



Hello, Marshall

2021





What is Bird?

Dockless electric micro-mobility vehicle sharing company.

Our mission is make cities more livable and bring communities together by providing an affordable, environmentally-friendly transit alternative.



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



Reduce congestion and over-reliance on cars



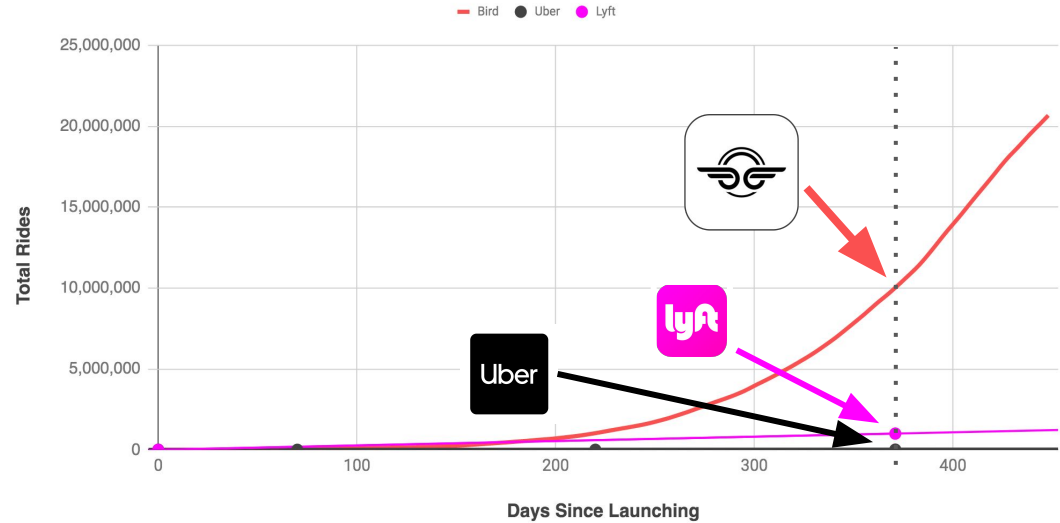
Improve air quality and reduce GHG emissions



Improve the overall quality of life in cities

How It Started

- Founded in 2017 Bird saw instant success and popularity.
- Over 10 Million rides within the first year.
- Fastest company to reach 1B valuation.
- Currently live in 150 cities globally.
- Quickly learned what to do and what not to do.



How it works

New riders must download the Bird app, sign our user agreement, verify their age (18+), add a credit card, and go through educational tutorials.



1

**FIND BIRDS
ON THE MAP**

2

**SCAN QR TO
BEGIN RIDE**

3

**WATCH SAFETY
TUTORIAL**

4

**ENJOY THE
RIDE!**

The Dockless Model

Riders follow local rules (like a bicyclist would).

Users ride anywhere within the designated 'operating zone'.

Follow prompts on the app and park in the 'furniture zone' out of the way of pedestrians and ensuring ADA compliance.

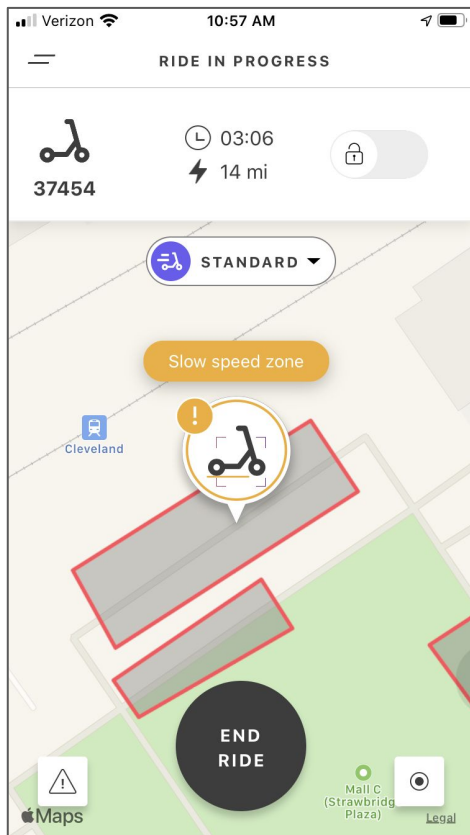
Vehicle waits for next rider or is moved by the 'Fleet Manager'





Slow zone

When riders enter a planned slow zone (e.g. a crowded area) they are notified by a vehicle sound and in-app notification before their vehicles safely reduce speed.



