



Venture Capital... and Scooters!

Techie Pizza #44267
Project, Lesson 2
Michael Lyle



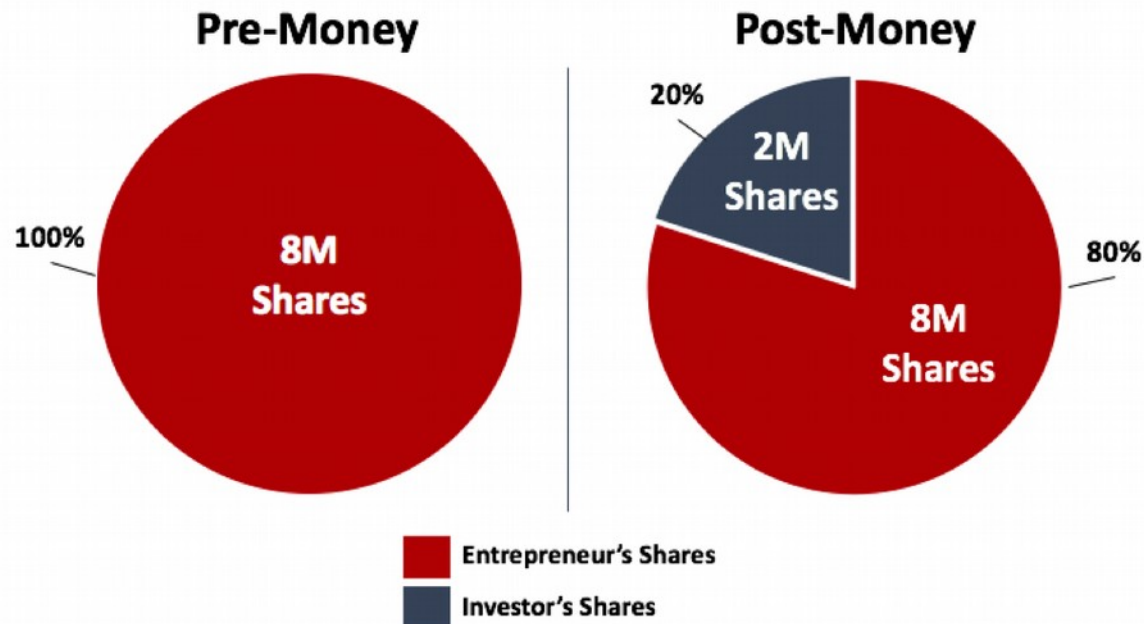
What is Venture Capital?

Venture capital is an industry that invests money in promising ideas.

Inventors and new businesses need investment money (“capital”) to achieve their goals.

Venture capitalists seek to make money on that investment.

What is Venture Capital? (cont'd)



Venture capital trades money for a piece of a new company with a new idea, hoping that the company will eventually be worth much more.

Let's pretend I am an entrepreneur with a new idea, and you are venture capitalists.





Bird, Inc.
Circa 2017

The Problem: Getting Around is Difficult in Modern Cities!





Existing Approaches

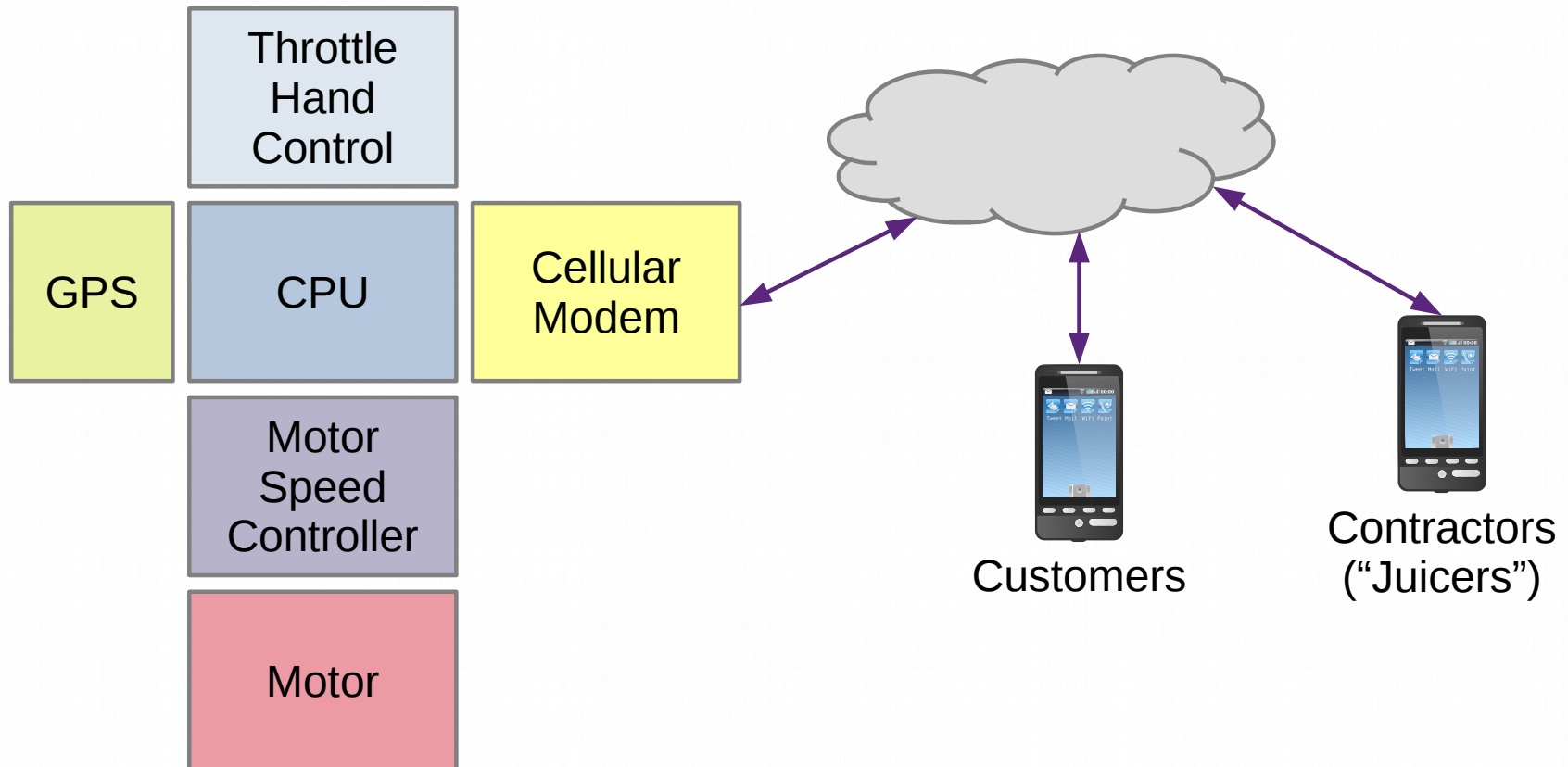
- Driving / Uber / Lyft
 - Traffic is a big problem!
 - Cost and convenience concerns
 - Doesn't make sense for short and medium trips
- Buses / Subway / Light Rail
 - Urban transit is non-functional in much of the world
- Walking
 - Cities are too spread out
- Bicycling
 - Travelers, people who don't have their bike handy; theft
 - Rental bicycle companies exist; but only in limited locations
 - Not a great match for short trips

