

PIONEERING.  
by Daimler



ELIRE MG

# Future Mobility

Source: concept of mobility vision and storyline: Daimler AG, PIONEERING Next  
Visual concept and realisation: xolo GmbH

## Access to Capital

As the world economies scramble for stability, Norway continues to invest and stimulate markets for the future. There are many startups and SME's receiving unprecedented funding and finance.

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## Key Role in Electric Mobility

The Norwegian Aviation Authority, & Transport Department have all indicated that Norway will play a key role in the transition to electric air travel. With the rate of EV sales passing 90% by 2022, Norway is leading electric mobility.

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## Advanced Technology

Norway is innovative, with large internationally recognised IT groups and many players in innovation and advanced technology, Norway is well-positioned to support the mobility industry.

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## Safe & Trusted

Norway ranks 3rd on the country list of most ready for autonomous mobility and has already tested autonomous driving since 2018, already accepted in communities.

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## Forward Thinking Govt

Norway has a future oriented & smart thinking government, with policy-making capabilities that have shown the ability to adapt and establish policy to advance industry.

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## 48 Airports - Space

Norway is poised to be the perfect incubator with over 48 airports, many decommissioned, and strong State support for future mobility and establishing an ecosystem.

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## Green & Sustainable

Norway is considered to be a **green** country, leading sustainable goals across Europe with an advanced economy and an ability to invest in green technology, data centres and sustainable solutions.

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## Proximity to Europe

Norway provides direct and easy access to wider Europe. Within a short flight, numerous capital cities can be reached.

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Perfect timing – with the world forced to find new ways of travel and transit due to the pandemic, Norway is well-positioned to take advantage, to step forward and be a global leader in this market.

Future Mobility is a hot topic, around the world we are witnessing a cleaner outlook, and we are now focused on a better future.

Major European cities have been quick to adopt sustainable transport solutions while implementing favorable policies that enable cleaner options.



# Future Mobility

Future Mobility Hubs

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Elire Aviation

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Dubai Expo 2021

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Accelerator

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## Accessible for all

With the world spinning out of control we need transport systems that are integrated into society needs, ensuring that our solutions are accessible for everyone.

## Decongest cities

68% of the global population will live in urban areas by 2050 (vs. 55% in 2018.\*  
Urban mobility demand explodes, resulting in more traffic, overloaded infrastructure, parking difficulties and pollution.\*\*

## Decarbonise travel

Very few cities have deployed public infrastructure roadmaps to manage decarbonised mobility demands  
These cities need solutions to decarbonise their territories with decentralised solutions, tailored to the local givens and needs

## Save time & \$\$

This a moment in time where have the chance to make a difference to peoples lives, to the way we live. We can save time and money and lessen our impact through new innovative ways.

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# SDG's - a new world

Sources:

\* World, Urbanization Prospects Report, United Nations, 2017

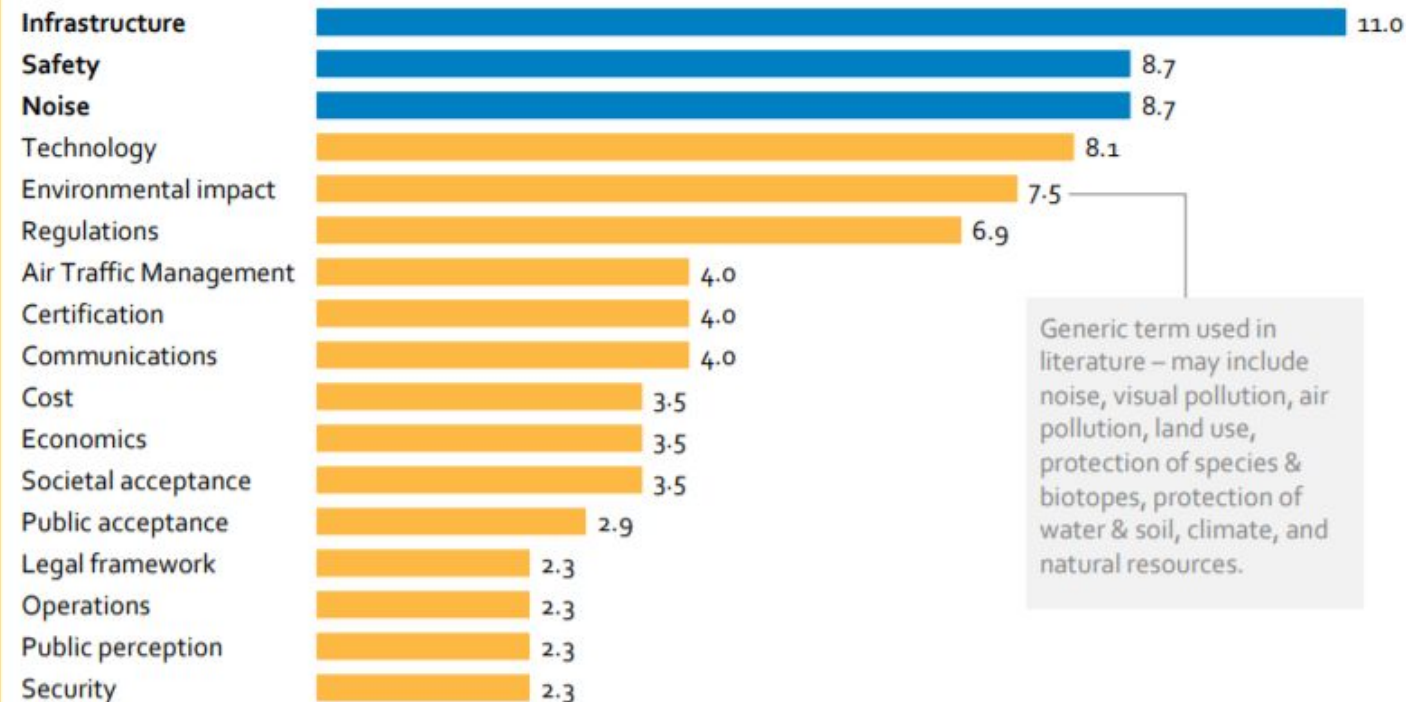
\*\* The Future of Mobility 3.0, ADL 2018



Figure 5: Challenges for UAM

### Challenges for UAM<sup>1</sup>

%



Generic term used in literature – may include noise, visual pollution, air pollution, land use, protection of species & biotopes, protection of water & soil, climate, and natural resources.

