BIRD

Hello,
Joplin, MO

2021





What is Bird?

Bird is a last-mile, stand-up electric vehicle sharing company dedicated to bringing affordable, environmentally-friendly transportation solutions to communities everywhere.

Our mission is to get people out of cars and:



Solve the last-mile challenge by connecting more residents to transit options.



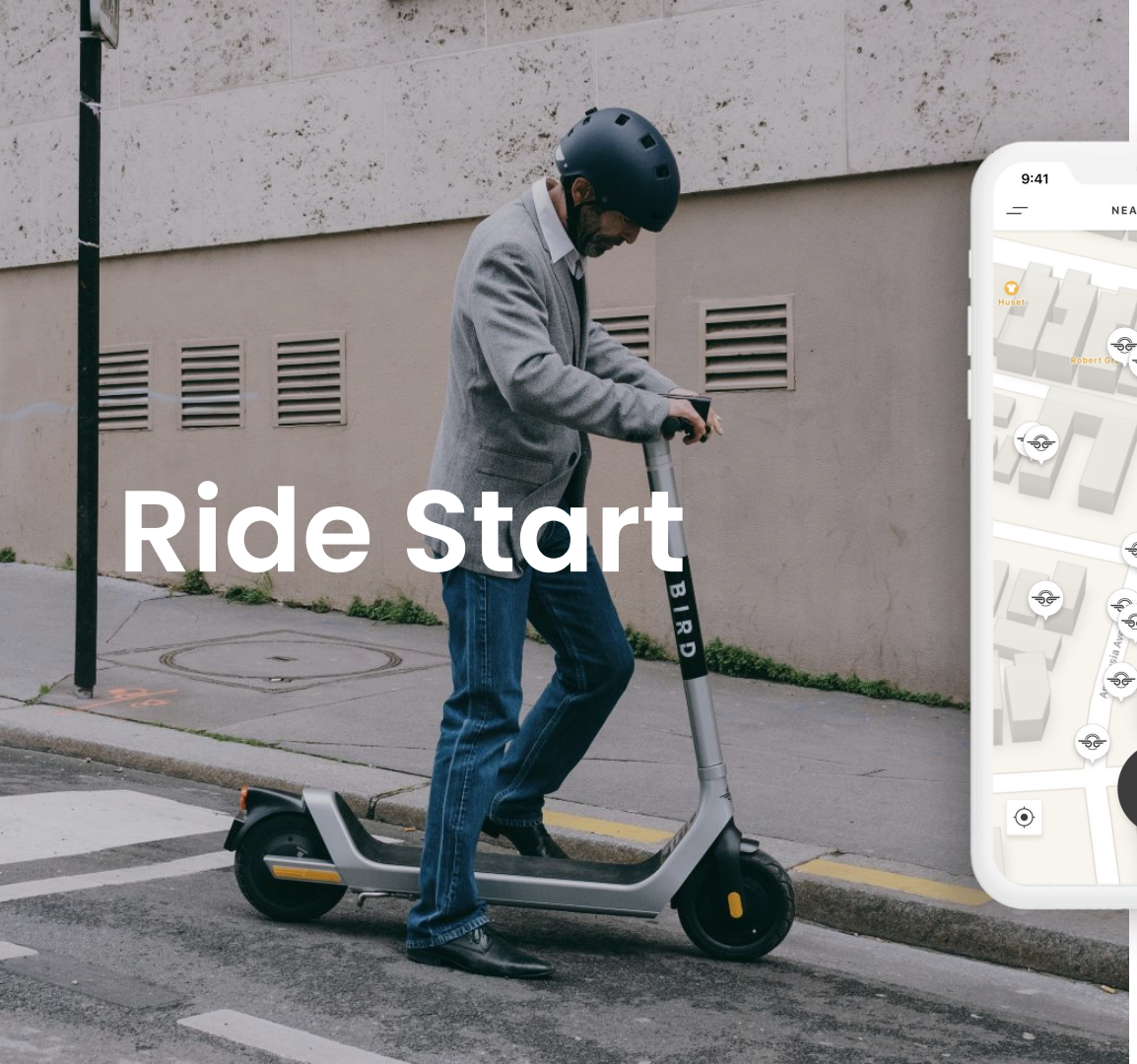
Reduce congestion and over-reliance on single occupancy car trips

