

# welgo

Family Mobility as a Service

Pitch deck

Q3  
2024

# High barriers to usage of family cargo bikes



1

## Price

**High prices** are the number 1 obstacle to purchasing (62% of neutral/non-buyers)

€4500 Average price

2

## Theft

Fear of **bike theft** is the number 2 obstacle to purchasing (18% of neutral/non-buyers)

1 bike theft per minute in France

3

## Service

ex. France: Only **few hundreds** of resellers for cargo bikes.

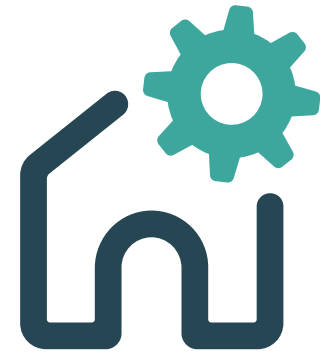
Customer cannot rent or get regular maintenance

# The ultimate subscription service

## Unique Selling Proposition



**Range of cargo  
bike**



**All-inclusive  
subscription  
service**

## Business Model



**Asset light**



**A scalable  
distribution network**

**Enabled via our proprietary Tech**

(taken over from Avocargo)

# One platform to manage **all flow**

Invoicing & Billing management

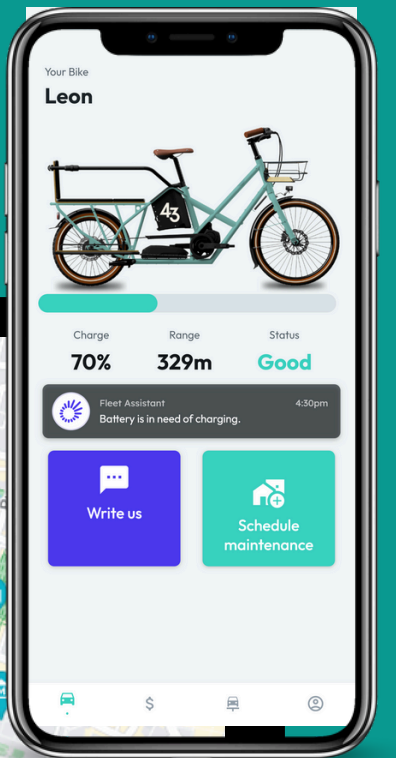
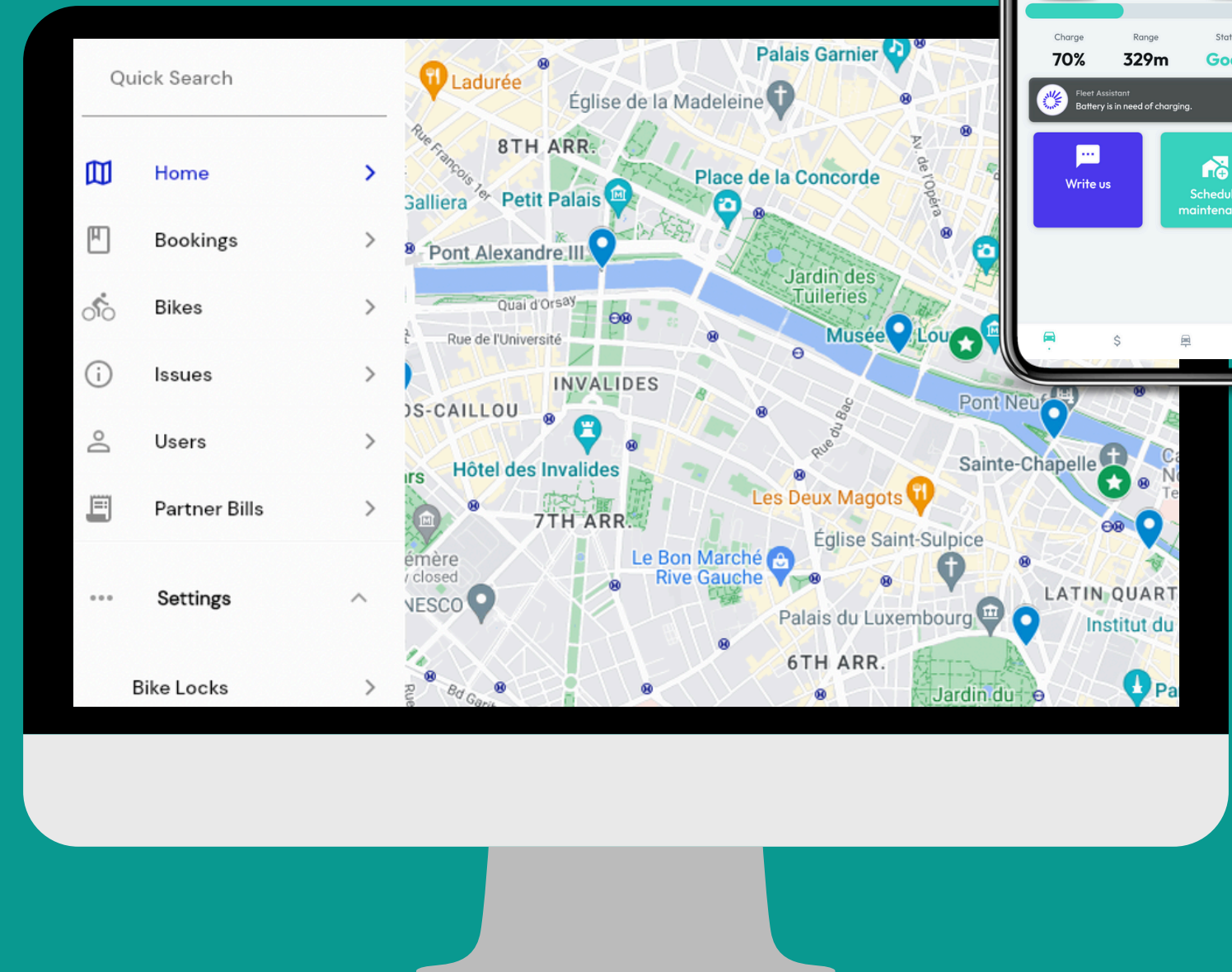
IA preventive maintenance

