

INVEST IN ORGANIC TRANSIT

ELF Solar Vehicle: Safer than a bike, more affordable than a car



organictransit.com Raleigh, NC [in](#) [yt](#) [f](#)

Highlights

- 1 Organic Transit is re-emerging as a subsidiary of Environmental Transit Authority (ETA)
- 2 Original ELF has traveled 10+ Million Miles, in all 50 states and across 15 countries
- 3 The first Organic Transit delivered 850 ELFs: Manufactured in the USA and \$7M+ revenue
- 4 The average car cost is \$12k/year. ELF is cheaper, healthier, and ready for all-weather local travel
- 5 ELF does not require a license, insurance, or registration. 24/7 Roadside Assistance available
- 6 The micromobility market is growing fast and projected to be



\$340 billion by 2030 (not guaranteed)

7 Original founder is back in charge, creating the ELF 3.0 for safety, efficiency, comfort and economy

8 The core technology of the ELF is patented

Featured Investor



Steve Weinstein in

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Invested \$15,000



After 20+ years with Johnson & Johnson, Steve retired in 2022 and became an investor in private and public companies, Board Member of many organizations & CEO of SanMeliax Laboratories, leveraging his marketing, supply chain, and innovation experience.

Steve Weinstein, Lead Investor

"Solar power has become widely used to power business facilities, homes and other infrastructure needs. However, it is untapped in the field of transportation. Electric cars are expensive and overkill for many driving needs, while golf carts are bulky and offer no chance for exercise. Organic Transit has created the most efficient vehicle on the planet! The new ELF is an amazingly innovative, high-quality and cost-effective solution for individuals, businesses and communities looking for a vehicle specifically designed for Urban Mobility! As an investor of over 30 years, I look for opportunities that use proven technologies in new ways to solve real-world issues. Rob and his team have developed an optimized urban and community vehicle—super-efficient, highly practical, significantly lower in cost to buy and operate than a gas or electric car, and powered by nature. It's not often that you get the chance to participate in an early startup right after an industry-changing innovation has proven itself by delivering 850 vehicles. Organic Transit gives us that unique opportunity and I am thrilled to get to be a part of the ride!"

Our Team



Rob Cotter Founder & CEO



Rob is the visionary behind Organic Transit, EIA, and the creator of the ELF. With a background in Transportation Design, communications, and marketing, his career is dedicated to building efficient, sustainable transportation for everyday use.



Michael G. Hastings Chief Financial Officer and Member of Board

Corporate finance officer for over 30 years & original member of the Organic Transit Board of Directors. Previously worked with Enersys in Investor Relations as the VP and Treasurer to take it to an Initial Public Offering (\$3.6B annual revenue).



Aly Khalifa Chief Technical Officer

Aly brings 30+ years of experience in sustainable design, 45+ patents, and a track record of launching climate-focused innovations. As CTO of Organic Transit, he leads the charge in design & engineering the next generation of the ELF fleet of vehicles.



Beth Khalifa Creative Director

Beth brings a bold design vision to sustainable mobility. As co-founder of several successful ventures through Positive Company, she blends artistry with impact, helping reimagine the ELF, an iconic solar-pedal-electric vehicle, for today's roads.



Diogenes Ruiz Business and Design Consultant

Diogenes Ruiz career spans three decades working with startups, expansions, and relaunches. He received the Entrepreneurial Spirit Award from Hispanic Business magazine, and is a writer and speaker on topics of business, technology, and human potential.



Tom Glass Manufacturing, Service and Warranty Advisor

Tom is part of the original ELF team, has decades of experience in manufacturing, troubleshooting and field service. "What happens in the factory determines what happens on the road." A factory trained BMW technician and machinist for Benson Gyrocopter.

ELF Solar Vehicle: Safer than a bike, more affordable than a car.

Hi Friends,

The most polluting act many of us do each day is simply driving. It's also one of the most expensive, and studies show car dependency increases both financial strain and health risks.

At Environmental Transit Authority, Inc. (ETA), we're designing human-scaled vehicles that are safer, more practical, healthier, and radically more efficient. We're thrilled to introduce the ELF 3.0, a solar, pedal, and electric hybrid that redefines everyday transportation.

