

INVEST IN CIVILIZED CYCLES

E-bikes for people who drive

LEAD INVESTOR



Anil Swami Partner at PwC

Civilized Cycles' potential as a Light Electric Vehicle (LEV) Platform is BIG! Their patents on meaningful features that make it easier to ride the eBike also help businesses put the same features to great use in safe, efficient and "green" commercial applications - such as "last mile delivery" in the logistics industry.

I like the meaningful features - such as auto adjusting suspension, kinetic management system and geofencing enable a comfortable, safe ride and the design is attractive. Being an owner of Italian e-bikes, I find Civilized Cycles product is superior and industry leading. Zach, Marc and Fritz have a vision that will capitalize on the Consumer and Commercial potential for the e-bike platform and I can see the high impact the product(s) will have on offering comfortable, safe and effective mobility solutions to consumers and businesses as well.

Invested \$2,500 this round & \$150,000 previously

civilizedcycles.com

New York NY



Technology

Hardware

Consumer Goods

Retail

Minority Founder

Highlights

- 1 We've raised \$2.3M+ to date and have generated \$150k+ in revenue.
- 2 E-bike buyers of tomorrow will want what cars do for them today - comfort, passenger capacity, cargo
- 3 Civilized Cycles has patented key technologies to sustainably differentiate and win this space
- 4 Suspension, Geofencing, and Kinetic Energy Management systems have scale commercial applications
- 5 Core team & advisors includes experts from Vespa, Schwinn, PwC, Citibike, Lyft and Nielsen.
- 6 Rapidly growing e-bike market, predicted to be a \$70B+ industry by 2030.

Our Team



Zachary Schieffelin Co-Founder & CEO

Serial founder - started and grew Vespa Soho into the largest volume US Vespa dealer, and created Carbon Negative, an early electric retail brand. 35+ years of experience with powered and unpowered two wheeled vehicles and the needs of their customers.



Marc Liu Co-Founder & CRO

Serial founder and award-winning marketing and brand strategist with 13+ years experience serving brands such as Turtle Bay Resort, Stoli, UFC, and The Halal Guys.



Mike Fritz Director, Production and Engineering

40+ years of bicycle and e-bike engineering experience with brands such as Schwinn Bicycle Company, EV Global Motors (Lee Iacocca's Chrysler backed electric bike initiative), Ultramotor and WaveCrest.

Invest in the future of transportation



E-BIKES FOR PEOPLE WHO DRIVE

Two wheels, two people, full suspension safety and comfort + cargo.

Historically, the world's most successful mobility platform - the light motorcycle or scooter - achieved that status by delivering this value proposition. Now, Civilized Cycles delivers the same value proposition in an ebike form factor that easier to own and operate, safer, and more convenient than any light

that easier to own and operate, safer, and more convenient than any light scooter or motorcycle.