Live tracking - insurance connected

Cash flow optimisation

Repair scheduling

TMS



# A team of experts in the mobility industry



**Nicolas Deparis**

**CEO**

**Bikeis**

- Founder of Bikeis, pioneering platform for bike rentals connecting individuals and professionals, boasting 10,000 users and specializing in cargo bikes.
- Launched Welgo while still in school
- Expert in SEO, adept at driving significant traffic organically without funding.



**Angelino Capretti**

**COO - CFO**

**TIER**



- Serial entrepreneur with a diverse portfolio in micromobility, logistics, apps, and coworking spaces.
- Expertise in managing operations across 7 countries with a workforce of over 600 employees and a fleet of 15,000 vehicles.
- Driven by a dual focus on sustainability and profitability.



**Loic Pinel**

**CTO**

**COUP**



**pony**

- 13 years of professional experience in industry, startups and mobility.
- Specialist in creating tech and hardware products, and setting up supply chains
- Co-founder of the cargo bike sharing startup Avocargo (2021-2023), raised €2M, 15,000 customers in Berlin and Munich.

# A huge urban family mobility market in Europe

European urban family  
mobility market

European urban family cargo  
bike addressable market

114€ B  
/Year

European family cargo bike  
subscription service market

11,8€ B  
/Year

106€ M  
/Year

# Lead acquisition strategy

## High Conversion Touchpoints Identified:

### 1. Referrals

Ambassadors sharing their experiences drive engagement.

An ambassador is a client who receives a discount on their subscription in exchange for conducting trial sessions and promoting Welgo.

### 2. Trials

Offering real-world bike tests to potential customers

Trial sessions of 30 minutes are organized by our ambassador.

**8 out of 10 trials lead to conversions**

## Other acquisition channels

### SEO

Aiming to rank on **targeted keywords** through SEO-optimized articles and backlinks.

**8K unique visitors/month**

### Ads





Utilizing **low-budget** Facebook and Instagram ads, especially during off-peak seasons to maintain engagement

### Shop

Running promotions through our showrooms to attract local customers and enhance brand visibility

**Paris opening in May**

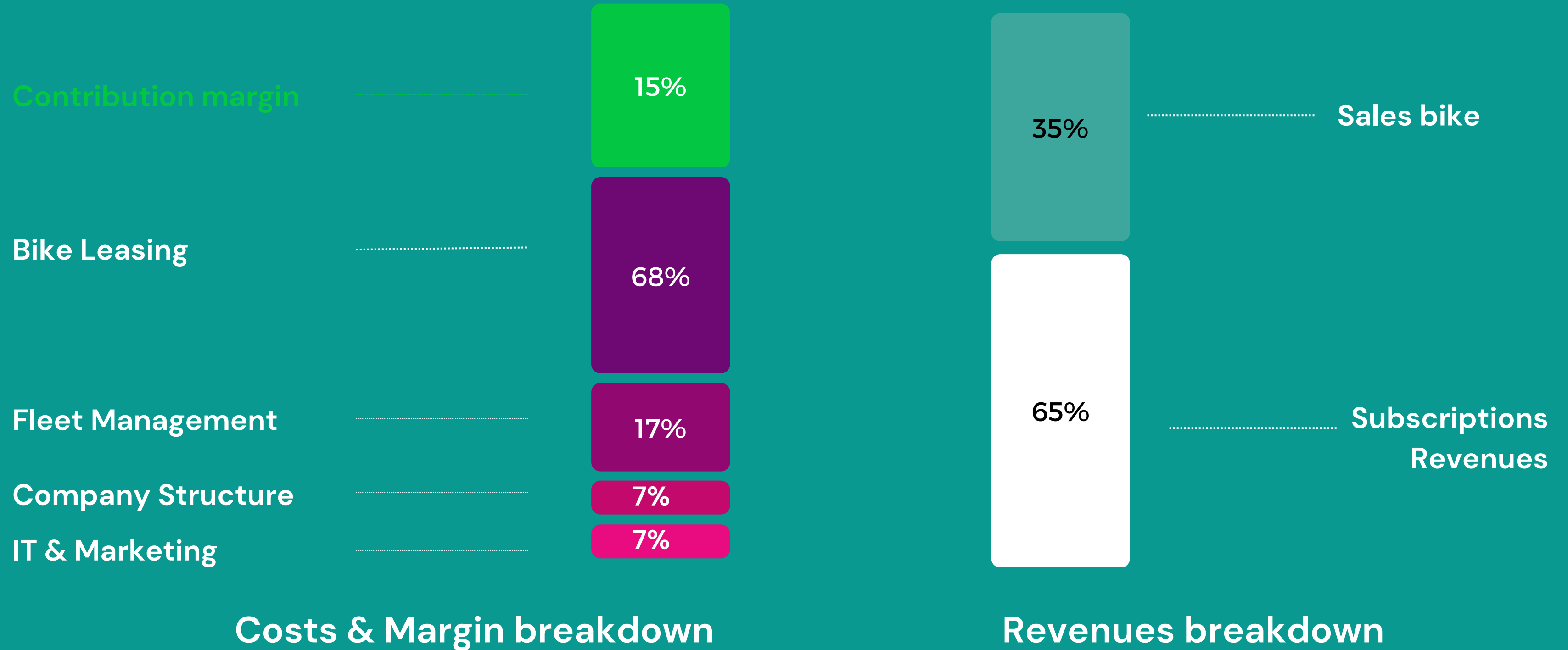
# Welgo offers a unique positioning by providing a tailored service that complements its high-end cargo bike

