



**REDEFINING AN ICON
FOR A NEW GENERATION**



**TYPE 507
ELECTRIC
SCOOTER**

**Reviving an Icon.
Redefining Urban Transport.
Investing in a Sustainable Future.**

Key Business Drivers:

Urban Mobility Trends: Increasing urbanization and the demand for agile, eco-friendly transportation continues growth in the scooter and motorcycle segment.

Electrification: The shift toward electric models, supported by environmental regulations and consumer preferences, is contributing to the market's expansion.

Technological Innovation: Advances in battery technology, connected features, and design are making these vehicles more attractive to a broad customer base, including younger consumers.

"With a significant increase in volumes, the e-scooter market is fast shifting towards low-cost, moderate-speed vehicles. The bottom end of the market is very crowded and is fair play for Indian and Chinese brands. But **there is still a premium market**, which the Čezeta Type 507 e-scooter will aim for.

Čezeta has a historic revelence in CEE markets as **there is no current brand leader in this segment**. It has lifestyle appeal an iconic style (matched only by Vespa) and by combining locally-made high-tech components (batteries, throttle, display) with a high dose of off-the-shelf components **it can be delivered at an optimized cost to market**.

Our business model is built on long-term customer relationships, ensuring **sustained lifetime profit streams**. By focusing on our specific local market, we can maximize efficiency, brand loyalty, and operational success. Building on our previous venture, **we have refined our approach by learning from past challenges**, applying those insights to create a more resilient and scalable strategy. With a **clear exit strategy in place**, investors can expect well-defined pathways to profitability and returns, making this a strategically sound and financially rewarding opportunity."

NEIL EAMONN SMITH - CEO

Achievements to Date

2015-2020

Developed and homologated Type 506 electric scooter, Czechia's first EV.

Sold 60 scooters across 10 EU countries (\approx 18m Kč) and built a sales pipeline of 200 leads.

Company closed due to COVID-related export restrictions.

2021-Present

Setup small Prague EV research, assembly and sales operation.

Gained comprehensive experience in collaborating with Asian partners across business operations

Gained expertise in battery manufacturing processes and quality control.

Sold 25 scooters in Czechia (\approx 4m Kč) with 500 potential leads in the pipeline.

Tested an efficient production method for Type 507 and developed the MVP.

Introducing the **Type 507**

A bold new era for Čezeta— combining local high-tech expertise with off-the-shelf components to deliver a modernised design, smart urban mobility, and class-leading performance at an affordable price.

Smart Display and Connectivity

Developed by Čezeta and integrated with advanced tech for navigation, diagnostics, and seamless rider interaction.

Iconic Redesign

From a leading Czech auto designer, it delivers the recognizable Čezeta DNA while embracing a fresh, modern look.

Batteries Sustainably Built In-House

*Designed and manufactured by Čezeta for **200km range**, longevity, and environmental responsibility.*

Rapid Charging

*Equipped with our custom-made **3.3kW fast charger** for minimal downtime and maximum convenience.*

Custom-Tuned Electric Powertrain

*Powered by Čezeta's proprietary software and throttle system for smooth, responsive acceleration and **100km/h top speed**.*

Adoption Barriers



The Type 507 is designed to offer solutions to the most common complaints regarding electric scooters.

Limited Range & Battery Life

Current models often face range anxiety due to short distances <100km per charge. The Type 507 offers up to 200km.

Performance Trade-offs

Some models compromise on acceleration, top speed, or handling due to battery placement. Čezeta's traditional design is ideal for optimising these factors.

Charging Infrastructure & Time

Long charging times and sparse charging networks reduce convenience. The Type 507 charges as fast as an average electric car.

Design & Aesthetic

Functional design often overshadows style, limiting appeal to younger, style-conscious customers. Čezeta has the same appeal as Vespa being an icon of design.

High Upfront Costs

Higher purchase prices compared to conventional models can deter price-sensitive buyers. The Type 507 is competitive with similar premium ICE models.

Battery Degradation Concerns

Worries about long-term battery performance and maintenance affect confidence in electric vehicles. Čezeta will focus on its own battery production as a solution.

Neil Eamonn Smith

FOUNDER & CEO



The visionary behind the revival of Čezeta. With a background in finance and international business, **Neil led the transformation of Čezeta into a modern electric vehicle manufacturer between 2014 and 2020.** Under his leadership, Čezeta launched the Type 506, a luxury hand-built electric scooter that won Czech Motorcycle of the Year in 2019. His expertise in brand revitalization, manufacturing, and strategic growth positioned Čezeta at the forefront of the European EV market, attracting a passionate community of riders and investors alike.

To this date, **he is the only person in the Czech Republic to have successfully homologated an A1 e-scooter.**

With over 10 years' industry experience, he has built-up a network of experts that can assist in all aspects of the Type 507 project. **The extensive technical difficulties arising from regulations provide an effective barrier to competition from others without this experience.**

7% - 15% CAGR

It's estimated the CAGR for electric two-wheelers in Europe to be in the range of 7% to 15% from 2021 to 2027, driven by a combination of consumer demand, supportive regulatory frameworks, and improvements in technology.

€8-10 billion

Reports suggest that the overall EU motorcycle and scooter market is valued in the range of €8-10 billion in 2024.

**95% Growth
Since 2020**

According to official statistics, the annual number of registered electric motorbikes in the Czech Republic has grown to 4,437 vehicles in 2024. This is an increase of 95% against the year 2020.

GO-TO MARKET STRATEGY

- ✔ Target audience is defined
- ✔ Marketing plan is tested
- ✔ Sales model is tested

Barriers to Entry

Branding: we have EU trademarks for the Čezeta brand name and logo, as well as owning .com and other significant country domains.

