



# DOSY

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*When life gets tough, dosy*

# Why is it important for women to ride scooters and bicycles?



Women can use scooters or bicycles as means of transportation.



## Universities/Schools

Women can use scooters or bicycles to go to their universities or schools



## Workplaces

They can also use them to go to their workplaces



## Source of income

Or they can use their skill in riding scooters or bicycles to have a job as instructors or deliverywomen

# Problem

Women in Egypt refrain from riding scooters or bicycles because of cultural stereotypes, non-availability of female scooter or bicycle trainers and safety concerns.



## Culture

Society criticizes women who ride scooters or bicycles



## Availability

There is a lack of female scooter or bicycle instructors. Private academies are far away and the schedules are not suitable



## Safety concerns

Women fear to ride scooters or scooters in Egyptian streets which are not well paved.



# dosybikes.com Offering:

Dosy is an online platform through which women can book their scooter or bicycle classes online, get matched with a female trainer and be trained in her area and at her desired schedules.

## Training



Dosy offers scooter and bicycle training packages for the female customers in their areas and at their desired schedules.

## Additional source of income



We also offer our customers as well as women who want to become instructors opportunities to work for us, creating additional source of income for them.

## Services through partners



### Maintenance, Electric bikes

We offer other services through our partners, namely 3tlana which trains women on maintenance and Glide which provides us with electric scooters to train girls on them