GENERAL INFORMATION	Welgo	J♂ULE	Whee!	Cargoroo	Lug+Carrie
MARKET					
BUSINESS MODEL	Rent + Resale	Leasing	Rent	Sharing	Rent
AVAILABLE IN EU URBAN AND SUBURB AREAS	✓	✗	✗	✗	✗
ADAPT TO FAMILY EVOLUTION	✓	✗	✓	✗	✗
BUSINESS & OPERATIONS					
POINT OF SALES	Welgomate ambassador	By bikeshop	Online Showroom	In streets	Online Showroom
GPS Connected	✓	✗	✗	✗	✗
HOME REPAIR	✓	✗	✗	✓	✗
BUY YOUR BIKE	✓	✓	✗	✗	✗



# Business Model

by subscription bike



Costs & Margin breakdown

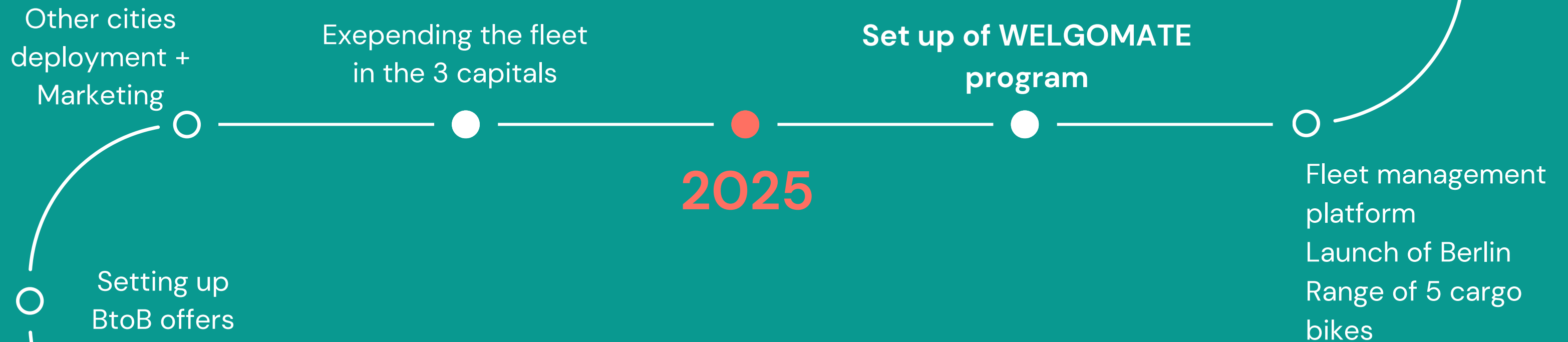
Revenues breakdown

# Roadmap

Proof of concept



Range and platform