The ELF replaces both cars and bikes for daily trips. It offers a safer, more stable ride than a bike, thanks to its three-wheel design, road visibility, and enclosed comfort. It creates a fraction of the environmental impact of a car, while still carrying a passenger and groceries, all without the \$12K+ annual cost of automobile ownership.

We know this market. In 2012, I founded Organic Transit and launched the original ELF. We built 850 vehicles in North Carolina and shipped them to all 50 states and 15 countries. Collectively, ELF riders logged over 10 million miles.

In 2020, like many small companies, Organic Transit faced bankruptcy and was acquired by a major lender. Under new ownership, manufacturing ceased, and no vehicles were sold. In 2023, I reacquired the company through the formation of ETA, now the parent company of Organic Transit.

With renewed focus, we're building the ELF 3.0 to go further than ever. We're leaning into real-world experience, efficient design, and scalable, cost-effective manufacturing.

We're raising investment on WeFunder. Join us in redefining what transportation can be.

Rob Cotter and the ETA Team





The ELF 3.0 is a solar-pedal-electric hybrid that blends the freedom of a bike with the comfort of a car, without the downsides of either.

Designed for short trips, urban errands, and everyday adventures, it offers a one-of-a-kind mix of efficiency, versatility, and fun. With the ELF, you can ride the hills without breaking a sweat, carry groceries (or a kid!), slip into any parking spot, and stay protected from the elements, while using a fraction of the energy of even the most efficient EV. Because getting around town shouldn't require a 2-ton vehicle, a driver's license, or a gas tank.

Wherever our products are used, riders are healthier, communities are safer, and the planet is cleaner. We call this the pursuit of happiness. -Rob Cotter, Founder

5 Problems We Aim to Solve

RIDE SAFETY	✗ Many people don't feel safe riding bikes in traffic—unstable, exposed, and invisible to cars.	✓ The ELF keeps riders protected and confident with a stable 3-wheel design, a high-visibility shell, lights, mirrors, and a comfy bucket seat.
EVERYDAY PRACTICALITY	✗ Cars are overkill and wasteful for short trips. Bikes can't carry much or shield you from the elements.	✓ The ELF lets you commute, haul groceries, or bring a passenger—more space than a bike and without the hassle or footprint of a full-size car.
PLANET HEALTH	✗ Gas-powered vehicles pollute the air, clog roads, and burn nonrenewable fuel for even short trips.	✓ Powered by solar, electric, and you. The ELF reduces carbon, traffic, and parking demand—all while using sustainable materials.
PERSONAL HEALTH	✗ Most vehicles keep us sedentary, even for trips that could help us stay active.	✓ Pedal when you want, power up when you need. The ELF encourages motion—without the sweat or strain of a bike commute.
DESIGNED FOR PRODUCTION	✗ Most clean mobility ideas never get past the prototype—too expensive or complex to manufacture.	✓ Designed from the ground up to be scalable, serviceable, and manufacturable today—not someday.



Our Story



Founded by Rob Cotter in 2012, Organic Transit helped spark the micromobility movement with its groundbreaking vehicle, the ELF.

In 2012, Rob Cotter reimagined transportation with the ELF, selling 850 vehicles and logging over 10 million safe miles. The ELF defined modern micromobility.

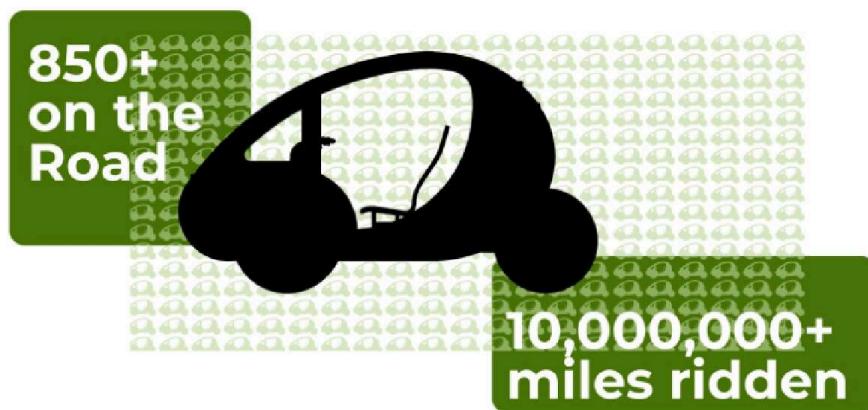
After a period under outside ownership, we've reclaimed Organic Transit, reviving its mission and momentum under our new parent company, the Environmental Transit Authority (ETA).

