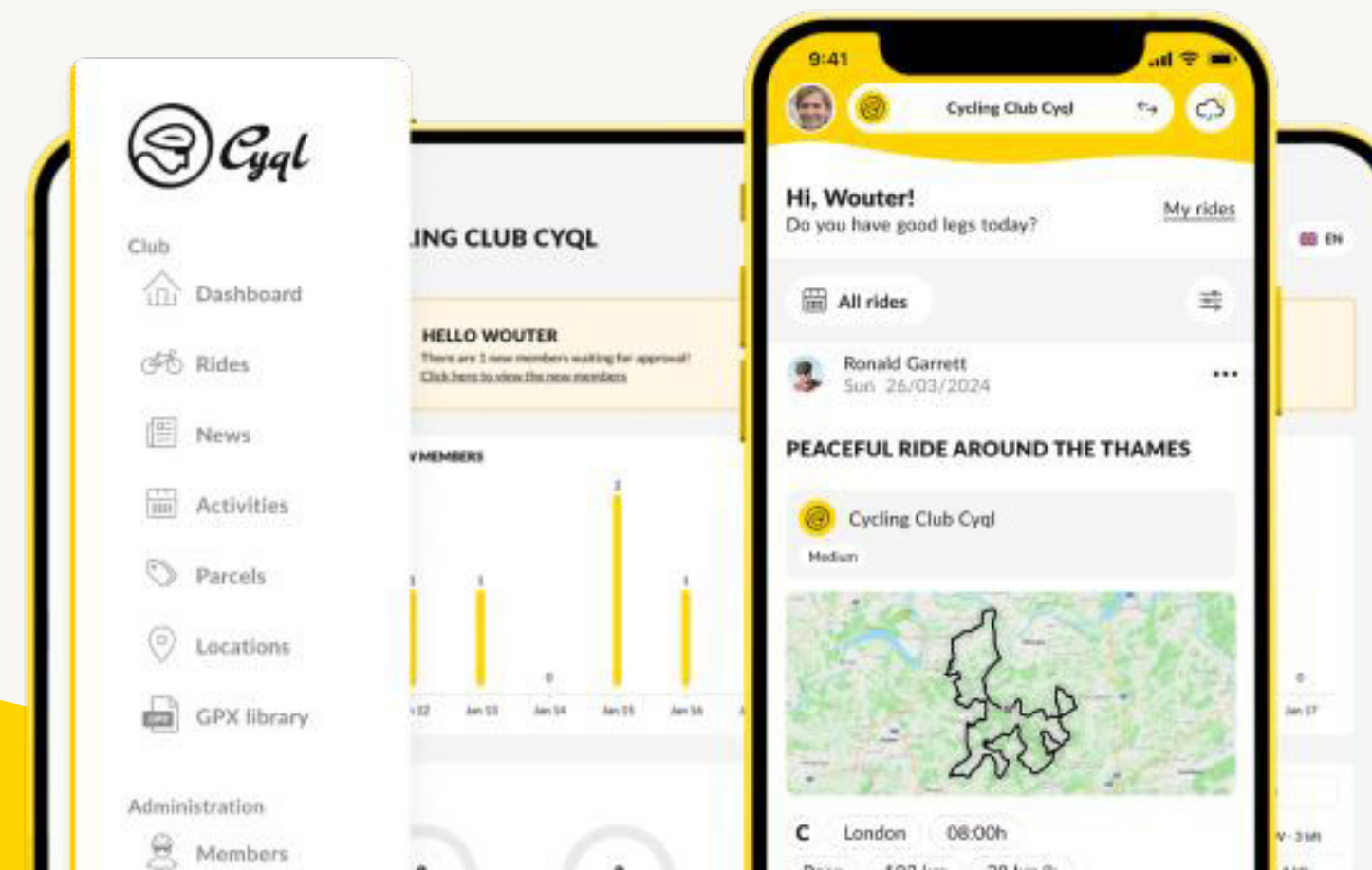




PITCH DECK CYQL

Enjoy Cycling Together



What do we see?

Due to individualization and a lack of free time, many cycling enthusiasts have fewer opportunities to ride together. Sports clubs are facing a shortage of volunteers, and it's becoming increasingly difficult to coordinate schedules. As a result, cyclists, and athletes in general, are engaging in group activities less frequently. This trend is stimulated by limited financial resources and fewer members in sports clubs. Additionally, safety risks persist with varying skill levels within groups. These factors combined make group rides becoming less accessible. While platforms like Facebook and WhatsApp are often used to plan rides, they are not specifically designed for cycling groups and often create noise, complicating the process of organizing rides.

Cyclists are looking for structure, safety, and convenience.

At Cyql, we offer exactly what cyclists need. In this pitch deck, we will show you how we achieve this, how our company will grow, and how you can benefit from it.



LONG STORY SHORT

Why invest in Cyql?

We meet the **demand** for a **complete solution** for cycling groups.

The market we operate in is enormous, and we have already established a **strong foothold**.

Our foundation is strong, we have a **great team**, and our product is receiving **excellent reviews**.

Take advantage of the **exponential financial growth** potential by investing in this development phase.

As a **user**, your investment makes our platform even better, so you **benefit twice**.



We meet the demand for a complete solution for cycling groups.



TARGET GROUP

3 types of cyclists, 1 solution



Cycling friends

Cyql offers the perfect solution for informal cycling groups, whether it's cycling buddies, small training groups, or holiday riders. The platform helps these groups easily organize and plan rides, removing the hassle of coordination and ensuring a smooth and enjoyable experience for everyone involved.



Cycling clubs

For cycling clubs of any size, Cyql provides a powerful platform to manage group rides. Activities like training rides with trainers or ride leads can be scheduled efficiently. Additionally, the platform offers these clubs the ability to track rankings and streamline the organization of events.



Business Cycling

Cyql also targets cycling organizations, health insurers, and bicycle manufacturers. Corporate clients can use the platform to organize and manage rides or cycling events tailored to their specific needs. This provides a professional and effective solution for their cycling-related initiatives.

