

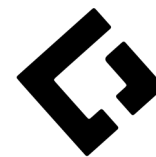
Lyric Cycles

High Performance Electric Vehicles

INVESTMENT OPPORTUNITY

lyriccycles.com

Forward Looking Statements



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Lyric Cycles aims to **replace 1 billion miles of gas-powered trips** with our high-performance **electric moped style bikes** and **light electric motorcycles**.



Early traction is incredible



IN YEAR TWO WE ANTICIPATE TRIPLING SALES AS WE BEGIN DEALER DISTRIBUTION.

Revenue to date
(gross USD)

\$1.05M

Bikes Sold
(gross)

282

Return on
Ad Spend

12.8

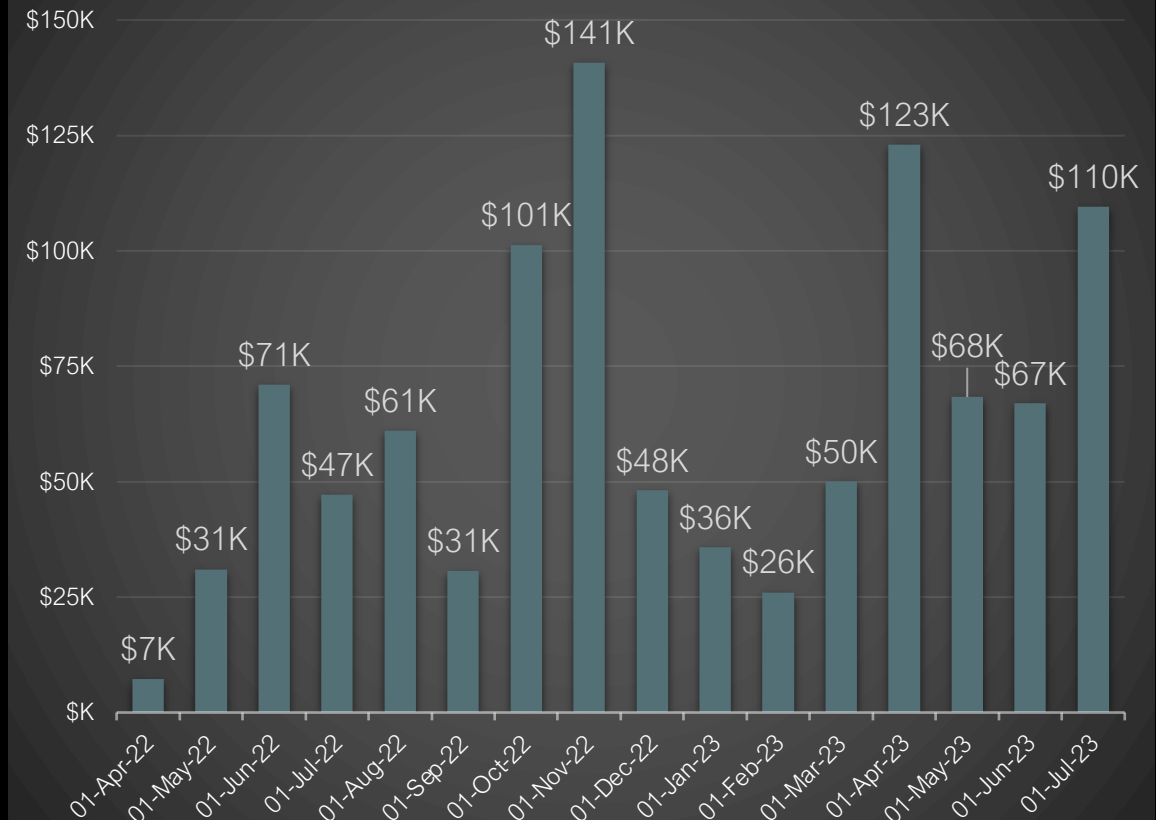
Return on
Marketing Spend

5.0

Cost Per
Acquisition

\$290

Gross Revenue (USD)



*Figures in USD. Data up to Jul 23, 2023.

