



SAFE ADVANCED AFFORDABLE

Lightweight Portable Personal EVs



we believe that in an inclusive society, electric wheelchairs are not a privilege only the wealthy and well insured can afford



John DeBenedette
CEO

500M
(with lesser mobility impairments)

CAN USE

80M

MUST HAVE
PWD
(restrict to a seated position)

LESS THAN 1M
power produced

ONLY 6.5M
manual produced

WHO ARE WE?



John DeBenedette
Co-Founder & CEO



- 35 years in tech, including 20 years hands-on executive leadership building startups
- Formerly CTO & CCO at INTTRA, SaaS container shipping platform acquired by E2Open in 2018, and CEO at WIN, SaaS platform & mobile app used by 7,000 SME in logistics
- Former TIACA Board Member (The International Air Cargo Association)



Dr. Clarence Tan
Co-Founder & CVO

- Global Ambassador/Board Advisor at OpenExO
- Adjunct Professor at Bond University & Griffith University,
- Former APAC Singularity University Ambassador
- Founder, Bond Wireless, CEO, Austanco Pty Ltd, P.E. and founding member, Gold Coast Angel Investors Group



Wei Wen Jing
Design & Engineering

- 25 years in product design, engineering, and production
- Worked on early two-wheel and unicycle rideable EVs
- Master designer & engineer with deep experience in motor control, embedded systems, product design and production engineering



Lynn Wei
Software

- 10 years embedded systems development in consumer electronics and rideable EV products



Prawwaree Paonil
Marketing

- 7 years in creative, communication and marketing agency experience with a solid track record of account and project management for major global brands
- 5 years digital design, game and UX/UI

INTRODUCING abby

SAFE, ADVANCED, AFFORDABLE POWERED MOBILITY



LIGHTWEIGHT & PORTABLE

Quick Release | Folds in Seconds | Light Weight

UNLIMITED RANGE

Quick Change and Compact Battery | Extend Range

INTELLIGENT ROBOTICS

Hands-free Doorway Assist | Obstacle Detection | Follow mode

DAILY LIFE CONVENIENCE

Armrests rotate for easy transfers | Reverse camera

3 IN 1 VERSATILITY

Manual | Power Assist | Powered

IoT & MOBILE APP CONNECTIVITY

Service Maintenance | Personalize | Social & Community

CONNECTIVITY MAKES **ABBY** A PLATFORM

PROBLEM | SOLUTION |

OUR APPROACH

CONCENTRATED

75%

CONTROL BY 6 BRANDS

LEGACY TECHNOLOGY
NO COMPETITION



ADVANCED
TECHNOLOGY

OUTDATED

3

DRIVE CONTROL SUPPLIERS

NO PRODUCT
DIFFERENTIATION



PERSONAL EV
NOT A
MEDICAL DEVICE

PRICES INFLATED

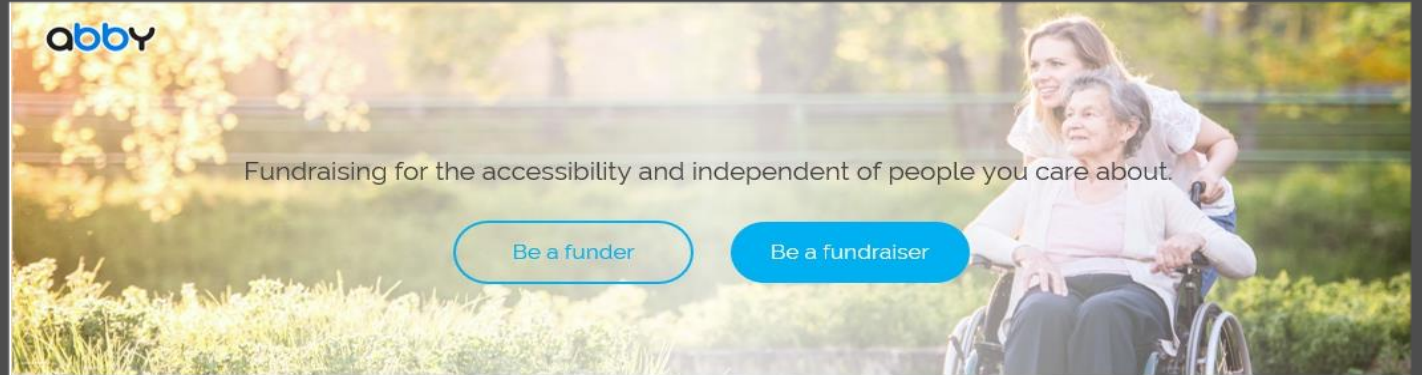


PRODUCT RATIONING

NO VOICE OF THE
CUSTOMER



SELL DIRECT B2C
NOT HEALTHCARE
THIRD-PARTY
PAYORS



ABBY Fundraisers

Sort by **All** ▾



Help us for our mom

By Mark K.

Hi everyone, I am reaching out to anyone who's reading this. Help us. [See more...](#)

\$1,516 raised of \$2,000



I want to be independent

By Jane F.

It was around 13 years ago when this all started. I was in 3rd year High. [See more...](#)

\$453 raised of \$2,000



Bob needs your help!

By Bobby W.

Dear Friends, As some of you may know I have been in my wheelchair for... [See more...](#)

\$937 raised of \$2,000



Teacher on the chair

By Adrian L.