1. Share of the 173 mentions regarding challenges (multiple per publication possible);



# Infrastructure

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# Multimodal





# OADE - interoperable



# Partnerships

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# Solutions for today



# The Opportunity

## Safe, sustainable, resilient infrastructure

A major challenge for cities around the globe is managing rapid urban growth with congestion on land increasing throughout cities.

Within many of the world's major cities currently, there is a lack of infrastructure and digital network to support new mobility vehicles including eSTOL and eVTOL (electric short/vertical take-off and landing) vehicles that are now entering the market.

The purpose of establishing a network of Mobility Hubs with OADE (open autonomous digital ecosystem) in Norway is to enable smart and advanced mobility ecosystems to facilitate new forms of advanced sustainable transportation. Through identifying, converting and gearing specific locations as urban and regional mobility hubs we can reduce road congestion and CO2 emissions.





# The Solution

The underlying concept of the Mobility hubs and the network of these is to gear urban and regional locations with an advanced ecosystem of infrastructure and digital capabilities to support all new forms of future mobility.

Mobility Hubs will enable Norway for example for future mobility readiness. Such locations will be geared for testing, R&D while fostering new innovation, new ideas and new concepts.

Each Mobility Hub location will have a strong ecosystem and OADE (open autonomous digital ecosystem) to manage such testing of 5G connection, electric charging solutions, flight navigation capabilities, data edge computing and new mobility vehicles.



# The Innovation

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The Mobility Hubs consists of both physical infrastructure and digital technological solutions to control all elements of the autonomous ecosystem.

Developing Mobility Hubs in unfrequented and or decommissioned airports within close proximity to urban areas has many advantages:

- Existing transport infrastructure in place to and from locations
- Shared infrastructure (lounges, hangers, car parks)
- Local communities geared for air travel
- Accessibility and services (monitoring, maintenance)

The Mobility Hubs **unlock the potential** to move people and goods efficiently and effectively around cities, reducing urban congestion and benefiting the environment.



# The Hubs

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The world has changed and with it the demands and needs for mobility and transportation. The need for zero emissions, clean air, decongestion and short-haul movements all contributes to demand in urban mobility. An established ecosystem of smart, safe and sustainable infrastructure is required that is acceptable by local governments and the public to be integrated into society.

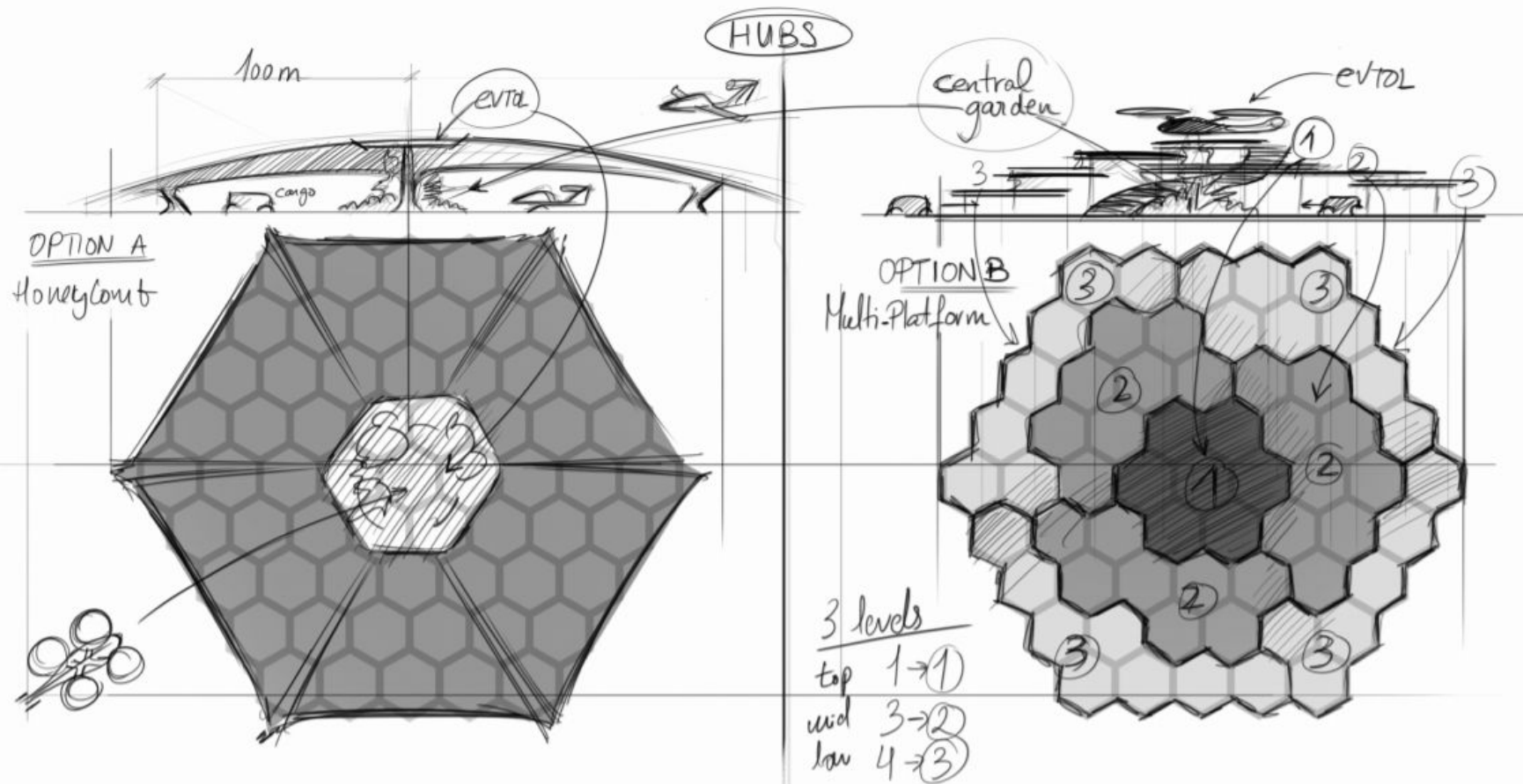
Elire MG is working with a strategic alliance and government agencies to realise a network of mobility hubs for both land and ocean. Our philosophy is that regional movement will be in greater demand for passengers and cargo. Access to more regional locations and the city via harbours will be inevitable.

