



LimeBike

Your ride anytime

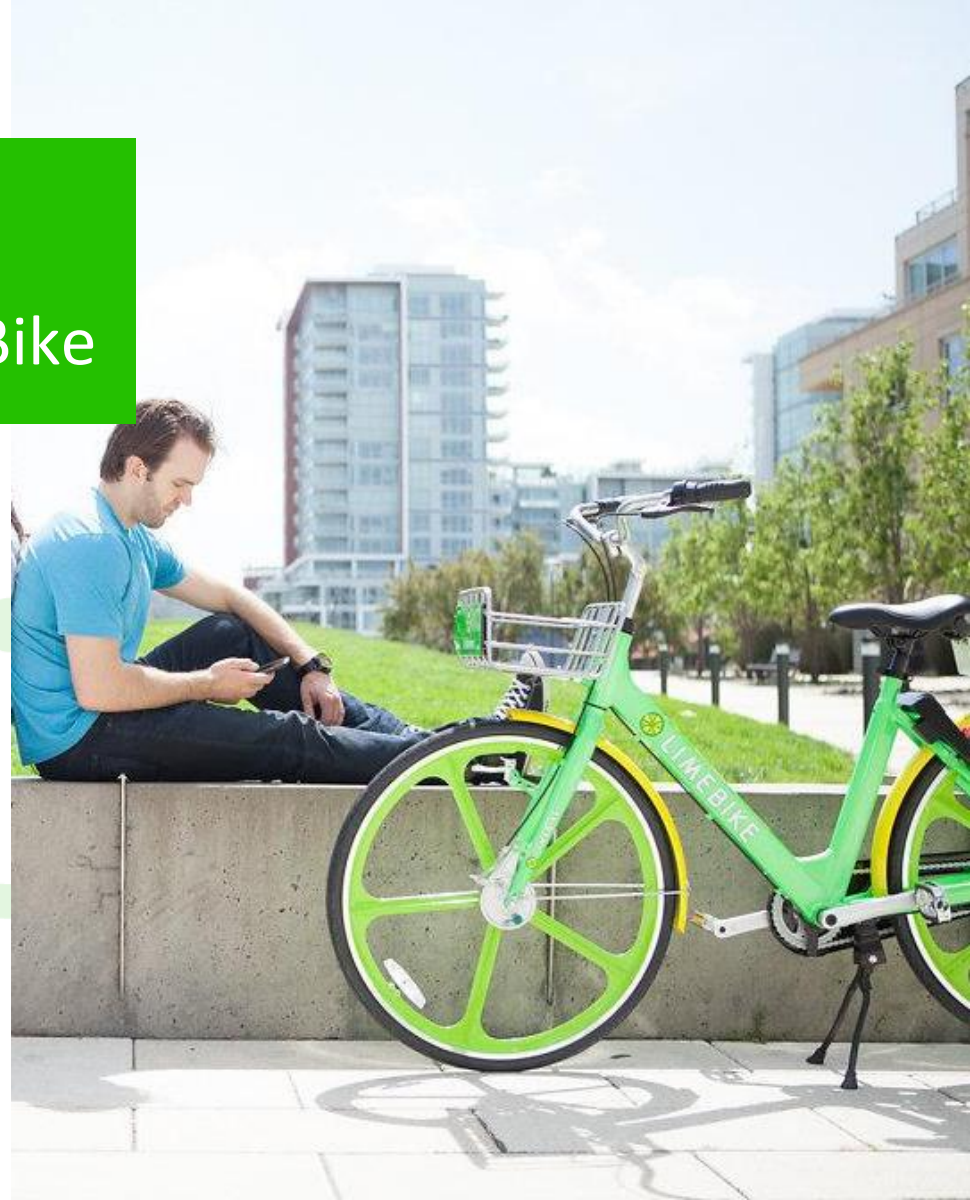
Helping Sioux City Lead in Smart Mobility

with Subsidy-Free, Dockless Bike Sharing

Why We're Building LimeBike

We Are Seeking to Revolutionize Urban Mobility by Helping Cities Solve First and Last Mile Transportation Challenges

- More efficient, affordable and healthier transportation;
- Complements existing transit alternatives, reducing congestion & freeing up parking;
- Supports more vibrant local economies;
- Reduces local pollution from short, inefficient trips.