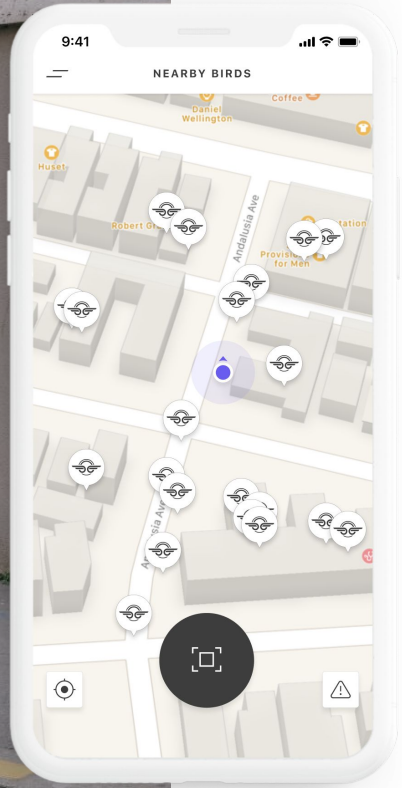


Improve air quality and reduce Greenhouse Gas emissions



Improve the overall quality of life in cities





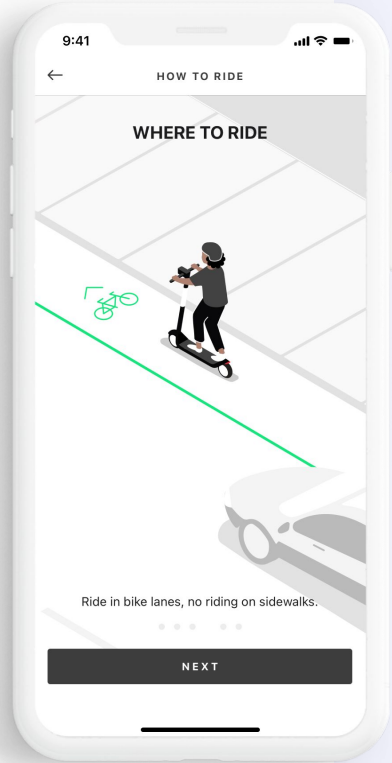
Find a Vehicle

If a scooter isn't immediately visible, riders can use the Bird app to find a scooter on the map. Riders can review battery charge levels, estimated ride distance as well as directions

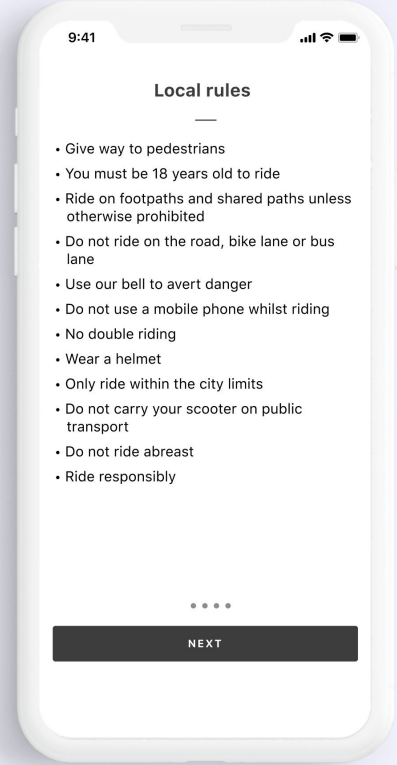
BIRD

Safety

All riders are required to review a tutorial on how to ride safely before they can start their ride



