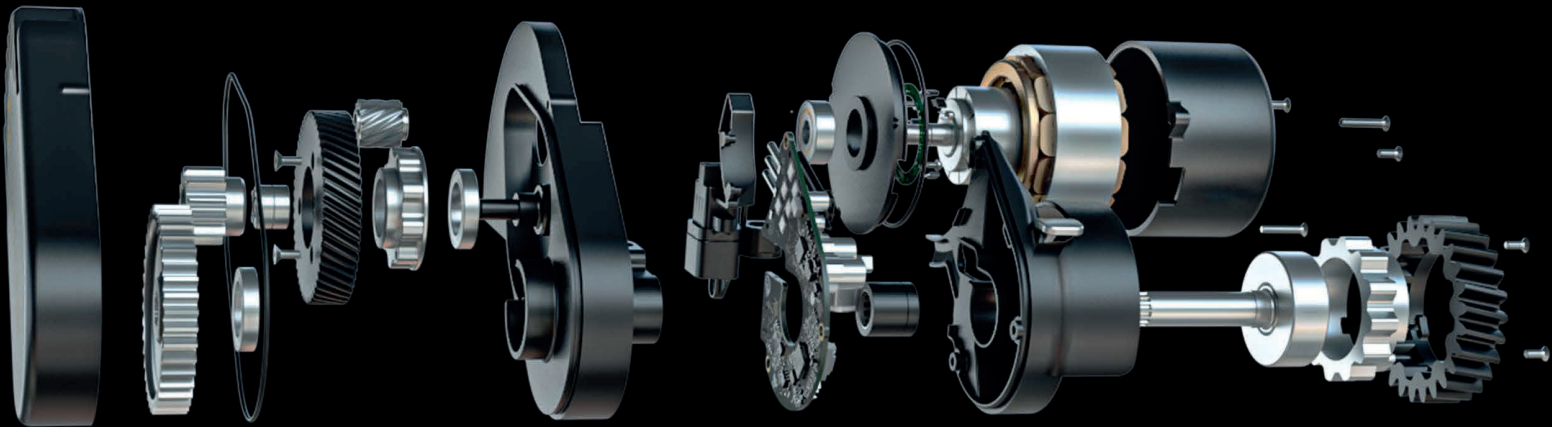


MEDIA KIT

2023



 bimotal

Keep riding the bike you love

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COVER LETTER

We're delighted to introduce you to Bimotal, a Berkeley-based tech startup at the forefront of innovative powertrain technology. At Bimotal, we're working tirelessly to redefine how we power small electric vehicles to revolutionize the landscape of electric mobility.

Enclosed within this media kit, you will find a wealth of information that tells the story of who we are, what we do, and why it matters. From our company background and our most recent press releases, to comprehensive information on our flagship product, the Elevate, we've covered it all. You will also find executive biographies of our key team members and high-quality media assets that can assist you in creating engaging content.

We'd also like to take this opportunity to highlight our recent Wefunder campaign (wefunder.com/bimotal), which has stirred significant public interest. We're excited about the broadening reach and the impact we're making in fostering sustainable and accessible mobility.

We'd like to give you a direct line to our CEO and Founder, Toby Ricco, who can be reached at 408.507.2293 or tobyricco@bimotal.com.

We're thrilled to have the chance to share our journey with you, and we're confident that you'll find our mission and technology as exciting as we do.

Thank you for your time and consideration.

Best Regards,

The Bimotal Team

History: Founded in 2019, Bimotal is an innovative US tech startup based in Berkeley, California. We specialize in the development and production of world-class electric powertrains, focusing on creating seamless, efficient solutions for bicycles and multimodal transportation.

Mission and Vision: Our vision at Bimotal is to transform both human health and the well-being of our planet. This vision is realized through our mission to reduce barriers to car-free mobility. Our lightweight, removable powertrain systems integrate human and motor power, creating more sustainable and accessible transportation options. At the heart of our vision is the desire to safeguard our planet's rich biodiversity and create a positive environmental impact in response to climate change challenges. We see a future full of hope, where advancements in personal electric vehicles play a crucial role in nurturing a healthier planet for all its inhabitants.

