



TRAVELMATE

THEBELLBOY SRL

BICYCLES ACCESSORIES -BAGS

NYPE202642



ABOUT US

**THEBELLBOY SRL IS A STARTUP & DESIGN STUDIO,
WE PROMOTE SUSTAINABLE MOBILITY CREATING INNOVATIVE
SOLUTIONS WITH A DESIGN THINKING APPROACH.**

**BELLBOY HELPS TRAVELLERS COMMUTE IN A SUSTAINABLE WAY,
BRIDGING THE GAP BETWEEN MICROMOBILITY
AND LONG-DISTANCE TRAVEL**

THE CHALLENGE

STATISTICALLY THE HARD-SHELL ROLLING LUGGAGE IS THE FAVOURITE BAG WHEN TRAVELLING VIA TRAIN STATION AND AIRPORTS BECAUSE OF ITS AESTHETIC AND TECHNICAL FEATURES (MKT SIZE 15 B\$ 2021, PROJECTED TO REACH 31 B\$ IN 2031)

MICROMOBILITY (BOTH PRIVATE AND SHARED) IS SPREADING AROUND OUR CITIES (GLOBAL MKT SIZE WILL REACH 440 B\$ BY 2030) EUROPEAN CITIES ARE PAVING THE WAY FOR CAR-FREE LIVING AND EU CALLS FOR DOUBLE CYCLING BY 2030



**LET'S BRIDGE THE GAP
BETWEEN ROLLING
LUGGAGE
AND MICROMOBILITY**



BELLBOY TRAVELMATE

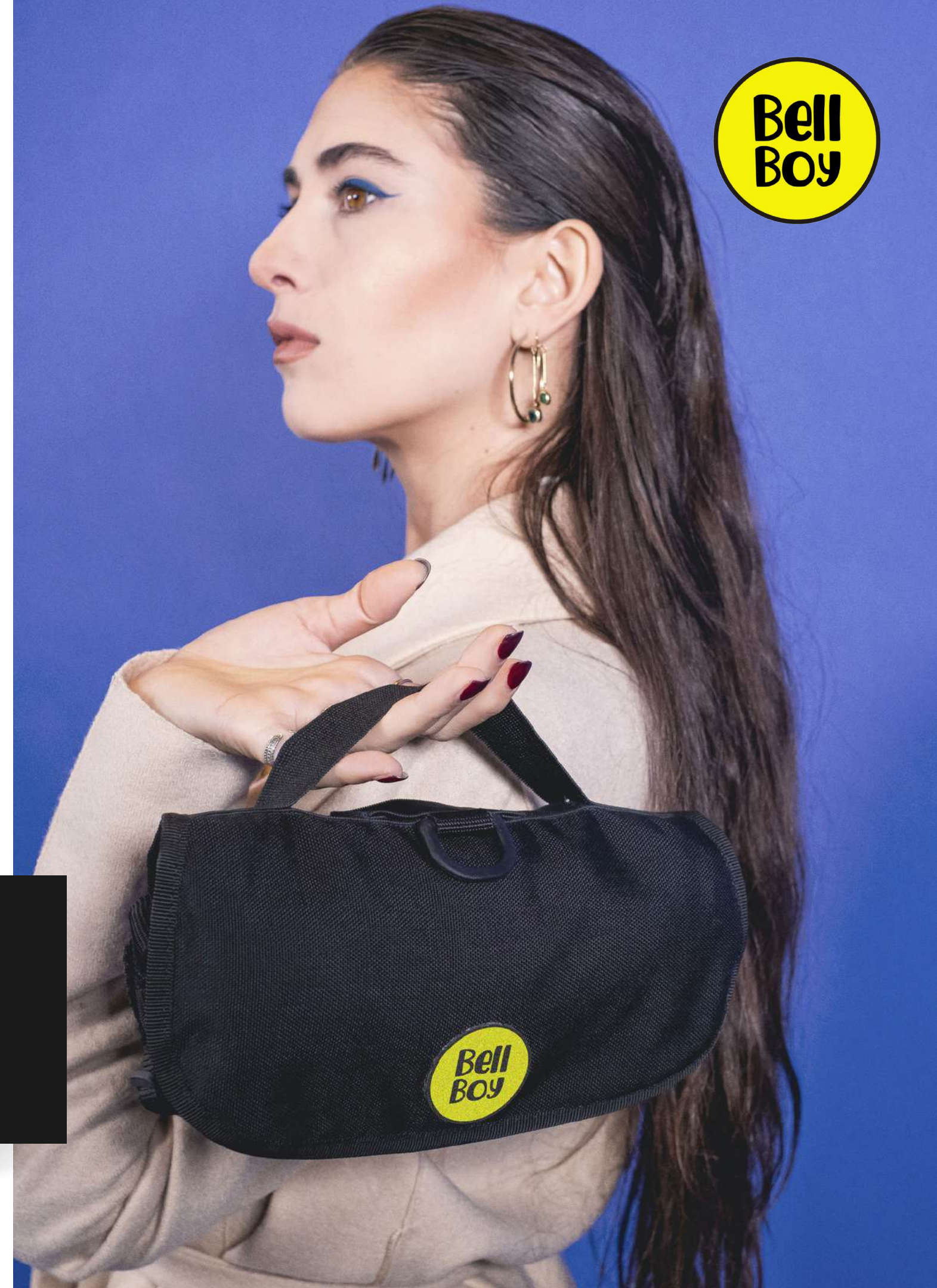
**A TRAVEL ITEM THAT BOOSTS LUGGAGE
INTO A HANDS-FREE SOLUTION**