I am Adrian [Linson](#), 48 years old teacher from Texas, I am suffering from ... [See more...](#)

\$1,827 raised of \$2,000

- ✓ Digital Marketing Building Awareness & Community to Pre-Order Deposit Conversions
- ✓ Pre-Order Customers Can Create Product Purchase Crowdfunding Campaigns
- ✓ Crowdfunding Customers Can Opt-In To Sitewide Listing - A Destination For Giving

EARLY TRACTION

16.2k

Engagement



1,017

Subscribers



11.9%

Conversion Rate



2

Pre-Orders



Proof of
Concept

Brand
Awareness
& Subscribe

Pre-Order
Campaign

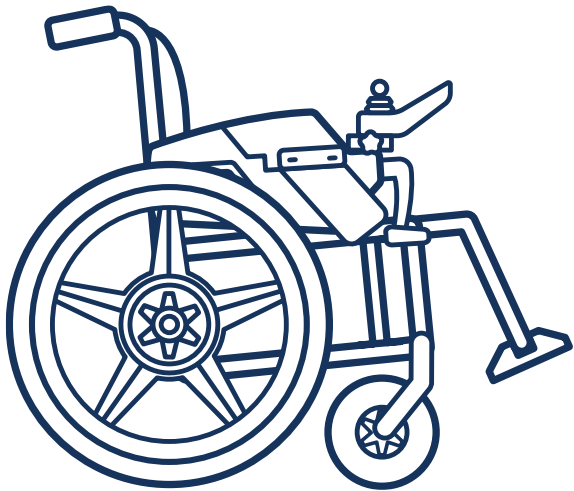
Crowd Funding
Campaign

Production
& Deliver

User
Story

OUR BASE PLAN

5 YEARS PLAN



50,000
Units in 5 years



Social Impact



Scalable Growth



Attractive ROI

	ANGEL (\$0.75M SAFE)	SEED (\$1.5M SAFE)	GROWTH (\$1.5M EQUITY) ^z		
Forecast (Units)	Y1	Y2	Y3	Y4	Y5
Sold	125	1,250	5,000	12,500	31,250
Price	2,000	2,100	2,205	2,315	2,431
Cost	800	768	745	738	730
P&L (\$,000s)					
Revenue	255	2,675	11,234	29,490	77,413
Cost of Goods	104	1,001	3,888	9,616	23,795
Gross Profit	151	1,674	7,347	19,875	53,618
%	59%	63%	65%	67%	69%
Net Profit	(1,091)	(1,031)	1,213	5,727	20,341
%	-428%	-39%	11%	19%	26%
Average FTE	9	16	29	55	114

NOW (DIGITAL LAUNCH & ORDERS) \$0.75M

Tooling & Molds, Third-Party Tests, Optimize Marketing, Production Plan for 500 Pre-Orders

Q1-2021 (FULFILLMENT / CSAT) \$1.5M

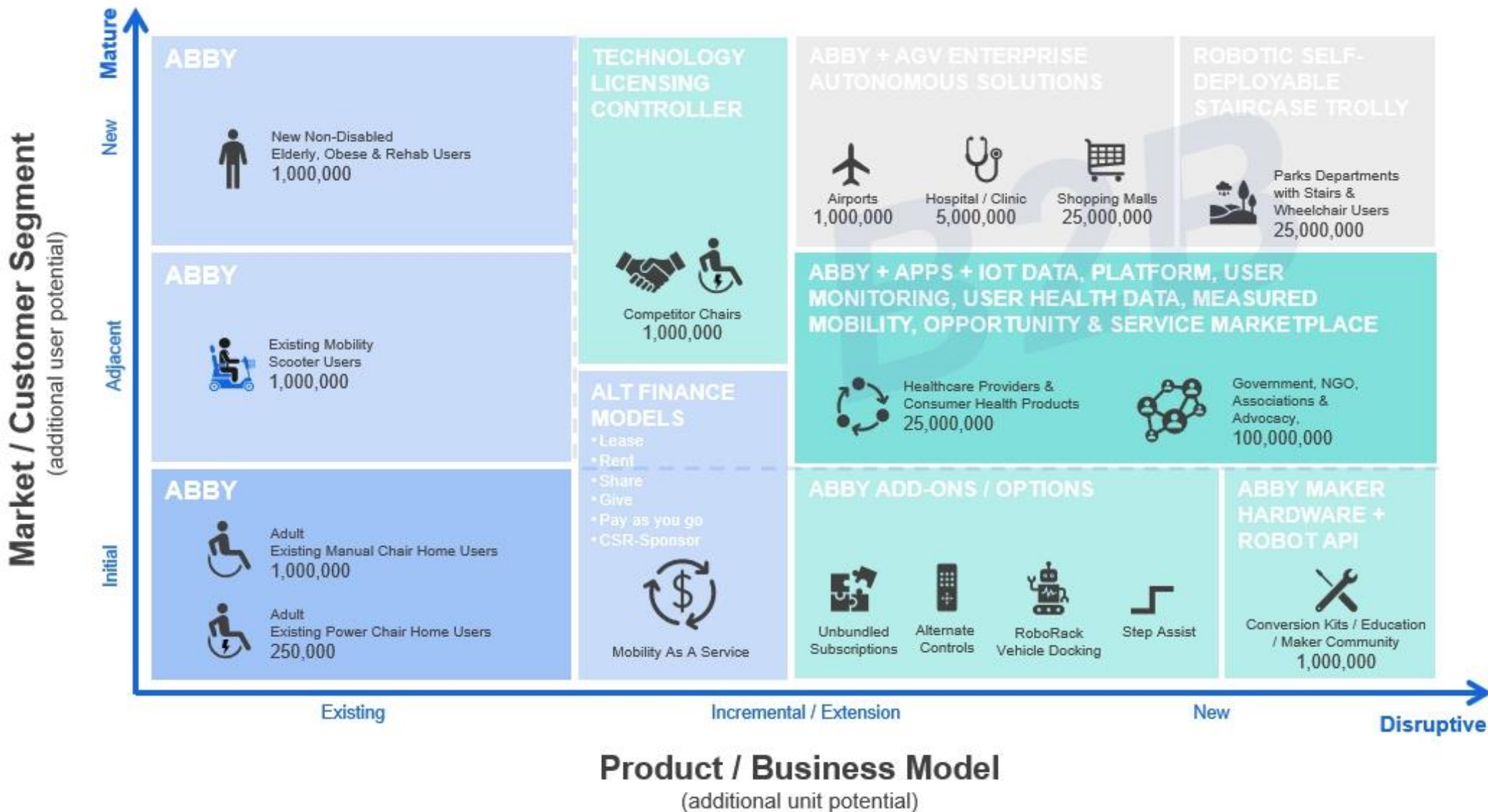
App, Production, Launch Marketing, Stand-up AU/US Field Orgs & Service, Systems (ECPRM), Legal (1500 Paid & Shipped, CSAT)

