



Ecomobilité 2020: Titanic or Eldorado



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Agenda

1. Context: what we all know
2. **Our approach:** Ecomobilité Ventures
3. **Our believes :** where we are going

Major economic challenges



- **12% of household budgets** (2nd most important)

209 B€/an

- **70 millions hours lost each year** finding a parking spot

600 M€/an

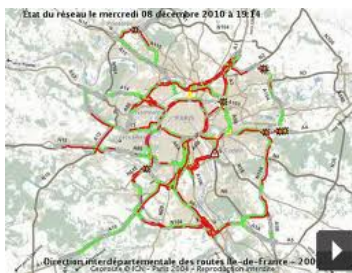


- **80% travel time increase** at peak hours

2,5 B€/an

- Average use of individual cars of **one hour per day**

18 €/h

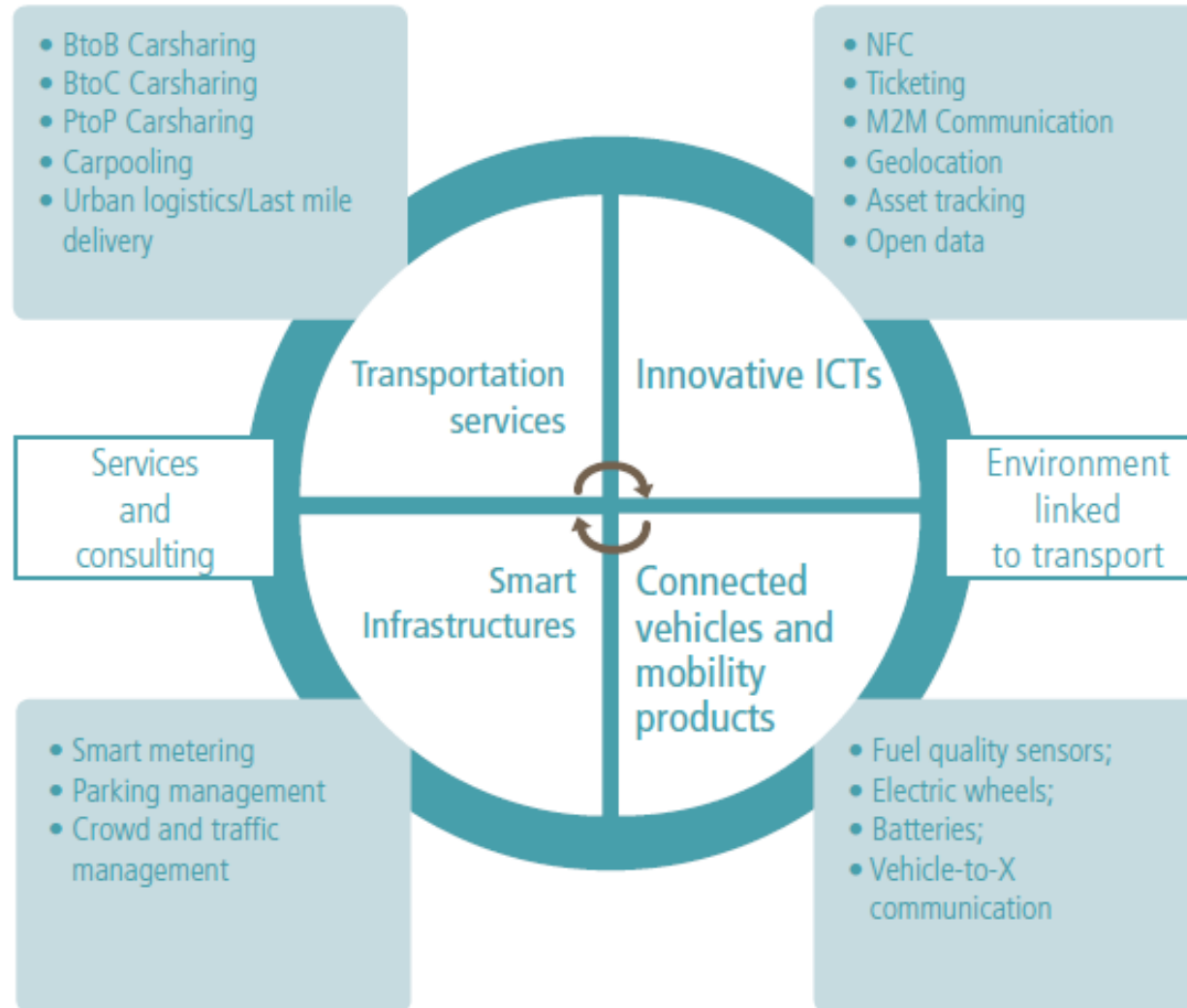


Imposes a more efficient mobility

ECOMOBILITY is:

An ecosystem of products, services and technologies to create and propose mobility solutions economically efficient and environmentally friendly.

Illustrations



New consumption behaviors

- **Owning a car is no longer viewed as a social status symbol**
- **Collaborative consumption is booming in mobility applications**
- **Social networks combine mobility and fun**

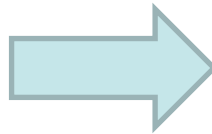
New technologies facilitate mobility

- **Navigation and geolocation**
- **Machine-to-Machine and Machine-to-Grid communication**
- **Electronic ticketing and payment**
- **Identification**
- **Real time information**

New players are entering the market

- **The historical split between public transportation and private cars is disappearing**
- **Industrial leaders are entering the market :**
 - Multinational companies from various sectors such as energy, SSII, construction ...
 - Family owned businesses
- **Startups offer breakthrough products and innovative business models**

Ecomobility is no longer a gimmick !



120 000 rentals per day



36 000 subscriptions sold



Ecomobility ecosystem = a Real Business

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Ecomobilitéé Ventures: an innovative approach

- Shared vision
- Complementary expertise
- Thriving for partnerships
- Access to open innovation



Our key features

- 25 M€ equity
- Independent and professional management team, 3 professionals
- “Early Stage” and capital development, in Europe
- Active minority shareholder

Our deal flow

- 400 projects received
- More than 150 entrepreneurs met
- 130 M€ financing requirements
- 2,5 M€ on average per project

Our achievements: 3 investments in 2012



BtoB carsharing operator
(Norway)

2M€

ez-wheel
electric wheel solutions

Electric wheel for industrial
handling devices
(France)

1.7M€



Peer-to-Peer carsharing
webservice
(France)

1.25M€



**After 12 months, Ecomobilité Ventures delivers its *Proof of concept*
and is France's most active investor**

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Our beliefs

- **Financing requirements are significant and will increase as market matures**
- **Access to financing is not enough, there is a need for scalable testing fields**
- **Profitability comes from critical mass and consolidation**
- **Shared usage of cars converges to a unique market place including carsharing, ridesharing, taxis....**
- **Private cars are becoming "Private-Public", fully integrated to public transportation networks**
- **The most valuable mobility is the one that can be avoided !**

Conclusion





ÉCOMOBILITE
VENTURES