

HumanForest

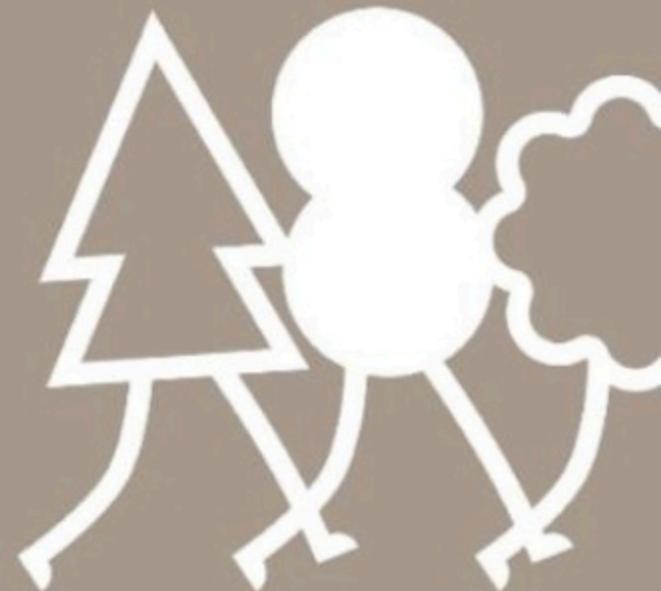
Our commitment is to
you and the planet.



Context & problems.

1. 'Last mile' challenge.
2. Widespread devotion to climate change.
3. Governments' committed to improve air quality.
4. Customer understanding, Revolution in data, AI and ML.
5. Personal mobility changing by 2030.
6. Users, market and operators behaviours after COVID-19.
7. Companies acting fast to be part of the solution.

How?



HumanForest

we think free Human Forest e-bikes is the correct product to start...

- 20 minutes free, everyday
- Electric
- Dockless
- Truly green
- Cutting-edge technology
- London-wide



Impact of COVID-19.

Users

The new era of forced digitalisation.

With social distancing and remote shopping enforced by governments around the world. People of all generations are being pushed to embrace digitalisation



1. For all demographics, purchasing via a digital channel will become as normal as using a traditional one.
2. Economic recession, less spending and more savings.
3. People still need to move around the city, but in more accessible and hygienic modes of transport, such as e-bikes.

Companies

Adapting to the new world.

2020 will prove to be one of the toughest in modern history. Through the recovery, companies will need to get close to their customers once again



1. Companies around the globe are trying to increase or maintain their EBITDA:
 - Reduce costs
 - Increase sales
2. Companies are desperate to understand this "new" users.
 - Increase CLV
 - Differentiation

Planet

It's proven, we were the cause after all...

Levels of air pollutants and warming gases over some cities and regions are showing significant drops as coronavirus impacts work and travel.



1. 25% dropped in total emissions from China after COVID-19 crisis.
71% climate changes serious as Corona.
58% support green economic recovery
2. The first week of lockdown in New York, Co2 levels dropped 50%.
3. People have a second chance to do things right for the planet.

Mobility

In shock, not looking for the right solutions.

Everyday a new operator takes their shared vehicles out of circulation from a big city.. The industry is perplexed by the virus crisis.



1. Biggest operators are pulling out their fleets from major urban centers.
2. Operators are struggling with their traditional business model.
3. With Public Transportation restricted in many cities, shared micromobility is the solution to help maintain cities in movement.
- 4- Ebike is taking place after corona.

An aerial photograph of London, England, showing the River Thames winding through the city. The Tower Bridge is prominent in the lower center. The city skyline is visible in the background under a hazy sky.

The future is shared e-cycling

+700k

Current no. of daily cycling trips

+4.3m

Potential no. of daily cycling trips

80%

Of transport air pollution is caused by cars

London

and the

world have declared climate emergency

The proposition.

What happens after the 20 minutes free?

1. Users can buy more minutes
2. Users can buy a product or service of a partner company to keep riding free

Partnership proposal overview.