Q1-2022 (OPTIMIZE & SCALE) \$1.5M

Growth, Scalability, Optimize, Expand, Cash Positive, IP, ISO-13485

UPSIDE

OPTION VALUE



Existing Roadmap


Software & Platform opportunities

Broad spectrum of adjacencies


JOIN US!

THANK YOU

contact

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 +66 81 658 7338

 [john.debenedette](#)

 [Calendar](#)

WHY

Because powered mobility will remain a privilege only the wealthy or well-insured can afford, **until the status quo is disrupted**

HOW

Develop **affordable powered products**, bypassing the innovation and process constraints that plague the incumbent industry and inflate prices

Market, sell and distribute **directly to users**, rejecting the premise that electric vehicles are medical devices, to be prescribed as though reduced mobility were a sickness

WHAT

WHY NOW

In the post-COVID reality, **healthcare payments** are unlikely to sustain even the current level of powered device revenues, highlighting the urgency to reject the perverse incentive to sell overpriced “medical devices” to third-party payors who **ration them for a profit**

Introducing

abby

A new Lightweight, Portable, Personal EV that is
Safe, Advanced, and Affordable

Groundbreaking New Product

Intelligent Robotics + Performance/Range + Portable + IoT & App Connect

2-Years Research & Development	\$0.75M Invested (Founders)	4 Prototype Iterations
--	---------------------------------------	----------------------------------

Booming Market

Served by an Industry Ripe for Disruption

\$7.5B

Market Value 2019

17%

CAGR Forecast To 2026

5-Year Plan (base case)

Attractive ROI + Social impact + Option Value

50,000

Units Sold
(cum.)

\$75M

Revenue
(in Yr. 5)

\$20M

Profit
(in Yr. 5)

Funding & Terms

PRE-SEED

\$750,000 SAFE,

Note or RBI

USES

- Molds / tooling / packaging design
- Pre-launch marketing / product purchase crowd fund microsite
- Complete & harden controller robotic drive & IoT shadowing
- Third-Party testing (product safety & serviceability testing)



OUR TARGET MARKET: USERS OF 3 TYPES OF DEVICE

(TWO POWERED + ONE MANUAL)



MANUAL
WHEELCHAIRS



POWERED
WHEELCHAIRS



MOBILITY
SCOOTERS

😊 PROs

- + Basic models are inexpensive
- + Range of specialized models available
- + Can be pushed from behind or user can self-propel if strong enough
- + Light and portable models available

- + Most effective type of device for independent mobility
- + Models suited to different levels of user need available

- + Less expensive than power wheelchairs
- + Medicare part-B eligible since 2005
- + Well suited to individuals able to walk at least short distance and step on/off
- + Differentiated appearance may reduce stigma concern

☹️ CONs

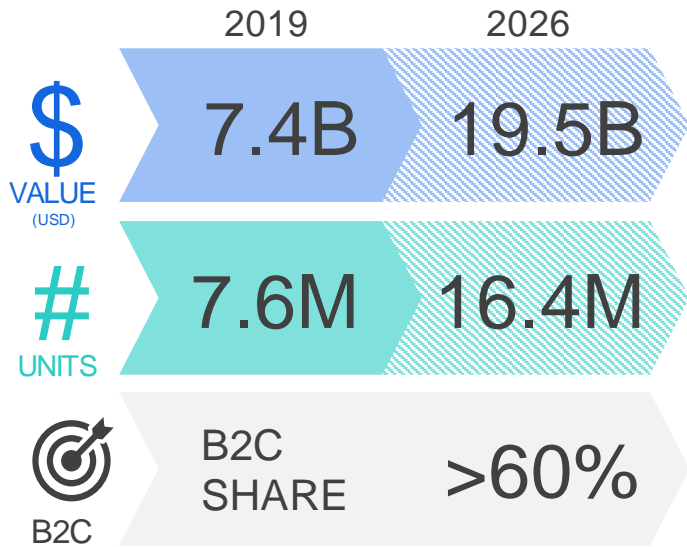
- Difficult for most people to use independently
- Incline or longer distances extremely difficult
- Long-term users prone to shoulder, elbow hand and wrist injuries

- Comparatively the most expensive
- Many are quite heavy, not capable of being self-propelled, extremely difficult to push from behind or transport, have limited range and recharge slowly

- Large turning radius, not very stable in turns, poor handling over uneven or loose terrain

