

The problem:

We think it sucks, that as a daily commuter, there are no rentable products, you can take on your route let's say to work, to university, or to wherever.

The problem here is that public transportation does usually not allow to onboard electrical scooters, let alone bicycles, another problem is how expensive foldable bikes are, which would be a convenient solution, as it can be folded into a trunk-sized carry-on.

The solution:

Our team has worked *relentlessly* for the better part of an afternoon to solve this, and this is what we came up with: **rentable folding bikes**.

The way it works is: you will have bought a couple hundred folding bikes; have them equipped with GPS- and time-tracking sensors (to help with route-navigation and exact payment); spread them around larger cities and have customers rent them through the db-app.

Payment will be by the minute, day, week or month to meet different customer behaviour.

People are already used to renting mobility: take the rise e-scooters for example.

We have done excessive market analysis. The market is ripe; it is a solution to a problem all companies so far have ignored.

Your initial investment consists of 3.4 € million for the first 1375 bicycles for the five largest cities in Germany, and installment of equipment. Minus running, monthly costs, and insurance, you will look at an incoming cashflow of around 380.000 € per month.

What we, as a team offer to you is, for a 20% stake on that enterprise, we will take care of purchasing: that includes finding the best cost/value ratio; bargaining for a good price; we will set up the necessary processes to handle operations. We will find and hire partners, who will be first responders for maintenance, upkeep and all kind of unforeseen circumstances.

We will design and help to implement the addition to your db-app, to enable customers to rent through it. No additional downloads needed!

The human level, the team:

We are Svea, Adrian, Iliya and Nikola and we represent MUAS' finest. We are highly trained semi-professionals in business management and computer sciences in one of Germanys most elite institutions. We were trained to do very careful diligence.

We have competencies in hardware- as well as software-development. We feel like we know how to operate small and mid-sized businesses. What makes us unique and elevates us from our competition is our wits and 'work mediocre, play hard'-mentality. Just joking.

Market analysis has shown that customers are used to rentable mobility already. Really, what is the price on your health? How many would love to switch to something healthier for them than electric scooters are. There are no lithium cells in those bikes; It is very environment friendly. The market is still empty. You can get a huge market share if you invest now. The competition does practically not exist so far. It is time to act now.

When shall we meet again to discuss this idea further?

1. Business Level
 - Data
 - How does it work?
 - What is it that we do?
2. Human Level
 - All about trust
 - Why are we the right men for the job?
 - Convince him, that this is a valid business opportunity

Ask WH-Question:

What is it that we do; How does it work; What problem are we solving; How the solution looks like;
How will people use it; Who are the people, that will use the product; Will they/how much pay;
Who are we as a team; Why are we capable for the job;

--→ after this: what do I want? Second meeting?