**TO COMMUTE IN A SUSTAINABLE WAY
WITH THE FAVOURITE 2-WHEELS VEHICLE
AND KEEP ALL THE FUNCTIONALITIES OF A HARD-SHELL
ROLLING LUGGAGE WHILE TRAVELLING**



PATENT GRANTED

MODEL&DESIGN ®

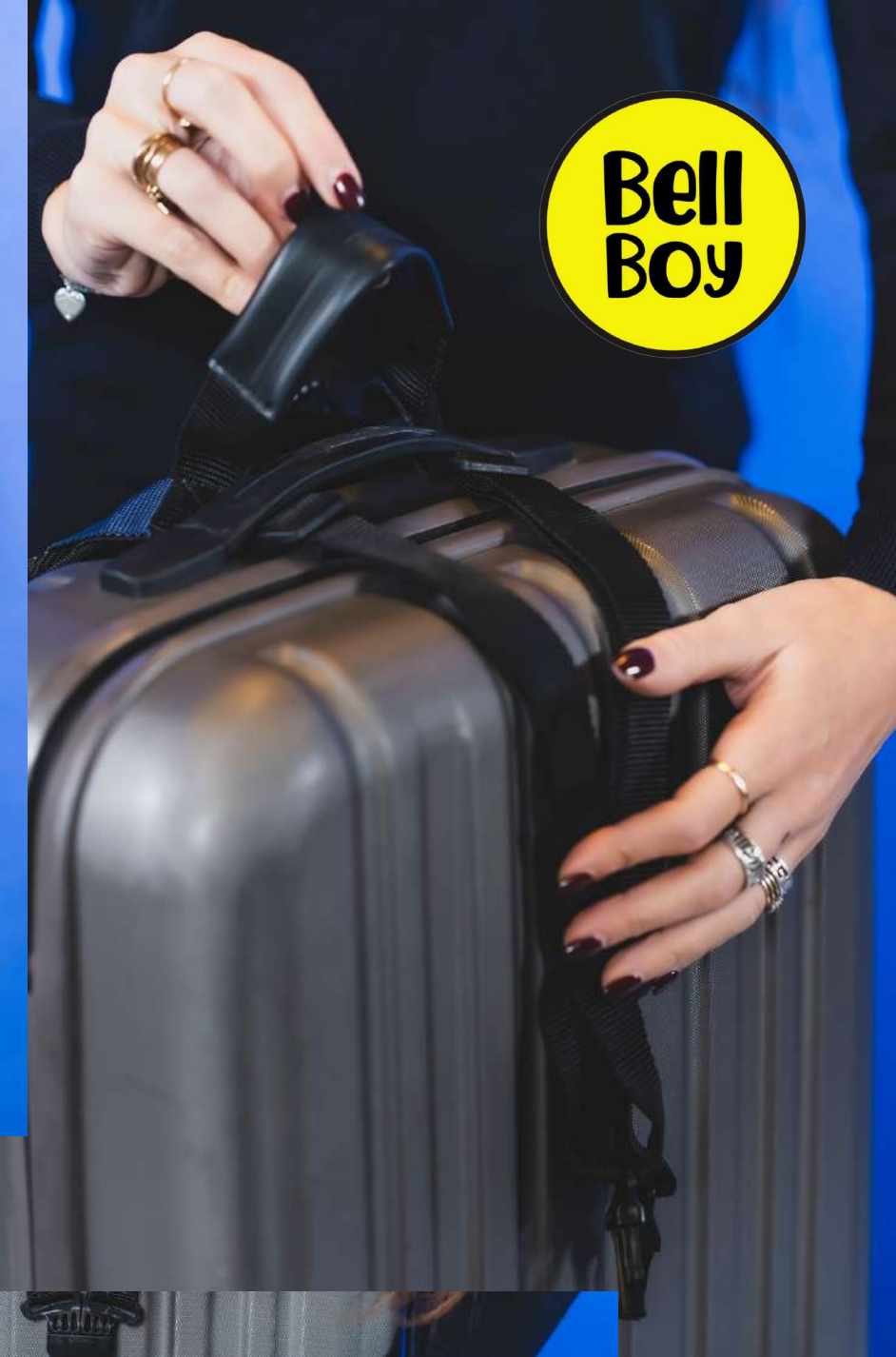


EASY AS 1-2-3

UNWRAP THE TRAVELMATE

ATTACH IT AT THE LUGGAGE THROUGHT THE 2 STRAPS
AND ADJUST TIGHTLY TO YOUR SUITCASE'S SIZE
(ADJUSTABLE FOR ANY SMALL AND MEDIUM LUGGAGE)

