



G.BIKE

Smart Mobility Sharing Platform

Solving The Last Mile Transportation in Korea.

30 min Walking & Waiting

1.2 mile

10:15 AM ○ Mandarin Oriental, Hong Kong
5 Connaught Rd Central, Central, Hong Kong

Walk
▼ About 5 min, 230 m

10:24 AM ○ Central Station

✳ **Island Line** Chai Wan
▼ 4 min (2 stops)

10:28 AM ○ Wan Chai Station

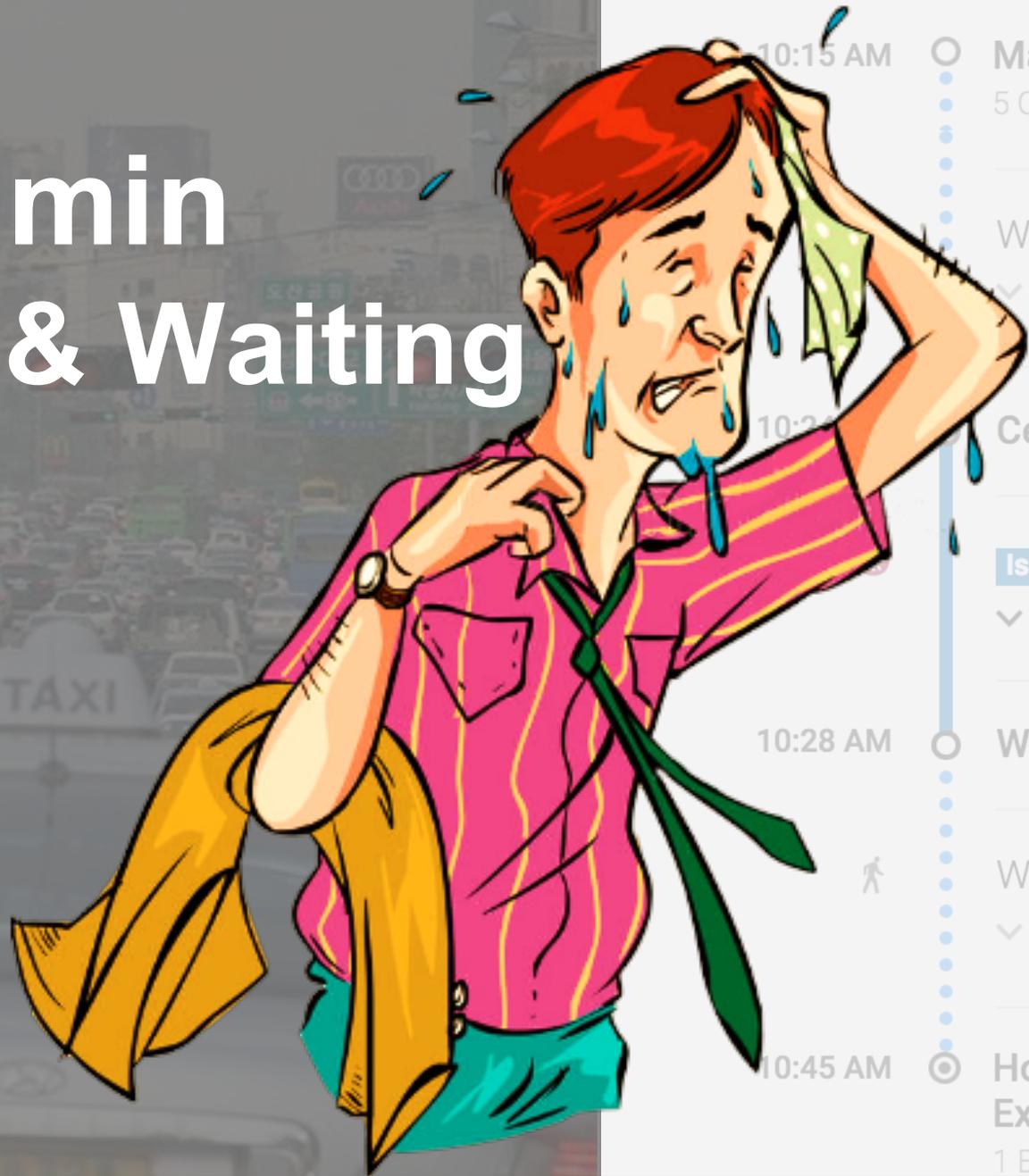
Walk
▼ About 17 min, 900 m

10:45 AM ◎ Hong Kong Convention And
Exhibition Centre
1 Expo Dr, Hong Kong

4 mins



30 min Walking & Waiting



10:15 AM



Mandarin Oriental, Hong Kong

