



RIDESMITH

Transportation. Innovation.

EZ RAIDER

INVESTMENT SUMMARY

CREATED JUNE 2024
BY JOHN SMITH, CEO

Key Trends



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Developing **STRONGER** ties between Public Safety and Community

Community policing programs launching throughout the US
Public Safety agencies need mobility solutions to interact
Need to respond quickly and efficiently



Increasing desire for personal electric transportation

More consumers are adopting personal mobility solutions
Electric Product offerings are diversifying
Battery technology has improved – increased range, safer
Streetscapes and riding areas are evolving to support riding
Laws are changing to support these trends



Military Personnel are using e-mobility equipment

Ukrainian military using ebikes to fight in war with Russia
Israeli Defense and US Delta Forces using EZ Raider in war
Used for recon, sabotage and targeted strikes
E-products allow for fast, quiet recon over long distances
Public Safety personnel take cues from Military best practices



EZ Raider Overview

EZ Raider is a new, exciting next generation personal electric mobility solution. The standup ATV is a new category, it fills a void between Segways and traditional UTVs.

Key Features

Unique **4 wheel standup ATV** manufactured in Israel

Electric, lithium-ion battery powered with ranges from **25 to 80 miles**

Rugged, multi terrain capable machine

Sleek and attractive styling- wide product appeal

Compact footprint- allows for unique application for Public Safety audiences; trail and crowded event rescues, patrol and response, reconnaissance, fits through standard doors

Independent suspension, 2 or 4 wheel drive options

Can be equipped with **Public Safety lighting and sirens**

Price comparable to other ATV and reconnaissance equipment- **3 model options ranging from: \$12,500 - \$25,000**

Positioned to Government, Military, Police, Hunters, Recreational Users, Tour Companies, Resorts, etc.



Opportunity

WE DESIRE TO BE THE PROVIDER OF EZ RAIDER IN THE US



First Mover/Early Adopter Advantage

Stand-up ATV is a new category that is growing outside of the US
RideSmith is the only authorized EZ Raider seller in US (no competition)



Appeals to our key customer segments

Used by Police, Fire, Security, DNR, Municipal, Military and Tour providers around the world
Currently used by (IDF) Israeli Defense Forces and US ARMY Delta forces
Tours operating in numerous countries



Fits within our core product mix

We are a multi-product electric mobility solutions provider under one roof
Adding EZ Raiders to our electric mobility lineup of Segways, Ebikes, All Terrain utility vehicles
We offer a swiss-army knife of electric mobility- offering different vehicles for various customer needs



We have the Team and facilities to succeed

Full service repair partner for all products we sell
Staff of 14 team members to sell, distribute and repair EZ Raiders
Two dealer locations (MI and FL) to serve the east coast, Midwest and throughout the US

EZ Raider Models



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EZRAIDER LW

A revolutionary lightweight electric vehicle with a new level of standards for extreme, personal, and professional mobility

Consumer: \$12,500
Public Safety: \$14,999



EZRAIDER HD2

Powerful (2X4) electric vehicle capable of travelling longer distances on a single charge.

Consumer: \$17,500
Public Safety: \$19,999








EZRAIDER HD4

All wheel drive (AWD) 4X4 electric vehicle, intended for navigation under harsh conditions, such as sand dunes and deep mud.

Consumer: \$22,500
Public Safety: \$24,999

EZ Raider Solution



Customer Segment					
Problem	Current solutions; golf carts, UTVs, etc. are difficult to navigate through large crowds at events	Trail rescue- often have to carry a injured cyclist several miles to get to an awaiting ambulance, taking up to an hour.	Solider transport solutions are loud and require fuel, can break down in the field	Many park departments have green mandates requiring electric powered equipment. Currently have expensive maintenance gas powered equipment	Tour transport products have run their course and tourists are looking for a new exciting experience Segway PTs have been phased out
Solution	EZ Raiders provide an elevated stance: increased 8" stature, improving visibility Equipped with lights, siren and badging for increased visibility It's smaller footprint can travel through crowds efficiently	Smaller footprint than UTVs, fits on most trails (26" x 24" x 50") Travels 25 miles per charge with a 25 MPH top speed reducing the rescue time to minutes. Seconds save lives	EZ Raider is electric offering quiet troop transportation. HD4 model can travel up to 80 miles Doesn't require gas or oil, has a few parts requiring low maintenance	Is lithium-ion battery powered, no fuel or oil, reduced carbon footprint	Stand-up ATV is a new category that is growing outside of the US Tour providers around the world are offering EZ Raider tours with 1-3 month ROI
EZ Raider Model	LW	HD2 with e-cart	HD4	HD2	LW