Safe Riding Tips



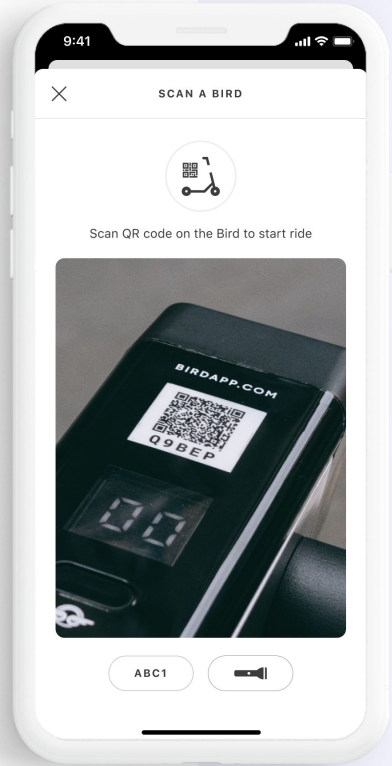
Local Rules

Local Rules

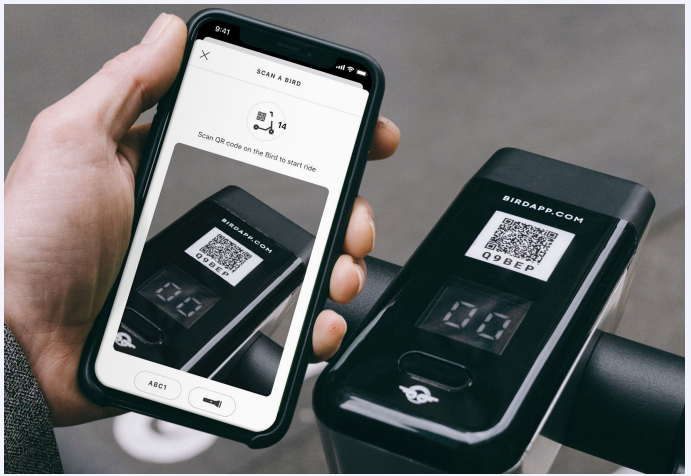
Local rules are customized for each market including specific information about parking and no-ride zones

Scan and go!

Once a rider is ready, simply scan the QR code on the top of the vehicle to start the ride and go!



Scan to Start



QR Codes
Every vehicle has a unique QR code and vehicle ID. Scanning the QR code unlocks the vehicle to start the ride

The Dockless Model

Riders follow local rules (like a bicyclist would).

Allows riders to have ultimate flexibility and ride anywhere within the designated ‘operating zone’.

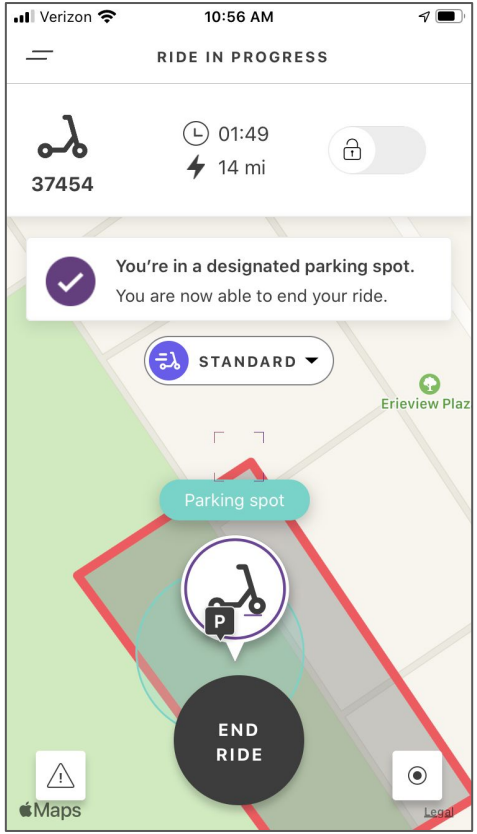
Follow prompts on the app and park in the ‘furniture zone’ out of the way of pedestrians and ensuring ADA compliance.