5 Connaught Rd Central, Central, Hong Kong

Walk

✓ About 5 min , 230 m

10:20 AM

Central Station

Island Line Chai Wan

✓ 4 min (2 stops)

10:28 AM



Wan Chai Station

Walk

✓ About 17 min , 900 m

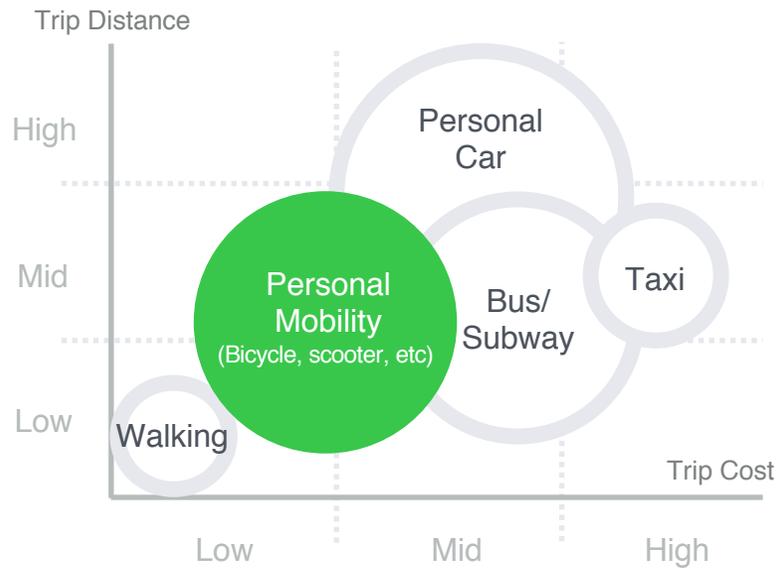
10:45 AM



**Hong Kong Convention And
Exhibition Centre**

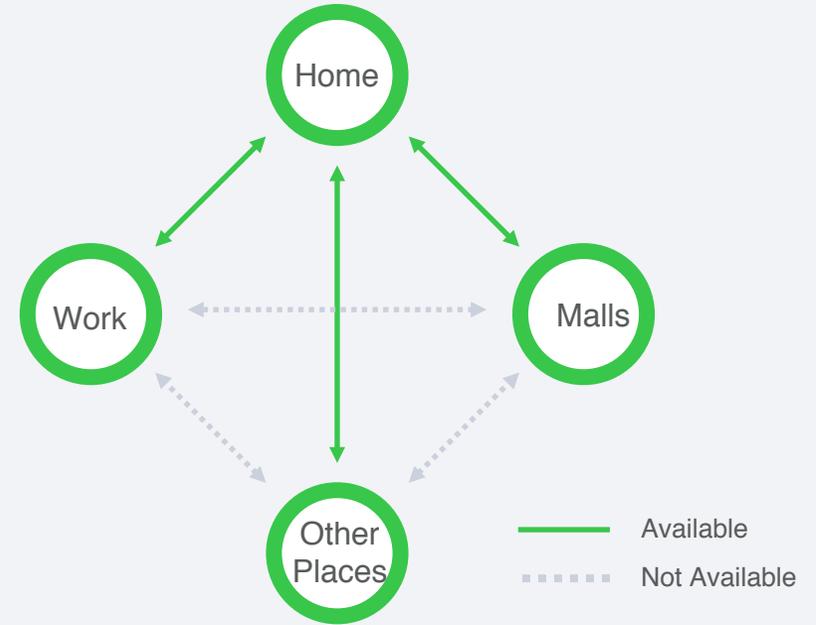
1 Expo Dr, Hong Kong

Problems



50% of all trips in Korea are short distance <4km

A. SHORT-DISTANCE MOBILITY NEEDS



11M bicycles in Korea but account for only 2% of transportation use (Personal Car 35%)

