

KRONFELD MOTOR COMPANY



EXECUTIVE SUMMARY

CONTACT INFORMATION

Kronfeld Motor Company

www.kronfeldmotors.com

rich@kronfeldmotors.com

MANAGEMENT TEAM

CEO-Founder: Rich Kronfeld

COO/CTO: Ryan Anderson

Advisor: Drew Ryder

ENGINEERING TEAM

Mark Neubauer

Richard Kronfeld

Ryan Anderson

FINANCIAL INFORMATION

Company Stage: Seed

Previous Capital: \$110,000

USE OF FUNDS

32% Product Development

29% Marketing/Sales

22% Operations/Inventory

17% Legal/Misc.

IP STATUS

2 US UTILITY PAT #'s

9,505,310; 9,956,880

1 US DESIGN PAT #

D873,710

VIDEO LINKS

Press Reel

Netflix - Tech Toys

Science Channel

PITCH

The Kronfeld Motor Company: If Tesla & Peloton had a baby.

OPPORTUNITY - MASSIVE EV CHANGEOVER HAPPENING

- FITNESS TECH PRODUCTS BOOMING
- BIKE/EBIKE SALES BOOMING

The Kronfeld Motor Company is a transportation technology company building a vehicle containing a proprietary pedal-electric drivetrain and energy harvesting tech to set the standard for ultra-high efficiency, light electric vehicles, (LEV's).

PROBLEM - EBIKES NOW CAPABLE OF GREATER SPEEDS

- UNSAFE/IMPRACTICAL
- INCREASE IN ACCIDENTS

Urban professionals are increasingly interested in fitness, biking, bike commuting, but currently available high efficiency vehicles (motorcycles, bikes, ebikes) are impractical & unsafe for commuting; "Bike & motor vehicle accidents increase is 37%." - Advocacy Advance

SOLUTION - "IF TONY STARK BUILT BICYCLES" -eta.uk

- HYPER EFFICIENT DESIGN, EV DRIVETRAIN
- INCORPORATED FITNESS TECHNOLOGY

The Kronfeld Motor Company is developing a fully enclosed, 2-seat, pedal-electric vehicle with automotive safety features and energy recapture systems. It boosts normal cycling effort and cadence to highway speeds. Simply put - **when you pedal, you go as fast as a car**. It also acts as a **drivable exercise machine** that runs augmented reality terrain fitness programs as you drive.

TRACTION - PRE-ORDER SALES

- GLOBAL PRESS & CUSTOMER INTEREST

First production run set at 20 vehicles. **Down payment reservations sold at \$500; all 20 reservation slots sold out; \$480,000 in reserved vehicles**. Significant grass-roots response to our prototype: 3000+ customer inquiries to our website, 4000+ followers on FB, appearances on Netflix, Science & Discovery Channels, large volume of worldwide press, 13 million+ YouTube views.

MARKETS - B2B/B2C

B2B – RENTALS FLEETS – Fleet sales to tourism industry. – US rentals excursions-tourism market \$135B. GOVERNMENT FLEETS - 83 gov't clean fleets programs in US with over 50,000 EV's. CORPORATE FLEETS – Large corporations going green providing fleets to employees. Fleets used for corporate PR & branding (cars wrapped with logos – ie Red Bull can cars)

B2C – ENTHUSIAST: Active professionals into fitness, tech & EV's; avg age 53, HHI \$120K+. Approx. 3.9 million US, EU, CAN, AU HH. EV BUYERS – North American EV market \$27B; EU EV mkt - \$37B. 64% bike commuting growth rate US; 11% ebike growth rate; 2020 largest increase in bike/ebike sales ever; fitness tech up over 100%.

COMPETITORS - COMPARABLES

Outrider, (1 seat, 3-wheel ebike); Arcimoto, (2 seat, 3 wheel EV); Smart Car EV, (2 seat, 4 wheel EV). Arcimoto, our closest competitor has a \$330M market cap & \$1B valuation after IPO. Zero electric motorcycles signed a ten-year deal with Polaris to electrify ATV's. Polaris acquired Brammo Electric Motorcycles (\$40M deal) and GEM Car; sales \$30M.