Vehicle waits for next rider or is moved by the ‘Fleet Manager’



Parking zones

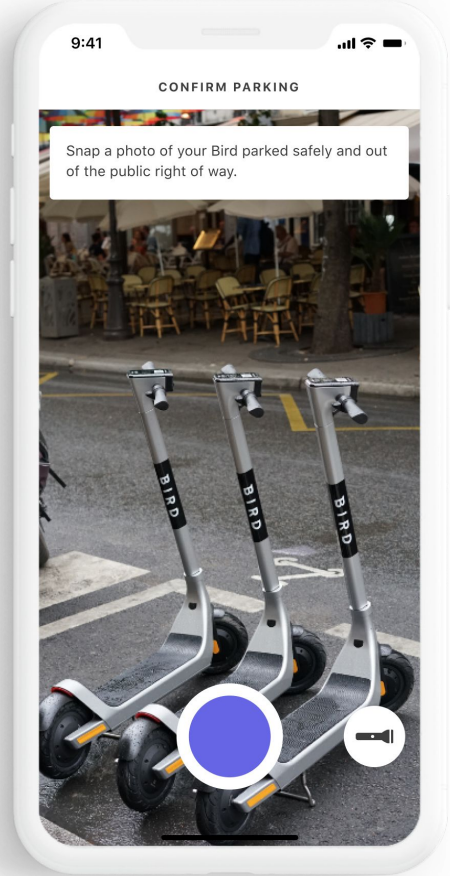
Bird can create designated parking zones within the app. If riders are not within a set zone they'll be directed to a nearby area where parking is permitted.



Parking Zone

Photo Proof

At the end of the ride, all riders are required to verify their vehicle is upright and parked properly.



End of Ride Photo

Our Approach

We partner closely with cities to design solutions that work for your community.

YOUR TEAM:

Sr. Account Executive

Account Manager

Locally hired Fleet Manager

Get to know each other:
Understand where Bird fits into the local transportation ecosystem.

Setting Expectations:
Align on how Bird can best serve your city based on city input and Bird data.

Operating Plan:
Decision to move forward and local operational partner outreach started.

Launch Day:
Introduce a new transportation option to town.

Ongoing:
Your dedicated Account Manager will provide ongoing support and serve as your main point of contact for all city requests.