US Market Opportunity

Commercial
Public Safety
Military
Tour/Rental

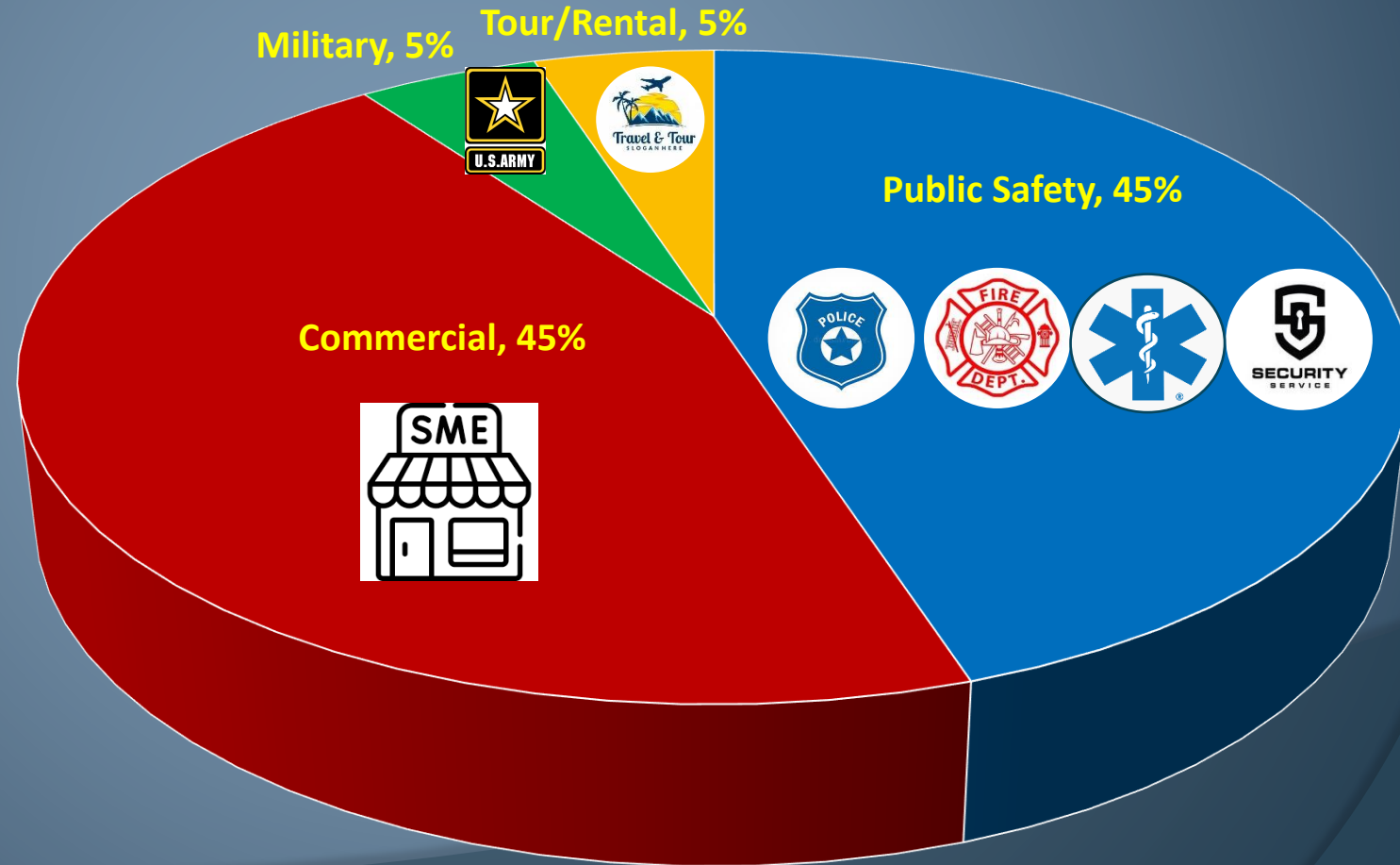


Customer Segment	Total Market	EZ Raider Opportunity	Gross revenue/ Gross profit
Police	18,000 US depts. 2,700 (15%)	5,400 (avg. 2/dept.)	\$81m (5.4k x \$15k) \$24m (30% margin)*
Fire/EMS	29,452 US depts. 4,417 (15%)	8,835 (avg. 2)	\$132m (8.8k x \$15k) \$40m*
Private EMS	24,713 US companies 1,235 (5%)	2,471 (avg. 2)	\$37m (1.2k x \$15k) \$11m*
Customs/Border Patrol	Mexico 1,954 miles Canada 5,525 miles 19,000 agents- 950 (5%)	950	\$19m (950 x \$20k) \$6m*
Tour/Rental	5,703 US tour operators 285 (5%)	2,281 (avg. 8)	\$28m (2.2k x \$12.5k) \$8m*
Commercial	200k mid sized businesses 10k (.05%)	20,000 (avg. 2)	\$250m (20k x \$12.5k) \$75m*
Private Security	11,300- 565 (5%)	2,260 (avg. 4)	\$28m (2.2k x \$12.5k) \$8m*
Large Resorts	463 ski resorts 23 (5%)	185 (avg. 8)	\$2m (1.4k x \$12.5k) \$600k*
Military	1m+ soldiers- 2,000 (.02%)	2,000	\$40m (2k x \$20k) \$12m*
Market Opportunity Based on statistical research		42,158 units	\$617m / \$185m