Stabilization year

Setting up BtoB offers

Expension and renewal years

Renewing the 2024 fleet

2026

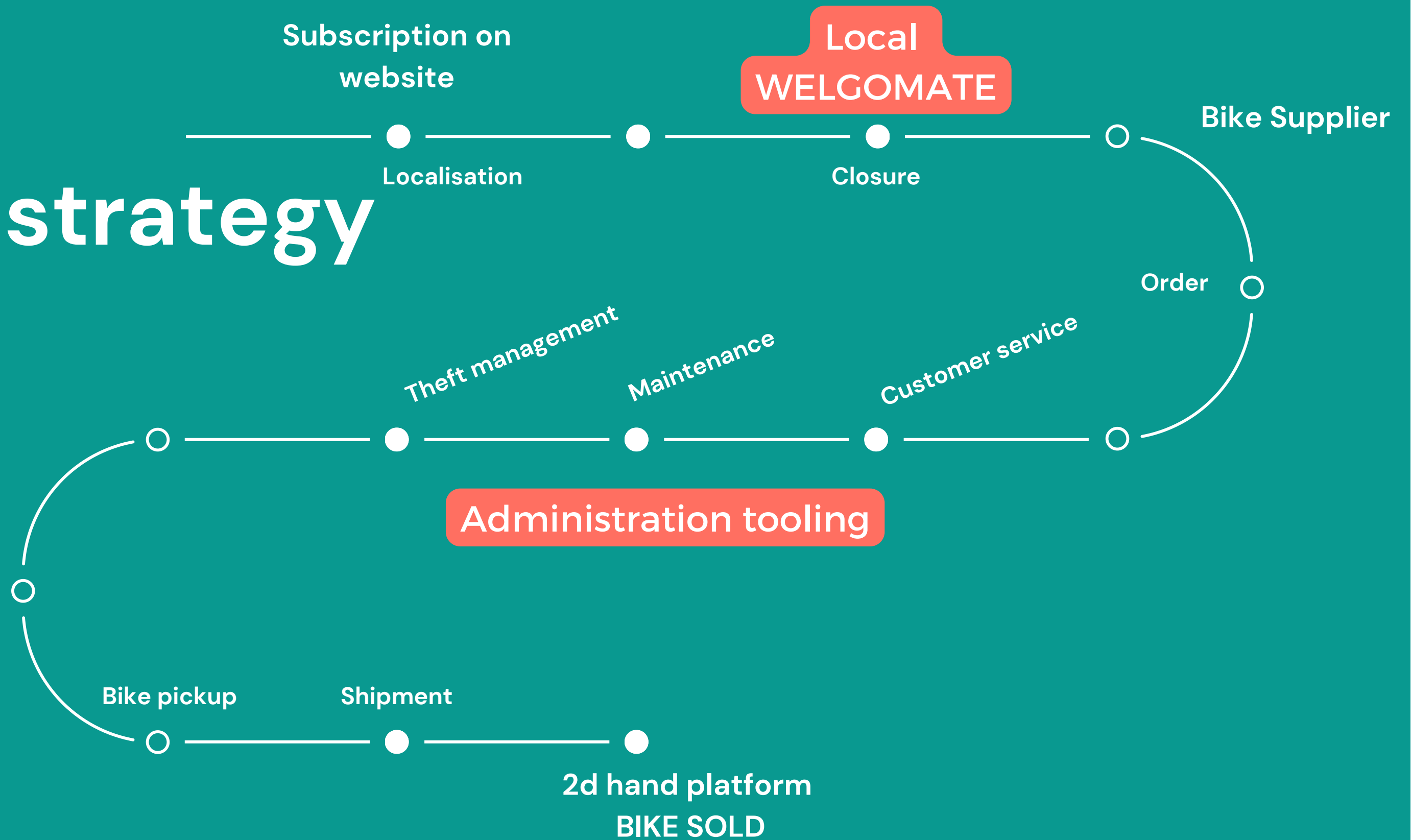
100 active cities in Europe

10 International

# An unique Expansion strategy



bike retention in fleet for 24 MONTHS

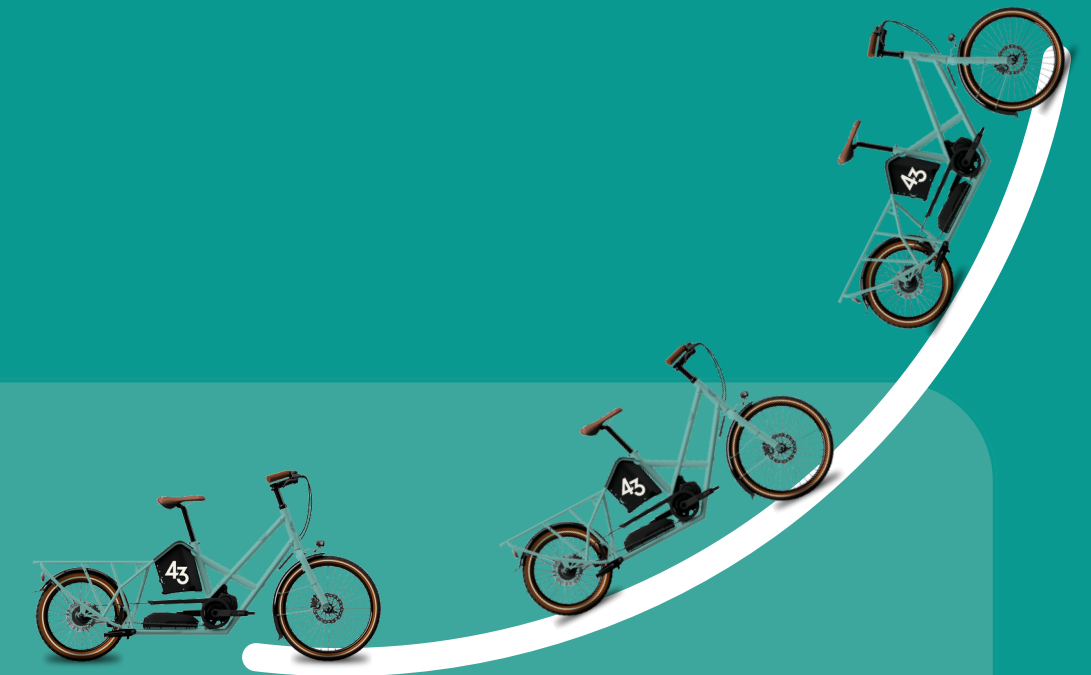


# Welgomate: being the local representant of Welgo, an attractive side business case



## WelgoMate

WelgoMates are proactive persona dedicated to enhancing urban mobility by promoting Welgo locally, acquiring and managing customers, and collaborating with local maintenance providers.