Reasons : Restriction on Bike Availability, High Costs & Thefts

B. LIMIT OF PERSONALLY-OWNED MOBILITY

Solution



Convenient Parking

Park at safe, convenient places (ex: bike racks)



Simple Mobile Pay



Sharing Service

Single-Click Unlocking using Mobile App

Solution

Smart Mobility Sharing Platform

Sharing Economy + Big Data + IoT Communication + Mobility Asset



G-BIKE



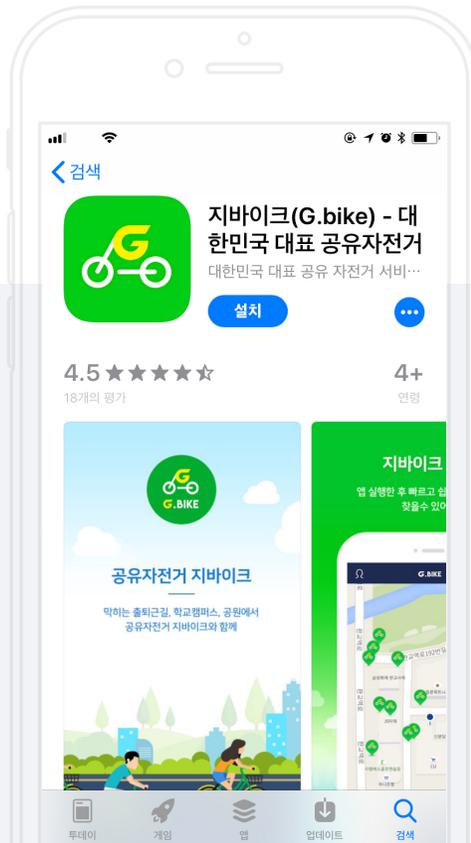
G-SCOOTER

Solution

Simple Use Process | Convenient Bike Use via Mobile App

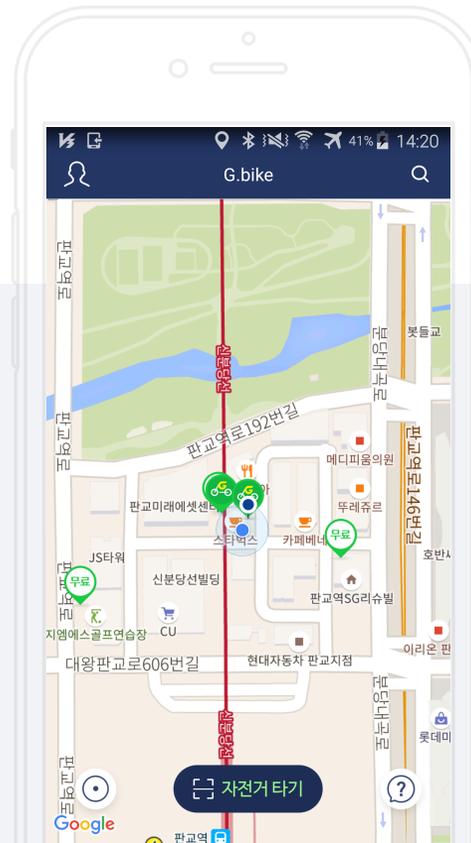
DOWNLOAD

Install Gbike app



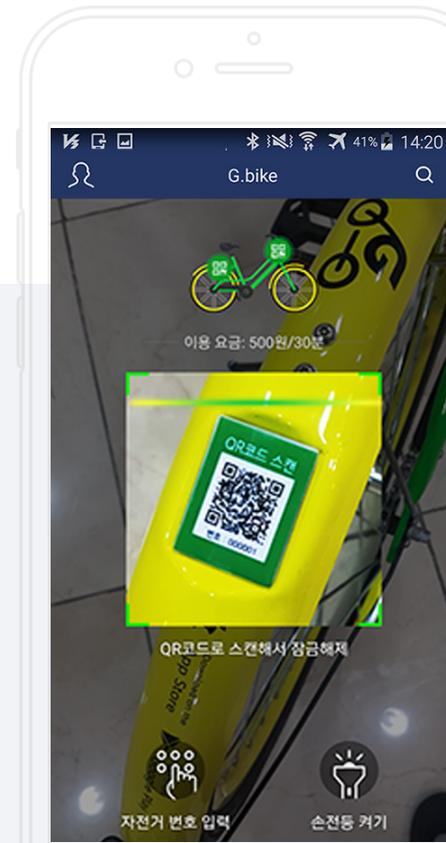
FIND

Find nearest bikes using Gbike app



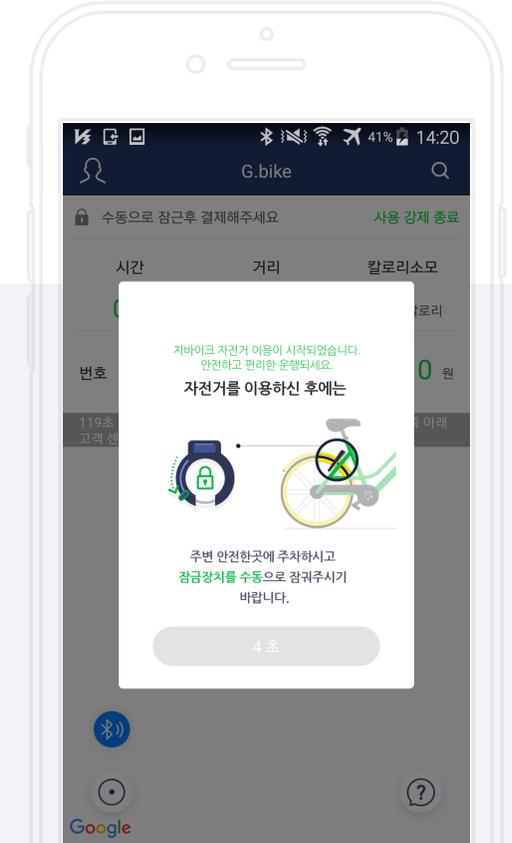
UNLOCK & RIDE

Scan QR Code to unlock, and enjoy riding!

