



BEE LINE



What is Beeline?

We believe in making journeys better



In the future, we'll make millions of journeys better, whether it's getting from A to B or just for fun.

Cycling, walking, running, hiking, motorcycling... if we can make it a better experience, we'll do it.

...our journey starts with a simple smart compass for bikes.

The vision

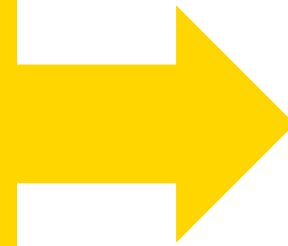
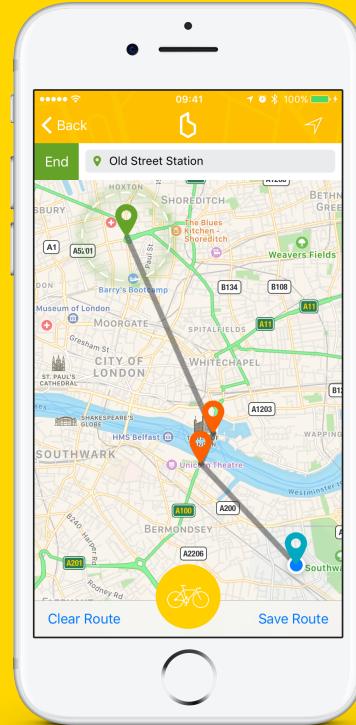
A journey planner focused on the experience

A growing bank of user generated journey content

Use with or without the hardware

Sticky, through social features, games, and well-timed nudges

Data collected throughout to enhance the product with possible value to 3rd parties



Simple hardware that makes your journey better



Specially designed for each activity



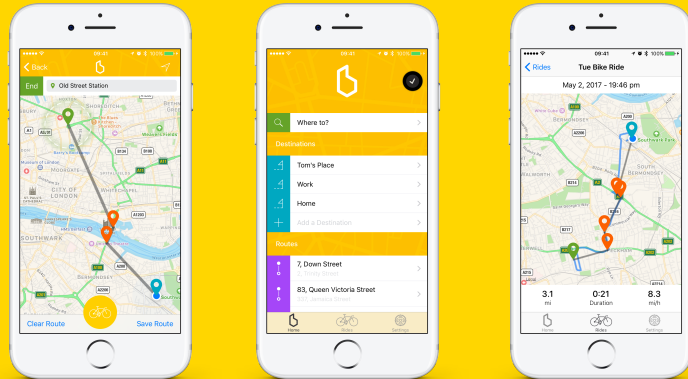
Helpful, not distracting



Simple, attractive designs

Next steps

Software



2-5m app users

£10 ARPU through:

- freemium
- in-app purchases
- partnerships (eg booking sites)
- data licensing

Hardware



500k-1m devices sold per year

~£100 price point

30% margin

Consumer, OEM, and
enterprise deals

£100-150m
annual revenue

Competitive
landscape:

GARMIN

tripadvisor

TOMTOM

Google Maps

Dated hardware
brands

Utilitarian
navigation tools

Columbia

adidas THE NORTH FACE

Non-tech brands,
moving into tech



Who uses Beeline?

Anybody who travels by bike, by foot, cycles for fun, runs for fun, hikes for fun, motorcycles, ski tours, sails...

100 million

bikes produced
each year

41%

of Brits do city
breaks every year

200 million

people who ride
motorcycles / scooters

37 million

people hiking, just
in the USA

It's simple tech, not just for techies



Our first product

Shipped in January (5000 units), Beeline is a smart compass for your bike. Connect it to the app, input the destination and the waypoints, and off you go.

- **30 hour, rechargeable battery**
- **Beeline core orientation sensor technology**
- **Water and shock resistant**
- **Sunlight readable, backlit display**
- **Universal, interchangeable strap**
- **Global coverage**
- **Bluetooth connected**
- **Powered by the app for iOS and Android**

Tom and Mark leave their jobs
April 2015

Go into partnership with Map
August 2015



Friends and family investment round of £60k
October 2015



Kickstarter campaign, 3000 backers, £150k,
top 2% of KS campaigns ever
November 2015



Beeline joins Seedcamp
January 2016

Beeline partners with Victor in China
March 2016

Seed investment round £500K with
TrueStart, EarlyMarket, LCIF and Seedrs
July 2016

Beeline pre-production testing in China
October 2016

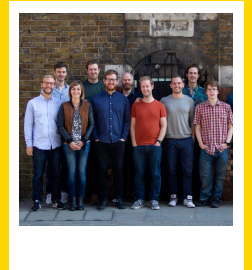


First batch produced
December 2016

Ship 5000 units
January 2017



First retailer deals
March 2017



How's it going so far?