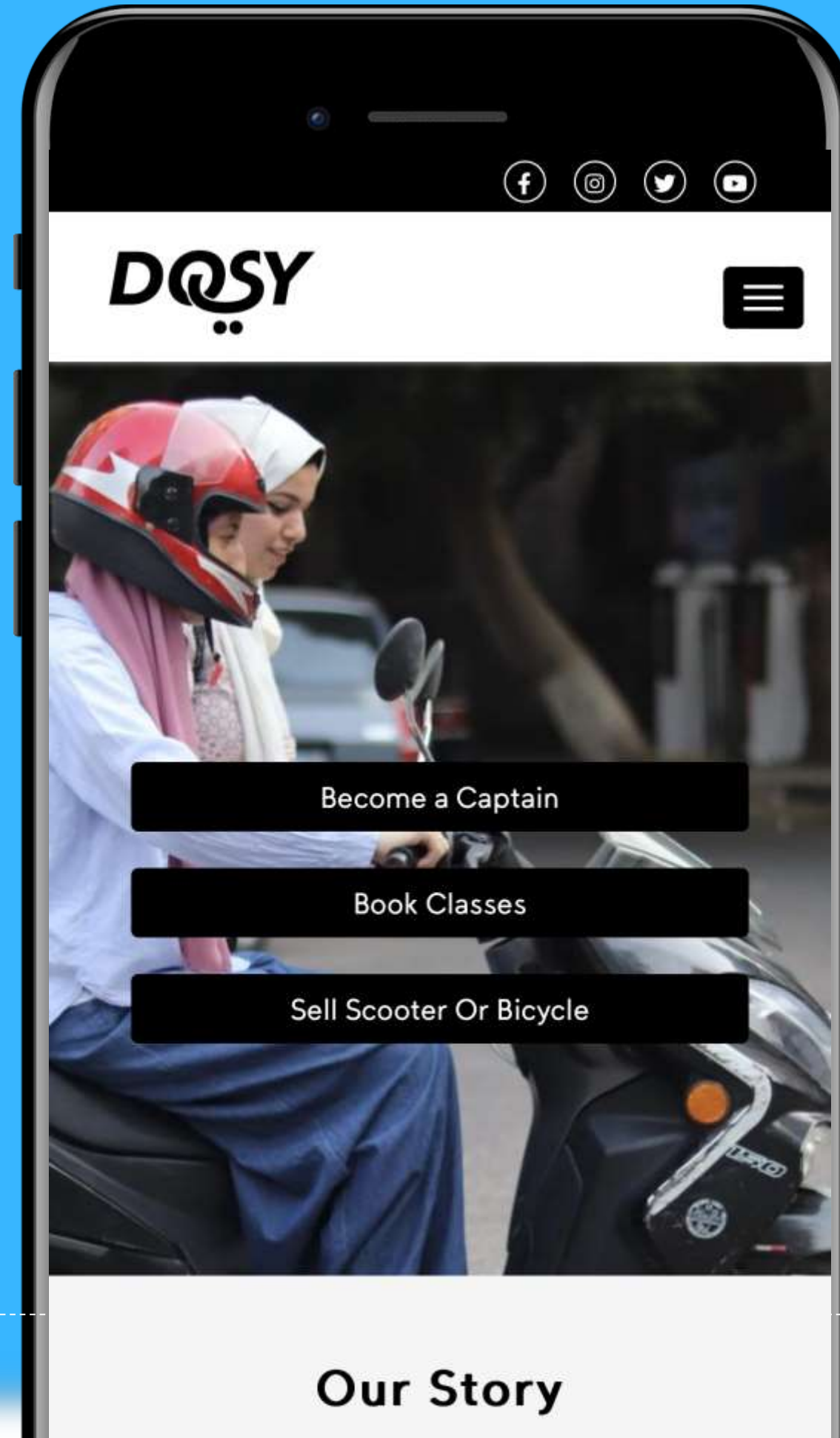
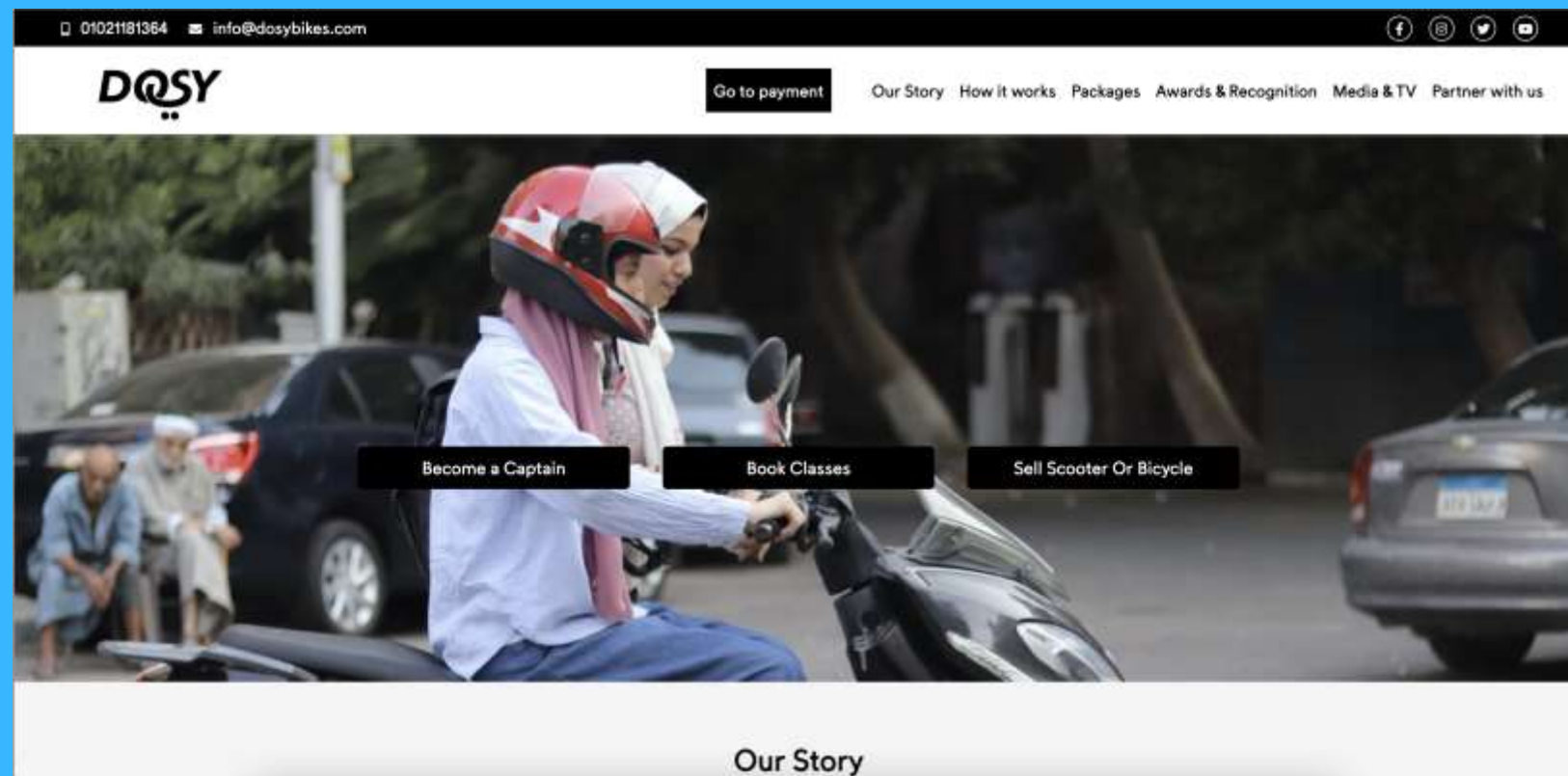
### Safety package

