

Carla Cargo



the world
smartest heavy
load bicycle trailer

Carla Cargo - History

- first prototype founded with crowdfunding on startnext
- 4921 EUR by crowd, 1600 EUR by anstiftung & ertomis
- crowdfunding finished on 16.02.2014
- first functioning base concept published on 26.06.2014
- more than 30 inquiries worldwide
- 6 sold trailers between 1400 EUR and 3000 EUR
- since publishing 10.000 EUR turnover
- big international response and interest

Carla Cargo - History



**International Cargo Bike Festival
in Nijmegen, Netherlands**



**Cargo Bike Race at Spezialradmesse in
Germersheim, Germany**

Carla Cargo - Features

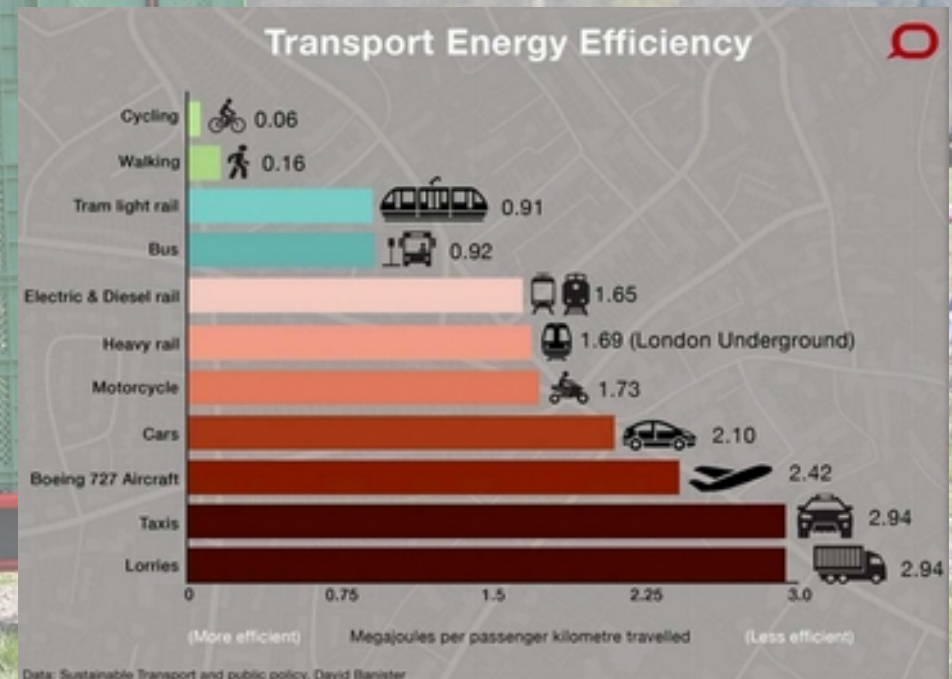
- maximum volume up to 2.5 m³ and 250 kg load
- usable as bike trailer and hand truck:
 - **bike-mode:** intelligent engine support up to 25km/h and overrun brake
 - **walk-mode:** manually controllable engine support up to 6km/h and hand brake
- complies with german road traffic regulations (StVZO)
- hand brake for parking situations

Carla Cargo - Features



Carla Cargo - Motivation

- cycling is the most **efficient** transport methode and can be done by almost everyone
- **engine support** opens new ways of transportation which can be done by bike
- cycling is a **clean** and **save** way of transportation

