



Nare Farmanyany



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Anna Mikayelyan



Viktorya Babakhanyan



ATHENA

AGENDA |

INTRODUCTION

- Executive summary • Problem presentation
 - The causes of issues



ANALYSIS

- Internal analysis • External analysis
- Competitive analysis • Consumer analysis



RECOMMENDATIONS

- Strategies

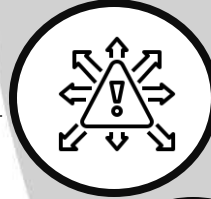


IMPLEMENTATION

- Tactics • Finances • Timeline



RISK & MITIGATION

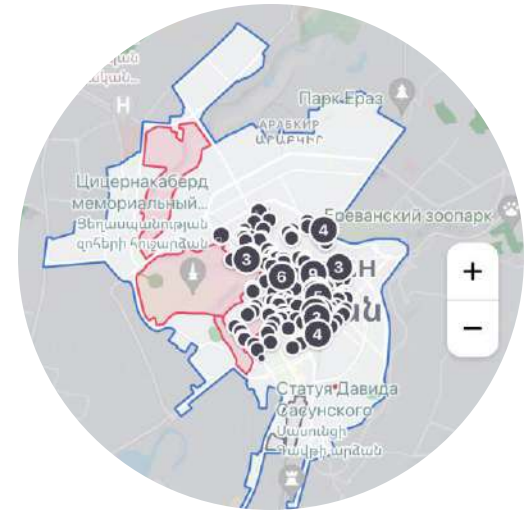
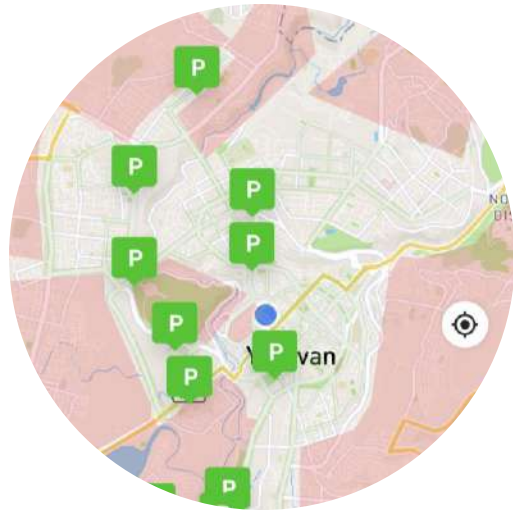


SUMMARY



E-scooters are new in the Armenian market that is why the regulation is extremely poor

Noticeable everywhere in the city especially in the **city center** and **Arabkir**



11.2%

CAGR



18-25

Target age

INTRODUCTION | OTHER COUNTRIES



4382



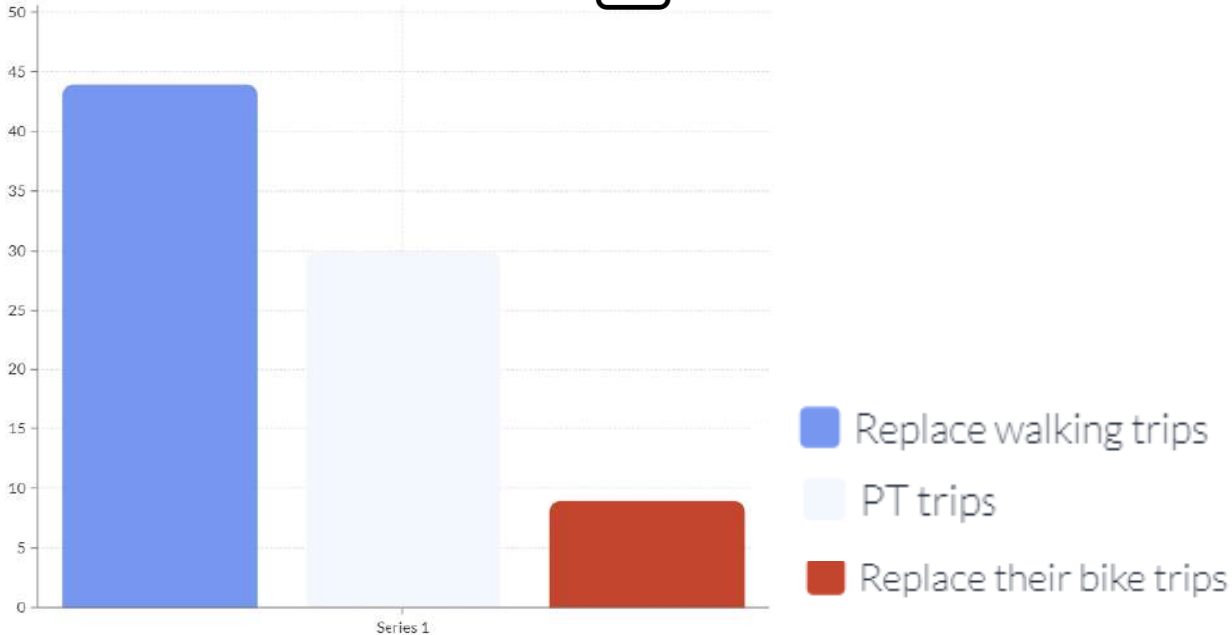
Paris, Lyon, Marseille



April 2019



18-25 years old mainly



Series 1



1250



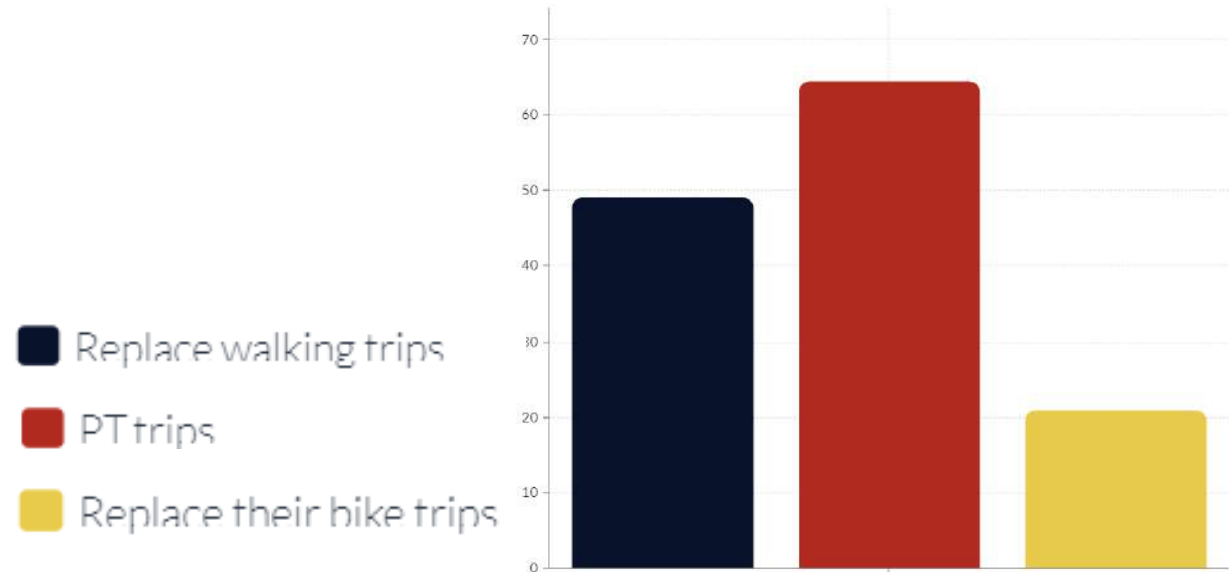
Berlin, Hamburg, Munich
Cologne, Frankfurt