1. Partner companies fund **20 minutes** free for users daily
2. In return for access to the **HumanForest Platform.**



Digital Marketing and Loyalty Platform

- Sponsored rides
- Differentiate your offer
- Highly targeted in-app & push notifications to:
 - Promote products and services
 - Take users to specific locations (point of sale)
- Customer retention / loyalty programmes

ESG & Social Purpose Platform

- Connect with your target audience in a meaningful way
- Provide an active & sustainable transport option
- Enable health & wellbeing trends
- Social Impact
- Offset carbon footprint
- Generate positive brand association
- HR employee

Data Driven Platform

- Access to real-time mobility dashboard → Thousands of daily meaningful interactions with your consumers
- Improve understanding of customers mobility decisions
- Apply machine learning for smart segmentation and forecast based on users behavioral patterns
- Measure campaign result.

1. Digital marketing platform.

For company or brand.

Objectives

1. Reduce costs
2. Increase Awareness
3. Increase Sales
4. Increase CLV
5. Brand Lift Optimization
6. Identify the strength and weaknesses of your brand

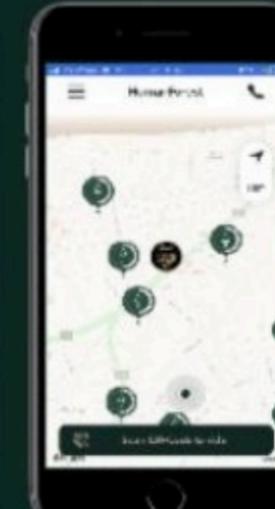
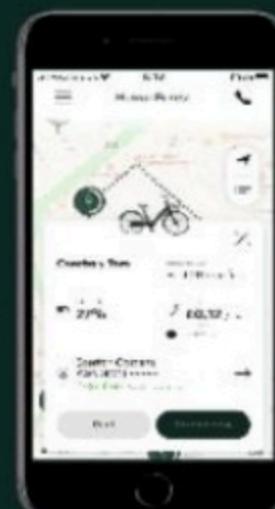
14 communication channels

Direct (9)

1. Direct email
2. Newsletter email
3. In-App notification
4. Geo in-app notification
5. Push notification
6. Geo Push notification
7. In-web notification
8. Paid Social media
9. SMS