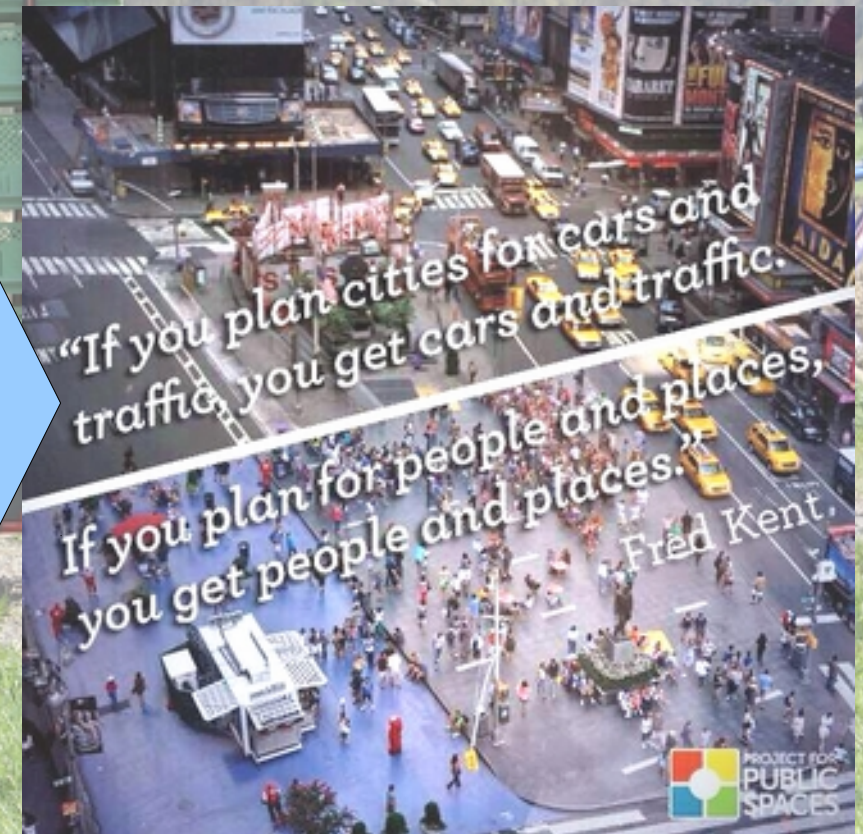


Carla Cargo - Motivation

Now



Future



Carla Cargo - Target Business

- Carla Cargo will offer several product lines with beginning focus on business customers
- we will design a cheaper and not load intens variant for private customers
- the customers want to use Carla Cargo for their own business (especially urban logistics and mobile services)
- Carla Cargo opens new possibilities for entrepreneurs to establish their mobile business idea in urban areas (bicycle-based kitchen, coffee, workshops and more)
- modern entrepreneurs want to make use of Carla Cargo's benefits

Carla Cargo - Benefits for Business

- **less costs for transportation needs**
 - low maintenance and user costs
 - compact, cheap and efficient
 - no driving licence needed
- **green self advertising effect**
 - handling your green business with clean transportation vehicle
 - „eyecatcher“ effect → mobile advertisement
- **flexibility**
 - useable as a handtruck as well as bike trailer
 - standard coupling makes it easy to share it with others
 - driving into auto restricted zones