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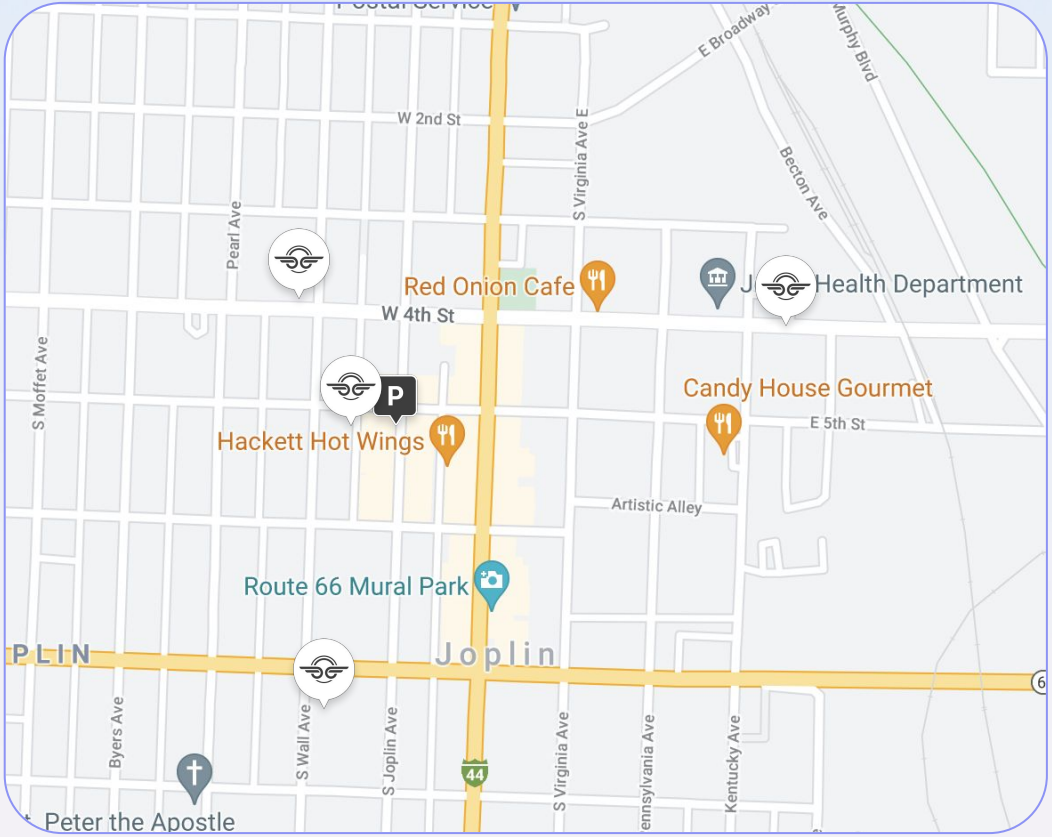
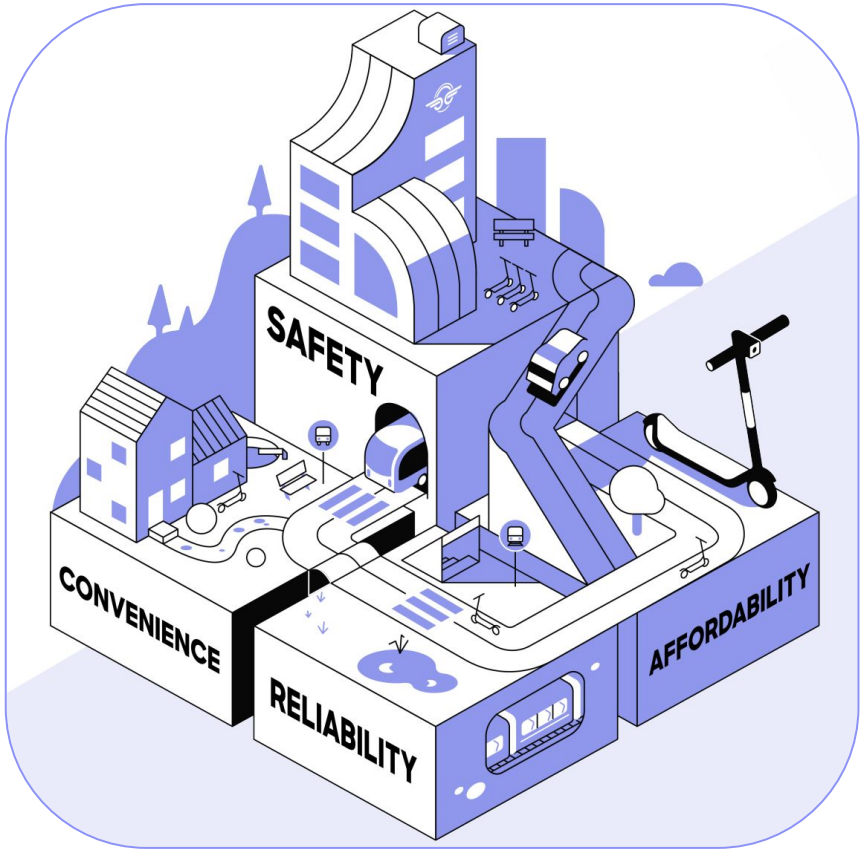
Joplin Proposal

- **Launch Date:** July 2021
- **Local Partner Onboarded:** Complete
- **Initial # of Vehicles:** 125
- **Active percentage:** ~70%
- **Example staging areas:**
  Downtown Core
- **Alternative staging example:**
  Missouri Southern State University Campus (contingent on approval)



Benefits

- **No cost** micromobility solution for the City with an appropriate fleet size - 125 scooters to start
- Revenue Sharing - $.10 per ride
- Provide a sustainable, open-aired transportation option
- Reduce congestion & carbon emissions
- Supplement bus and transit trips
- Alternative parking solution



Bird Scooter

BirdZero	
Braking	Drum Brake + Regenerative Brake
Lights	Front/Rear LEDs
Weight	44.66 lbs.



UNIQUE ID

8JHAK

SAFETY DECAL

Ride Safely

Helmet Required
License Required
No Riding on Sidewalks
No Double Riding
18+ Years Old

HELLO@BIRD.CO
1·866·205·2442

Localized Operations

We work with a **local entrepreneur** from the community to manage the fleet on the ground, and in exchange they earn money on each ride.