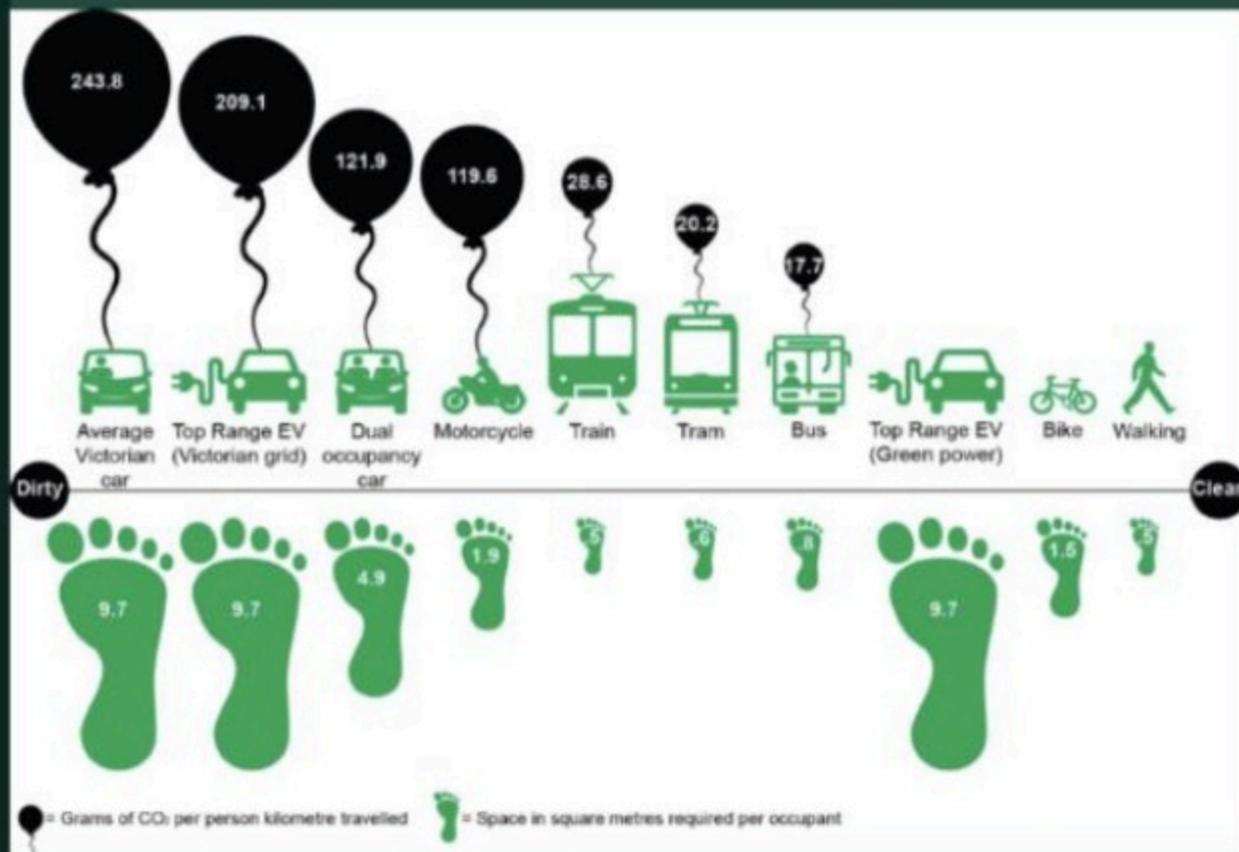
Indirect (6)

1. In-app presence
2. Events
3. PR
4. Social Media
5. HumanForest web
6. Indirect Social Media



2. Environment CO₂ - Social purpose.

Transport mode comparison - CO₂



Benefits of cycling 5 km per day (1 year)

