



EFO Ventures - LEAP

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). The company takes a holistic approach across their four divisions to achieve alternative transportation goals while building communities through their operators and community partners. 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. By having their leadership and operations teams in the US, LEAP is able to collaborate more closely with their community partners, and provide stellar, hands-on technical support for their personal transportation systems.

EFOV - LEAP operates e-scooters, e-bikes, mopeds, and Neighborhood Electric Vehicle (NEVs: 2, 4, or 6 door) for shared use. LEAP is committed to building a sustainable and equitable future by deploying and operating shared use fleets in communities to empower residents and visitors to enjoy and explore their surroundings outside of a single occupied vehicle. They work with local partners to structure affordable systems that become an integral part of the fabric of their communities.

Mobility Services

- Scootershare and bikeshare
- Innovative Transit
- 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

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 has a robust supply chain, operational center in Birmingham, AL and offices in Oakland CA to serve the West Coast.

EFOV-LEAP is currently operating eBikes in Richmond, CA and eScooters/eBikes at the University of North Carolina – Charlotte, NC.

EFOV-LEAP operates and provides the CORE+ eBikes in Richmond, CA, a largely disadvantaged community outside of San Francisco, and has experience operating eScooter and eBike fleets in similar communities in such markets as Dallas, TX, Baton Rouge, LA and Charlotte, NC.



LEAP's experience indicates that no single operating model is effective in every community, especially spanning urban cities to small rural towns. Different deployment models are required to support micromobility use and enable sustained operations over time. Local engagement with community leaders, especially in low-income and disadvantaged communities, is critical to success and acceptance of the mobility services.

Service

Element provides an assortment of services that can be used for scootershare, innovative transit services and ride on-demand services. Some of the vehicles provided by LEAP 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 vehicles can be deployed as either dockless or docked operations.

Equity

EFOV-LEAP is committed to providing equity to all communities served in partnership with the local municipality and community organizations. LEAP's experience dictates that equity is more than access and pricing, but also includes education, inclusion, vehicle selection, incentives and social integration to encourage ridership by all community members.



Engagement

LEAP focuses on the engagement of local staff for operational roles and support of community leaders and volunteers to encourage trial and repeated use.

Language

Several languages are available to the communities that are served.

Smartphone

LEAP has integration to alternative payments systems for those without smartphones or banking accounts.

Driver License

LEAP has an age verification process for those without driver's licenses.

Accessibility

LEAP can provide alternative vehicles such as their 3-wheeled cargo bike or adaptive vehicles sourced through their suppliers for special needs.



Financial

Cost

EFOV-LEAP creates system operating budgets per the vehicle, operating model

and municipal requirements of the local communities served. This involves hardware, software, maintenance and operation costs to maintain sustainable systems through the contract period. LEAP will work with local communities to develop the cost structure based on their goals and the available funds available for their transportation program.

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.

Pricing

EFOV-LEAP works with local communities to implement pricing plans that will work best for the long term financial sustainability of the program and served community. A flat rate unlock fee plus per minute pricing is an industry standard, but can be challenging for residents in disadvantaged communities. Alternative options can be subscription models discounted with external grant funds to bring equity to all residents in the community.

EFOV-LEAP can model a system for deployment utilizing only the CMO funds if necessary. EFOV-LEAP is a full service, turn key provider for shared use mobility systems. If the municipality desires to distribute revenue from the service, the users can be charged extra and the additional revenue shared with local community partners as desired.

EFOV-LEAP has created a variety of revenue sharing models pending the goals of the program and collaboration with local universities or municipalities. Typically, the voucher recipient would pay for the capital and operational expenses, and the rider revenue can be shared up to 20% with the local city.



Financial Sustainability

The first priority is 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. Local operations staff provide fleet support and community engagement to

increase ridership. Pending direction and goals of the municipality, EFOV-LEAP will support efforts for additional revenue via sponsorships or advertising.

Theft and intentional misuse of the deployed vehicles can significantly impact the profitability of the system. EFOV-LEAP will work to educate the community with local community partners to avoid issues and collaborate with local police enforcement as directed to recover costs.

Data

EFOV-LEAP follows all industry data sharing standards and offers partners detailed monthly operations and marketing reports for trips and device availability. Data is housed on US servers and all personal information is securely stored and backed up per typical protocols.

EFOV-LEAP believes in sharing anonymized real-time and historical data with partners, given that personal information is not shared. Custom reports are available pending requests and budgets.