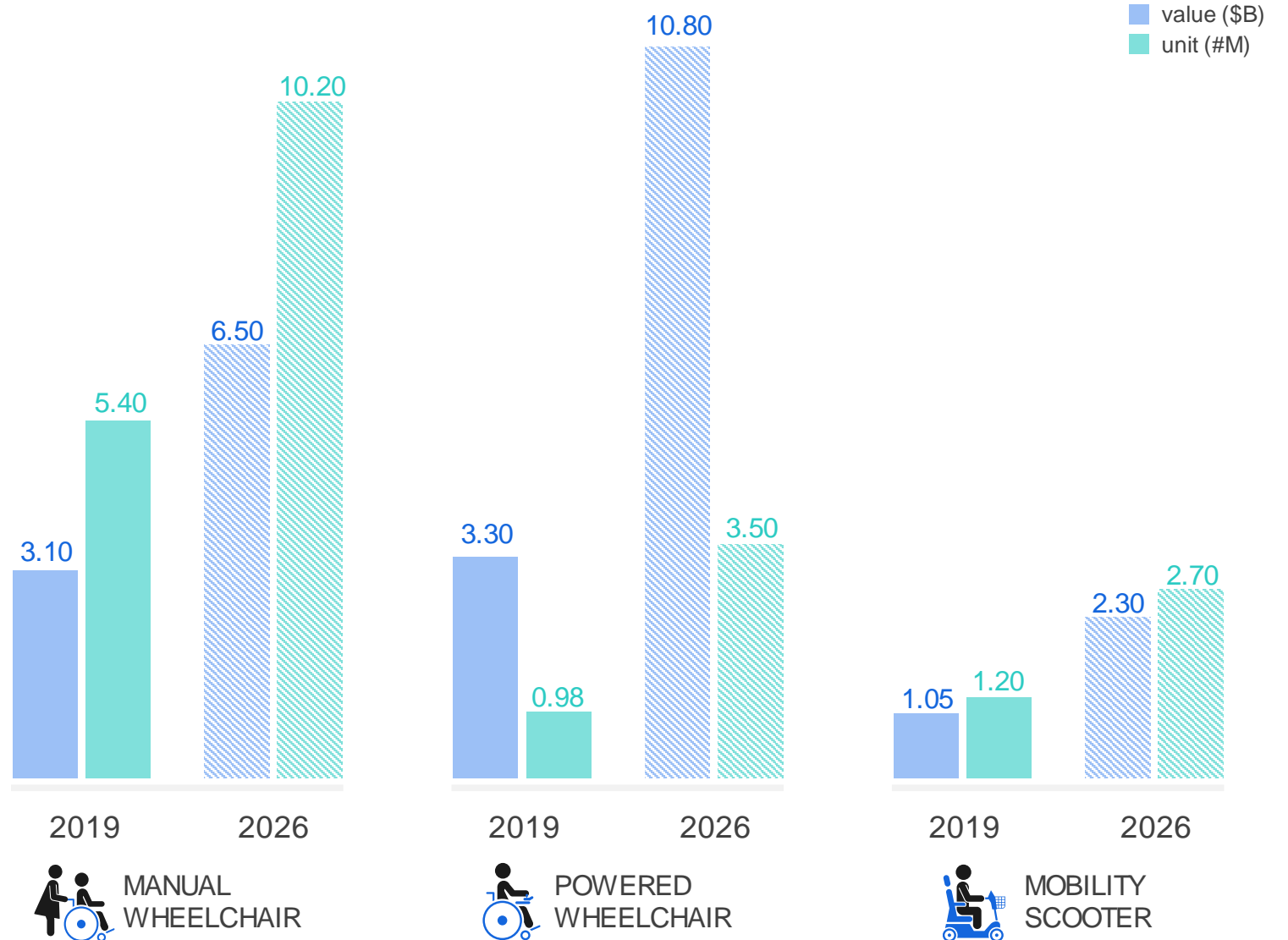
IS BIG & GROWING FAST

(\$7.4B IN 2019, \$19.5B FORECAST 2026¹)



Sustained
17-18%
CAGR forecast
through 2026

Powered
Wheelchair
share gain outpaces
expected price
decline



(pre-COVID)

INTRODUCING **abby**

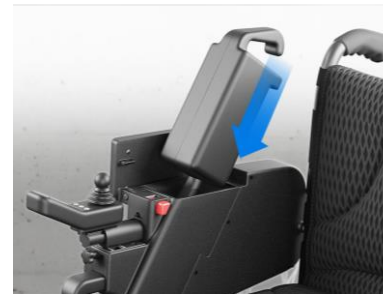
SAFE, ADVANCED, AFFORDABLE POWERED MOBILITY

LIGHTWEIGHT & PORTABLE



- Quick Release
Front casters, drive wheels, and anti-tips
- Folds in Seconds
X frame folds compactly without tools
- Light Weight
Total weight 25kg including the 12kg frame

UNLIMITED RANGE



- Quick Change Battery
Carry a spare, swap and recharge anywhere
- Compact
Battery weigh only 2.25kg
- Extend Range
5-6 hours indoors and 2-3 hours outdoors range.

INTELLIGENT ROBOTICS



- Handsfree
Save routes to drive autonomously
- Doorways Assist
Help pass through any narrow doorways
- Obstacle Detection
Stops safely to avoid stationary or moving obstacles



INTRODUCING **abby**

SAFE, ADVANCED, AFFORDABLE POWERED MOBILITY

DESIGNED FOR **DAILY LIFE**



- Remote Control
Call from a distance using a remote control
- Follow Mode
Follow behind or alongside a companion
- Rear Camera
Controller screen shows the rear camera view

ADJUSTABLE **ARMESTS**



Armrests adjust lower to fit under desks and tables and rotate and lock in the up position to clear the way to move in or out of the seat.

3EVs in 1



Manual



Power Assist



Powered



IT'S NOT A MEDICAL DEVICE – ITS AN EV

WITH TECHNOLOGY AT ITS CORE



Smart Controller & Mobile Application

A smartphone APP lets you personalize settings, add features, upgrade the controller software, interact with our service desk and other users.



