

# SEKURIDE

We are building the intelligence layer for micromobility. Transforming simple signals into a connected safety ecosystem.

تحت الرعاية السامية لصاحب الجلالة الملك محمد السادس  
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Sekuride is a micromobility safety company on a mission to make invisible riders visible and to build the trusted data layer for the entire urban mobility ecosystem.

By combining innovative hardware with a powerful data platform, Sekuride addresses the critical safety and data gaps faced by the 250 million+ micromobility users who are invisible at night.



## The Problem

### An invisible crisis

The rapid growth of micromobility has created a safety crisis. Over 70% of users feel unsafe due to poor visibility, a problem current solutions fail to solve.

This lack of visibility is compounded by a complete lack of data, which prevents insurers from accurately assessing risk (leading to high premiums) and cities from implementing effective safety policies.

The result is a fragmented and unsafe environment for riders, fleets, and other road users.

## The Solution

### A Virtuous Product-Data Flywheel

Sekuride's strategy is built on a two-phase approach that creates a powerful, self-reinforcing business model.

#### KLICLIGHT

##### Phase 1 (Today)

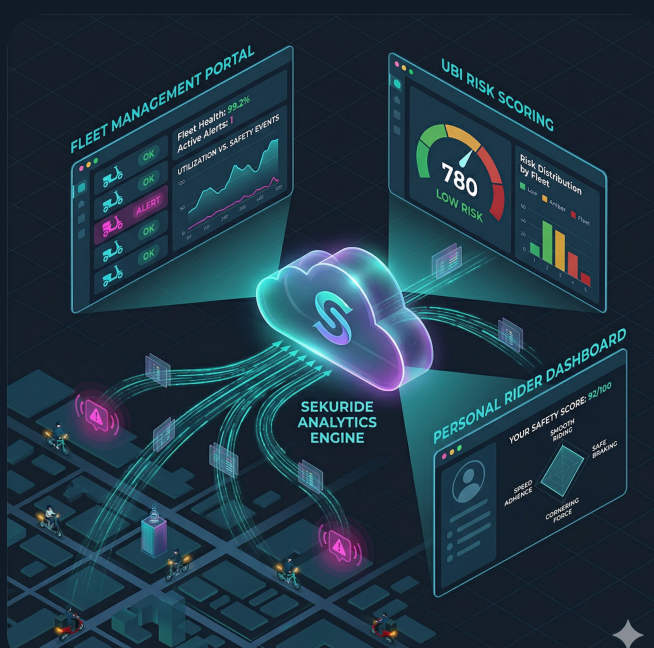
##### The Intelligent Safety Device



#### SEKURIDE OS

##### Phase 2 (Tomorrow)

##### The Data Platform



Kliclight is the world's first intelligent rear light that speaks the universal language of automotive safety.

It features ultra-bright, elevated LEDs for brake lights, turn signals, and hazards, with a 25-hour battery life and 400m nighttime visibility.

It has been successfully tested on couple thousands users, achieving a sub-2% return rate. Our safety signal device serves as the customer acquisition engine, building a broad installed base of users.

Once a critical mass of devices is on the road, Sekuride will launch its data platform.

By continuously recording trip telemetry, incident events, and location data, Sekuride OS transforms raw safety signals into actionable insights.

This data will power fleet management tools, provide insurers with the data needed for usage-based insurance (UBI) models, and offer riders personalized safety scores, creating a recurring revenue stream.

## Market Opportunity

Sekuride is entering the market at a perfect moment, driven by three converging trends

1

#### Explosive Market Growth

The micromobility market is projected to reach \$287.8 billion by 2035, with Europe representing a massive \$140 billion opportunity

2

#### Strong Regulatory Tailwinds

European cities are mandating safety equipment and expanding cycling infrastructure, creating built-in, compliance-driven demand for certified safety solutions like Kliclight.

3

#### Critical Insurance Industry Pain Point

Insurers are desperate for data to accurately price two-wheeler risk. Sekuride's platform directly solves this problem, unlocking access to the lucrative UBI market.

## Business Model

Sekuride follows a capital-efficient, two-tiered business model

#### Hardware Sales

Generate initial revenue, build the user base, and collect data through direct B2C sales and B2B partnerships with fleets, insurers, government agencies, wholesalers, and specialty retailers.

#### Data Monetization

Once a critical mass is achieved, generate high-margin, recurring revenue through premium SaaS subscriptions for fleet dashboards and data licensing partnerships with insurers and our various B2B partners.

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