We also offer a safety package given by self-defense trainers to help women protect themselves on the road.



# dosybikes.com

Female-focused platform



# Business Model

Commission-based

70% 30%

TRAINER

Dosy

## Core Services



Bicycle packages



Scooter packages

Add-ons



Maintenance



Safety training

# Our Target Market

The main targets are women who want to learn riding scooters or bicycles and instructors who want to have an additional source of income.



## Women bike enthusiasts

We target women aged 18-35 years who want to learn how to ride scooters or bicycles.



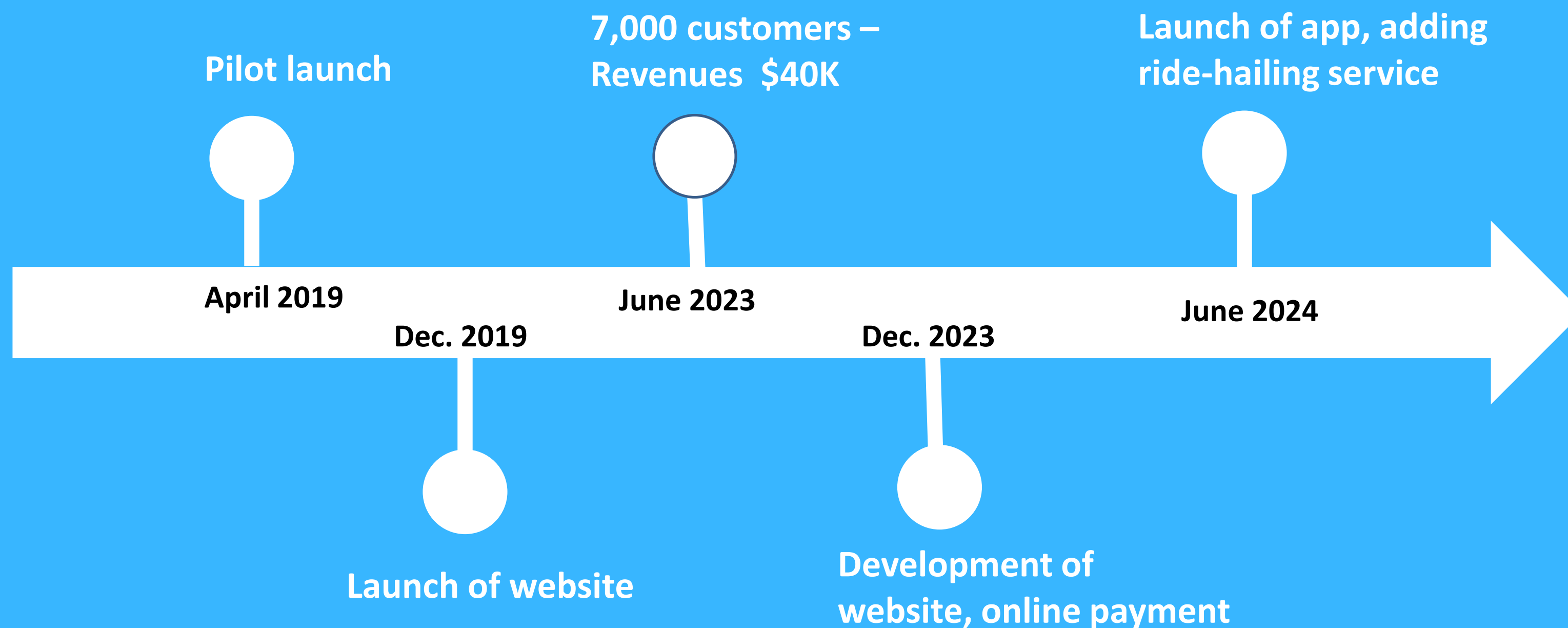
## Female riders

We also target women who want to become instructors or join the delivery market.

