

# 7EVEN<sup>L</sup>

Redefining last-mile  
transport with  
street legal,  
foldable, robust  
electric steps.

INVESTMENT DECK • SEED ROUND TIER #1  
© COPYRIGHT 2025 | SEPTEMBER 2025



# The problem

*Commuters face a choice: risk fines with illegal e-steps or pay extreme parking fees.*

- ▶ Parking in Amsterdam can cost up to € 80.- per day, making regular commuting prohibitively expensive
- ▶ Cities closes for Fosile operate vehicles, making it hard reaching your daily destination
- ▶ Since July 1, 2025, e-steps are only legal in the Netherlands if registered as 'special mopeds' with license plates, all illegal e-step risc fines



**7EVEN** 

# Our solution

*Introduce new legal, foldable e-steps designed for Dutch urban mobility.*

- ▶ Introducing a new generation of legal, foldable e-steps for Dutch urban mobility
- ▶ Three-model strategy (Good, Better, Best) for different market segments
- ▶ Launching with the 7EVEN First Edition (Better model)
- ▶ Fully street legal: 25 km/h, insurance compliant, for riders 16+
- ▶ Foldable & secure: folds in 5 seconds, fits any trunk, digital lock

**7EVEN** 

**7EVEN**  
1st EDITION





# The product

*7EVEN - First Edition; a fully legal, powerful and foldable e-step for the Dutch public roads.*

FEATURE	SPECIFICATION
MOTOR POWER	1000 W Peak / 500 W nominal (hill-climb capable)
BATTERY	18 Ah / 48 V lithium-ion, 864 Wh capacity, fully recharges in 8–10 hours
TIRE	10 inch certified air tires
WATER RESISTANCE	IP65 water resistant, “Dutch” weather ready
BRAKING SYSTEM	3-way brake system; dual disc brakes + electronic motor brake
TOP SPEED	25 km/h (legal maximum, fully compliant)
FOLDING	5 seconds to fold, easy to carry into trunk, office or OV (PT)
SECURITY	Digital lock, anti-hack controller (no vulnerable app)
WEIGHT	30 kg (robust design)
DISPLAY	8.4-inch LCD
COMPLIANCE	100% legal for use in the Netherlands & EU cities

**7EVEN** 

# Dutch market size

*From early adoption to mass market; unlocking the legal e-step potential in the Netherlands*

## CURRENT MARKET SIZE (2023/2024)

- ▶ 20,000 – 25,000 e-steps sold annually (industry estimate)
- ▶ 13,000 units sold by MediaMarkt in 2023
- ▶ Installed base: 200,000 – 250,000 non-legal e-steps ready for upgrade

## COMPARABLE BENCHMARK

- ▶ Belgium (10M pop.): 60,000 – 80,000 e-steps sold annually
- ▶ Netherlands (18M pop.) » potential market ~100,000 units annually
- ▶ Supporting context: 453,000 e-bikes sold in NL in 2023 (56% of all bicycles)

