

Erasmus

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ROTTERDAM



felyx 

Erasmus Alumni Lecture



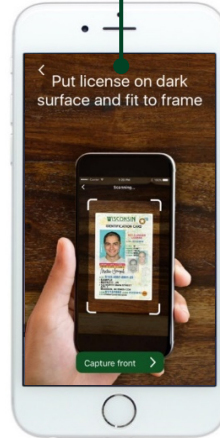
Maarten Poot – CPO/Co-founder

	Selected by WIRED as one of Europe's 100 hottest startups
	Nominated as Top 10 B2C start-up at DT50 Berlin 2018
	Selected as "heavy weight" finalist at Get in the Ring
	Selected as startup case for McKinsey business course 2019
	Roland Berger partner for interns and selected as startup case for business course 2017
	Selected for Houthoff's legal Incubator program
	Invited to join EYnovation™, EY's startup/scaleup program
	Highlighted as #2 in LinkedIn's Top Dutch Startups of 2020

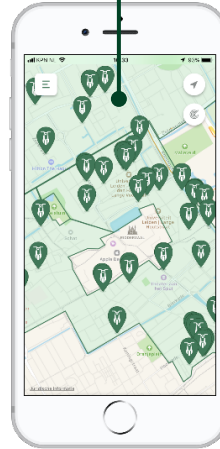
# felyx is a successful scale-up, offering shared electric scooters as new and disruptive urban mobility concept since the summer of '17



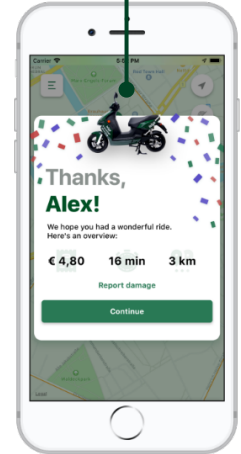
*Register your account  
within a couple of minutes*



*Locate & activate  
e-scooter easily*



*Receive information  
about your ride*



*Use the app to unlock, start, park, and lock our high-quality e-scooters, fitting two persons and small luggage comfortably*

# We operate 2,500 e-scooters in eight cities, and our team consists of more than 60 people already



felyx operates in eight cities in the Netherlands and Belgium



The team already consists of more than 60 enthusiastic and ambitious people



# Current mobility challenges are leading to serious problems for citizens and governments...



# ...and global trends also urge us to reshape the future of mobility



**COVID-19**

*COVID-19 is changing work habits: 49% of Dutch workers want to work more from home in the future<sup>1</sup>*



**Urbanization**

*68% of the world population will be living in cities by 2050 compared to 55% today<sup>2</sup>, challenging cities with limited public space to remain accessible and livable*



**Climate change**

*We need to decrease our carbon footprint to tackle climate change*

1) Source: Intermediair, May 2020

2) Source: 2018 Revision of the World Urbanization Prospects by the Population Division of the United Nations Department of Economic and Social Affairs (UN DESA)