The Solution

- Electric scooters:
Unlocked and rented through phone app
- Convenient: stored on the sidewalk. (“Dockless”)
- Environmentally friendly
- “Active” but not “intense”
(You don’t get sweaty)
- Contractors charge the scooters each night
(Low labor costs)



Solution Architecture





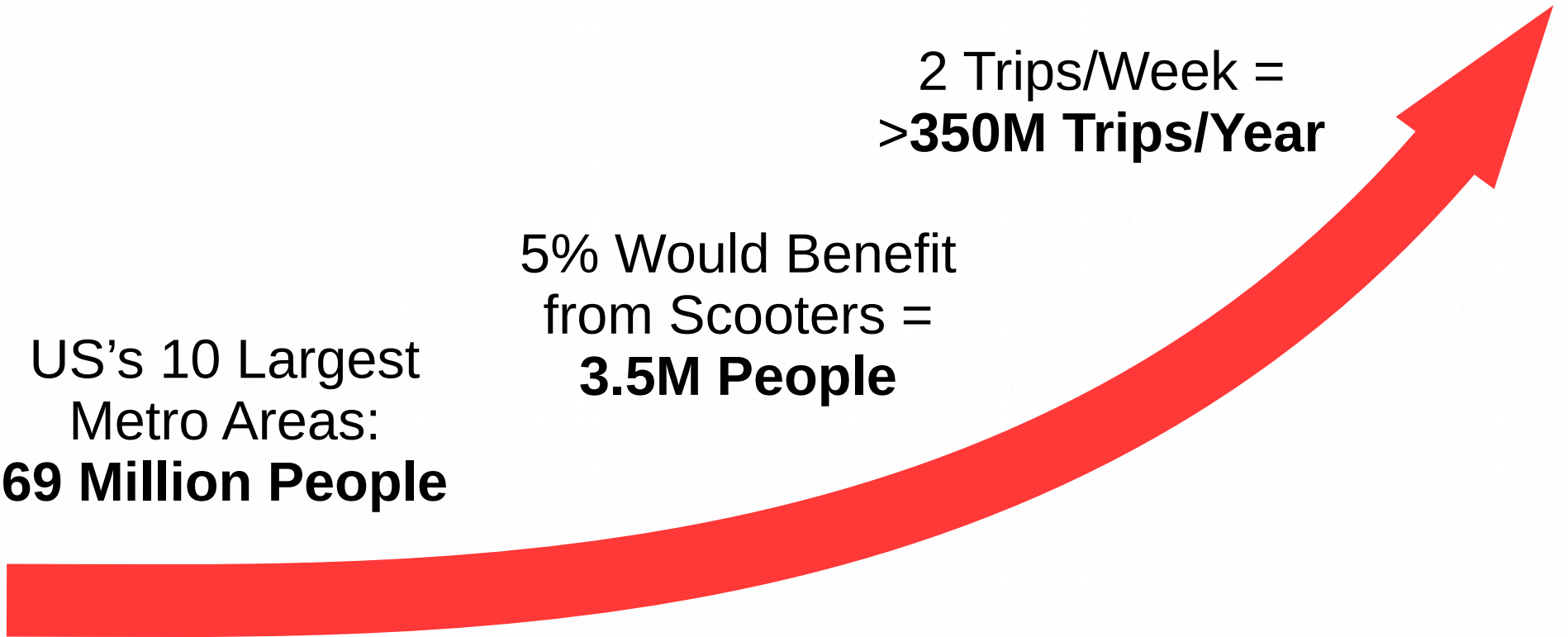
Market Size

US's 10 Largest
Metro Areas:
69 Million People

5% Would Benefit
from Scooters =
3.5M People

2 Trips/Week =
>350M Trips/Year

\$3 Average Trip
Price Yields
>\$1 Billion/Year





Series A Raise

Seeking \$20M from 2-3 financial investors, to:

- Deploy 10,000 scooters across 10 US cities
- Run an initial marketing campaign
- Operate for 18 months and prove concept

Questions?