Despite success, traditional station-based bike sharing has challenges

- Expensive: costly to purchase and maintain bikes, expensive for users;
- Inconvenient: docking stations where possible, not based on demand;
- Slow to scale: high costs = limited service for limited customer base.





LimeBike seeks to revolutionize urban mobility with smart, dockless bike sharing programs at no cost to cities

With cutting edge IoT technology and no stations, we can **serve the entire community and scale a flexible fleet** using data to maximize potential program ridership. We cover all of the costs of equipment, operations and rider outreach.

What sets LimeBike apart

- No funding required to operate and expand our service;
- Complementary with city mobility objectives;
- Dockless technology allows bikes to be widely available throughout community to fully realize potential;
- Simple, affordable pricing for social equity;
- Utilizing advanced 3G/GPS technology & smart-locks for a seamless user experience;
- Stable, long-term provider well-funded by top Bay Area investment firm

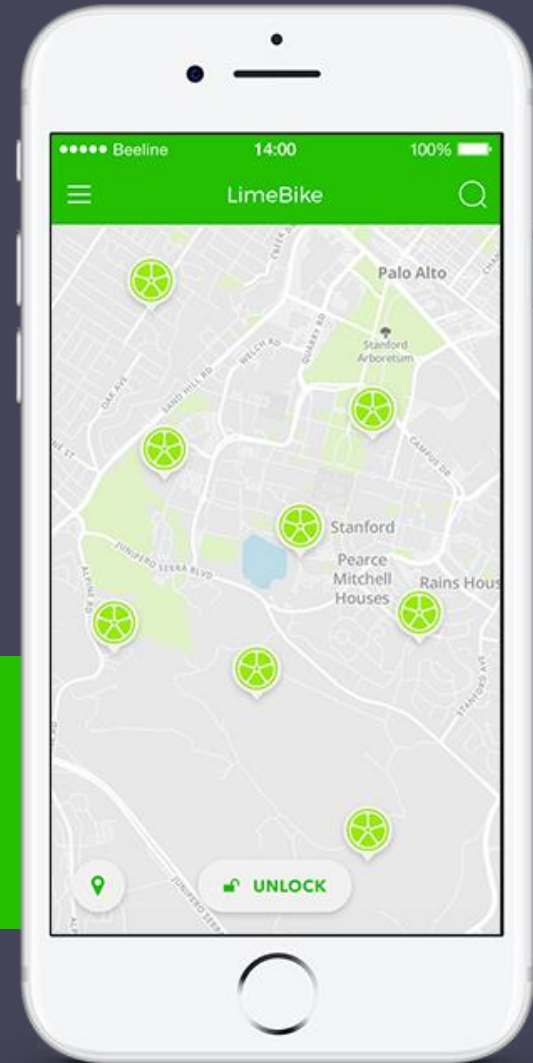


Riders easily Locate, Unlock, Ride, and Pay

New technology allows us to create seamless bike sharing experience

1

Find available bikes on
our live GPS map

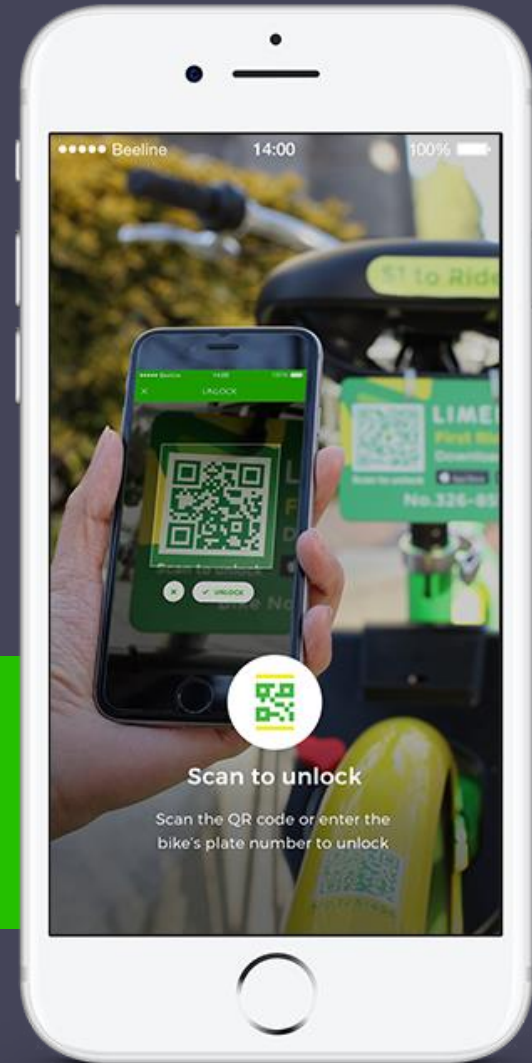


Riders easily Locate, Unlock, Ride, and Pay

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2

Unlock bikes with QR code or plate number

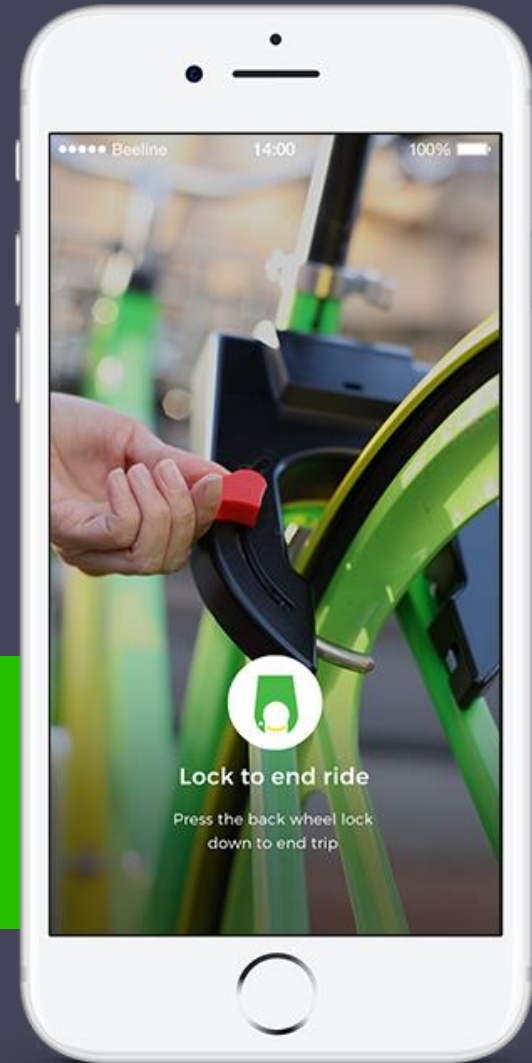


Riders easily Locate, Unlock, Ride, and Pay

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3

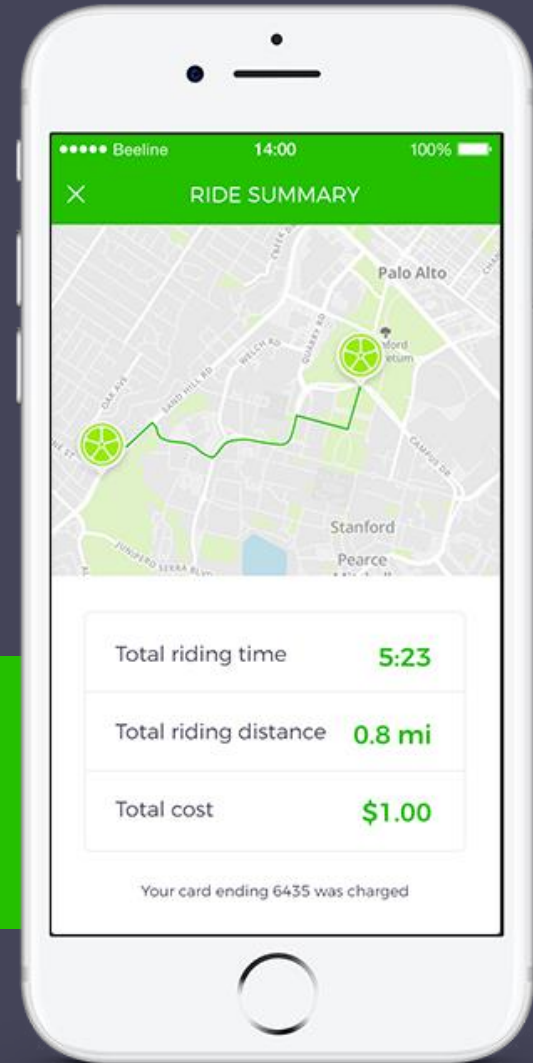
Lock the back wheel to end the ride



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4 Easily track and pay
for each ride.