FUNCTIONS

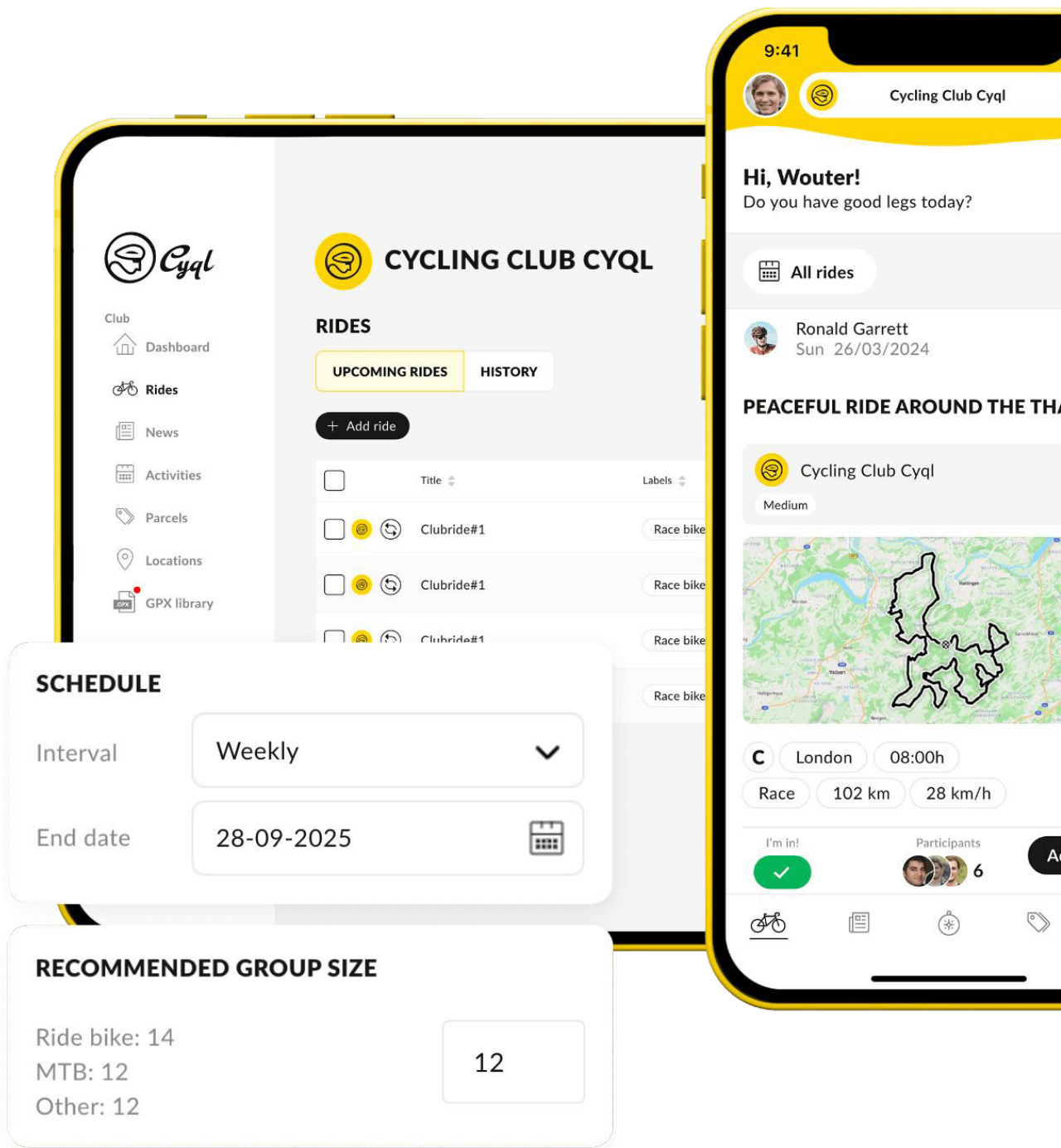
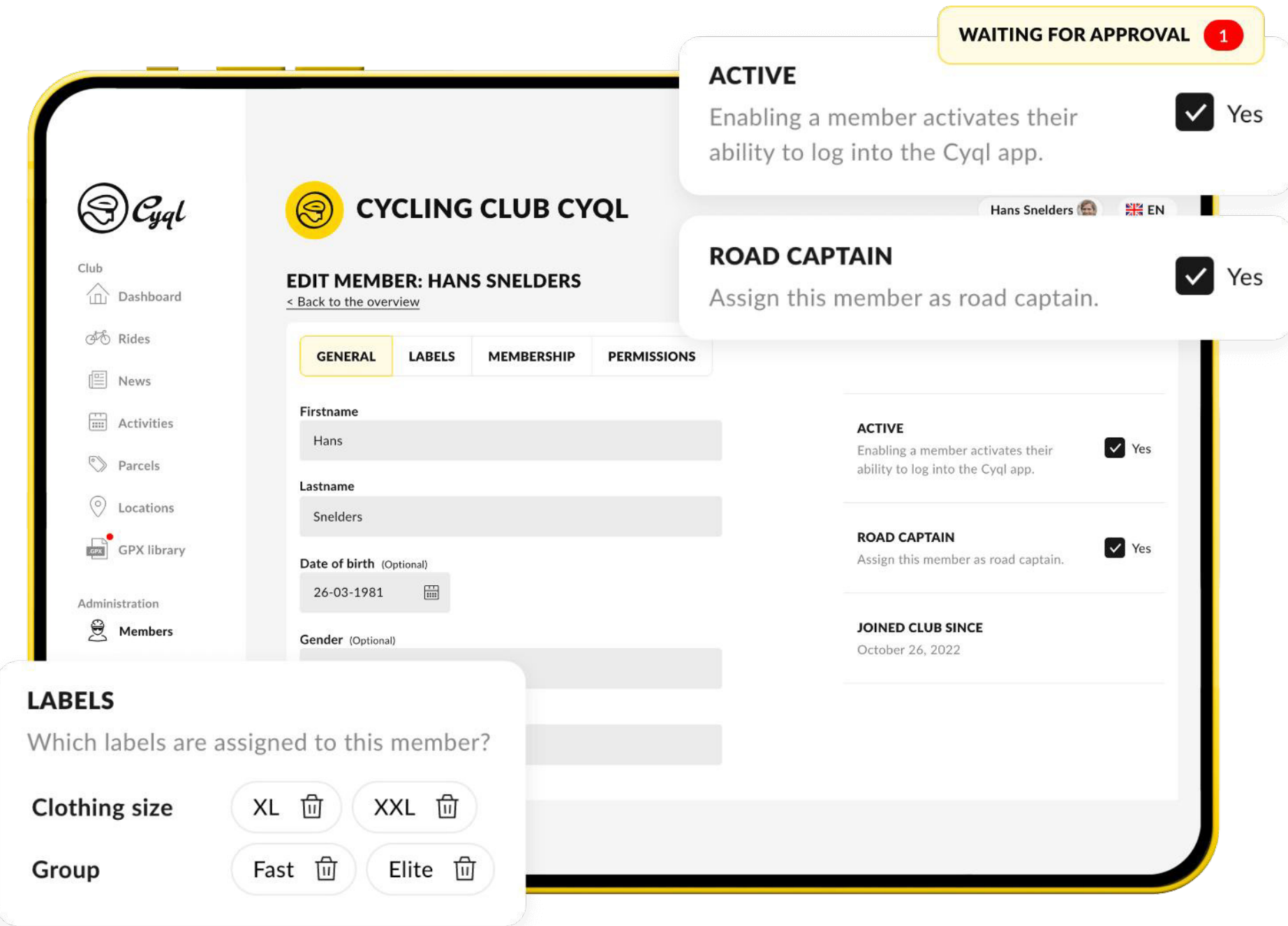
The complete solution for cycling groups

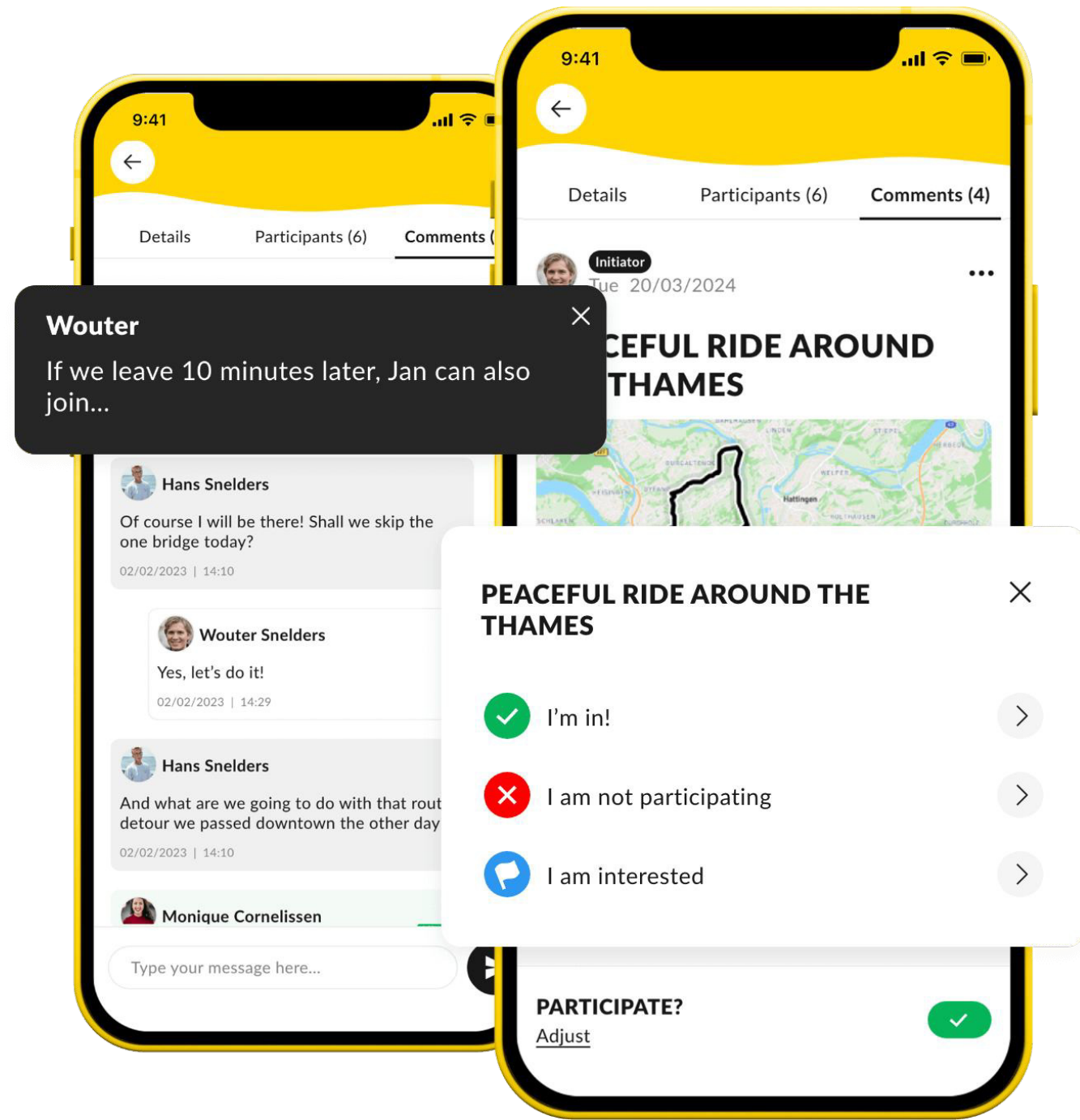
Plan trips and training sessions

Effortlessly plan your club rides, training sessions, and recurring events. Enjoy features such as creating a route overview, clear communication with members, real-time ride updates, and scheduling training sessions. By adding tags, rides can easily be matched to the right riders. Everything is designed to organize your club's activities in no time.

Manage clubmembers with ease

Easily manage your club members with a user-friendly platform. Segment your members into groups, use membership cards, improve ride coordination by assigning a ride captain, include emergency contacts for added safety, and manage member profiles. All designed to make member management super easy and user-friendly!