We're inviting investors to join us on this next chapter.



The Original ELF Sold 850 Vehicles!

The ELF was an early entrant to the market, and we stood out by delivering 850 real vehicles while most companies still remain in concept today. With hundreds of units on the road, we've gained invaluable real-world feedback from passionate users. This isn't a prototype; it's a proven product, ready for its next chapter.



ELF 3.0 is Triple-Powered, Planet-First

The ELF 3.0 delivers power without fossil fuels, giving you the freedom to ride your way, pedal, electric assist, or solar. Its rooftop solar panels extend your range beyond what a battery alone can provide.





The All New ELF 3.0

We're fortunate to have a passionate customer base. 10 million miles of insights are fueling bold new design innovations as we ramp up production.

ELF 3.0 combines major upgrades in technology, style, and manufacturing, while keeping everything riders already loved. Here is a snapshot of what we plan to achieve:



2300 MPGe
The equivalent of gasoline expenditure in the average car



up to 30 MPH*
20 mph electric assist, 30 mph with pedaling
*depending on classification



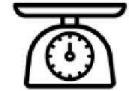
up to 200 Mile Range
Get where you are going—and back—no problem



80% Recharge 45min.
Plug into standard electrical outlet—80% in 45 minutes & fully charged in 2.5 hours



~42" Wide
Body is sized for versatile use on both roads and greenways



160 Lbs
Total weight of the ELF! Light-weight and easy to move



550 Lb Payload
Cargo capacity enables a passenger and groceries



350W-3KW
Powerful electric motors for multiple classifications

Fully Loaded. Ready for Action.

With a Targeted \$7,500 base price and integrating features inspired directly by our community, the soul of the ELF stays the same, but the experience will be radically better.

Safety + Comfort + Technology

Durable, UV-stable, recyclable body

Strong, light, modular frame

up to 200W solar roof

up to 200 mile e-range

~2 hour charge battery

2 Passenger 2 Cargo

Original ELF (2012-2020) Firsts

First commercially available solar EV

Highest mileage traveled per unit of any bike**

Lower Co2 per mile than any powered vehicle

Zero serious injuries over 10 million miles**

Least pollutants during manufacturing

24/7 Roadside Assistance

Zero frame failures

Safety cameras



4-passenger or cargo.
550 lb payload

Lockable Storage

Reverse Gear

Regenerative Brakes

Low step-in height & full flooring

Ergonomic seat, optional heat & cooling



Optional full/partial doors

LED Lights & Turn Signals

Zero paint: molded in color

Full suspension for better ride

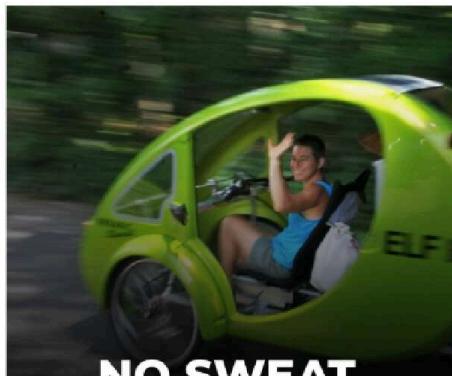
U.S. manufacturing & assembly

**per Organic Transit estimates

Better than a Bike. Better than a Car.

Why drive 2 tons of steel for a loaf of bread? The ELF is lighter, cheaper, and cleaner than a car and safer, faster, and more comfortable than a bike. Park with the bikes, load it like a car, and you'll be looking for excuses to run errands.

- **Better than a bike:** No sweat (unless you want it), no strain (unless you're pushing yourself), no exposure. Carry your groceries, your kid, or even your dog. Stay active, breathe fresh air, and conquer hills without the burnout.
- **Better than a car:** No gas, no insurance, no parking headaches. Just clean, quiet, low-cost travel that moves with you—not against you.



NO SWEAT

Pedal when you want & let electric assist handle the hills.



WEATHER READY

Stay comfortable & protected from the sun, rain or wind.