Safe, Reliable & Smart

Our specially designed bikes are CPSC certified and safe and comfortable to ride.

- 1 Solar panel charges battery supply;
- 2 Smart IoT Technology: 3G/GPS enabled, Mobile-App Synced Smart Lock;
- 3 Safety-Tested: Wider tires, drum brakes, bright color, lights, and frame tested with 880 lbs of load and CPSC certified;
- 4 Low Maintenance: Airless tires and durable parts to withstand elements and frequent use;
- 5 Easier to Ride: Lighter frame for easier use.

Affordable Pricing

Plans to make biking a daily habit and increase ridership

PAY AS YOU GO

\$1 / 30 min.

No hidden charges
such as going over an initial
time block or not docking a
bike.

MONTHLY MEMBERSHIP

\$30 for **100** rides User will

pay additional \$0.5 for all rides
exceeding 30 minutes limit.

STUDENTS / CAMPUS

50% Off

Students and university
affiliated groups will enjoy half
price on above pricing
structure.

A woman with long dark hair and glasses, wearing a light blue button-down shirt and jeans, is riding a green LimeBike. The bike has a green basket on the front with the LimeBike logo. The background shows a city street with modern buildings.

Managing dockless operations

On-the-ground team led by a local General Manager

Operations: We hire a local operations team to manage our bike fleet, rebalance bikes, support proper parking and respond to support calls.

Maintenance: We hire locally to cover all maintenance and routine checks of bikes.

Fleet management: Our team rebalances under-utilized bikes to meet higher demand and ensure distribution covers service area.

Customer Service: We respond to urgent issues within 2 hours during regular business hours.

Our approach to smart parking

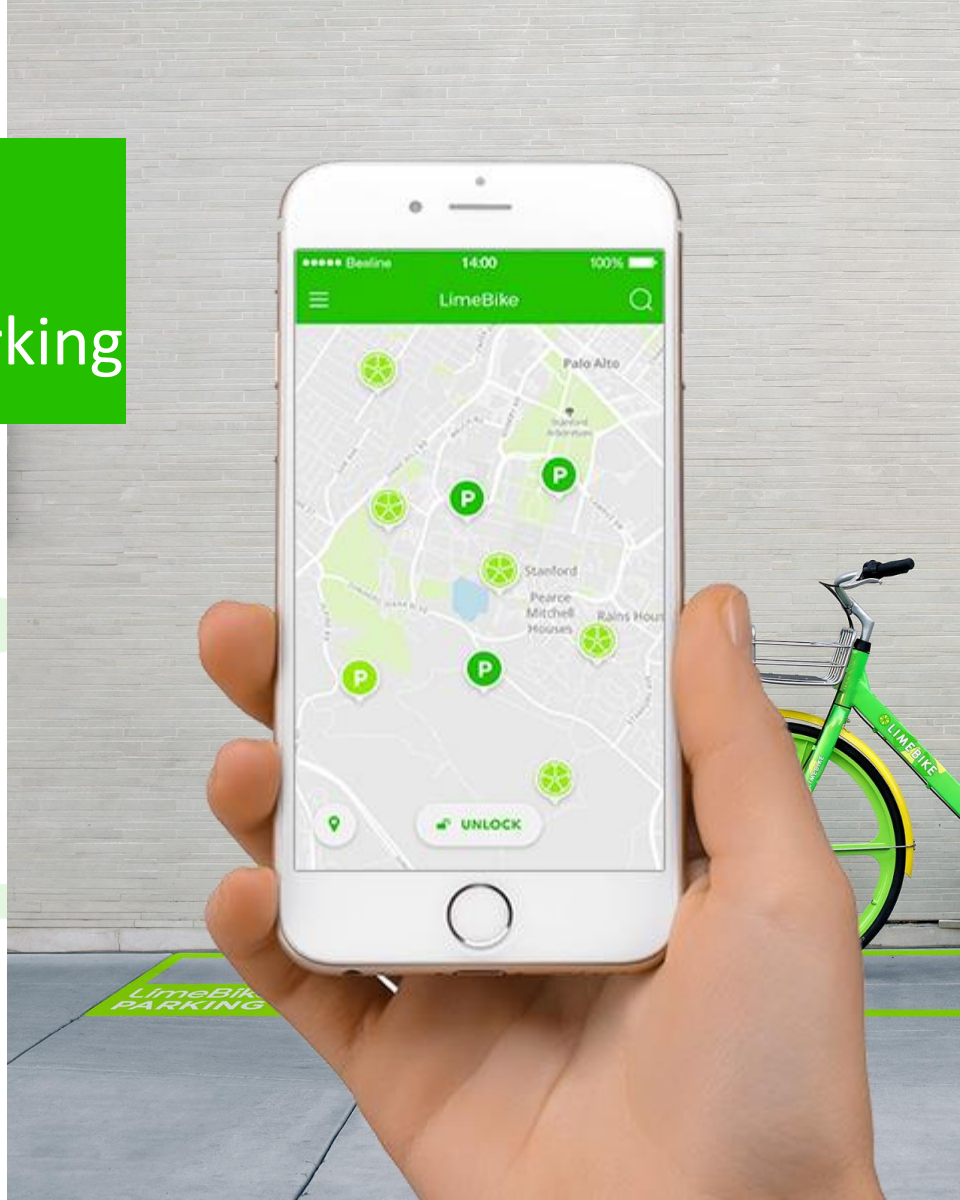
- Educate users on legal bike parking;
- In-app instructions on how & where best to park;
- Geo-fence existing legal parking area in our app;
- Reward riders for parking properly;
- Partner with cities to develop more bike-friendly parking;
- Operations teams respond to parking concerns.



