



A tesla ... on 2 wheels ... for 3 EUR?

COUP

M. Schubert

Fuel Choices Summit



Context

Venture

Traction

Our point of departure



BOSCH

130 years of long-shot innovations

Core business in B2B mobility solutions

Decision to build **portfolio of mobility services**

Our vision

“Bosch is a well-established provider of Mobility Services to ensure a safe, clean, convenient and cost-effective journey of persons and goods by land, sea and air”

eScooter Sharing as our flagship service?

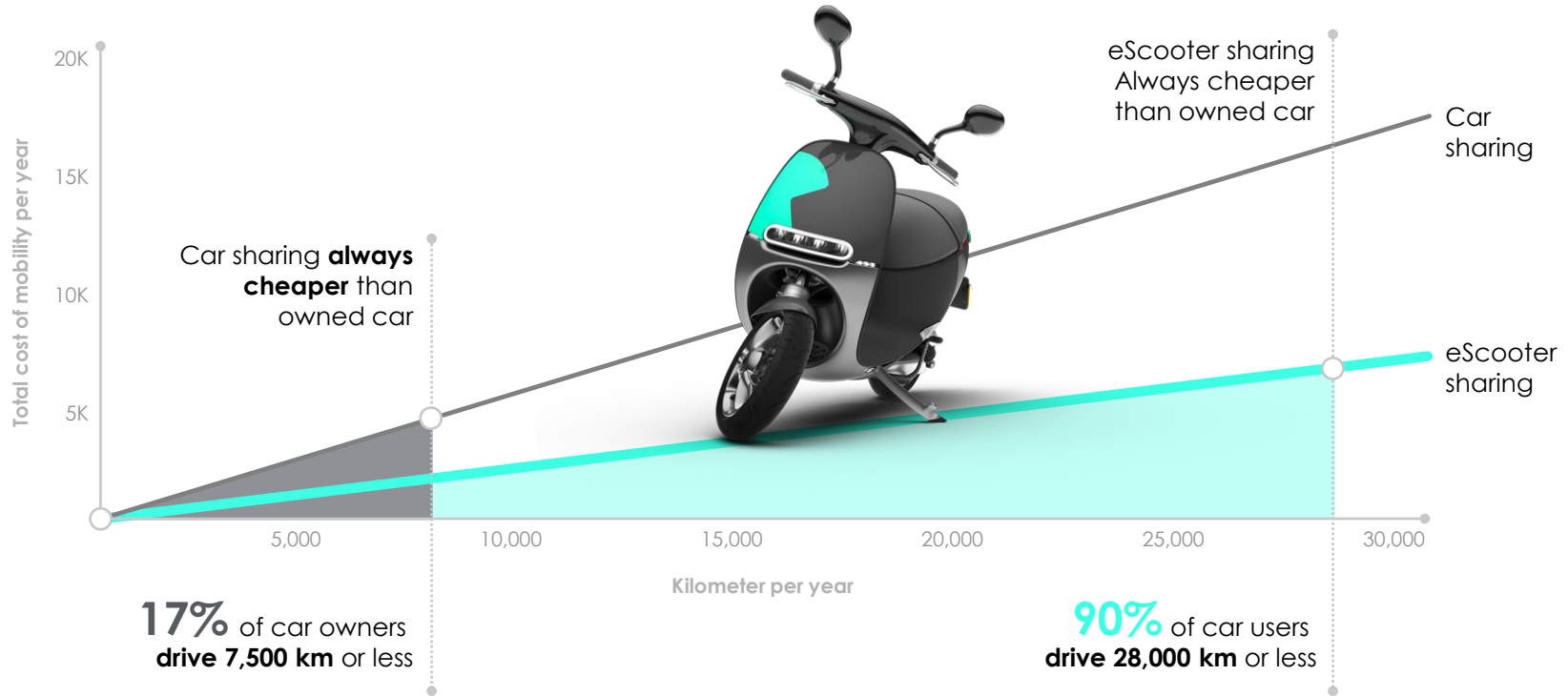
You must be joking!

What a freaking niche!!!

— *Anonymous reactions*



Carsharing - not eScooter sharing – is the niche play





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Your personal urban upgrade



Value Proposition:

A new class of urban transportation: swift, reliable door-to-door connection to re-connect urban life.



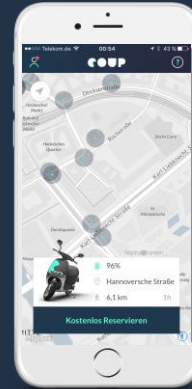
Our users:

Urban achievers ("Get things done")
City explorers ("Flow through the city")



A fleet of connected SmartScooters in free float, usable on demand

- Rideable with regular car driver license
- 45 kmh top speed, up to 100km range/cycle
- 80 sensors for smart interaction
- 1 helmet stored on board
- Connectedness (BTLE, GPS/GMS)
- Easy charging via battery swapping ("milk runs")
- Overnight scooter re-location & maintenance



A mobile-first platform for delivering service & scale

- High-conversion onboarding process (remote validation, instant activation)
- Flat-per-trip pricing (€3/30min)
- Hybrid tech stack, deep analytics
- Algorithm-based fleet optimization
- iOS first, Android ... in the making



100% Robert Bosch subsidiary
Funding: Not disclosed



BCG Digital Ventures as incubation partner
Gogoro as SmartScooter supplier



Team:
~30 Coupsters ... growing



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Folge Deinem Weg. Nicht dem Fahrplan.

Unabhängig unterwegs mit
eScooter-Sharing von COUP.

Ab August exklusiv in Berlin.

Ich benutze iPhone Android

Einladung anfragen

Great early traction

>30%

conversion rate
on our landing page

Thousands

rides and users

Excitement

In our early user group –
and in the Bosch organization

Get hooked – try it for free

TLV-JOINS-COUP

visit us in Berlin and at

joincoup.com



Merci
Beau**COUP**!