SEE & BE SEEN



PRECIOUS CARGO

Ride higher than a bike with lights, mirrors, & turn signals.



TRIPLE POWERED

Pedal, electric, or solar—choose your energy source.

Carry kids, pets, groceries or gear with ease.



RIDE FOR LESS

Low maintenance, no gas, no insurance headaches.



The ELF Comparative Advantage

Simply put, there's nothing like it.

Transportation Comparison

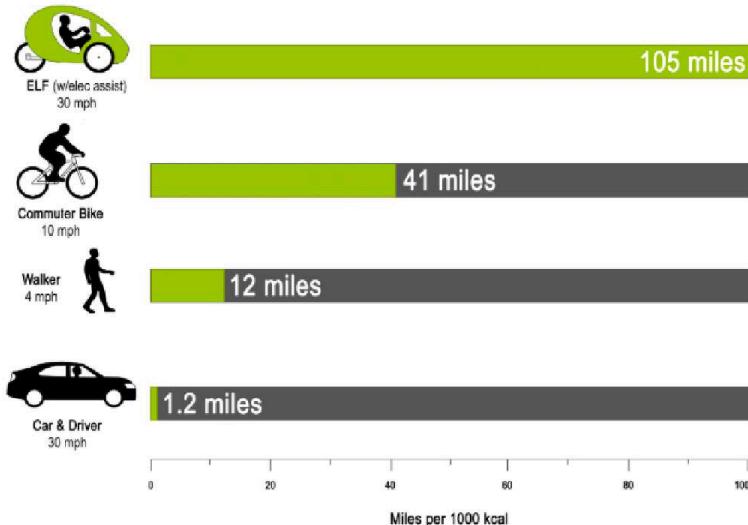
The ELF: Easy. Clean. Versatile. Fun.

	ELF 3.0	Standup Scooters	E-Bikes (class 1,2)	Mopeds	LSV (Golf Carts)	EV Motorcycles	EV Cars
Bike Path	✓	✓	✓	✗	✗	✗	✗
Streets	✓	✓	✓	✓	✓	✓	✓
Weather Ready	✓	✗	✗	✗	✓	✗	✓
Cargo Space	✓	✗	✗	✗	✗	✗	✓
Passenger Space	✓	✗	✗	✗	✗	✗	✓

Human Powered	✓	✓	✓	✗	✗	✗	✗
Electric Power	✓	✓	✓	varies	varies	✓	✓
Solar Power	✓	✗	✗	✗	✗	✗	✗
License	none	none	none	required	required	required	required
Insurance	none	none	none	required	required	required	required

Transportation Efficiency

Efficiency calculations assume vehicles travel at constant speed over flat terrain



Sources: Andrew Grieshop & Joe DeCarolis (NCSU); Fredrick Van de Wall; exploratorium.edu

Confidence in Every Curve: The Inherent Safety of the ELF

Safety is core to our design philosophy. Crafted with a lightweight aircraft aluminum frame, a Safety Cell body made from advanced polymers, recumbent seating, full integrated lighting, side view mirrors, triple disc brakes and a high visibility design. The ELF increases the visibility of a bicycle with the protective footprint of an enclosed vehicle.





Designed for Stability

Our three-wheel “tadpole” configuration—two wheels in front, one in back, combined with our patented steering technology—provides exceptional stability, especially for lightweight vehicles where balance is critical.

The rider sits forward within the chassis, which optimizes weight distribution. This improves handling and control, while the familiar upright steering position offers the intuitive feel most people know from cars and bicycles. The result: confident cornering, predictable control, and a safer ride in all conditions.

Freedom Through Inclusive Mobility

The ELF is designed with universal accessibility in mind, offering a liberating option for people with disabilities—especially those who can't ride a bike or don't have (or aren't eligible for) a driver's license. Its stable, three-wheeled frame and ability to travel on both streets and greenways provide a safe, independent way to get around. And with optional pedaling, riders can build strength and stay active—on their own terms. It's mobility, reimagined for everyone.

We like to say that micromobility is not just for young men in skinny jeans riding scooters. Life comes with a lot of challenges like bad weather, grocery shopping, carting kids to school, book bags, lunch boxes, briefcases, baggage etc. that a scooter or bike may not comfortably handle.