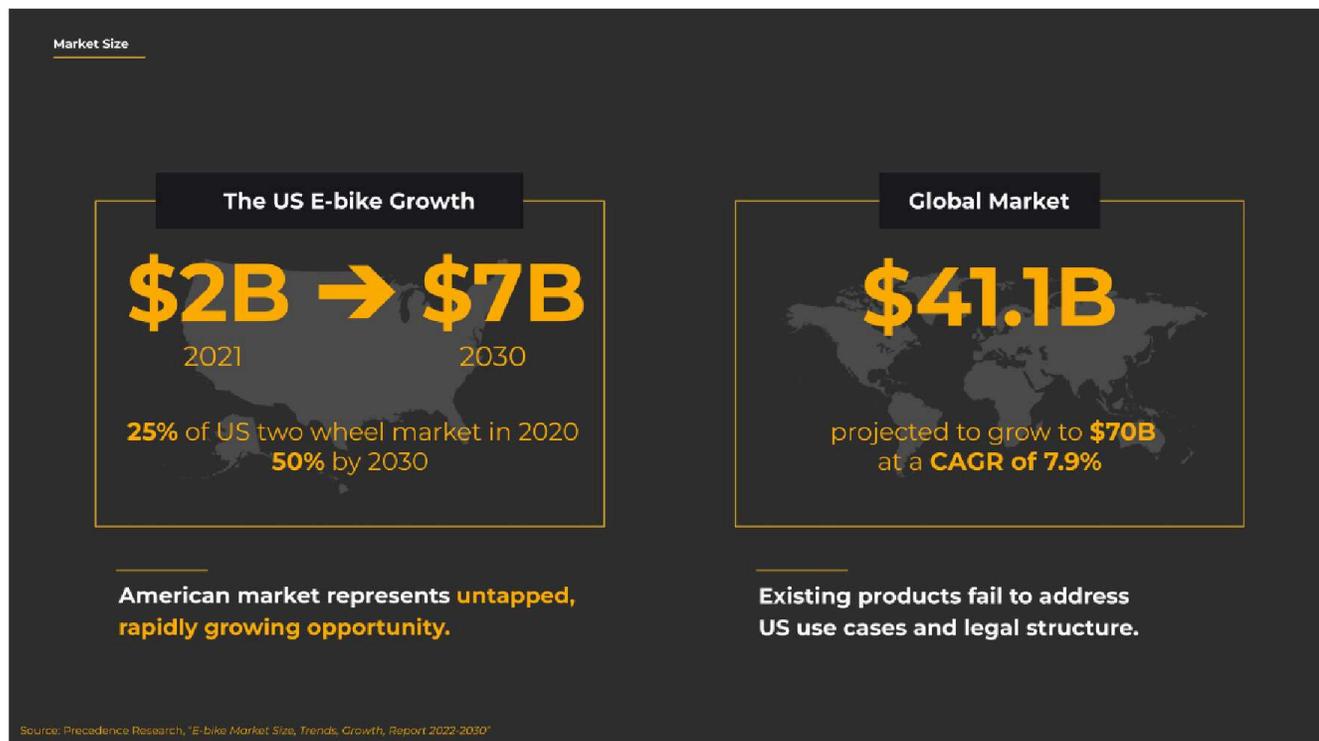
We believe the e-bike industry is missing a fundamental piece of the puzzle. 'Mainstream' buyers want what cars do for them today - comfort, passenger and cargo capacity. Civilized Cycles has patented key technologies in these areas to sustainably differentiate and win in the rapidly growing e-bike market.

Behind our unique approach and technology integration is our core mission of sustainability: to get more people out of cars and onto bikes by offering consumers a solution that is simply an upgrade for their daily lives.

Our first product, the Model 1, is now available for purchase online and in select retailers across the US.

The E-bike Market

By 2030, the e-bike market is predicted to almost double in size globally to a \$70 billion global industry while the US is predicted to grow even faster and more than triple in size in the same time period.



What Is Missing?

Most e-bike brands are still focused on leisure and sports riders - not the much faster growing market of mobility users. This is why the industry is still in the 'put a motor on a bicycle' phase of design.

'Non-Cyclist' mature market consumers are more like car buyers - they are used to comfort, cleanliness, and having a secure place to put stuff. As the market matures, these attributes will become ever more in demand.

The Solution

At Civilized, we started with a vision of the user experience that prioritized ride quality and personal comfort, and created something new - a effortless ride experience elevated beyond what most people think is possible in a bicycle.

Our Solution

Our solution provides value in a much **wider range of use cases** than current products.

Cargo
Expandable panniers can hold up to 80 liters and 50 pounds of cargo.

Passenger
Adult passenger seat, convertible to up to 2 child seats.

Comfort & Safety
Automated suspension offer unmatched ride quality.
Attention on the traffic, not the surface.

