

# CRUZE SCOOTERS FRANCHISING PLAN

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Cruze Scooters: Your Gateway to Entrepreneurial Success

# WHAT WE'LL DISCUSS

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## **PRESENTATION HIGHLIGHTS**

Unique Business Opportunity  
Technical Empowerment  
Market Niche  
Franchise Packages  
Financials and Investment  
Operational Simplicity  
Next Steps  
Q&A and Closing

# INTRODUCTION

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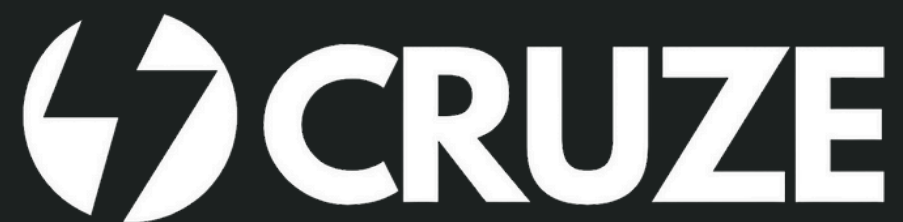
## YOUR GATEWAY TO ENTREPRENEURIAL SUCCESS

A solo venture in urban mobility,  
powered by technology and  
innovation.



## **A BUSINESS YOU CAN RUN SOLO**

**At Cruze Scooters, we understand the value of independence in the entrepreneurial journey. Our franchise model is designed to empower you with the autonomy to run your business, matched with the simplicity of our proven systems**



**HERE IS HOW**





# AUTONOMY IN OPERATIONS

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## **BE YOUR OWN BOSS**

As a Cruze Scooters franchisee, you step into a role where you call the shots. You decide how to best operate in your designated territory, giving you the freedom to tailor strategies that resonate with your local market.



**Turnkey  
Solution**

# **SIMPLIFIED BUSINESS MODEL**

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## **TURNKEY OPERATION**

We provide you with a complete setup – from scooters and maintenance guides to our proprietary app technology. This turnkey approach simplifies your startup process, allowing you to hit the ground running



# TECH-ENABLED EFFICIENCY

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## STATE-OF-THE-ART TECH

Our user-friendly app does more than just facilitate rentals; it's a powerful tool for managing your fleet, tracking earnings, and understanding customer patterns, all from your smartphone or computer



# COMMUNITY AND SUPPORT

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## ONGOING SUPPORT

Our dedicated team is always a call or message away, providing guidance on operational challenges, marketing strategies, ensuring that you're fully supported every step of the way

## JOIN A NETWORK

When you become a Cruze Scooters franchisee, you're not just starting a business; you're joining a community of like-minded entrepreneurs. Share insights, learn from others' experiences, and grow together



## **LOW OPERATIONAL COSTS**

Our model eliminates the need for a physical storefront, reducing expenses like rent, utilities, and large-scale staffing. This lean approach maximizes profitability, making your financial goals more attainable

# **FINANCIAL INDEPENDANCE**

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## **HIGH REVENUE POTENTIAL**

With minimal overhead costs and a high-margin business model, the financial rewards of owning a Cruze Scooters franchise can be substantial, especially in high-demand areas



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## **TECH SAVVY? A PLUS, NOT A MUST**

At Cruze Scooters, we provide an extensive library of easy-to-follow instructional videos, ensuring that maintaining your fleet is straightforward and hassle-free. From basic troubleshooting to more complex repairs, our videos cover a wide range of maintenance scenarios, empowering you with the knowledge to keep your scooters in top condition.

# Filling the Gap in Smaller Cities

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## ■ TARGETING UNDERSERVED MARKETS

Cruze Scooters aims to bring urban mobility solutions to smaller cities that are often overlooked by major scooter companies, addressing a clear market need

## ■ COMMUNITY-CENTRIC APPROACH

integrating scooters into the fabric of these communities, aligning with local values and needs, which larger companies might not cater to

## ■ UNTAPPED MARKET POTENTIAL

significant growth opportunities in these smaller cities, where the demand for convenient, eco-friendly transportation options is rising, yet remains largely unmet.

## ■ FIRST-MOVER ADVANTAGE

competitive edge of entering these markets early, establishing a strong presence and brand loyalty in areas that are new to scooter sharing services.

EXCEPTIONAL ROI

# LOW OVERHEAD

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NO RENT, UTILITIES,  
ETC.

Primary and most significant expense will be your insurance to operate the scooters, which we will provide contacts for.



Expect to make your investment back and much more in the first season.