## Green Hubs

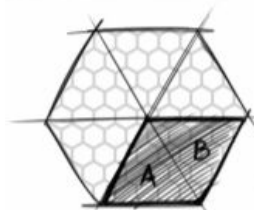
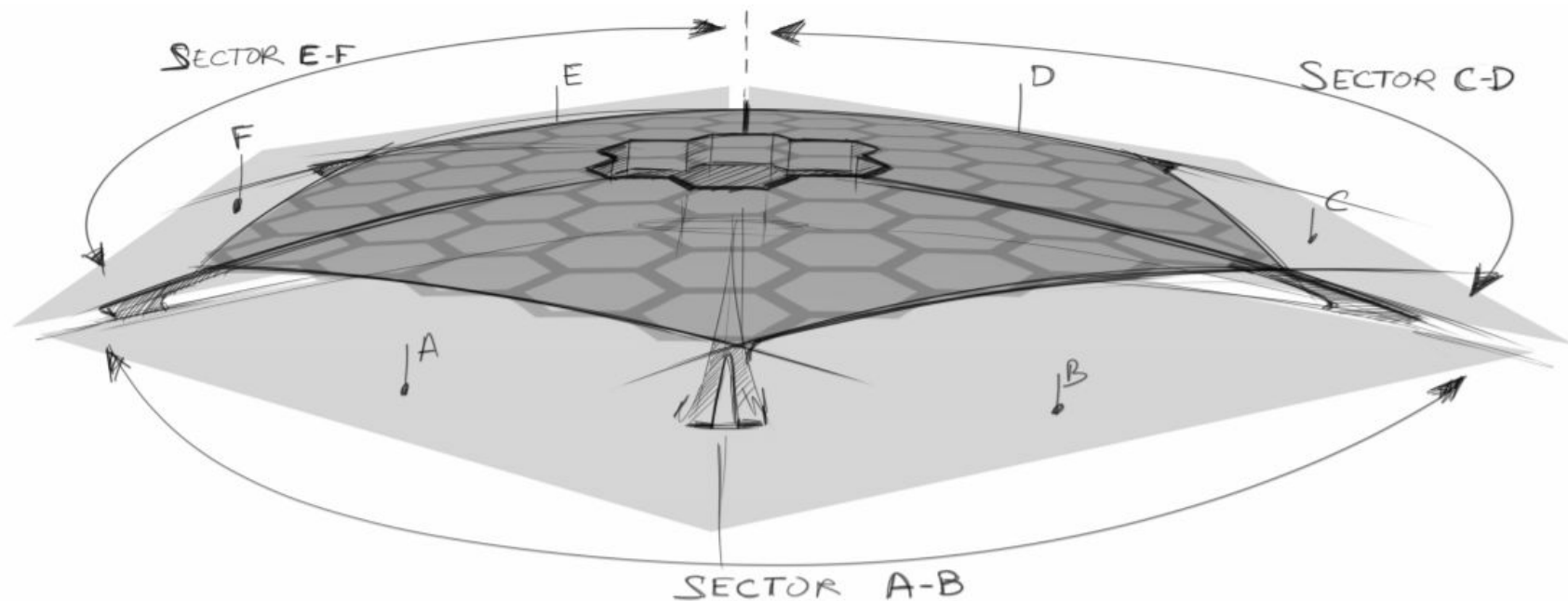
Mobility Hubs on land (Green Hubs) are in short absolutely necessary to the future of mobility. We see the likes of Volocopter, Lilium, Hyundai Air and others leading the demand in either building their own solutions or partnering with others to plan for this new mobility revolution. These 'Green Hubs' will focus first on converting decommissioned spaces like regional airports, to gear them and ready them with an OADE (open autonomous digital ecosystem).

## Blue Hubs

Mobility hubs on the water (Blue Hubs) allow vehicles better access to cities from the ocean and solves a bottleneck of infrastructure for eVTOL (electric vertical take-off and landing) vehicles that are fast coming to market. The Blue Hubs provide a simple, safe and sustainable solution allowing electric vessels and vehicles to easily charge, offload and keep on their route relieving traffic pressure from ports.