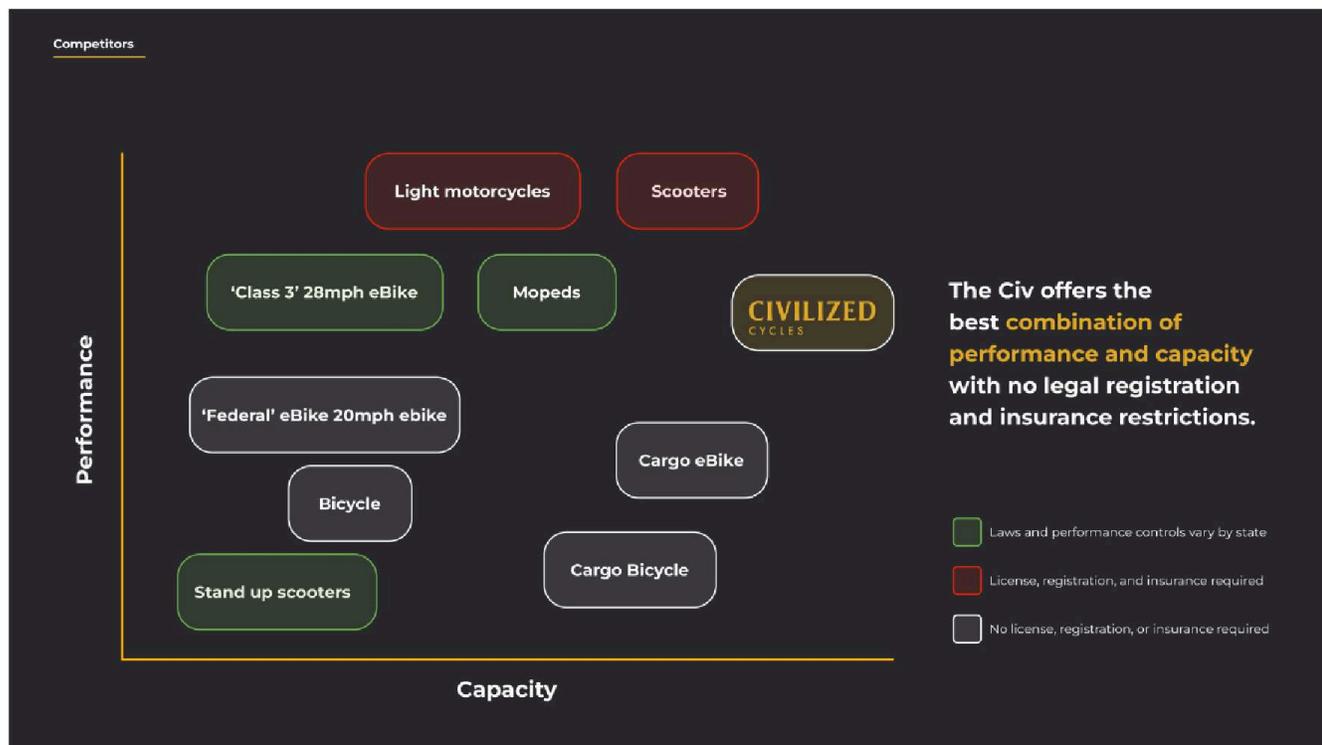
OVERALL LENGTH

Competition

While there are many e-bike companies in the market, there is no other brands delivering our unique combination of features and benefits in an ebike platform. Our multiple design and utility patents will keep it this way.

While a handful of other ebikes might claim adult passenger capability, the reality is that without suspension, its miserable. And even bicycles with suspensions have to be set up - matched to the weight of the rider - for the suspension to be effective. Normally this is a 10-15 minute process - Only our patented AirTech suspension can do this at the touch of a button in seconds.

A properly set-up suspension means higher speeds with safety and comfort, which makes it more useful.



Comparison

	Civilized Cycles Model 1	Bikes w/ motor	Cargo ebike	Moped	Share ebike
Adult Passenger	✓	✗	✗	✓	✗

Capacity	✓	✗	✗	✓	✗
"Car Like" Ride Comfort	✓	✗	✗	✓	✗
Legit Shopping / Cargo Capacity	✓	✗	✓	✗	✗
Bike Lane Usage	✓	✓	✓	✗	✓
No License required	✓	✓	✓	✗	✓
Suburban / Exurban Speed	✓	✓	✗	✓	✗
Price	\$6,950	\$500-\$15,000	\$1,500-\$8,000	\$1,500-\$20,000	\$200/year

Why Civilized Cycles Wins

Only Civilized Cycles has patented key technologies to sustainably differentiate and win this space.

