Hello,
Fond du Lac

BIRD

2021

What is Bird?

Bird is a last-mile, stand-up electric vehicle sharing company dedicated to bringing affordable, environmentally-friendly transportation solutions to communities everywhere.
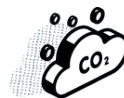
Our mission is to get people out of cars and:

Solve the last-mile problem and connect more residents to transit options.

Reduce congestion and over-reliance on cars

Improve air quality and reduce GHG emissions

Improve the overall quality of life in cities

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How it works

Using the Bird smartphone app, riders find the
closest Bird scooter on a map, unlock it and
complete the safety tutorial to start their ride. It
costs $1 to start, then a per minute fee.

1 FIND BIRDS ON THE MAP

2 SCAN QR TO BEGIN RIDE

3 WATCH SAFETY TUTORIAL

4 ENJOY THE RIDE!

The Vehicle

BirdZero

Braking	Drum Brake + Regenerative Brake
Lights	Front/Rear LEDs
Weight	44.66 lbs.
Speed	15MPH
Range	30 Miles (2 days on a full charge)

Bell

Brakes

Front light

Wireless tech
With bluetooth, GPS, and speed governor

Solid tires
Withstand a variety of ground surfaces

Unique ID

Integrated digital display
Lets riders easily check their speed and the battery level of their Bird

Longer lasting battery
Improves communication between a Bird and the app

Decal
Logo, safety tips, toll-free #, website

Kickstand

Large brake lights
Increase vehicle visibility to help keep riders safe

Low center of gravity
Provides a smoother riding experience

Wide riding deck
Allows for a more comfortable ride

UNIQUE ID
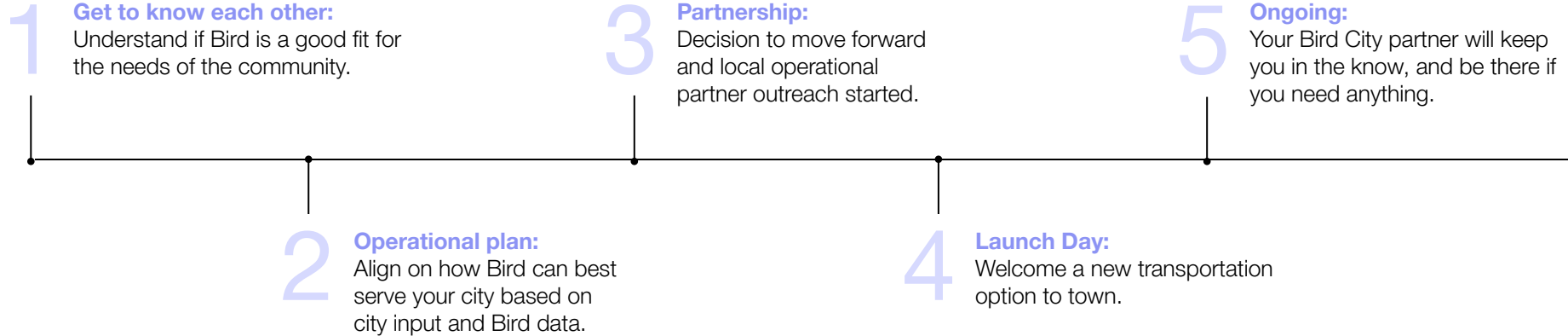
8JHAK

SAFETY DECAL

Ride Safely

Helmet Required
License Required
No Riding on Sidewalks
No Double Riding
18+ Years Old

HELLO@BIRD.CO
1·866·205·2442

Our Approach

We partner closely with cities to design solutions

that work for our communities at **no cost**.

1
Get to know each other:
Understand if Bird is a good fit for the needs of the community.

2
Operational plan:
Align on how Bird can best serve your city based on city input and Bird data.

3
Partnership:
Decision to move forward and local operational partner outreach started.

4
Launch Day:
Welcome a new transportation option to town.

5
Ongoing:
Your Bird City partner will keep you in the know, and be there if you need anything.

Our Approach

We work with a local entrepreneur from the community to manage the fleet on the ground, and in exchange they earn money on each ride.
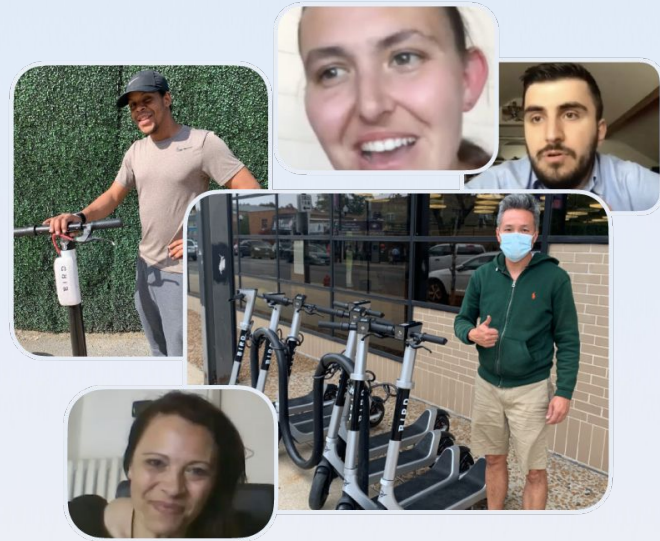
How cities benefit:

Local Touch:

- ✓ Deep community ties, local pride, and fast issue resolution

- ✓ Nuanced knowledge of where to deploy

- ✓ Economic Opportunity

Backed by the Industry Leader:

- ✓ World-class technology & compliance tools

- ✓ Operational know-how

- ✓ Industry's Safest Vehicles

> " I like being my own boss, the flexibility of setting my own schedule and being able to hire my nephew because he also needed a job. I also like being part of the growing micromobility industry. It's in line with my values regarding city transportation solutions.
>
> *- Mark, Azbri Productions, Nashville* "

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The Local Impact

56%

of rides connected to a local businesses

$70k+

Average take-home Fleet Manager pay.

