

Migmig

Speedility.



Problem

Residents of most European cities do not have fast, affordable, comfortable means of personal transportation.

The “Last mile” problem – it takes time to get yourself home from the bus/metro station.

Tourists need an easy-to-use, easy-to-rent, reliable way of getting to places within cities.

A young woman with long brown hair, wearing a white t-shirt with a red 'Levi's' logo and blue shorts, stands on a black electrical kick scooter. She is positioned on a paved area in front of a large, ornate church building with yellow stone walls and multiple arched windows. The church has a sign above the entrance that reads 'THE CHURCH OF WINGNATION WELCOME CENTER'. The word 'Solution' is overlaid in large white text on the left side of the image.

Solution

Electrical kick scooters that are:

- floating (no stations);
- can skip traffic jams;
- affordable from every perspective;
- can be parked anywhere;
- ecological;
- future.

Team

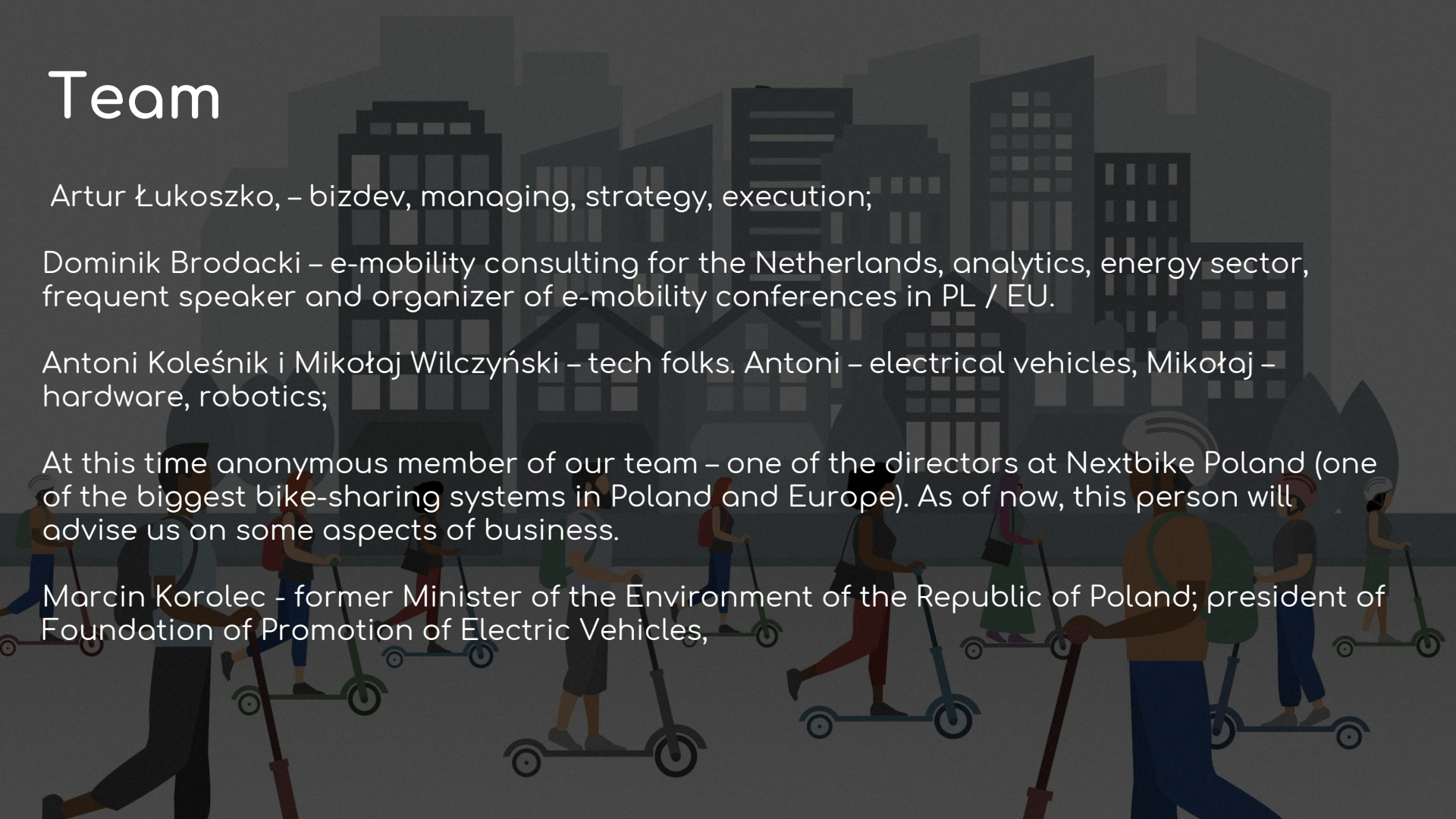
Artur Łukoszko, – bizdev, managing, strategy, execution;