Our Technology

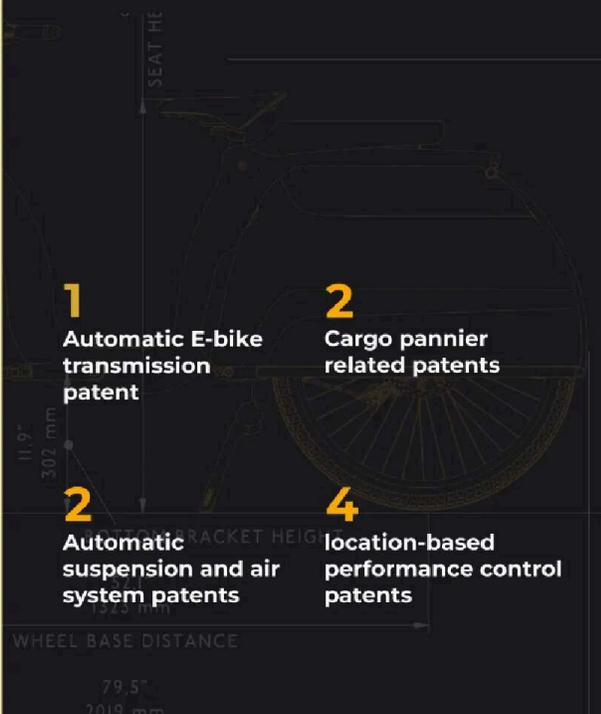
9+ patents

Sustainable Differentiation

US patents filed

EU patents pending





- 1** Automatic E-bike transmission patent
- 2** Cargo pannier related patents
- 2** Automatic suspension and air system patents
- 4** location-based performance control patents

SEAT HEIGHT: 11.9"

WHEEL BASE DISTANCE: 79.5" / 2019 mm

Our Team

Civilized Cycles has a seasoned professional management team with rich experience in mobility retail (Vespa), e-bike design and manufacturing (Schwinn, Pedego) and consumer marketing (UFC, Stoli, Turtle Bay Resort).

Our advisor board includes highly experienced mobility, sustainable tech and logistics professionals from such organizations as Citibike, PricewaterhouseCoopers, UPS, Ducati, Avis/Budget Group and Zipcar.

Core Team



Zachary Schieffelin
Founder, CEO

40 years of two wheel vehicle experience
12 years of retail sales and repair across two wheel categories



Marc Liu
CRO

13 years of brand strategy, omnichannel marketing and leadership experience specializing in hospitality and lifestyle brands



Mike Fritz
Director of Production and Engineering

50 years experience in bike and ebike industry
Chief of Engineering at Schwinn
CTO of 1st American e-bike company run by Lee Iaccoca (father of American ebikes)



Advisors



Nick Rau

Nick is a senior engineering leader with Nielsen, with extensive experience leading startups and the development of software products. Nick is also an active startup advisor with a particular interest in technologies that have the potential to reshape our world and behavior in ultimately positive outcomes for our long term sustainability.

He graduated from the University of California at Berkeley and the University of Illinois at Urbana



Stuart Morrison

Stuart is the SVP, Marketing Technology at Take-Two Interactive Software, Inc. With expertise in software, communications, and current state of the art, Stuart advises Civilized on advertising technology, marketing, and marketing and communication systems.



Arthur Orduna

Arthur is the Chief Innovation Officer at Circumference Group, and Executive Director of The Venture Center.

Previously he was the Chief Innovation Officer for Avis/Budget Group.

Arthur has extensive experience in the shared mobility space as part of the team that helped launch ZipCar.

Advisors



Justine Lee

Justine is an early stage tech company operator and investor. From 2019-2022, she was a Partner and Chief Operating Officer of 25madison, a NYC-based venture studio and Seed Stage venture capital fund. Prior to 25madison, Justine held leadership positions at Lyft (micromobility) and Motivate, where she helped build and scale Citibike and affiliated bike share programs across North America. She is an avid urban cyclist and advocate for sustainable cities and climate solutions.



Jean-Christian Jung

Jean-Christian ("JC") Jung is a Managing Partner of Global Sustainable Future (GSF). He focuses on financing of clean technologies and large scale projects in Energy, Mobility, Water, Air and Carbon. He also advises Cleantech startups and large corporations with their Net Zero Strategy.

He co-founded Tarform, an electric motorcycle start-up set to disrupt the two-wheeled transportation industry through advanced manufacturing and clean technology. Prior to Tarform, JC led the growth of a number of companies in the technology and business consulting industries. JC is an avid traveler, during one of his trips he crossed South America on a Motorcycle from North to South.



Anil Swami

As a Partner at PwC, Anil Swami has advised the "C" suite of leading global brands and helped them transform customer and service experience capabilities across Marketing, Sales, Customer Service and Operations. His cross industry experience includes Automotive, Logistics, Retail, Utilities and Healthcare sectors.