Logistic Solutions with Carla Cargo



Cargo for 43 households
around 90 people got vegetables for one week

Logistic Solutions with Carla Cargo



Logistic Solutions with Carla Cargo



Logistic Solutions with Carla Cargo

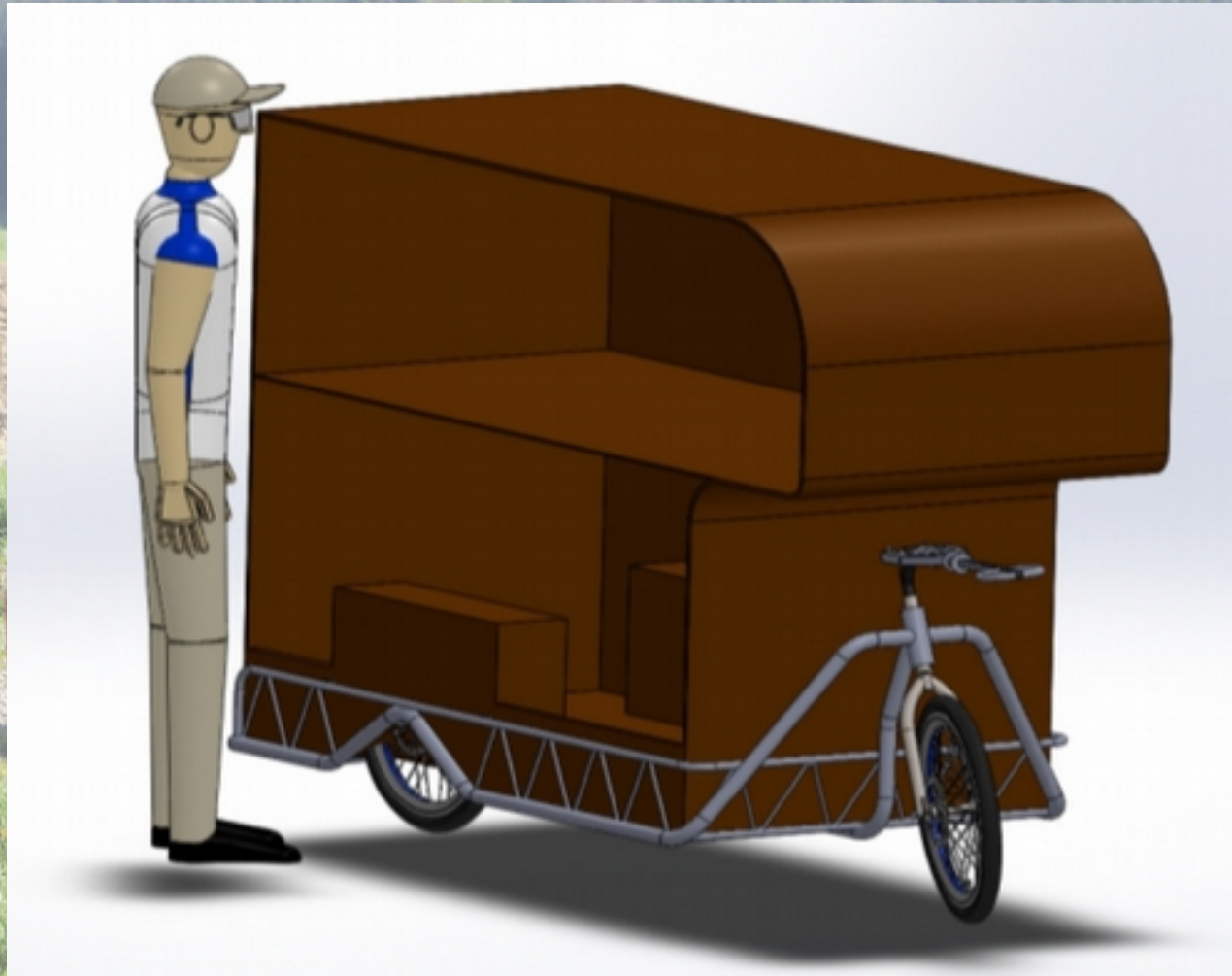


Logistic Solutions with Carla Cargo

<https://youtu.be/b2CQG7rqMzM>



Logistic Solutions with Carla Cargo



Carla Cargo - Outlook

- creating a Corporate Identity (with "Freilaut Grafikdesign")
- acquiring cash from investors, bank credit, funding and selling trailers
- 40.000 – 50.000 EUR estimated funds for first production batch of around 40 to 60 trailers
- finding bike parts suppliers, base frame producer and facilities for assembly
- getting ready for start of production
- big marketing campaign

Carla Cargo Team



- Markus Bergmann
- Mechanical Engineer
- strategy, CAD
- „over 6 years work experience in worldwide acting automation company“



- Erich Eisfeld
- Electronical Engineer
- electronic development
- „electronic enthusiast since he can hold a soldering bold“



- Dirk van Rijn
- Mechanical Engineer
- support and mentoring
- „over 10 years experience in designing bikes“

Carla Cargo - Press

- <http://www.velostrom.de/lastenanhaenger-mal-anders-carla-cargo/>
- <https://www.entrepreneurship.de/start-ups/11/951>
- <https://www.elevatorpitch-bw.de/events/wildcard-voting/carlacargo>
- <https://rdl.de/beitrag/dezember-2014-lastenr-der-und-fahrradanhaenger-statt-lieferwagen>
- <http://www.cyklamedlastcykel.se/foeretag/lastcykel-i-fretag/carla-cargo>
- <http://www.bonn-im-wandel.de/2015/04/glueckwunsch-bonnie-faehrt-dank-spende-bald-durch-bonn-lastenradanhaenger-fuer-alle/>
- <http://www.morethanfunctional.org/international-cargo-bike-festival-2015-flashback/>

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