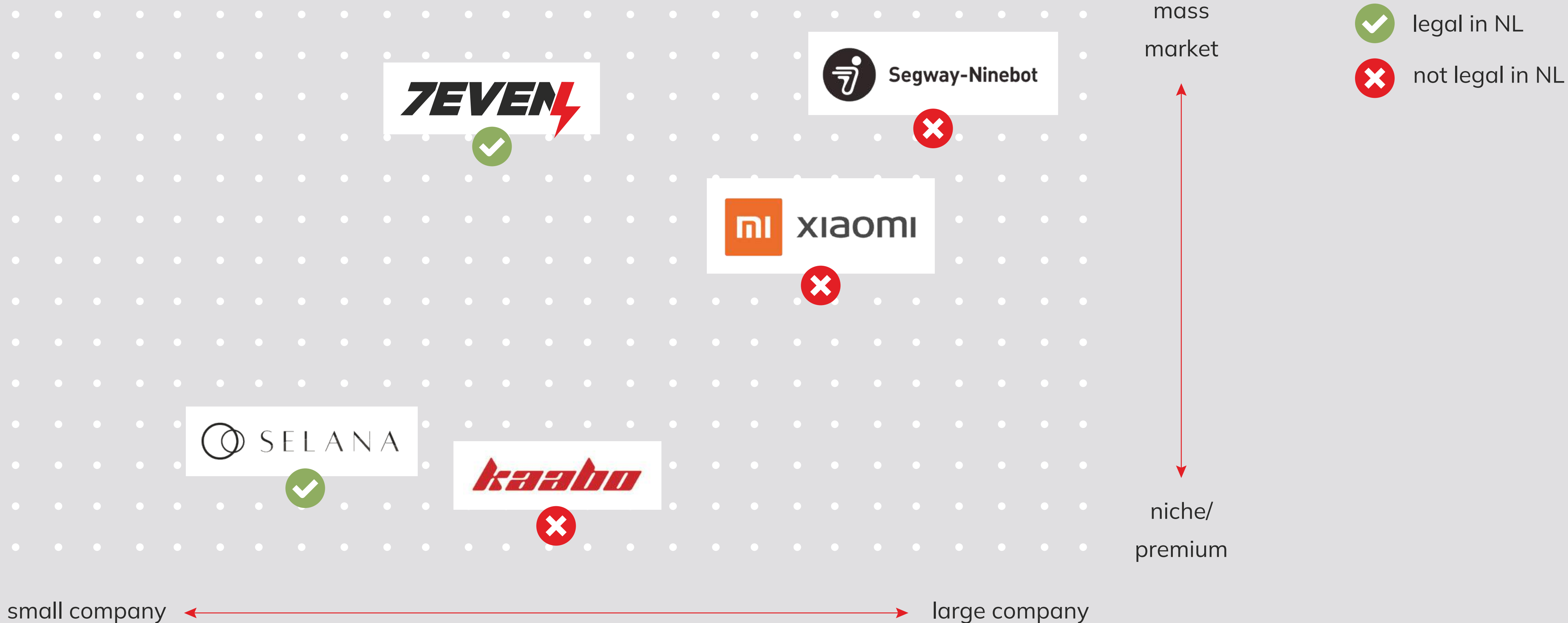
## MARKET POTENTIAL (TAM, SAM & SOM)

- ▶ Total Addressable Market (TAM): ~150,000 units annually (NL benchmark vs Belgium)
- ▶ Serviceable Available Market (SAM): ~100,000 units annually (realistic & compliant)
- ▶ Serviceable Obtainable Market (SOM): 20–40% by 2026–2028 (~20,000–40,000 units » € 20M – € 40M revenue)

1. LEVA-EU – 453,219 e-bikes sold in the Netherlands in 2023
2. LEVA-EU – e-bikes represented 48% of all new bicycles in 2024
3. MediaMarkt sales data – 13,000 e-steps sold in NL (2023)
4. Industry estimates – 20,000 – 25,000 e-steps sold annually in NL; install base 200 – 250k units
5. Belgian market comparison – 60,000 – 80,000 annual sales (10 M population)



# Competitive analysis



# Traction

*Validated suppliers, secured compliance pathway and growing market interest*

**APR '24 - YTD**

Advisory by AllWheel (ex-RDW experts) guiding certification process

**APR '24 - JAN '25**

NDA drafted to protect our IP, 15 factories visited, over 40,000+ km travelled

**JAN '25 - YTD**

Daily engagement with current Chinese factory; 3 other factories lined up, sample ready

**MAY/JUN '25**

First e-step tested; MediaMarkt sample demo and Eurobike booth

**JUL '25**

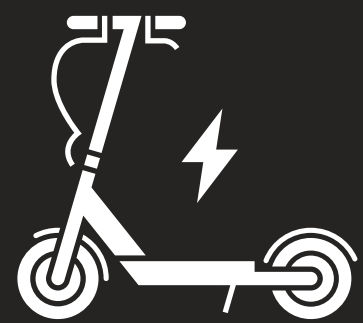
RDW intake call completed, certification pathway progressing



**ZEVEN**



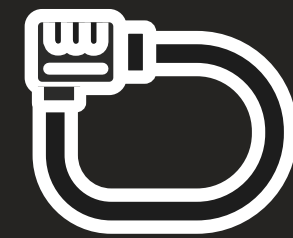
# Business model



## E-STEP SALES

### CORE REVENUE

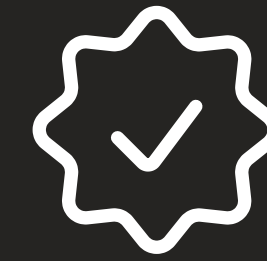
Main revenue driver from sales of model Good, Better, Best, phased into the market according to the rollout plan.



## ACCESSOIRES

### HIGH MARGIN, >100%

Helmets, locks, chargers, bags and customization kits. Branded under the new brand 'Phatty' for both our own e-steps and third party branded e-steps.