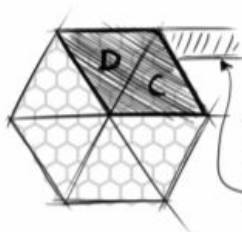






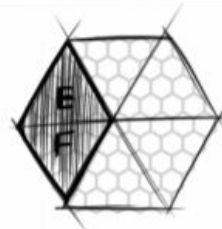
SECTOR 1 → Areas A+B

- Lounge / Main hall
- waiting area
- Cafeteria



SECTOR 2 → Areas C+D

- Arrivals / Departures
- Changing points
- Take off / Landing lanes



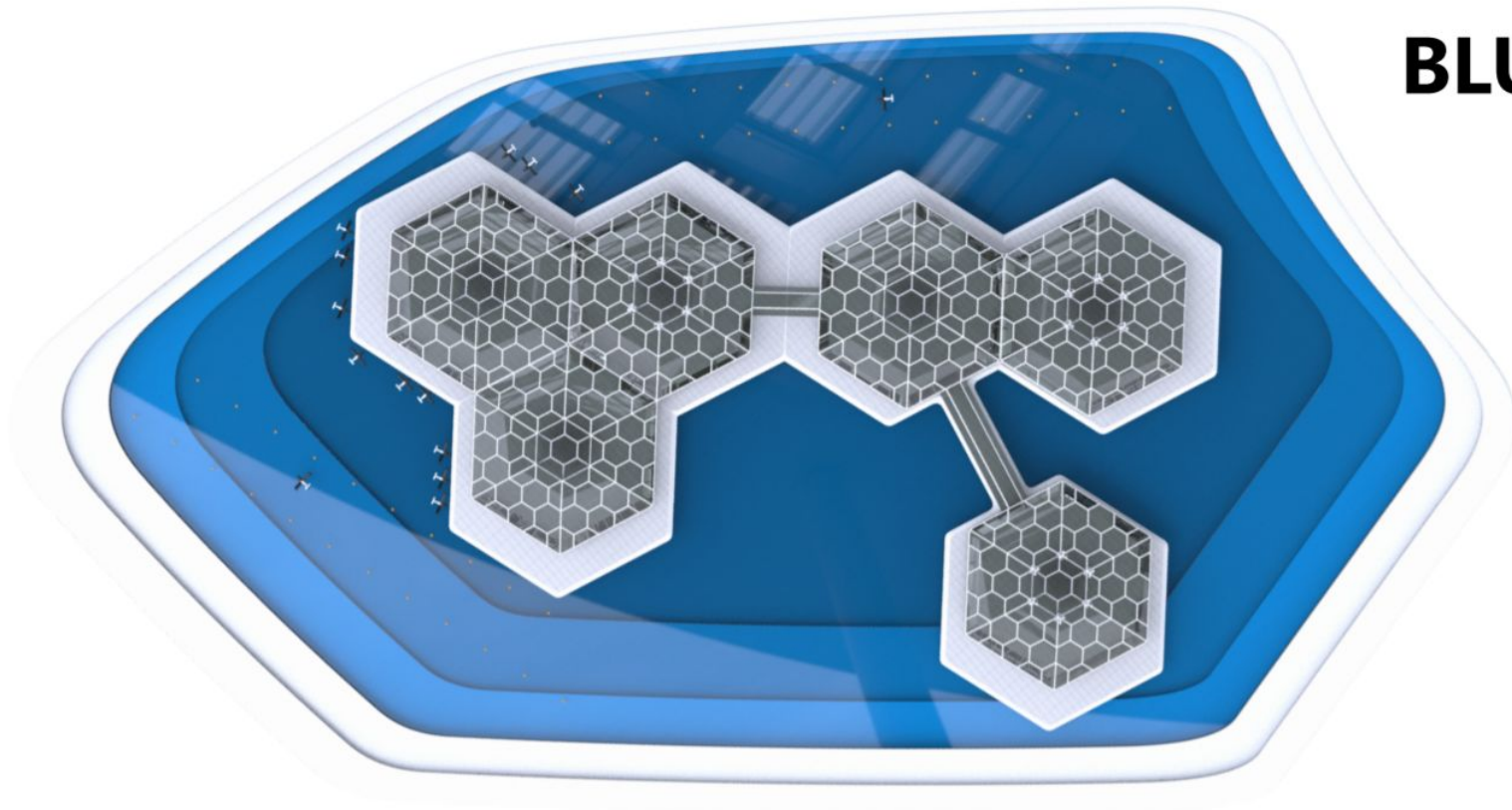