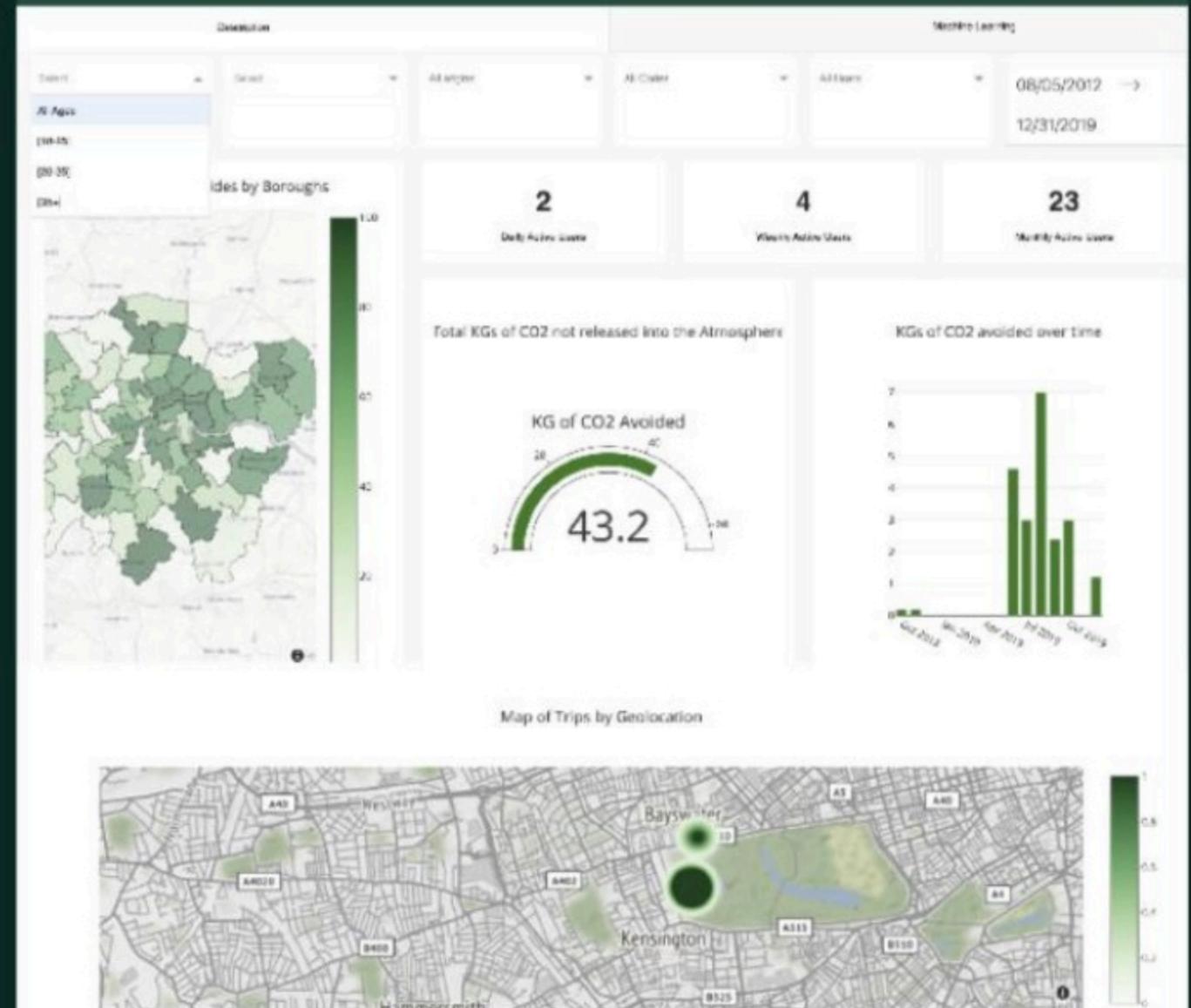
| | |
|-------------------------------------|-----------------------------------------------|
| Extra life expectancy | 2.3 days |
| CO ₂ emissions reduction | 287 kg |
| NO _x emissions reduction | 0.104 kg |
| Planted trees equivalent | 13 trees |
| Time saved | 36 hrs 33 min |
| Money saved | 1,356.54 £ |

3. Mobility data.

Thousands of daily relevant and meaningful interaction with your consumers.

- Consumer knowledge & understanding
- Highly targeted, tailored to your business, products and services
- Segment by demographics, psychographics, location, type of usage, loyalty codes & marketing response
- Machine learning models for consumer behavior patterns and predictions

HumanForest Partners dashboard



Marketing Offline benchmark

Marketing Offline is:

1. -Expensive
2. -Difficult to measure (ROI)
3. -Short-term exposure
4. -Difficult to target the right audience
5. -Does not give real-time results

HumanForest monthly investment is equal to:

1. 15 Billboard (96 Sheets)

or

1. 1 to 3 Newspaper ads (Top readership and full colour page)

