



Mission Model Canvas

Project title:

dotnord

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1

Partners & Support

Which persons and organizations can support your project and act as intermediaries?

1. Ebike brands and distributors can encourage ebike shop owners to share their up-to-date stock data with us to get sales
2. Biking enthusiasts or climate activists can encourage their social circle to consider ebikes
3. Media and influencers can address different questions, doubts, and myths about ebikes
4. Local government officials can improve biking infrastructure and tax/financing initiatives

And then we will be ready to serve the increased demand.

Activities

What's your idea? What do you have in mind?

We can convert some gas car drivers to ebike riders in 3 steps:

1. Awareness - introducing ebikes as an alternative to cars
2. Evaluation - helping select the best ebike that fits person needs
3. Conversion - finding the best financing option to buy the ebike

Resources

What do you need to implement your idea?

1. Non-VC funds to find a market fit and reach breakeven
2. Mission-driven team members
3. A strong network of local partners

Offer

What proposition and additional value do you offer to the people you want to address? And how can they benefit or learn something?

Currently, the comparison of e-bikes is complicated - there is no easy way to filter and compare all locally available ebikes. Through a simple web interface and unified database, we will give an easy way to filter (raider's height, type of bike use, monthly payment) and compare bikes while also providing near real-time customer support and education for those, that are not yet ready to buy. And for ebike shop owners, we will generate more sales from an audience that they can't usually reach.

Relationship, Community

How do you maintain relationships with your peers?

Social media and instant messaging on the web for the general public to get support.

Open chat groups and webinars for brand ambassadors, remote team, and ebike shop owners.

Channels

Which channels will you use to reach your community?

A website for evaluation and conversion (direct sales), comparison widget for ebike shop websites and media partners (indirect sales), search and social for awareness.

Target groups

Who do you want to address with your idea or project? Who will jump at it? Describe possible target groups.

1. People, who are ready to buy and are searching for an easy way to compare the ebikes.
2. People, who currently drive and/or are considering an e-bike as an alternative.
3. People, that currently drive and would be open to being educated about ebikes.
4. People looking for an electric car to be presented with a cheaper alternative.
5. Ebike shop owners who want to get more leads and sales.
6. Ebike enthusiasts, who could be local ambassadors to help convert the shop owners.

Budget

What costs do you expect to make your idea come true?

The budget needed until break-even is reached:

Fully converting website (version 1): CHF 5.000 (self-funded)

Finding the best converting ads in 2-3 pilot cities: CHF 5.000 (self-funded)

Sales & support team wages for 18 months: 30.000

Tech team wages for 18 months: CHF 30.000

Advertising, analytics, 3rd party software, hosting: CHF 40.000

Total: CHF 100.000

Impact

What can your idea accomplish and how do you make sure it succeeds and is sustainable? (Goals, goal review & reflection)

2022 - 5.000 ebikes sold via our platform, reaching break-even to sustain operations

2023 - 20.000 ebikes sold, raising seed to fuel European expansion via 20+ city pilots

2024 - 75.000 ebikes sold, raising A to finance pilots in another 50+ European cities

In total: 100k ebikes sold in 3 years, core team and operations in place to grow to 1M+ unit sales until 2030. That's millions of tones of CO2 saved over ebike lifetime.