PedalAnywhere®

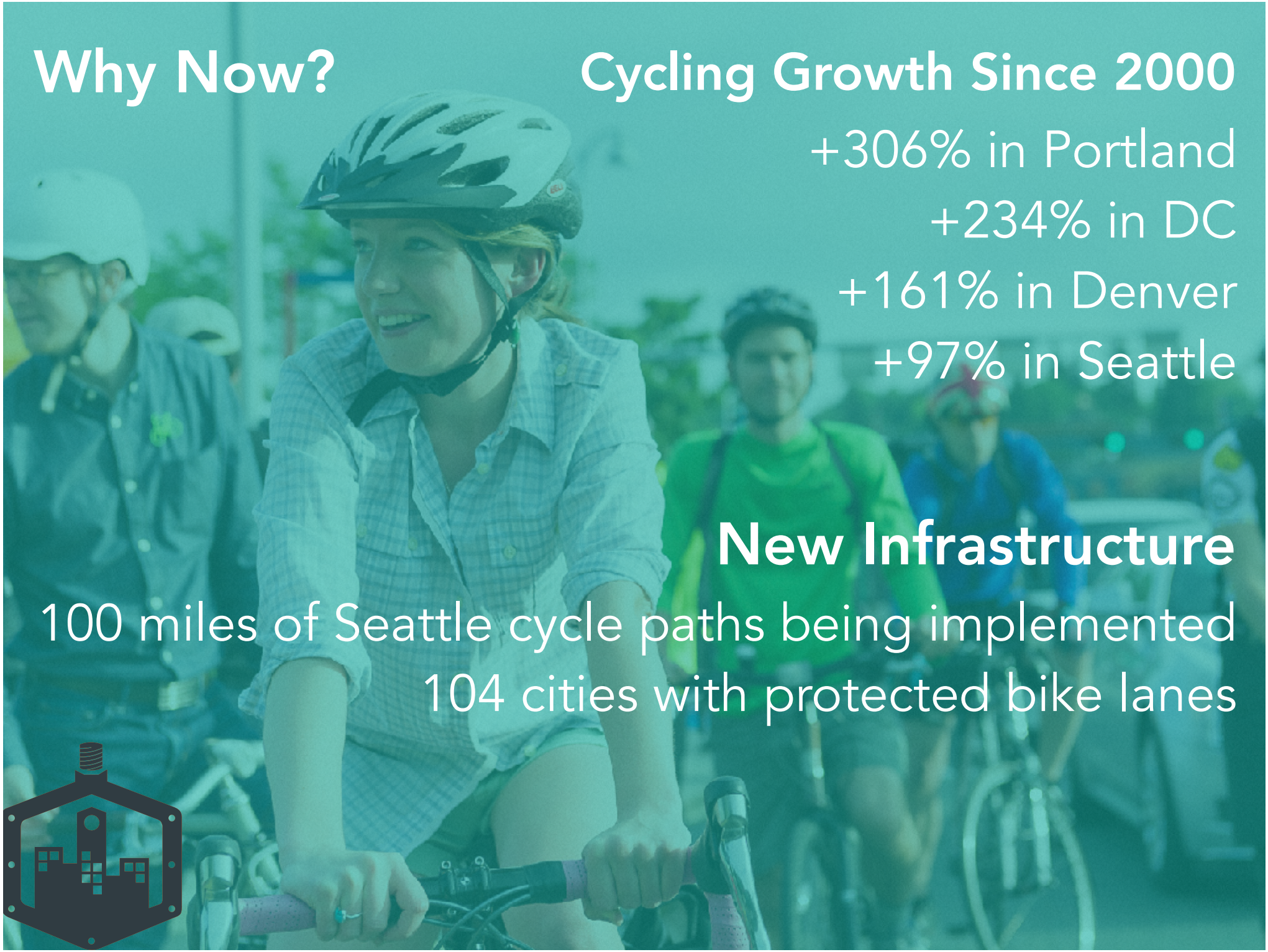
Bikes Delivered on Demand

Disclaimer: This presentation may contain forward-looking statements and information relating to, among other things, the company, its business plan and strategy, and its industry. These statements reflect management's current views with respect to future events based information currently available and are subject to risks and uncertainties that could cause the company's actual results to differ materially. Investors are cautioned not to place undue reliance on these forward-looking statements as they are meant for illustrative purposes and they do not represent guarantees of future results, levels of activity, performance, or achievements, all of which cannot be made. Moreover, no person nor any other person or entity assumes responsibility for the accuracy and completeness of forward-looking statements, and is under no duty to update any such statements to conform them to actual results.

