



 Jay Honeycutt

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 zykemobilitycompany.com

Founded in 2022, ZYKE Mobility Company is to transform the street e-bike industry. Its remarkable design provides comfort, safety and simplicity — energizing millions to return to the fitness, recreation and energy savings of biking.

Stage: Pre-Seed

Mobility: NewTech e-Bike

Number of Employees: 2

Market Size: \$16.2B

Investment Opportunity: \$1.5M

Use of Funds: Working capital, outside professionals, engineering & CAD, project management, sales & marketing, tooling, patents.

MANAGEMENT TEAM



Jay Honeycutt

Founder/Designer.
Seasoned entrepreneur. J.D. (UofA),
MBA (MIT).



Steve Williams

Director of Engineering.
Daisy BB Gun veteran, name on
100 patents. BS and MS degrees.



Brad Blazar

Capital raising coach.
Raised over \$2B in career, seasoned
fundraiser and consultant.

Ken L. Justice

Industry consultant.
30+ years as principal (Currie Tech,
Lodestar, Gary Fisher, Derby) for
launch of four (4) bike companies.

CURRENT STATUS

Filed (provisional) utility patents, secured legal/patent/accounting principals, secured engineering leads, crafting (electronic) prototype to leverage (mechanical) prototype's confirmation of geometry, safety, and rider acceptance.

CHALLENGE

Millions enjoy e-bikes' fun and freedom, but resent remaining obstacles — discomfort, danger, maintenance.

SOLUTION

ZYKE delivers 1/ comfort, 2/ safety, 3/ simplicity to entice millions to a/ return to biking, b/ ride more, c/ buy the best solution as fitness/recreation/mobility choice.

MARKET

Primary market is affluent (ages 40-60) who 1/ no longer ride, 2/ like e-bikes but value comfort, safety, simplicity. **US addressable market: \$16.2B**, serviceable market: \$5B. Extensive **market fit interviews** confirm centrality of **"comfort"**. Our **DTC sales/delivery model** will maintain margins, ensure effective media promotion.

MILESTONES

Confirmed **rider acceptance** of geometry, 1 patent granted, multiple (utility/design) **patents** filed, **\$200K+** invested by Founder, **SBIR/CDC grant proposal** in preparation, engineering launched for **technology prototypes**.

REVENUE MODEL

Primary revenue from **DTC sales** (\$5K/unit), **national account** sales; secondary revenue from 1/ **lease**, 2/ **service**, 3/ **security** contracts, 4/ **licensing** fees. Insulated from development/supply chain costs with **"Made in US"** model. Minimal head count allows **tightly-coupled expansion** to marketing. Initial funding to **crowd-investing/crowdfunding** for financial growth/market footprint.

COMPETITIVE ADVANTAGE

Formidable IP to counter 1/ (Restructured) VanMoof, 2/ Cowboy, 3/ Rad Power, 4/ Asian survivors.

EXIT

2028: 1/ **IPO**, 2/ acquisition by **PON Holdings, TREK, Giant**.