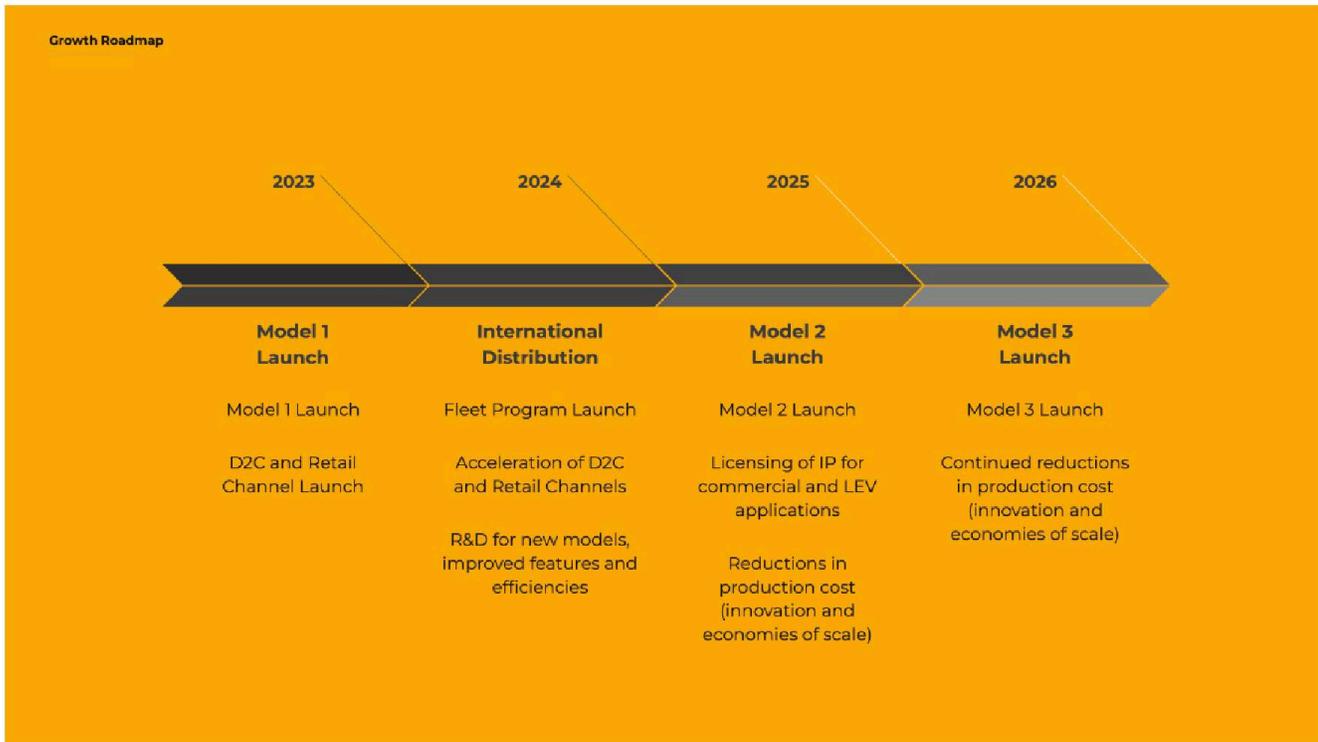
Over the last 25 years, he has served in various senior leadership roles at leading global management consulting firms, including Accenture, Ernst & Young and Pricewaterhouse Coopers. He holds a bachelors degree in Mechanical Engineering and Masters in Industrial & Systems Engineering from Virginia Tech.

Growth Roadmap

Civilized Cycles has a clear path towards rapid growth:

- In discussions with multiple regional distributor partners to expand globally into more mature ebike markets, including EU, UK and MENA
- Establish US based manufacturing to achieve lower product costs, decrease lead times, and maximise US technology and emergent supply chain efficiencies.
- Leverage our IP and technology stack to create cost savings and boost efficiency for commercial last mile delivery ebikes and other light electric vehicles. We are actively pursuing pilot projects with major delivery and logistics companies.
- We will Expand fleet sales and service solutions for luxury hotel, corporate

and e-bike rental companies.



Forward looking projections cannot be guaranteed.

Traction & Projected Growth

We received our first shipment of finished e-bikes in November 2022, and we have sold more than \$150,000 of product so far with no ad spend! Dealers are the toughest customers, and we're proud that the Model 1 is also already being stocked and sold in more than 10 retail locations across the US, a list continues to grow steadily as we show the bike.