Vision

Bike anywhere, anytime.

A New Kind of Bike Rental
Hailed by smartphone
Delivered on demand



Why Now?

Cycling Growth Since 2000

+306% in Portland

+234% in DC

+161% in Denver

+97% in Seattle

New Infrastructure

100 miles of Seattle cycle paths being implemented

104 cities with protected bike lanes

Ripe for Disruption

We believe the current bike rental market:

- Lacks a nationally recognizable brand
- Offers inconsistent price and quality
- Doesn't offer on-demand delivery
- Charges punitive rates

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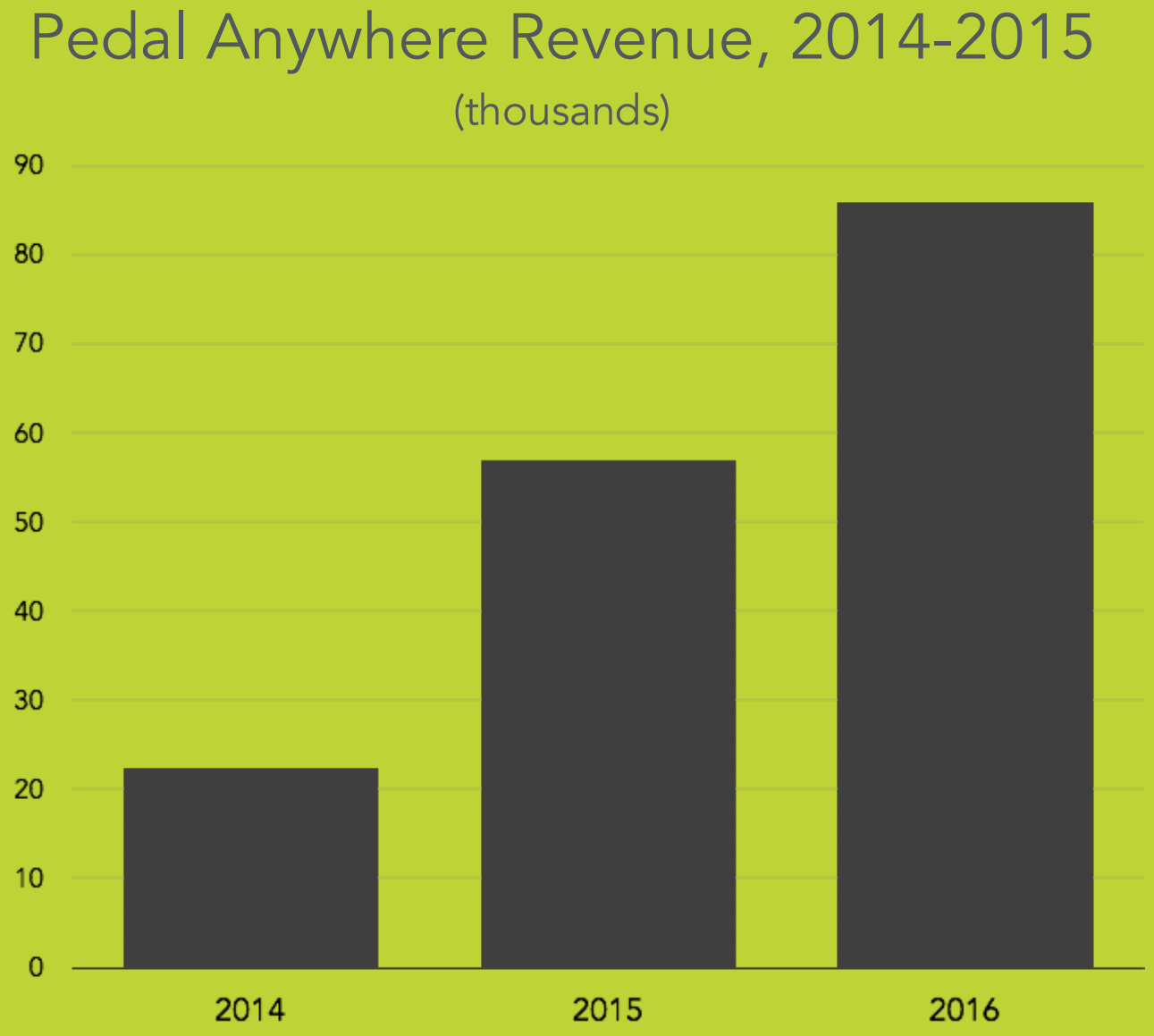
Traction

2,350	Customers
$196k	Revenue
$84	Revenue/Customer
$131	Revenue/Transaction
#2-3	Organic SEO in Seattle*
55%	Bootstrap Income Growth YOY

*PedalAnywhere appears 2nd or 3rd when searching for “Seattle bike rental” on Google in incognito mode.