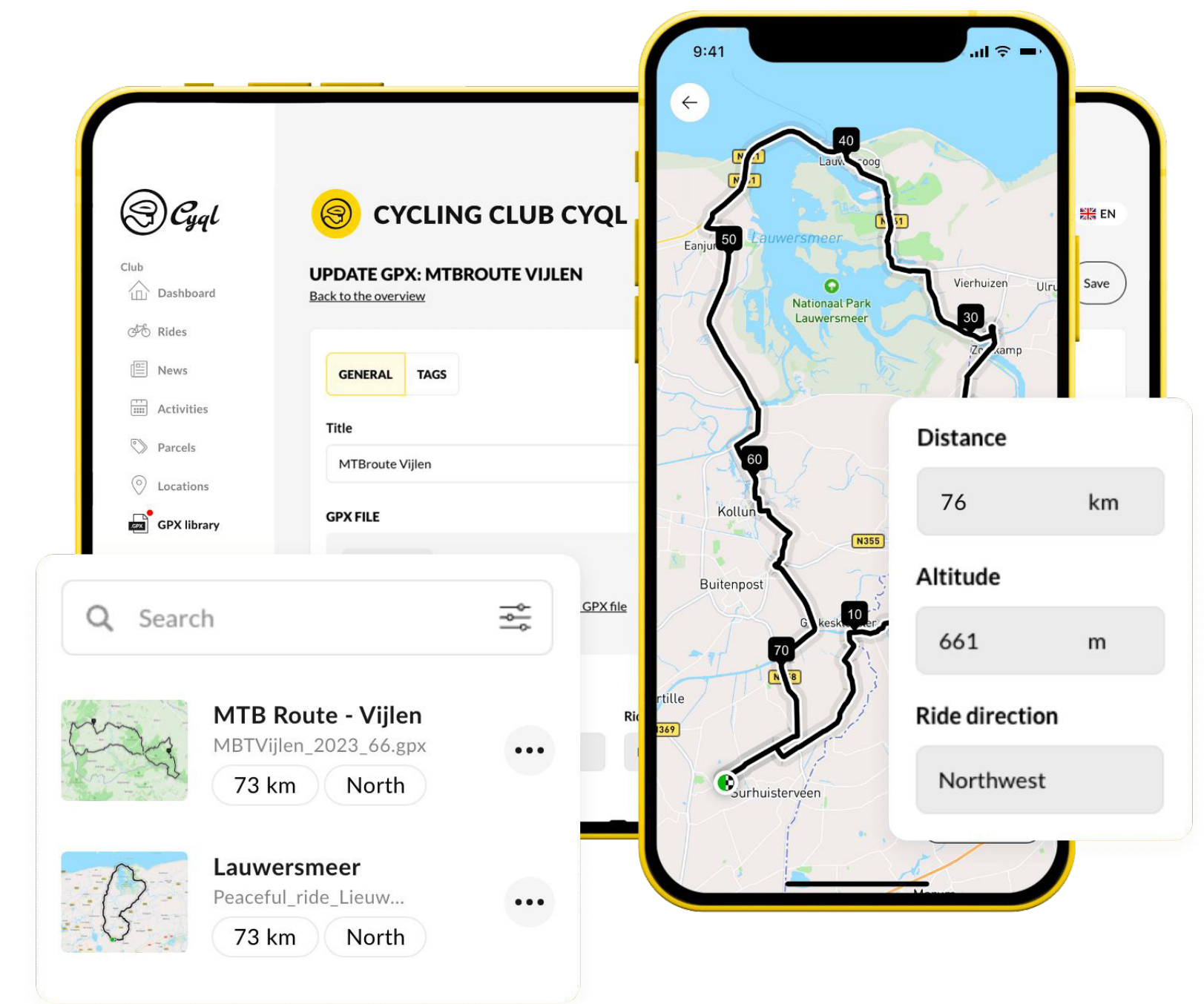


Clear communication

Ensure clear communication with your club members using Cyql. With features like instant messaging, ride and event reminders, announcements, and group chats, keeping everyone informed has never been easier. Stay effortlessly connected, informed, and engaged with your club!

Routes and GPX-library

Manage your club's routes and GPX files with our GPX library. This gives all ride planners access to the best routes for their rides. With handy filter and search functions, detailed route previews, and the ability to upload, organize, and share routes, organizing rides has never been simpler!





USE CASE

Maynooth Cycling Club

The Maynooth Cycling Club from Ireland, with 90 members and growing, faced the challenge of organizing their club rides amidst countless WhatsApp messages and administrative tasks. Their search for a solution led them to Cyql, and they haven't regretted it for a moment. According to Irish cyclist Fred Quinn, an enthusiastic member of the club, Cyql has transformed their club within four months: "Our members are more engaged, rides are easier to organize, and the administrative burden has been drastically reduced!"

Fred praises Cyql's handy features, such as creating recurring rides, an integrated calendar, and access to emergency contact numbers for riders. Not only does the app save time, but it also motivates more people to participate in club rides. His advice to other clubs? "Give it a try! After the initial setup, it works fantastically, and it will make your club rides more transparent and accessible." Cyql proves to be the ideal tool for connecting and organizing cycling groups in this digital age.





The market we operate in is enormous, and we have already established a strong foothold.

MILESTONES

Where we stand

1,000 users
On 21 Sept. 2021

Number of ads
400

First big licensing deal
NTFU

Costs IT Development
100% Self-funded

25,000 users
On 15 Sept. 2023

100% Organic growth
€0 Costs of Sales

European coverage
Active in 15 countries

Debt-free
€0 Debt

40,589
users

3,012
Clubs (not all active)