Life also comes with circumstances like pregnancy and osteoporosis. And some people get dealt a hand that comes with epilepsy, autism or other conditions that may rob them of their ability to travel independently by car. That's why we designed the ELF to carry 550 pounds of cargo so we can get more people, in all kinds of circumstances, away from auto dependency.

— Maureen Costello, former Chief Administrative Officer

Impressive Footprint

The ELF is engineered for elegant minimalism—from its lightweight, recycled materials to its ultra-low energy demands. The ELF has a light footprint—and that's good for all of us.

A quiet, solar-electric glide that demands less from the planet and gives more in return.

2,300

MPGe

160lbs

compared to 4000lbs
of an average car

99% less

total emissions than
an average car
(when using solar/electric/pedal)

US Built

low-waste, low-carbon
production processes

Clean

no fuel, noise or
tailpipe emissions

Patented Tech

A key element in the ELF's design is the patented steering mechanism. This critical innovation is unlike any other vehicle. This innovation lowers the center of gravity, less likely to turnover while still making the ELF agile. This fits in with our "Safety Cell" strategy.

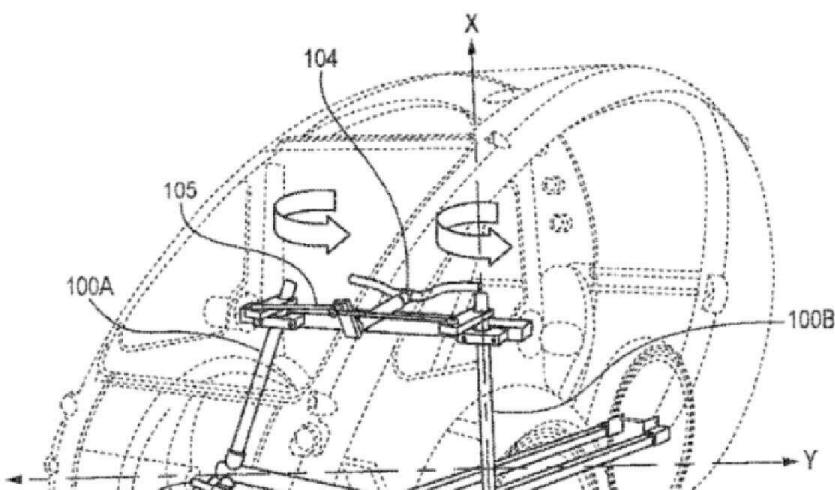
(12) **United States Patent**
Cotter

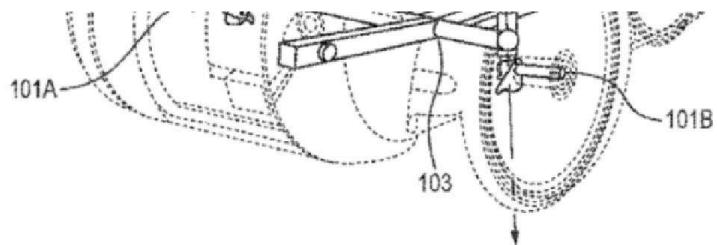
(10) Patent No.: **US 10,864,961 B2**
(45) Date of Patent: *Dec. 15, 2020

(54) STEERING MECHANISM FOR VEHICLE

(56)

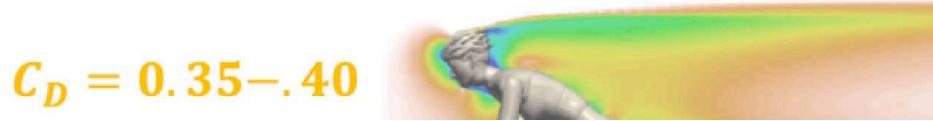
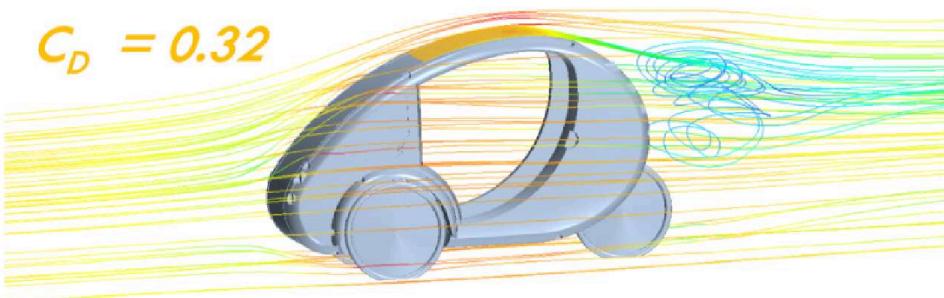
References Cited