SECTOR 3 → Areas E+F

- Logistic Area
- Cargo aulos
- Drones gates

RUMA

ELIRE

# BLUE HUB



RUMA

ELIRE

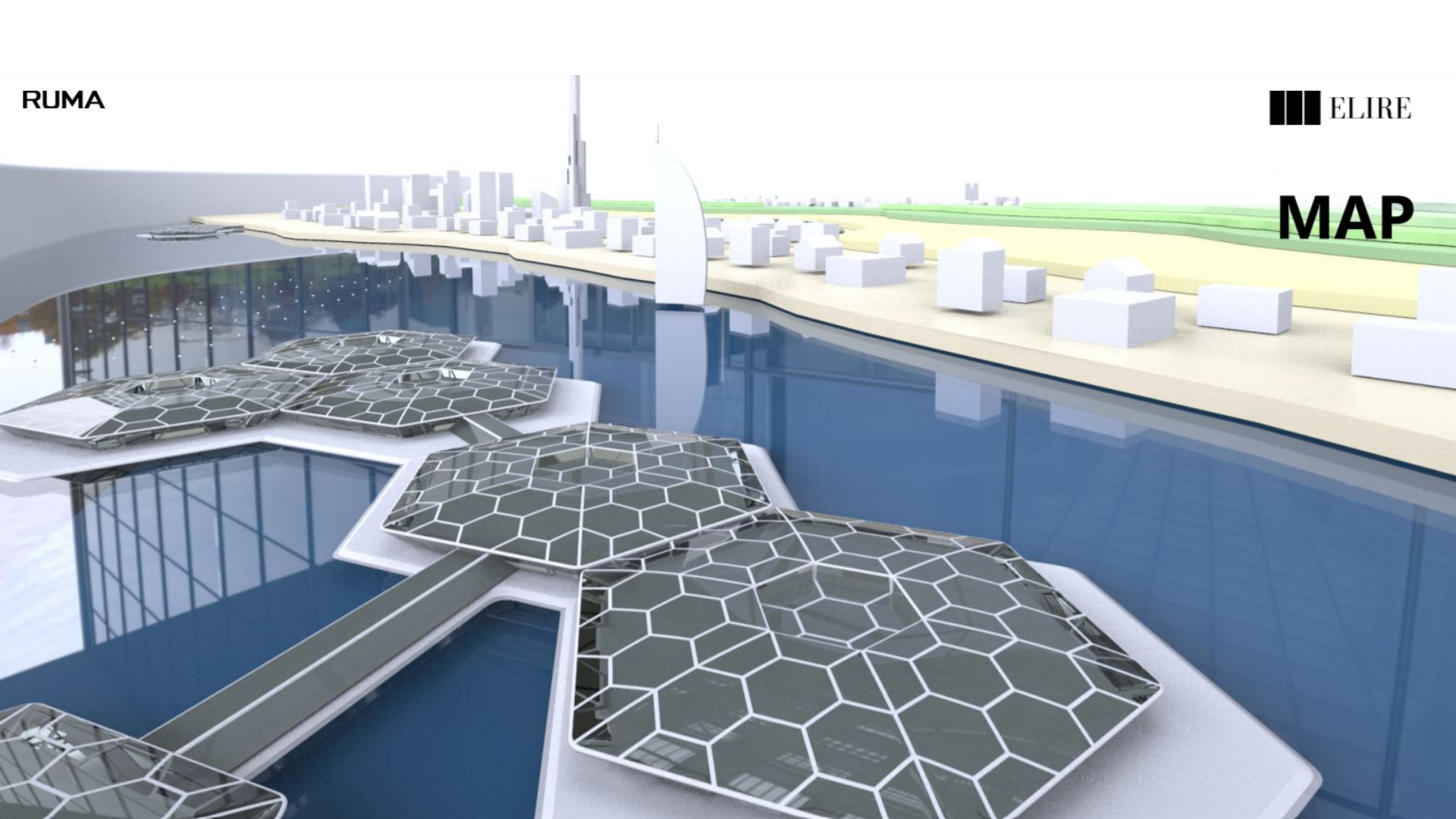
# BLUE HUB



RUMA

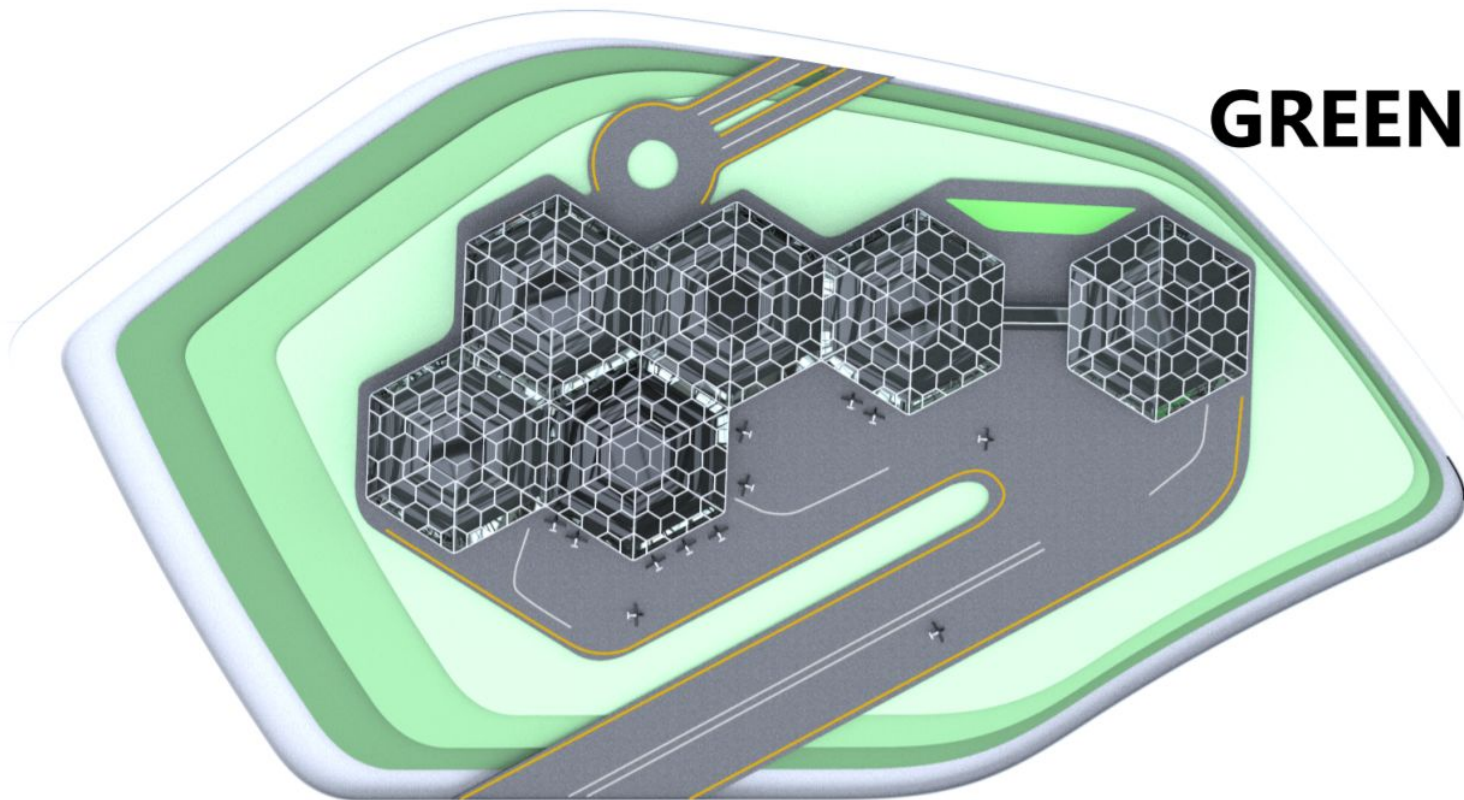
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MAP