Total EZ Raider US Sales Opportunity



Total US Sales
Opportunity:
50,000 units



Current Demand

Current Prospects	Units	Use	Revenue	Gross Profit (30%)
Boyne Highlands	8	Tour/Rental	\$100k	\$30k
MSU Police	2	Patrol/Response	\$30k	\$9k
Rochester PD SOLD	1	Patrol/Response	\$15k	\$4k
Lapeer PD	2	Patrol/Response	\$30k	\$9k
Lucian Style Tours	10	Tour/Rental	\$125k	\$37k
Lex's Giraffe Ranch (FL)	8	Tour/Rental	\$100k	\$30k
Nashville Fire (TN)	6	Emergency	\$90k	\$27k
Oakland County Tactical (OakTac (MI)	2	Event/Emergency/Patrol - shared resource	\$30k	\$9k
Jewish Fed. Security	4	Patrol/Response	\$60k	\$18k
Detroit Police	2	Patrol/Response	\$30k	\$9k
Oakland Cty. Sheriff	4	Response/Search & Rescue	\$80k	\$24k
Grand Traverse Resort	2	Tour/Rental	\$25k	\$7k
Total	51		\$715k	\$215k



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Profitability



- Sales will create healthy cashflow to reinvest into more product
- Inventory Turnover increases with product availability
- For every \$1m raised we can bring an additional 100-120 units

Units Sold	100	200	300	500	750	1,000
Sales	\$1.5m	\$3m	\$4.5m	\$7.5	\$11.3	\$15m
COGS	\$1m	\$2.1m	\$3.2m	\$5.3m	\$7.9m	\$10.5m
Margin	\$500k	\$900k	\$1.3m	\$2.2m	\$3.4m	\$4.5m
GM%	30%	30%	30%	30%	30%	30%

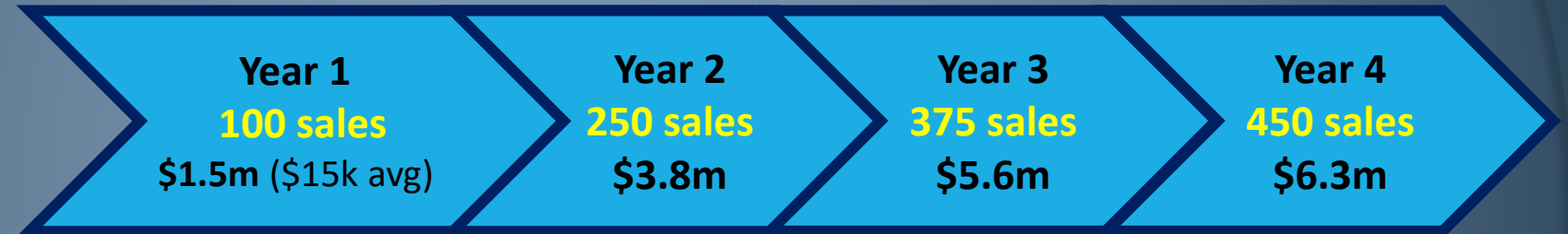
Sales Projections



WE NEED TO LAUNCH FAST TO MAINTAIN A COMPETITIVE EDGE

Our first mover dealer advantage allows us an open opportunity market to scale quickly without competition

Good: \$250k raised



Better: \$500k raised



Best: \$1m raised



Seeking Investment in EZ Raider



- ◉ We need inventory stateside in order to fill growing demand
- ◉ We need to purchase by the container load to achieve favorable shipping rates and have working inventory- shipping @ \$500/unit
- ◉ Seeking a minimum of \$250,000 dollars, 10 investors @ \$25,000
 - Allows for the shipping of a 20' container of 28 units and spare parts from Israel to Walled Lake, MI (6-8 weeks)
 - Return 10% in 12 months, \$27,500/investor, bonus opportunity
- ◉ The greater amount of raised capital allows for better sales turns



Investor scenarios:
Good: 10 investors at \$25k = 33 units
Better: 10 at \$50k = 66 units
Best: 10 at \$100k = 133 units

1: Roland \$25k	3:	5:	7:	9:
2:	4:	6:	8:	10:

Additional Investment Needs

We are seeking investment support for several high margin, strong selling, critical inventory items