Dominik Brodacki – e-mobility consulting for the Netherlands, analytics, energy sector, frequent speaker and organizer of e-mobility conferences in PL / EU.

Antoni Koleśnik i Mikołaj Wilczyński – tech folks. Antoni – electrical vehicles, Mikołaj – hardware, robotics;

At this time anonymous member of our team – one of the directors at Nextbike Poland (one of the biggest bike-sharing systems in Poland and Europe). As of now, this person will advise us on some aspects of business.

Marcin Korolec - former Minister of the Environment of the Republic of Poland; president of Foundation of Promotion of Electric Vehicles,

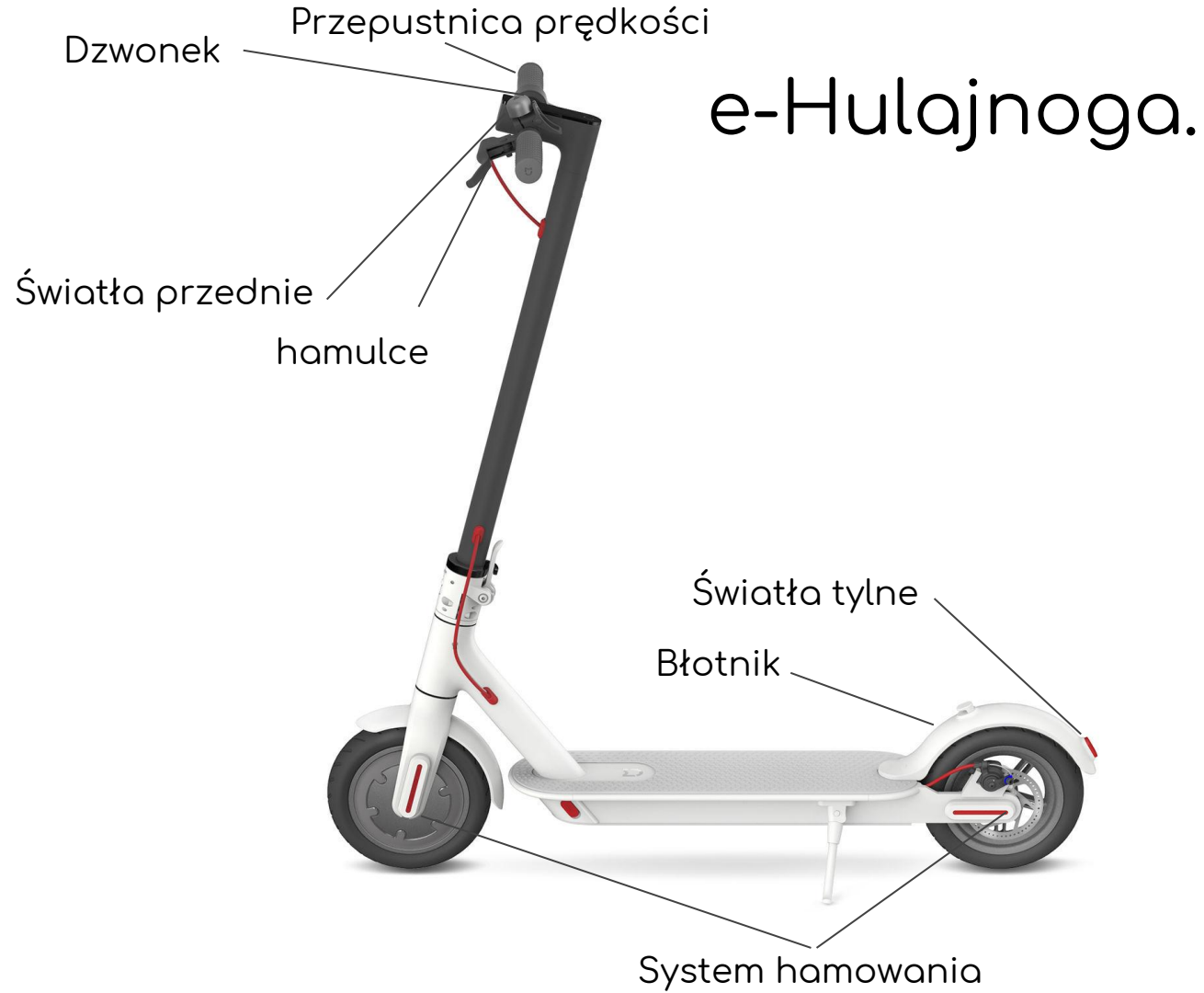


Mission

A woman with long brown hair and glasses is sitting on a wooden pier. She is wearing a black t-shirt and black sneakers. Next to her is a black kick scooter. The background shows a large body of water with several ships, including a large sailing ship, and a city skyline in the distance under a clear blue sky.

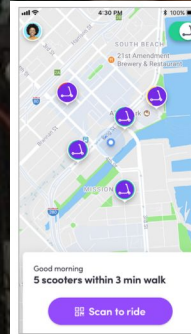
Make it possible for our users to move in a fast, convenient and affordable way.

Reduce traffic jams; smog; and number of car trips in the city.

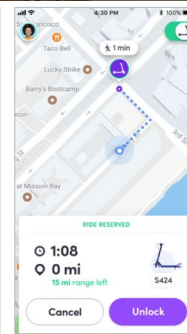


e-Hulajnoga.

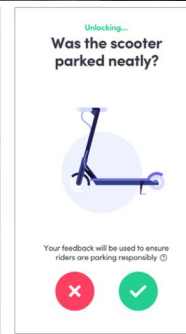
Interface of the app



Home screen



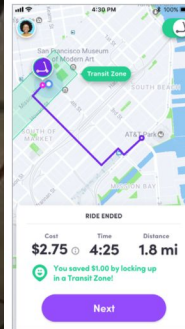
Ride reserved