Slow Zone

No-ride zone

When riders enter a designated no-ride zone, vehicles will safely slow to a complete stop. Riders are notified by a vehicle sound and an in-app notification.

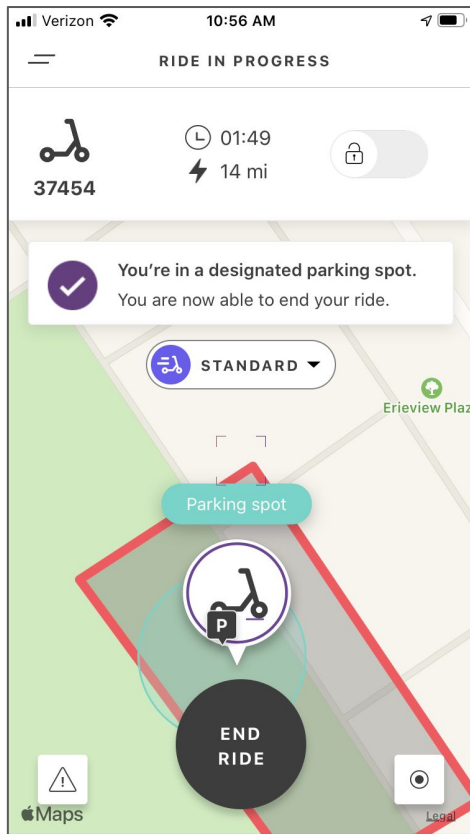


No Ride Zone



Parking zones

Bird can create designated parking zones within the app. If riders are not within a set zone they'll be directed to a nearby area where parking is permitted.



Parking Zone

Photo Proof

At the end of the ride, all riders are required to verify their vehicle is upright and parked properly.



End of Ride Photo

Equitable Pricing Options

Standard Pricing

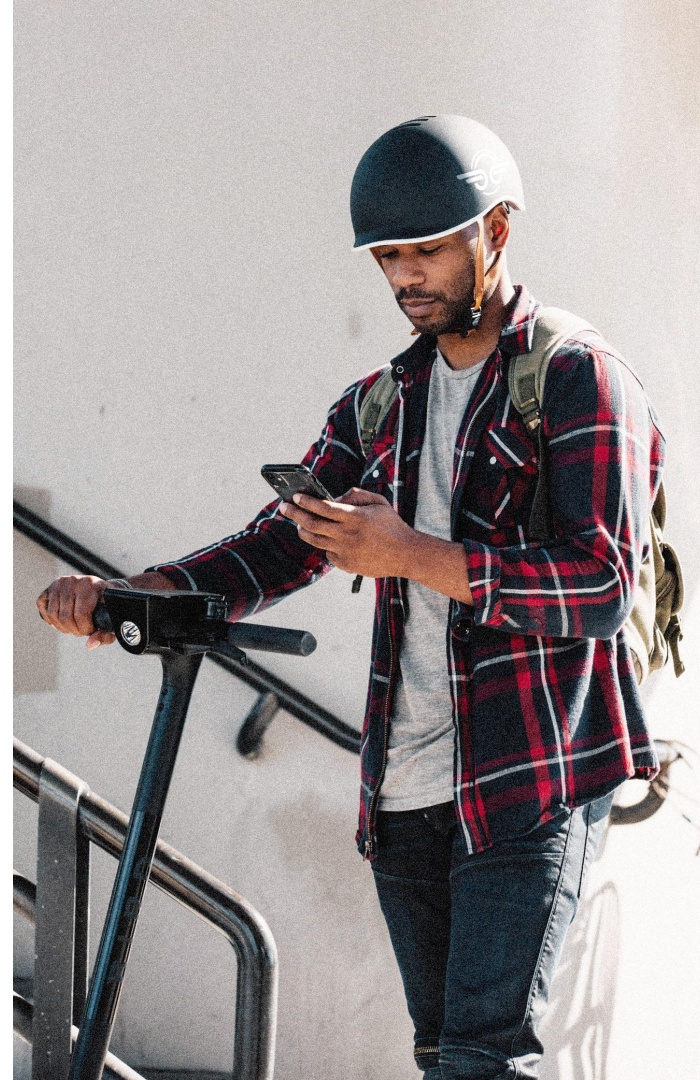
\$1+ a per minute fee. Averaging ~\$5 a ride.

Bird Access

Discount program available to low-income riders for those who are enrolled or eligible for a government assistance program.

Community

Discount program available to veterans, senior citizens, healthcare workers, students with grants, and select community groups.



