



VÉCOLO

Sustainable & 100% French-made



The Current Issue

The current Velib system is in chaos, leaving broken bikes on the street and wasting the parking stations.

Broken Bikes & Empty Stations



Deindustrialisation heavily hits France and lead to is a tremendous level of unemployment.

Deindustrialisation Trend & Unemployment Problem

Parisians are choking on fine particles coming from the vehicles, which is a big threat to their health.

Air Pollution & Human Health



Parisians spend a lot of time stuck in traffic jams on a daily basis.; Rising gasoline fee and expensive traffic-fee annoy commuters.

Traffic Jam & Expensive Traffic-fee



Our Idea

French Made

High quality, 100% French
Made in sharp contrast
with the current
competition

Carbon Footprint

Show on our navigation
app the user's carbon
footprint savings



Contactless System

Direct contactless system
for occasional users.
Long-term subscriptions
for frequent users

Parking Slots

Rent parking slots form
Smovengo for more
effective management

Deployment Strategy & Major Milestones



**Strong Lobbying
at the City
Council**



**Launch of the
Factory**



**First Bike in the
Street**



**Deployment in
other French
Cities**

Return on Investment Analysis

| | Market | Our Share |
|---------------------------|-----------|--------------------------------------|
| Number of velibs | 20 000 | 10 000 |
| Numbers of commutes/month | 2 000 000 | 1 000 000 |
| Numbers of subscribers | 300 000 | 150 000 |
| Hours rent in a month | 500 000 | 250 000 |
| % of one time users | 93% | $2\,000\,000 \times 0.07 = 140\,000$ |

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--|----------|----------|----------|----------|----------|
| Revenues from subscribers | 8000000 | 8000000 | 8000000 | 8000000 | 8000000 |
| Revenues from one time users for a year | 8992500 | 8992500 | 8992500 | 8992500 | 8992500 |
| Revenues from ads displayed on the bikes | 200000 | 200000 | 200000 | 200000 | 200000 |
| Total revenues | 17192500 | 17192500 | 17192500 | 17192500 | 17192500 |
| Cost of a Velib | 300 | 300 | 300 | 300 | 300 |
| Number of Velibs | 10000 | 5000 | 5000 | 5000 | 5000 |
| Investment in the fleet | 3000000 | 1500000 | 1500000 | 1500000 | 1500000 |
| Cost of renting a spot for the fleet | 750000 | 750000 | 750000 | 750000 | 750000 |
| Total Cost | 3750000 | 2250000 | 2250000 | 2250000 | 2250000 |
| Operating income | 13442500 | 14942500 | 14942500 | 14942500 | 14942500 |

*Charging fees:

One time use: $140\,000 \times 1$ EUR to unlock the bike + 26 minutes $\times 0,15$ EUR for using the bikes

Yearly subscribers: 80 EUR