44,229
Club members

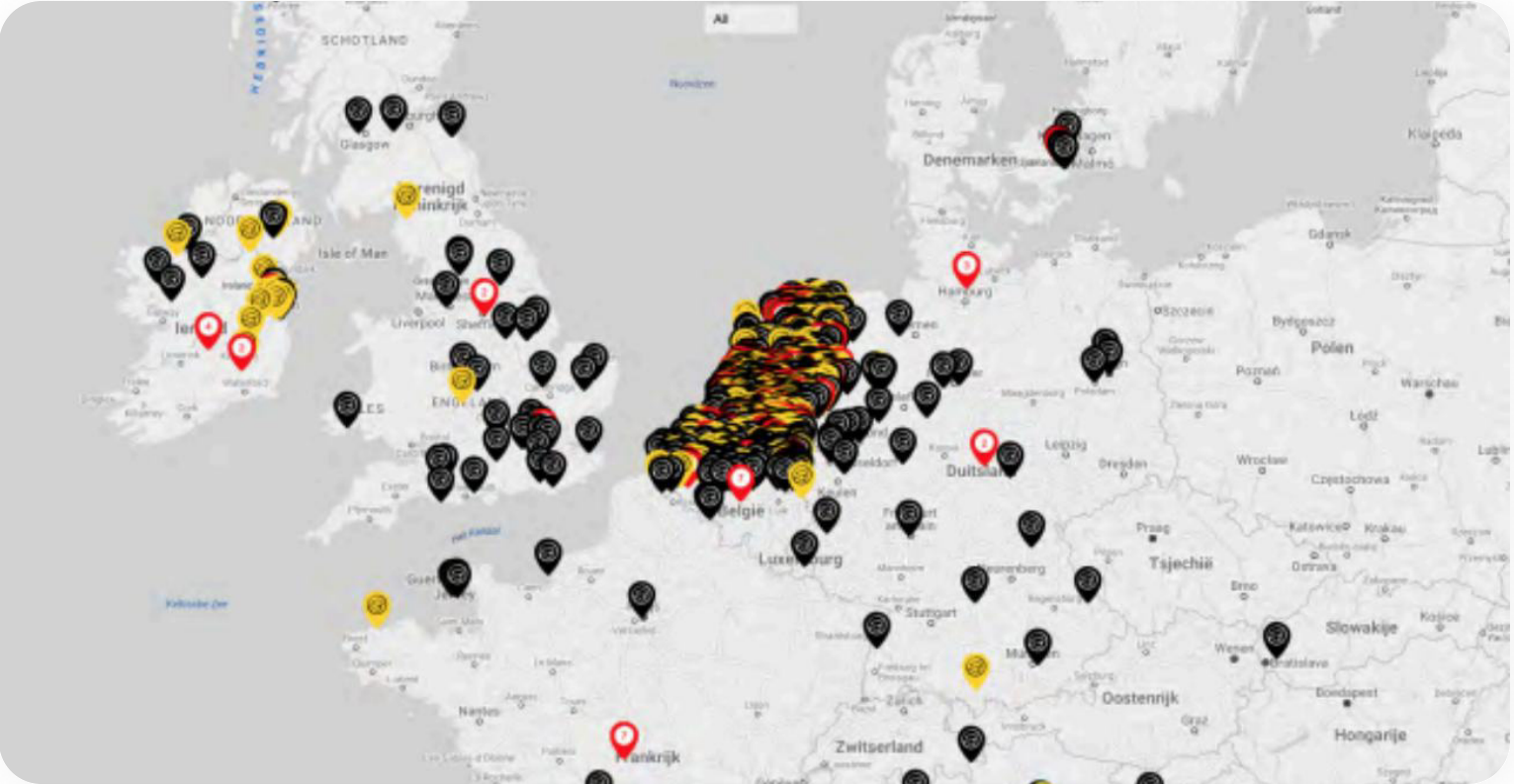
529,507
Participants

624,234
Notifications

2,214
Newsposts

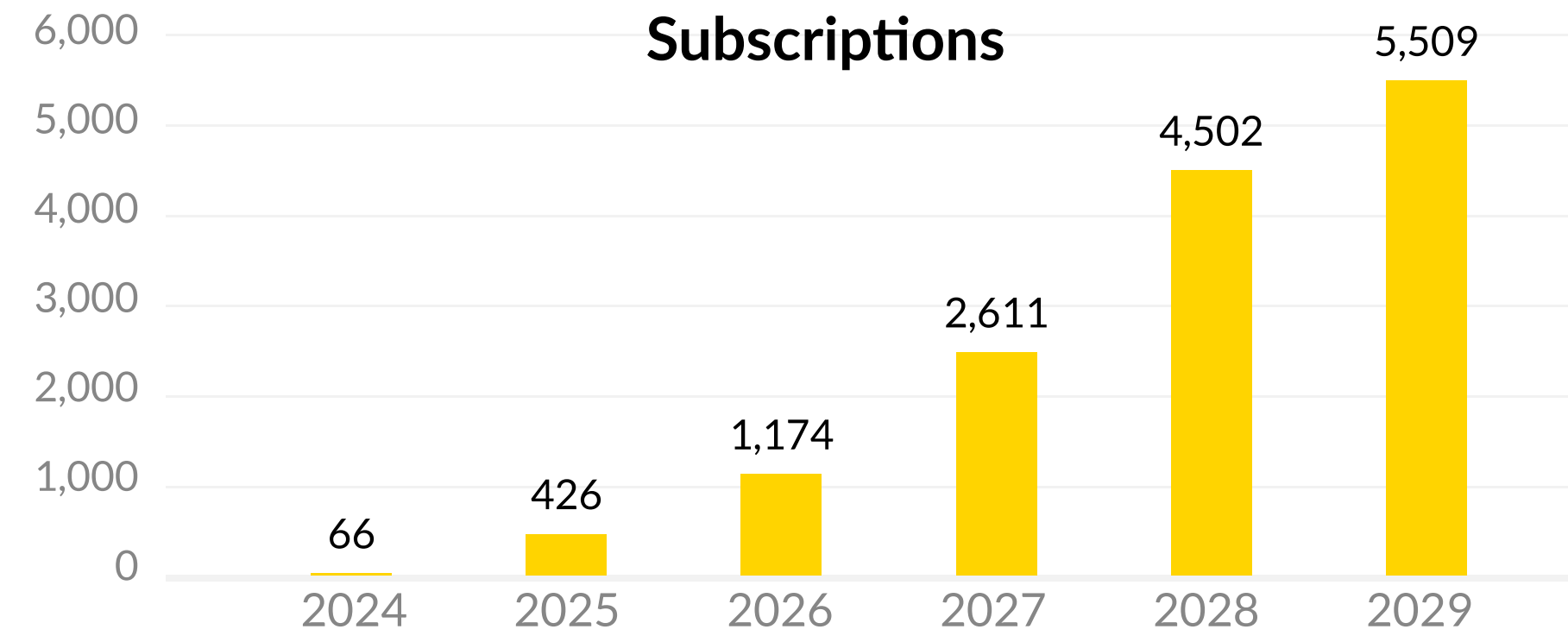
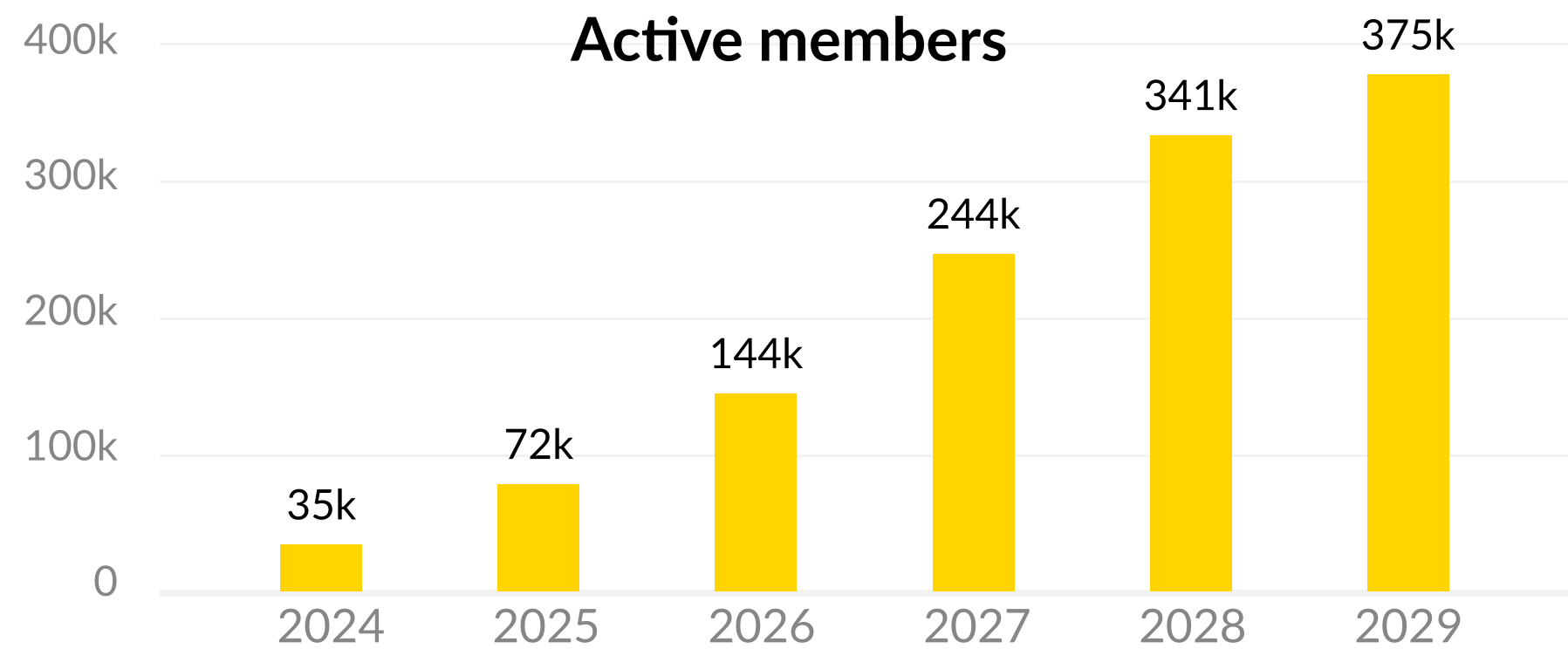
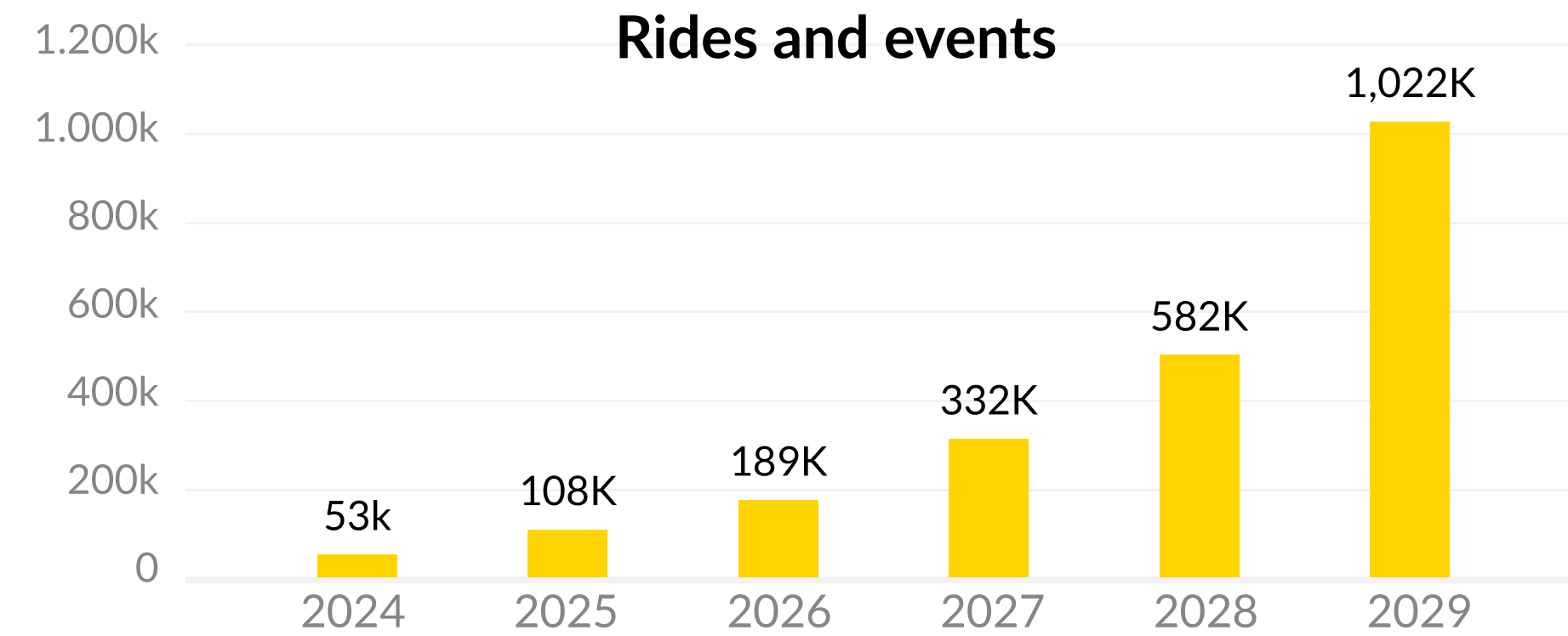
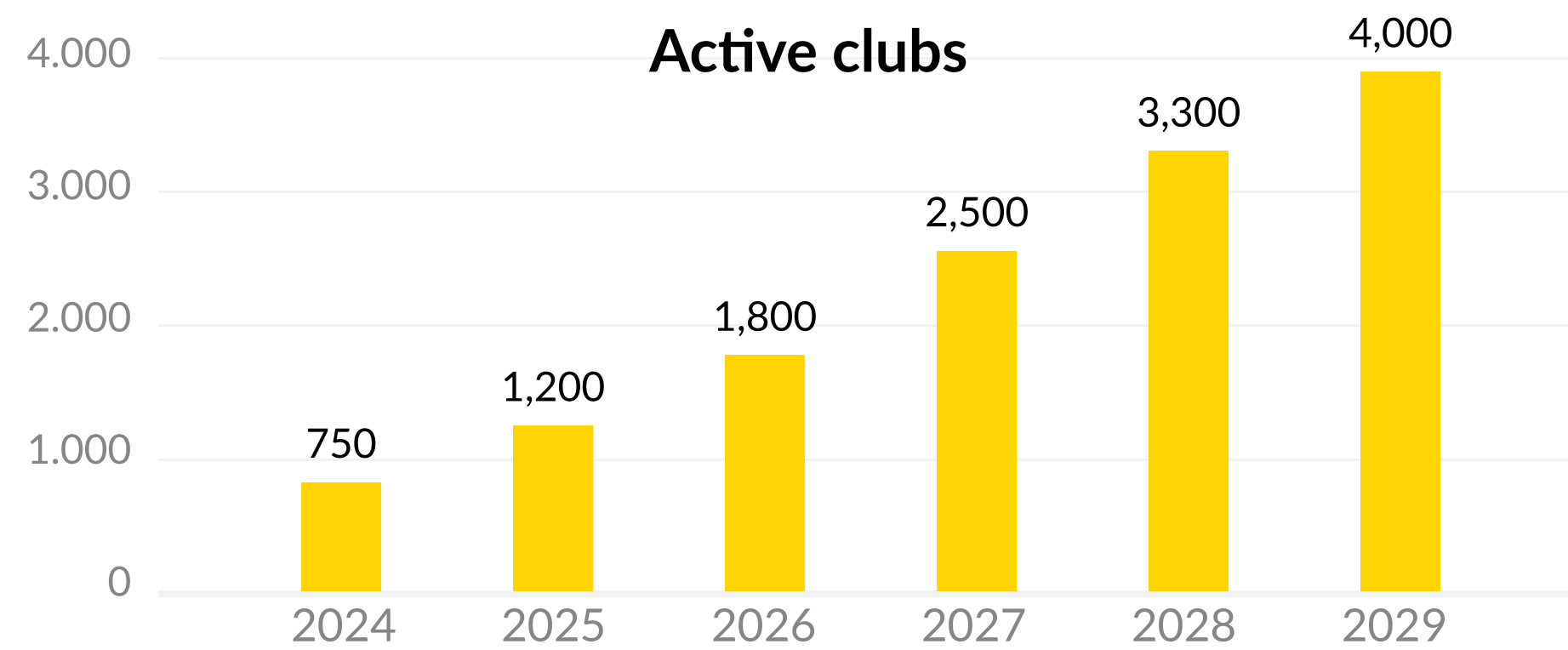
2,055
Events

