7EVEN

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



INVESTMENT DECK • SEED ROUND TIER #1

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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



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





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

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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

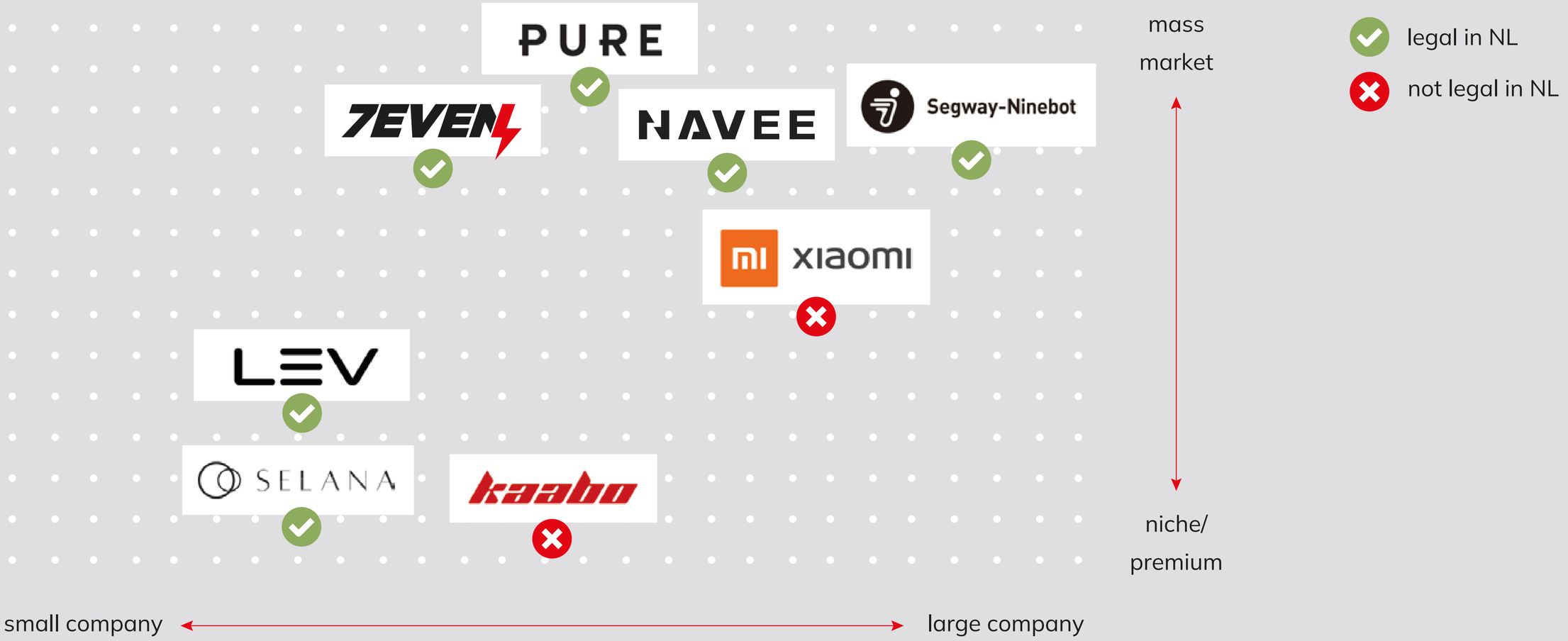
- Belgium (10M pop.): 60,000 – 80,000 e-steps sold annually
- Netherlands (18M pop.) » potential market ~100,000 units annually
- Supporting context: 453,000 e-bikes sold in NL in 2023 (56% of all bicycles)

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



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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
OCT ‘26	RDW issues the official ‘LEGAL’ certification



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, UPSELL 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 **€ 599,-***

Blueprint done, first sample in build

- Market potential: 30–50k units (low-price driver)
- FOB price ~ $ 250.-
- Launch date: June 2027



BETTER **€ 849,-***

Blueprint, sample and TUV testing done (Fully RDW Certified)

- Market potential: 5–10k units (first in market).
- FOB price ~$ 370.-
- Launch date: March 2027