Achievements:

Our innovative solutions and strong market presence have led to significant achievements, recognized by stakeholders in Silicon Valley and beyond. Here are some of our key accomplishments to date:

- **Partnership with Top Bike Brand:** Bimotal has secured a multi-million development contract with a leading bike brand to create a mid-drive motor.
- **Pre-orders for Elevate E-bike System:** Our flagship product, Elevate, a removable electric motor that transforms a traditional bike into an e-bike within minutes, has received over \$500,000 in pre-orders. We anticipate customer deliveries in Q4 of 2023, with production tooling underway.
- **Development of Wheelchair Product:** Bimotal is working with a wheelchair company to create a novel hub motor to make light-weight, folding electric-assist wheelchairs. We have submitted a patent on the concept and have built a functional Alpha prototype.

These accomplishments underscore our commitment to technological innovation and a sustainable future. Bimotal continues to push boundaries in the electric vehicle sector, with much more to come.



MEDIA ASSETS

Images and logos within are sample size for reference only.

For the latest information and access to full resolution image files, please visit:

<https://bimotal.com/pages/media>

BIOGRAPHIES OF KEY PERSONNEL



Toby Ricco

CEO & Founder

Technical Lead on Model 3 Power Conversion System and decade-long Tesla veteran. Built EVs since age 12. Proud Cal alum.



Matt Rounds

Associate Director of Engineering

Wrote custom data-logging and CAN software for aerospace startup where he led the custom BMS firmware development team. Team lead of SAE at Cal Poly SLO.



Neil Flock

Sr. Mechanical and Operations Engineer

Started his own bike business generating millions in revenue servicing and distributing internally-gearred hubs. Understands bikes at an unrivaled level. Mechanical engineering degree from the Colorado School of Mines.

BIOGRAPHIES OF KEY PERSONNEL



Andrés Pastor

Senior Mechanical Engineer

Matlab, Analysis and FEA magician. Holds two master's degrees in industrial, mechanical, and aerospace engineering with a background in gearbox design.



Charissa McManis

Biz Dev and Operations Project Manager

Background in financial services and real estate, specifically, the proptech space where she was a key contributor to early and late stage startups. Holds a Marketing degree and loves using creativity to solve business problems.

The Elevate Experience

Our direct-to-consumer drive unit revolutionizes the e-bike experience by introducing an easily removable motor and battery system, designed for flexibility and adaptability to fit any cycling journey. Elevate's unique design transmits torque directly through the disc brake, preserving the bike's shifting system and mitigating common e-bike issues related to drivetrain wear

Elevate Features

- Lightweight and Removable:** Elevate's motor and battery each weigh just over 3 pounds, adding minimal weight to your bike. Its removability offers flexibility, allowing you to shuttle to trailheads, commute without sweating, and keep up with e-biking friends.
- Better Shifting:** By channeling torque through the disc brake rather than the drivetrain, Elevate reduces wear and tear on your chain and cassette.
- Forward-Thinking Design:** Bimotal's design allows for over-the-air updates and fleet analytics, laying the groundwork for an optimized cycling experience based on real usage data.

Elevate Specifications

- 60 - 70 Nm torque (180mm or 203mm rotor), 750 W
- power, less than 1.5kg drive unit mass
- Patented with two continuation patents in progress
- Easily removable: unprecedented flexibility, sharing of
- powertrain across bikes, new service paradigms enabled
- Viral acceptance of this concept since social media
- efforts ramped up in July 2023
- 3.5 kg total system mass for drive unit and 340Wh
- battery
- Soft launching now (limited by capital),



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How It Works

Our proprietary Accelerate system delivers unrivaled power and efficiency in a sleek, compact form. The drive unit is located at the bike's bottom bracket and couples to the bike's drivetrain, delivering incredible amounts of torque. The implementation of a novel pedal assist algorithm ensures a riding experience that will feel bionic.

