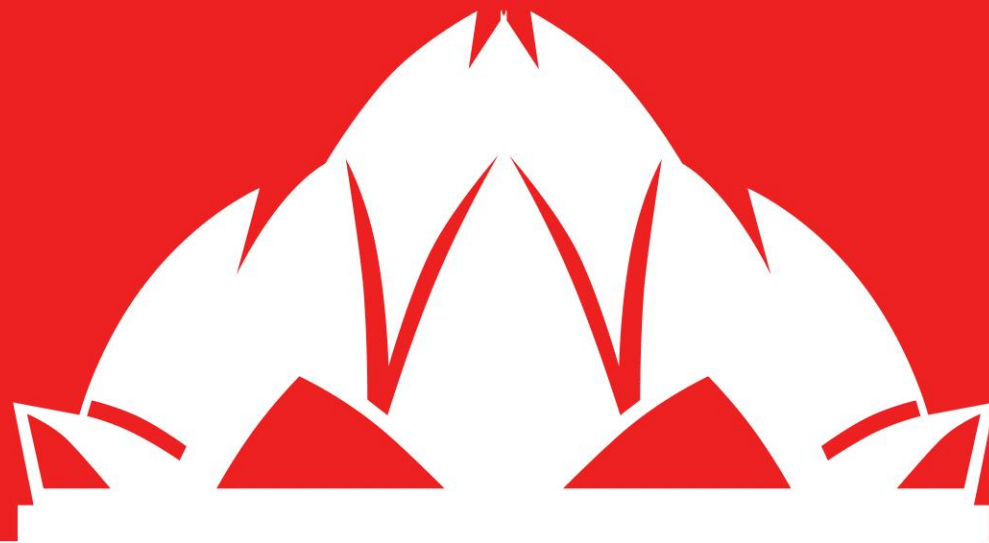


NAMASTE INDIA

Wheellys
CAFÉ



AN EXPLODING COFFEE BOMB OF LOVE!



**THIS IS THE STORY OF WHEELYS CAFÉ,
THE WORLD'S FASTEST GROWING CAFÉ CHAIN.
JOIN US! WE'LL LOVE YOU RIGHT BACK!**



HELLO!

WORLD OF WHEELYS

No boss, no boring desk job. Just the sun, the smell of fresh coffee and the smiles of happy customers. It's the dream of millions. Your own café.

The problem is that a traditional café costs lacs and crores of ₹₹₹ to start and the only profitable ones are global brands.

Then there is Wheelys. We combine the strength of a global brand with local passion. It doesn't matter if you run one café in a local market in Delhi, or are the Kingpin of an empire of cafés in all the movie theatres in Mumbai.

Yep - You can open 100 Wheelys for the cost of ONE ****bucks. Pinpointing the best places during the most profitable hours with minimal overheads. We even have an app connecting all our cafés, letting them charge for their coffee. Think Über, but with masses of sunshine and the most delicious coffee you can find for miles!

WANT TO JOIN? APPLY TO NEWLIFE@WHEELYS.IN

A hand holding a magnifying glass over a mountain landscape. The magnifying glass is focused on a large red copyright symbol (©) on a white background. The background shows a mountain range under a cloudy sky.

LOCAL VS GLOBAL.

**WE OFFER A GLOBAL BRAND
TO LOCAL ENTREPRENEURS.**

VISION

In the last 50 years, global brands have descended upon our cities like a swarm of locusts. Massive corporations own every corner. We want to give the streets back to the locals. 100% organic coffee, sweet tangerine juice, healthy lip smacking snacks. And the best coffee your city has ever tasted. Brewed by you.

It is no coincidence Wheelys is growing faster than any other food chain in the world. Ever. Less than a year since we launched, we are in 70 countries.

Organic, healthy and freaky. We are STOMPING out the giants.

JOIN US!



HEALTHY VS FAST

WHEELYS IS 100% ORGANIC. PERIOD.

WE ARE
AWESOME!

THE COMPANY

Wheelys Café Inc. was founded in 2015. Wheelys was hosted at Y Combinator (the accelerator behind Airbnb, Dropbox, and Reddit) and has been funded by, among others, Othman Laraki (Color Genomics), Paul Buchheit (creator of Gmail), Evan Luthra (First Investor over Snapchat), Jared Friedman (founder of Scribd), and Justin Waldron (co-founder of Zynga). Among our investors we have passionate believers, like Paul Buchheit (inventor of Gmail), Justin Waldron (Zynga), and Jared Friedman (Scribd).

MEET THE TEAM



MARIA DE LA CROIX, FOUNDER

Extensive experience in running projects, Maria is extremely resourceful, with a bachelor in art, long experience in innovation projects from working at The Nordic Society for Invention and Discovery, Maria has been featured in Business Insider and Fast Company and been accepted to Y-Combinator, this is combined with an immense work-capacity, to the extent that we, every day, live in fear that some foreign intelligence agency will headhunt her.



