

A couple is walking away from the camera at night in a city. The woman is wearing a yellow jacket and the man is wearing a dark suit. In the foreground, the front of a white and black e-bike is visible, with the brand name 'smide' and 'picknride me!' printed on it. The background is a blurred city street with warm lights and a stone archway.

**smide**

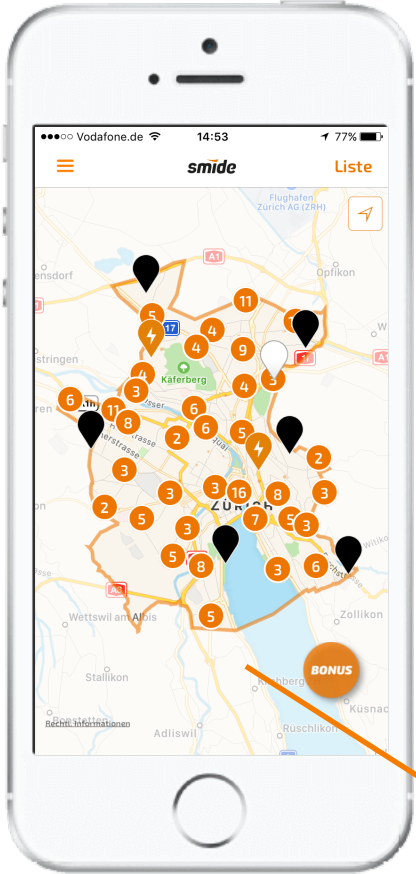
*The World's First Stationless  
E-Bike Sharing Solution*

## *smide – the World's First Stationless E-Bike Sharing Solution*

- Commercial show case in Zurich operational since April 2017
- smide provides due to its powerful engines (35 km/h) the most efficient mean of transportation to get from A to B. It is fast, flexible, independent, but also ecological and healthy
- smide is an attractive solution to the last-mile problem in intermodal transportation
- Easy and intuitive access using a mobile app, available for iOS and Android