Opportunity	Need	Cost	Selling price	Sales volume	Financial need
Replacement LI-ION batteries	Purchased as a replacement- batteries are a frequent purchase an item that we have more demand than supply	\$400-\$500 (ocean/air freight)	\$1,200	30-50 per month	\$67,500 for 150 batteries
Infokeys	Powers up the Segway. These often are dropped and break. Customers replace them after dropping	\$100 @\$10k	\$295	5 per month	\$10,000
Used Segway PTs	We continue to sell to legacy clients: Police Departments Consumers Tour Companies	Varies (\$400-\$1,200	\$4,500-\$6,500 CPO price	Often sell by fleet Several municipal customers are placing POs to buy	\$15,000 for 20 units
SE3 batteries	Simon Malls (200) have SE3 Segway units, Intl. sales, Police Depts. Need batteries	\$1,100 per battery	\$2,950	10 batteries	\$11,000 for 10 batteries
Total projected need					\$103,500

Thank You!



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APPENDIX

EZ Raider Models



EZ Raider Models	Weight	Speed	Range	Footprint L x W x H	Dealer Cost	MSRP	Base Target Price	Security Target Price
LW	209 lbs.	25 mph	25 mi	63" x 26" x 50"	\$7,080	\$10,670	\$12,500	\$14,999
HD2	240 lbs.	25 mph	64 mi	64" x 26" x 50"	\$10,722	\$16,029	\$17,500	\$19,999
HD4	287 lbs.	29 mph	80 mi	70" x 30" x 50"	\$14,322	\$21,474	\$22,500	\$24,999
Security Pkg					\$2,350	\$2,769	\$2,750	N/A
Non motorized cart	165 lbs.		550 lb. payload	65" x 26" x 26"	\$2,530	\$3,230	\$3,450	N/A

Company History



- ⦿ 2010 - Founded Segway Rental Company
- ⦿ 2016 - Launched Segway Dealership
- ⦿ 2018 - Established headquarters and retail space
- ⦿ 2021 - Added Pedego ebikes
- ⦿ 2021 - Acquired Central Florida Segway
- ⦿ 2023 - Reached \$2M in revenue
- ⦿ 2024 - Hired National Sales Manager
- ⦿ 2024 - Added key product lines
 - EZ Raider
 - Landmaster
 - GEM
- ⦿ 2024 - Company Rebrand RIDESMITH

Core Values



Mission: We exist to **SUPPORT OUR COMMUNITY** by providing comprehensive mobility solutions and products that meet our customer objectives

Vision: RideSmith is the swiss-army knife of personal electric mobility products under one roof. We desire to be the **NATIONALLY RECOGNIZED** Leader and Preferred Provider for Personal Mobility Solutions throughout the United States

Company Values:

- **EMPATHETIC** to our customer, team member and company needs
- **ENTHUSIASTIC** about our customers, Team, products and services
- **FUN** offer fun, engaging products that inspire
- **INNOVATIVE**
- **CONNECTIVE** linking customers to our services, our community, and within our company; providing accountability and visibility to one another

Company Goals



- Become the **LEADER** and **PREFERRED PROVIDER** for Public Safety Mobility Solutions throughout the United States
- Make a significant impact in supporting the improving community relations between Public Safety and Citizens
- Develop **RIDE SMITH** into a NATIONALLY recognized brand known for Innovative Transportation Solutions
- Increase sales to \$5M by 2027 EOY

Audience connection

Sales Strategy



● Sell to existing customer base (CRM 10k+ contacts)

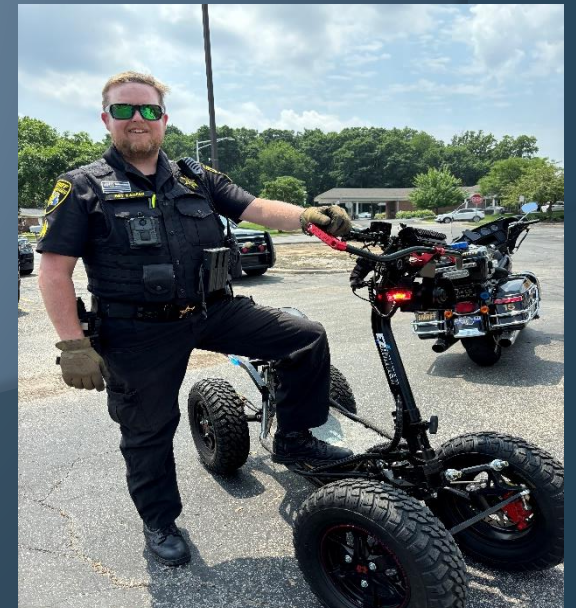
- Relationships with Segway tour and rental companies
- Police, Fire, EMS and Security Agencies
- Simon Malls
- Commercial
- Recreational Users

● Identify new audiences

- Hunters
- ORV users
- Disabled Community

● Driven by outside sales and in-store retail

- Greg Bushey- National Sales Manager
- John Smith- CEO, Business Development
- Dan Watson- FL General Manager



Grow Sales Team and Marketing Budget- **DRAFT**



- ⦿ Increase Sales Team
- ⦿ Amplify marketing budget- partner with Public Safety Marketing Agency- Red Flash
 - Yr1-\$3k/mo.
 - Yr2-\$5k/mo.
 - Yr3-\$7k/mo.
 - Yr4- \$9k/mo.
 - Yr5- \$11k/mo.

