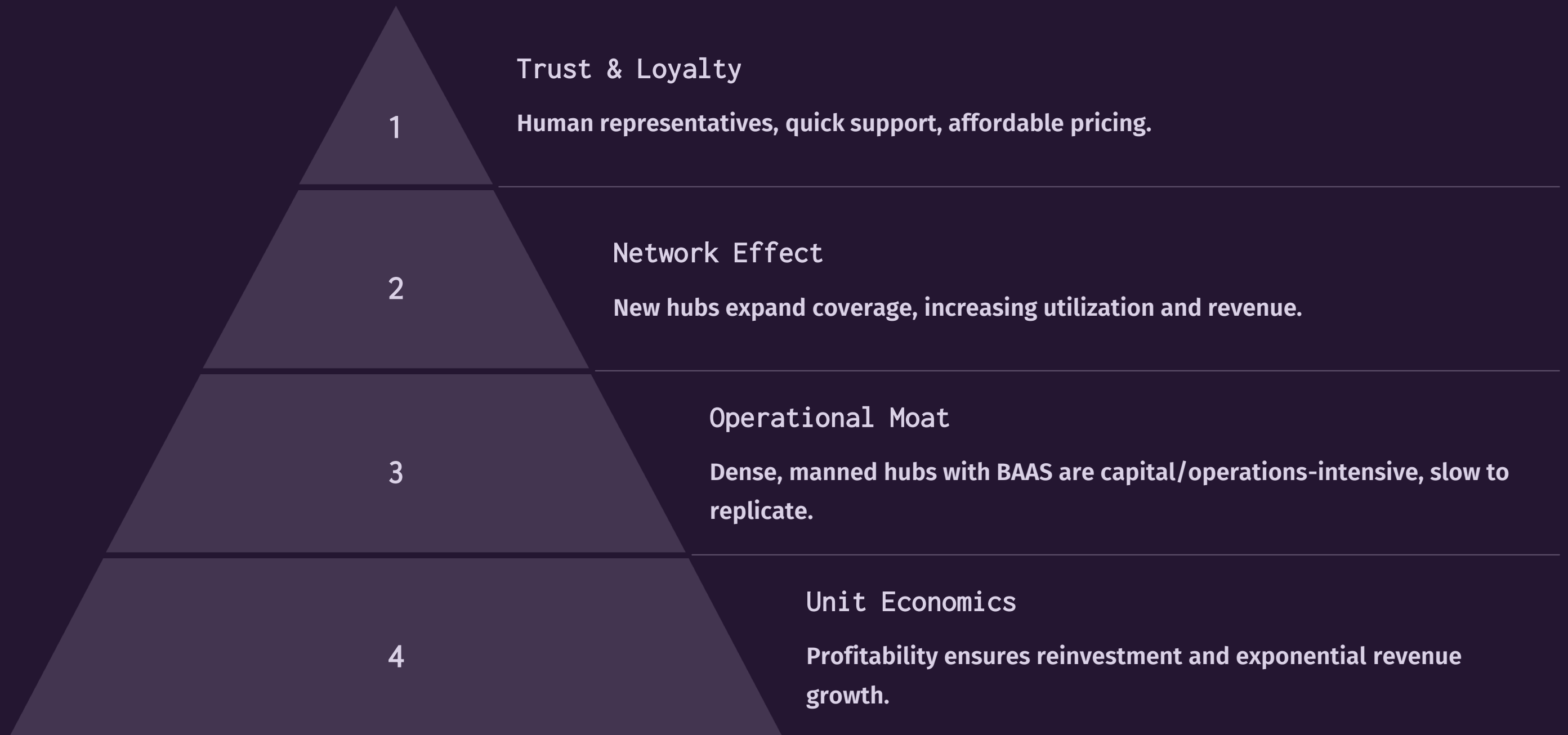
# Our Unmistakably Better Solution

"It is like owning a proper well-maintained scooter for each of your rides without actually buying it."

- No buying or maintaining a vehicle.
- No waiting or cramming into public transport.
- No uncertainty with ride-hailing drivers.
- No safety concerns with bike-taxis.
- Affordable for daily, two-way use.



# Defensible & Profitable at Scale



# Why We Are the Right Team

- **Nurturing Talent:** Experience in teaching fosters team growth.
- **Tech Acumen:** Scientific background ensures understanding of rapid technological changes.
- **Curiosity & Agility:** Diverse experiences drive innovation.

"No one else will build this. They'll say: 'It's capital intensive, operations heavy with very thin margins. Why should I even touch this?'"