*smide is very simple to use*



Find and select your e-bike

Choose from currently 250 e-bikes in Zurich



Start your booking on the mobile app and unlock your e-bike



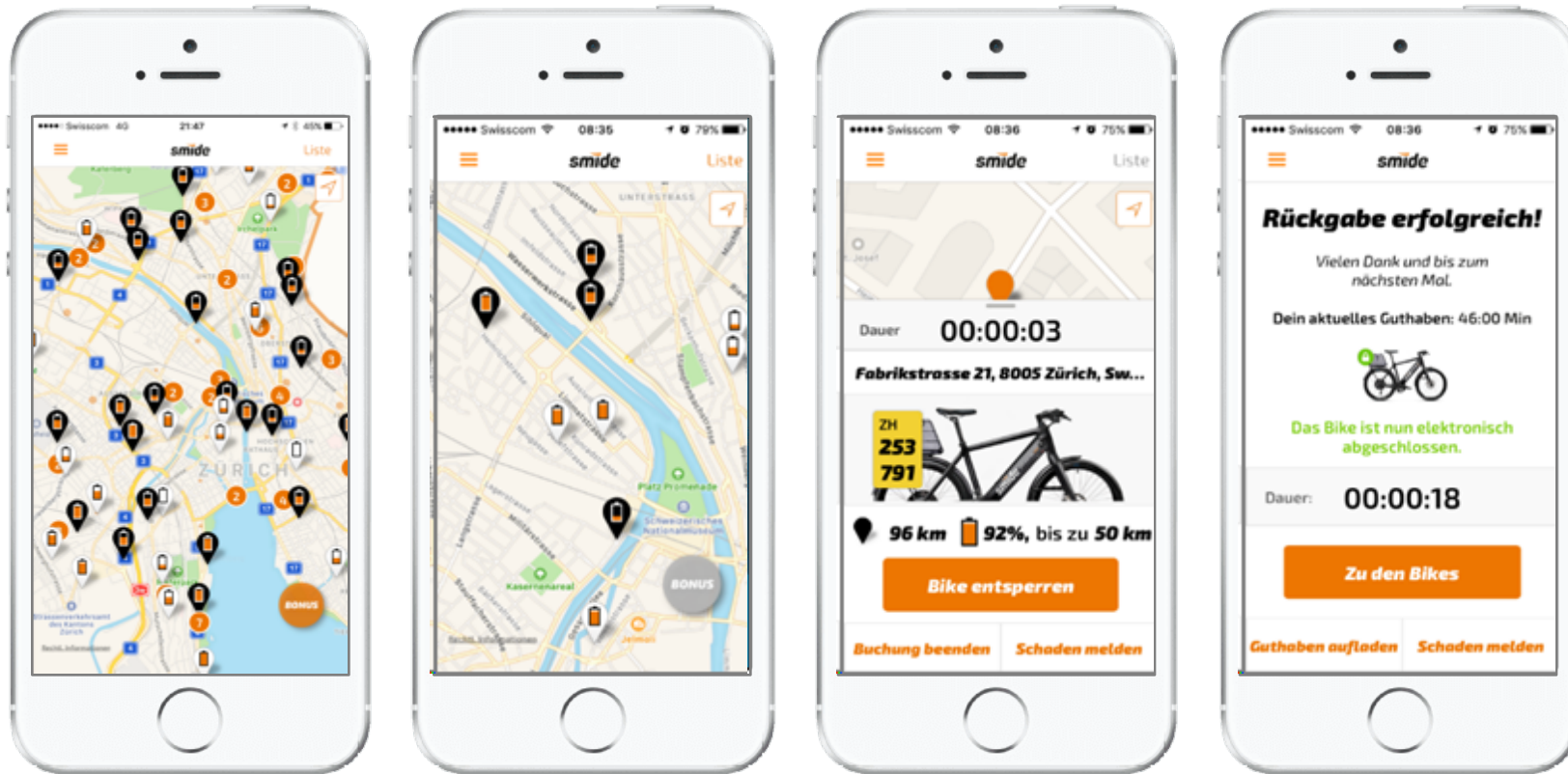
Let's ride



Lock the e-bike on the app and end your booking

Collect «free minutes» if you drop your e-bike in designated bonus zones or at a battery station

# The smide app is the key for unlimited urban mobility



## Key features

- Registration & verification
- Recharge prepaid credit
- Locate & book e-bike
- Check battery charge / reach
- Unlock / lock e-bike
- End booking
- Tell-a-friend
- Bonus zones for drop-off
- Redeem credit coupons
- Report malfunction
- Battery stations

## Customers are enthusiastic about smide

12k  
registered  
clients in 5  
months

Clients  
drove  
3 times  
around the  
world

81%  
recurring  
customers

Net  
Promoter  
Score  
63

About  
3 e-bike  
rentals  
per bike  
and day

# With smide you save time on the last mile

Example: commute Berne → ETH Zurich (main campus Höggerberg)

Distance 130 km

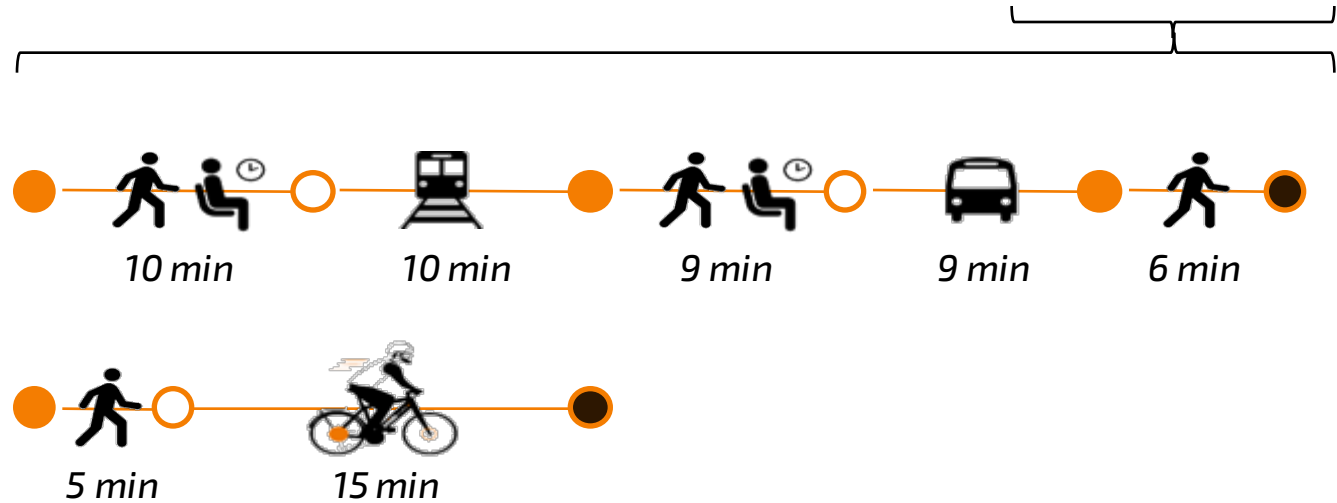


Time final 10 km

Public Transportation 44 min

-55%

**smide** 20 min



# The reach of smide exceeds other means of urban transportation

Walking

Ø speed: 4 km/h



Bicycle Sharing

Ø speed: 9 - 14.7 km/h



Tram / Bus

Ø speed: 15.6 km/h  
(excl. waiting/walking)