Ukraine Military using Ebikes



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“They’ve reportedly also been used for carrying out sniper attacks. The bikes have a top speed of 55 miles per hour and are relatively silent — helping their riders evade Russian fire.

Ukrainian e-bike firm Eleek initially gave a few bikes to the military when the war began, according to manager Roman Kulchytskyi.

Soon after, they began to mass-produce bikes — kitted out in military green, with a small Ukrainian flag on the rear wheel — for Ukraine’s fighters.”

<https://www.washingtonpost.com/world/2022/05/26/ukraine-russia-war-electric-bikes-weapons/>

AI Overview

Learn more

The Ukrainian military has used electric bikes (e-bikes) in a variety of ways during the war with Russia, including for reconnaissance, sabotage, and targeted strikes:

Reconnaissance

E-bikes allow soldiers to move quickly and quietly over long distances to gather information.

Sabotage

E-bikes are used for sabotage strikes, such as destroying enemy infrastructure.

Sniper

E-bikes are used for mass-produced strikes.

Adaptation

Ukrainian forces have adapted a fast-moving vehicle.



Public Safety Segments



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Trail rescues- with the advent of increased bike trail networks, increased ebike and other power rides, recreational offerings

- Police/Sheriff
- Fire
- EMS
- Campus Law Enforcement
- Security Agencies
- Railroads
- Airports
- Stadiums
- Transit Authorities
- Homeland Security
- Customs and Border Patrol
- FBI
- CIA
- Military
- School SROs



Public Safety- Key Audience

Supporting those who support our Community



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Commercial Segments



- ⦿ DNR
- ⦿ Parks
- ⦿ Trails
- ⦿ Warehouse
- ⦿ Event Management
- ⦿ Farms/Ag
- ⦿ Utility Companies
- ⦿ Large Property
- ⦿ Campus
- ⦿ Tour & Rental Companies
- ⦿ Golf Courses
- ⦿ Construction Sites



Individual Users

- ⦿ Recreation
- ⦿ Outdoor Enthusiasts
- ⦿ Seniors
- ⦿ Disabled
- ⦿ Veterans
- ⦿ Hunters
- ⦿ RV/Campers



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Hunters



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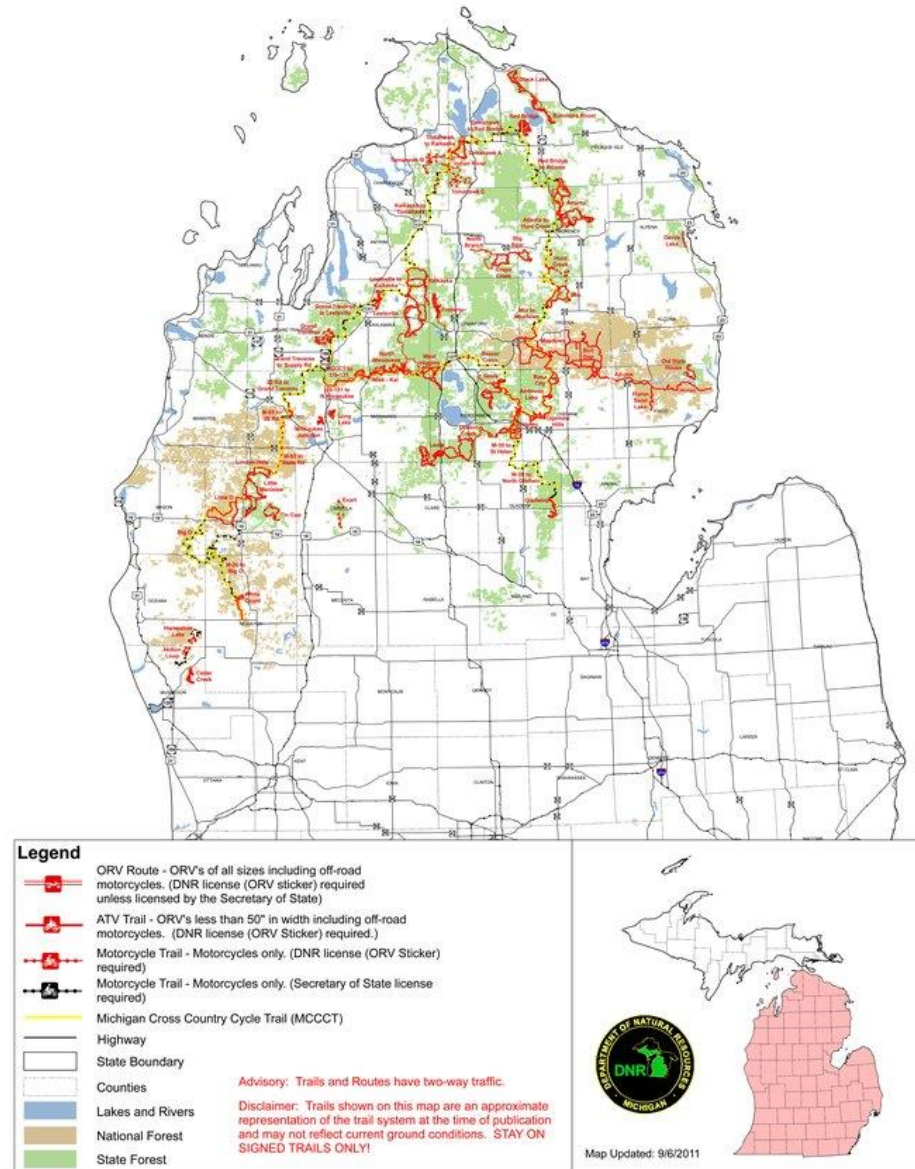
- Michigan is the largest hunting state in the country
- Michigan boasts 600,000 deer hunters annually
- Hunters value quiet, equipment that can get them deep into the backwoods
- Promote Snarler and Fugleman lineup to Hunters