BEST **€ 1.999,-***

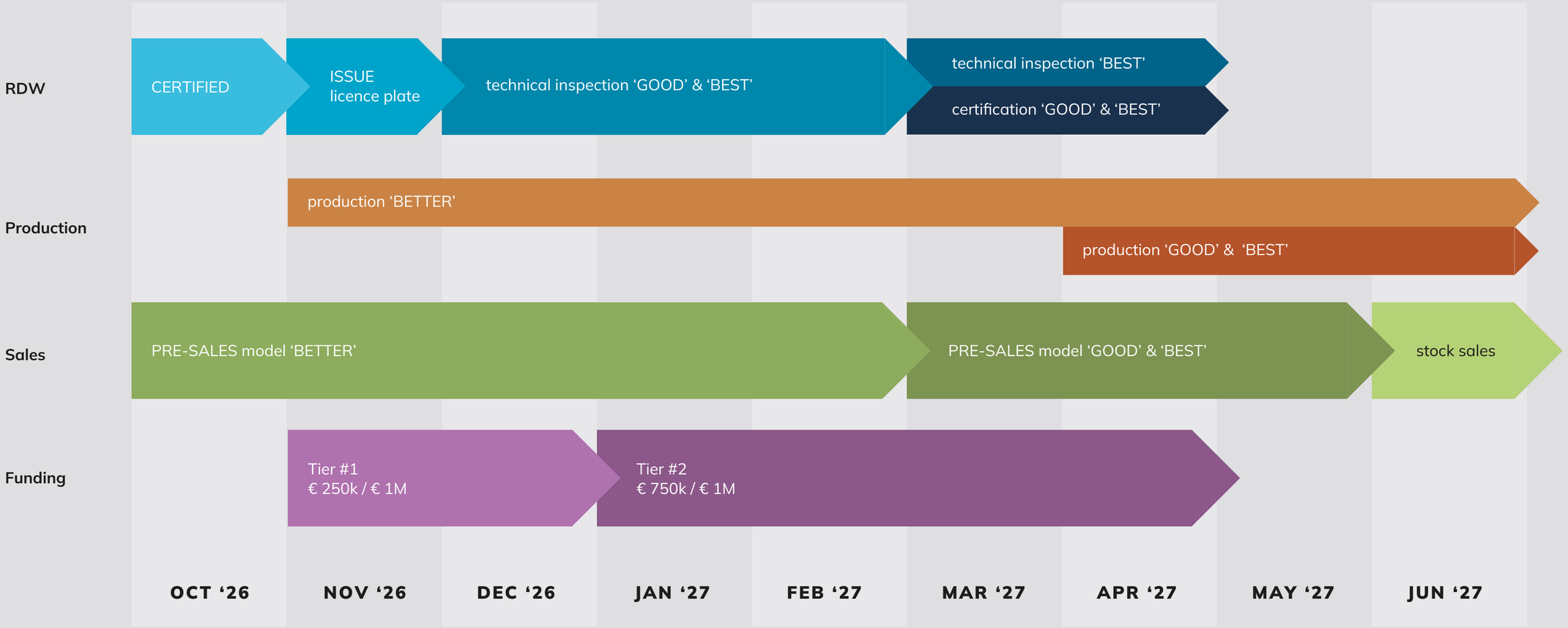
Kaabo Mantis, sample ready. Awaiting potential RDW add-ons

- Market potential: 3–5k units (premium model)
- FOB price ~$ 650.-
- Launch date: June 2027



* INCLUDING VAT

Roadmap


RDW
CERTIFIED
ISSUE
licence plate
technical inspection ‘GOOD’ & ‘BEST’
technical inspection ‘BEST’
certification ‘GOOD’ & ‘BEST’
Production
production ‘BETTER’
production ‘GOOD’ & ‘BEST’
Sales
PRE-SALES model ‘BETTER’
PRE-SALES model ‘GOOD’ & ‘BEST’
stock sales
Funding
Tier #1
€ 250k / € 1M
Tier #2
€ 750k / € 1M
OCT ‘26
NOV ‘26
DEC ‘26
JAN ‘27
FEB ‘27
MAR ‘27
APR ‘27
MAY ‘27
JUN ‘27

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 2027

MODEL ‘GOOD’	MODEL ‘BETTER’	MODEL ‘BEST’
3,645 UNITS	**4,505** UNITS	**1.000** UNITS
€ 1,44 M REVENUE	**€ 2,39 M** REVENUE	**€ 1,24 M** REVENUE

Total revenue 2027 » € 5,07 M



The ask

We are raising € 250,000.- seed capital to accelerate our market entry and scale operations.

USE OF FUNDS

- **First Container - € 150,000 (60%)**
  Order FCL (440 pieces)
- **Sales Costs – € 25,000.- (10%)**
  POS materials, dealer onboarding, B2B reseller event
- **Marketing – € 50,000.- (20%)**
  Social media & Google SEM, dealer portal, photo & video

Development – € 25,000 (10%)
TUV/RDW testing & certification model GOOD & BEST

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 — € 250k seed (convertible loan, asap) followed by € 750k growth round (equity, 2026) for stock continuity

Key reasons to invest

- 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

- 250 m^2 experience centre
- Centrally located in Mijdrecht (10 min. from Amsterdam / 20 min. from Utrecht
- Demo / test drive opportunities



Thank you

7EVEN B.V.
Mike Reed – CEO & Founder

CONTACT

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Visit our showroom in Mijdrecht
Experience the future of mobility