# TURNKEY MODEL

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STREAMLINED OPERATIONAL MODEL

INTEGRATED BUSINESS PARTNERSHIPS

COMPREHENSIVE COMPANY SUPPORT

MAINTENANCE AND OPERATIONAL  
GUIDANCE:

# STREAMLINED OPERATIONAL MODEL

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OUR FRANCHISE MODEL IS DESIGNED FOR EFFICIENCY AND EASE OF OPERATION. WE ESTABLISH PARTNERSHIPS WITH LOCAL BUSINESSES TO CREATE STRATEGIC SCOOTER DOCKING STATIONS, ENHANCING VISIBILITY AND ACCESSIBILITY FOR USERS. THIS COLLABORATIVE APPROACH NOT ONLY BENEFITS YOUR FRANCHISE BUT ALSO ADDS VALUE TO THE BUSINESSES WE PARTNER WITH, CREATING A MUTUALLY BENEFICIAL ECOSYSTEM.

# INTEGRATED BUSINESS PARTNERSHIPS

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WE ACTIVELY WORK TO FORGE STRONG RELATIONSHIPS WITH LOCAL BUSINESSES AND ORGANIZATIONS. THESE PARTNERSHIPS ARE KEY TO OUR OPERATIONAL MODEL, OFFERING PRIME LOCATIONS FOR SCOOTER PARKING AND ACCESSIBILITY. THIS NETWORK NOT ONLY INCREASES THE REACH AND USABILITY OF OUR SCOOTERS BUT ALSO DRIVES ADDITIONAL FOOT TRAFFIC TO PARTNERING BUSINESSES, CREATING A COMMUNITY OF SUPPORT.

# COMPREHENSIVE COMPANY SUPPORT

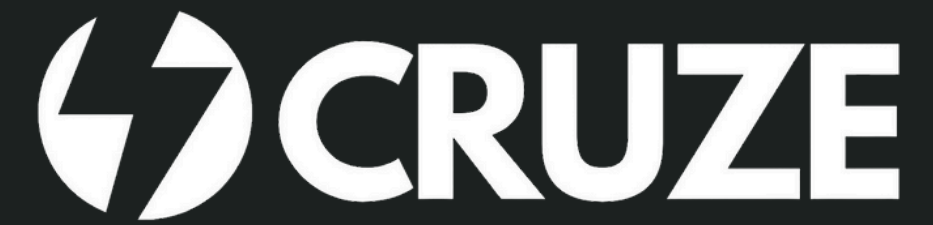
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AS A CRUZE SCOOTERS FRANCHISE OWNER, YOU RECEIVE EXTENSIVE SUPPORT FROM OUR MAIN COMPANY. THIS INCLUDES ACCESS TO OUR STATE-OF-THE-ART APP TECHNOLOGY, WHICH IS PIVOTAL FOR BOTH MANAGING THE SCOOTER FLEET AND PROVIDING A SEAMLESS RENTAL EXPERIENCE FOR CUSTOMERS. THE APP FACILITATES EVERYTHING FROM USER REGISTRATION TO PAYMENT PROCESSING, FLEET MANAGEMENT, AND DATA ANALYTICS.

# MAINTENANCE AND OPERATIONAL GUIDANCE

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WE PROVIDE CONTINUOUS MAINTENANCE SUPPORT TO ENSURE YOUR FLEET REMAINS IN TOP CONDITION. THIS INCLUDES REGULAR UPDATES AND ACCESS TO OUR LIBRARY OF INSTRUCTIONAL VIDEOS FOR SCOOTER MAINTENANCE. OUR DEDICATED SUPPORT TEAM IS ALSO AVAILABLE TO ASSIST WITH ANY OPERATIONAL CHALLENGES, ENSURING YOU HAVE THE EXPERTISE AND GUIDANCE NEEDED TO RUN YOUR FRANCHISE SMOOTHLY.



# NEXT STEPS

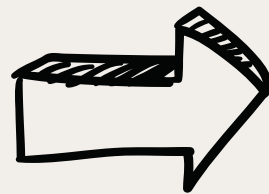
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HOW TO GET SCOOTING

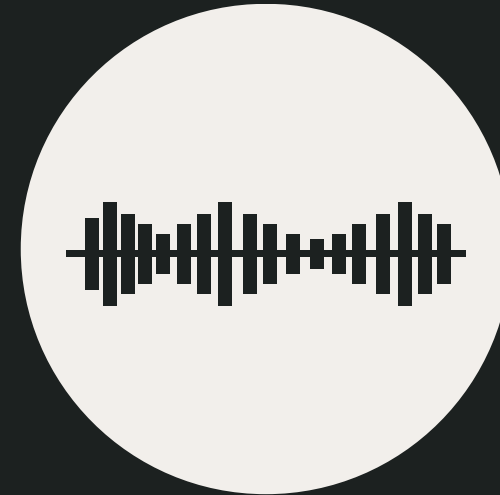
# LETS CRUZE!

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**HOW TO GET STARTED!**



Call or Email



Fill out Application



Final Agreement and  
Launch