



VerseBikes

Enabling Reliable Cycling Systems for Transport Organizations

HARDWARE • SOFTWARE • OPERATIONAL FRAMEWORKS



www.versebikes.com

The Problem

Systemic Friction

Transport organizations are under pressure to integrate cycling into everyday mobility networks. However, current solutions fall short:

- ✓ Short-term bike sharing struggles with reliability and lifecycle cost
- ✓ Hardware-only procurement leaves operators with fragmented systems

Alignment Gap

- ✓ Software-only tools lack alignment with physical operations
- ✓ Pilots fail to scale into permanent infrastructure

Cycling is expected to perform like transport infrastructure, but is rarely designed or procured as such.



Structural Market Shift

Across Europe and North America, transport organizations are moving toward:

- ✓ **Long-term mobility programs** instead of pilots
- ✓ **Durable assets** instead of disposable fleets
- ✓ **Predictable service levels** instead of reactive operations
- ✓ **Integrated systems** instead of isolated vendors

Cycling is transitioning from a service experiment to a permanent layer of transport networks.

VerseBikes' Position

VerseBikes enables transport organizations to deploy cycling as infrastructure.

We provide:

- ✓ Fleet-grade bicycles and e-bikes
- ✓ Integrated software platforms
- ✓ Operational and maintenance frameworks

VerseBikes does not operate fleets or own assets.

We enable institutions to operate reliable programs under their own control.



Target Ecosystem

Direct Customers

- ✓ Public transport authorities
- ✓ Regional mobility agencies
- ✓ Institutional transport operators

End Beneficiaries

- ✓ Cities and municipalities
- ✓ Universities and campuses
- ✓ Employers and business parks
- ✓ Large-scale events

This structure creates high trust, long-term contracts, and stable demand.

The Platform

VerseBikes is a system, not a product.



Hardware

Durable, service-friendly bike platforms. Standardized components. Multi-year lifecycles.



Software

Fleet and user management. Maintenance workflows. Data and reporting. White-label integration.



Frameworks

Program design. Training and documentation. Maintenance standards. Lifecycle planning.



Business Model

Revenue Streams

- ✓ Hardware supply to institutional programs
- ✓ Recurring software licensing
- ✓ Program setup and integration
- ✓ Long-term support and lifecycle services

Key Characteristics

- ✓ Multi-year contracts
- ✓ High customer retention
- ✓ Expanding revenue per customer over time
- ✓ Increasing share of recurring revenue

VerseBikes operates a capital-light, B2B and B2G model.

Unit Economics Logic

The economic unit is the program, not the individual bike.

- ✓ Hardware anchors long-term adoption
- ✓ Software and support scale with fleet size
- ✓ Margins improve as platforms are reused
- ✓ Expansion occurs within existing customers

As programs mature, profitability improves without proportional cost increases.



Sustainability by Design

Durability

Each bike is designed for multi-year, daily use in institutional environments, significantly extending its usable life compared to short-term sharing fleets.

Circularity

A single VerseBikes bike serves multiple users over its lifetime: Long-term rental, short-term use during events, and refurbishment across programs.

Repair-first

Standardized components. Service-friendly engineering. Planned refurbishment instead of replacement.

The result is lower total cost of ownership, reduced waste, and infrastructure-aligned sustainability.



Defensibility

VerseBikes' moat is structural.

- ✓ Deep integration into transport operations
- ✓ Embedded software and data workflows
- ✓ Procurement framework inclusion
- ✓ Standardized platforms with high switching costs
- ✓ Long-term institutional trust

**Each deployment strengthens
the platform and raises barriers
to entry.**



Go-to-Market Reality



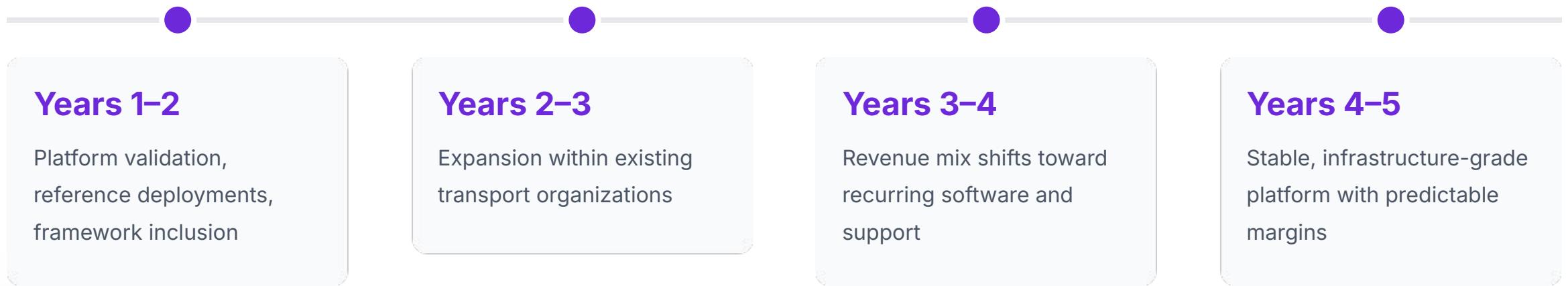
VerseBikes sells through institutional procurement.

- ✓ Long sales cycles
- ✓ Pilot-to-scale pathways
- ✓ Framework agreements
- ✓ High retention once embedded

This creates slower initial growth but very strong long-term stability.



Five-Year Growth Narrative



Growth is disciplined, capital-efficient, and aligned with public-sector realities.

The Team



VerseBikes is led by a multidisciplinary team with experience in:

- ✓ Industrial design and engineering
- ✓ Global supply chains
- ✓ Public-sector mobility projects
- ✓ Software and systems integration

Leadership combines long-term vision with operational execution.



Why Invest



Exposure to institutional mobility infrastructure



Long-term contracts and predictable revenue



Strong alignment with sustainability and policy

Capital-light growth model

Defensible system-level positioning





Cycling is becoming permanent infrastructure.
VerseBikes builds the systems that make this possible.

By enabling transport organizations to deploy durable, circular, and scalable cycling programs, VerseBikes creates long-term value for cities, users, and investors alike.

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THANK YOU



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