Traction


Pedal Anywhere Revenue, 2014-2015
(thousands)
90
80
70
60
50
40
30
20
10
0
2014
2015
2016

Market Size Estimation

Challenges to Calculating Total Addressable Market (TAM):

- Current daily rental product is not directly comparable
- We have not identified a direct competitor offering bike delivery
- Difficulty calculating qualitative "bike friendliness" of various cities
- Difficulty calculating seasonality discounts for non-winter markets

Current TAM Model

Annual Visitors	How big is the target demographic?
Bike Commute Rate	How many people currently bike in each city?
Hypothetical Market Capture	What market penetration should we estimate?
Revenue/Transaction	What is each transaction worth?
Estimated Seasonality Impacts	How does weather impact revenue?

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TAM Model Example : Seattle

Annual Visitors	**18m**
x	
Bike Commute Rate	**4%**
x	
Hypothetical Market Capture	**25%**
x	
Revenue/Transaction	**$130**
x	
Estimated Seasonality Impacts*	**42%**
TAM	**$10M**

*Seasonality impacts is a modeling metric that the company is using to estimate weather-related revenue impacts.

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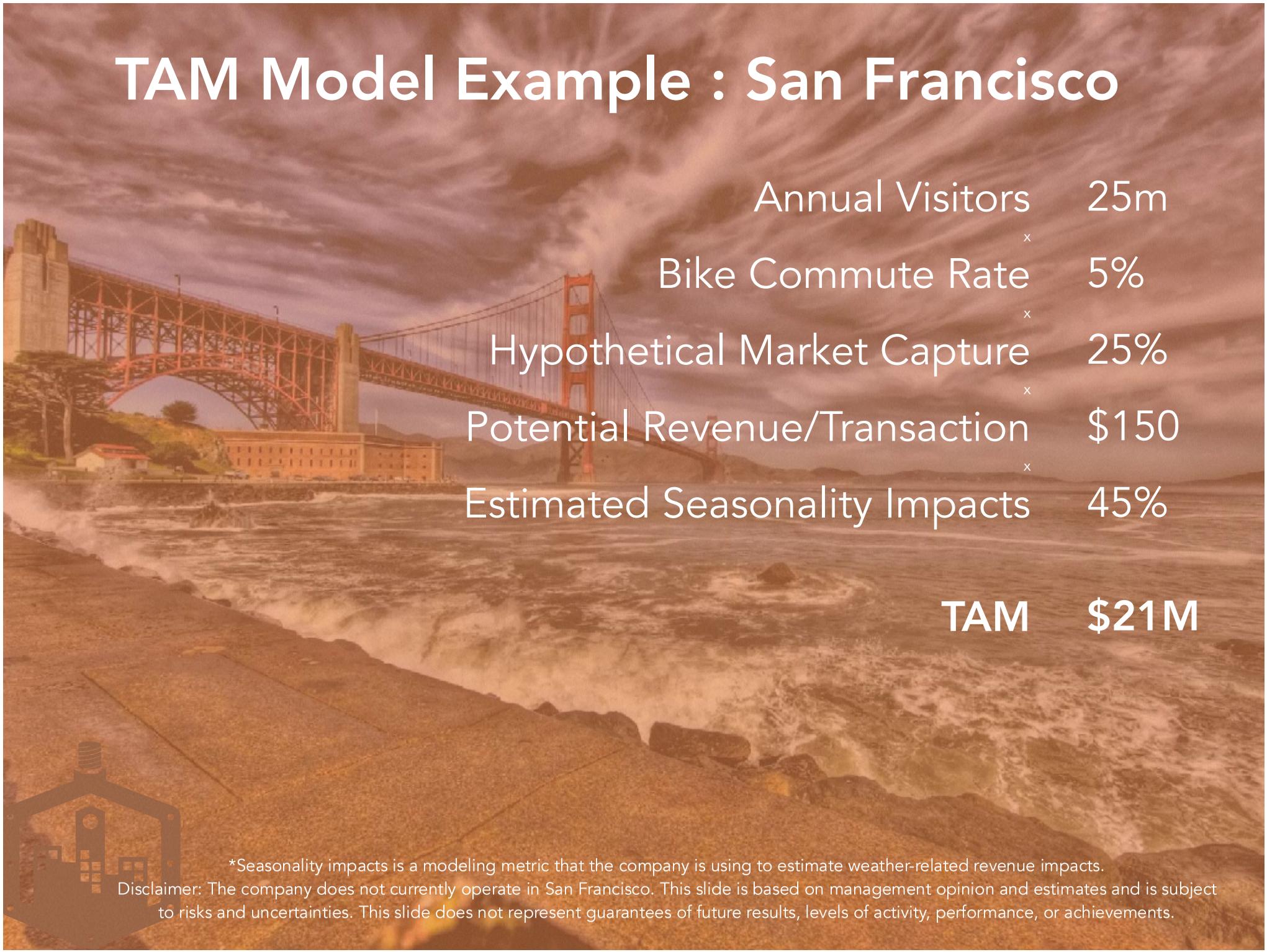
TAM Model Example : San Francisco