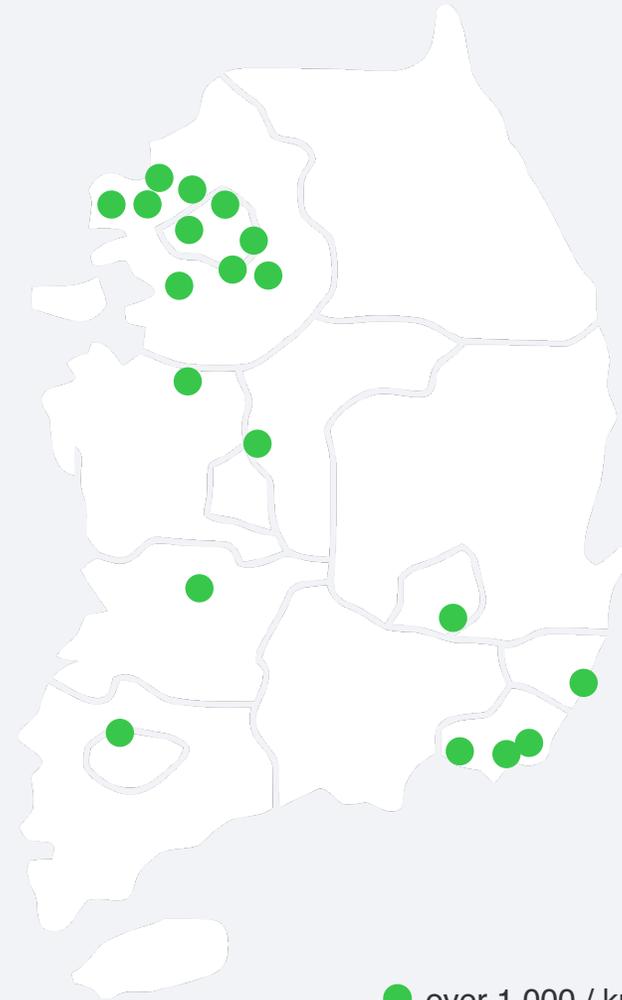


PARK & LOCK

When arrived, Simply lock your bike. Done!



Market Opportunity



19 DENSELY POPULATED CITIES
(VS. 22 IN CHINA)

Why G.Bike?

Competitive Edge

1

Strong Govt/Biz Partnership
Seoul City MOU, Local Partnership



2

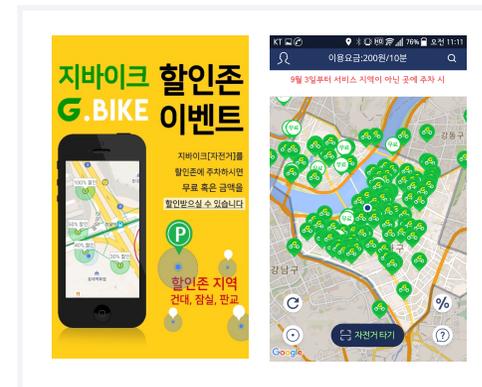
Leader in Sourcing
High-Quality Mobility Asset
w/ Buying Power



※ First Startups in Asia to source
high-quality scooters at Uber price

3

IT R&D Capability
Customized Services for Local Market



Competitors

Firm	Service Area	1) Mobility Type	2) Local IT R&D Capa.	3) Data Storage Location
Gbike	Seoul, Jeju Island	 		Korea
Mobike (China)	Suwon			Outside Korea
Ofo (China)	Busan			Outside Korea
Obike (Singapore)	Suwon			Outside Korea
S-bike	Seoul			Korea

Financials

Bike

- Acquisition Cost \$200 / vehicle
- Ops Cost \$9 / month (Rebalancing, Repair)
- Expted Life 1.5 ~ 2 yrs



Daily Ride # and BEP

Monthly Revenue (\$0.4/ride)	BEP (Mo/)
\$36, If 3 daily rides	7.4
\$48, If 4 daily rides	5.1
\$60, If 5 daily rides	3.9
<ul style="list-style-type: none"> LTV per vehicle = \$650~\$1,500 Margin per vehicle = 50-76% Return on Asset = 2.4-7.5x 	

Scooter

- Acquisition Cost \$500 / vehicle
- Ops Cost \$50 / month (Rebalancing, Repair, Recharging)
- Expted Life 1.5 ~ 2yrs



Daily Ride # and BEP

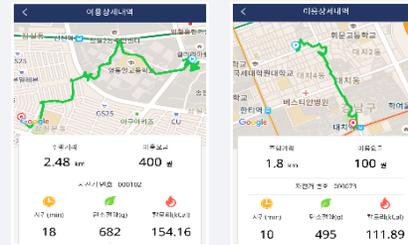
Monthly Revenue (\$1.5/ride)	BEP (Mo.)
\$135, If 3 daily rides	5.3
\$180, If 4 daily rides	3.6
\$225, If 5 daily rides	2.7
<ul style="list-style-type: none"> LTV per vehicle = \$1,710~\$5,520 Margin per vehicle = 55-77% Return on Asset = 3.4-11x 	

Data Opportunity

Basic User Info

User Input Data
(Sex, Age, Payment Info, etc)