78,867
Chats



SHORT-TERM FORECAST

Where we are heading



What we can achieve

Cycling has been gaining popularity at an increasing rate, fuelled by the pandemic and the rise of e-bikes. Our market calculation is based on the markets we can realistically conquer, with the global market being at least twice as large.

The figures in the graph come from the following cycling countries: the Netherlands, Belgium, Denmark, France, Germany, the United Kingdom, Spain, Italy, the United States, and Australia. Together, these countries have approximately 16 million active cyclists. On average, these cyclists spend €1,500 annually on bikes, gear, travel, and food, creating a Serviceable Available Market (SAM) of around €24 billion.

We foresee a solid cap of 8 million cyclists and a Serviceable Obtainable Market (SOM) of €12 billion. Moreover, this market trend is expected to grow by 10% per year between 2025 and 2030.

Total Available Market (TAM)

€ 130 billion

🚲 86 million

Service Available Market (SAM)

€ 24 billion

🚲 16 million

Service Obtainable Market (SOM)

€ 12 billion

🚲 8 million

HOW ARE WE GOING TO CONCOUR THIS SERVICEABLE OBTAINABLE MARKET?

With the following roadmap



Product strategy

We are improving our services to support clubs on every organizational level. This means we are adding various payment options, allowing clubs to easily collect subscriptions, event fees, and other costs. Additionally, we are providing more data insights for clubs, riders, and sponsors, so they are better informed and can make more strategic decisions.




Sales strategy

Our goal is to connect more active cycling clubs in the Netherlands and neighboring countries. We can leverage our experience with organizations like the NTFU in this process. We promote platform growth by enabling clubs to easily sign up independently and explore additional services. Furthermore, we are working on a transparent and fair pricing structure, so different types of users can choose the options that best suit them.



Geographic expansion

Our expansion follows three phases: first Germany, Denmark, and Belgium, followed by the United Kingdom, the United States, and Southern Europe. In the final phase, we will focus on the rest of the Western world, including Japan, Australia, and Korea. This phased approach allows us to grow internationally in a controlled manner.

Two cyclists are riding on a paved road. They are wearing matching yellow and black cycling jerseys with the 'Cyql' logo. The cyclist on the right is wearing a black helmet and blue-tinted sunglasses, and is smiling. The cyclist on the left is also wearing a black helmet and blue-tinted sunglasses. The background consists of green trees and a clear sky. A yellow curved banner is at the bottom of the image.

Our foundation is strong, we have a great team, and our product is receiving excellent reviews.



OUR TEAM

Tons of experience

Wouter, Jan, and Gert-Jan collectively bring over 20 years of experience in the software/sport-tech sector. Wouter and Jan have a strong background as entrepreneurs in the field of IT and software, while Gert-Jan is a passionate entrepreneur with extensive experience in the cycling industry.

In the past, Wouter and Jan founded the company Speak, which they successfully sold in 2011. Then, in 2012, they started Freed, an IT development company. Freed works closely with Cyql, allowing Cyql to purchase IT development hours at cost price. This gives Cyql a significant competitive advantage in a sector with high entry barriers, where costly IT development is required to bring a product to market.

Gert-Jan was co-founder of the German ListNRide, Europe's largest bike rental platform. He brings his extensive industry knowledge, network, and commercial expertise to Cyql. This unique combination of key figures creates a valuable synergy that offers considerable added value to Cyql.



Wouter Slotegraaf
Chief executive officer



Jan Kooistra
Chief tech officer



Gert-Jan van Wijk
Chief growth officer



Succes story

"Thanks to Cyql's experienced team and excellent collaboration, the app has now become essential for many clubs. It fully meets the needs of our associations, simplifies planning, and increases member loyalty. More than 250 clubs are already using Cyql."



May 2024

Instant Updates and Seamless App-User Interaction

Quickly join a club or ride. Interaction between app and user is good

Posted on [Google Play](#)

★★★★★ 15 september 2024

Gezellig en makkelijk

Peter Van Adrichem



Great App

Great app, all the info you need 👍



p gardien, 29-09-2024

REVIEWS

Beloved by our users

Cyql currently has nearly 40,000 individual users and over 2,500 clubs, with a total of almost 36,000 club members. Our product has been well received, and we can support this with over 2,000 positive reviews.



April 2024

Good and fast support

Cyql app was not working on Samsung s23 with android 14. After feedback the problem was fixed within 1 day with an update. Works super now

Posted on [Google Play](#)

★★★★★ 25 september 2024

👍 perfect app

Tass Patss

Cyqlingapp
Great app and easy to download

★★★★★
WVE Eijsden, 23-07-2024

★★★★★ 23 augustus 2024

Wij gebruiken deze app in onze fietsclub. Deze app heeft de afgelopen tijd veel verbeteringen gekregen, is stabiler geworden. Ideaal voor onze route bibliotheek en het voorbereiden van trainingsavonden.

Gerjan Schoemaker



November 2022

Nice for associations

Very nice app for our cycling club. We can now very easily see the activities of other cycling groups within the association and register.



Nice app!

Very good route library, eliminates unnecessary WhatsApp traffic. GPX files are easy to share.



WdB123456, 04-10-2023



Take advantage of the exponential financial growth potential by investing in this development phase.