# We see opportunities to move towards “mobility-as-a-service”...



## Mobility



# ... and so, we have combined new technologies to offer an innovative door-to-door mobility service to modern travelers



## Using new technology

- High range (up to 80 km)
- Keyless, app-based, built-in 4G & GPS



## Sustaining environment

- Powered by electricity from wind
- No emissions, pollution, or noise



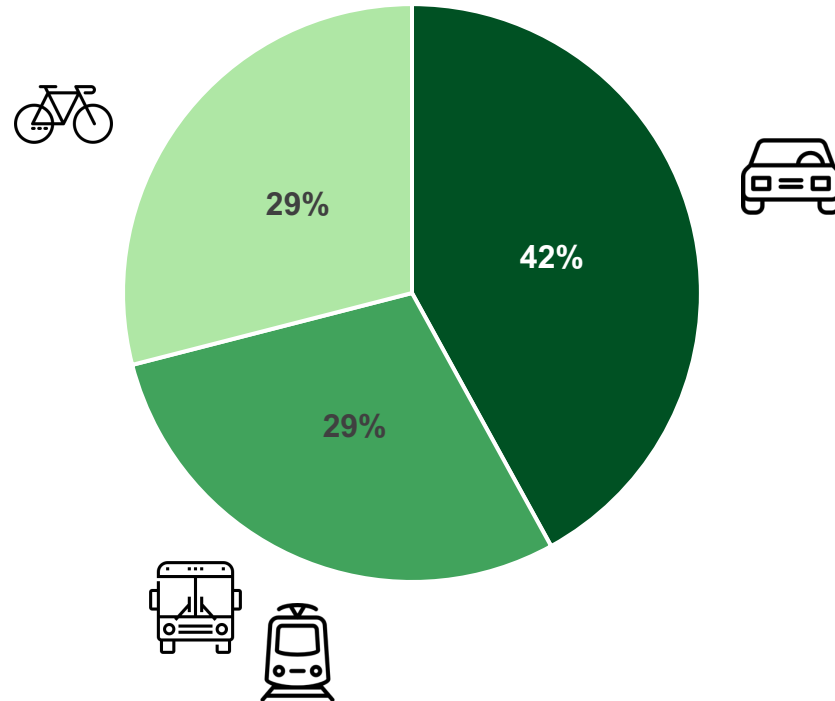
## Offering an innovative door-to-door mobility service

- Adding flexibility and choice to modern travelers
- Providing free-floating mobility as a service



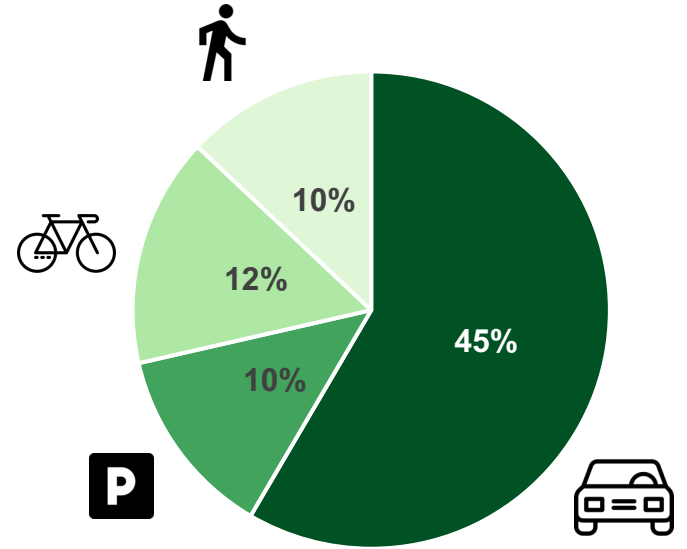
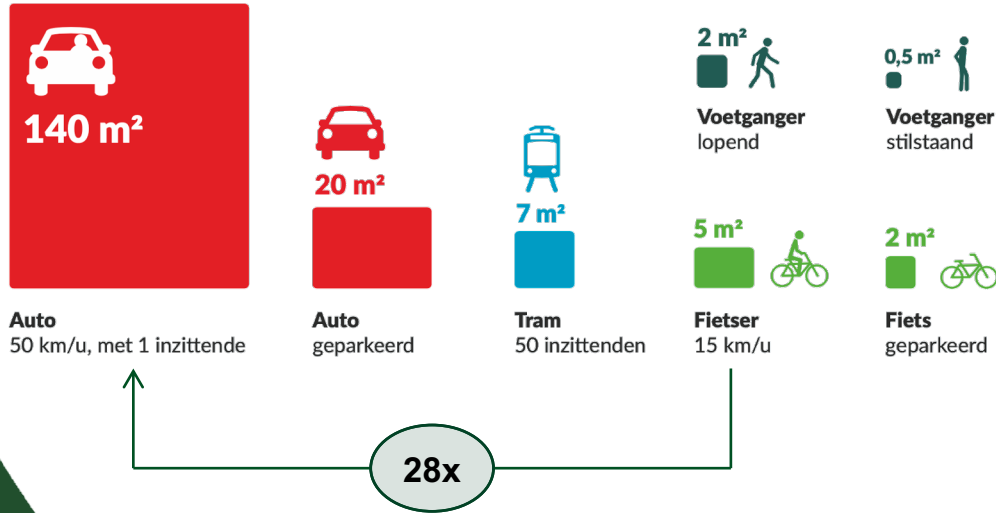
# Cars are still responsible for the majority of movements in our cities...

