Roland Berger partner for interns and selected as startup case for business course 2017

Highlighted as #2 in LinkedIn’s Top Dutch Startups of 2020

Selected for Houthoff’s legal incubator program

Invited to join EYnovation™, EY’s startup/scaleup program

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

Nominated as Top 10 B2C start-up at DT50 Berlin 2018

Selected by WIRED as one of Europe’s 100 hottest startups

Selected as startup case for McKinsey business course 2019

Erasmus Alumni Lecture

Maarten Poot – CPO/Co-founder

felyx

Erasmus Alumni Lecture

Maarten Poot – CPO/Co-founder

felyx

e-scooter sharing
felyx is a successful scale-up, offering shared electric scooters as a 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
Current mobility challenges are leading to serious problems for citizens and governments…

- pollution
- congestion
- overcrowdedness
…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 future¹

Urbanization
68% of the world population will be living in cities by 2050 compared to 55% today², 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”…
… 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

Our mission is to be an innovative alternative for urban car usage
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

- Cars: 42%
- Bicycles: 29%
- Public transport (bus, tram): 29%

Source: Gemeente Rotterdam, “Rotterdamse Mobilitieits Aanpak”, February 2020, p. 10
...while they take up a lot of space...

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

Source: Milieudefensie, "Van wie is de stad?", augustus 2017
…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

Source: Gemeente Rotterdam, “Parkeren in Beweging”, Parkeerplan Rotterdam 2016-2018
We should look at the (opportunity) cost of cars in cities differently…

Parking permit¹:  
€7,68 per m² per year

Rent prices:  
€235 per m² per year

31x

¹) Using 15 m² as the size of a parking spot, and €115.20 as the annual price for a parking permit.  
Source: Gemeente Rotterdam, Parkeervergunning bewoner; Pararius, Huurprijsstijging in vrije sector koelt af, 21-1-2020; Selectoo, Parkeerplaats afmetingen.
...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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