Technical: it's a highly-regulated market that requires specialist knowledge. Few people have this experience.

Localised/realistic: plan focuses on dominating CZ/SK and later expands to nearby markets.

Berlin

Dresden

Prague

30.330 motorcycles were sold in ČR in 2024.
This market alone is more than big enough to satisfy our business plans.

Munich

Bratislava

Vienna

Revenue & Pricing

The Čezeta Type 507 will be 50% cheaper than the previous Čezeta Type 506.

Type 506

333,000 Kč

Luxury

5% gross margin

Type 507

165,000 Kč

Premium

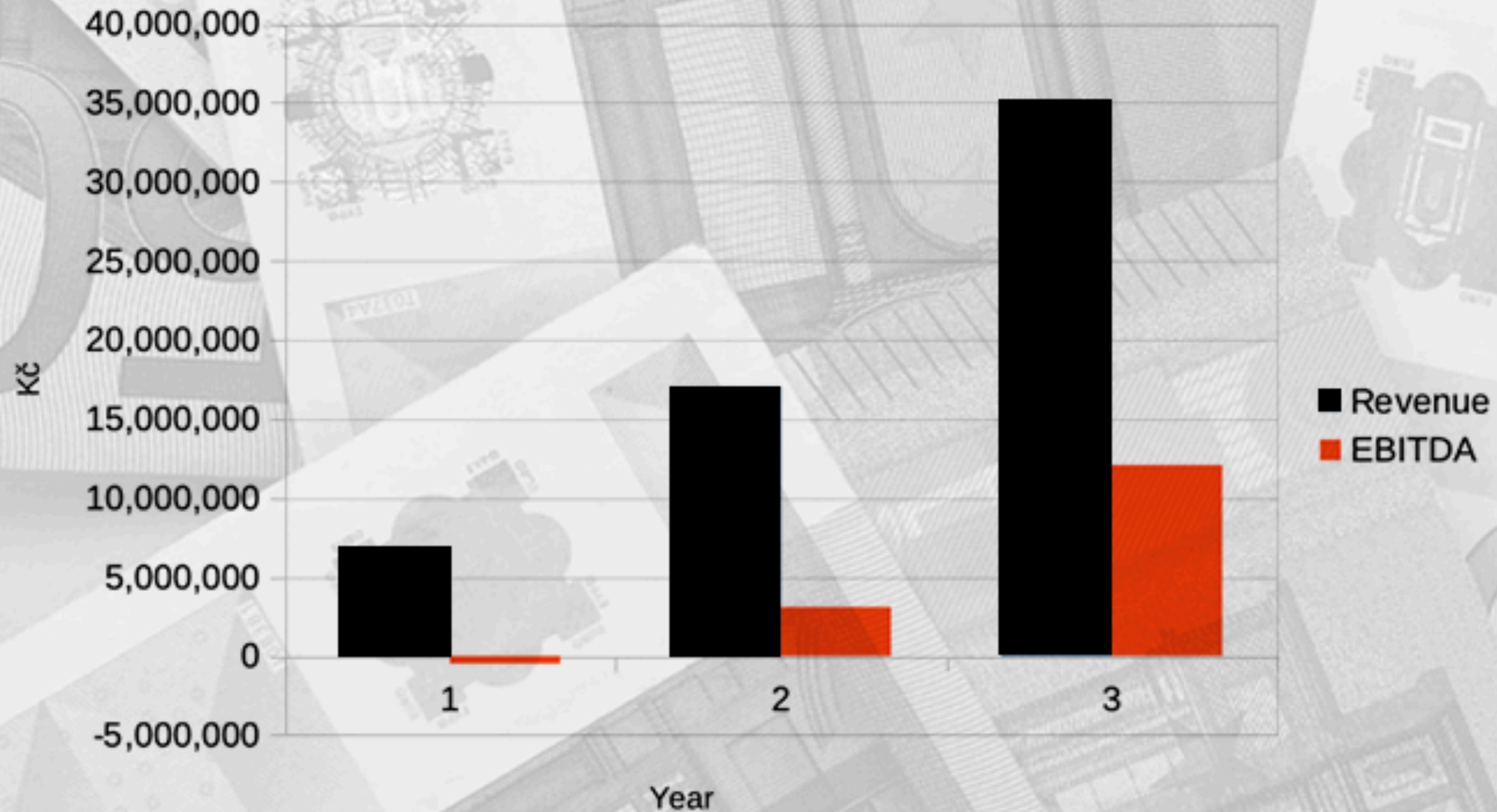
40% gross margin*

In addition to profit on sales, a more significant amount of profit is earned in future years from repairs and maintenance. The product is technically complex and the customers have no other options in this regard.

**estimated in year 3*

Financial Projections

We estimate valuation to triple during the first 3 years to approx 145m Kč.



Opportunity:

We are seeking 10m Kč in seed equity capital to launch the Čezeta Type 507. There are detailed plans for how this will be invested, the vast majority of which will be held in the balance sheet as intellectual property (finalising the vehicle and homologation) and part stocks. The most significant expense will be making pre-order sales of 50 scooters, the deposits from which will be used to finance operating costs.

I N V E S T M E N T

We have a clear exit strategy. After three years, the company will be established and profitable but still with significant possibilities for further expansion throughout Europe. We see it as being attractive to Asian manufacturers who have an appetite for European heritage brands (e.g. Royal Enfield, Norton, Jawa) or a local manufacturer who seeks to diversify away from the car industry.

Let's build Čezeta together!

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