Progress to Date



BOOTSTRAPPED

PRE-SEED

Dec 2020 – Jul 2022

Aug 2022 – Jul 2023

- Completed market research and R&D for first **Graffiti prototypes**
- Launched ecommerce site and Graffiti presale, **generating \$185K**
- Completed end to end **supply chain and logistics**, identifying optimizations and setting up **processes**
- Tested audience segments, creative, to establish **marketing benchmarks**
- Test manufacturing

- Scaled and automated marketing and continued testing, **generating \$825K+**
- Completed R&D and **launched Voodoo & Ghost** presale
- **Delivered** first Graffiti production batch
- Established and automated **customer service** process **reducing requests by 60%+**
- Set up stock management software and hired 3PL to **improve logistics efficiency**
- Visited China to enhance relationships and **improve manufacturing process**

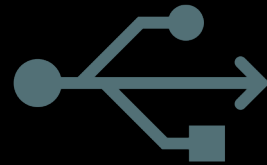
SEED ROUND

Goals



2-3X REVENUE

- Optimize B2C always-on marketing & automations
- Grow affiliate network
- Build dealer network
- Source B2B opportunities



IMPROVE PROFIT MARGINS

- Increase order quantities
- Optimize cross-model BOMs
- Reduce manufacturing lead time
- Reduce logistics costs

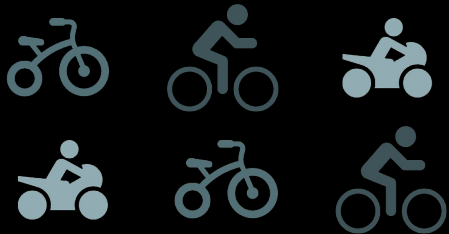


GROW BRAND LOYALTY

- Increase LTR
- Launch Lyric app MVP
- Reduce return rates
- Increase referral traffic

The global electric bike TAM is massive, and our North American core market is still developing with huge growth potential.

	2021	CAGR	2029
GLOBAL	\$36B	12.6%	\$92B
NORTH AMERICA	\$2.6B	11.0%	\$6.5B



The market is highly fragmented, and most major players did not have previous bike experience.

As the market consolidates, opportunities to exit become likely.

* The above represents only the electric bicycle market, and does not include electric mopeds and motorcycles. So the whole TAM is actually larger than stated.

Competitors



EBIKES WITH MOTORCYCLE DESIGN STYLING



Opportunities

- Lyric develops the **highest performance bikes** in its class for a competitive price to entice performance seeking customers
- Lyric avoids the “race to the bottom” at the cheapest end, and rather focuses on **great value for money**
- Lyric differentiates with features customers want: carbon belt drive, two passenger, head-turning designs
- Lyric will be the only brand with an app to track miles ridden and carbon footprint reduced



DIFFERENTIATORS

Our use-case-based designs prioritize **performance**, **reliability** and **convenience** to make choosing electric easy and accessible.

- Design
- Speed & Power
- Two Passenger Capability
- Low Maintenance
- Range
- App (to come)

Lyric Graffiti

URBAN COMMUTER

\$2599-\$2999

23% Margin B2B | 43% Margin B2C



2300 WATTS



80 MILE RANGE



33 MPH

- Perfect for daily commuting, running errands or weekend cruising
- Low maintenance direct drive engine & belt drivetrain
- Dual batteries for extended range
- 2 passenger
- Optional rack extender for bags and cargo boxes





Lyric Graffiti X

FULL SUSPENSION CROSSOVER

\$3,999

23% Margin B2B | 44% Margin B2C



7200 WATTS



60 MILE RANGE



40+ MPH

- Thrill seeker looking for the extra speed and performance
- Offroad full-suspension and tires
- Belt drivetrain for all condition durability
- Large capacity battery for long range
- 2 Passenger
- Optional rack extender for bags and cargo boxes