Available
Bikes

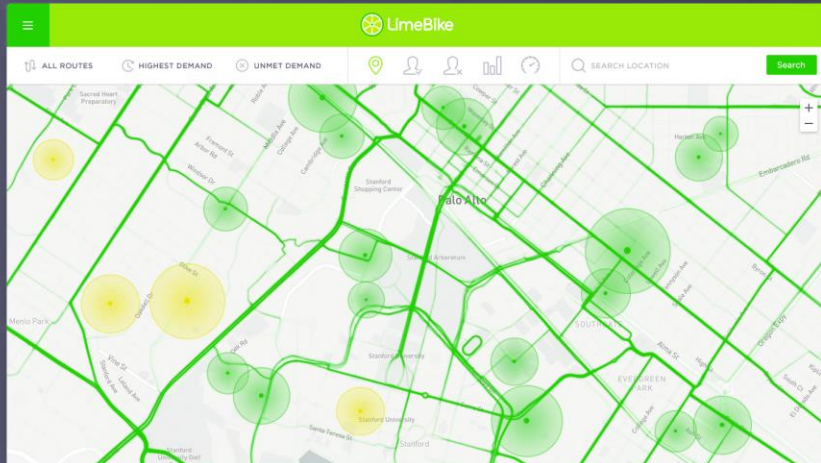


Recommended Parking
Spots





We use data to make city mobility smarter



- We share our data with cities for smarter mobility planning;
- Free of docking stations, we can flexibly scale the optimal fleet;
- The optimal bike sharing program can be designed based on usage and actual bike demand data.



