

Inspire **People** to **Reclaim** their **City**.

Kineo offers **flexible ownership** products for **micromobility**.



Kineo,
June 2022

Who we are

110,000

Days on the road

> 35

Cities

>700

Vehicles

165t

of **CO2 saved** from
car trips replaced

700,000

Euro net gain to
Greek Economy



kinéo 

What we do

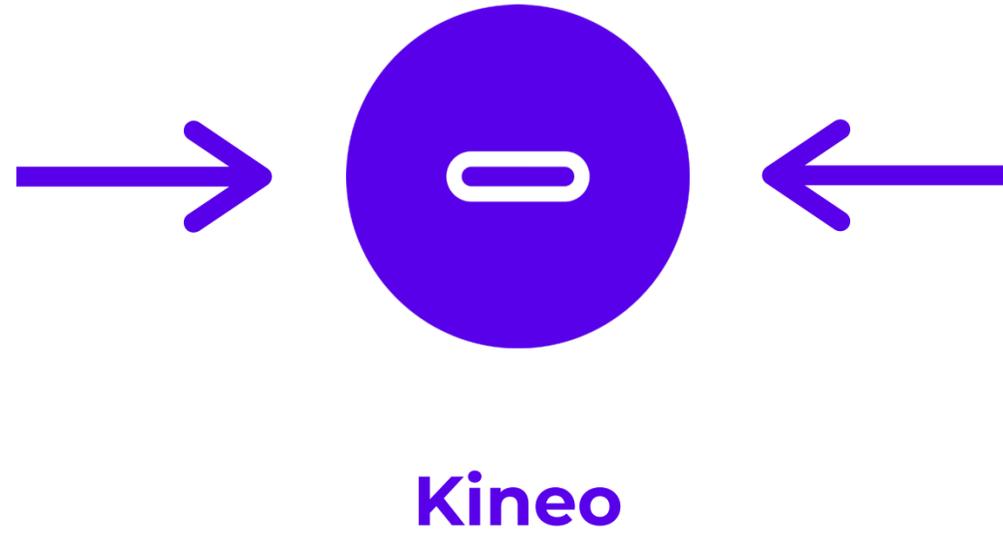
Hardware OEMs



Own Services

Assembly Maintenance Support
Delivery e Training

Third party services



B2C / Commuters

B2B / Leisure

B2B / Last Mile

B2C / Delivery Riders

B2B / Benefits

B2C / Leisure

B2B / Facilities

B2G / Municipalities

Kineo for business

After successful partnerships validating our product fit for different use cases we are ready to scale our offering.

Last Mile /

Partnerships & Pilots for cargo bikes with some of the biggest companies in Greece. Also enabling delivery riders all over Greece to earn their income.

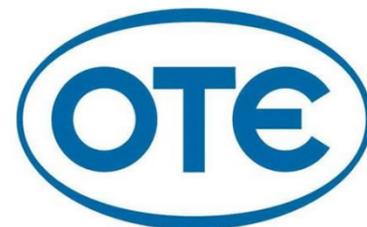
Leisure /

350 rental months pre-booked for the summer season. Partnering up with hotels and rental businesses to offer them the flexibility, confidence and quality they need to offer micromobility vehicles.

Benefits /

Micromobility vehicle as a benefit has improved commuting and general wellbeing of employees.

Trusted by



Why Micromobility?

Commuting with **Kineo**..

- costs to society **9 times less** than commuting with a car.
- **reduces** CO2 emissions **by 90%** compared to moving with a car.
- frees up **valuable public space**, 60% of Athens currently dedicated to parking.
- makes our **streets safer for people**. Road accidents are the leading cause of death for children and young people aged 5 to 29 years in Greece.
- **frees our time**. In 2019 we spent on average 110 hours stuck traffic.
- reduces **noise pollution** and improves **quality of air**.
- increases **accessibility**, since citizens are better connected with public transport and don't need to depend on costly private cars.

improves **mental** and **physical health** of citizens

Why Now?

We can hit our Climate targets only if we start using the private car less.

Athens and Paris have both committed to climate neutrality by 2030. But in Athens we use the car in 75% of trips and allocate to its parking 60% of public space. In Paris they use it for just 15% of the trips.

We have one of the oldest fleets in Europe (16 years average age) comprised by 5.3mln cars, 1.2mln motorbikes, 1.2mln vans.

But EVs cannot provide the large scale solution we need. They are too expensive, their production capacity is not at the necessary level and they demand huge amounts of energy from a dirty grid and large infrastructure investments to make their usage feasible.

European cities, like Paris, London and Berlin, disincentivize and regulate private car travel while investing in bicycle infrastructure as an alternative, focusing on **sustainable urban mobility**.

What about us? Micromobility is **here now** and can **save the world**.

What are LEVs used for?

60%

Use their vehicle for their daily commuting 🏢

60%

Use their vehicle for leisure 🌲

40%

Use their vehicle for daily shopping needs 🛒

40%

Use their vehicle for exercise 🏔️



75%

Are replacing trips that would be done with a car

How can that be?

50%

of trips in our cities are
below 5 km



In Athens..

