



# VELATSWI

▶ VELATSWI, IS A PLAY ON THE WORD "VELAPHI" WHICH IS A COMMON COLLOQUIAL SOUTH AFRICAN WORD FOR SCOOTERS. THE SUFFIX (-TSWI) REPRESENTS THE PAST PARTICIPLE FOR 'GOING OUT' IN SEPEDI, GO TSWA, SO IT MEANS TO TRAVEL ABOUT WITH SCOOTERS.

▶ SOMETIMES IT ISN'T ABOUT WHERE YOU TRAVEL BUT HOW YOU GET THERE, THAT'S WHERE WE COME IN.

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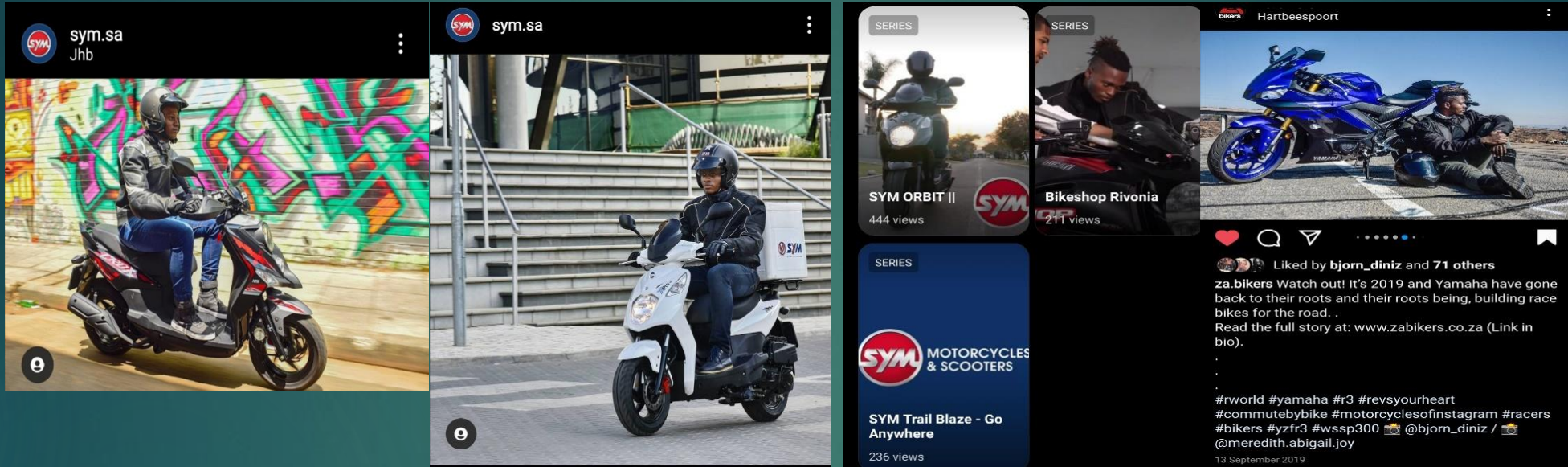
Website : [www.velatswi.com](http://www.velatswi.com)



**Managing Director & Founder**  
Mr Thabang Khatide

# INCEPTION & INSPIRATION

## ▶ Personal Experience & Competence



- ▶ Majority race perceptions
- ▶ Lack of learning to ride infrastructure that's affordable for other race groups
- ▶ Independent means of transport
- ▶ Revive Tourism industry (Same old same old)

# ROOT BEFORE THE TREE



FEEL GOOD || FEEL FREE



# Client Retention Strategy

**1) PILLION (Passenger Experience)**



**2) RIDE ACADEMY ATTENDEE**



**3) SCOOTER/BIKE  
OWNER**

This flow cycle is absolutely crucial for us. The biggest problem I've encountered is that a number of motorbike riders of colour tend to throw themselves in the deep end when it comes to riding, by starting off with bikes way above their skill range.

In summary, we don't just host epic rides, now we become even more valuable by equipping our clients with a lifetime skill.

# Unique Value Propositions

- ▶ Exceptional Customer Service
- ▶ Use of Scooters (less intimidating than sports bikes)
- ▶ Hour long ride session, with a semi-customizable route
- ▶ Ergonomically friendly scooters for passengers
- ▶ Reliable and trusted scooter brand (SYM)
- ▶ Continuous NEW collaborations
- ▶ Footage package
- ▶ Experienced riders
- ▶ Client's Helmets with Bluetooth Kit (Intercom features)



# Our Secret Sauce

- ▶ Guided Scooter Tour (Clients need not have prior riding experience)
- ▶ Semi Customizable Route
- ▶ Low Price Point for Exceptional Value



# Accomplishments

