



# Smart tools for smart urban mobility

## FlyKly E-Bikes - 2010.

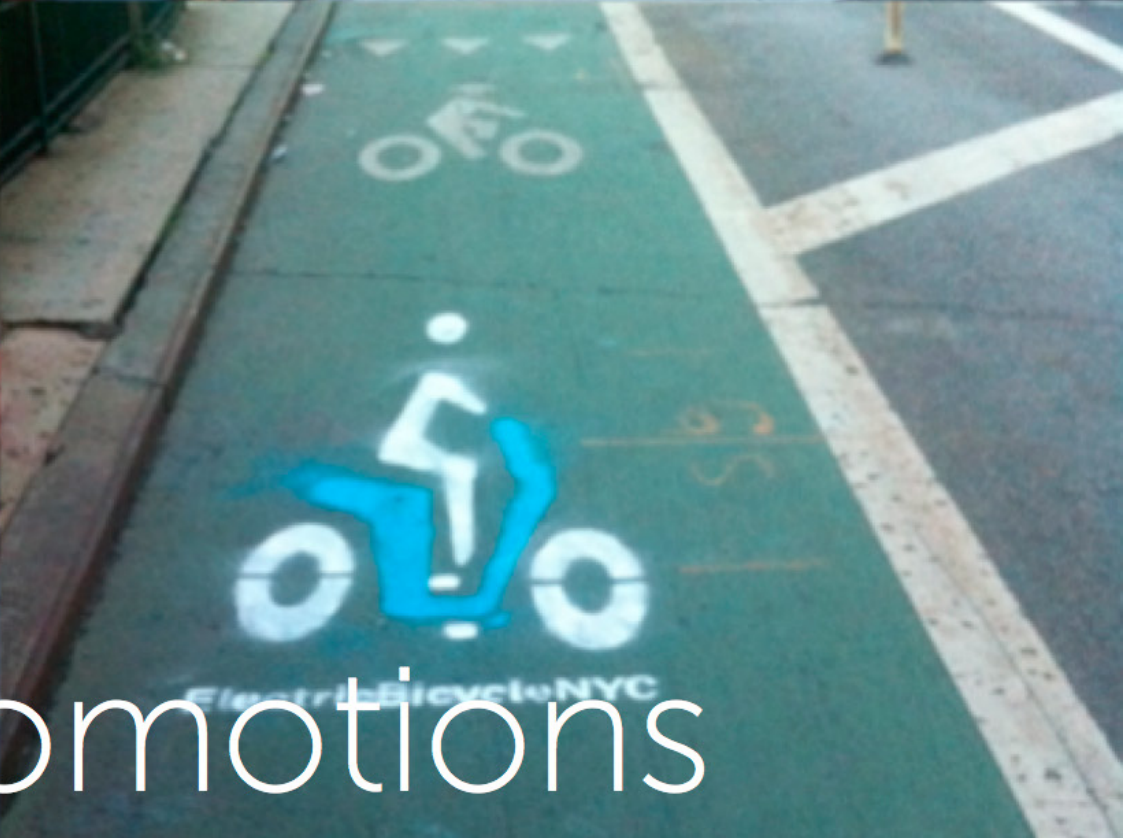






NYC Store





Street Promotions





Barcelona Store



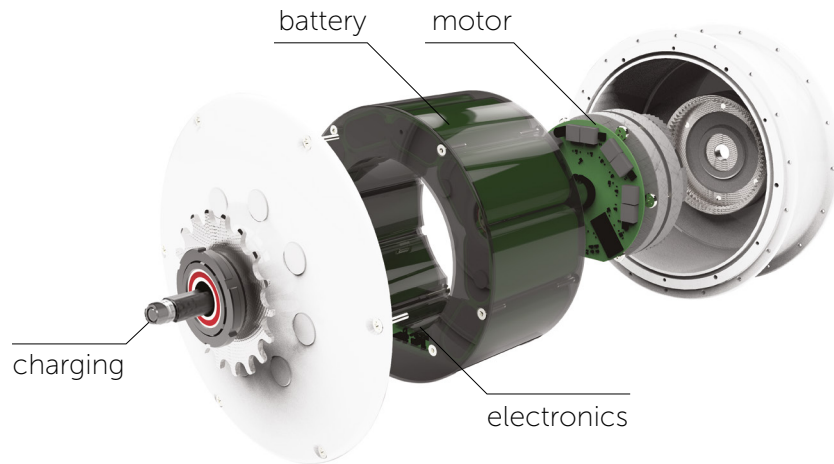


Development



# Smart Wheel - The wheel reinvented.

Smart Wheel is all-in-one pedal assist that fits on any bicycle by replacing the rear wheel. It weighs only 3 kg and with support of 250 W motor it makes your riding effortless. It allows you to commute faster and without sweat. It encourages people to use bicycles on their way to work even in hilly areas or for longer distances. It allows commuting for older people and above all, it is fun, since it makes riding effortless, just like there's wind in your back.



# Smart Light - Bike light that holds and charges your phone.

