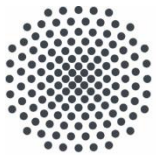


ELLO

DER ELEKTRISCHE ROLLATOR

eHealth Konferenz #2
8. September 2016
Startplatz / Köln



University of Stuttgart
Germany

eMOVEMENTS
FUTURE MOBILITY COMPANY

:agile



ello

MISSION

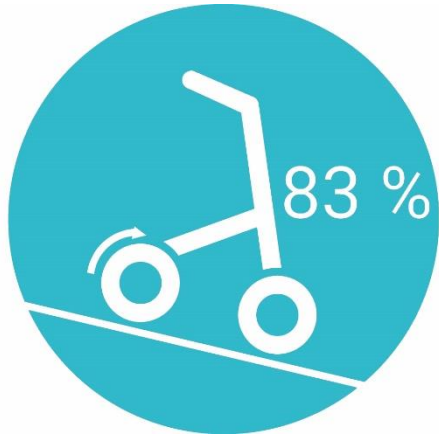
MOBILITY MEANS QUALITY OF LIFE.



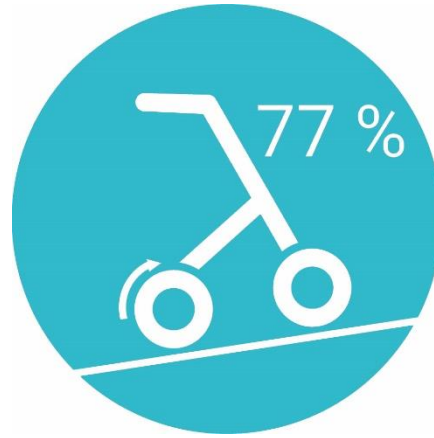
PROBLEM

HILLS AND OBSTACLES.

Challenges of rollator users (study by the Robert Bosch Hospital)



braking downhill
(83 %)



moving uphill
(77 %)



overcoming obstacles
(77 %)

PRODUCT

ELLO, THE FUTURE WALKER.

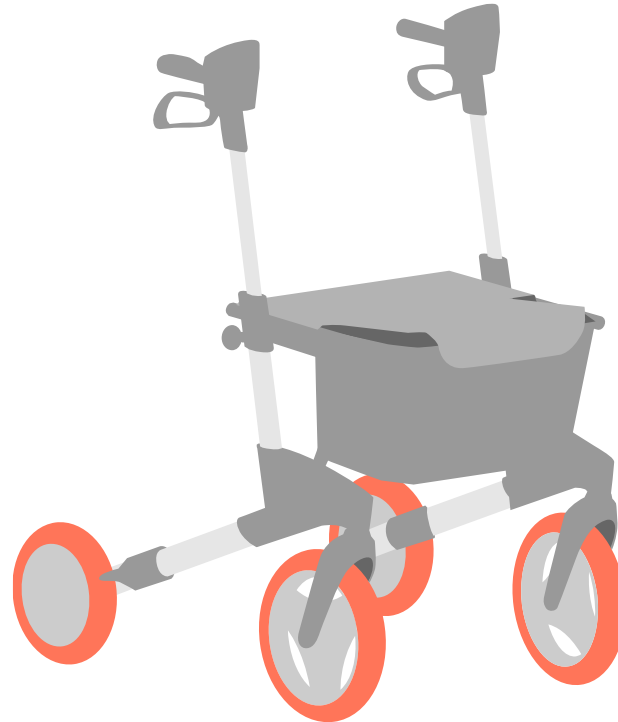


Intuitive operation

Acceptance



Inconspicuous electronics

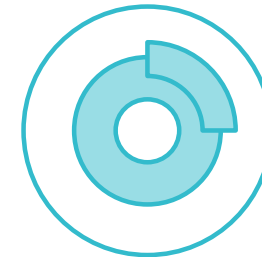


Approved walker



Innovative security concept

Customer value



Electric drive & brake

CUSTOMER VALUE

SAFE AND MOBILE IN DIFFICULT EVERYDAY SITUATIONS.



Obstacles



Uneven ground



Shopping

CUSTOMER VALUE

SAFE AND MOBILE IN DIFFICULT EVERYDAY SITUATIONS.