Service & Maintenance



Badges & Achievements



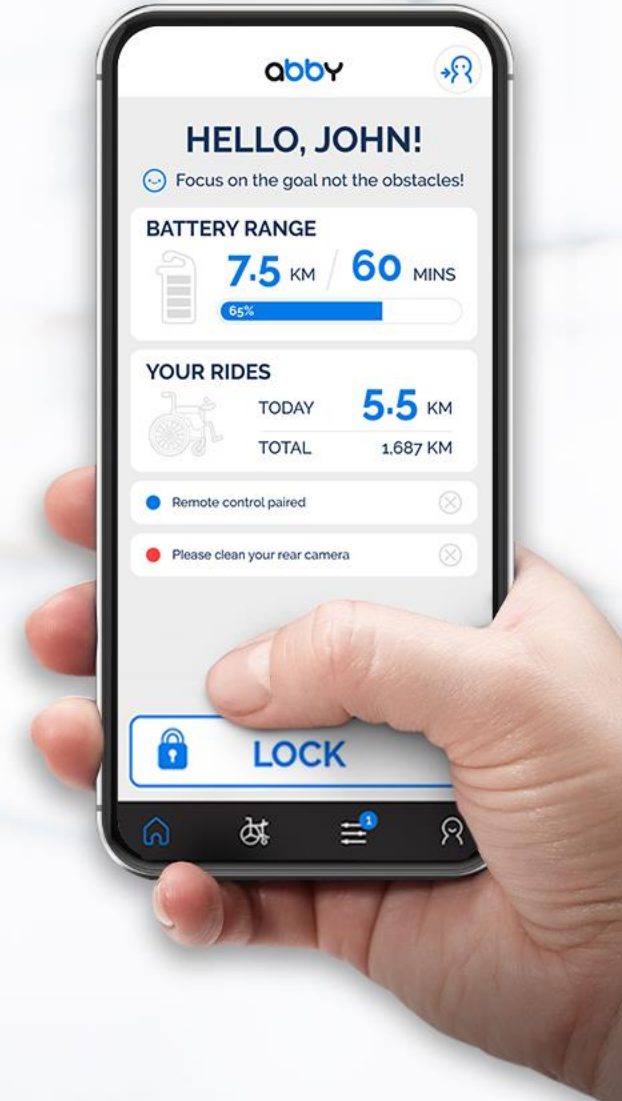
Personalize & Configuration



Social & Community



















































Personal Data Log



DESIGNED TO COMPETE

IN MULTIPLE CATEGORIES

	ABBY	SCOOTER	POWER CHAIR	TRAVEL CHAIR	NEW HIGH-TECH CHAIR	ALBER **
	 GOGOTECH ABBY	 Mobility Scooter Generic	 Sunrise Medical Quickie Q100R Invacare Fox	 Pride Mobility Jazzy Passport Karman Transit Go	 WHILL Model Ci SCEWO BRO	 Alber E-Fix
 LIGHTWEIGHT PORTABLE						
 QUICK-CHANGE BATTERY						
 MANUAL POWER ASSIST FULL ELECTRIC						
 INTELLIGENT ROBOTICS						
 IoT PLATFORM						
 AFFORDABLE						
\$\$ PRICE RANGE	~\$2,000	\$549 - \$2,999	\$1,499 - \$12,500	\$1,799 - \$2,999	\$5,199 - \$35,000	\$5,200 - \$6,000

ABBY vs...

- ✓ Our Unique Selling Proposition or Competitive Advantage

Manual

- ✓ Price
- ✓ 3 Chairs in One

High-Tech

- ✓ Advanced
- ✓ Lightweight / portable
- ✓ Price

Power

- ✓ Advanced
- ✓ Lightweight / portable
- ✓ 3 Chairs in One
- ✓ Price

Travel

- ✓ Advanced
- ✓ 3 Chairs in One
- ✓ Price

Alber

- ✓ Price

Scoters

- ✓ Advanced
- ✓ Lightweight / portable
- ✓ 3 Chairs in One
- ✓ Price
- ✓ Manoeuvrability

** Appendix

FINANCIALS & FUNDING

5 YEARS PLAN

	ANGEL (\$0.75M SAFE)	SEED (\$1.5M SAFE)	GROWTH (\$1.5M EQUITY)		
Forecast (Units)	↓ Y1	↓ Y2	↓ Y3	Y4	Y5
Sold	125	1,250	5,000	12,500	31,250
Price	2,000	2,100	2,205	2,315	2,431
Cost	800	768	745	738	730
P&L (\$,000s)					
Revenue	257	2,697	11,327	29,734	78,051
Cost of Goods	104	1,001	3,888	9,616	23,795
Gross Profit	153	1,696	7,439	20,118	54,256
%	59%	63%	66%	68%	70%
Product Development	390	678	1,156	1,877	3,705
	152%	25%	10%	6%	5%
Service & Fulfillment	55	437	1,598	4,051	10,294
	22%	16%	14%	14%	13%
Sales & Marketing	452	872	1,933	4,782	11,943
	176%	32%	17%	16%	15%
Administration	345	722	1,464	3,485	7,458
	134%	27%	13%	12%	10%
Net Profit	(1,089)	(1,013)	1,288	5,923	20,856
%	-424%	-38%	11%	20%	27%
Average FTE	9	16	29	55	114

NOW	\$0.75M
Operating & Working Capital for Initial Production	450
Production Prototypes (molds & tooling, QC, packaging design)	125
Digital (paid & agency fees, product purchase crowd fund microsite)	100
Completion & hardening of controller robotic drive software	50
Third-Party Testing (product safety & serviceability testing)	25
ENGAGEMENT & DEMAND CAPACITY TO PRODUCE 125 ORDERS)	
12-14 MONTHS OUT	\$1.5M
Key Hires & Operating	850
Mobile APP & IoT backend platform	50
Core Infrastructure (ECRPM, Supply Chain, Facilities)	25
US & AU Field Organization tip	275
Working Capital (increased production)	175
GA Launch Marketing	100
Corporate (Legal, Insurances)	25
TRACTION (500 SHIPPED, 1,000 NEW ORDERS & CSAT)	
18-24 MONTHS LATER	\$1.5M
Scale Operations (Staff & Systems)	500
Optimize Supply Chain & Logistics	145
Optimize & Expand Coverage Model / Field Marketing / Sales Ops	400
ISO 13485	80
Product Roadmap	100
Working Capital (US Inventory)	200
IP Strategy	75
SCALABLE GROWTH & PROFITABILITY	