Individual Trip Routing



Aggregated Trip Data

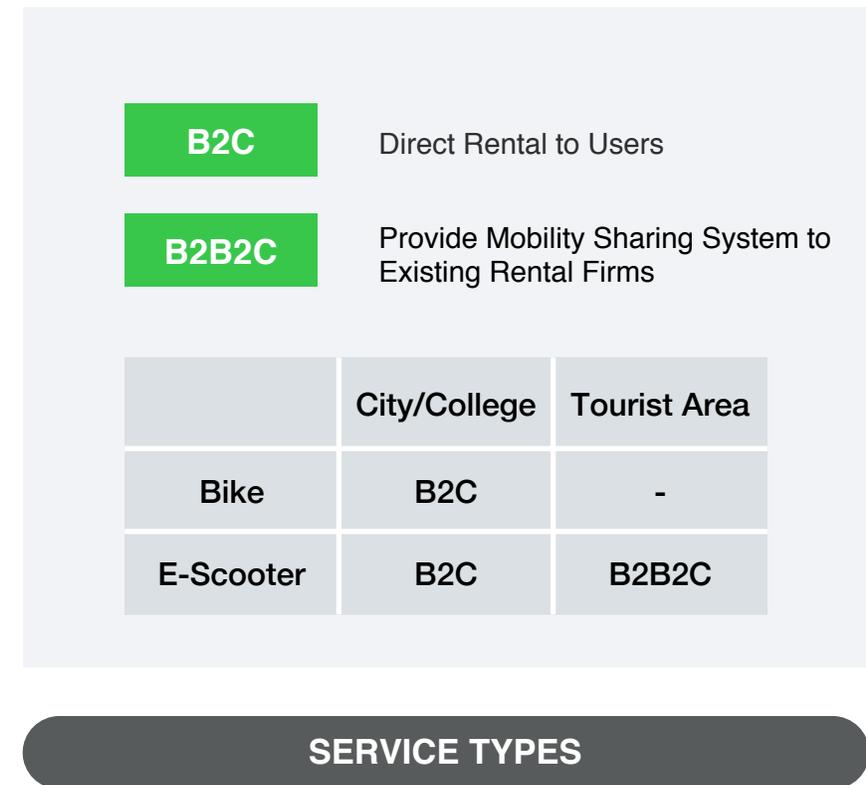
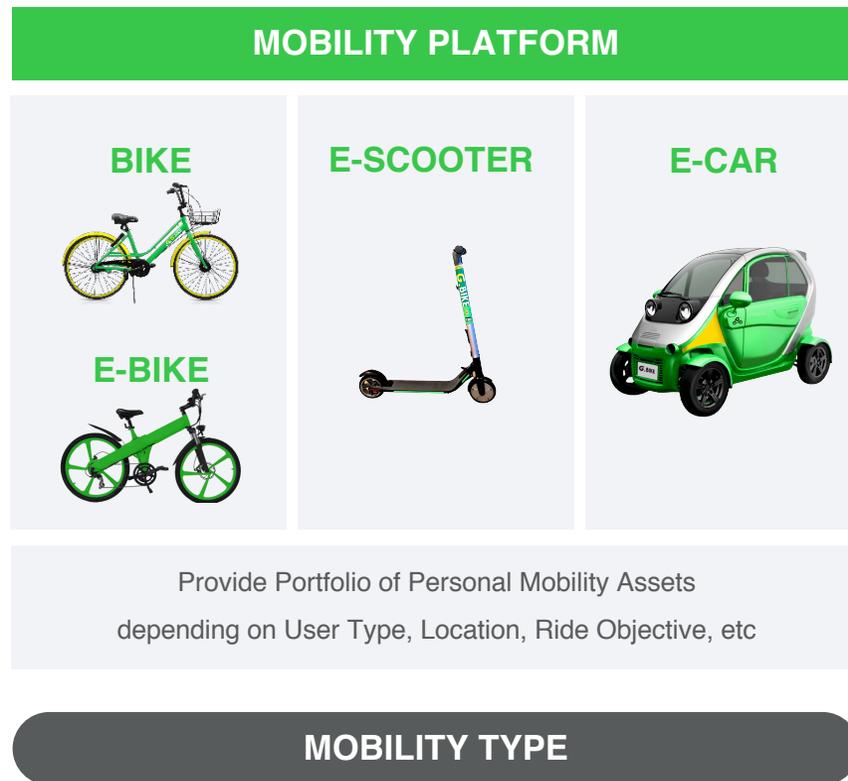