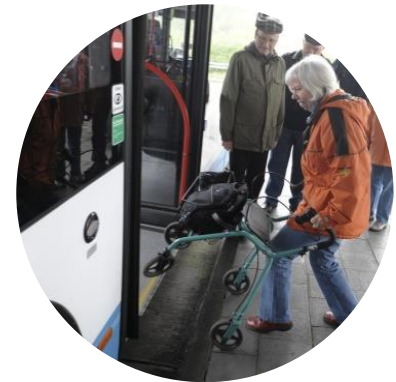


Walkin downhill

Long trips



Visibility



Bus & train

MARKET POTENTIAL

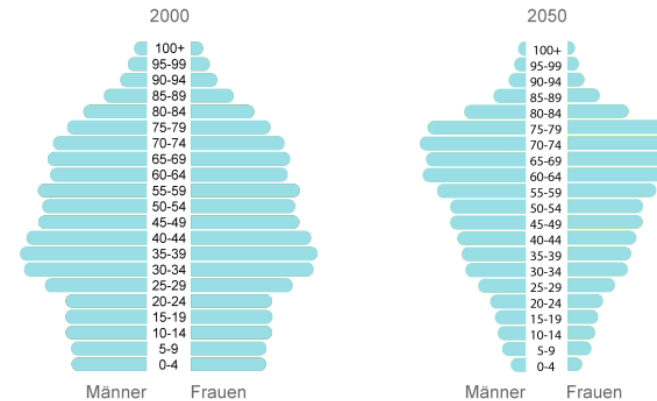
HUGE AND RAPIDLY GROWING MARKET IN GERMANY.

20 million seniors

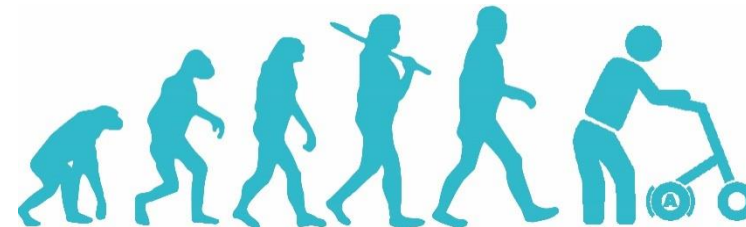
3 million walkers

650.000 sold annually

13% growth in 2015



Global megatrend: e-Mobility



COMPETITION

NO COMPETITION IN THIS PRICE SEGMENT.



65 – 100 Euro

Low price



200 – 1.000 Euro

Premium



2490 Euro

Quality & lifestyle

beactive+e



3.500 Euro and more

Luxury

CORE TEAM

TWO ENGINEERS, ONE BUSINESS ECONOMIST.



Benjamin Rudolph

MBA (Univ. of Louisville)

Strategy & Marketing
Finance



Max Keßler

Dipl.- Ing. Mechatronics

Organization
Product Development



Matthias Geertsema

M.Sc. Engineering

Product Development
Assembly

TRACTION

LARGE PUBLIC INTEREST.

STUTTGARTER
NACHRICHTEN

» SWR4

regioTV
STUTT GART

STUTTGARTER
ZEITUNG



Wirtschaftsförderung
Region Stuttgart



MAGAZIN

Handelsblatt

SOZIALVERBAND

VdK

Frankfurter Allgemeine
FAZ.NET

Winner in the state final of
the Elevator Pitch BW 2014



FUNDRAISING

CROWDINVESTING FIRST, THEN VC OR BAs

 **aescuvest** Investmentchancen Darum investieren Spielregeln FAQ Registrieren | Login

 **ello – Der Rollator mit elektrischem Antrieb**

 **ello – Der Rollator mit elektrischem Antrieb**
Der elektrische Rollator

198.700 €
Finanziert

23,37 % p.a.
Zielrendite

4 % p.a. Basiszins
zzgl. Umsatz- & Exitbeteiligung

107
Investoren

INVESTIEREN

Updates* / Projektbeschreibung / Konditionen & Businessplan / FAQ

Empfehlen:    

200.000 Euro from 250.00 Euro raised
www.aescuvest.de/ello

First investment round for test series

1.5 Mio. Euros for second round

-> Mass production

-> Sales in EU

Projektbeschreibung

NEUESTE Investments!
2.000 Euro

ello

TAKE A TEST DRIVE



Max Keßler
m.kessler@emovements.de





BUSINESS MODEL

THE DEVELOPMENT AND INSTALLATION REMAINS AT eMOVEMENTS

Development
and
assembly

Manufacture

Purchase of
all
components

eMOVEMENTS



Retail price: 2449 Euro

Medical
stores &
online
marketing

Channels

Special
service
offers &
benefits

USP

TEAM, KNOW-HOW, PATENTS, CONTACTS AND PRICE.

Lighter

Acceptance Strategy

Product

SOS-funtion/Localization

Usable without drive

Easy to use control sytsem



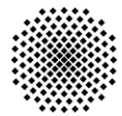
Future:
eRollator in training and rehabilitation

USP

TEAM, KNOW-HOW, PATENTS, CONTACTS AND PRICE.

Company

- Patent for operating concept, more patents in work
- Strong partners



Universität Stuttgart



Robert-Bosch-Krankenhaus



KERN
MOTION TECHNOLOGY

PHOENIX DESIGN ■

- Requests from retailers and users



ello

Der elektrische
Rollator