Smart Light lights up your ride day and night. This small and beautifully smart all-in-one device is a bicycle light, phone holder and charger that quickly snaps on your bikes handles and while it holds your phone in sight, you can easily follow your riding stats and more with Smart App on the go. It doesn't only keep you safe and visible - it leads the way to your full urban experience.





# Smart App - Join the urban movement.

Smart App brings everything closer. Your destinations, friends and anything you want to share. All this while it monitors your speed, whereabouts, suggests time efficient routes and tracks other stats you can share with your friends or city officials to help build bicycle friendly cities. Reach out and use it all the way – from now on everything is in your hands.





A kick on Kickstarter.



2,358

backers

\$701,239

pledged of \$100,000 goal

0

seconds to go

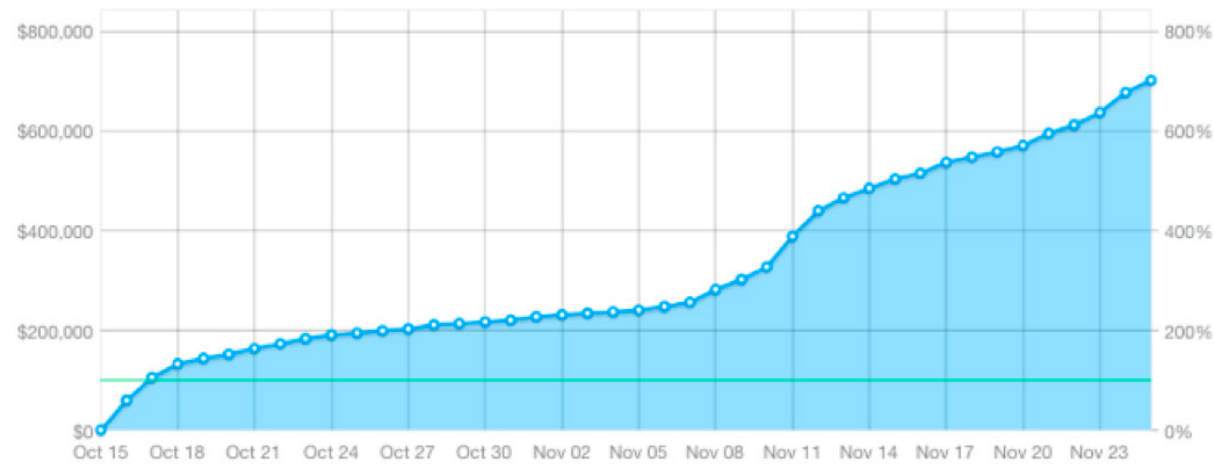
**Funded!**

This project was successfully funded on  
November 25, 2013.