WEAR IT AND ENJOY A NEW WAY TO GO ON A TRIP



- ONE PRODUCT FOR:**
- DIFFERENT SIZES OF LUGGAGE
 - ANY KIND OF VEHICLE

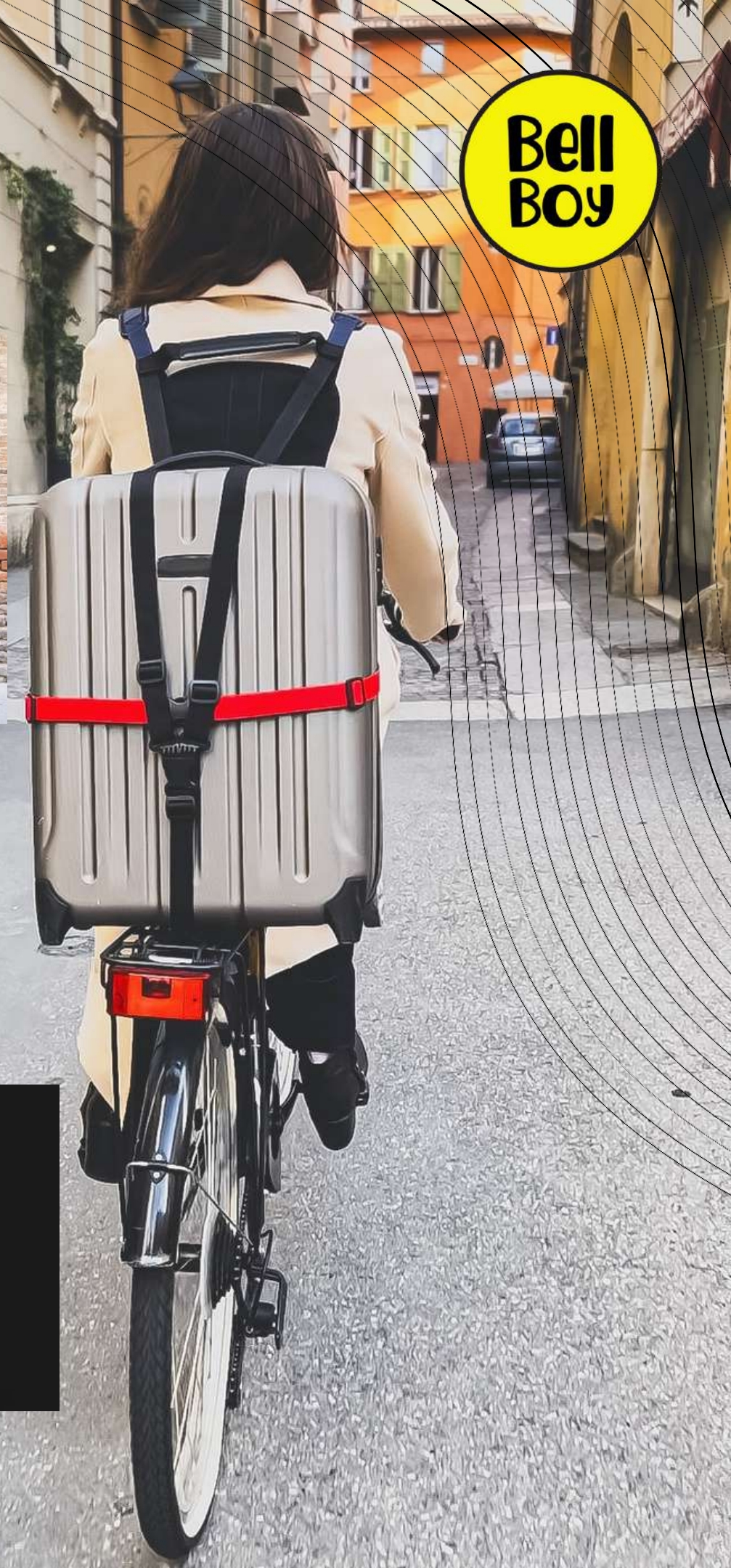


VERSATILE

THE TRAVELMATE IS VERTICALLY ADJUSTABLE

**THE WEIGHT OF LUGGAGE RESTS ON MOPED'D SADDLE OR BICYCLE BACKRACK, NOT ON RIDER'S SHOULDER:
FOR A LIGHT AND COMFORTABLE RIDE**

**THE SHOULDERS STRAPS (PROVIDES WITH REFLECTIVE SEWINGS)
ARE FOLDABLE TO PREVENT DANGLING BANDS WHILE ROLLING
THE LUGGAGE WITH THE TRAVELMATE ATTACHED**



**LIGHT & COMFORTABLE RIDE:
WHEELED BACKPACKS DO NOT
HAVE THIS FUNCTIONALITY**

TRAVELLER-CENTRIC

**FOLDABLE:
TO BE EASILY STOWED WHEN NOT IN USE:**

**UNDER THE MOPED'S SADDLE
OR SECURED THROUGH THE RING AT THE BICYCLE WHEN
PARKING AT A VELOSTATION**

**EASY TO BE CARRIED ATTACHED TO LUGGAGE'S HANDLEBAR
THROUGH THE SLEEVES:
THE TRAVELMATE CAN BE USED ALSO WITH RENTED-SHARED