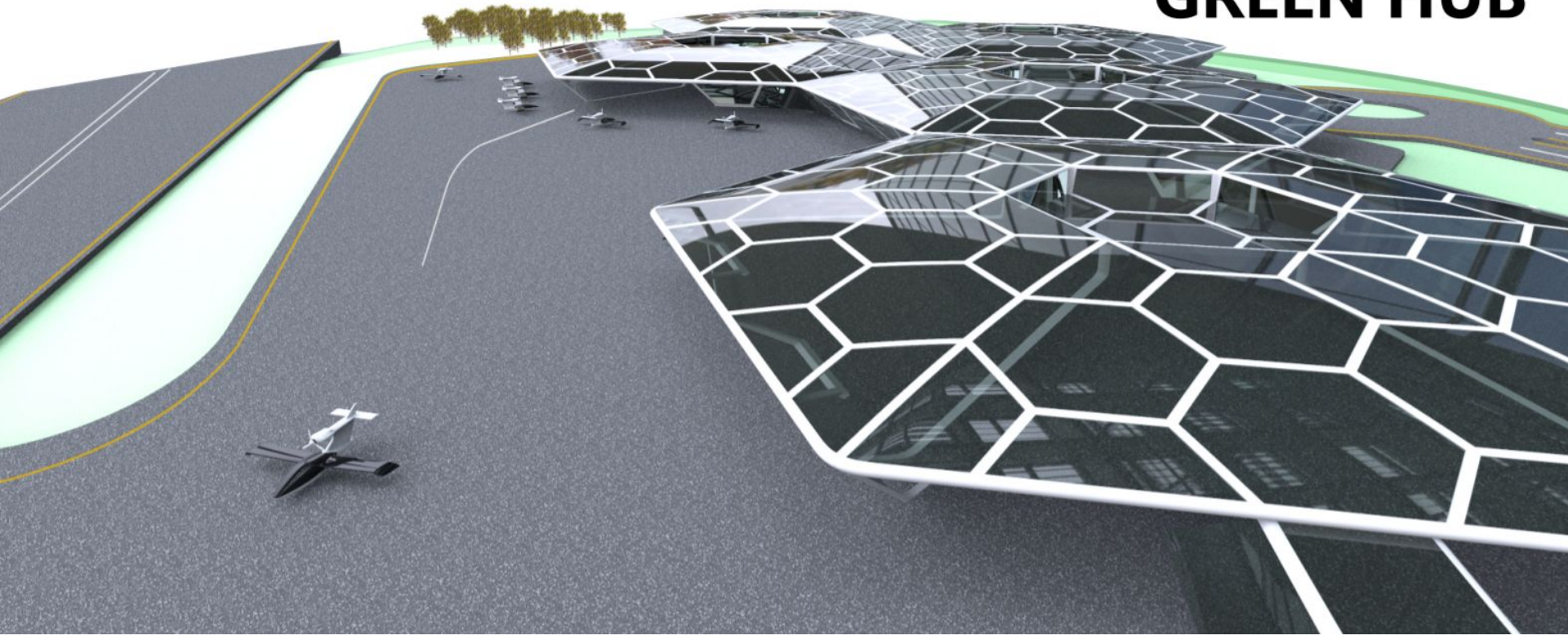
# GREEN HUB

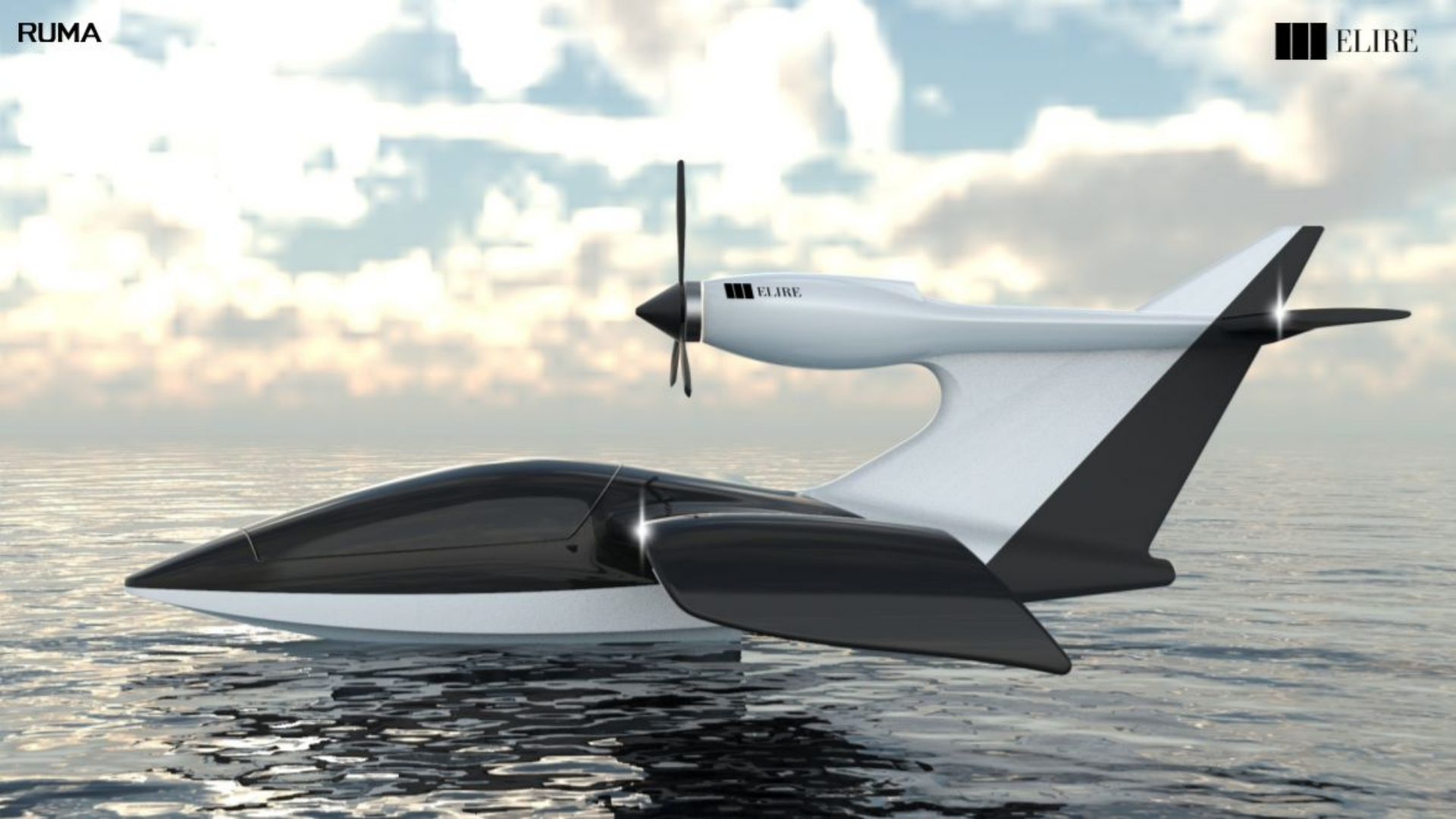


RUMA

ELIRE

# GREEN HUB

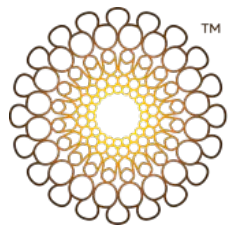




RUMA

ELIRE





EXPO  
2020  
DUBAI  
UAE

ELIRE MG





# Future Mobility Accelerator

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Global Network

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Mobility Focused

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Mentors & Investors

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# The Program

This accelerator program is designed and delivered for the mobility companies and scaleups that are ready to scale up.

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## 2. Scale and Prosper

The following phase of the program is dedicated to launching, executing, evaluating, and iterating based on the commercialisation and scaling plan. In this phase, establishing traction will be key.

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## 1. Design & Model

The first phase of the program are dedicated to aggressively vetting and testing attractive commercialisation models culminating in a robust commercialisation and scaling plan.

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## 3. Pitch and Invest

Leveraging our network of commercial partners, clients, and international investment firms, we will host an Investment Day. During which, you'll pitch your investment opportunity and growth potential.

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\* The safety and security of your data and intellectual property is of the utmost importance to us. We will not share any information about you unless you explicitly approve.

## 1. Design & Model

Weeks 1-4

Find

Prove

Plan

## 2. Scale & Prosper

Weeks 5-11

Launch

Grow

Optimise

## 3. Pitch & Invest

Week 12

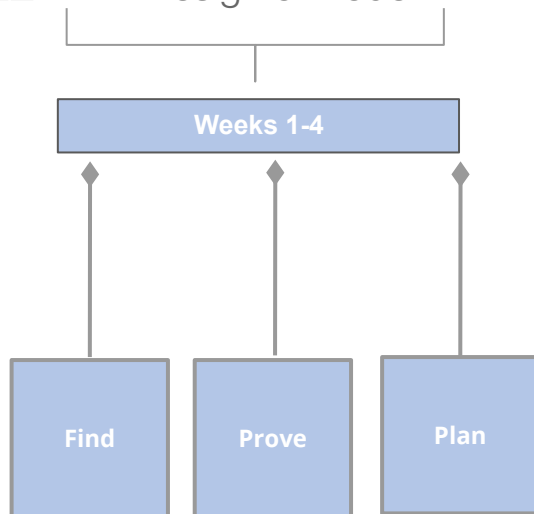
Investment  
Prep

Pitch  
Day

# Design & Model



## 1. Design & Model



The first phase of the program are dedicated to aggressively vetting and testing attractive commercialisation models culminating in a robust commercialisation and scaling plan.





Find

- Onboarding & Introduction
