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

C O U P
M. Schubert
Fuel Choices Summit
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

- Car sharing always cheaper than owned car
- eScooter sharing Always cheaper than owned car

17% of car owners drive 7,500 km or less
90% of car users drive 28,000 km or less

Total cost of mobility per year

Kilometer per year
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
Great early traction

>30% conversion rate on our landing page

Thousands of 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

Download on the App Store
Merci Beau COUP!