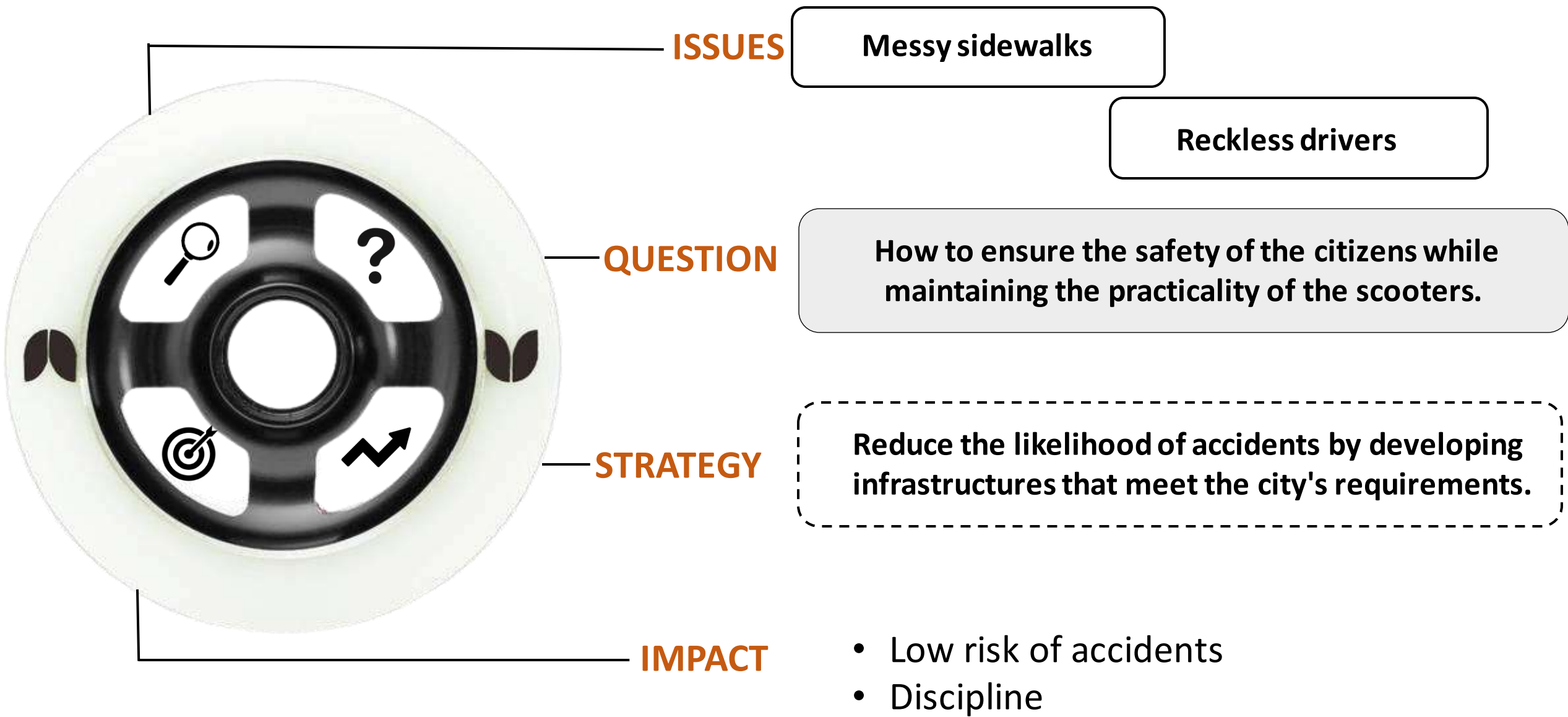


September 2019



18-25 years old mainly



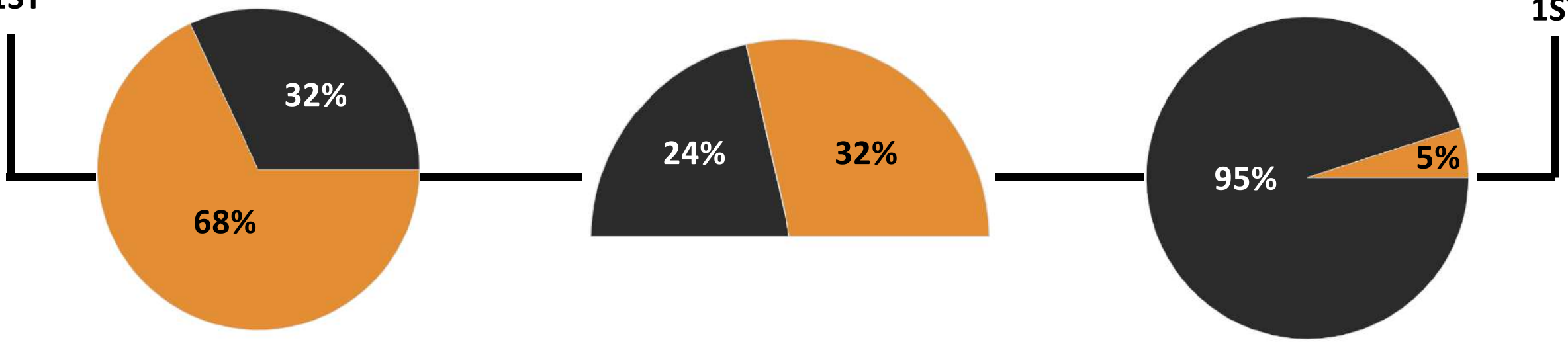


ACCIDENTS IN ARMENIA

38

MARCH
1ST

JULY
1ST



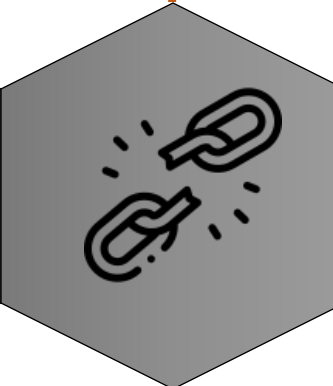
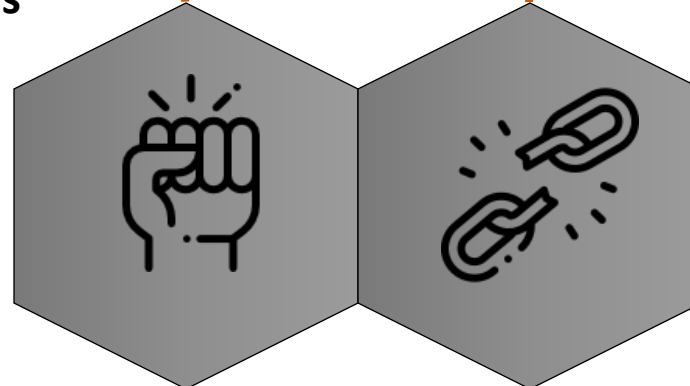
Drivers
Pedestrians

