

# #ELECTRICMOBILITY



DESIGNED AND  
MADE IN SRI LANKA



**RHODA AT SS**

Sri Lanka's First Electric Smartbicycle

## **RHODA COMPANY PROFILE**

Thank you for joining the mission to make Sri Lanka a  
clean and healthy for us and the future generations  
**#yourarethechange**

MORE INFO AT [WWW.RHODA.LIFE](http://WWW.RHODA.LIFE)





Redefining urban mobility in Sri Lanka.  
**#youarethechange**



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RHODA wants to change the way we move and revolutionize urban mobility. We believe by transitioning into light vehicles powered by electricity, Sri Lanka can achieve a more sustainable and scalable form of transportation for the ever growing demand in mobility sector.



**Eyas Fazul**  
**Founder,**  
**Chief Executive**  
**Officer**



**Lee Bazalgette**  
**Co-Founder,**  
**Head of Design**



**Fazul Mowjood**  
**Co-Founder,**  
**Head of Production**

With our first product, the **RHODA AT**, Sri Lanka's first **Electric Smartbicycle**, we start by redefining cycling for the average commuter. The RHODA AT is equipped with a specifically engineered motor and a battery that adds two more riding modes to a conventional bicycle, the **Power-Assist Mode** (upto 60km on a full charge) best defined as an invisible push while peddling which significantly reduces effort needed for momentum (the reason we sweat when cycling) while still putting in a healthy exercise and the **Cruise Mode** (upto 30km on a full charge) where the bicycle transforms into a safer motorcycle through it's twist throttle. The RHODA AT is defined as smartbicycle on the account of its integration with a smartphone that enables biometric authentication (through the phones fingerprint sensor or face recognition) to access your Rhoda, the Smartphone HUD (heads up display) through an dedicated app and integrated lights and locking mechanism that can be controlled through the app for unprecedented safety and security.

## **RHODA** **VALUES**

We are governed by 3 core values

### **Convenient**

to augment life

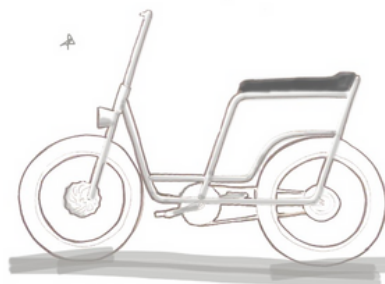
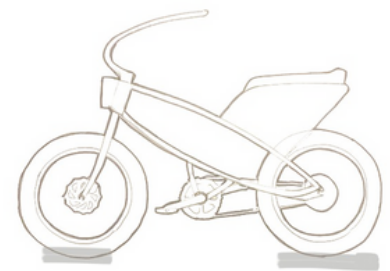
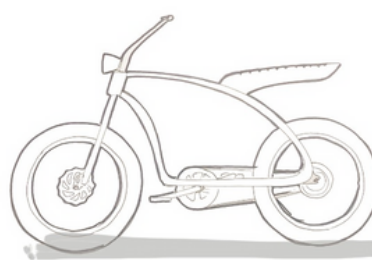
### **Sustainable**