Sales

Direct

- 300 devices per month
- £20 CPA
- 25% margin post marketing

Retailers

- Test in Harrods tech popup – 60 sales
- Amazon, Harrods, Evans online, Halfords online (starting April)
- 25% margin

Users & engagement

- User base of ~6000
- Primarily male, 20-40
- Geographical split pie chart (40% UK, 15% Germany, 10% Japan, 6% USA, 29% other)
- 1000-1500 rides per week, across more than 20 countries
- ~200 user posted features requests
- Strong engagement through social media

Tom Putnam



Co-founder
McKinsey & Co
Rocket Internet

Mark Jenner



Co-founder
McKinsey & Co
BBC

Charlie Bruce



Hardware
Cambridge University

Marc Baldwin



Mobile
4Com
JP Morgan
Logica

Chetan Padia



CTO
Swiftkey
Entrepreneur First

Sam Lucas



Design
Jaguar Land Rover

Kate Osborne



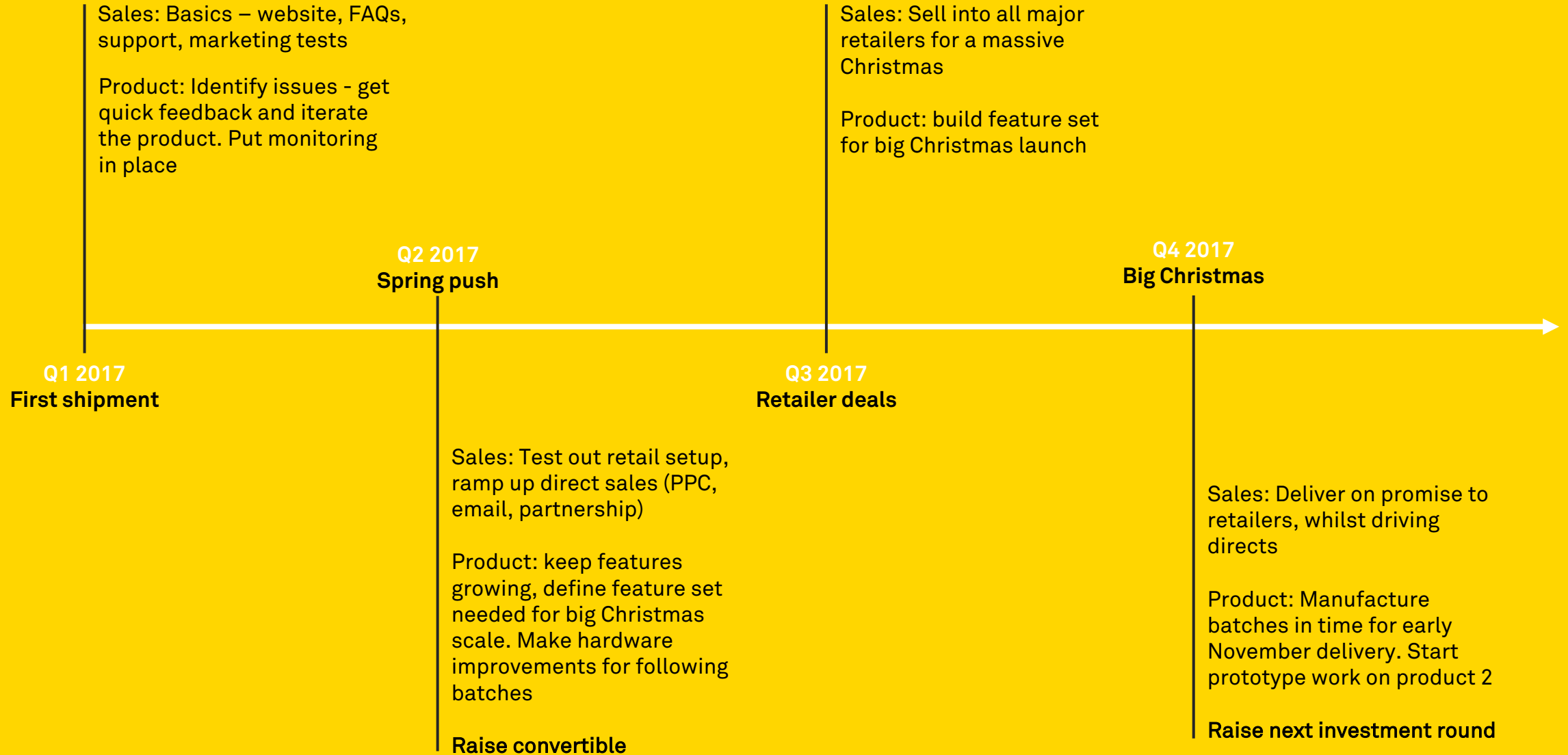
Community
Durham University
Global Adventurer

Ryan Wardell



Interim CMO
StartupSauce

2017 for Beeline



Current raise

Now:

- Convertible note £100-200k
- 20% discount rate
- To invest in direct and retail sales (team, promotions website, analytics, partnerships)

Late 2017:

- Priced round
- £2-3m
- To scale to a 3 product range, internationally distributed
- Discussions in progress with several VC funds