  - You will get acquainted with the program, other participants, our team, and hear from our mentors.
  - You will be assigned mentors.
- Commercialisation ID
  - Accelerate your understanding of current commercialisation opportunities and begin identifying where you should start.
- Workshop Outcomes
  - Evaluate your most attractive concepts
  - Determine the most addressable markets
  - Establish redesign requirements, resource mapping, and who are your key stakeholders
  - Map current capabilities and deal flow

Milestones &  
deliverables

- Defined what winning looks like for your business
- Defined what playing fields you can win on
- Diagnostics framework + key challenges

Estimated Duration  
(Elapsed Time)

1 Week

Elire MG resources

- Commercial Consultants
- MDs & Partner
- Client representatives



## Prove

- Traction Testing
  - Apply commercialisation efforts into practice and begin vetting your markets.
  - Here you will work to establish interest and customer's willingness to pay.
- Workshop Outcomes
  - Vet your value proposition and pain points
  - Full market assessment
  - Set your competitive landscape
  - Establish the path to market mapping
  - Note key findings of assessment and deal screening
  - Benchmarking your competitors
  - Set the best direction for your investment portfolio
  - Investigate revenue pooling/sharing models

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Milestones & deliverables

- Market assessment report
- Fast track feasibility study
- Willingness to pay
- First cut assessment of top line

Estimated Duration  
(Elapsed Time)

1-2 Weeks

Elire MG resources

- Commercial Consultants
- MDs & Partner



## Plan

- Commercialisation Plan
  - Complete a Business Model Canvas, financial model, product/service road map, and more.
  - This material will be critical as you near validation and investor pitching.
- Workshop Outcomes
  - Establish your Business Model Canvas
  - Create product / service road maps
  - Set pricing and revenue models
  - Validate tech with location, site, and infrastructure components
  - Set management plans and resource allocation
  - Organise key functions and organisational structure