Recreation

Michigan has an
extensive network
of ORV/ATV trails
and Parks

Michigan Department of Natural Resources
Designated ORV, ATV, Motorcycle,
and MCCCT Trails



Holly Oaks ORV Park

Market Powersports
products at Michigan ORV
parks and trails

- Demo days
- Rentals
- Sales
- Promote Landmaster and Sur-ron products



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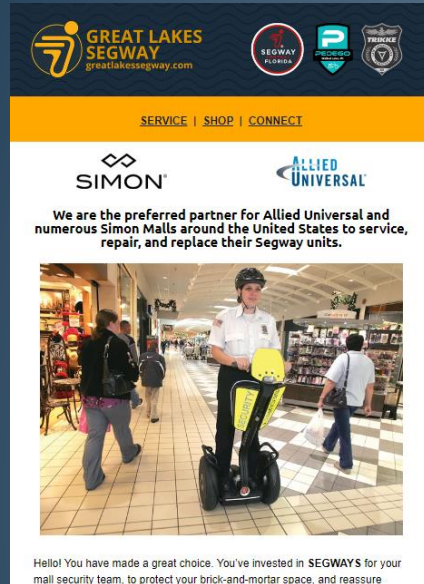


Grass Roots Marketing

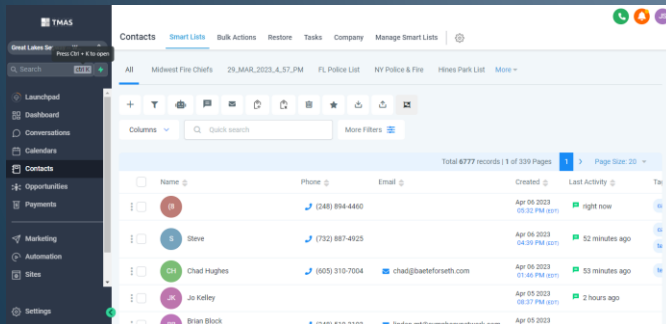


- ⦿ Networking
- ⦿ Association Partnerships
- ⦿ Pop-up sales
- ⦿ Demo Events at ORV/ATV Parks and Trails
- ⦿ Community events
- ⦿ Tradeshows/Exhibits