$1,100

Per scooter add'l spending at local businesses over 6mo

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Technology

World class innovative solutions designed for cities
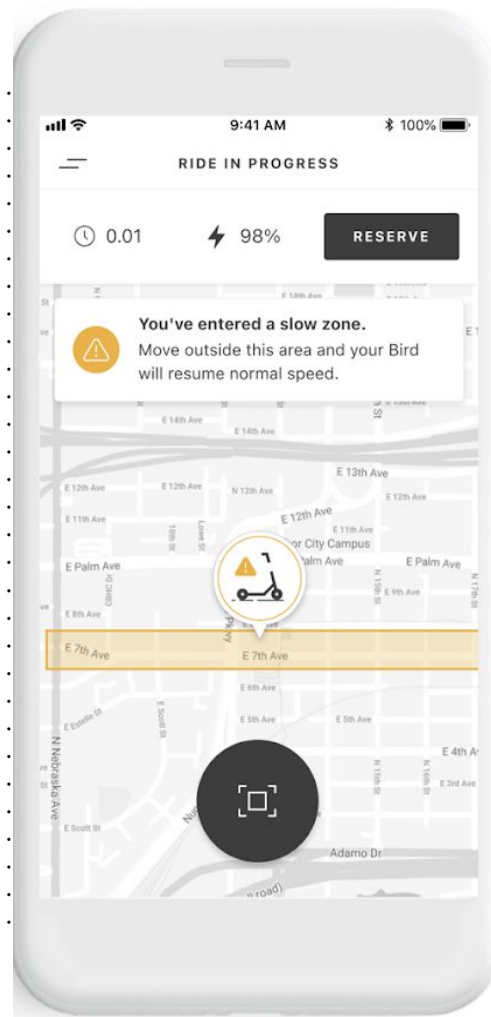
Geo-fencing and Geo-Speed

Control where and how the vehicles are used

Helmet Selfie

An industry-first feature that promotes safety and encourages riders to wear a helmet.

Parking Management

Bird offers a comprehensive suite of parking tools that bridges the gap between technology and infrastructure by both directing and incentivizing riders to park in city-designated areas.
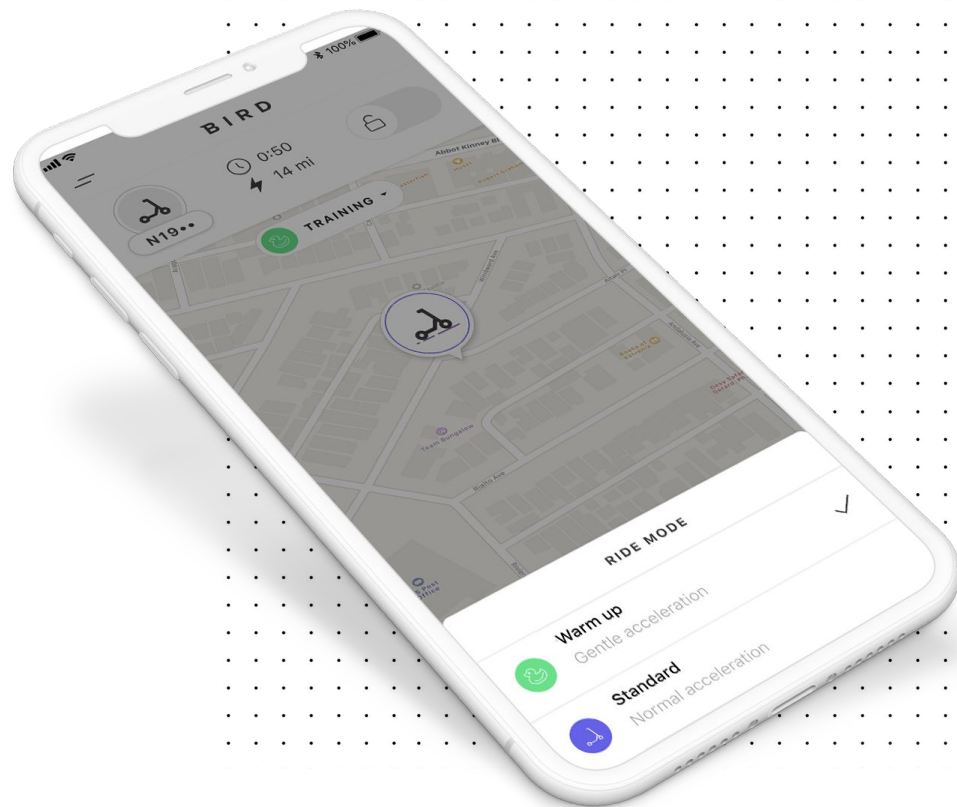

BIRD

Leading the way on
innovative solutions for cities

Warm Up Mode

This feature offers a gentle acceleration profile that helps users learn to ride safely and confidently.

Quick Start

An industry-first feature that automatically detects when a Bird is within range and offers riders the opportunity to unlock it with the tap of a button.

Thank you
Email: hello@bird.co