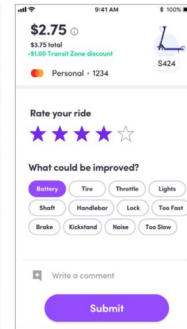
Pre-ride check



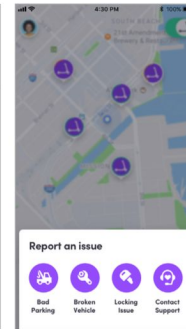
End of ride



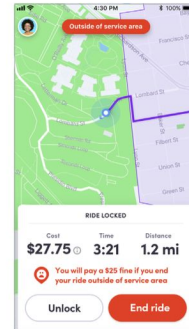
Transit zone dropoff



Post ride feedback



Report an issue



Outside of service area

Competition in Warsaw

Competition	Example	advantage	Disadvantages
Walking	Walking, running	Free, healthy	To slow and physically tiring*;
Personal micro-vehicle	Bicycle, e-scooter	Full control Mobility	Costs of purchasing; costs of operating; less return-flexible
Public transportation	Metro, bus, tram	Fast, more ecological than a car.	Costs; traffic jams; crowds of people; location of stations.
City bikes	Veturilo (nextbike)	Cheap (or free); eco	Location of stations; lack of bicycles; conditions of bicycles; physical fatigue.
Dockless bikes	AcroBike	Dockless (no stations)	Low density; uncomfortable; fatigue; 25 euro initial payment.
Electrical scooters	Blink.ee, JedenŚlad	Eco; no traffic jams	Driver license required; can't use sidewalks.
Cars to go	Traficar, Panek, 4mobility	No costs of parking; almost-eco; cheaper than personal car.	Not always affordable; driver license.
Personal scooter/bike	Scooter, motorbike	Mobility; no parking costs; no amortization costs.	Cost of purchase; maintenance; driver license.
Personal car	Any type of.	Comfort; good for long distance; moving thing	Non-eco; expensive; maintenance; parking; costs; taxes; fines..