Lyric Voodoo

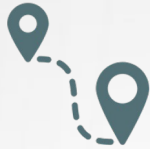
FAST ELECTRIC MOPED

\$6999

32% Margin B2B | 51% Margin B2C



18,000 WATTS



65 MILE RANGE



65+ MPH

- Classic café racer style moped for the avant-garde freeway commuters
- Light & small enough for condo living & bike storage lockers
- Can register and insure as an off-road motorcycle
- On-road registration for limited speed motorcycle / moped coming soon
- 2 passenger



Lyric Voodoo X

ELECTRIC DUAL SPORT MOPED

\$7499

36% Margin B2B | 53% Margin B2C



18,000 WATTS



65 MILE RANGE



65+ MPH

- Scrambler version of our Voodoo for those that want on and off-road capabilities
- Long suspension travel and dual sport tires
- Can register and insure as an off-road motorcycle
- On-road registration for limited speed motorcycle / moped coming soon
- 2 passenger



Lyric Mobile App



THE APP IS THE TIE BETWEEN OUR BUSINESS MISSION, PRODUCTS, AND HOW OUR CUSTOMERS USE OUR PRODUCTS.



Track mileage



Social
gamification



GPS & remote
immobilization

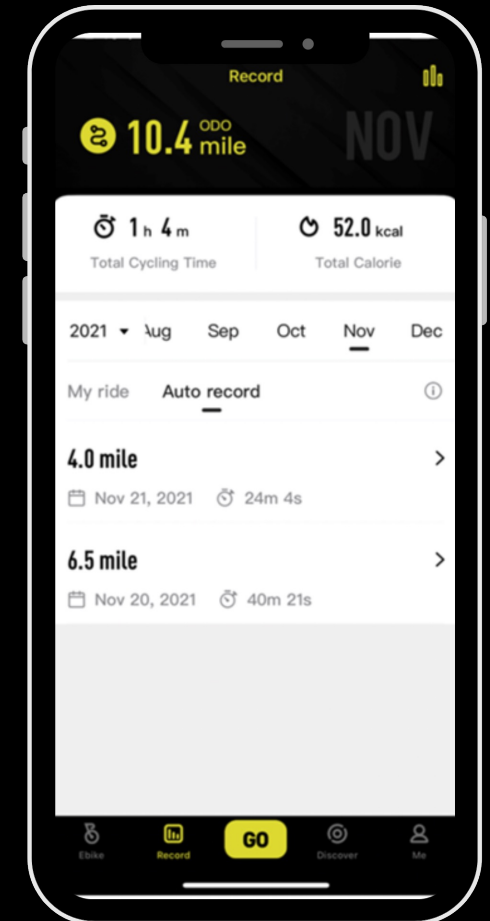
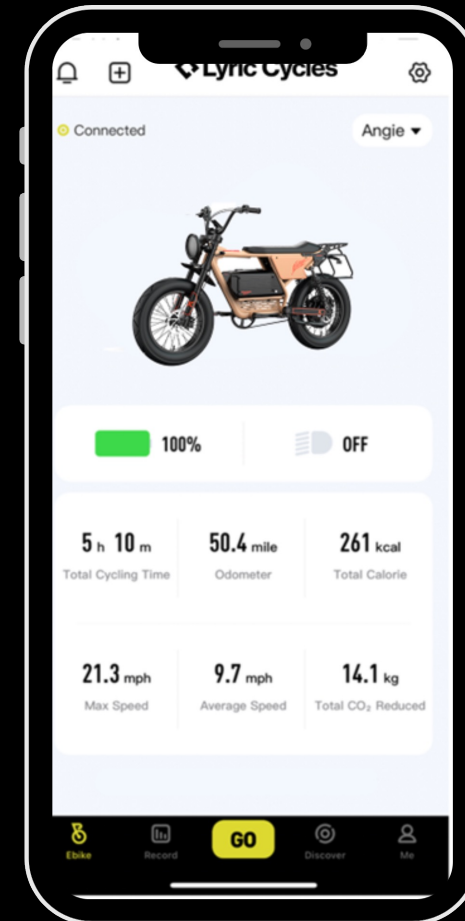