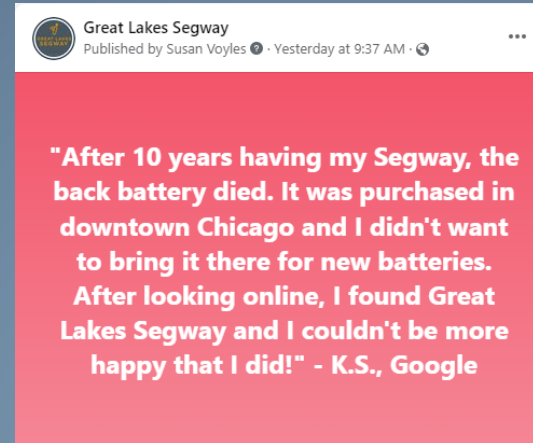
Integrated Digital Marketing



Monthly Newsletters and targeted emails



CRM database with 10k contacts

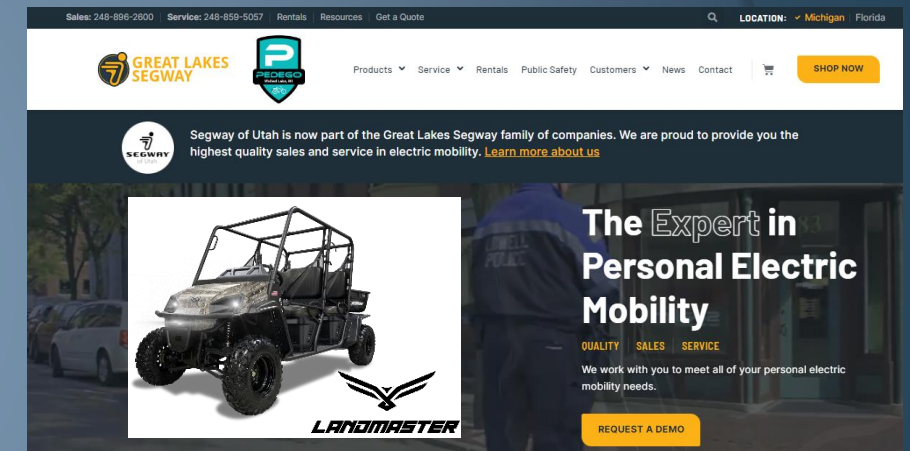


Aggressive Social media marketing

- 4 Facebook pages
 - 1 You Tube channel
 - 2 Instagram pages
 - 2 LinkedIN pages
- 6,000+ followers

Content creation

- Video
- Product reviews
- Case studies
- Testimonials



Redesigned website in 2022 Highlights MI and FL dealerships

- Highly targeted product and audience landing pages

Integrated Marketing

Partner with current agency, Rocket Media to deliver integrated campaigns



Digital Media

- 11 existing Social Media Channels
- Video clips
- Facebook Ads
- Website
- Email Newsletter drip campaigns

Print Media

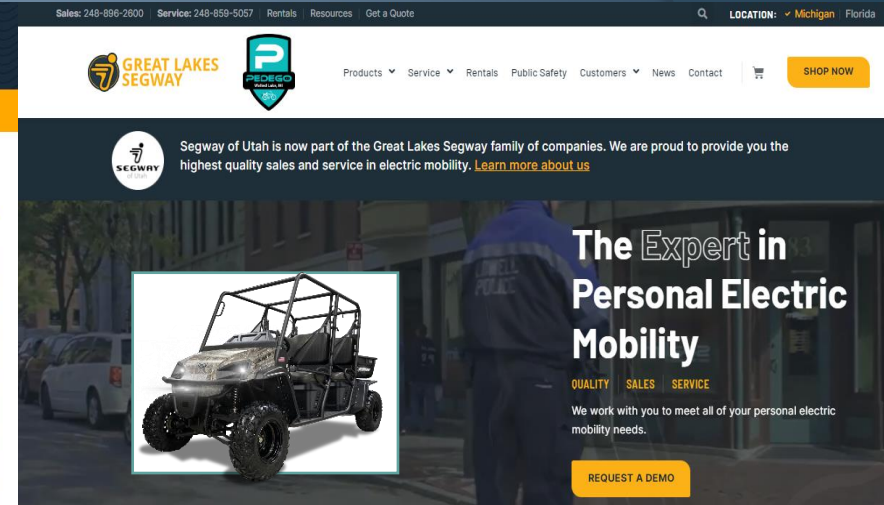
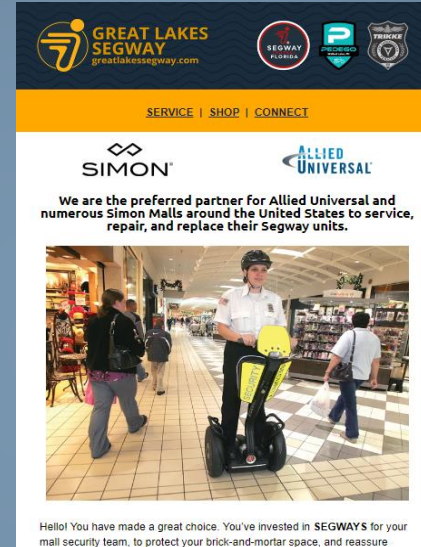
- Direct Mail to Police and Security Agencies

Trade Shows

- Homeland Police
- Fire
- DNR/Parks

In-person demonstrations with various agencies

PR- Media Coverage



Tradeshow/Outside Sales



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Media Engagement



Work with advertising agency

- Vendor at countless tradeshows
- Chamber member- Mt Dora and Lakes Area in Oakland County, MI
- Google and FB Ads
- Digital Billboards
- CO-OP
- POS marketing

Media Mentions

- Newspaper articles
- Podcasts
- Media Interviews
- TV interviews
- Radio
- Billboards
- Livestream TV
- Magazine articles

ROCKET MEDIA



Award Winning PR



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Michigan Celebrates Small Business
50 Companies to Watch
AWARD RECIPIENT



Did you see this?!