Multi-revenue stream business model with multiple target groups

For our diverse customer profiles, we offer different versions of our software/app. In addition, we have licensing agreements with cycling federations and other organizations that require a customized white-label solution of our platform. We are also targeting cycling-related brands that want to reach our large cycling community through advertising opportunities.

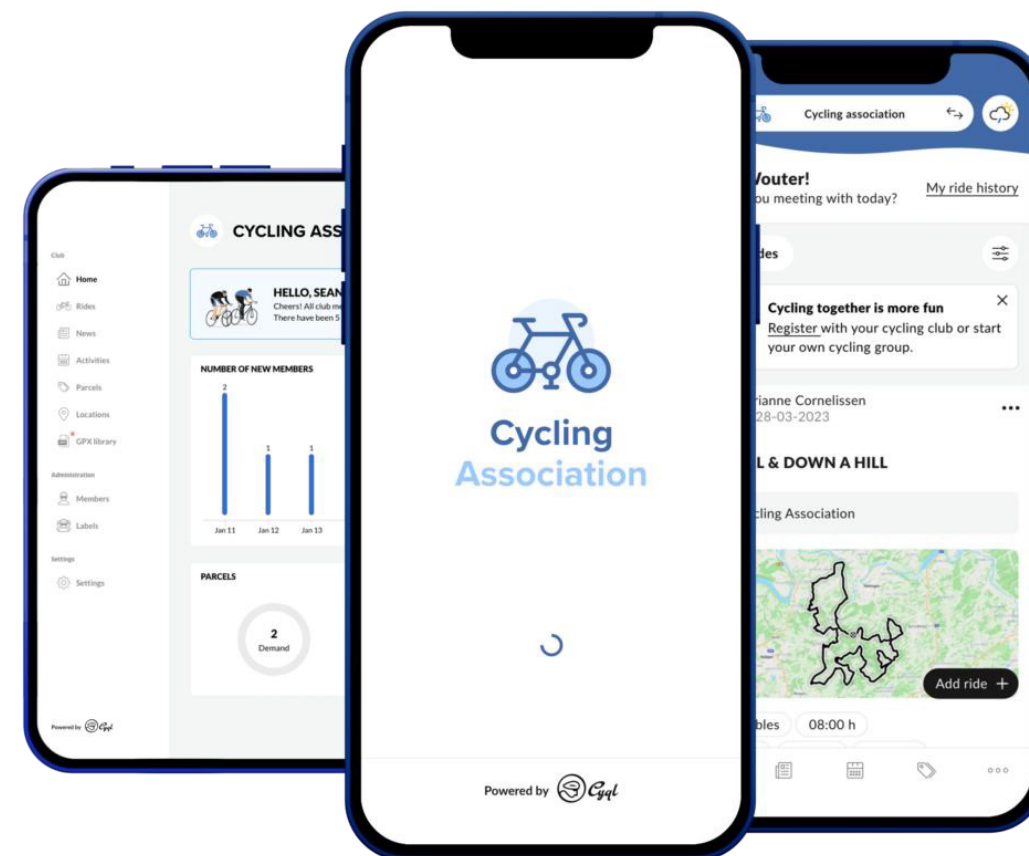
This combination allows us to operate in both B2B and B2C markets!