Performance diagnostics



Analytics

- Track miles ridden & carbon footprint reduction
- Increase sales conversion with app and anti-theft features
- Gamify riding to engage community & drive brand stickiness
- Proactively diagnose issues & improve customer service
- Utilize data for marketing and product enhancements
- Data is possible revenue stream in itself





Lyric Cycles Inc. has been granted a World Manufacturers Identifier (WMI) and has been approved to provide Restricted Use VIN's on our motorcycles

DESIGNED & ENGINEERED IN CANADA

Design & Manufacturing

- Designed and prototyped in Canada
- Enhancing design language for model consistency
- BOM optimization across models to design for scale
- Moving to scale through manufacturing partner in China
- Project manager in China to expedite progress

Designed and Engineered
in Squamish, BC
49° 43' 25.5576" N 123° 09' 15.3" W

Target Segments



eBike Enthusiasts



eBike Shops



B2C

B2B



Conscious Commuter



B2B Use Cases



B2B Sales



Select eBike Retailers

- Target retailers in high volume locations (CA, AZ, FL, NY)



Bulk Use-Case Based Sales

- Last mile delivery, cargo, hospitality, rental businesses, etc.



B2C Sales & Marketing



ALWAYS ON

- Data-driven, automated cross-channel, journey-based marketing



PARTNERSHIPS

- Brand partnerships
- Affiliates and influencers
- Customer ambassadors – test rides



PHYSICAL LOCATIONS

- Brand activations & customer demos

Return on Ad Spend

12.8

Return on Marketing Spend

5.0

Cost Per Acquisition

\$290

Awards & Press



Report on Business 50 Changemakers 2023

Recognized as one of the 50 Canadian entrepreneurs, academics and executives striving to find a better way of doing things



[Lyric Cycles' 'Graffiti' is an E-Bike with Motorcycle Performance](#)

autoevolution

[Lyric Cycles' VooDoo eBike Features Vintage Cafe Racer Styling Mixed With Modern Cleantech](#)

GEARJUNKIE

[Voodoo 305 Ghost: Model Tyson Beckford Explains His E-Bike/Moto Hybrid](#)

ESSENCE

[Tyson Beckford Is Launching His Own Motorcycle Line—Here's What He Told Us About It](#)

INSIDE EVs

[Lyric Cycles Presents The Stylish Graffiti Urban Electric Bike](#)

Robb Report

[“ This New Electric Bike Looks So Cool It Will Make Your Café Racer Jealous”](#)

Customer Testimonials



Earl Buckley

Author ★ ...

[Lyric Cycles](#) I having the time of my life!! I'm absolutely loving every minute of it. Thanks for such a great product. I will be buying the Voodoo in the future for sure. You guys made a friend with me. When should people expect their



Eddie Loza

Active 1h ago



I don't just look at the product I look at the hard work and dedication people have behind what they're doing because that's where I get my satisfaction is providing quality work



And I know you have been working your tail off



And I see it and I appreciate it

Don't Hug Me I'm Skeptic • 3 weeks ago

Soooo sick, if I were to custom build my ebike this would be exactly how I'd want it. Awesome work



elaizon22 Again, I've said this in the YouTube comments, but I am formulating a plan to own this bike. It's like you guys went inside my head and picked out the exact design and features I was looking for in an e-bike....it will be mine. Please keep up the good work you guys are doing an excellent job!!!



r/LyricCyclesGraffiti • 10 min. ago

Posted by Treasure-Everywhere

Short version: The bike is fantastic and lives up to all its promises. No disappointment. 👍👍



Roy MacRae · 16:51

definitely the nicest looking ebike I've seen.