## WelgoMate earnings

200€ for **2h of work**  
per 12 month rental

300€ for **3h of work**  
per 24 month rental

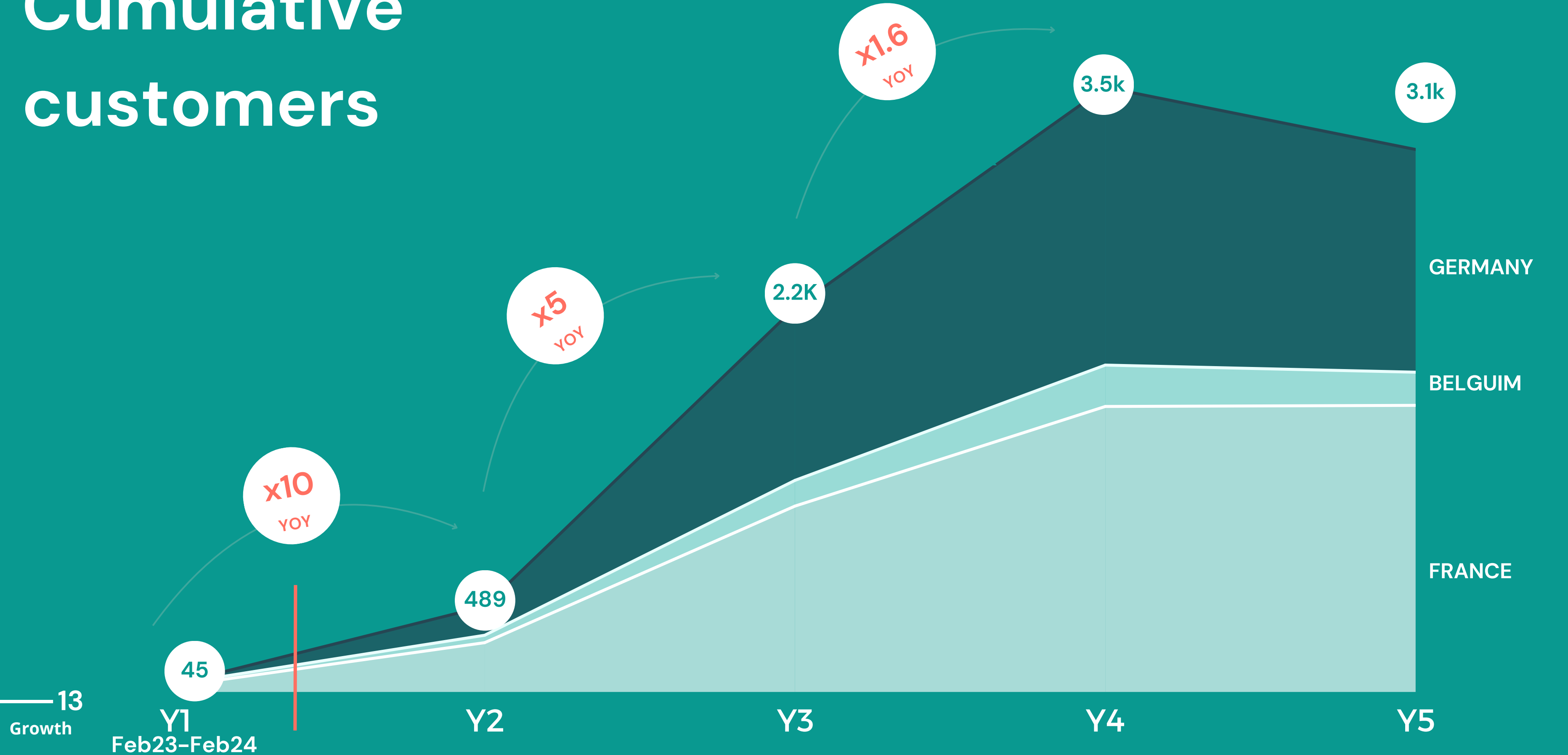
## WelgoMate effort per rental



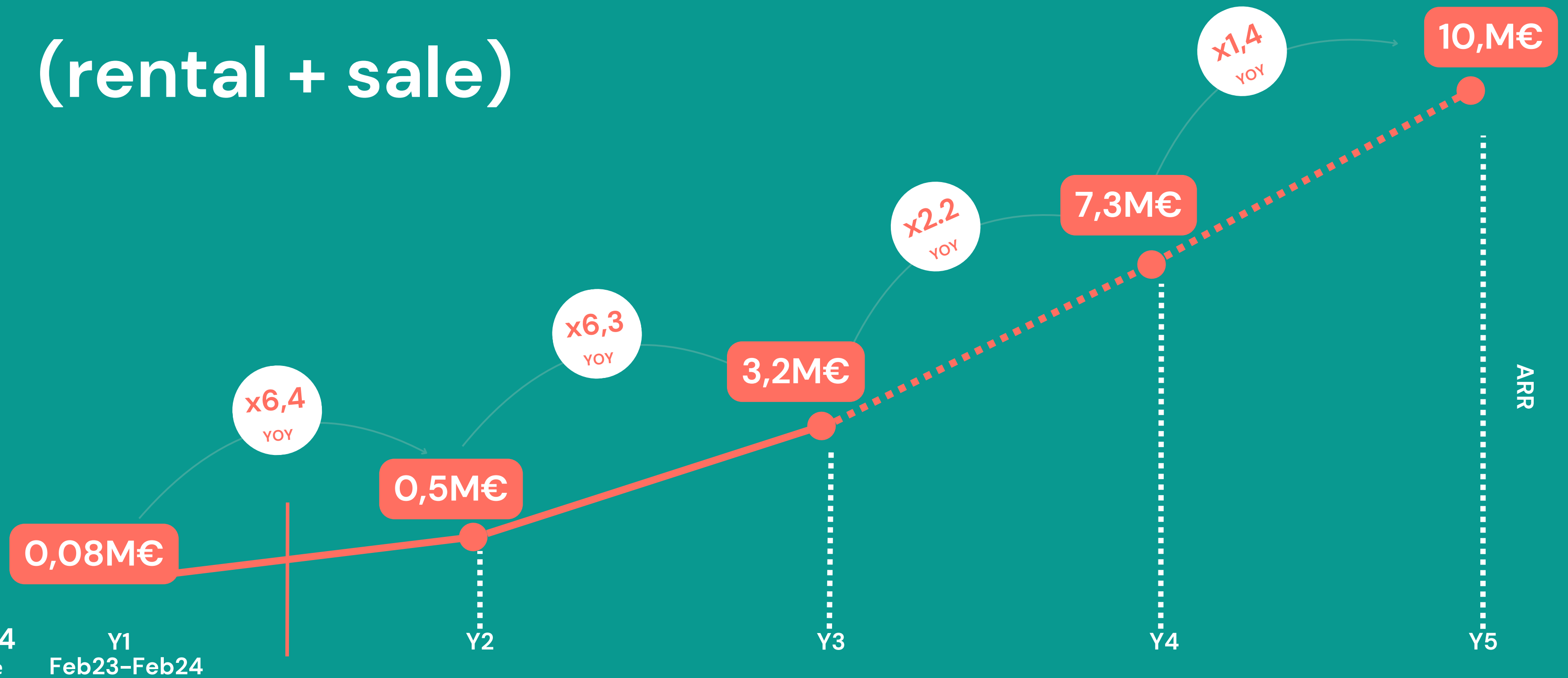
Launch – **40min**

Manage – **1h20**

# Cumulative customers



# Forecasted ARR (rental + sale)



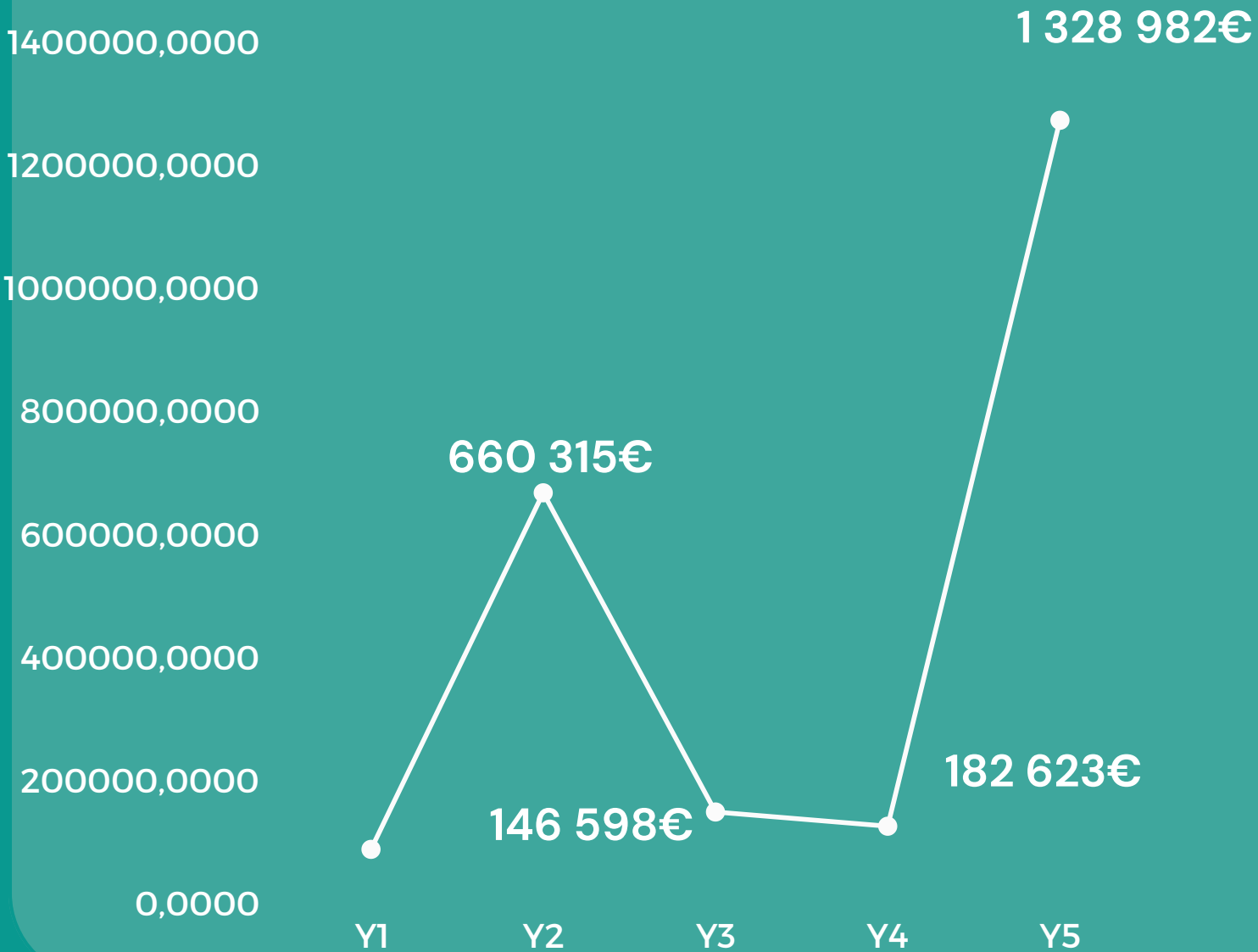
# Business Plan

## P&L

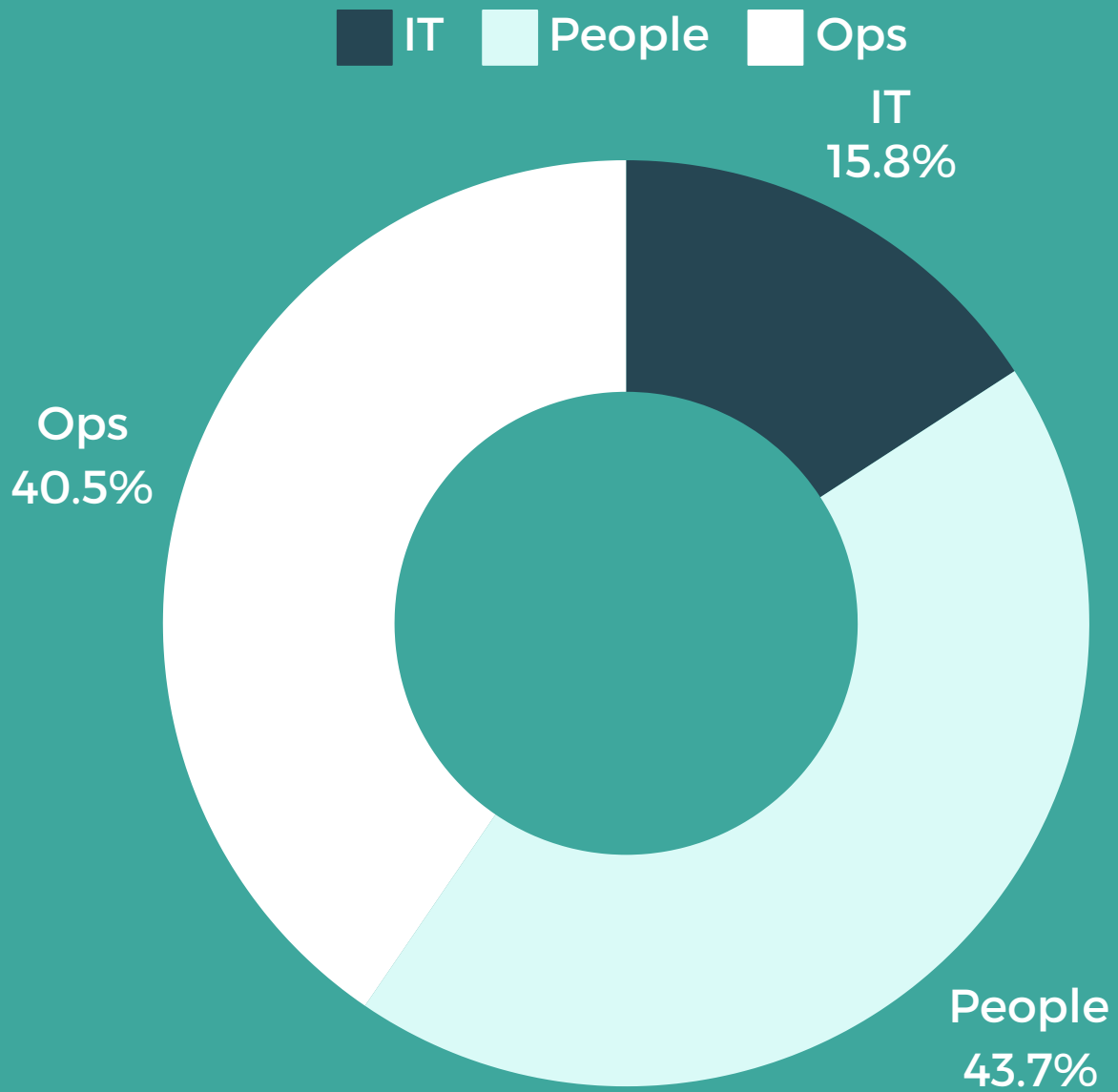
	Year 1	Year 2	Year 3	Year 4	Year 5
<b># of Customers</b>	<b>45</b>	<b>545</b>	<b>2249</b>	<b>3443</b>	<b>3088</b>