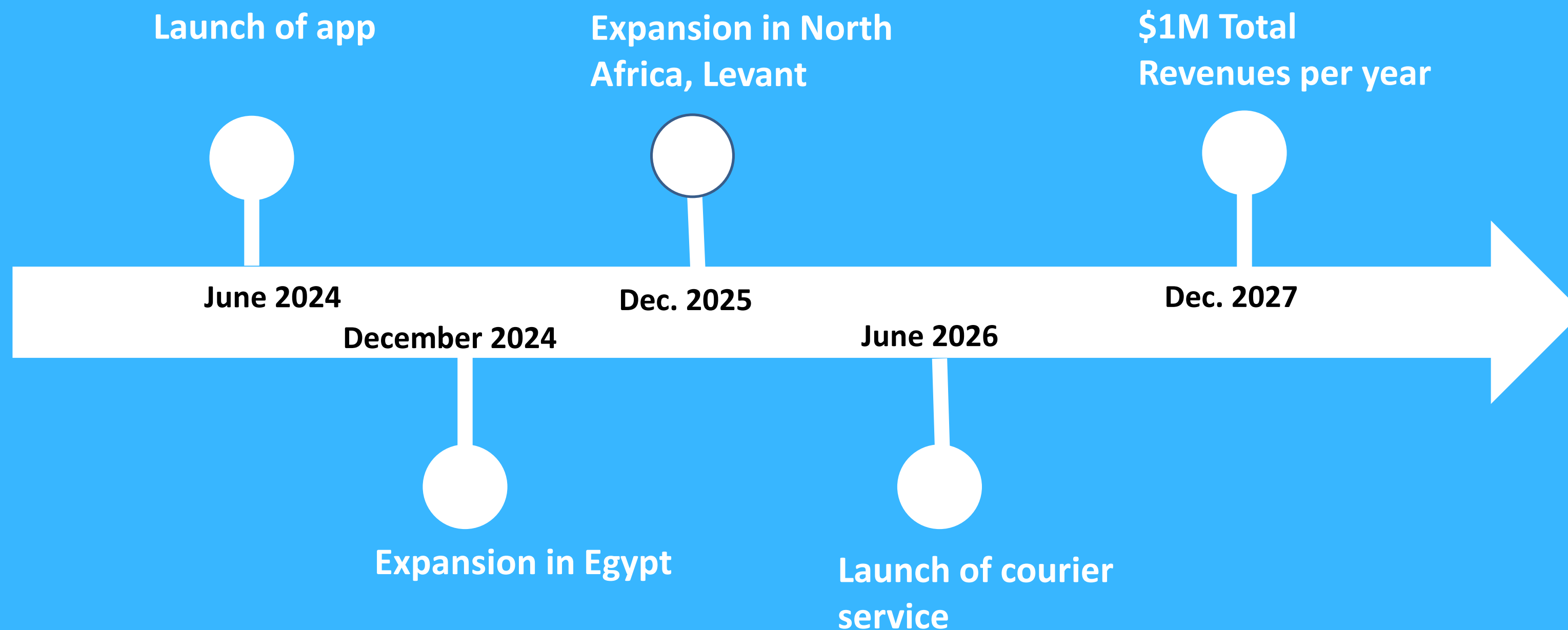
# Competitive Edge

		Private academies 	Independent Trainers 
Online Booking	✓	X	X
Maintenance Training	✓	X	X
Safety Training Package	✓	X	X
Availability	✓	X	X