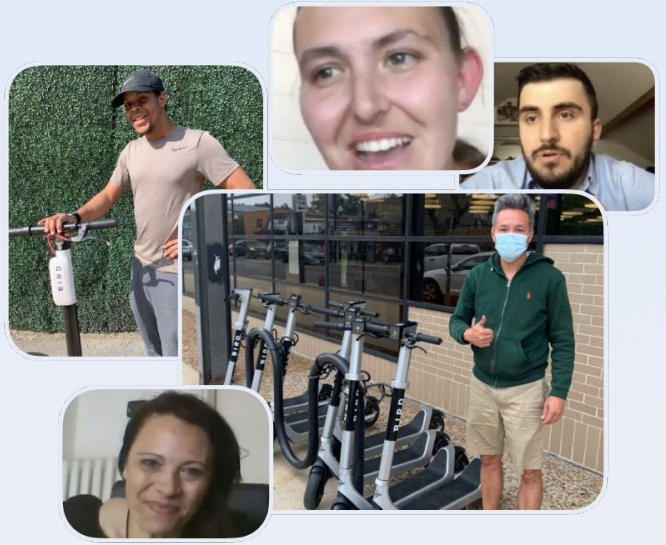
How cities benefit:

Local Touch:

- Deep community ties, local pride, and fast issue resolution
- Nuanced knowledge of where to deploy - equity zones, tourist locales
- Economic Opportunity

Backed by the Industry Leader:

- World-class technology & compliance tools
- Operational know-how
- Industry's Safest Vehicles



> "I like being my own boss, the flexibility of setting my own schedule and being able to hire my nephew because he also needed a job. I also like being part of the growing micromobility industry. It's in line with my values regarding city transportation solutions."
>
> *- Mark, Azbri Productions, Nashville*

The Local Impact

56%

of rides have connected to a local businesses

$70K+

average take-home earnings from local entrepreneurs partnering with Bird.

16%

more jobs accessible



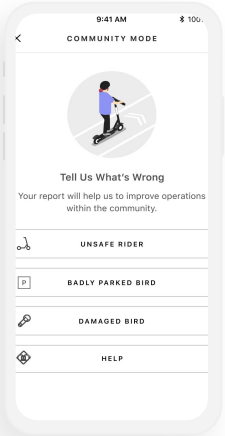
Customer Service

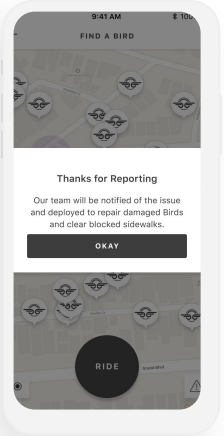
Available 24/7

Our customer service phone number along with our e-mail address are clearly displayed on each of our scooters to report any concerns or to ask questions.



Our **Community Mode** enables both riders and non-riders to notify Bird of improperly parked scooters directly through the Bird app.







Community Access

In order to bring sustainable transportation to more people in the communities where we operate—we've rolled out Bird's Community Pricing program.

Our **Bird Access** program is an option for low-income riders that offers five (5) 30-minute rides per day for only $5 a month for those who are enrolled or eligible for a government assistance program.

Our **Community Pricing** also offers 50% off rides to veterans, senior citizens and select community and non-profit groups.