Subscriptions	46 565	456 270	2 979 921	6 017 113	6 411 773
Other revenues	34 557	154 125	410 733	1 426 840	3 966 686
<b>Total Revenues</b>	<b>81 142</b>	<b>516 067</b>	<b>3 276 019</b>	<b>7 322 599</b>	<b>10 393 190</b>
<b>EBITDA global</b>	<b>-516</b>	<b>-114 040</b>	<b>-345 949</b>	<b>-5 018</b>	<b>1 017 341</b>
In % of total Revenues	-1	-27%	-12%	1%	16%
<b>GROSS MARGIN fleet</b>	<b>4 173</b>	<b>24 964</b>	<b>105 831</b>	<b>880 433</b>	<b>2 092 951</b>
<b>FRANCE</b>	<b>65 877</b>	<b>375 404</b>	<b>1 728 246</b>	<b>3 580 649</b>	<b>5 092 936</b>
In % of Total Revenues	81%	72%	53%	49%	49%
<b>BELGIUM</b>	<b>860</b>	<b>56 981</b>	<b>225 703</b>	<b>569 646</b>	<b>690 858</b>
In % of Total Revenues	1%	12%	7%	8%	7%
<b>GERMANY</b>	<b>0</b>	<b>83 682</b>	<b>1 322 069</b>	<b>3 172 106</b>	<b>4 609 397</b>
In % of Total Revenues	0%	16%	40%	43%	44%

# €600k fundraising to finance its development of WelgoMate network

### Cash curve



### Use fond





# Asset-backed debt to finance fleet

## Principe

For each bike, finance by debt, we share revenue 50/50.