Broken bone
Other degrees of injuries

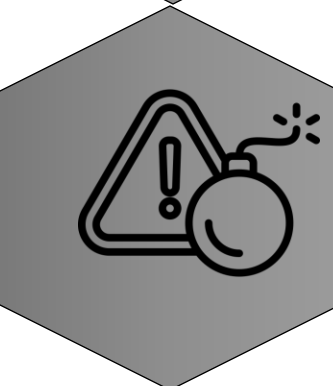
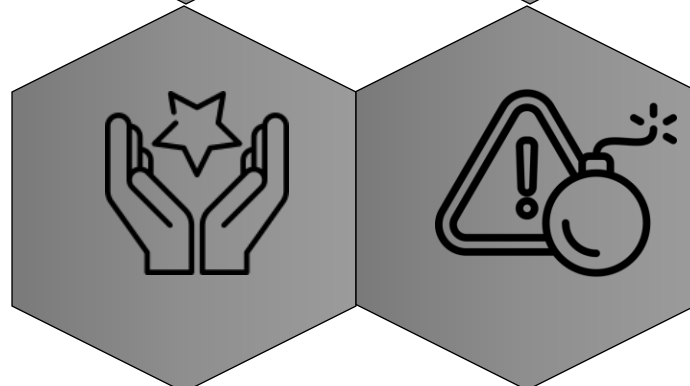
18-30
30+

SITUATION ANALYSIS | INTERNAL ANALYSIS

- Cheaper than cabs, less effort than a bike, and more convenient than buses
- Easy to ride
- Easy to park

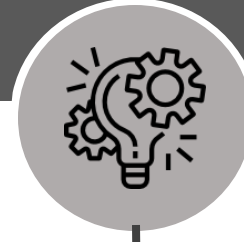
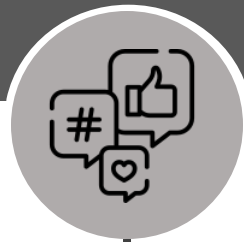


- No regulations
- Speed range exceeds pedestrians by 4-5 times
- Vulnerable road users



- Sustainable goals
- New businesses
- Higher life quality

- The transition period for cities' infrastructure to adapt to a new transportation model
- Increased risk of accidents due to non-trained scooters users
- Another transportation means in a congested traffic system



Increasing political focus

Cheap transportation

Entertainment

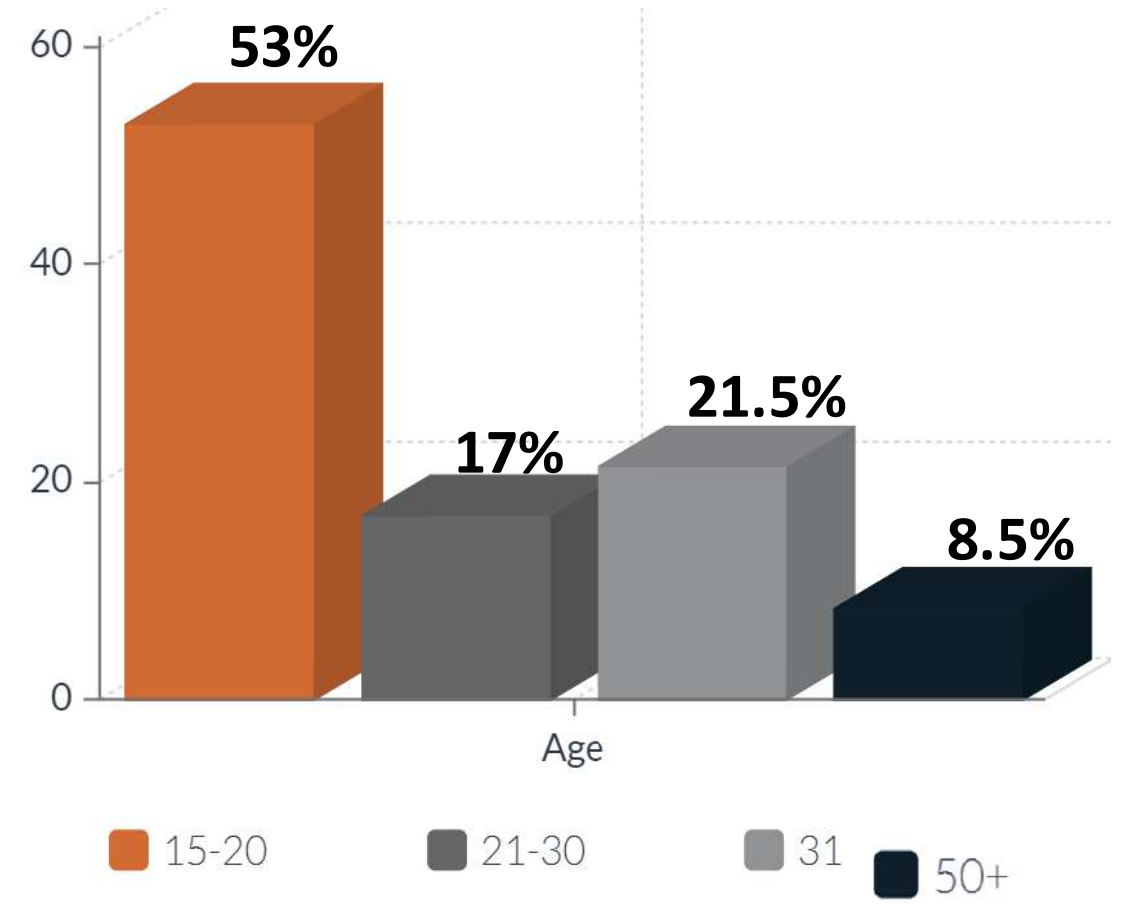
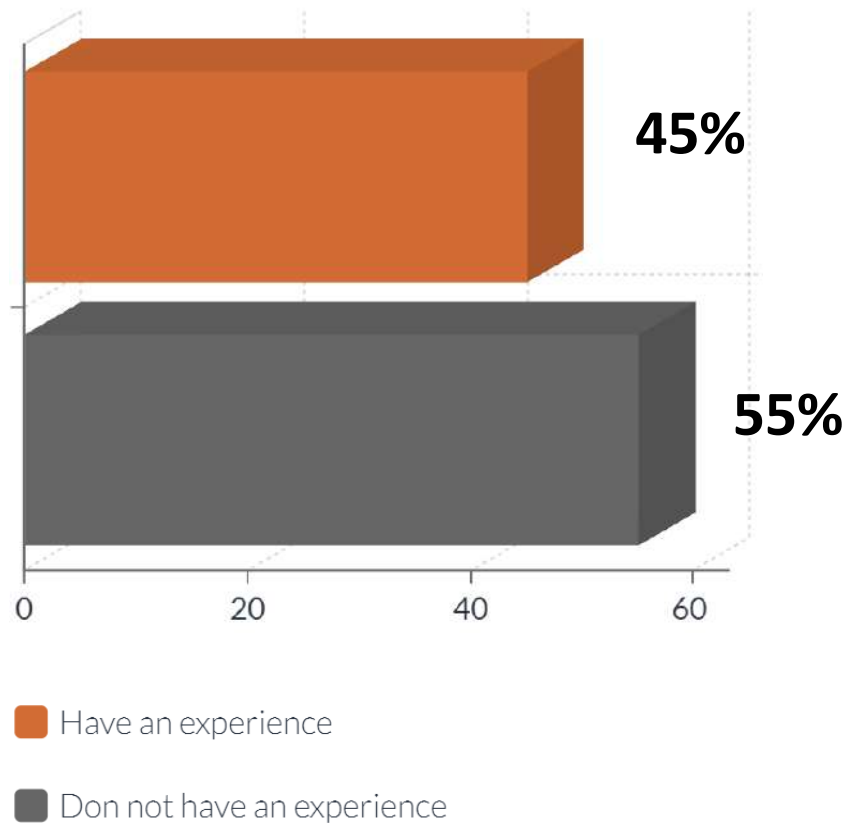
Quick and easy