B2B

Ads

Licenses

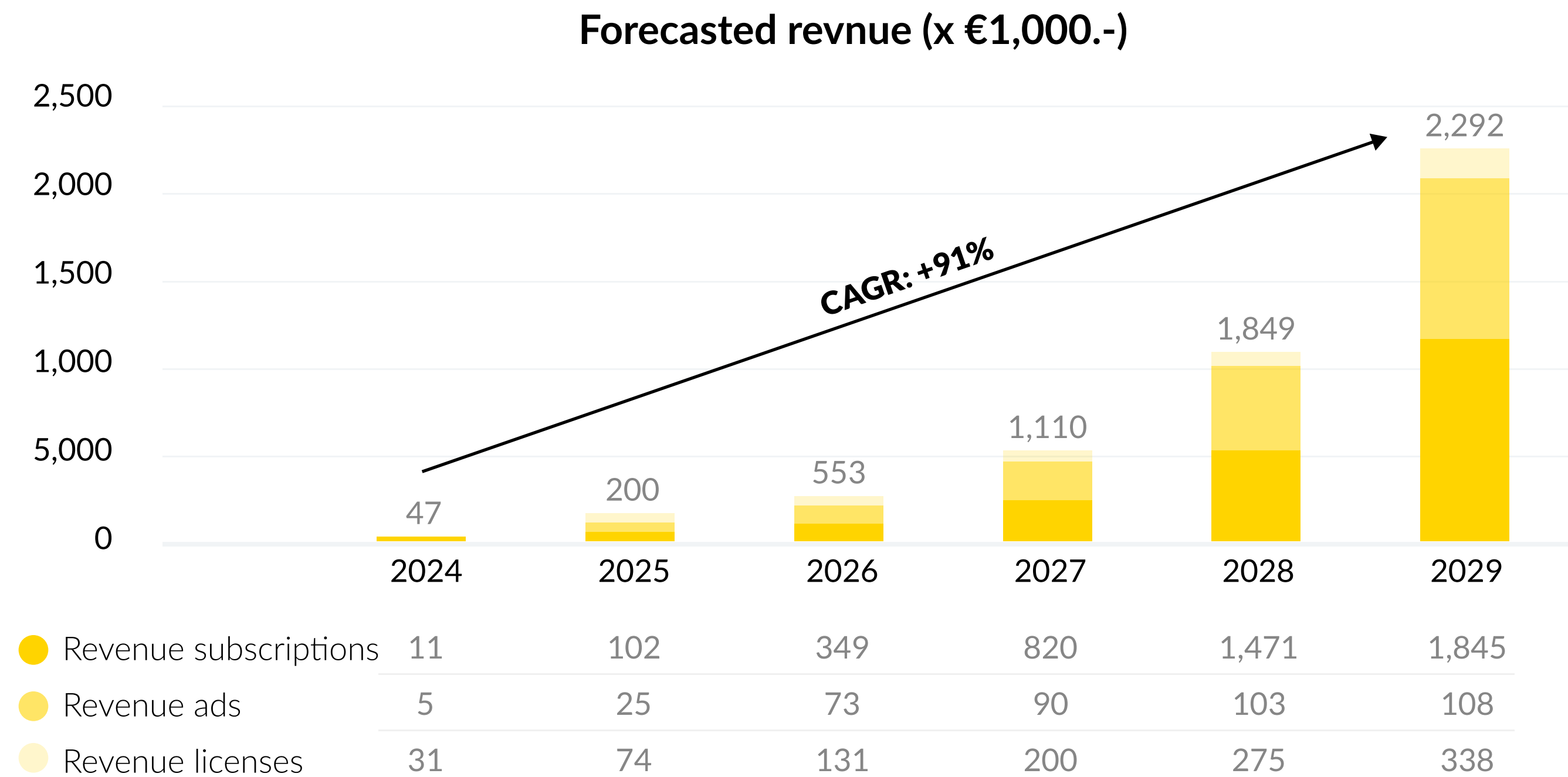
Subscriptions



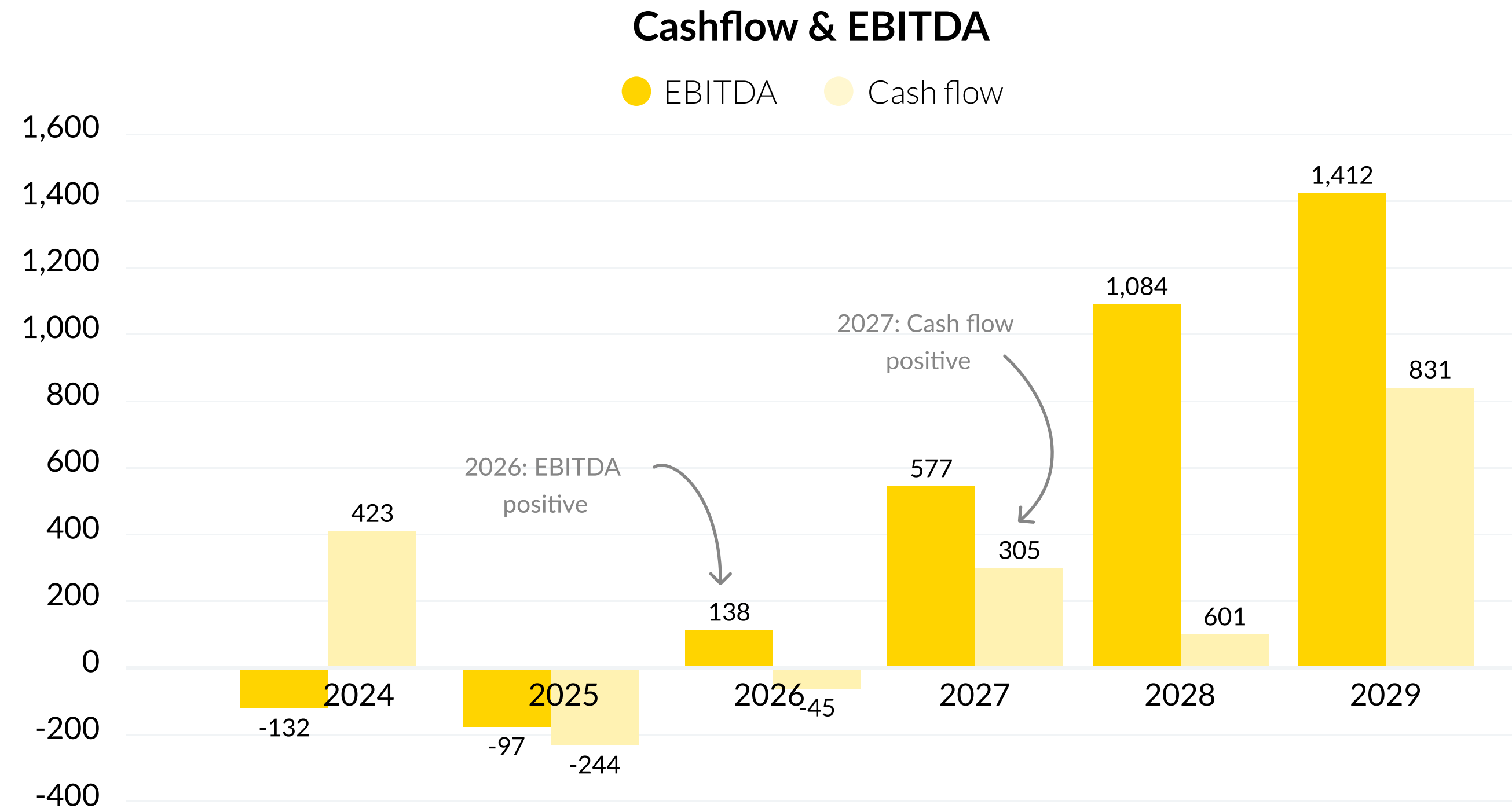
Free	Starter	Pro Meest gekozen	Elite
Ideaal voor recreatieve fietsgroepen en kleine clubs. Bevat eenvoudige plannings- en communicatietools geschikt voor 1-2 ritten per week op één niveau.	Customized for growing cycling clubs & communities with advanced features for organizing multiple rides per week at various levels. Suitable for clubs looking for flexibility and more interaction.	Ontworpen voor de grotere clubs. Bevat geavanceerde plannings- en communicatiemogelijkheden voor dagelijkse ritten en verschillende niveaus. Inclusief uitgebreide tools voor beheerders en snelle support ondersteuning.	De ultieme oplossing voor veeleisende fietsclubs. Bevat uitgebreide plannings- en communicatiemogelijkheden voor dagelijkse ritten en alle niveaus. Inclusief betalingsopties, sponsor integratie, uitgebreide tools voor beheerders en snelle support ondersteuning.
€ 0	€ 9 Per maand	€ 29 Per maand	€ 99 Per maand
Bevat	Bevat	Bevat	Bevat
<ul style="list-style-type: none"> ✓ Basis planningstools ✓ Basis notificaties ✓ Beperkt aantal gebruikers en rechten ✓ Geen extra's 	<ul style="list-style-type: none"> ✓ Geavanceerde planningstools ✓ Geavanceerde notificaties ✓ Basis clubmarketing ✓ Beperkte rechten en gebruik 	<ul style="list-style-type: none"> ✓ Expert planningstools ✓ Expert communicatietools ✓ Geavanceerde clubmarketing ✓ Basis betalingen (ritten/evenementen) ✓ Beperkte rechten en gebruik 	<ul style="list-style-type: none"> ✓ Expert planningstools ✓ Expert communicatietools ✓ Clubmarketingpakket ✓ Geavanceerde betalingsmogelijkheden ✓ Onbeperkte gebruikers, rechten en gebruik
Download Cyql	Registreer je club	Registreer je club	Registreer je club
<small>Er zijn gebruikersprofielen van toepassing. Cyql kan gratis gebruikt worden door individuele fietsers.</small>	<small>Er zijn gebruikersprofielen van toepassing. Cyql kan gratis gebruikt worden door individuele fietsers.</small>	<small>Er zijn gebruikersprofielen van toepassing. Cyql kan gratis gebruikt worden door individuele fietsers.</small>	<small>Er zijn gebruikersprofielen van toepassing. Cyql kan gratis gebruikt worden door individuele fietsers.</small>

B2C

A business model that ensures rapid growth...



... and will be profitable within 2 years!



Which will hopefully allow us to capitalize on growth through a future exit...

We are not necessarily aiming for a quick exit and do not feel any urgency to sell the company, as we see great potential and enjoyment in further developing the platform. For us, it is about long-term growth and creating something valuable. Of course, in the long term, we are open to a favorable exit, but that is not a direct priority. Our focus right now is on building a strong, successful, and profitable platform. We believe in the future and the opportunities that still lie ahead. The sector we are a part of offers plenty of opportunities!



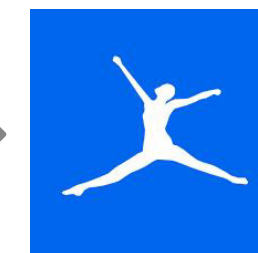
Acquisitions in the sports-tech sector



Acquisition Edomondo
€85 million



Acquisition MyFitnessPal
€310 million



Acquisition Runtastic
€239 million



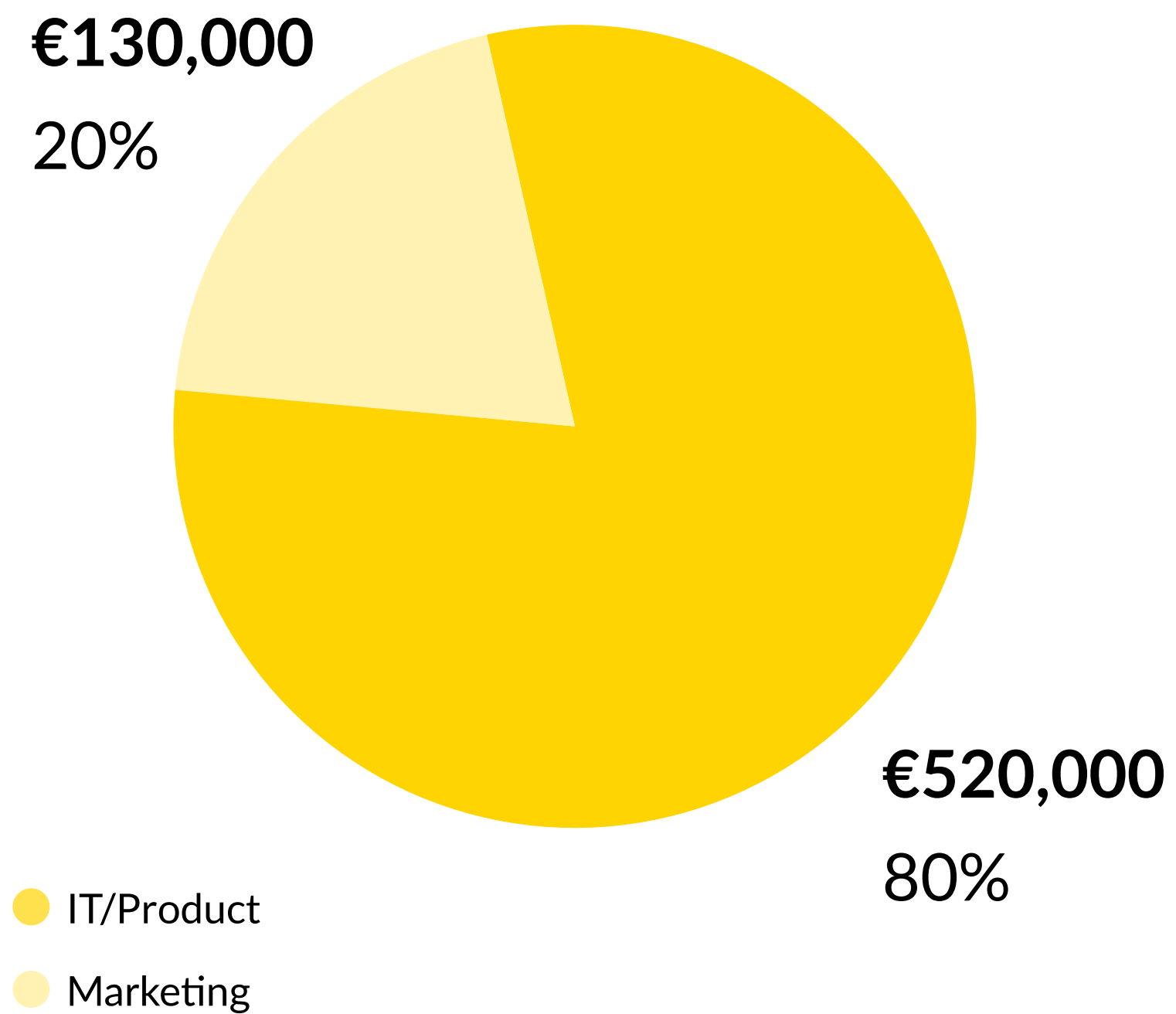
Acquisition Classpass
€900 million



A group of five cyclists wearing yellow and black jerseys and helmets are riding on a paved path through a forest. The path is surrounded by tall trees and green foliage. The cyclists are in a line, moving away from the camera. The scene is brightly lit, suggesting a sunny day.