Personalized Ads
Utilizing Big Data

Saving Labor Cost
Maximizing Operational Efficiency

Collaborating with Govt to improve
Public Transportation System

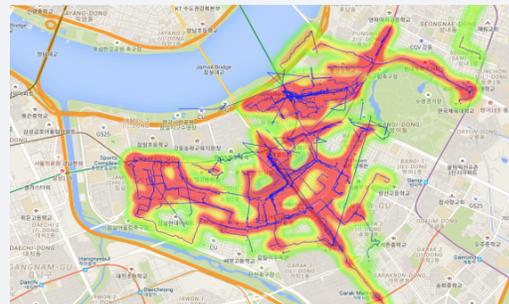
Vision



Service Status

Results

- ▶ Service Area : Seoul, Jeju Island, Pangyo
- ▶ #Bikes : 300
- ▶ #Rental: 16,000
- ▶ Avg Dist : ~1.5 mi (15mins)
- ▶ Cumul Distance: 31,500km (3/4 of Earth's Circumference)
- ▶ E-Scooter Service launched in June 2018



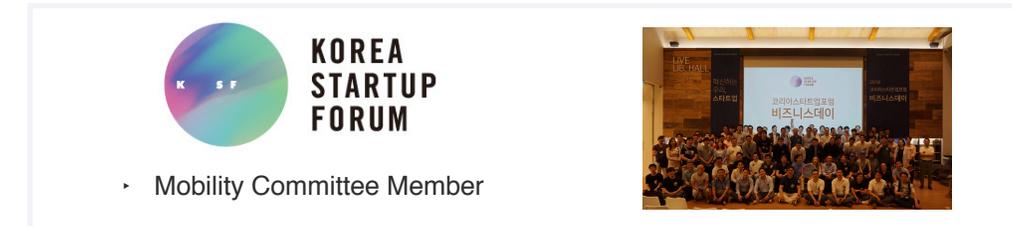
MOU Signed



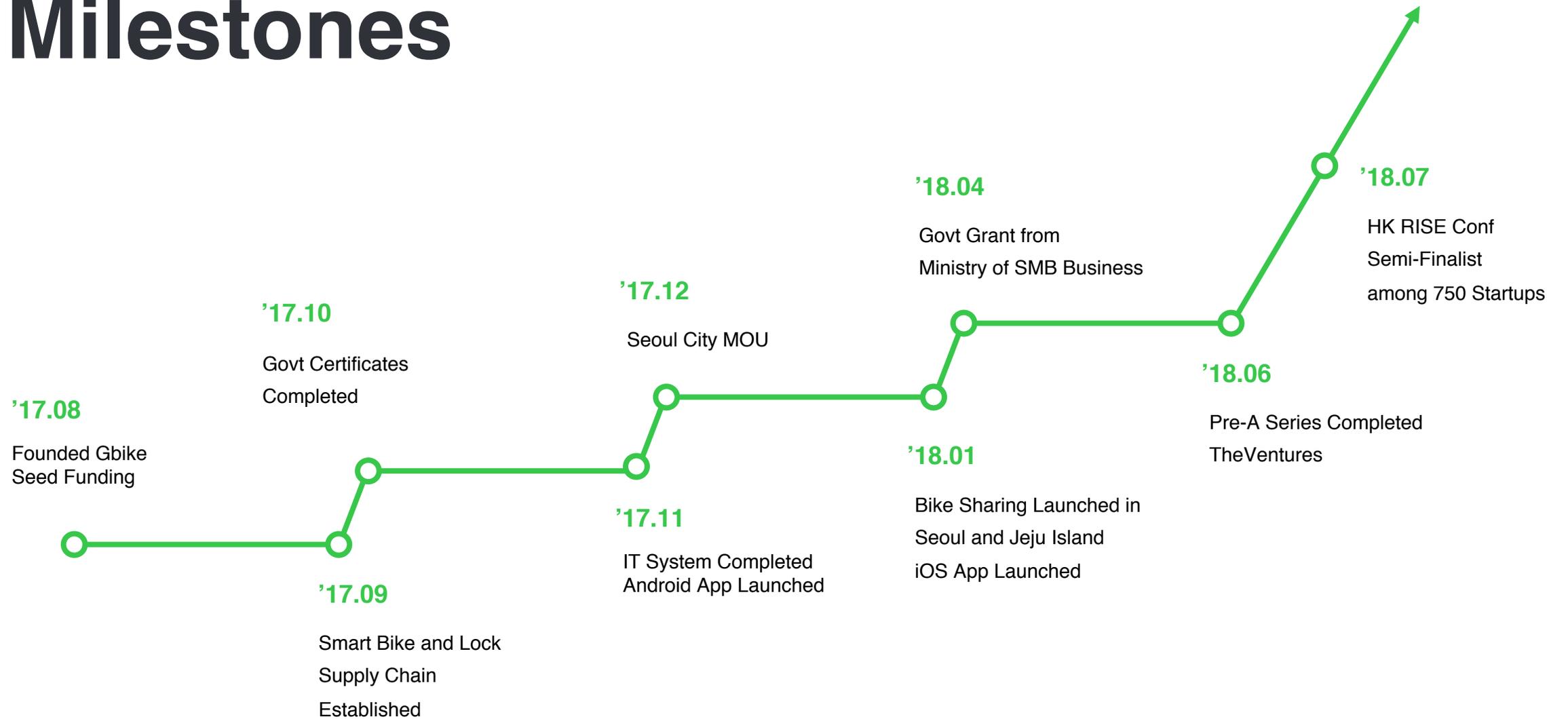
MOU in Progress



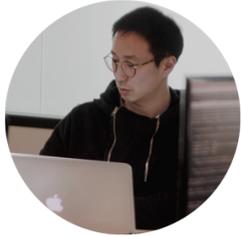
Startup Alliance



Key Milestones



Our Team



KJ Lee / CEO

IoT Entrepreneur(4yr)
Biz/Gov Consultant(8yr)
MBA@ChicagoBooth MS@Stanford



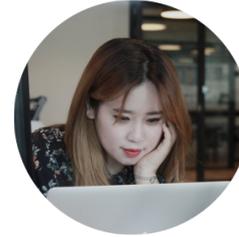
Walter Yoon / CTO

Programmer(13yr)
Entrepreneur(2yr)
MBA@ChicagoBooth



