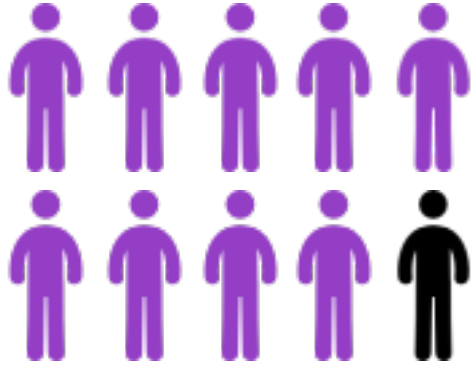




THE GREAT TRANSITION  
PROJECT

# Our segment



89% of 18-35 years  
old people have a  
smartphone

# Our segment

Urban citizens and workers with short distance between the living place and office



# Target audiences



132 000  
cyclists in Paris

+



all people doing sport, eating  
healthy and worrying about  
the environment

# The Recruitment Plan

1st month: +2000

2nd month: +2000

3rd month: +4000

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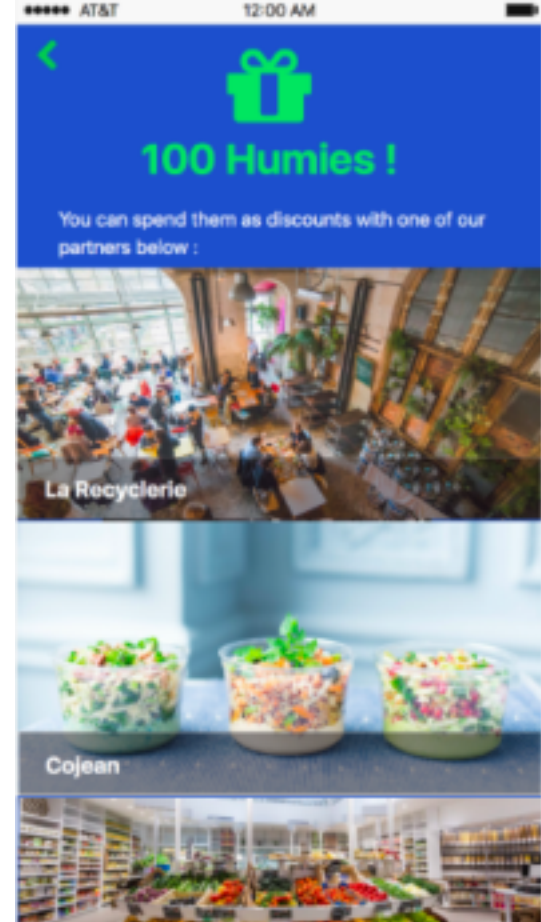
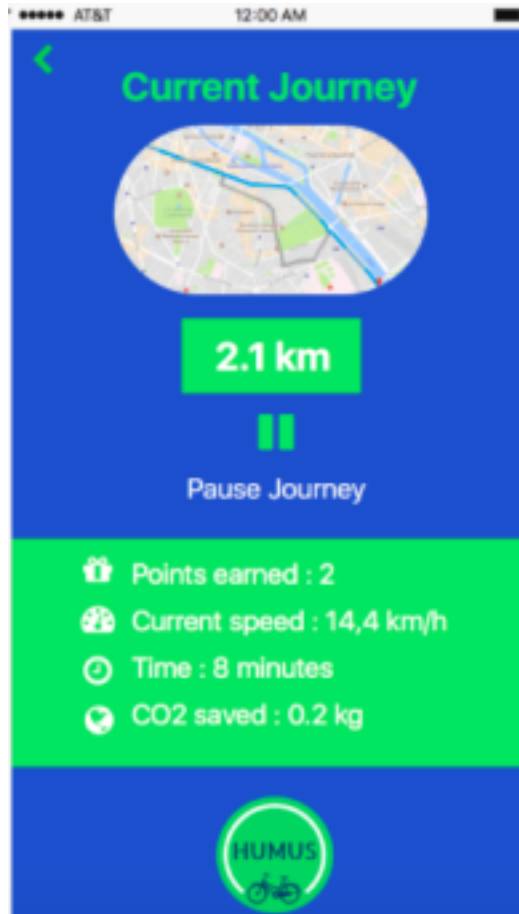
8000 users at the end of the 3rd month