2020 Strategy Goals	Seed Funding – Prime The Pump – Launch Success		
Strategic Priorities	Product Readiness	Brand Awareness	Conversions
Strategic Results	Shippable ABBY Units	Market Engagement	Increasing Traction

Objective	Measured via	Target	Projects/Notes	
<input type="checkbox"/> Financial 	<input type="checkbox"/> Size of seed round <input type="checkbox"/> Monthly variance	<input type="checkbox"/> USD 4.5M C SAFE / CN <input type="checkbox"/> +/- 5% / Quarter	<input type="checkbox"/> Leading Platforms & Founders Networks <input type="checkbox"/> Accounting system	
<input type="checkbox"/> Commercial 	<input type="checkbox"/> User feedback / usable content <input type="checkbox"/> Social & website metrics trending <input type="checkbox"/> Pre-order deposits <input type="checkbox"/> Orders	<input type="checkbox"/> ☺ Q1-1, Q2-2, Q3-5, Q4-10 <input type="checkbox"/> 1,000 followers & 5,000 USV <input type="checkbox"/> Q1-10, Q2-200 <input type="checkbox"/> 2H-500	<input type="checkbox"/> Sequence risk > reach <input type="checkbox"/> All channel (data paced) <input type="checkbox"/> Configure page early Feb <input type="checkbox"/> Screen depositors for DD calls <input type="checkbox"/> Fulfillments paced with field support capacity	
<input type="checkbox"/> Operational 	<input type="checkbox"/> ABBY pilot performance <input type="checkbox"/> Schedule performance <input type="checkbox"/> QC Plan & Inspection Checklist	<input type="checkbox"/> I3s per commercial schedule <input type="checkbox"/> Mold sign-off & component supplier contracts by Apr 30 <input type="checkbox"/> 100 units initial production	<input type="checkbox"/> PCB quick-builders and small batch IM suppliers <input type="checkbox"/> Supplier meetings early Apr <input type="checkbox"/> Plan for in-house assembly	
<input type="checkbox"/> Organizational 	<input type="checkbox"/> Open position report / performance evaluations / <input type="checkbox"/> Baseline data collection	<input type="checkbox"/> Key hires on or ahead of plan schedule <input type="checkbox"/> Leadership team bought-in and modeling behaviors	<input type="checkbox"/> Multi-channel recruiting, organic + agency <input type="checkbox"/> Likely end of year offsite event	
Core Values:	Customer Focus →	Innovation →	Quality →	Trust

MTP Massive Transformative Purpose

An Inclusive Society in which Powered Mobility Devices are not a privilege for the wealthy or well-insured

Information

1. Industry/Market Data & Research
2. User Interactions
3. Regulatory Landscape
4. Macro Trends
5. Competing Products

Staff on Demand

1. Frame & Fabric
2. PCB Design & Quick Build Cloud Providers
3. Component Suppliers
4. Accounting & Corp Legal
5. Later: LSP