Check out our Owner, John Smith's interview about our exciting news at Great Lakes Segway and Pedego Walled Lake!



Link in bio!





Michigan Celebrates Small Business

WE'RE A 2022 MICHIGAN CELEBRATES AWARDEE!

Market Potential

Commercial Public Safety Military

Segment	Application	Size	Forecast	Gross revenue/ Gross profit
Police	<ul style="list-style-type: none"> Community engagement Critical response Patrol Traffic Management 	18,000 US depts. 2,700 (15%)	5,400 (avg. 2)	\$81m (5.4k x \$15k) \$24m (30%)*
Fire/EMS	<ul style="list-style-type: none"> Trail rescues Large events Patient extraction Brush fires Large property (ex. Airports) Disaster scenes 	29,452 US depts. 4,417(15%)	8,835 (avg. 2)	\$132m (8.8k x \$15k) \$40m*
Private EMS	<ul style="list-style-type: none"> Same as fire 	24,713 US- 1,235 (5%)	2,471 (avg. 2)	\$37m (1.2k x \$15k) \$11m*
Customs/Border Patrol	<ul style="list-style-type: none"> Patrol Border monitor 	Mexico 1,954 miles Canada 5,525 miles 19,000 agents- 950 (5%)	950	\$19m (950 x \$20k) \$6m*
Tour/Rental	<ul style="list-style-type: none"> Sightseeing 	5,703 US tour operators 285 (5%)	2,281 (avg. 8)	\$28m (2.2k x \$12.5k) \$8m*
Commercial	<ul style="list-style-type: none"> Warehouse Construction Large property mgt. 	200k mid sized businesses 10k (.05%)	20,000 (avg. 2)	\$250m (20k x \$12.5k) \$75m*
Private Security	<ul style="list-style-type: none"> Patrol Response 	11,300- 565 (5%)	2,260 (avg. 4)	\$28m (2.2k x \$12.5k) \$8m*
Large Resorts	<ul style="list-style-type: none"> Tour/Rental 	463 ski resorts 23 (5%)	185 (avg. 8)	\$2m (1.4k x \$12.5k) \$600k*
Military	<ul style="list-style-type: none"> Recon Military Police 	2,000	2,000	\$40m (2k x \$20k) \$12m*
Projection total			42,158	\$617m / \$185m

EZ Raider Solution



Segments	Current Problems	EZ Raider Solution
Police, Fire, EMS	<ul style="list-style-type: none">Current solutions; golf carts, UTVs, etc.) are difficult to navigate through large crowds	<ul style="list-style-type: none">Elevated stance: provides 8 inches of increased stature, smaller footprint can travel through crowds efficiently
Fire, Police, Consumer	<ul style="list-style-type: none">Emergency vehicles and UTVs are too large to fit down trails, need to rescue patients and put out grass fires	<ul style="list-style-type: none">Smaller footprint than UTVs, fits on most trails (26" x 24" x 50")Can fit through tight spaces and handle rugged terrain
Police	<ul style="list-style-type: none">Need better visibility- want to see and be seen	<ul style="list-style-type: none">Equipped with lights, siren and badging for increased visibility
Fire	<ul style="list-style-type: none">Often have to carry a patient several miles to get to an awaiting ambulance, taking up to an hour. seconds save lives	<ul style="list-style-type: none">Equipped with a patient carrier trailer can haul 1,200 poundsTravels 25 miles per charge with a 25 MPH top speed reducing the rescue time to minutes
All	<ul style="list-style-type: none">UTVs are expensive, up to \$65k (Polaris)	<ul style="list-style-type: none">Starting at \$12,500 is cheaper than most UTV models
All	<ul style="list-style-type: none">Most transportation options require fuel, oil, and significant maintenance	<ul style="list-style-type: none">Doesn't require gas or oil, has a few parts requiring low maintenance
DNR, Municipalities, etc.	<ul style="list-style-type: none">Many departments have green mandates requiring electric powered equipment	<ul style="list-style-type: none">Is lithium-ion battery powered, no fuel or oil, reduced carbon footprint
All	<ul style="list-style-type: none">Need maintenance and repair support if I buy	<ul style="list-style-type: none">We have a family of dealerships with trained technicians in MI and FL and EZ ship system to support customers outside of our area