**37% of trips are below 2,5km
and 80% are below 8km.**

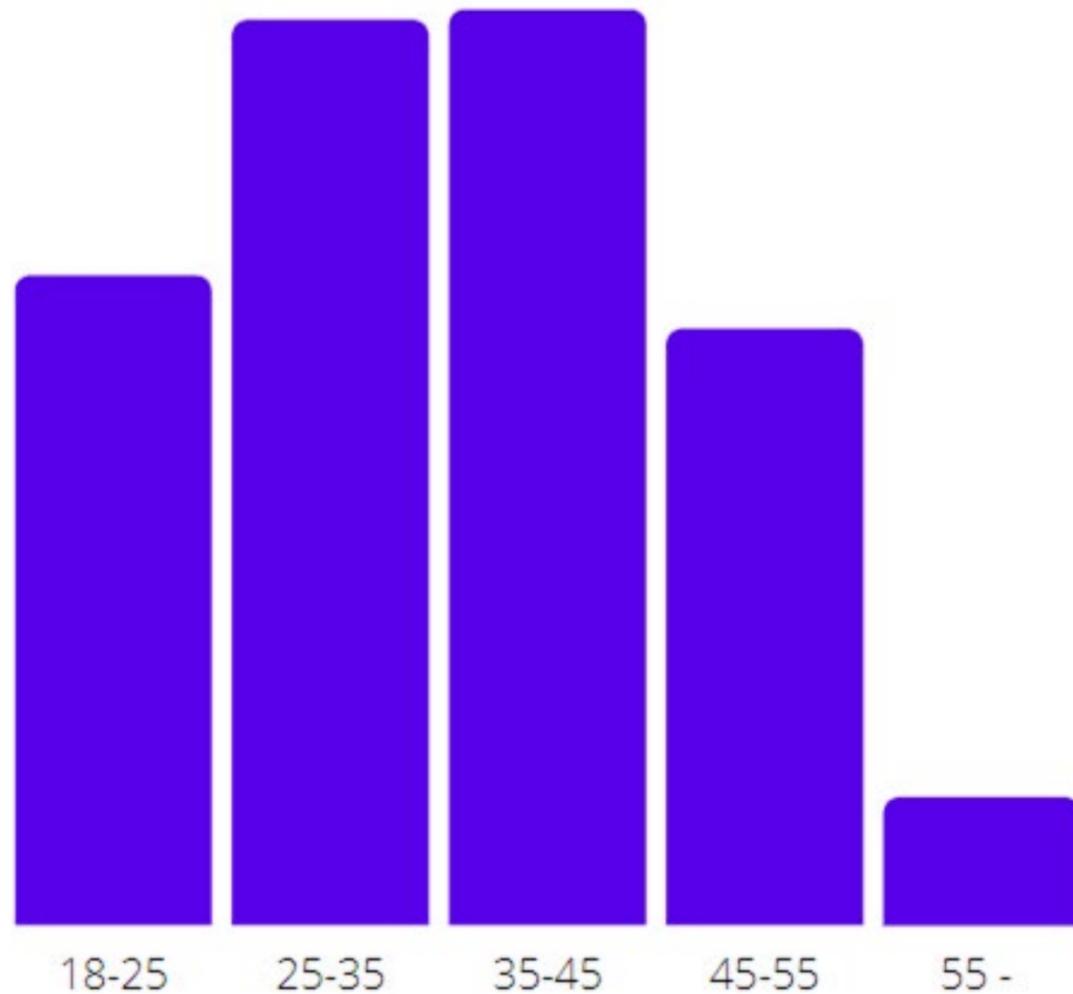
In Thessaloniki..

**45% of trips are below 2,5km
and 90% are below 8km.**

the vast majority of trips
can be done **in less than
30 min** by e-bike

Who is using them?

Micromobility is age agnostic, ..



the average age of our riders is **36 y.o.**

.. but very gendered.

just **30%** female riders

Either for e-bikes or e-scooters, the majority of users is male.

Why?

- Safety is a bigger concern
- Cultural reasons like more trips with kids or grocery shopping

How can we increase adoption?

Safe parking options are **2x more** important than bike infrastructure.

1 in 4 not feeling safe while riding, **1 in 2** are insecure about overnight parking, short-term when they are out of their house, and theft.

Even if feeling unsafe, actual accident rate is low and incidents are minor.

However, more than 60% of us are living in apartments. Most are small in buildings with small elevators or narrow stairs.



How can we increase adoption?

Rethink subsidies.

'Kinoumai Ilektrika' applications for e-bikes dropped 90% after the first two months of the program and a socio-economic analysis must be conducted.

We should reallocate the rest of the funds to promote usage and not ownership.

Bike to work schemes, direct payments for usage or for not using public space, and more.



How can we increase adoption?

B2G and/or B2B Co-creation.

For micromobility to become a viable transportation option for the masses in our region we will need to built the right infrastructure, education programs and choice architecture.

Leaders should be the example.

We need more

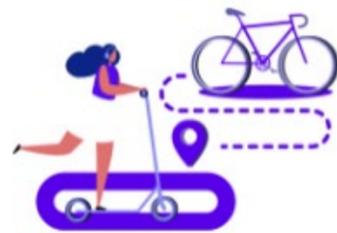


How can we help

if you are interested in joining the movement and creating **Cities for People** we are here to help.



Your own fleet.
Without buying it.



Promote your
employees wellbeing.



Maintenance,
Training, Education.



Data, Consulting,
Design, Research.

kinéo 

Seed Investor

Autohellas

Asset Financing

 ALPHA LEASING

Other

envolve
ENTREPRENEURSHIP

**ELEVATE
GREECE**
national startup point





Thank you.