MICROMOBILITY FOR THE LAST MILE OF THE TRIP**



**A DOOR2DOOR
TRAVEL COMPANION**

SUSTAINABILITY & LEAN MANUFACTURING

MADE IN ITALY WITH RECYCLED FABRICS.

DESIGNED FOR LEAN MANUFACTURING.
THE BACKREST AND THE STRAPS ARE JOINED BY VELCRO,
NO FINAL ASSEMBLY IS REQUIRED:
EASIER TO BE CUSTOMIZED FOR THE LAUNCH AS CO-BRANDED
PRODUCT, IN ORDER TO DIVERSIFY OUR GO-TO-MKT STRATEGY.





STATISTICS

75M people in EU use micromobility on a daily basis as their main transport mode

41M (8%) cycles every day
5M (1%) use bike-sharing every day
20M (4%) use e-scooter every day
8M (1.6%) use moped's every day

(EPRS European Parliamentary Research Service - ELTIS)

WHEN COMMUTING TO GO ON A TRIP WITH LUGGAGE, THIS CUSTOMER SEGMENT WISHES TO KEEP RIDING THEIR FAVOURITE 2-WHEELS, BOTH ON THE FIRST MILE ON DEPARTURE AND ON THE LAST MILE AT DESTINATION BY SHARED OR RENTED MICROMOBILITY.