## CERTIFIED PARTS

### RECURRING REVENUE, LOCK-IN EFFECT

Tires, chargers, and other RDW-certified replacement parts. Strong recurring revenue stream as customers are required to use certified parts, with significant margins (e.g. € 5.-tire » € 30.- retail).



## SERVICE & REPAIR

### COST-COVERING, UPSSELL POTENTIAL

Warranty claims currently ~10 – 15%, expected to drop below 5% with the certified model. Repair operations priced to cover warranty costs; upsell opportunities in non-warranty repairs and part replacements.



# Go to market model

*For business-to-business (B2B) and business-to-consumer (B2C) markets*

## INBOUND

*Low CAC, scalable, high margins*

- ▶ E-commerce (7EVEN webshop, SEO, SEA, social ads, reviews & tests)
- ▶ Marketplaces (Amazon, Bol.com, etc.)
- ▶ Retail walk-in customers (Mediamarkt & others)
- ▶ Community & after-sales » loyalty, service, repeat purchases
- ▶ Leads through marketing content, PR, brand reputation
- ▶ Digital channels

## OUTBOUND

*Predictable pipeline, faster traction in B2B & partnerships*

- ▶ Retail promotions in partner stores
- ▶ Offline campaigns (events, sponsoring, flyers)
- ▶ Direct sales & channel partnerships (distributors like Kruitbosch & direct sales like Mediamarkt)
- ▶ Industry events & fairs (prospecting and networking)

# Product line roadmap



**GOOD** € 899,-\*

*Blueprint done, first sample in build*

- Market potential: 30–50k units (low-price driver)
- FOB price ~ \$ 250.-
- Launch date: Summer 2026



**BETTER** € 1.299,-\*

*Blueprint, sample and TUV testing done (currently at RDW)*

- Market potential: 5–10k units (first in market).
- FOB price ~\$ 370.-
- Launch date: March 2026



**BEST** € 1.999,-\*

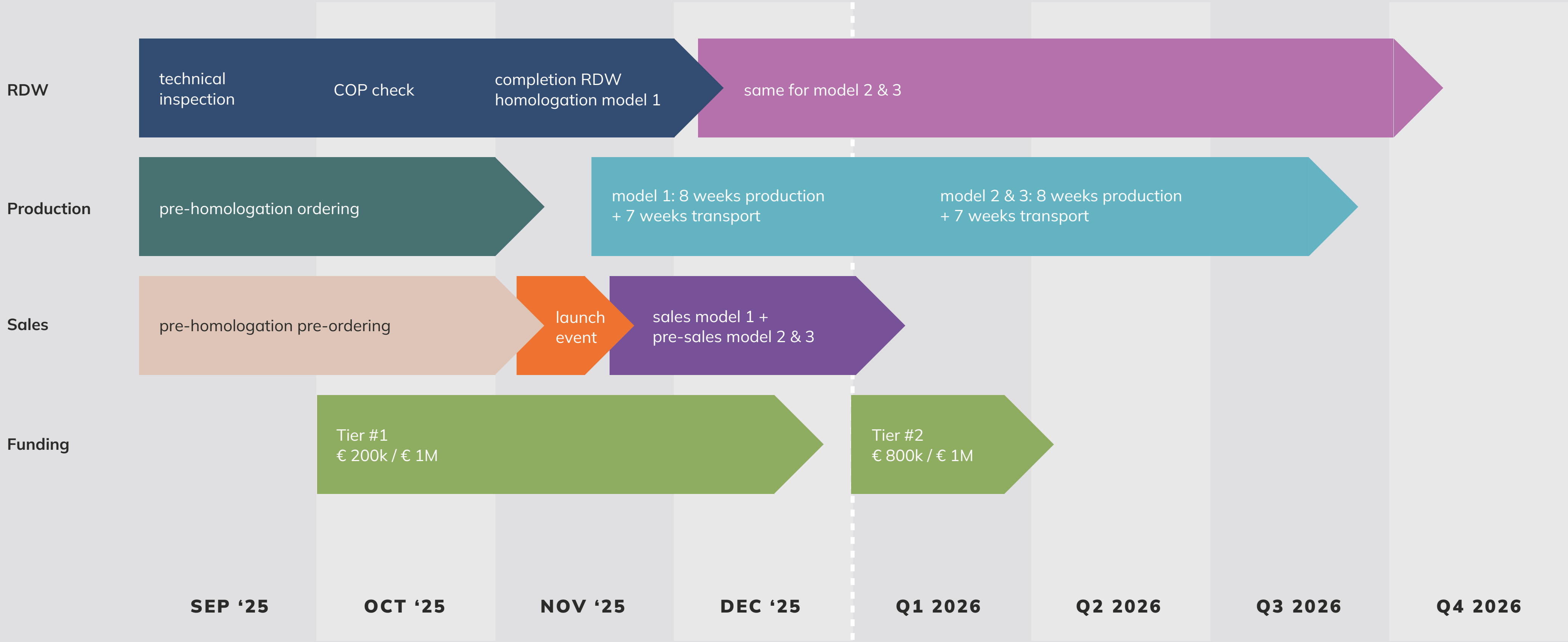
*Kaabo Mantis, sample ready. Awaiting potential RDW add-ons*