By 2026, we have goals to grow to \$50M in sales across the US and internationally, in consumer e-bikes, dedicated e-cargo bikes for commercial delivery, corporate fleet bikes.

Forward looking projections cannot be guaranteed.

People love our solution.

\$150k sold

D2C and Retail

Multiple awards

On Display at Museum Of Design Atlanta

Integration with Beeline

Network of 1,800+ retailers across the US for sale and service

Retail distribution

38 dealers across California, Colorado, Florida, Texas, New Hampshire with new dealers being added every month.

Bikes sold on BikeExchange, the largest online marketplace for bicycles.

Recognized by

THE VERGE

MEDIA

engadget

WIRED

tom's guide



Love For The Model 1



fredcip
James Brown · Papa's Got A Brand New Bag

fredcip Local, fresh ingredients, it's how I stay inspired as a cook. Thought it would be fun to invite you for a ride with me and @civilized_cycles through my neighborhood as I prep for tonight's meal; Sole in a lemon butter sauce, as simple and as fresh as it gets! #ArriveCivilized #CivilizedCycles
3w

civilized_cycles This is great! Love seeing the Model 1 cruising around NYC
3w 1 like Reply

carlycardellino This song is just perfection here, Freddie Cip
3w 2 likes Reply

— View replies (1)

freetobesue Excellent... Those carrots look like they are freshly picked this morning... Excellent sole w/lemon butter sauce... Good eating!! ... Very nice bike.
3w 2 likes Reply

helenleesabatini Omg I loved this! More shopping together videos please
3w 1 like Reply

meredithdunning Your videographer is talented, and your love for food is shining through.
3w 1 like Reply

Liked by kileyrendak and 986 others



<https://www.instagram.com/p/CqIkOhLANS4/>



asliceopi Videoclub · Amour plastique

asliceopi Shoutout to @civilized_cycles for getting us around— the world's most versatile, comfortable and stylish e-bike that's designed right here in New York City! Marc and I had a blast riding Civilized Cycles around the neighborhood on our mini Tour de Brooklyn!

These bikes accommodate multiple riders and are equipped with super innovated technology and safety features to ensure getting around is smooth and seamless. And each Civilized Cycle has lockable cargo spaces to store personal items. This really is the first bike of its kind created as a second "car" and contributing to a greener future. Merci for the opportunity!!

#brooklyn #nycfood #newyorkcity #newyorker #brooklynfood #electricbike

15h

asliceopi Thank you @civilized_cycles for getting us around!! ❤️❤️❤️

15h 1 like Reply

gabrielagabriela It's biking season! Love y'all on bikes around BK! 🍷🍷🍷

7h Reply

dtkaustin So much fun!! ❤️❤️

13h Reply

sandra__marie_ This is amazing!!!!

14h Reply

Liked by markymarc3490 and 2,020 others
15 HOURS AGO

Add a comment... Post

<https://www.instagram.com/p/CrBAG-HhNZ4/>

Press



World's First In-Depth Civilized Cycles Model 1 eB...

Can This \$1000 eBike replace a Car? 🤔

Watch later Share



Civilized Cycles eMobility's Missing Link | IN CHA...

Watch later Share

IN CHARGE

INTERVIEWS WITH LEADERS IN THE EV INDUSTRY

with **ZACH SCHIEFFELIN**



FOUNDER & CEO



CIVILIZED
CYCLES

Watch on  YouTube



THE WORLD'S MOST INNOVATIVE BIKE





ZACHARY SCHIEFFELIN - FOUNDER, CIVILIZED CYCLES



WIRED

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FEATURED

OUR FAVORITE REUSABLE PRODUCTS

PRODUCTS MADE OF UPCYCLED AND RECYCLED MATERIALS



PHOTOGRAPH: CIVILIZED CYCLES

"Before I brought the Model 1 home, I took a test ride around the Brooklyn Navy Yard with Civilized's founder, Zachary Schieffelin, on the back seat. I aimed for every train track crossing and pothole—you know, for testing's sake. The Model 1 soaked them all up, even with 330 pounds of mankind riding on top of it. With its wide tires and powerful electric motor, the Model 1 reminded me more of carrying a passenger on my motorcycle than carrying one on any bicycle I've ridden." -

WIRED

We look forward to connecting with a new community of investors looking to take part in the future of transportation!

Civilized Cycles 17-B Disclosure