INTRODUCING THE MOST COMPACT TRANSPORT FOR THE SMART CITY

The last mile transport solution from Samocat Sharing Oy ®
The lack of speedy transport from your starting location to the metro station and from the metro station to work pushes people to use motor vehicles.

THE LAST MILE PROBLEM

First mile

Transit

Last mile
Currently roads and highways in Moscow are 42% above capacity.

1,6 km
Average distance one has to walk from metro station to work

67min
Currently citizens of Moscow spends 67 minutes traveling to work everyday

142%
Currently roads and highways in Moscow are 42% above capacity

http://mosopenchallenge.ru/challenges/65
EXISTING SOLUTIONS
TRYING TO SOLVE THE LAST MILE TRANSPORT

Walking
Time consuming

Bike-Sharing
Heavy and bulky
Expensive
Non portable
Wet seat in rainy weather

Taxi and Car Sharing
Expensive
Lack of parking space
Lack of pick up spaces
THE WORLDWIDE BIKE RENTAL MARKET GENERATES REVENUE OF MORE THAN $10 BILLION ANNUALLY

> 2000 cities spent more than 6-8 million dollars each to install bike sharing systems last year

The growth of the market is more than 30% per year

In February 2017, the Chinese bike renting company Ofo attracted $450 million of investment

http://mobile.reuters.com/article/idUSKB1683C9
The typical cost per bicycle to a city is 5,000 € each!

**DISADVANTAGES OF BIKE RENTAL**

- Big and heavy bikes
- Expensive for customers
- Stations require lot of space
- Bikes are not allowed on public transport
- Not suitable for parents with children due to lack of required equipment
FOLDABLE SCOOTERS - THE PERFECT LAST MILE TRANSPORT SOLUTION

01 Lightweight foldable scooters are easy to carry in a public transport

02 Foldable scooters make it easy to navigate around on the sidewalks

03 Foldable scooters are safer to use for public than bicycles

The foldable scooters market for adults has grown 10 times over the past 5 years
OUR SOLUTION
The world’s first fully automated foldable scooters sharing network

Vandal resistant and weatherproof
The scooter station contains no screens, buttons or card reader

Electric lock
Scooter access granted via mobile app

Intelligent transport system
Monitors stations and traffic management through the cloud platform

Wifi hot spot
Access is granted via smart phone

iOS/Android Application
Station search, route calculation, quick registration and payment

10 scooters per station capacity
THE SAMOCAT SHARING CLOUD ARCHITECTURE CAN SIMULTANEOUSLY SUPPORT UP TO 100 000 TRIPS

The user interact with the Samocat Sharing system via the mobile application available for iOS and Android

- Registration, trip selection (minute/hour/day/week), payment
- Location-wise station selection
- Route plan

Download application samocat.net
SAMOCAT SHARING STATION
ADVANTAGES

Size
Only 2 sq. meters per station having 10 scooters capacity

Convenient location
Ideal for metro / bus stations, parking lots and residential apartment entries and exits. Hangable wall model for minimum use of space

Wide user range
Allows usage for children of 10 years old instead of minimum 16 years for bicycles

Cost
Initial investment is 5 - 10 times cheaper than bike rental stand

Less travel time
Taking into account quick rental time, ability to carry scooters on public transport or into stores/restaurants
SAMOCAT SHARING TARIFFS

Subscription model

**FIRST 15 MINUTES**  FREE

**MONTHLY FEE**  15 €

**SEASONAL**  25 €
  • 1 € refundable deposit

* Season of 9 months

Tourist model

**PER RIDE**  1,5 €

**PER DAY**  8 €
  • 1 € refundable deposit
USER JOURNEY
USER INTERACTION WITH THE SERVICE

How to take

1. Install the app Samocat Sharing
2. Open lock via app and take a scooter
3. Unfold it and start the trip

How to return

1. Fold the kick scooter by the station
2. Put it in the station locker
3. You have reached your destination
CITY GAIN
GIVE THE PEOPLE A NEW POSSIBILITY TO TRAVEL

Environmental benefits
- Reduced carbon footprint
- Reduced traffic congestions
- Compact use of space, crowdfriendly solution

Economic benefits*
- Low cost of station unit
- Low maintenance cost
- Smaller footprint
- Economic transportation for citizens

Social benefits
- True door to door transport
- Social transportation, ride with family and friends
- Health benefits
- Family friendly, no age restriction

*The cost of bike sharing is three times higher compared to our solution
JOURNEY OF SAMOCAT SHARING

2014

- Idea
  - Founder investments $50k

2015

- Design
- First prototype

2016

- IT testing - IoT, cloud, mobile
- Acceleration of URBAN-X NYC
- Reached an agreement for pilot projects in the following cities:
  - Moscow, Russia
  - Espoo, Finland

2017

- Testing pilot network in Espoo and Moscow with 6 stations each
- 300+ stations around the world

2018 -

- Pilot in Helsinki region, Finland
- Pilot in Moscow, Russia
ACCOMPLISHMENTS

**URBAN-X**
Resident of Urban-S Accelerator by Mini&HAX futures
New York

**GENERATION**
The best project of 2015. Winner of the Federal Accelerator OAO RVK Generation S

**URBAN-X**
Resident of Urban-S Accelerator by Mini&HAX futures
New York

**DB**
Top 50 Russian startups according to RBTH

**DB Startup challenge**
Top 10 out of 450
Berlin, Germany

**VINCI**
Vinci Startup tour
Top 10 out of 410
Strasbourg, France

**SOSV**
Winner of the corporate accelerator SMART city
CURRENT OPERATIONS AND STATISTICS
Espoo, Finland

Pilot objectives

- Testing system electronics in real conditions
- Monitor the station users experience
- Monitor mobile application users experience
- Testing IT cloud system

First month statistics

- 6 Number of stations
- 40 kick scooters
- 750 rides

Installation date 12.09.2017
Moscow, Russia

Pilot objectives

- Testing the system in different weather conditions
- Testing “install and forget” strategy
- Analyzing different user segments
- Analyzing pricing model

First month statistics

- 6 number of stations
- 30 kick scooters
- 600 registered users
- 1000 rides

Installation date

18.08.2017
FINANCIAL ASSUMPTION 2018 - based on pilots

Estimated Revenue

1 hour = 2.4 Euro (4c/minute)

Average 1 hour a day per scooter

Working months March-Nov 2017 (9 months)

1h x 2.4 Euro x 30 days x 9 months x 1000 scooters

= 648 000 Euro

and

Monthly Subscription

(First 15 min free)

10 Euro/month

+ 110 000 Euro

+ 1200 subscribers per month
EXPANSION PLAN

Current operations

Expansion 2018

Expansion plan 2019-2021

Espoo, Finland
Moscow, Russia

3+ Countries in Europe

70+ Cities in the world
Let’s get started!

Please contact us to learn more about Samocat Sharing and how to get started with kick scooter sharing in your city

Contact us

We will make you an offer

Making an agreement

Installation of stations begins 2 months after making the agreements

www.samocat.net
HAPPY KICK SCOOTERING!

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www.samocat.net