What they're most excited about

Style

Two Passengers

Speed

Power

Customer Service

Range

Quality

Belt Drive

Lyric Cycles Team



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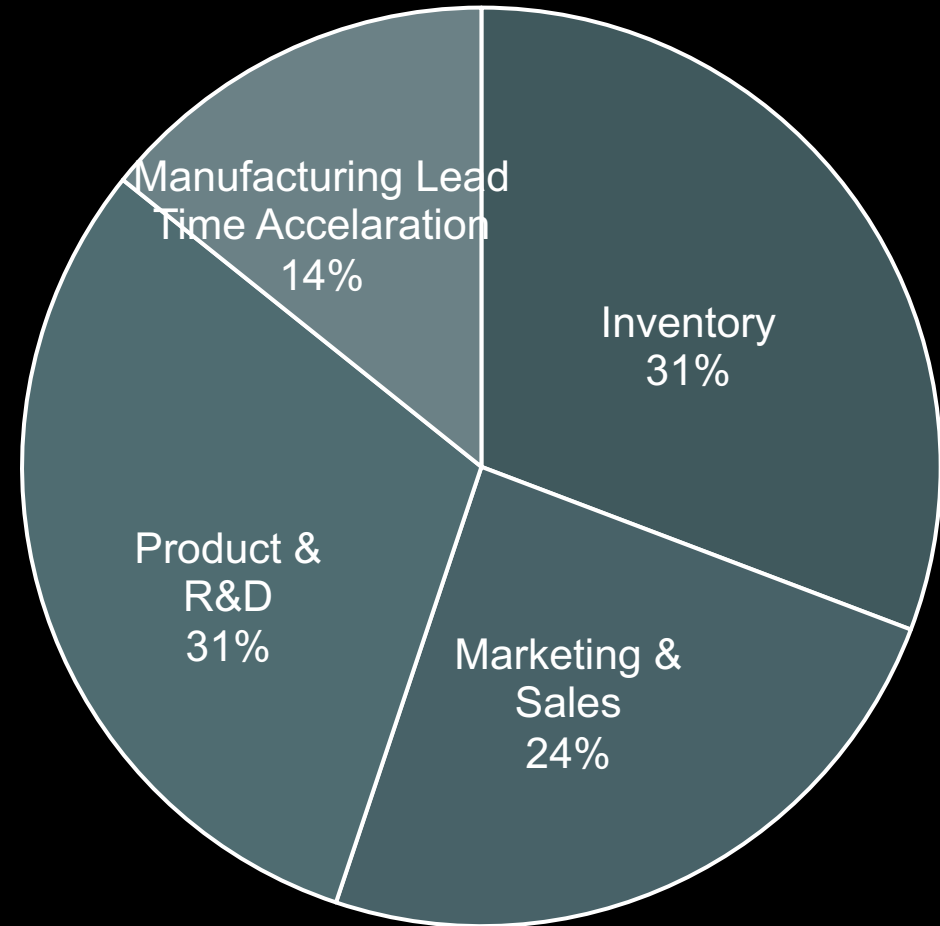


Use of funds

12 MONTH RUNWAY

Funds are required to:

- Build Lyric app MVP
- Grow sales & marketing team
- Accelerate production lead time
- Optimize models and scale production
- Design & manufacture accessory lineup





Investment Highlights

1

TIMING: The electric vehicle market is growing quickly

2

TRACTION: Early traction proves product market fit and growth potential

3

CUSTOMER FEEDBACK: Early customers love our products and brand

4

MARKETING ANALYTICS: Strong ROAS and low acquisition cost

5

TEAM: Strong team with past success and breadth & depth of experience

6

DESIGNED & ENGINEERED IN CANADA: One of Canada's only light electric vehicle manufacturers