- Market potential: 3–5k units (premium model)
- FOB price ~\$ 650.-
- Launch date: Summer 2026



\* INCLUDING VAT

# Roadmap



# The team



**MIKE REED**

**CEO & FOUNDER**

- Seasoned serial entrepreneur, 30+ years in consumer electronics & mobility
- Trend spotter, deal maker and product innovator in urban mobility
- Founder of PRO-mounts International, scaled across EU & US
- 7+ years in e-steps, expertise in China sourcing & product development



**DENNIS LIMBURG**

**HEAD OF SERVICE & OPERATIONS**

- Technical lead with extensive experience in Service & Repair of e-mobility products
- Skilled in building and scaling after-sales networks
- Strong problem-solving mindset, ensuring high customer satisfaction



**DAVIN REED**


**DIGITAL & SALES SUPPORT**


- Specialist in e-commerce, online marketing and website management
- Responsible for digital channels and internal sales processes
- Supports customer engagement and reseller relations



# Financial forecast 2026

## MODEL 'GOOD'

 5,750 UNITS

 € 3,02 M REVENUE

## MODEL 'BETTER'

 6,335 UNITS

 € 5,38 M REVENUE

## MODEL 'BEST'

 1.200 UNITS

 € 1,41 M REVENUE

*Total revenue 2026 » € 9,81 M*



# The ask



*We are raising € 200,000.- seed capital to accelerate our market entry and scale operations.*

## USE OF FUNDS

- ▶ **Sales Costs – € 47,500.- (24%)**  
POS materials, dealer onboarding, B2B reseller event
- ▶ **Marketing – € 47,500.- (24%)**  
Social media & Google SEM, dealer portal/website, photo & video
- ▶ **Development – € 105,000 (52%)**  
TUV/RDW testing & certification, COP advisory, factory visits

## KEY TERMS

- ▶ Detailed terms are included in our financial model
- ▶ Final structure to be discussed directly with investors during conversations
- ▶ Total raise: € 1M in two rounds — € 200k seed (convertible loan, now) followed by € 800k growth round (equity, 2026).

# Key reasons to invest

*From 1,200 units profitable to Dutch market leader*

- ▶ The Dutch e-step market is a first-purchase market, unlike e-bikes and international e-steps which are now largely replacement markets
- ▶ The biggest e-mobility revolution in the Netherlands in 25 years, following the rise of the e-bike
- ▶ A unique opportunity to secure market leadership in a brand-new, regulated segment
- ▶ Market dynamics are shifting: e-bikes and mopeds are mature; retailers urgently seek new growth categories
- ▶ With RDW certification as the EU benchmark, Dutch e-steps are expected to become the new EU-wide standard within 2–3 years

#### Strategic Exit Potential:

- Ideal acquisition target for groups like Accell or Pon who are seeking for alternative revenue streams and alternative products
- Sharing economy companies re-entering mobility space with E-step know-how
- Automotive dealer groups expanding into bike/E-step retail for synergies



# Our shop

*Knowledgeable  
and motivated  
service centre*

- 350 m<sup>2</sup> experience centre
- Centrally located in Mijdrecht (10 min. from Amsterdam / 20 min. from Utrecht)
- Demo / test drive opportunities



**ZEVEN** ⚡

# Thank you

7EVEN B.V.

Mike Reed – CEO & Founder

## CONTACT

[investors\[at\]7evenrides.nl](mailto:investors[at]7evenrides.nl)

[www.7evenrides.nl](http://www.7evenrides.nl)

+31 6 55 134 140

[linkedin.com/in/pinkuin/](https://www.linkedin.com/in/pinkuin/)

## ADDRESS

7EVEN B.V.

Rendementsweg 12a

3641 SK Mijdrecht

The Netherlands

Visit our showroom in Mijdrecht

Experience the future of mobility