Community & Crowd

1. Social Conversation
2. Pre-Order Configurator
3. Product Purchase Crowdfunding

Algorithms

1. Product: Autonomous Drive, App Features
2. Digital Mktg Optimization

Leveraged Assets

1. Amazon (AWS+FBA)
2. Customers "Support Agents"
3. Bike/Appliance Certified Technician Mobile Operators

Engagement

1. Pilots
2. Social Engagement
3. Pre-orders
4. Community product features

Interfaces

1. Web & Social
2. Controller & Mobile App
3. IoT product enabled service experience

Dashboards

1. Strategy Dashboard
2. Marketing Dashboard
3. Later: Quality, Logistics, CSAT, Service

Experimentation

1. Parallel Tech Tracks
2. Multiple MVP & 4 Prototype Iterations
3. Later: Leveraged Asset Experiments

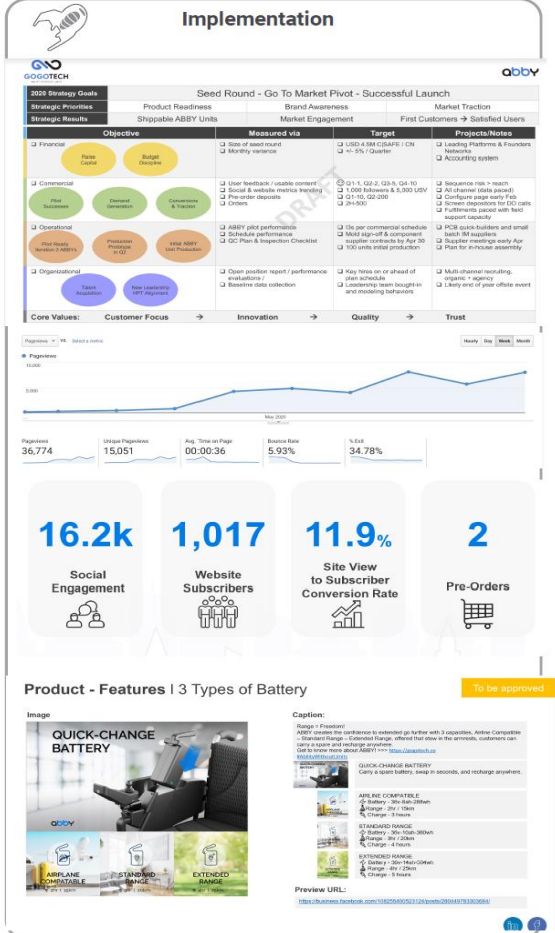
Autonomy

1. Wei & Praw both in quadrant 4 (motivation and ability) so working autonomously is standard operating

Social Technologies

1. cloud and social tools are all we use

Implementation



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SOCIAL IMPACT OPPORTUNITIES

We support UNSDG for disabilities

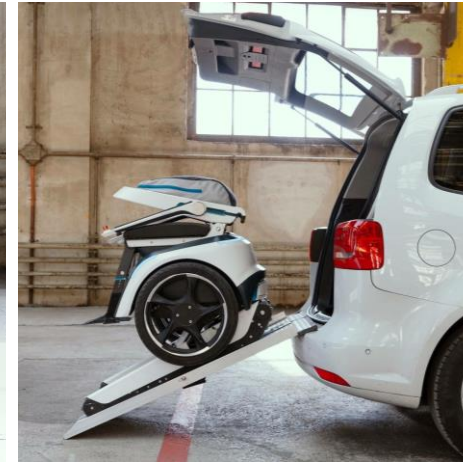


<p>4 QUALITY EDUCATION</p> 	<p>8 DECENT WORK AND ECONOMIC GROWTH</p> 	<p>10 REDUCED INEQUALITIES</p> 	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p>17 PARTNERSHIPS FOR THE GOALS</p> 
<p>90% of children with disabilities in developing countries are unable to attend school.</p>	<p>Commuting to and from a workplace is one of the main challenges people with disabilities face in seeking employment.</p>			<p>Conversion kits for existing manual chairs based on our platform are planned and once up and running reclamation and raw-material reuse opportunities developed.</p>	<p>Our vision explores ways to harness our mobility devices IoT data and events on our Platform and in our App to generate opportunities for social and economic participation of our customers in their own communities, with side benefits to consolidate rather than disaggregate disability data.</p>

NEW HIGHTECH EXAMPLE: SCEWO

scewo

Found	2017
Price	\$33,000 (Pre-order)
Product Type	Stair climber wheelchair
Regulated	Yes
HQ	Swiss
Market	Europe



2014

Founded
(as a student
project)

2015-2016

Prototyping

2017

Established
Swiss company

2018

Launched
SCEWO BRO

Funding type and sources unknown

2019

Red Dot design award

Started Pre-sale in
Germany and Austria
(Pre ordered products will be
delivered in early 2020)

PRODUCTION



Shenzhen In-house

Bangkok In-house

US



3rd Party Suppliers

In-house

Remove BKK stopover upon supplier confidence and field readiness

BEGINS IN CHINA

Prototype Iteration 2 > 3 – Handmade (15+ component suppliers)

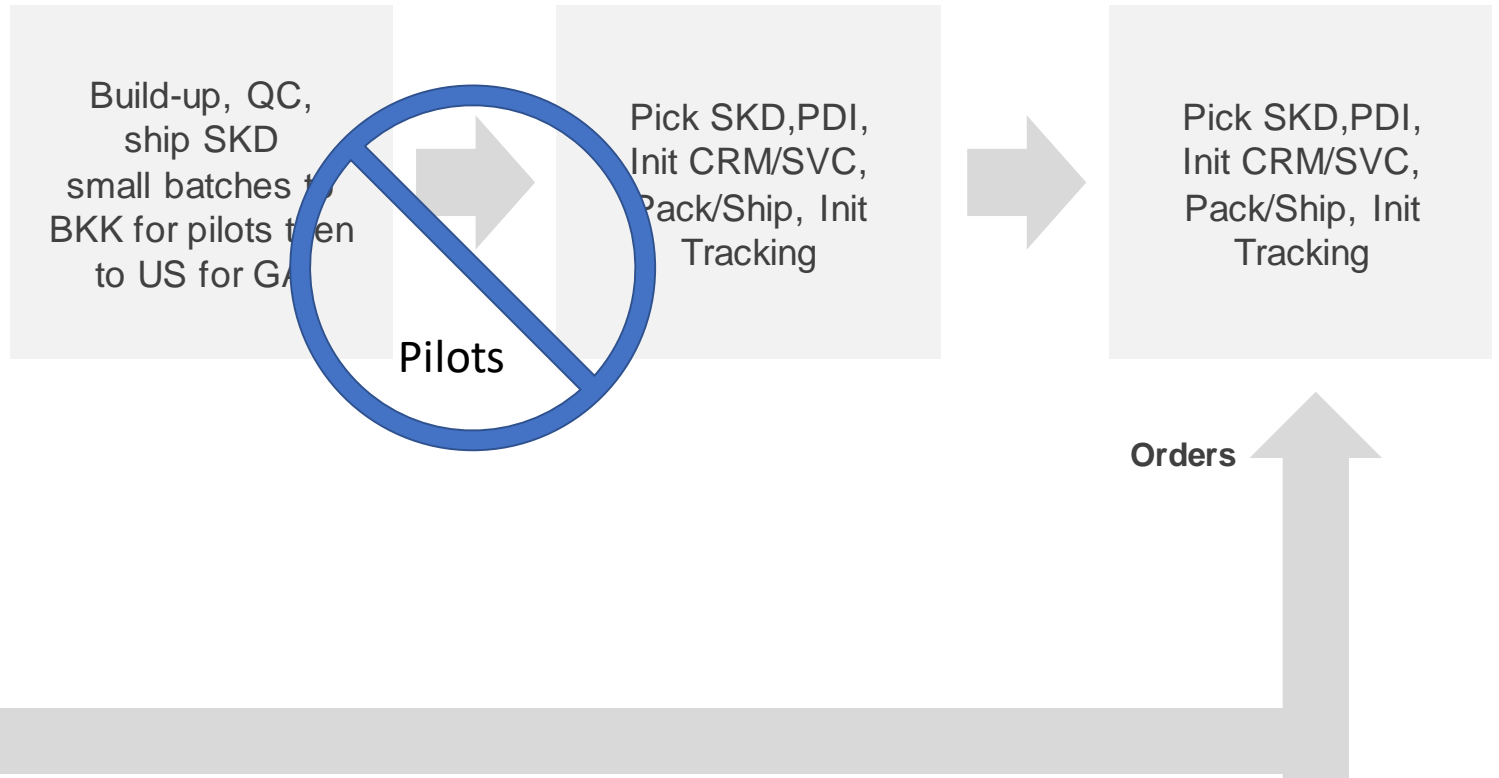
- | | |
|--------------------|-----------------------------------|
| 1. Motors | 9. Hand rim sensor PCB & slipring |
| 2. Brakes | 10. Joystick |
| 3. Frames & fabric | 11. LCD |
| 4. Batteries | 12. Wire & connectors |
| 5. Molded parts | 13. Wheels & tires |
| 6. Machined parts | 14. Sensors & Cameras |
| 7. Motor drive PCB | 15. Fasteners |
| 8. Controller PCB | |