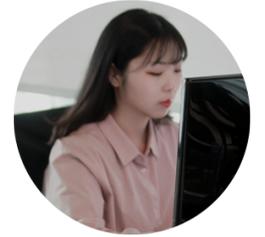
SJ Park / COO

Strategic Planning(8yr)
BA@Dongkuk Univ
ROTC #46



Elly Kim / Design&Marketing

Designer(13yr)
Marketer(8yr)



Jenny Han / Finance&HR

Accountant(3yr)
Human Resource(4yr)



Yong Kim / SW Engineer

Programmer(4yr)
MS@Hanyang Univ



GD Kim / Operation Manager

Logistic(5yr)
Melbourne Nippon Express



Henry Yao

Lime (ex-Head of e-scooter & e-bike R&D)
Microsoft Bing team(5yr)
Facebook(4yr),Airbnb(3yr)
MS@Columbia Univ



Kibyoung Kim, Lawyer

Samwoo Law Firm
Specialties in Mobility and IP
Korea University



Kyungtae Lee, Reporter

Aju Media
Designated for Ministry of
Finance and Economy

INVESTORS

- TheVentures
- IMO Ventures (Early Investor of Lime)
- Falcon Partners Limited
- Angel Investors

ADVISORS



Let's Innovate Urban Mobility Together!

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