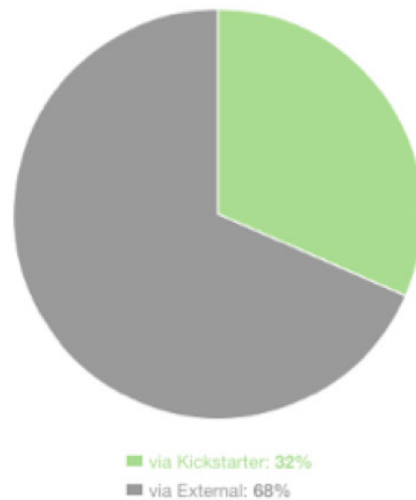


# Kickstarter stats.

Funding progress



Referrers



Pledged via Kickstarter

**\$221,210**

Pledged via external referrers

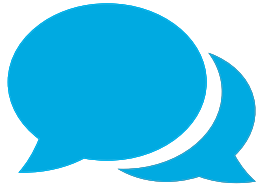
**\$480,029**

Average pledge amount

**\$297**

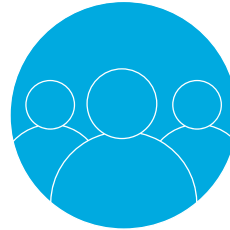


# Reflections of our work.



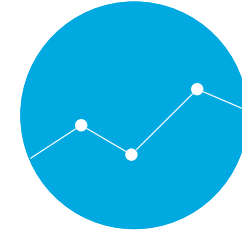
**+30,000**

Social Media  
Community



**+40,000**

Unique Monthly  
Website Visitors



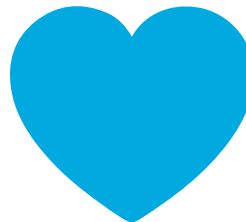
**+500,000**

Monthly Social  
Media Impressions



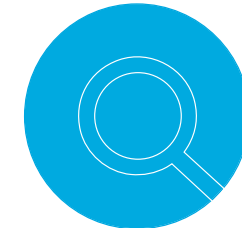
**+3,000**

Bicycle Shops  
Inquiries



**+1,000**

Media Publications  
in the past 12 months



**+1st**

Position on Google  
Search (SEO)



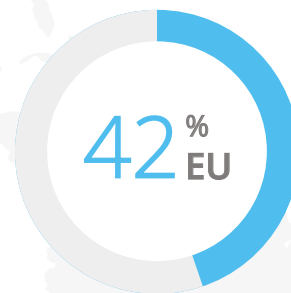
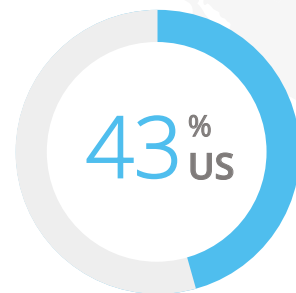


Joyride



# Ready. Set. Go.

We have set up fulfillment, service and assembly centres in NY and Ljubljana, supporting both North America and Europe. More than 3,000 units are riding in more than 50 countries as we speak.



**+50** countries present

**+3,000** units sold by now.

# CES - January 2015





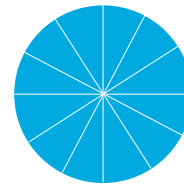
# What we are building.

Urban cycling is growing and so are we. We are all about cycling, we are thinking big and we believe that cycling is more than just bikes. That is why our community has an important role in our future product development.



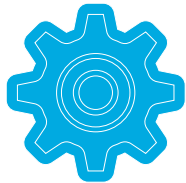
## Security

- Rechargeable tracking pedal
- Stationary lock for local businesses



## Mobility

- Smart Wheel 2.0
- New mobility device



## Service

- On demand location based bicycle service



## Social

- Charging, social & retail store

# Here, there, everywhere.

We are spreading our sales channels. This way we will become a leading brand in urban mobility being able to launch partnership products using existing sales channels.

Year	2013	2014	2015	2015	2015	2016	2017	2018
Channel	Crowdfunding	Online store	Online deals	E-commerce	Retail	Retail chain	Corporate	Government
Platform	Kickstarter	Flykly.com	Gilt Urban Daddy Living Social Touch of Modern	Ebay Fancy Amazon Bicycle e-shops	Bicycle Rental Retrofit Shops Bicycle Shops	Apple Best Buy Wallmart Dick's sports	UPS Google Universities	Police Bike Share
Advertising	PR social media partnerships	online ads social media PR & events	exclusivity discounts newsletter	affiliate referrals partnership	events co-branding online referral	deals discounts POS material	corporate events	business development
Objective	community market test startup funds	intl. presence brand control	bulk order community brand recognition	traffic reviews comparison	bulk orders local presence wholesale network	exposure high volumes brand validation	co-branding bulk orders	data high volumes
	✓	✓						



# More than Consumer Electronics Company.

Bicycles are very personal devices and can go places where other vehicles can't. Making bicycle an IoT device can provide us with valuable urban, environment and behavioral data.



**Data we can collect:** Real time location, traffic, parking, accidents, theft, air & noise pollution, light, quality of roads, commute purpose, physical effort.