Accelerate Features

- | | |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Unrivaled Efficiency: | Achieves an impressive average efficiency of 85%, enhancing range and power output, even during low-cadence rides. |
| Lightweight Build: | Weighs a mere 2.4 kg, delivering powerful performance without compromising on aesthetics or adding to the bike's weight. |
| Compact Profile: | Compact Profile: Dimensions optimized for proprietary gear layout, ensuring minimum volume and improved ground clearance. |
| Advanced Battery Technology: | Equipped with a main battery pack of up to 900 Wh capacity and a high-density range extender adding 250-300 Wh, enabling long-range rides. |

Accelerate Specifications

- 150 Nm torque / 750 W power
- Game-changing proprietary gear reduction and motor designs enable high torque and efficient thermals
- Four patents filed
- Side profile is 30% smaller than Bosch and Shimano full-torque drive units
- Higher efficiency than competitors
- Novel pedal assist algorithm and user interface
- Beta mass is 2.53 kg prior to mass reduction efforts
- Production start late 2025, currently in Beta phase



How It Works

Bimotal's engineering prowess extends beyond the realms of traditional biking, manifesting itself in the powertrain technology developed for a push-assist wheelchair. This lightweight design, powered by high-torque motors, leverages our technological achievements to immensely benefit wheelchair users. Through diligent refinement and innovation, we aspire to bring a new era of better mobility solutions, offering unprecedented ease and freedom for individuals reliant on wheelchairs.



Activate Specifications

- One percent of the global population is in a wheelchair(50-80MM people)
- 65% of wheelchairs are folding, Alpha prototype folds to within 1" of manual folded width
- Alpha prototype nearly silent
- Weighs less than 10 lbs. (closest competitor E-system is 38 lbs)
- Patent filed
- Uses same motor and gears as Elevate to leverage scale and drive down cost
- Anticipated launch in 2026, currently at Alpha prototype stage



PRODUCT IMAGES



Elevate Drive Unit



Elevate Drive Unit - 45-degree angle



Accelerate Gear



Accelerate Unit



Accelerate Battery



Quick-connects

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Product Renderings

MEDIA COVERAGE

Publisher	Title and Author	Link	Date
Electric Bike Report	E-bike News: Trek's New Affordable E-bikes, Bimotal Final Pilot and Much More by Richard Peace	https://electricbikereport.com/e-bike-news-treks-new-affordable-e-bikes-bimotal-final-pilot-and-much-more/	7/28/22
IMTEST	BIMOTAL ELEVATE: RETROFIT E-BIKE MOTOR by Kathrin Schraer	https://www.imtest.de/263364/news/bimotal-elevate-e-bike-motor-zum-nachruersten	8/9/22
Unofficial Networks	The Bimotal Elevate Will Turn Your Normal Mountain Bike Electric by Nolan Deck	https://unofficialnetworks.com/2023/07/06/turn-your-normal-bike-electric/	7/6/23
iberobike.com	Bimotal Elevate, the electric motor for any bicycle with disc brakes by juanjou	https://www.iberobike.com/bimotal-elevate-el-motor-electrico-para-cualquier-bicicleta-con-frenos-de-disco/	7/23/23
Bike Mag	Look: Clever Mountain Biker Creates Two-Wheel Drive E-Bike	https://www.bikemag.com/news/two-wheel-drive-e-bike	8/8/23

BIMOTAL LAUNCHES ON WEFUNDER

FOR IMMEDIATE RELEASE 7/26/2023

Berkeley-Based Tech Startup Bimotal Making Waves with Wefunder Campaign Launch

Company's innovative electric powertrain technology heralds a future of sustainable and accessible mobility.

BERKELEY, CA – July 26th, 2023 – Bimotal, a Berkeley-based tech startup, continues to capture the public's attention with its recently launched Wefunder campaign, which began on July 19th, 2023. The campaign's success is marked by the significant surge in the company's social media following—from 900 to over 18,000 in a span of two weeks—and a remarkable view count of over 5 million views.

Bimotal is setting a new standard in the electric vehicle industry with its innovative powertrain technology designed for small electric vehicles, including e-bikes and wheelchairs. The company is fervently working towards a greener and healthier world by breaking down barriers to car-free mobility.