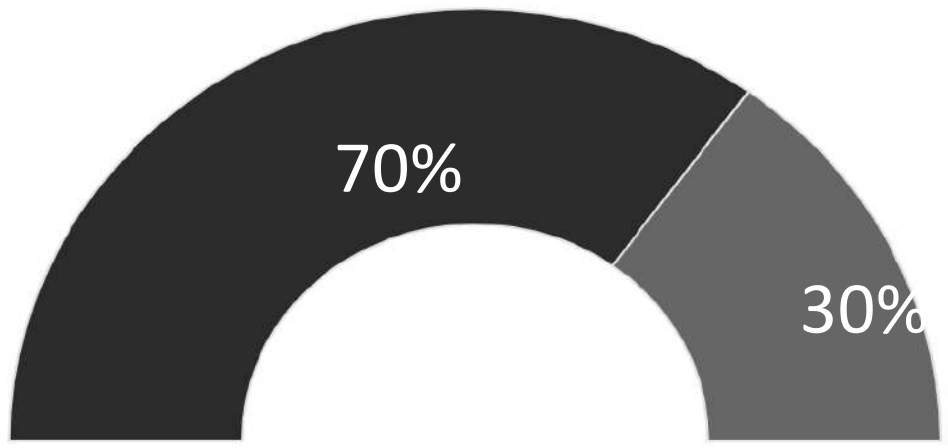
No carbon footprint

No regulations

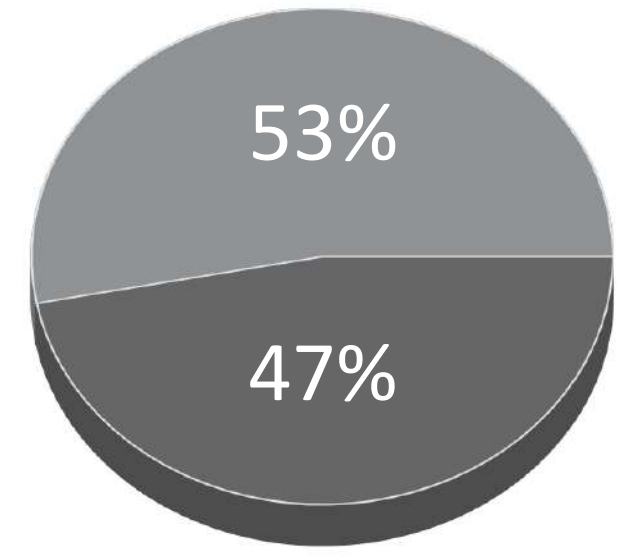


100% BATTERY FOR **30KM** RIDE

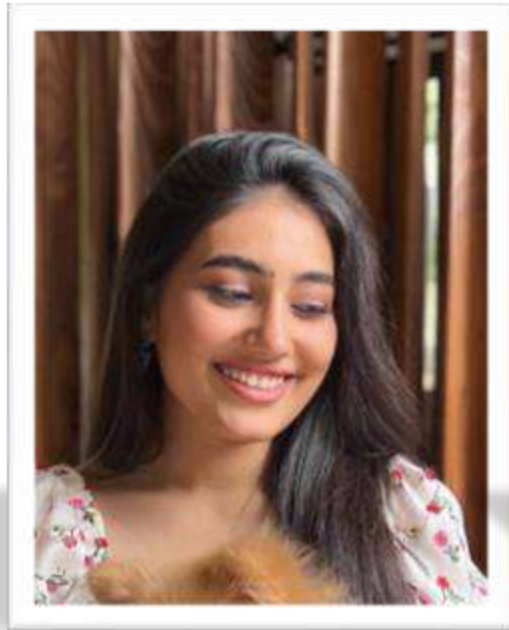




Disturb **Do not disturb**



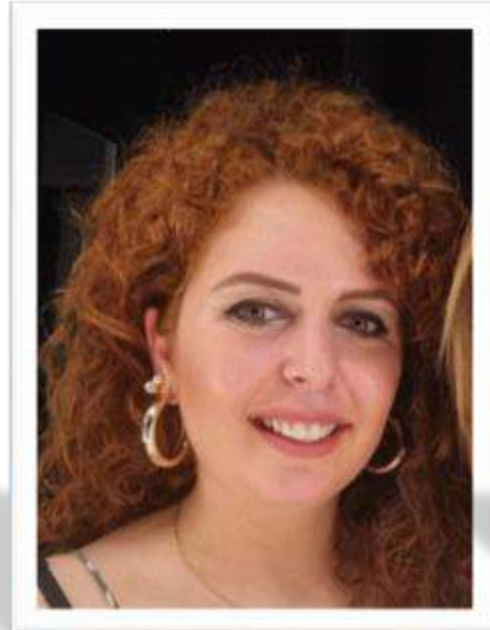
Female **Male**



SATEN

19

Student



MELINE

30

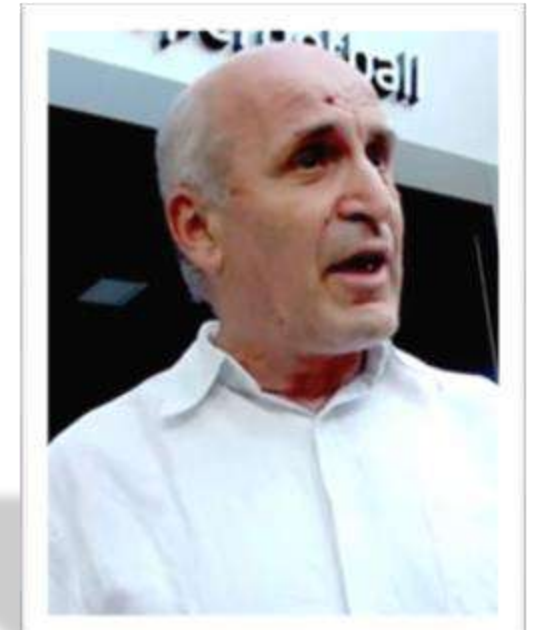
Musician



GEVORG

46

Electrician



KAREN

62

Architect

Reduce the likelihood of accidents by developing infrastructures that meet the city's requirements.



INSTALLING LED LIGHTS ON THE E-SCOOTERS

Getting a set of stronger lights is one of the most common upgrades for electric scooters in different countries.