Annual Visitors	25m
x	
Bike Commute Rate	5%
x	
Hypothetical Market Capture	25%
x	
Potential Revenue/Transaction	$150
x	
Estimated Seasonality Impacts	45%
TAM	**$21M**

*Seasonality impacts is a modeling metric that the company is using to estimate weather-related revenue impacts.

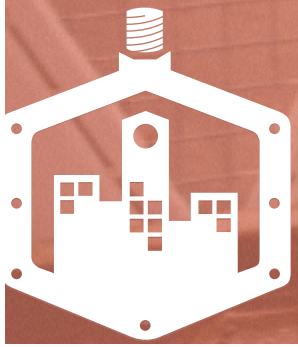
Disclaimer: The company does not currently operate in San Francisco. This slide is based on management opinion and estimates and is subject to risks and uncertainties. This slide does not represent guarantees of future results, levels of activity, performance, or achievements.

Near-Term Expansion Goals

- Portland
- San Francisco
- Vancouver BC

Medium-Term Expansion Goals

- Denver
- San Diego
- Austin
- Chicago
- Toronto
- Montreal
- Boston
- New York
- Philadelphia
- Washington DC



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Competitive Landscape

Business Model	Market Leader	Style	Pain Points
Peer to Peer	Spinlister	AirBnb for Bikes	Inconsistent Quality Variable Rates No Delivery
Subsidized Bikeshare	Governments	Car2Go for Bikes	Limited Range Limited Duration One Size Fits Few

Business Model	Market Leader	Style	Value Propositions
Delivery on Demand		Uber for Bikes	Consistent Quality Guaranteed Availability Free Delivery Unlimited Range Unlimited Duration Variety of Sizes/Styles

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Potential Competitors: On-Demand Services

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Market Segmentation

B2C On-Demand Bike Delivery

B2B* Corporate Fleet Bikes

3rd Party* Corporate Partnerships

(Book a bike with your hotel, flight, etc)

*Disclaimer: Pedal Anywhere currently only offers a direct retail product.
It does not currently have any B2B or 3rd party partnerships.
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Marketing Plan

- PR-focused SEO, SEM, remarketing
- Potential public-private partnerships, city contracts
- Urbanist and transportation media, local bike nonprofits
- Once at scale, approach other instant-delivery services for synergy and/or acquisition

Go to Market Strategy

- Replicate Seattle model with estimated go-forward startup costs of $50-100k per city*
  - Low capital per city: industrial warehousing, starter fleet, Operations Manager, contract delivery staff
- With seed funding, our goal is to accelerate growth
  - 4 cities by 2018
  - 15 cities by 2021
  - 25 cities by 2025

*Disclaimer: The startup costs per city here is based on the company's basic startup costs in Seattle, which were roughly $50K. The company is aware that Seattle's costs were largely on account of "sweat equity" in place of monetary compensation. To take that into account, they estimate that the startup cost per city moving forward (with traditional employees) will be roughly $50-100K. Also, statements on this slide are based on management opinion. They do not represent guarantees of future results, levels of activity, performance, or achievements.

Team

Zach Shaner

Co-Founder and CEO

Lucas Nivon

Co-Founder and Advisor

Meaghan McClure

Marketing Manager

Roy Wilkie

Seattle Operations Manager

Actively Recruiting: CTO, VP Biz Dev, Local Operators

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