for you and the planet

### **Economical**

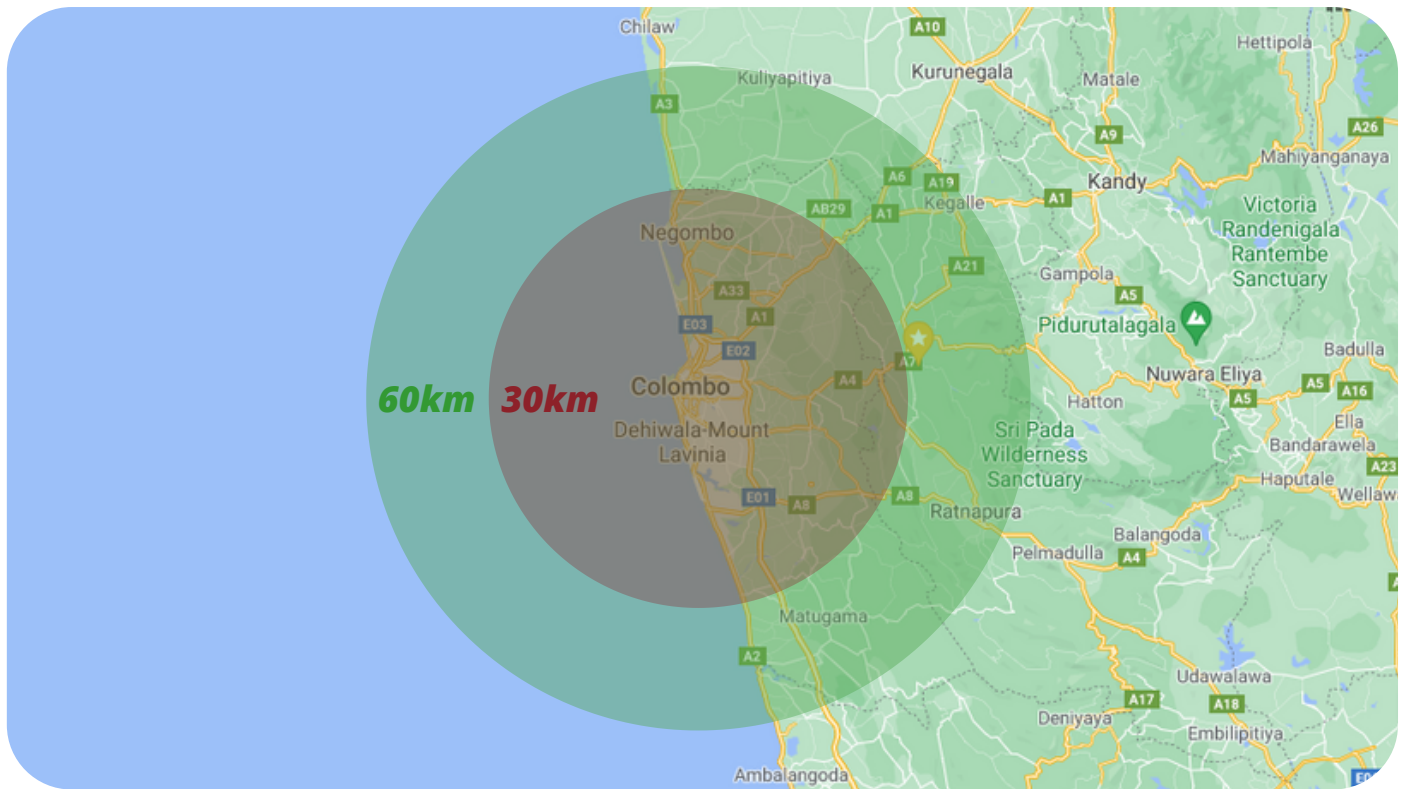
to be easy on the pocket

envisioning a radical transformation  
in urban mobility.



early sketches of the Rhoda AT





## RHODA KEY FEATURES

Our first product, the RHODA AT is packed with multiple design features designed specifically with the local context in mind, this is why we call it a **smartbicycle**,

### Multiple Riding Modes

get that extra electric push when pedaling in **Power-Assist Mode** or ride it like scooter in **Cruise mode**

**60km**  
Power-Assist Mode

**30km**  
Cruise Mode

### No Registrations or Licenses

if anyone can ride a bicycle, they can ride a RHODA!

### Smartphone Intergration

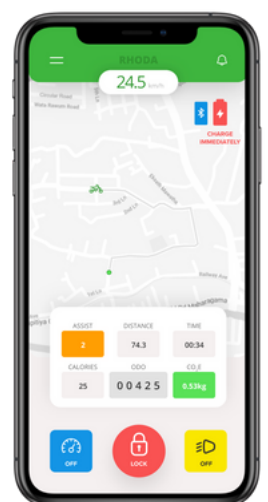
The riders can use the app to control the **LED Lights** or **Integrated Locking** mechanism using thier fingerprint, monitor the range, speed, calories, carbon emissions & so much more, making it not just a bicycle but a smartbicycle. These metrics and the location can also be tracked on the models with fleet management enabled. (optional)

**Rs. 12 or 0.5 Units**  
for a full charge

**4 hours**  
to a full charge

**25km/h**  
Top Speed

**1 Year**  
Complete Warranty



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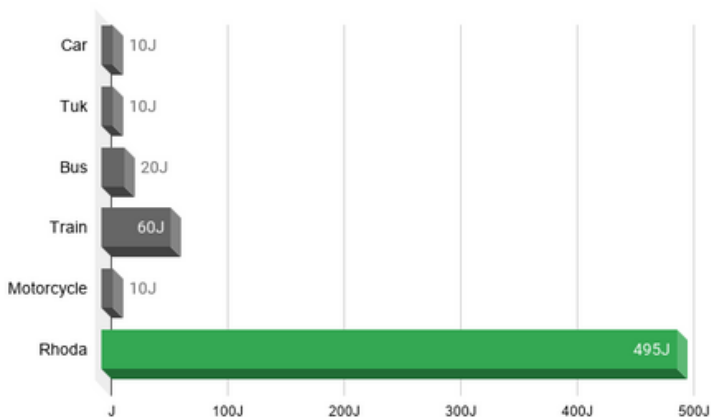
# RHODA IN COMPARISON