PER CROMWELL, CTO

Having founded several companies like T-shirt Store, Nordic Society for Innovation and Discovery, among others. Frequently lecturing on design and communication and featured in numerous international design & technology magazines like Wired and Popular Science, Per has a rare knowledge in how combine design and engineering. He is the go-to-guy when you want to know anything about your Wheelys Café.



TOMAS MAZETTI, COB

With a long experience in communication and concept development Tomas is the guy who constantly thinks opposite. Some things Tomas has been up to lately include winning the Gold Epica for best PR in the world (with the highest score ever awarded), and getting the Belarusian minister of Defense fired. He is ranked as one of the top creatives in Sweden.



EVAN LUTHRA, CEO

Evan Luthra is Top 30 under 30 Entrepreneur who has a strong entrepreneurial background.

At twelve years-old in 2007, Evan began curating technology-related news where he accumulated 250,000+ readers. At thirteen years-old, he began developing mobile apps as a hobby. Then he went on to build various apps that are used by millions of people around the world.

Evan is also currently the founder of Givvr.com, Bottlepop.club, Wiwigo.com and is an early investor in the fastest growing tech company in 2016 - Eazeup.com, Snapchat and most importantly - Wheelys!

Evan has been a featured speaker in various conferences and companies (including the United Nations, TEDx, Google) where he speaks about Mobile Apps, Entrepreneurship and trending topics.

Evan is also a well known influencer with hundreds of thousands of followers on Social Media having been featured on various TV Shows. With his keen insights and expertise, Evan is constantly thinking of new ideas that will push businesses forward and at 22 years old now he is bringing Wheelys to India because he believes Wheelys can change the lives of so many Indians!



JASSY MALIK, COO

Jassy has a background in Actuarial Sciences and has been running several businesses, she was one of the top food reviewer in the past! Jassy is extremely resourceful and has supreme knowledge of F&B Industry in India. Food is her passion, which brought her to Wheelys.

Want to buy a Wheelys? Talk to Jassy. She is a sorceress and can write two emails with three hands. Or at least the other way around. AND she knows everything about Wheelys. Try her!



HELENA MELANDER, GRAPHIC DESIGNER

Helena is educated in New York, awarded and published she went on to work for brands like Coca Cola and InterContinental Hotels Group. Helena is the one making sure everything looks perfect. Helena is a graphic designer like few, we can't think of anyone more fitting to manage the looks of a global brand like Wheelys.

**“ TICKS EVERY BOX
FOR A MODERN
BUSINESS. ”**
Inc.

**“ THE BIKE-POWERED
COFFEE CART THAT
COULD TAKE ON
STARBUCKS. ”**
FASTCOMPANY

**“ THE FUTURE IS
COMING ON A BIKE
WITH BLUE HAIR. ”**
Forbes

**“ OPTIMISED FOR
ALL THINGS
CAFFEINATED. ”**
BBC

**“ A CHAIN OF TRICKED
OUT COFFEE CARTS
THAT ARE DESIGNED TO
DESTROY STARBUCKS
AND SAVE THE WORLD. ”**
BUSINESS INSIDER



**WE HAVE 95% FIVE STAR REVIEWS ON FACEBOOK.
THAT SAYS SOMETHING!**

AND MANY MORE

Entrepreneur **inhabitat** **gizmag** **TC TechCrunch**



100% ORGANIC COFFEE GROWN HERE



Wheelys
CAFE

THE CART

With the Wheelys 5™ we have added a lot of functions which have been requested, we've also perfected certain aspects from previous models. Wheelys has always been green, but Wheelys 5™ is greener than ever. Behold the features below.





WHEELYS BIKE AT SELECT CITY WALK MALL





WHEELYS CAFE IN MALL OF INDIA



DLF PROMENADE

MALL ENTRY

WHEELYS BIKE IN DLF PROMENADE



WHEELYS PRESENCE IN THE WORLD



Waffle Pop

	2Pcs.	4Pcs.
Classic	110	180
Chocolate	150	280
Peanut Butter	150	280
Maple Syrup	150	280
Caramel	150	280
Nutella	170	300
Blueberry	170	300



Wheelys Waffle



Waffle with Peanut butter, apple and goji berries
240 260



Waffle with quick halva spread, peach and walnuts
220 240



Waffle with cheese, raspberries and honey
130 180

Wheelys Momos



Veggie Cheese momos
180 200



Cheese Corn momos
220 240



Wheelys Hot Coffees

	Small 250ml.	Regular 350ml.
Cappuccino	120	140
Irish Cream	130	150
Mocha	140	170

Wheelys Frappe

Classic Vanilla	150
Fusion Frappe	170

Choice of choco, hazelnut or caramel.