"Our technology is redefining how we power small electric vehicles," stated Toby Ricco, CEO and Founder of Bimotal. "Our first product, Elevate, has already received fantastic reception, and through our Wefunder campaign, we're excited to bring our vision to a broader audience and accelerate production."

Bimotal continues to showcase its cutting-edge technology as the Wefunder campaign progresses, offering demos and tours at the company headquarters for those who wish to gain a first-hand experience of their products and mission. "We have open hours on Thursdays 4:30 to 6:00 pm for anyone who wants to stop by in person."

"We welcome everyone who shares our vision to join us," added Ricco. "This campaign is more than fundraising; it's a momentous step in our ongoing journey towards a future where mobility is cleaner, more efficient, and accessible to all." We decided to do a Wefunder, instead of a Kickstarter, for two key reasons. One, is we'd like our fan base and supporters to be able to own a stake in our success. And two, we have multiple programs leveraging the same powertrain technology launching at different times. The equity structure allows investors to have a stake in all of these programs, and allows us to deliver on a timeline that lets us ship something compelling from day one.

Media contacts are invited to reach out directly to CEO Toby Ricco at 408.507.2293 or tobyricco@bimotal.com for an inside scoop on the Bimotal story. More information about Bimotal's GHG Emissions Reduction potential can be found in the company's presentation deck.

For more information about Bimotal and their upcoming Wefunder campaign, visit wefunder.com/bimotal. Section nine (9) on the Wefunder has links to product decks, product information, and more.

About Bimotal:

Bimotal develops cutting-edge electric powertrain solutions for small personal use vehicles. Their flagship product, Elevate, allows bike owners to convert their existing bikes into e-bikes, democratizing access to electric transportation. Bimotal is developing a mid-drive with a top bike brand. And, as part of their commitment to fostering accessible, sustainable mobility, Bimotal is also developing an electric motor prototype for manual wheelchairs.

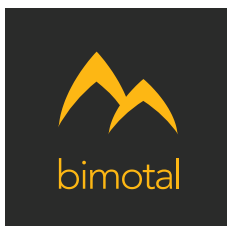
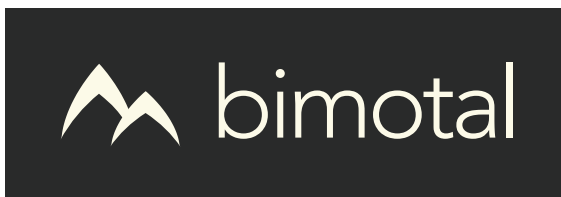
Press Contact:

Tobias Ricco CEO and Founder
408.507.2293

Bimotal Main Logo



Logo Variations



Bimotal Symbol (Peaks)





A. Wrong Color Combinations - Specially Yellow on White background



B. Wrong Proportions



C. Wrong Spatial Relationships

Primary & Copy Font: **Avenir**

Avenir Light Standard

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Secondary & Headline Font: **Montserrat**

Montserrat Light

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abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Third & Digital Font: **Roboto**

Roboto Light

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Roboto Bold

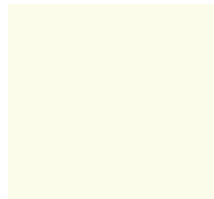
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abcdefghijklmnopqrstuvwxyz 0123456789

COLOR PALETTE CORPORATE PALETTE



Bimotal Gold

RGB: 252,182,21
Hex: #FCB615



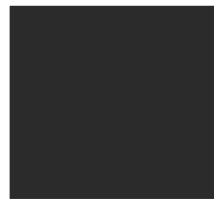
Bimotal Limestone

RGB: 252,251,233
Hex: #FCFBE9



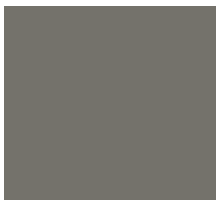
Bimotal Black

RGB:15,15,16
Hex: #0F0F10



Bimotal Iron

RGB: 42,43,42
Hex: #2A2B2A



Bimotal Grey

RGB: 116,114,107
Hex: #74686B



Bimotal Rust Red

RGB: 196,65,41
Hex: #C44129

Media Contacts



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Keep riding the bike you love