We compared 4 metrics of a daily commute that is 20km during rush hour, and the results truly showcases the advantages of switching to electric mobility with a RHODA vs using a traditional form of transport, **its better in every way.**



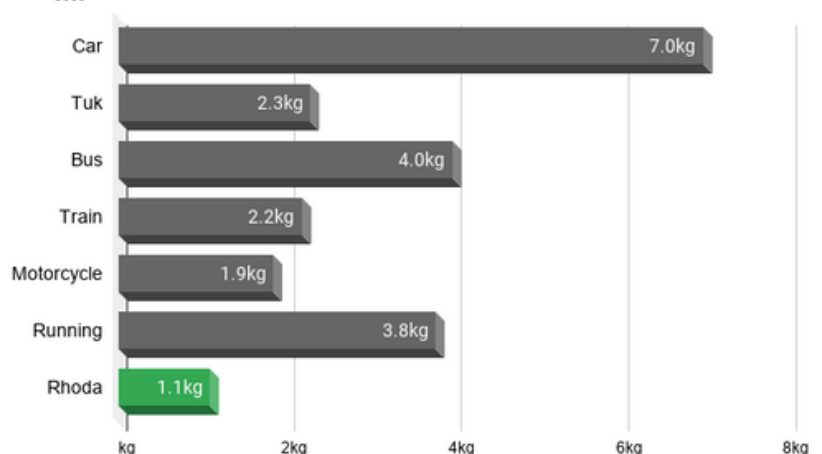
Commute Time  
in Minutes

Cost  
in Rupees per km



Environment  
in kg of CO<sub>2</sub> emitted

Health  
in Calories burnt



# RHODA MODELS

1

**Rs. 159,000**

RHODA AT | Flat White & Matt Black



2

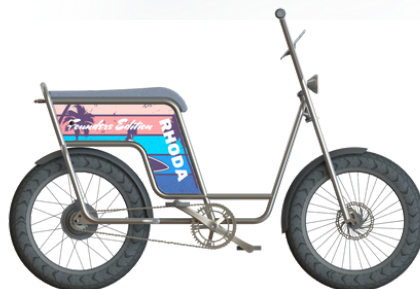
**Rs. 189,000**

RHODA AT SS | Stainless Steel



## Optional Add-ons

- Custom Murals/Colors
- Front Basket
- Rear Basket
- Center Pouch
- Mudguards
- Fleet management system
- Personalized App Layout/Theme



## Payment Terms

- **80%** to Confirm Order, **20%** upon Delivery
- Delivery is 120 **days** upon confirmation



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# RHODA

## TECHNICAL SPECIFICATIONS



**AT**



**AT  
(Custom)**

Frame

Steel

Steel

Finish

Matt Black/  
Flat White

Mirror Finish

Tire

4" All Terrain

Build

Splash Proof

Ride Modes

Pedal Only/  
▲Power Assist/  
●Cruise

Range

▲60km/  
●30km

Top Speed

25km/h

Display

Smartphone HUD

Full Charge

4 hours  
0.5 CEB/LECO Units

Licence &  
Registration

None

Helmets

Not enforced  
Recommended by RHODA

Rider Height

4'10" - 6'2"

Capacity

100kg

Warranty

1 Year

Features

Smartphone App Control  
Biometric Authentication  
Cruise Control  
Integrated Lock  
Integrated Light  
Fleet Management (For corporates)

Sensors

Hall Effect  
Bluetooth

Delivery

4 months from Pre-Order Date





# RHODA VISION

RHODA, a startup and partnership between Eyas Fazul, Fazul Mowjood and Lee Bazalgette, is focused on delivering innovative electric transportation that is designed and built in Sri Lanka. This trio has the perfect complimentary skill set to ensure the products are cutting edge, well designed and delivered on time.

We believe that electric mobility, in a smaller form factor is the future and being Sri Lanka's first electric mobility company will strive towards a greener form of urban mobility.

The problem is real,

**everyone hates their commute...**

**1.2 Million**

commute in  
**Public Transport**  
daily to Colombo

**0.6 Million**

commute in  
**Private Transport**  
daily to Colombo

**\$385 Million**

or Rs. 71 Billion for  
**30% Market Share**  
only Colombo Commuters

however the backbone of mobility today is public transportation, and we look to work alongside the government in trying to augment mobility with RHODA rather than replace it.