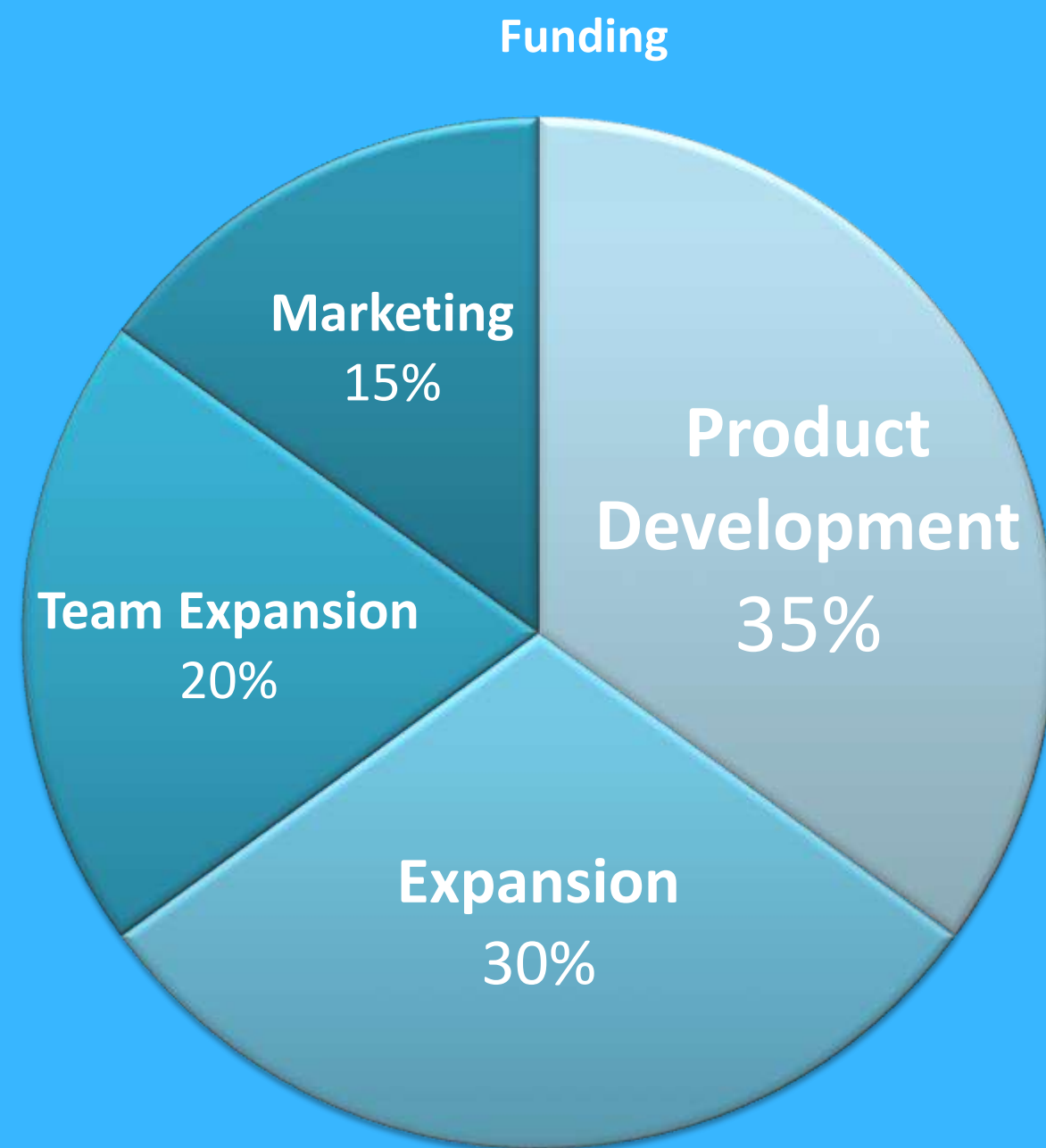
# Traction



# Future Roadmap



# The Ask



# \$100,000

Fundraising

Enough for 12 months to make revenue of

# \$1,000,000 per year

# Meet the Team



**Menna Farouk**

Chief Executive Officer

Business journalist, MA in  
Television and Digital Journalism



**Nouran Farouk**

Marketing & Social Media

Physician, marketing  
and social media specialist



**Gehad Youssef**

Operations & HR Head

Professional Scooter Rider,  
Pharmacist



**Mahmoud Ali**

IT Manager

Computer engineer, IT expert

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