Sources of income

- ✓ Pay-as-you-go basis for users
- ✓ B2B – corpo-needs
- ✓ B2G – state needs.
- ✓ State tenders
- ✓ Cooperation with companies - sharing travel expenses
- ✓ Ads inside the app (subtle)
- ✓ Ads on the scooter itself (subtle)
- ✓ Other means of income

Unit-economy*

https://docs.google.com/spreadsheets/d/103F9ycxHTr_3rMXKhKH3H5f-y5wIRQIZwt1wOgTez2Q/edit?usp=sharing

Price model

Fees for users in our first market:
0.99 euros (rental cost) + 7 cents for each subsequent minute of rental.

Competitive advantage

Here and now is the right time and place to start the action.

- People have accepted sharing-economy, this is common.
- Higher prices for fuel, longer traffic jams - who likes it?
- Technological development allows to reach new transport and business horizons.
- The political will of governments to increase energy security in every possible way.
- American companies have already checked such a model, it is pure (ecologically clean) money.
- Venture Capital Giants confirm it in cash - Google and Uber have invested \$ 335,000,000 in Lime - one of the largest e-mobility players.

Migmig's competitive advantage:

- fastest rental process ever. **Only 26 sec to have a first ride.**
- the right time and place, a proven business model;
- a battery exchange system that reduces operating costs by 60% compared to the competitors – and thus lower price for our users.
- government subsidies, EU structural development funds that are not available to other companies;
- marketing campaigns on which everyone will want to be **the migmig-man.**

Development strategy

Taking into account the current steps of the government of the European Union and the Republic of Poland, you can count on generous subsidies - for example, the Low-Emission Transport Fund of Poland*; EU projects **: Sokół (PLN 0.5 bln), ERA-NET, GREEN-ups, and many, many other sources of financial business support.

With proper financing, during the first year business will cover most Western, South and Central European cities with a population of over 250,000.

One of the critical points of the entire eco-system will be the creation and production of our own model of electric scooter in Eastern Europe. This will drastically reduce costs, improve the time frames and achieve independence from our current contractors and quickly implement innovations.

*from 1st of Jan 2019 is going to heavily invest in e-mobility.

**<http://ec.europa.eu/...>

European competition on the market of floating scooters.

- Bird.

They started in August 2017. Present in the USA, Austria, France and Belgium.
The total value of the investment - USD 460 million. Valuation - \$ 2,000,000,000;
According to our sources, they are looking for a new round at USD 6 billion.

- Lime.

They started in July 2017 as a bike rental without a station.
Present in several European cities. Among others, these are Zurich, Madrid, and Paris
Investments - USD 467 million;
Valuation at 19.10.18 - 3.3 billion USD.

- Taxify

They set out with the scooter the proposal "Bolt. Powered by Taxify "in Paris 3 weeks ago.

- different local players with a fleet of no more than 200 scooters - Troty, VOI, Wind, swheels2go, koko, Tier.
The Swedish VOI in July 2018 got 1.100.000 eur at the pre-seed stage with a valuation of 11 mln eur. Valuation at 25.9.18 - EUR ≈30 mln.

Where are we now?

– We are in the middle of creating our app. We are doing it in collaboration with a software-house based in Ukraine.

We estimate that in December the app will be ready to go.

– we have an agreement for an initial delivery of 70 e-scooters from a factory in China.

Bulk order will put a better price tag on each e-scooter.

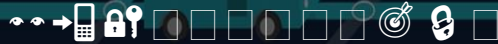
Kick scooter will be delivered just before entering the European markets.

Where are we going to be on 15th of December?

Our first market is going to be Monaco and Nice, France.

Great economical and weather conditions in those cities will help with our marketing and further growth process.