Share of rides per day per modality in the center of Rotterdam, 2016



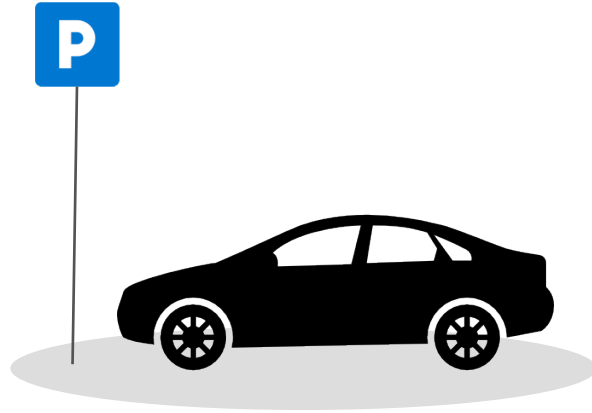


# ...while they take up a lot of space...

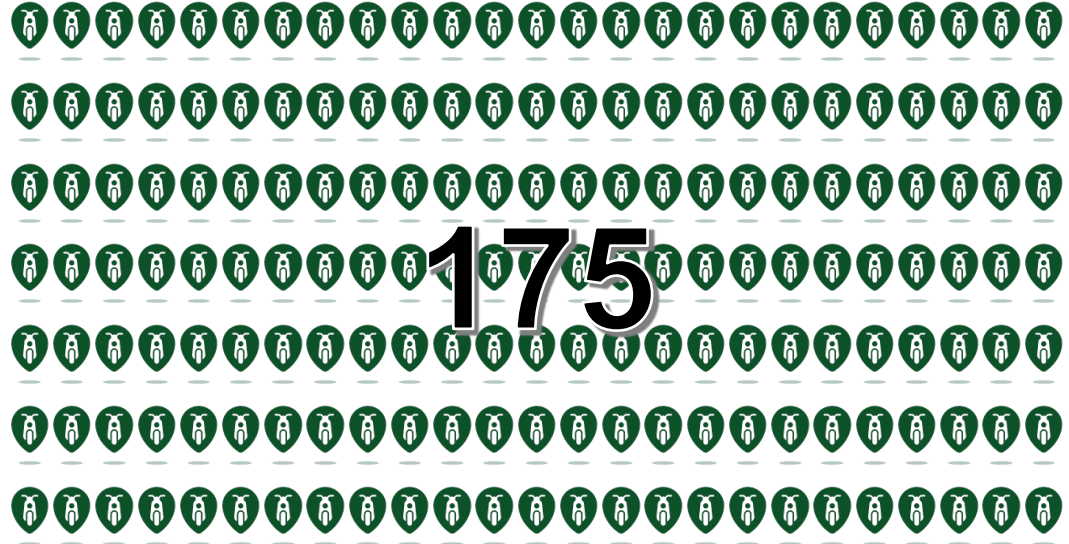


55% of public space in cities is designated for (moving) cars

...that could be used differently



=



- Cars sit **idle 95%** of the time
- Rotterdam has ~**250.000** street parking spots, felyx' fleet would fit on **200 spots**
- One parking spot could alternatively facilitate **175 movements** per week

# We should look at the (opportunity) cost of cars in cities differently...



Parking permit<sup>1</sup>:  
**€7,68 per m<sup>2</sup> per year**



Rent prices:  
**€235 per m<sup>2</sup> per year**

**31x**

# ...and cities of the future need to think differently about urban planning



**Mobility hubs**



**Shared mobility**



**Charging infrastructure**



**Alternative parking**

felyx is proud to be a part of the future of mobility and we believe the future just started...



# Thank you



**Maarten Poot**  
CPO/Co-founder  
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