TOOLING & MOLDS

Production Prototype Iteration 4 & small run GA Units (Consolidate to 6 sub-assemblers)

1. Motors, Brakes, Wheels & Tires
2. Frames & Fabric
3. Batteries & Molded parts
4. Machined parts & Fasteners
5. Motor drive, Controller, Hand-rim PCBs
6. Joystick, LCD, Sensors & Cameras, Hand-rim sensor, slipring, Wire & connectors



Pilots

Pre-Launch User Pilots

Brand Awareness & Pre-Order Deposit Campaigns – Product Purchase Crowdfunding Soon

Pilots	Hours	Km	Content	Social
1	98	215	-	-

ON HOLD COVID-19



Richard Jansson

Our first pilot user is a Swedish chemical engineer who lost the use of both legs in an accident 25 years ago

“ All the powered chairs I've tried made me think I would never use one but ABBY is amazing. Its responsive and doesn't feel like a tank. ”

NEW HIGHTECH EXAMPLE: WHILL



Found	2009
Price	Model A \$10,999 Model Ci \$5,299
Product Type	PEV
Regulated	US No EU Yes JP Yes
HQ	Japan
Markets	Japan, EU, US



2009

2012

2013

2014

2016

2018

2019

Found by Junpei Naito And started research about medical PEV

Established company in Japan

Established a company in US and \$1.75 million Seed round

Model A goes to market And \$11 million Series A round

US FDA approval for Model M and \$17.5 million Series B round

Model Ci goes to market and \$45 million Series C round

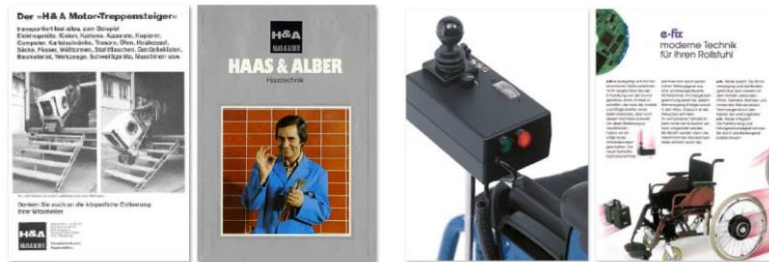
Released Mobility-as-a-Service (MaaS) system and merger with US Scootaround distribution partner

*FDA approved model M discontinued

COMPETITOR CASE: ALBER



Found	1986
Price	E-Fix \$5,200 – \$6,000
Product Type	Powered wheelchair & Add-on power for select robust manual chairs
Regulated	Yes
HQ	Germany
Market	Europe



1986
Founded

1992
Starts sale
E-Fix



2004
Acquired by
Invacare



2015
Introduction of
the new e-fix
generation



2019

MOBILITY AS A SERVICE CONCEPT

WHY ABBY as a Mobility Service?



Lightweight and automatic fold when out of service



Activate by QR code through smartphone



Pay as you go



Low risk to be a service in public space (low cost and low maintenance)



For injury and elderly tourist



Existing Services



Proof of need



HISTORY OF AN INDUSTRY RIPE FOR DISRUPTION

1 Wheelchairs hadn't changed much in centuries

1783



The Bath Wheelchair becomes the most popular chair sold in the early 19th century.

1865



Market expands after the American civil-war as furniture, bicycle, and baby carriage manufactures start producing wheelchairs

1913



Harry Jennings designs a tube frame X-brace folding wheelchair that despite decades of minor variation and commoditization, remains the standard configuration of manual wheelchairs to this day

1932



1956



Experimentation with battery power, electric motors and analog industrial controls pave the way for commercial development of practical electric wheelchairs within 20 years

2 Until social and technological changes in the 1970s & 80s, provided a golden opportunity to transform

1970s



Semiconductor Revolution

Intel, Motorola & Texas Instruments microprocessors followed the trajectory of Gordon Moore's 1965 theory (proving Moore's Law)



Landmark legislation

enacting Medicare, a precursor to the American's with Disabilities Act, and the Medical Device Act pass in the US Congress



Engineers

Armed with the first generation of microprocessors developed digital controls for electric motors powered by lead-acid batteries, thus modern motorized wheelchairs were born



Wheelchair makers

Eagerly invested in the timely notion of new premium products the disabled could use independently along side their century-old products most often used by the able-bodied to push the disabled. New healthcare benefit programs subsidizing this new revenue stream was welcome but added sales complexity and a host of other issues over time

1980s



FDA

The poorest of timing for powered chairs to emerge as the FDA was zealously staking its new turf, forcing the industry to scramble to try to influence the regulations at the outset. They succeeded but at the cost of a total engineering focus on compliance instead of continuous improvement and innovation

3 The resulting products greatly benefit a small percent of users...

unfortunately, the set of dynamics that enabled the industry to transform itself, evolved to become structural constraints that now marginalize a vast potential for social good and constrain production of the most beneficial products such that only the wealthy or well-insured can afford them