**SOM OF 1% =
750K (AT Y3)**

THE BEACHHEAD MKT DE, NL, FR

- HIGHER CYCLING CULTURE
- HIGHER BIKE-TRAIN MODAL SHARE
- IMPROVED BIKE-TRAIN-AIR INTERMODALITY



GO2MKT STRATEGIES



**coming-soon campaign
to engage early adopters
through social media adv.
in the beachhead mkt**

Spring '24



Kickstarter Campaign

Summer '24



**Brand Awareness
co-branding with
complementary brands
(luggage, bikes, moped's,
e-scooter, airlines and
railways shopping portals)**

VALUES

our customers

We offer a practical, cost-effective, enjoyable and sustainable* way for the first/last mile of a long-distance trip. An alternative way to commute with luggage, in line with major EU mobility trends.

#intermodality#car-free#sharingmobility#netzeroemission

*71% of travellers want to make more effort to travel more sustainably (Travalist.org)

mobility stakeholders

BellBoy supports the modal shift to a more sustainable commute with long-distance travel.

To date 68% of EU airports' access mode is made by car (=25-50% of total airport's emissions).

A new and improved access mode to the train station with micromobility will increase the Rail+Air link, reducing CO2 emissions to/from airports.

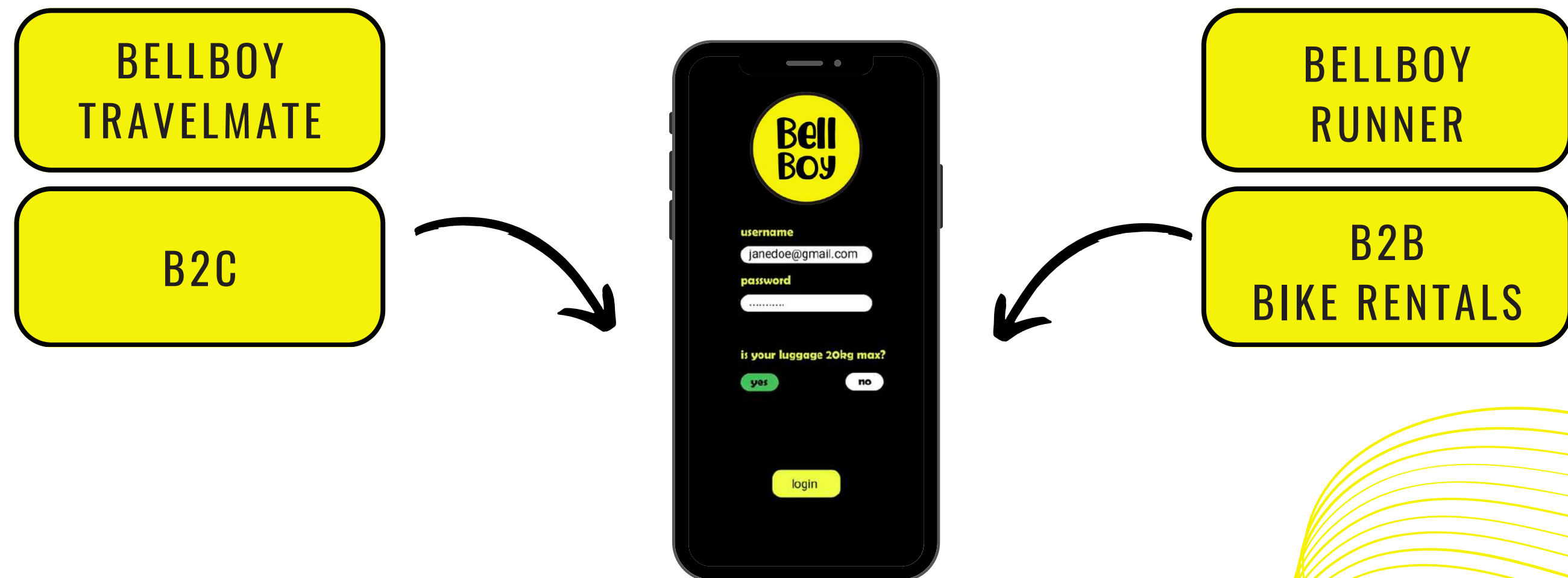




WHAT'S NEXT

The Travelmate is our first product.

Together with our other products/patents that will be released soon, our hardware innovations will be the backbone of a travel App; a door2door seamless travel experience for sustainable travellers, who will be rewarded for the CO2 saved along their journey.



BELLBOY TRAVELMATE VIDEO

BELLBOY TRAVELMATE WEBSITE

THANKS FOR WATCHING

*and for supporting us to promote
a new and more sustainable way
to go on a trip with luggage.*

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