or

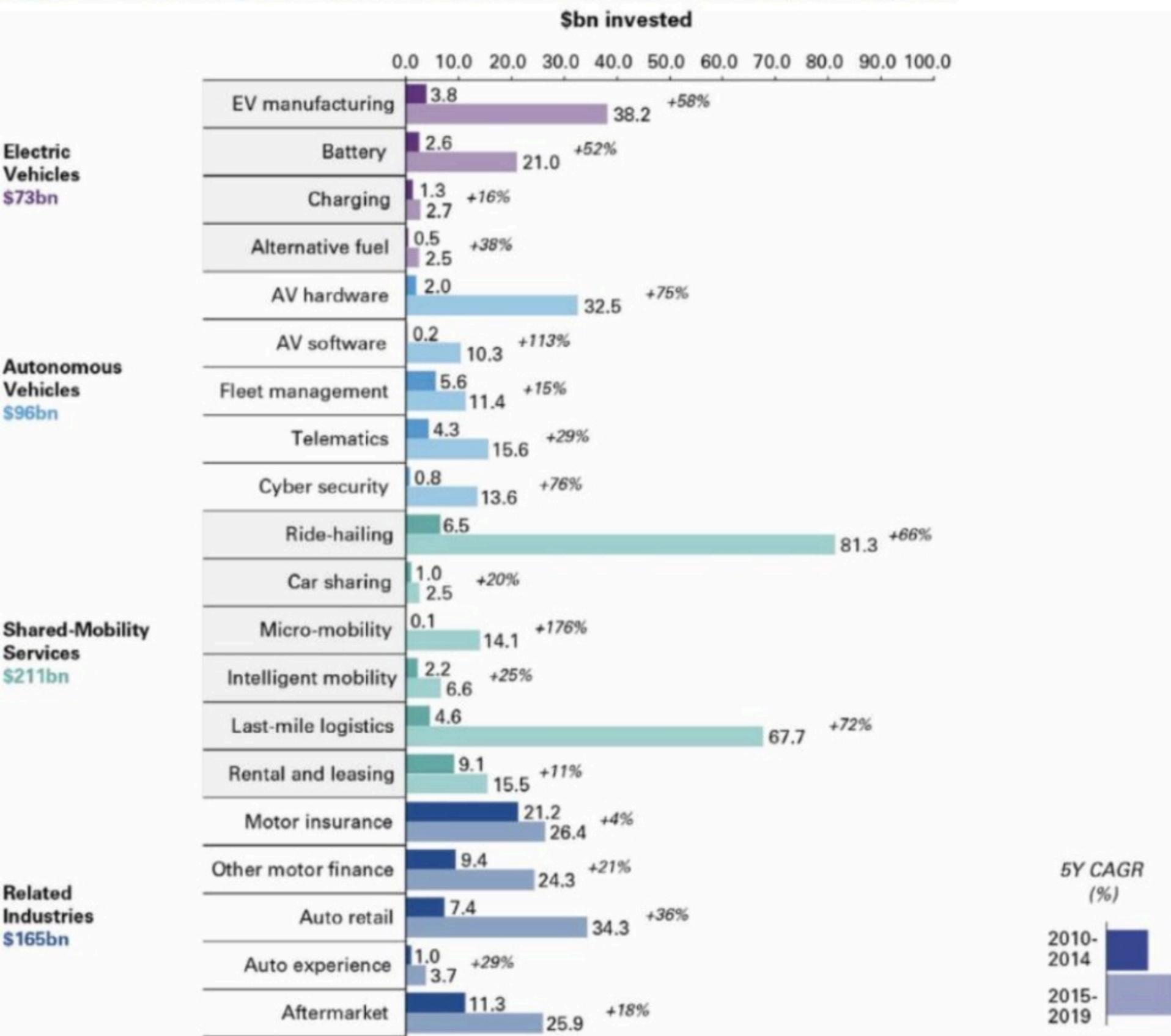
1. 3 to 5 Thirty seconds TV ads

Company Breathe, pedal and be part of HumanForest.

- 1. Increase your EBITDA in a sustainable way adding value to your customers:**
 - a. Increase your sales
 - b. Decrease costs by using specific customer data
 - c. Add value to your brand, contributing to your ESG objectives
2. Bring your company direct to consumers' phones
3. Build a deep emotional connection with consumers by providing a meaningful & unique experience
4. Sector exclusivity
5. Take tangible action to improve London's air quality, make a Social Impact and be and be part of the solution.



Figure 3: Growth in global capital investment in mobility by sector (2010-19) (\$bn)



1. The biggest growth is in micro mobility, 176%

Why invest in Human Forest?

1. Well positioned in a high growth sector.
2. High growth - quickly scalable - London to the world.
3. Positive EBITDA & high returns.
4. Multiple income streams.
5. Large addressable market - consumers & companies.
6. Experienced management team.
7. It is now the opportunity.





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