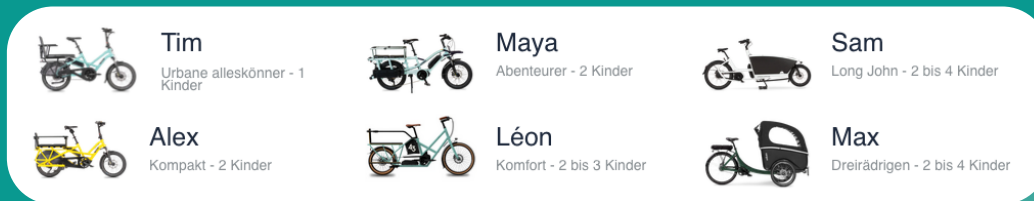
## Exemple

400 000K Debt = 120 BIKES = 17 760€ MRR  
-5 040 € CRR  
= 12 720 € Fleet Margin  
-12 000 € Refund \*36 months = 432 000€ (refund + interests)  
= 720 € ops Margin 5,18% yearlyrate

## Warranties :

- 1) contract with refurb bike company = we can sell when we want the bike
- 2) fleet local = we can pick up fleet when we want
- 3) rent only 12-24-36 months = secured vision of MRR and no seasonality

# Cargobikes – a low depreciation asset



## High quality bikes

Good value keep for resale, low quality problems, low maintenance effort

## Mix of suppliers

We can change the supplier in the model class to optimise our case, ensure supply

## €2.9k – 3.8k unit cost

Not yet with volume incentives (up to 10%)

## Remaining value 'guarantee'

2d hand partner in place for remaining value guarantee.

35%

Sales bike

Sweet spot for bike resale is 24 month:

45% of RRP as purchase price by 2d hand partner

Requirements for asset backed finance:

- growing volume on demand
- Flexibility in remaining value definition
- Need flexibility to get out of financing contract per asset

# That works on any mobility

Moped



Bicycle



Professional fleet



Car



Folding bike



A platform to manage a network of partners and a customer service

# Revolutionizing Family Mobility Together



Welgo.app

Let's ride!  
QR code

Dein Lastenrad, als Abo

URBAN ARROW

# Annexes

# We built the perfect hassle-free subscription for families

And it has the highest reviews.

**B** Benoit Nicolay  
5 avis

★★★★★ il y a 10 mois

J'ai loué un vélo longtail à Bruxelles. Angelino et l'équipe ont le souci du service client et on toujours cherché à répondre à nos demandes en se montrant flexibles et agiles. Top service!

Visité en juin 2023

**julia pallardy**  
6 avis

★★★★★ il y a un an

Super service de location de vélo sur Paris ! L'assistance électrique des vélos cargos est très efficace, livrés à l'heure sur avec le sourire et de précieux conseils. Je recommande !

**J** Julia  
1 avis

★★★★★ il y a un an

Je loue le vélo longtail Léon depuis 1 mois, on adore !  
Équipe très réactive et à l'écoute de mes besoins

Visité en mars 2023

**K** Kevin Sheehan  
12 avis

★★★★★ il y a un an

Excellente option pour tester le concept du longtail bike.  
Vélo vraiment top et service sur mesure. Merci encore!

Visité en juillet 2022

 **Jill Slater**  
2 avis

★★★★★ il y a 4 mois

Seamless and wonderful. Great bike. Great delivery service!

**E** Emmanuel Anjembe  
2 avis

★★★★★ il y a 2 semaines **NOUVEAU**

Super dispo  
De bons conseils  
A l'écoute  
Et des tarifs compétitifs

Visité en avril

**A** Alessio Sorbadere  
1 avis

★★★★★ il y a un an

Je loue le vélo cargo longtail depuis deux semaines sur Bruxelles, vélo en excellent état et service au top ! Je recommande fortement !

Visité en mars 2023

# Focus on quality bikes and families to minimize asset value depreciation

40%

Buyback price of the fleet based on the public price excluding tax of our fleet after 24 months

↓  
Contracted with 2d hand reseller

0.30

€/ km, Families ride gently and take care of the bike

↓  
Max KM capped via the T&Cs



## Insurance

Unlimited breakage  
and the coverage with  
fixed deductibles



## Flexibility

Bikes grow with your  
family

not leasing !



## Financing

209€ - 12 months  
189€ - 24 months



## Security

Preventive maintenance  
On-site service

**With a service tailored to  
families' needs**



and...

Since beginning, we've saved

**2.136 Tonnes**

of CO<sub>2</sub>

# What makes us proud

After one year since go-live

100

bikes in  
circulation

15K

km traveled

150k

Turnover

2,7 tCO<sub>2</sub>

saved by our Welgo  
riders

0

Thefts - 3 bikes  
recovered

30k

Profit

2000

children go to school by  
bike every day