In such an international place one of our app's languages certainly will be useful – language of emoji

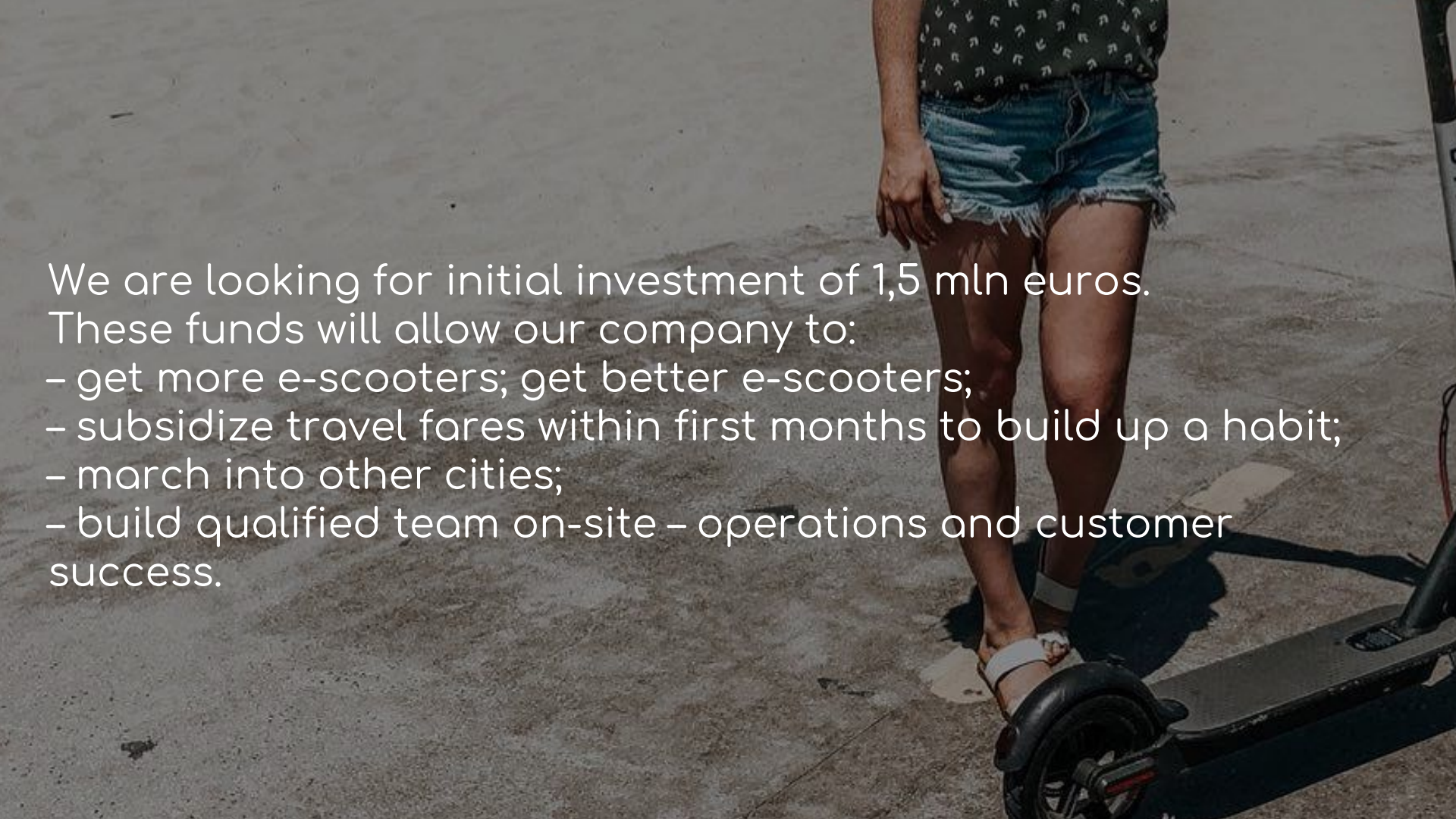


Where are we going to be on 1st of February 2019?

Migmig's going to have covered 10 Southern European cities on that day.

Cooperation with local and international transport providers.

Preparations to enter our home market – Warsaw, Poland.

A person is standing on an e-scooter on a paved surface. The person is wearing a dark t-shirt with a white pattern, denim shorts, and sandals. The e-scooter is black and has a large front wheel. The background is a plain, light-colored pavement.

We are looking for initial investment of 1,5 mln euros.
These funds will allow our company to:

- get more e-scooters; get better e-scooters;
- subsidize travel fares within first months to build up a habit;
- march into other cities;
- build qualified team on-site – operations and customer success.

Thanks for your attention.

Migmig
Public transport made personal.
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