Taxi / Uber

Ø speed: 21.8 km/h  
(excl. waiting time)



**smide**

Ø speed: 27.5 km/h

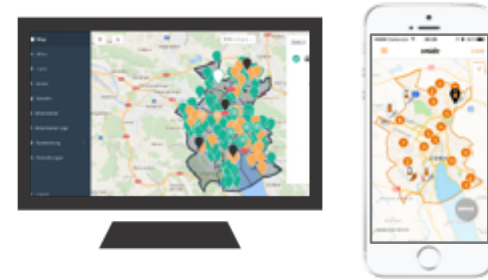


## *smide's core components work seamlessly together*

smide developed a system based on the following core components:

- Fleet management system and iOS / Android app
- Processes for operating the fleet
- Connected high powered e-bikes (35 km/h) with integrated connectivity

Fleet Management System and iOS / Android App



Connected E-Bikes



Processes, Operations, and Team

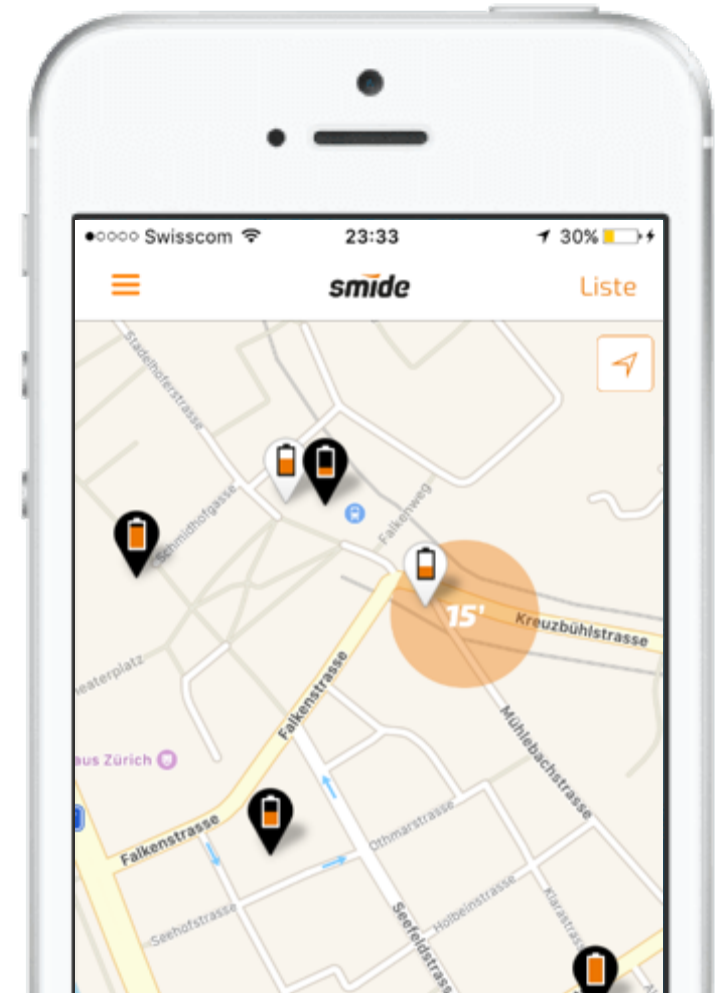
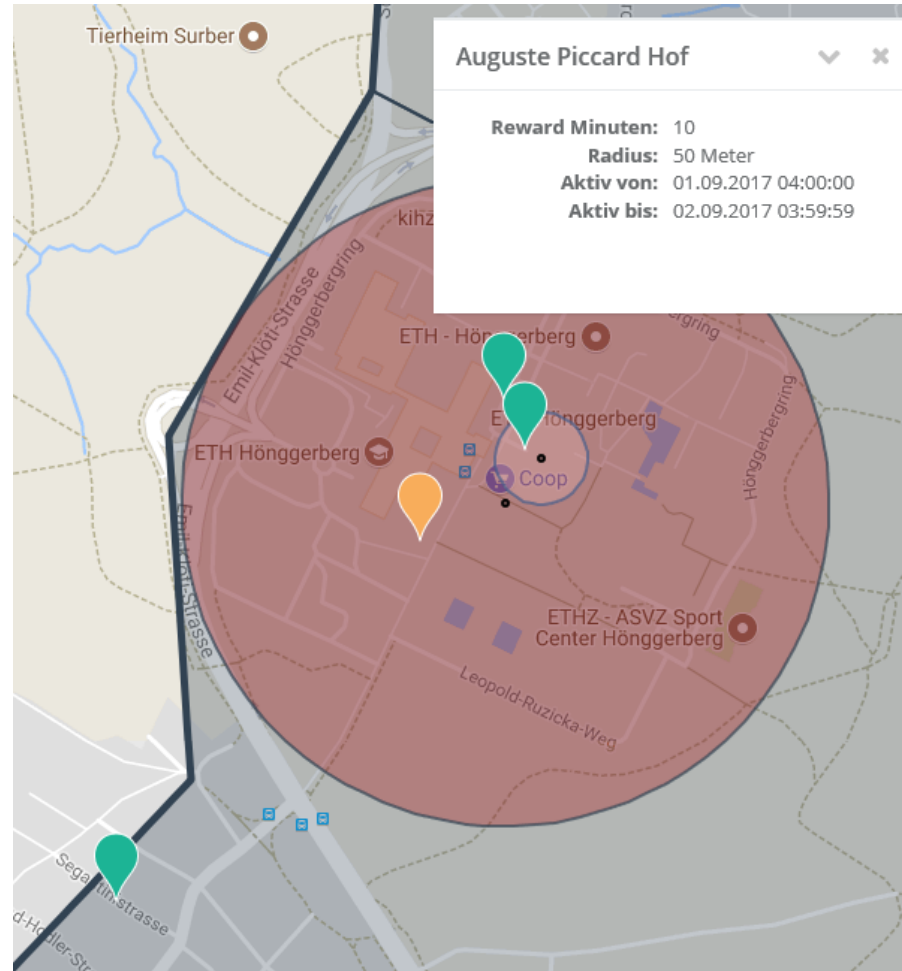