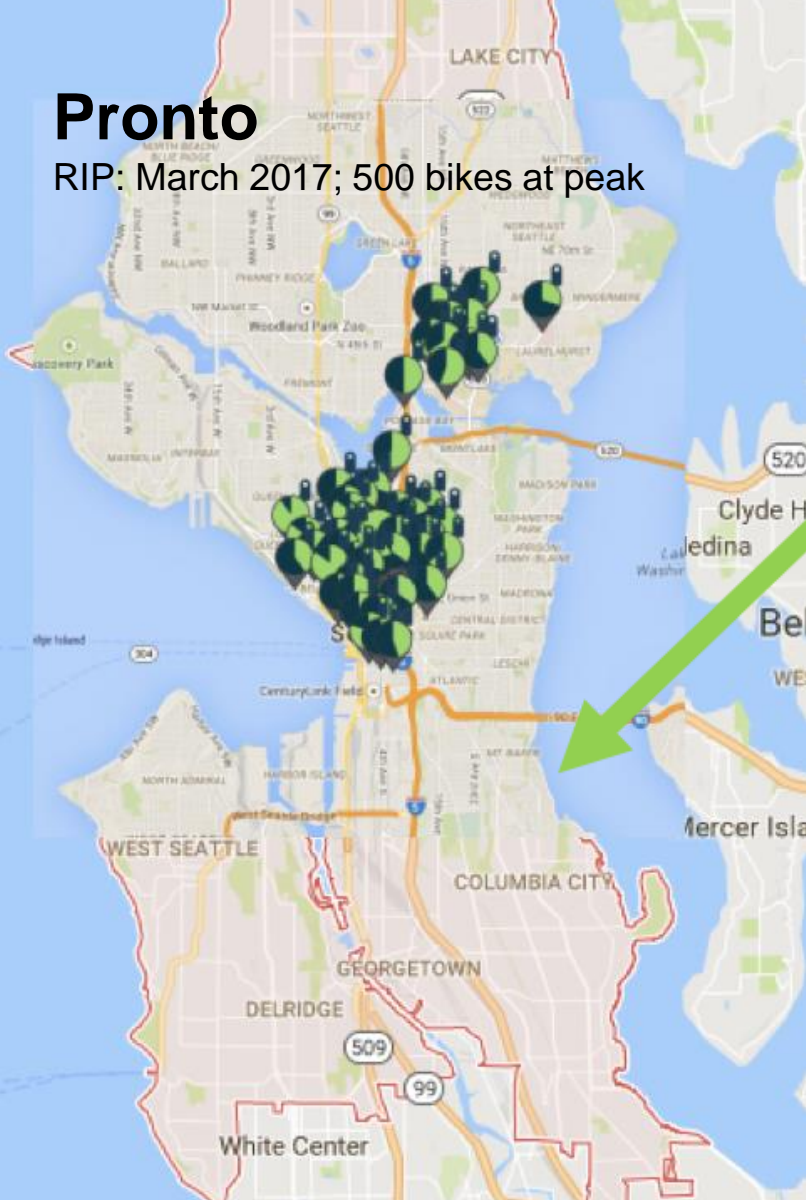
LimeBike featured by



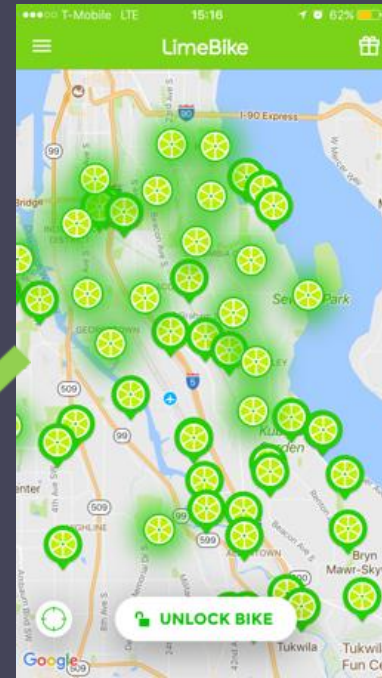
["The case for bicycles' inevitable triumph over cars"](#)

Pronto

RIP: March 2017; 500 bikes at peak



LimeBike Service to Seattle's Columbia City



- LimeBike launched with 500 bikes July 2017
- Columbia City is one of Seattle's most ethnically / economically diverse neighborhoods
- Within days of launch, 20-30% of LimeBikes were in areas Pronto never served - inc Columbia City
- Cost to City: \$0

Experienced team at LimeBike

Experienced Local Team

- US-based and HQd in Silicon Valley;
- Leadership team from top universities;
- Experienced team in tech, local and federal government.
- Members - North American Bike Share Association
- Business Council - U.S. Conference of Mayors



Financial Stability

- Backed by a Tier-1 Silicon Valley VC Firm, Andreessen Horowitz;
- Tens of Millions in Series A financing gives us the unique ability to invest in technology and bikes to lay the groundwork for successful programs;
- Self-sustaining and well-documented long-term financial model.

Thank You

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