## Humus BMI - BMI

<p><b>PROBLEM</b></p> <ol style="list-style-type: none"> <li>1. People are suffering from health issues due to lack of exercise</li> <li>2. Serious traffic problems during the peak hour</li> <li>3. Released vehicle exhaust cause air pollution</li> <li>4. Local business have issues to reach their target market due to unfair competition with bigger companies</li> </ol> <p><b>EXISTING ALTERNATIVES</b></p> <p>Biko (Toronto)</p> <p>Sport Heroes (France)</p>	<p><b>SOLUTION</b></p> <ol style="list-style-type: none"> <li>1. Count user's daily kilometers traveled by bike</li> <li>2. Convert the kilometers traveled in points and convert them into discounts in our local and eco-friendly partners network</li> </ol> <p><b>KEY METRICS</b></p> <ol style="list-style-type: none"> <li>1. App downloads</li> <li>2. App traffic</li> <li>3. Daily kilometers travelled recorded</li> <li>4. User satisfaction (Rewards)</li> <li>5. Partner companies satisfaction (Customer acquisition)</li> </ol>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>A non polluting and dynamic way of commuting alloying users to win rewards (discounts on your organic and local shops) to your daily biking activity</p> <p><b>HIGH-LEVEL CONCEPT</b></p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>No unfair advantage so far</p> <p><b>CHANNELS</b></p> <p>Social Network</p> <p>Local Organic Partner Shop</p> <p>Web Browse</p> <p>Application</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Smartphone owners age between 18-29</p> <p>Urban citizens and workers</p> <p><b>EARLY ADOPTERS</b></p> <p>Tech savvy, smartphone users and bike users looking for good plans, and eco-conscious brands</p>
<p><b>COST STRUCTURE</b></p> <p>Fixed Costs : Server, Office, Salary</p> <p>Variable Costs : Customer acquisition strategy, communication campaign, application development cost</p>		<p><b>REVENUE STREAMS</b></p> <p>Brands and local partner advertising</p> <p>Commission from sales of our partner shops</p>		

# APP

- User's and partner's interface
- Story of journeys
- Humies (bonus) page



# Communication objectives



- promote healthy living through biking
- connect users to local shops
- promote local living



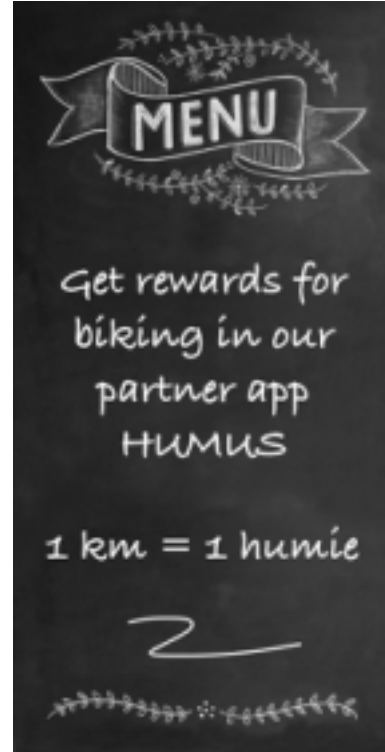
# We are unique. Why?

Humus creates a win-win situation for both local customers and companies further promoting local economy and bringing progress to the city itself. We reward eco-friendly commuting citizens with discounts across a range of local and sustainable businesses.



# Traditional Marketing

- Chalkboards in partners locations
- Flyers
- Campaign through associations



# PR campaign

- Press-release editing
- PR publications in eco-friendly magazines
- Social media flash mob started by influencers (opinion leaders)  
#causeeverytimeIbike...

Top-line: New eco-friendly application to provide advantages in local businesses is launching this week.

**Title: Ride for health, ride for local**

Humus announced today the launch of its smartphone application on December, X, 2017. The aim of the app is to connect cyclists with local brands to reward for their contribution to the environment preservation and find new customers for local shops. There is nothing easier than to connect to the app every time you ride a bicycle and get 1 humus point per 1 km. You can spend them to buy bio-products, try new yoga class in the district or take your morning coffee next door. Every month we will expand our partner network to provide more opportunities to use your points and discover new places.

«At Humus, we believe in the change of our society and the emergence of a global eco-consciousness. Indeed, people want to have a positive impact on the planet and themselves by developing a healthy lifestyle based on sports practice and bio-healthy food. We directly encourage customers to use a non-polluting and dynamic way to move and win benefits to the activity and this is our value proposition» - quote of CEO.

Do you want already to ride your bike with Humus? Become one of 1000 first subscribers and get your 50 humus-points.

# Digital Marketing



Facebook and Instagram pages to create a shareable social media campaign and to inform users about our promos. For example:



1. Ride 5 km today and get x2 humies
2. Share your humus experience with your friends and get a discount in the shop A
3. Ride with humus 10 days in a row and get X extra humies