

Vertical

Music, Automobile,
Entertainment, Hardware,
Internet of Things

Target market:

B2C (Business-to-Customer)

Stage

Series A: Growth & Scaling

Revenue-Stage:

Post-Revenue

Investment sum:

1500000 EUR

Number of founders:

4

Founded in:

2016

Legal form:

Ltd.

HQ:

Ljubljana, Slovenia

Contact:

info@capmatcher.com

E-Bike with Boombox incl. air particle sensors: Minority Stake Investment Opportunity in a Music/ Automobile/ Entertainment/ Hardware/ Internet of Things-Vertical

The Start-up offers luxurious, smart urban electric bicycles of the highest quality, featuring a multifunctional Boombox. The bicycle has been intensively developed for the past three years and, having set up an adequate environment, the start-up will begin a small-scale production in the beginning of Q2 2019. The most important key figures of this startup are included in this exposé. The questions were raised in a 60-minute process while the founders answered all questions.

General Business Model

Realization of profits: Sale of a physical product

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Product

Problem:

The problem is that cyclists wish to use light, electric bikes in cities. On the other hand, cycling is hazardous and even more so when using headphones. In addition, pollution is increasing through rising traffic.

Solution:

The smart urban bicycle connects cycling with music and helps to find the cleanest routes. Integrated sensors keep track of the surrounding air pollution and the data is given to the user in real-time, via a connecting app. Through information gathered from different users, the cleanest route can be calculated for each cyclist. The bicycle is ultralight due to the usage of carbon fiber. It can be ridden as a classic or an E-bike through power banks on the wheels.

USPs:

According to the start-up, the urban electric bike is the lightest of its kind. The boombox can be used both while riding and when detached from the bike. With the particle sensors cyclists can choose the cleanest route available.

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Market**Prioritized geographic market:**

Europe

Market size (expected):

500 Mio. - 1 Bio. Euro

Market growth (expected):

10%

Competitive environment:

Yes, few competitors.

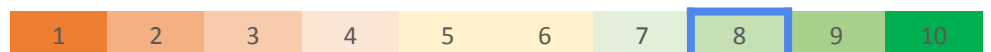
**Expected Switching Costs:****Financials**

According to the founders, the following sales and earning numbers were generated during the last three years.

Year	2016	2017	2018
Revenue	0	10000	30000
Profit	0	0	0

Scalability:

Opinion of the founders as to which degree costs increase in an increase of revenue. Low values values (bad scalability) indicate that costs grow linear or overproportional in terms of revenues.



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Team**Number of founders:**

4

Number of founders with a proven entrepreneurial background:

4

Total size of the team:

12

Background of the team:

Philosophy, unfinished, Innovative digital agency, Co-founder & CD for 3 years, iTIVI, Co-founder & CD for 3 years, collective digital agency, Founder & CEO for 16 years

INSEAD, MBA, Business Prodigy Finance, Co-founder & CTO for 2 years SRC, CEO and President for 10 years

Electrical and Electronics Engineering Information Technology, Open University Kozolec, Co-founder & CTO for 4 years Renderspace, CTO for 12 years IT Pharma, CTO for 1 year

Engineering design, Avtovizije Chief Editor for 12 years, Alpra Design CEO for 9 years

Traction

Contract with Aston Martin St. Gallen; First deliveries; Production Ready

Investment**Investment sum:**

1500000 EUR

Use of proceeds:

Expansion of production, Sales, Marketing

Number of currently invested Business Angels oder VCs:

2

Preferred stake:

Minority Stake