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)



UNIQUE ID



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



Technology

World class innovative solutions designed for cities

Geo-fencing and Geo-Speed

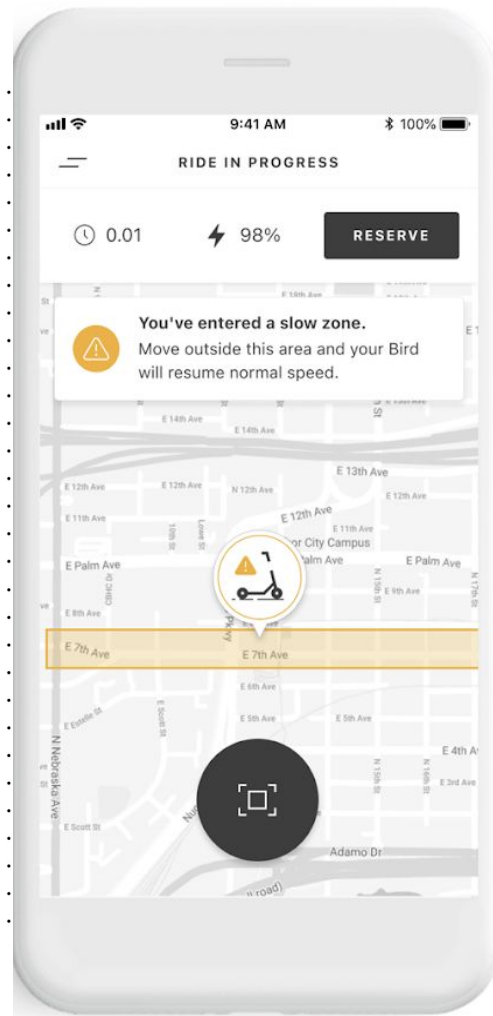
Control where and how the vehicles are used

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.



Fleet Manager

Contract with a local who is responsible for the assigned fleet including charging, repairs, and various performance tasks.

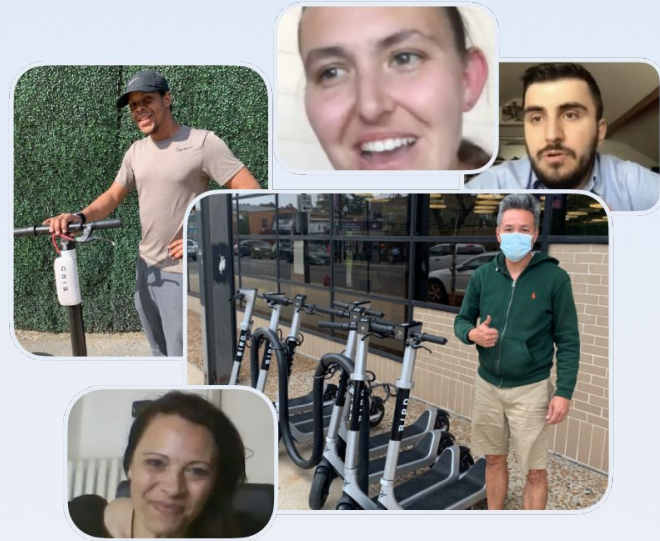
The winning combination:

Local Touch:

- ✓ Deep community ties, and local pride/knowledge
- ✓ Fast issue resolution
- ✓ Economic Opportunity
- ✓ No abandoned scooters
- ✓ Aligned incentives

Back by the Industry Leader:

- ✓ World-class technology & compliance tools
- ✓ Operational know-how
- ✓ Industry's Safest Vehicles
- ✓ Zero startup cost to Fleet Manager or City!



“

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.

- Mark, Azbri Productions, Nashville

”

Addressing Clutter Concerns

Bird's future relies on properly integrating dockless micromobility into our society



Make Space

Stencil a parking zone as a visual marker for riders.

Educate Riders

In-app tutorials and notifications remind and teach riders how and where to park.

Nudge Desired Behaviors

Bird requires the user to take a picture of where they parked. Frequent banners and instructions.

Discounts & Rewards

Give a reward when users park correctly.

Leverage Data

Harnessing the power of our data for smart city planning and operations

Marshall Proposal

- ✓ **# of Vehicles:** 50-75
- ✓ **Fleet Managers:** 1
- ✓ **Key staging areas:** Main St. SMSU
Campus, Parks, etc.
- ✓ **Prohibited Areas:** TBD
- ✓ **Launch Date:** ASAP





Thank you