Being a design oriented startup we look forward to growing in phases and set an example for electric mobility in Asia.

**Phase 1** - Normalize cycling amongst daily commuters within 12 months by selling 1,000 bicycles

**Phase 2** - A solution for corporate Sri Lanka for electric mobility in commercial applications

**Phase 3** - a shared bicycle infrastructure development to augment public transportation

**7,000 Tons of CO<sub>2</sub>**

is generated **everyday** by  
all Public + Private vehicle  
commuters to Colombo

**-70% of CO<sub>2</sub>**

i.e reduces to 2,000 Tons daily if all  
convert to riding a **RHODA AT**  
and lesser footprint if charged by **Solar**



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# RHODA CONTACT

Thank you again for considering RHODA, the first electric mobility provider, designed and manufactured in Sri Lanka for Sri Lankans.

We aim to leave a positive impact in society and sustainable living for the sole purpose of ensuring future human survival on earth.

Kind Regards

Eyas Fazul

**Founder & CEO**

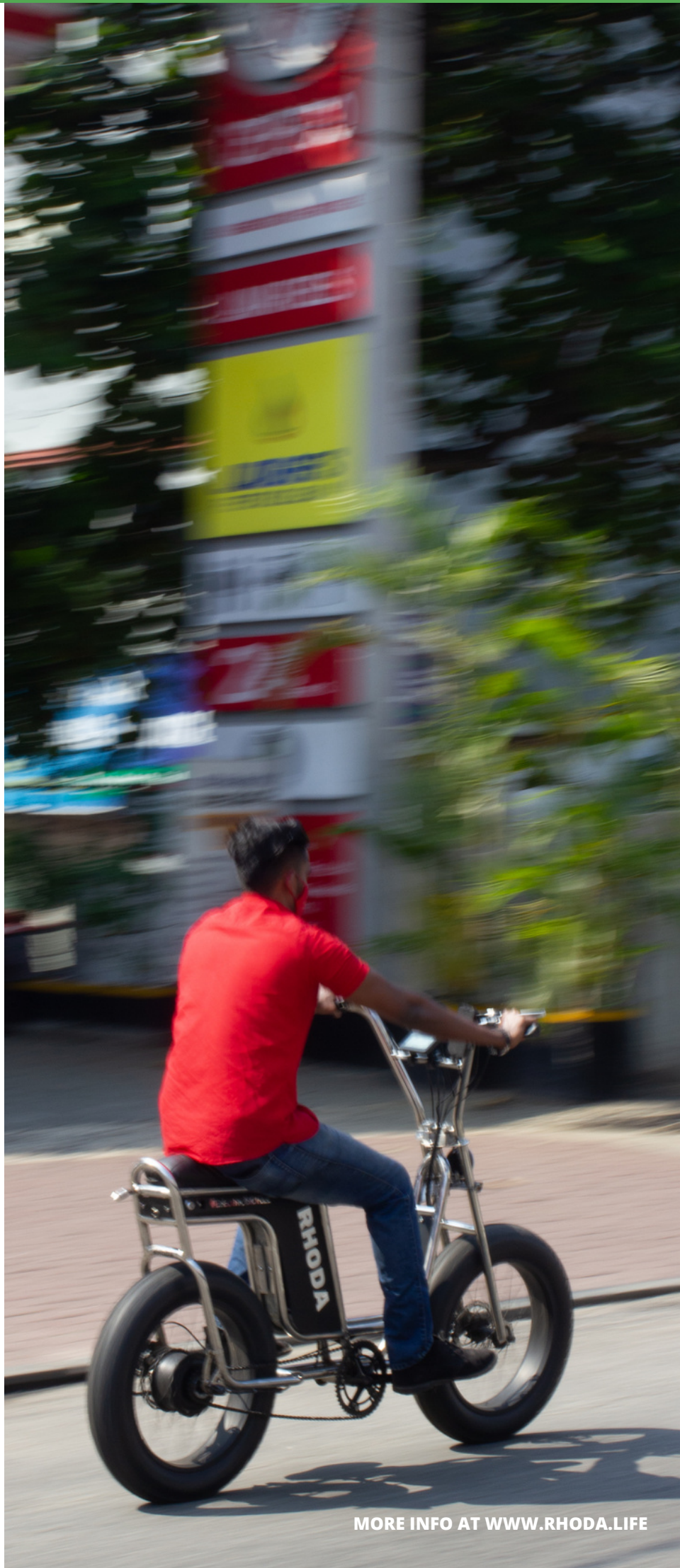
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**PROUDLY SRI LANKAN**

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