Providing each scooter with strong **Aijiaer LED** strip lights will ensure both the driver's and the pedestrian's safety.



PARKING SPACES WILL BE LOCATED ALONGSIDE THE EXISTING
INFRASTRUCTURE OF THE CITY

NEAR



BUS STOPS

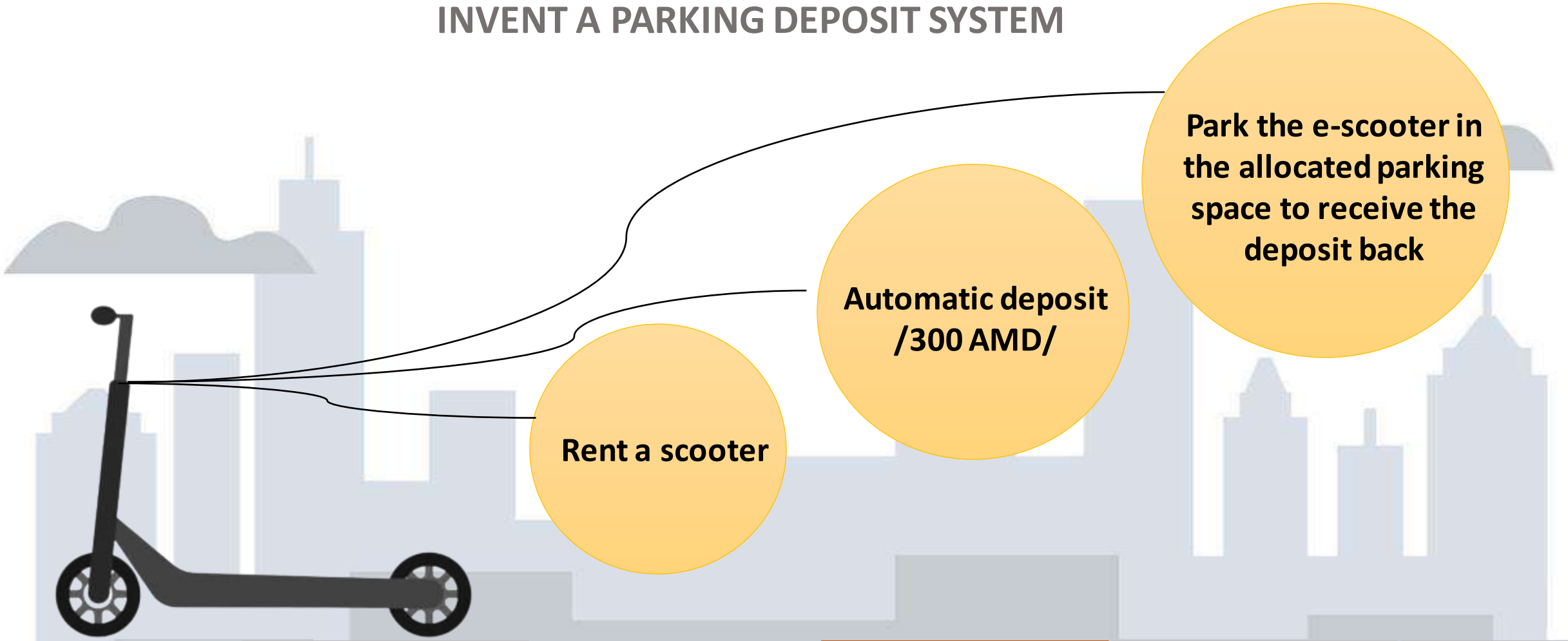


SHOPPING MALLS

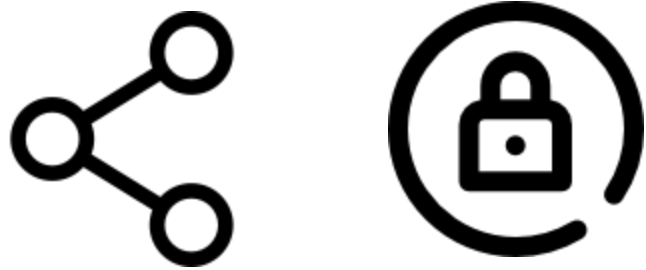


UNIVERSITIES

INVENT A PARKING DEPOSIT SYSTEM



LONG-TERM PARKING, ELECTRICAL CHARGING DOCK STATIONS



Dock stations: available both for shared and private scooters



**FAST AND
SAFE!**

Attach your license
to your account and
drive on the streets!



WHAT WILL THE LICENSE INCLUDE?