## *smide is the expert in e-bike management and maintenance*

- smide Maintenance Center: aoz Zurich
  - Battery change
  - Check-ups
  - Redistribution
  - Repairs & maintenance work
  - Administration
- smide customer support is available 7 days a week from 7 am to 9 pm via phone, E-Mail and Social Media



# User incentives project in cooperation with the ZHAW



## Validation of 2 battery stations at ETH Hönggerberg and ETH City



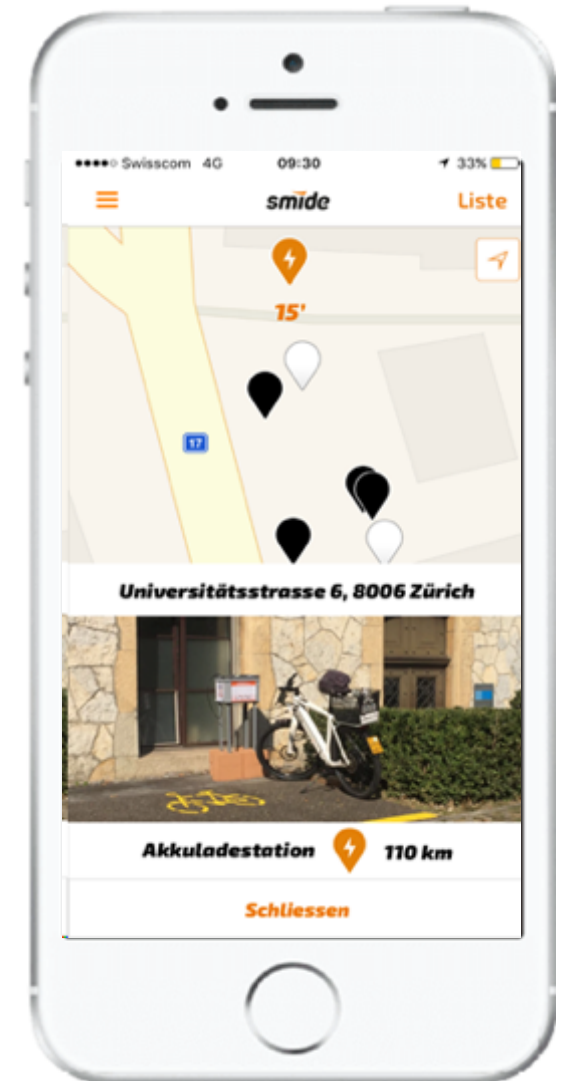
More than 130 bike charges in 2 weeks by smide customers



Battery charges



B2B Redistribution



## *Saving money with future coproduction*

smide  
incl. aoz



- Bike repairs
- B2B-Redistribution
- Battery change

User



- Redistribution
- Battery charging

Crowd



- Bike repairs
- Redistribution
- Battery charging
- Battery change

**smide**  
pick and ride



*@smidepicknride*



*@smide\_picknride*

**contact**

emanuel.forny@smide.ch

**Promocode**

**10 free minutes**

(valid until 22. october 2017)

**wocomoco**