Milestones & deliverables

- Business Model Canvas completed and presented
- Gantt Chart of entire project plan to asses
- Targeting Operating Mode
- Financial assessment/modelling

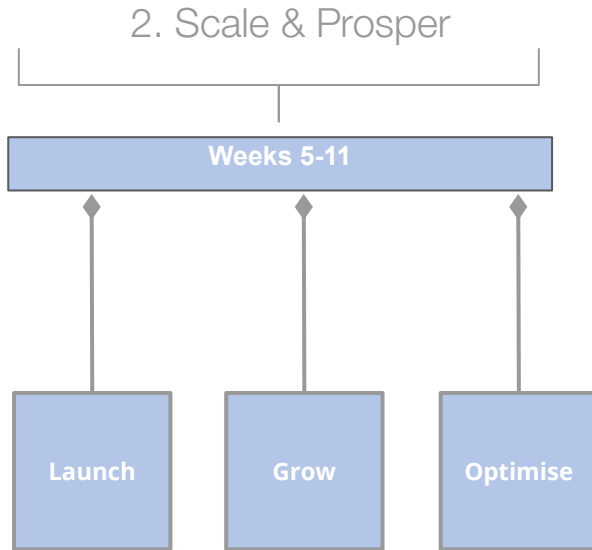
Estimated Duration  
(Elapsed Time)

1-2 Weeks

Elire MG resources

- Commercial Consultants
- MDs & Partner

# Scale & Prosper

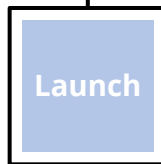


The following phase of the program is dedicated to launching, executing, evaluating, and iterating based on the commercialisation and scaling plan. In this phase, establishing traction will be key.





- Kick-off
  - Complete a brand & communication plan, customer journey, and start implementing your commercialisation launch within your predetermined market.
- Workshop Outcomes
  - Brand strategy
  - Mapping values and position
  - PR, media, marcomms strategy & execution
  - Develop contracts, licenses, deals
  - Client journey mapping
  - Identify key funding applications identified, structured, submitted
  - Identify early partners that become champion client



## Milestones & deliverables

- Brand strategy & communication plan
- The customer journey
- Full launch mode including all process & systems implemented

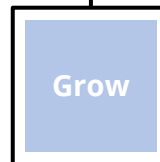
## Estimated Duration (Elapsed Time)

**1-2 Weeks**

## Elire MG resources

- Commercial Consultants
- MDs & Partner
- Project Managers
- Managing Consultants

- Growth Time
  - Your global commercialisation attack plan will be developed and you'll begin testing roll outs in additional countries.
- Investor Training
  - Evaluating capital raising options, how to negotiate terms, where to find investors, etc.
- Workshop Outcomes
  - Key scale areas identified
  - Going Global strategy & execution
  - Partner strategy & acquisition + legalities to support
  - Business Development - key client acquisition
  - Investment readiness with pitch
  - Investor acquisition and investment portfolio management
  - Apply market trends to new opportunities identified



Milestones & deliverables

- Partner decks and pitch decks
- Creatives & IP
- Establish a full sales pipeline with tools
- Provide senior sales staff and organisation as needed

Estimated Duration (Elapsed Time)

**2 Weeks**

Elire MG resources

Global team engaged - Singapore, Berlin, UK, US  
Dedicated commercial team

- Evaluation
  - Present your progress to the full body of mentors and gather feedback
- Fine Tuning
  - Set core KPIs, secure your IP, and solidify your operations.
  - Pitch training and investment negotiation training.
- Workshop Outcomes
  - Use KPIs to analyse areas of tactical business improvements
  - Revenue optimisation: customer segmentation pricing and lifetime value
  - How to have maximum regional impact
  - Review mix of offer and facilities - what needs to be tweaked
  - Continuous effort to achieve lean operations
  - Apply local and global market trends

**Optimise**

Milestones & deliverables

- Operating plans with key targets and steps
- Achievement of continuous revenue and EBITDA improvement
- Updated commercial IP for external use

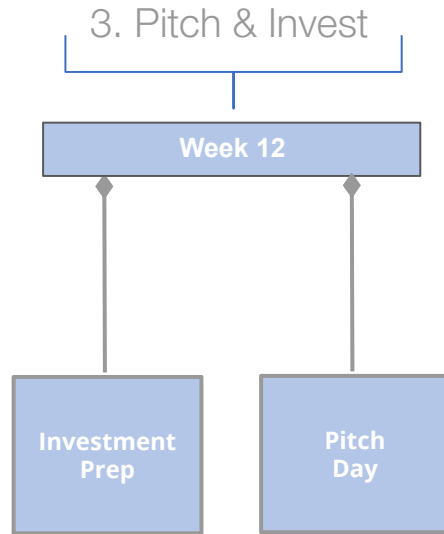
Estimated Duration  
(Elapsed Time)

**1-2 Weeks**

Elire MG resources

# Pitch & Invest



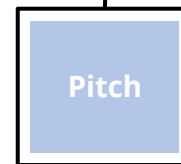


Leveraging our network of commercial partners, clients, and international investment firms, we will host an Investment Day. During which, you'll pitch your investment opportunity and growth potential.



## Pitch & Invest

- Identification and mapping of the most appropriate investor group for your business - VC, PE, funds, Angel, partnerships, loans, etc
- Outcomes
  - Understanding the needs and demands of different investor groups
  - Pitch Deck and term sheets
  - Pitch Experience - practise makes perfect
  - Partnerships and further networking - many of the groups will be able to extend your opportunities to their networks
- Investment Day
  - The day to pitch your investment opportunity to investors, corporates, governments, customers, etc.



Milestones & deliverables

- Key investor for next stage growth
- Market Size / Opportunity
- Traction, generate real leads
- Team, we go on this journey with you

Estimated Duration  
(Elapsed Time)

1-2 Weeks

Elire MG resources

Investment portfolio manager + Elire MG commercial team

# Get in Touch

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