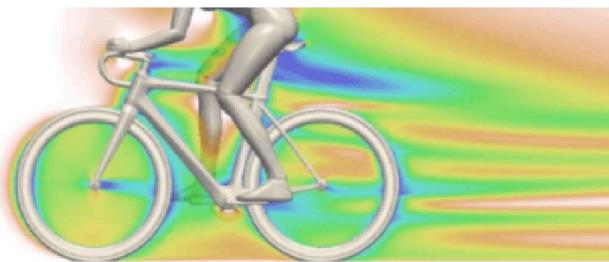




AeroDynamic Efficiency

Imagine the aerodynamic drag of a cyclist—now add a safety shell, weather protection, room for a passenger, and storage for your weekly haul. That's what this delivers.





We used advanced Computational Fluid Dynamics (CFD) to fine-tune the ELF's aerodynamic body—minimizing drag and maximizing performance. With a sleek Coefficient of Drag (Cd) of just 0.32, the ELF slices through the air with the efficiency of a pro cyclist.

At cruising speeds around 20 mph, roughly 60% of your energy (pedal or electric) goes into overcoming air resistance—a number that climbs with speed. That's why our streamlined design matters.

The result? You get the aerodynamic benefits of a conventional bicycle, *plus* weather protection, a safety-enhancing frame, space for a passenger, and room for a week's worth of groceries—all in one ultra-efficient vehicle.

Conditions are Perfect for the ELF



The Market is Ready

Micromobility is projected to top \$340B by 2030*. The ELF fills

a powerful niche between low-power e-bikes and high-cost EVs. With modular, scalable production and a community that's been waiting for our return, the ELF 3.0 is positioned for massive impact.

*McKinsey & Company Report

MicroMobility Opportunity



60%

Percentage of US car trips that are under 5 miles in distance



\$200B

Projected size of the global micromobility market by 2030



6.2 Tons

Amount of CO2 the ELF can mitigate per year

Target Audiences for the ELF

Urban Commuters

- Ideal for city trips without traffic or parking stress
- Perfect for bike-lane-friendly commutes

Parents & Families

- Haul kids, groceries, and gear—safely and simply
- Great for older adults wanting comfort and ease

Environmental Advocates

- Cut emissions with solar + human power
- Support clean, local, circular economies

People with Disabilities or License Limitations

- Accessible mobility without needing a driver's license
- Seated, protected travel for greater independence

Targets for Fleets and Rentals

The ELF offers more than mobility—it delivers experience. With solar power, electric assist, and an open-air ride, it's perfect for resorts, parks, and scenic getaways.

Quiet, intuitive, and emission-free, rental fleets of ELFs turn transportation into joy—inviting riders to explore at a human scale.

University Students & Faculty

- Campus-ready, car-free transport
- Great fit for sustainability programs and shared fleets

Resorts and Park Guest Transport

- Perfect for large car-free campuses and spaces
- Offering guests the freedom and fun to move around easily

Local Delivery & Mobile Services

- Efficient, low-cost solution for couriers and service teams
- Easy parking, no fuel, and low overhead

Marketing Traction



30,000

social media followers



6 Million

organic video views



6,000

newsletter subscribers



30+

media features

Who's Talking

THE WALL STREET JOURNAL.

"When one horsepower is enough."



"The revolution has begun, my friends."



“ELF might be the most adorable little vehicle on the market.”



NC social, digital campaign takes Amazon HQ pitch to Seattle

The ELF is recognized as one of 9 significant NC inventions alongside the Wright Brothers, the Bar Code and the first public university.

6

Join the Movement

We're raising seed capital to bring the ELF 3.0 from vision to vehicle:

- Finalize design and prototype
- Tool up for production
- Build the team
- Engage our passionate fanbase

Join us in building the future of micromobility. Invest in ELF 3.0 today.