- New e-scooter signs
- Existing basic car road signs
- First aid

For driver's license – 45 hours, of which 20 for practice (DVSA standards)
For e-scooters – 15 hours, including road signs

- Some countries require motorcycle licenses or endorsements to drive a scooter
- A few countries do not require any kind of driver's license to drive a small scooter



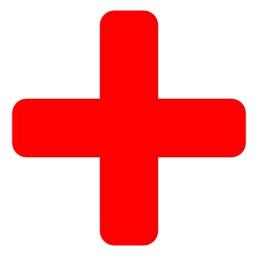


NEW GOVERNMENTAL RULES & REGULATIONS FOR E-SCOOTER CONTROL

- Only one person is allowed to ride an e-scooter at a time
- Children under the age of 15 are allowed to ride only under parental supervision
- People without a valid e-scooter license are not allowed to ride on the street



100 spots
AMD 1,500,000



Annual saving on hospitals
AMD 1,800,000

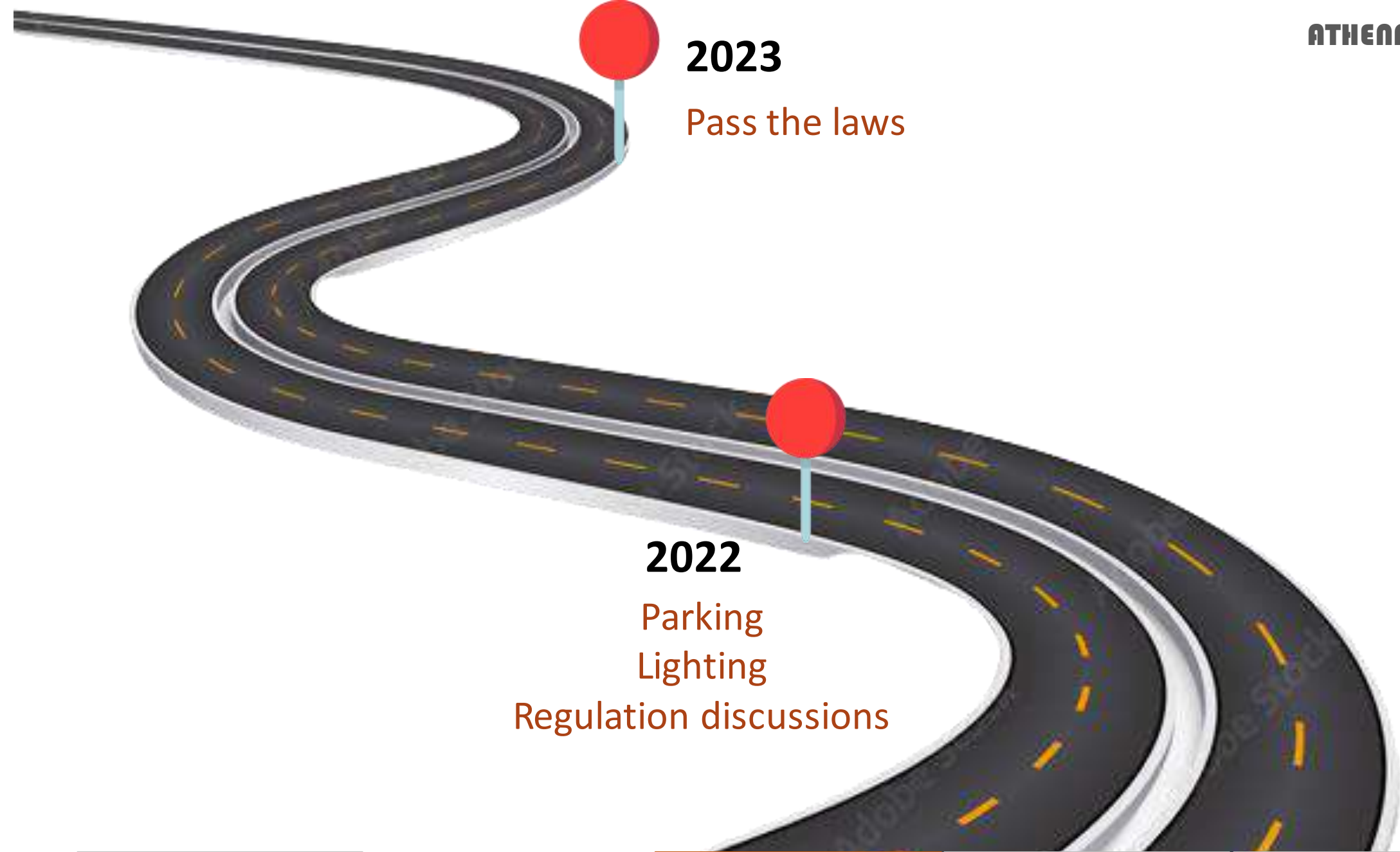


50 signs
AMD 200,000



470 units
AMD 940,000





2023

Pass the laws

2022

Parking
Lighting
Regulation discussions

RISK & MITIGATION |

1 Customers may damage the LED lights

2 People might not follow parking regulations

3 License integration might reduce e-scooter usage



1 Notify of personal responsibility through the app

2 No return of the deposit / employees to ensure correct parking from uncollected deposits

3 License will reduce possible accidents, which is a higher priority



- Accidents
- Indiscipline

- Better lighting
- Parking spots
- Regulations

- Low rate of accidents
- Calmness

**WHAT
WE HAVE**

**WHAT
WE DO**

**WHAT WE
ACHIEVE**

THANK YOU





APPENDIX

APPENDIX | REFERENCES

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 5. Fortune, T. 'Guide To Electric Scooter Laws in Europe'. *FuturaRide*, 25 July 2021, <https://futaride.com/electric-scooter-laws-europe/>
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 7. Rosenberg, Zoe. 'These E-Scooter Docking Stations Could Soon Pop up in NYC'. *Curbed NY*, 18 Apr. 2019, <https://ny.curbed.com/2019/4/18/18484848/charge-e-scooter-docking-stations-micromobility-nyc> Accessed 19 July 2022
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 9. <https://www.sciencedirect.com/science/article/pii/S0966692320309510>
 10. <https://www.investors.com/news/technology/click/electric-scooters-swagtron-bird-lime/>
 11. <https://www.directline.com/car-cover/magazine/how-long-does-it-take-to-learn-to-drive>
- [Արմեն Մուրադյան / Armen Muradyan | Facebook](#)
 - <https://www.facebook.com › profile>

APPENDIX | FINANCE

LED lights	
Cost per unit AMD	2,000
Unit	470
Cost AMD	940,000

Signs	
Cost per unit AMD	4,000
Unit	50
Cost AMD	200,000

Parking spot	
Cost per unit AMD	18,000
Unit	100
Cost AMD	1,800,000

Savings on hospitals	
Medical treatment per person AMD	15,000
People per month	10
Saving per month AMD	150,000

Parking spot – 100 units

10 spots – 30\$

100 units of 10 spots – 3000\$

Painters – 800\$

System - \$500, 1 unit

Signs

1 sign – AMD 4000

Lights

1 unit – AMD 2,000

470 units – 940,000

Saving on hospitals per month

AMD 142,500



Արմեն Մուրադյան/ Armen Muradyan

July 14 at 2:33 PM · 🌐



«Հերացի» վերլուծականն ամփոփել է ԵՊԲՀ հիվանդանոցային համալիրներում ինքնագլոր վարելու հետևանքով գրանցված վնասվածքները

Այսպիսով, սույն թվականի մարտի 1-ից մինչև հուլիսը 1-ը ընկած ժամանակահատվածում, հիվանդանոցային համալիրի մասնագետները բժշկական օգնություն և սպասարկում են ցուցաբերել 38 մարդու՝ հավասարաչափ արական և իգական սեռի ներկայացուցիչների:

Ինչպես Եվրոպական տարածաշրջանի այլ պետություններում, մեզ մոտ ևս տուժածների մեծամասնությունը՝ 95%-ը եղել են փոխադրամիջոցը վարած անձինք, իսկ 5%-ը՝ հետիոտներ, որոնք տուժել են ինքնագլորի հետ բախվելու հետևանքով:

Հիվանդանոց դիմած բոլոր տուժածները, այդ թվում նաև փոխադրամիջոցները վարող անձինք եղել են չափահաս, մեծամասնությունը՝ 68%-ը, 18-30, իսկ 32%-ը 30 և բարձր տարիքային խմբի ներկայացուցիչներ:

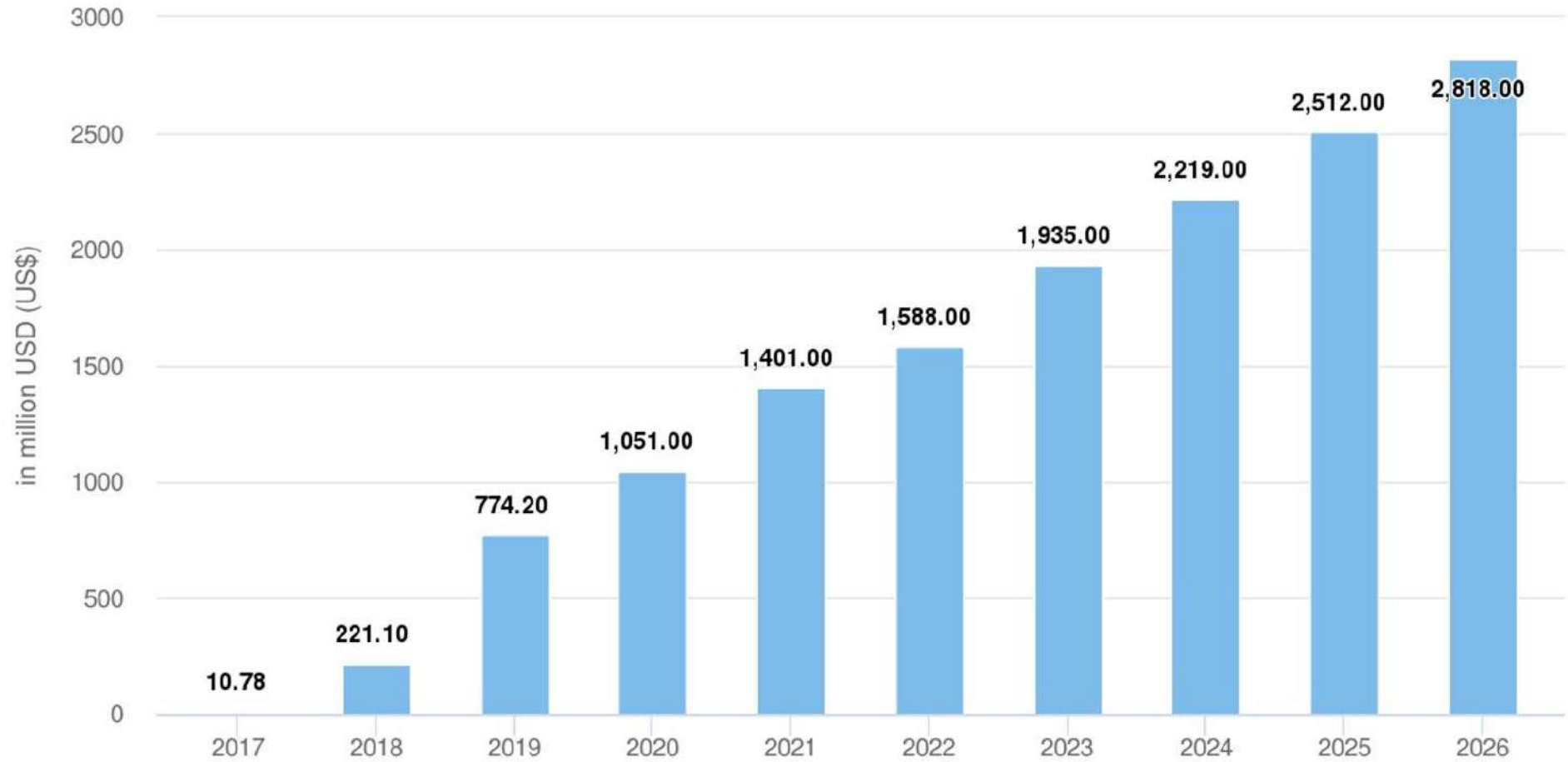
Կարևոր նշանակություն ունի վնասվածքների բնույթի նկարագիրը, համաձայն որի տուժածների 24%-ի մոտ հայտնաբերվել են կտրվածքներ, իսկ մնացած 76%-ի մոտ տարբեր աստիճանի վնասվածքներ, սակայն առանց կտրվածքի:

Հոսպիտալացում պահանջվել է 2 դեպքում, մնացած բոլորը ստացել են ամբուլատոր բժշկական օգնություն և չեն հոսպիտալացվել:

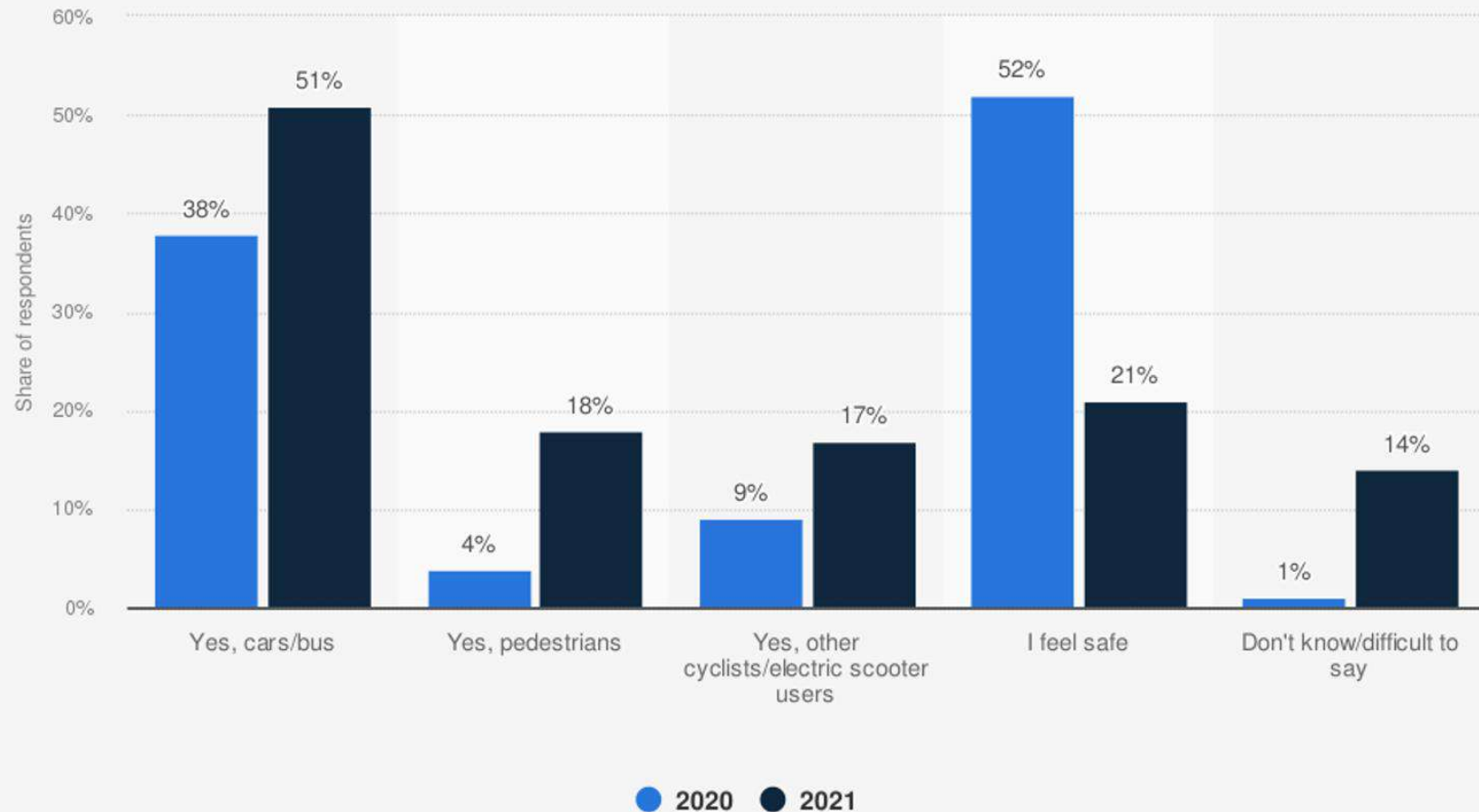
Վերոնշյալ տվյալները, որոնք ներկայացնում են միայն մեկ հիվանդանոցային համալիրում գրանցված դեպքերը, ակնհայտորեն վկայում են ինքնագլորների վարելու հետևանքով առաջացող առողջապահական էական խնդիրների մասին, որոնք կարիք ունեն կարգավորման, ինչպես օրենսդրական, այնպես էլ ենթաօրենսդրական մակարդակներում:

E-Scooter-sharing - Revenue

Worldwide (million USD (US\$))



When riding your bicycle or electric scooter, do you feel threatened by other road users?



Sources

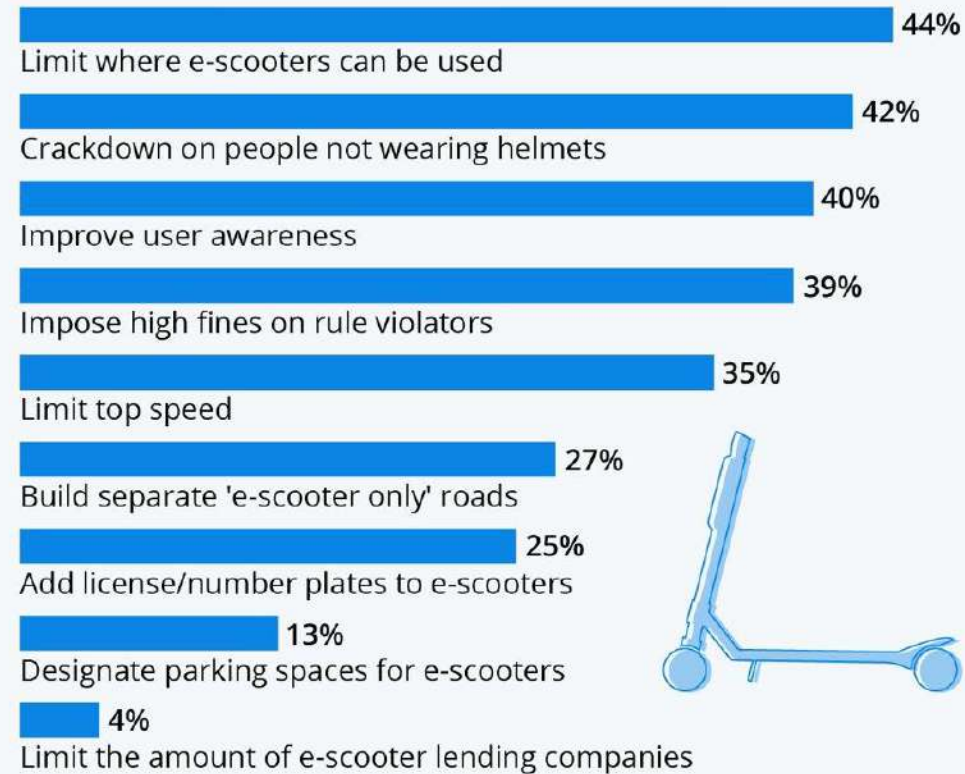
Smartscope; Nationale Nederlanden
© Statista 2022

Additional Information:

Poland; Smartscope; April 16-21, 2021; 904*; 18 years and older; Internet users. People using bicycles and scooters (87% interviews (CAWI))

Koreans Worried About Safety and Reach of E-Scooters

Share of Koreans who regard the improvement of the following e-scooter regulations as important*













* first to third priority picks

Survey of 2,000 Korean residents aged 20-59 surveyed March 2, 2020

Source: Open Survey



An overview of docking station providers for rental fleets and personally owned electric scooters

					
FEATURES	KUHMUTE	KNOT	DUCKT	SWIFTMILE	BIKEEP
Charging	Charged Through Adapter/Sleeve*	Charged Through Adapter/Sleeve*	Charged Through Adapter/Sleeve*	Charged Through Universal Adapter Cord, Adapter/sleeve available for select scooter models	Outlet Available For Personal Use Chargers
Locking	Locks automatically with adapter/sleeve	Locks automatically with adapter/sleeve	Locks automatically with adapter/sleeve	Space available to attach external locks	Stainless steel sliding lock bar
Intended Vehicles Supported	Personal and Rental	Rental	Rental	Personal and Rental	Personal
Rental Integration with Levy App*					
Highlights	Supports widest range of vehicle types; Quick charge compatible	Least Expensive	Quickest delivery time; Most software integrations	Full cost can covered through advertising model	Universal Locking with no adapter/sleeve needed

*One step rental integration is when a docking station can end a rental trip automatically when a scooter is docked, requiring no further user input

*Pricing is based off the order of a single unit and is subject to change at any time by the product manufacturer

*Adapter/Sleeves require installation on vehicles in order to use dock

APPENDIX I

CAGR 11.2%

The e-scooter (Electric) industry revenue of USD 20.87 million in 2021 is expected to grow up to USD 50.99 billion values by 2030.