

THE PROBLEM

For over **4.2** billion people who live in cities, riding & parking is a daily lose-lose game. Technology innovation have disrupted almost every aspect of our modern living. And yet, for billions of people who live in urban areas, daily mobility means significant loss of time and money, traffic and parking inconveniences, and profound impact on health, safety and overall wellbeing.

BUSINESS CARD


2014 Company founded by Dr. Asaf Formoza (CEO) and Udi Meridor (COO, Strategy)

2 Centers Israel | HQ, R&D, Innovation. Germany | Pre-series production facility


36 Engineers, experts, designers, production working for the company


\$10M Invested to date. Most of our investors originate from the automotive industry or represent typical customers

Partners Rapidly growing network of technology, production, automotive and business partners

 **~237 Hours Wasted Annually**
In NY Paris (270 in London) per person, looking for a parking spot

 **€100BN Wasted Annually**
Congestion in the EU wastes € 100BN, or 1% of the EU's GDP annually

 **>50% City Space Occupied by Cars**
E.g., Buildings lost to Highways and parking lots in Detroit over the years...

 **40-70% Cause of pollutants**
EU Urban mobility accounts for 40% of all CO2 emissions & 70% of other pollutants

"Traditional" cars are part of the problem

Average Car Design:





- 5 passengers
- ~180-200 km/h
- Range ~600km



Actual Urban Use:

- 85% - 1 person rides
- 17km/h avg. speed
- 5-15 miles avg. distance
- Used only 5% of time

Micro-mobility's major disadvantages


-  **18X greater risk of fatal accidents**
-  **"Wet or Sweat", rain & heat**
-  **Exposed to noise & pollution**
-  **Less comfortable than a car**



LEADERSHIP

-  **Dr. Asaf Formoza, CEO**
 - Mechanical Eng. Phd.
 - Serial entrepreneur
 - Experienced manager
-  **Udi Meridor, COO & Strategy**
 - Serial entrepreneur
 - Singularity Univ. graduate
 - Physicist
-  **Prof. Johann H. Tomforde, Executive**
 - **Inventor & MD of Daimler's SMART city car**
 - Former executive in Mercedes Benz
 - Owner & MD Teamobility Automotive Engineering & Design
-  **Dr. Anat Bonshtien, VP BD**
 - Chairwoman and Director of the Smart Mobility Initiative at Israel Prime Minister's Office
-  **Moti Krispil, VP Marketing**
 - Director, Deloitte Strategy
 - Serial entrepreneur
 - Captain (res) Elite R&D Unit IDF
-  **Dr. Lior Bakshi, VP Production**
 - Mechanical Engineering Phd.
 - Advanced Physics & Nuclear R&D & integration
-  **Dr. Gideon Goldwine, CTO**
 - Mechanical engineer Phd.
 - Founder of the Israeli Univ. formula car project
-  **Eyal Cremer, CDO**
 - MA. in transportation design.
 - Former designer at 'VOLVO' 'SKODA' 'VW'

THE SOLUTION > The world's first transformable city vehicle capable of riding safely and conveniently like a car, while parking and outsmarting traffic like a motorcycle

Click to watch 

Our first product is a groundbreaking ultra-compact, all-electric foldable urban mobility platform that can **transform its width** on the go from 1.4 meters to as narrow as **1 meter wide** to meet the complex challenges and needs of people and businesses who call the world's cities "our home"



Motor	Charging	Range	Top Speed	Seats	Weight
100% Electric	30min, 80% fast charge	Up to 180km	90km/h	2 Adults 1 Adults, 2 children	450kg, exc. Batteries

75% SAVINGS IN PARKING SPACE



10X GREATER CHANCE TO FIND A PARKING SPOT



TECHNOLOGY BREAKTHROUGH

Foldable EV platform: an Exponential Technology born to revolutionize urban mobility

A **patented foldable urban EV platform** that can actively adjust – contract and expand - its width to as narrow as 1-meter wide, to outsmart everyday parking, traffic and space. While platform adjusts its width, the passenger cabin remains unchanged, to maximize space & volume

BUSINESS MODEL & STATUS

Becoming a **fabless OEM** using third-party manufacturing, providing vehicles and mobility services to businesses and municipalities

- LOIs for more than **2,000 vehicles** and LOIs for ~10,000 additional vehicles under discussion
- First 2 homologated vehicles were manufactured by our German manufacturing partner **Roding Automobile**

- OEM selling vehicles in a revenue-share model
- Providing mobility services to businesses