



## EFO Ventures - Element

EFOV is an international Mobi-tech™ holding company bringing electric micromobility solutions as a single point of deployment for Hardware (vehicles), Mobility as a Service (operations), Technology (software), and Power (infrastructure). EFOV is a LLC with its headquarters in Atlanta GA, operations center in Birmingham AL and staff offices in Oakland CA, Los Angeles CA and Traverse City, MI. EFOV collaborates closely with community partners and provides hands-on technical support for personal transportation systems.

EFOV-Element designs, manufactures, and supplies robust, optimized e-scooters, e-bikes, mopeds, and Neighborhood Electric Vehicles (NEVs) for shared use, libraries, subscription, and private ownership. Element is committed to building a sustainable and equitable future by providing electric vehicles to communities that empower residents and visitors to enjoy and explore their surroundings outside of a single occupied vehicle. Element works with their partners to structure affordable systems that become an integral part of the fabric of their communities.

### Mobility Services

- Electric Vehicles
- Neighborhood Electric Vehicles (NEVs)
- E-Bicycles and E-Scooters
- Electric Mopeds

### Website

- <https://www.elementlev.com/>

### Contact

- Phil Hallstedt, Head of Partnerships, [Phil@elementlev.com](mailto:Phil@elementlev.com)

### References

- University of North Carolina (Charlotte, NC)
- Pedal Movement (Los Angeles, CA)
- City of Richmond, CA

### Experience

EFOV partners have designed, manufactured or partnered to provide vehicles in shared mobility for 13+ years predominantly on university campuses and cities across the US, Poland and Portugal that were tailored to the needs of each community. With over 8,000 vehicles deployed to date, EFOV-Element has a robust supply chain, operational center in Birmingham, AL and offices in Oakland, CA to serve the West Coast.



## Service

Element provides an assortment of vehicles that can be used for bikeshare and scootershare services. Some of the vehicles provided by Element include Electric Pedal Assist Bikes (Core+), Electric Scooters (Gravity), Electric Mopeds (Wave) and Neighborhood Electric Vehicles (NEV) which are low speed, four-wheel vehicle automobiles with two, four or six doors. The E-Bikes have different models including Solo, Vibe (step-through frame), and Carry (cargo E-Bike).

EFOV-Element is more than a vehicle provider. They are previous and current operators with the experience to understand a community's needs to encourage ridership and engage with a robust supply chain to deliver vehicles and parts for optimal operation. Element has developed creative turn-key models to deploy vehicles such as bike libraries and incentive programs to complement shared use systems to embolden real change towards alternative transportation. Working together with local partners in the communities, the main goal is to increase adoption of LEVs by everyone in the community to achieve the environmental, health and community needs which benefit all.



## Equity

As a vehicle provider, equity is achieved through the services and operations of the mobility operator. That said, EFOV-Element has access to a portfolio of vehicles to support those requiring ADA access and to secure payment without smartphones.

A key component for consideration is the inclusion of a variety of vehicle types to make the use of LEVs attractive to all

members of the community. Scooters are typically favored by those under 35 years and eBikes by older riders. Some are unwilling to ride two wheeled vehicles due to lack of training during their youth, and feel comfortable only in a four wheel vehicle which is provided by the GEM product line. EFOV-Element has a portfolio of vehicles to incorporate into a transportation solution to address the unique needs of each community.

## Financial

### Cost

Given this overview is limited to vehicle suppliers, there is no anticipated cost sharing model for the capital acquisition of the vehicles.



That said, EFOV-Element has developed a number of “turn key” models for eBike or other LEV libraries which could be linked to incentive programs to encourage personal purchase and ownership of eBikes, eScooters, eMopeds or NEVs which show promise to become a method to encourage sustain electric micromobility use and displace reliance on single occupied combustion vehicles.

Each community and deployment model necessitates different costs for both asset acquisition and operational support through the term of the contract. It is also dependent on the economic income of the local resident, availability of local advertising on the bikes and insurance/permit costs. Given the targeted communities for the CMO grants, 100% of the capital costs and 75-100% of the operating costs should be expected to be provided by the CMO voucher funds. Roles of the vehicle supplier versus mobility provider would be determined by the contracts.

### Pricing

Pricing will depend on the deployment model determined by the community. For shared use, it will be determined by the mobility provider supporting operations. Other deployment models such as LEV libraries or on-demand LEV services show promise to encourage alternative transportation use and require grants or external funding to ensure affordability.

In the role as vehicle provider, Element does not see this question as applicable as the mobility provider provides the revenue distribution terms. EFOV-Element will support program elements as requested.



### **Financial Sustainability**

EFOV-Element provides for the deployment and maintenance of the selected vehicles, which is provided through EFOVs dedicated supply chain and its Service and Distribution Center located in Birmingham AL. The EFOV organization is well funded and has plans to support sustained growth to operate well after a five year contract.

EFOV-Element has reuse and recycle programs to reclaim costs of the vehicles as they age or at the conclusion of the contract period.

### **Data**

EFOV-Element provides secure data encryption of their Internet of Things (IOTs) to the mobility operators software. Data ownership and storage is outside their role as a vehicle provider, but Element partners with software providers to secure data and anonymized data so that personal information is not shared.