As a user, your investment makes
our platform even better, so you
benefit twice.





USE OF PROCEEDS

How is your investment being utilized?

We are seeking growth funding to invest in product development (IT) and targeted marketing over the next two years. With this investment round, we aim to optimize our platform and strengthen our market position through strategic marketing campaigns. The ultimate goal of the investment is to bring Cyql to break-even as quickly as possible and to achieve sustainable growth. This funding round among our users is a crucial first step in that process.

Product development Roadmap

With the IT investments we plan to realize with the raised capital, we have a clear, ambitious, and very concrete plan in mind. Our focus is on significantly improving and expanding our product. These enhancements will allow us to tap into new sports, broadening our reach and enabling us to serve a wider audience. Our ultimate goal is to become an open platform accessible to everyone, regardless of their sports interests, in just over a year. This will not only attract new users but also offer existing users an improved experience. Once we achieve this goal, Cyql will be perfectly positioned to continue growing and accomplish its long-term financial objectives on a commercial level.

Measurable platform

- Improvements to the automated onboardingflow (PLG)
- SaaS implementation plan
- Better tracking for App- and web
- Webversion of Cyql

Webbased payment-platform

- Payment methods
 - Cyql plan payments
 - Collecting membership fees
 - Paid trips
 - Merchandise

Multi-sports platform

- Expansion to more sports
 - Triathlons
 - Running
 - Skating
 - etc.
- White label version

Interactive & smart platform

- AI chatbot
- Review, feedback and interaction possibilities
 - Rides & routes
 - News
 - Events

Open platform

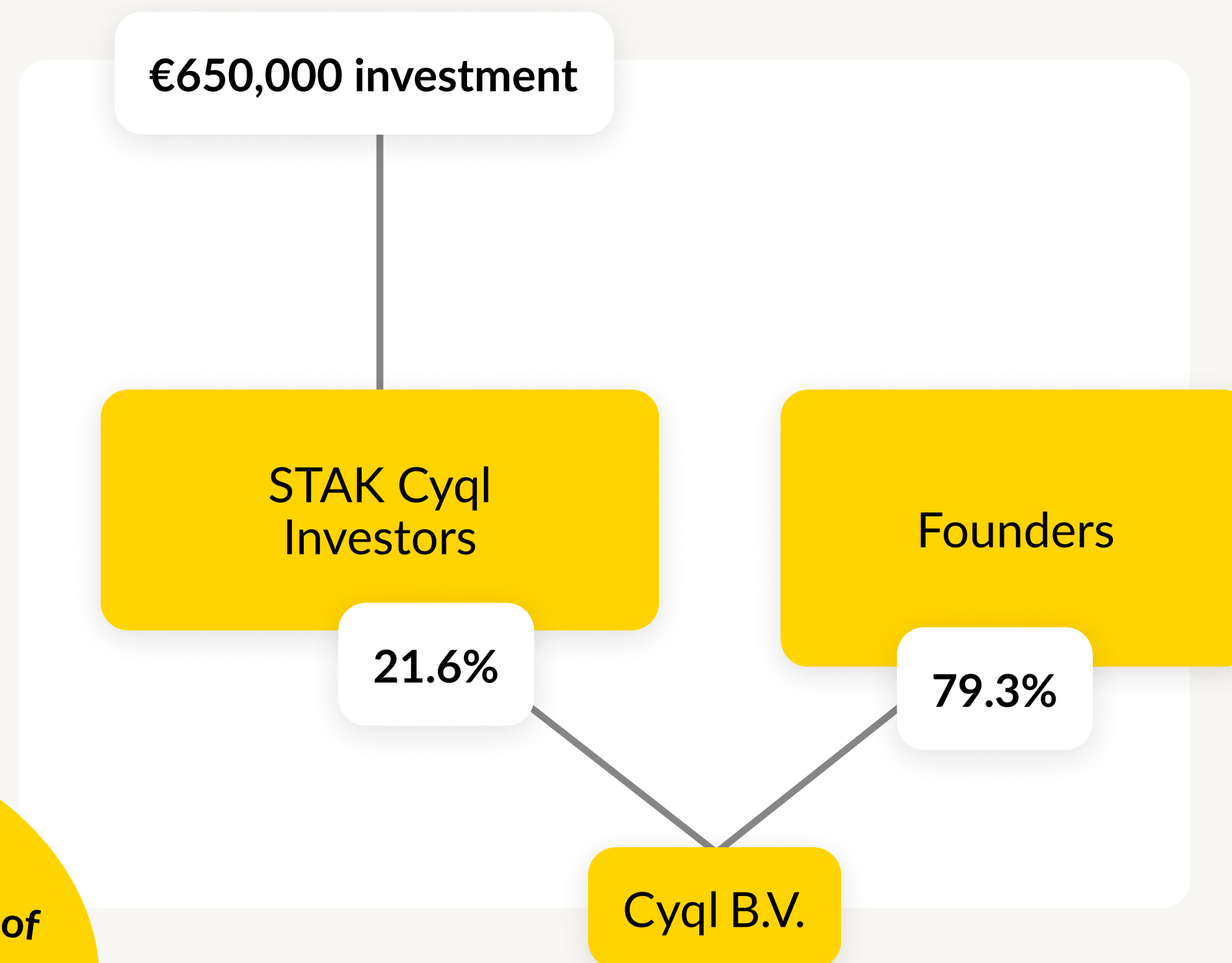
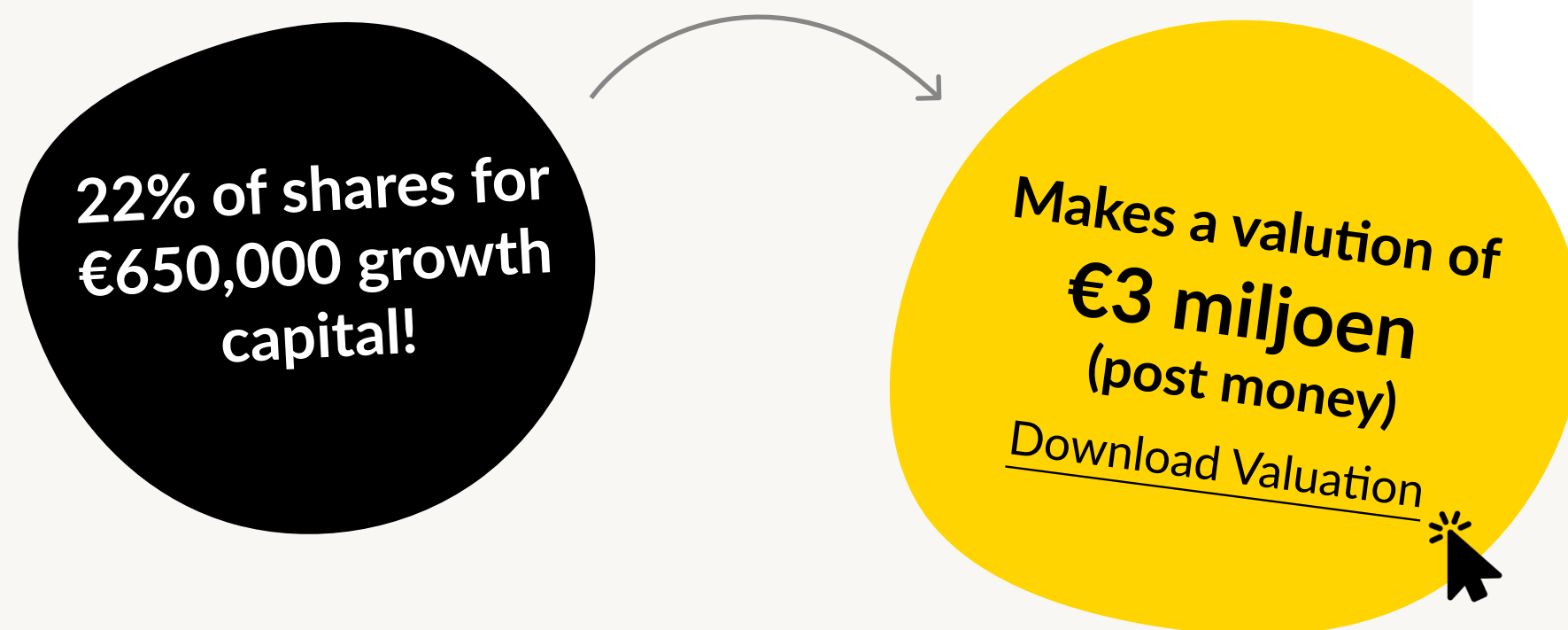
- Public API
- 3rd party module



LEGAL STRUCTURE

Our investment offer

As an investor in Cyql, you participate through an Administration Foundation (Stichting Administratiekantoor). This structure allows for a separation between economic and legal ownership. You are entitled to your share of any future profit distributions and also benefit from the value increase of Cyql. Voting rights and control remain with the founders.



Cyql B.V.
Zoom 1
9231 DX Surhuisterveen
81296436
invest@cyql.app



Join the Ride!

Join us: Cyql is growing rapidly, by and for our users.

[Invest now](#)