Technology

World class innovative solutions designed for cities

Geo-fencing and Geo-Speed

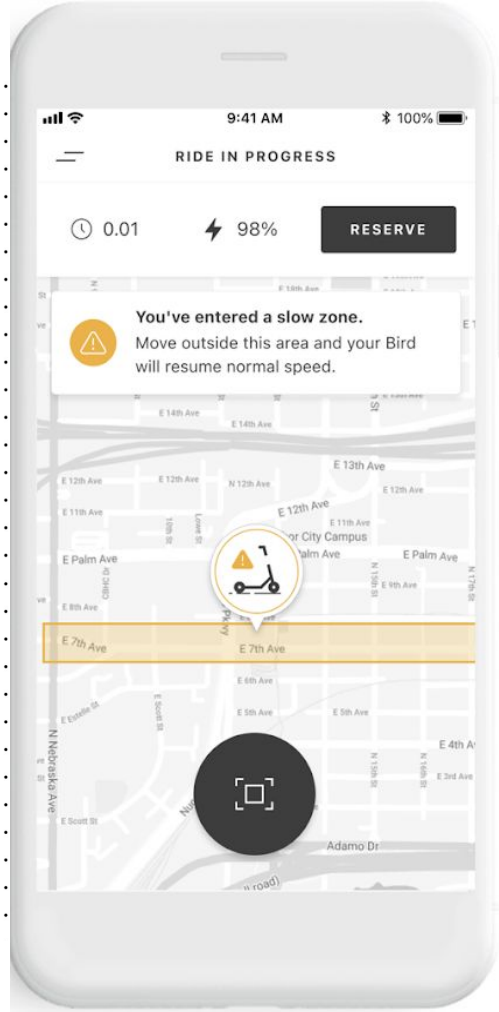
Control where and how the vehicles are used

Helmet Selfie

An industry-first feature that promotes safety and encourages riders to wear a helmet.

Parking Management

Bird offers a comprehensive suite of parking tools that bridges the gap between technology and infrastructure by both directing and incentivizing riders to park in city-designated areas.



Leading the way on

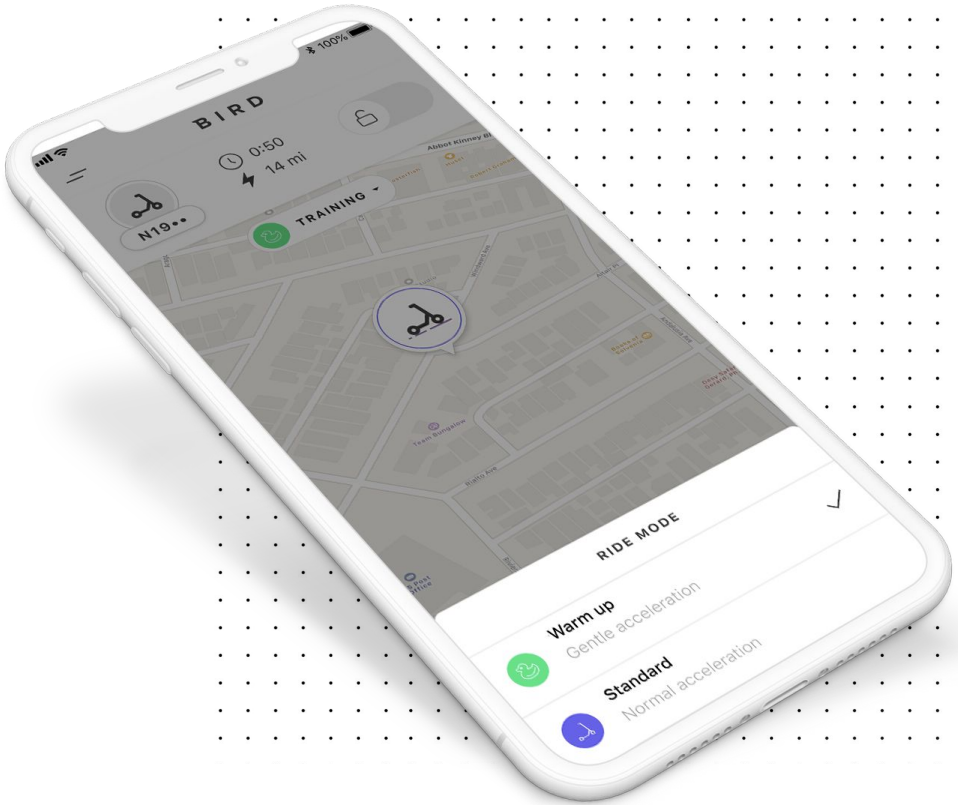
innovative solutions for cities

Warm Up Mode

This feature offers a gentle acceleration profile that helps users learn to ride safely and confidently.

Quick Start

An industry-first feature that automatically detects when a Bird is within range and offers riders the opportunity to unlock it with the tap of a button.



Furniture Zone Example



Thank you

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