Wheelys Iced Coffe

Classic	120
Mocha	150

Real Snow

Serve Topping Over Milk Flavored Snow



Lotus Caramel
140 160



Green Tea Cookie
160 180



Honey Dew
130 180



Choco Crunch
180 200



Yogurt Berry
220 240



Sweet Redbean
180 200

Hot Tea

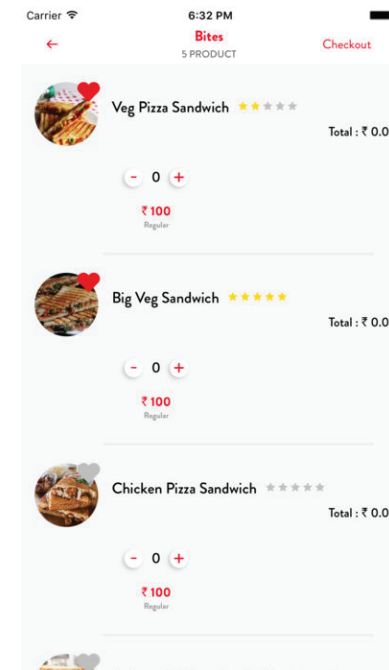
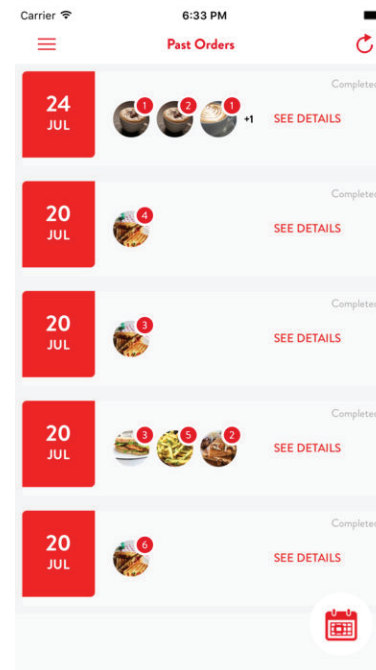
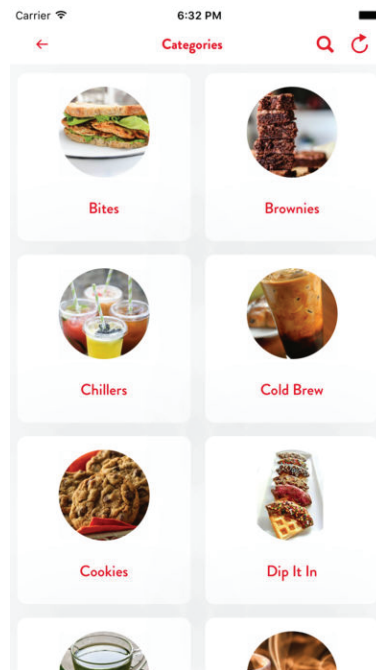
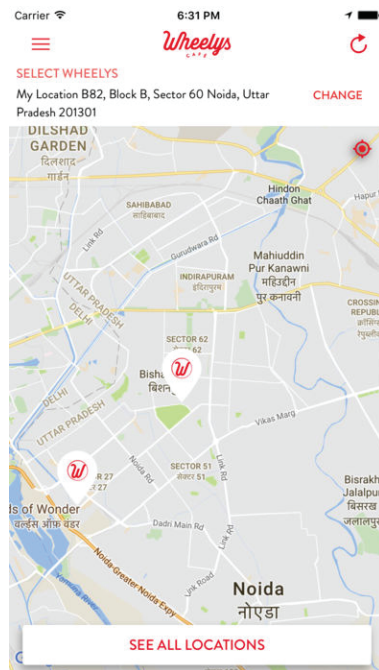
Black Tea	50
Masala Chai	50
English Breakfast	70



WHEELYS APP

This in-house proprietary app is designed for a never before experience of the consumer. The consumer who has Wheelys app installed can

- Locate the nearest Wheelys cart.
- Browse through the menu.
- Receive Exclusive offers and discounts.
- Make payment for any purchase from Wheelys.
- Pre-order before arrival at the cart.
- Create a personal profile for enhanced user experience.
- Rate and review.



All these features not only enhance the buying experience but also provides a safe one stop interactive tool for every buyer that keeps them coming back for more.



A PICTURE FROM OUR LAST WORKSHOP IN STOCKHOLM 60 AWESOME WHEELERS FROM ALL AROUND THE WORLD MET UP!

WHAT THE WHEELYS CAFÉ OWNERS SAY



**“SERVING COFFEE IS NOT A JOB,
IT’S A RESPONSIBILITY.”**

– NILS BERNHARD LARSON, WHEELYS LONDON



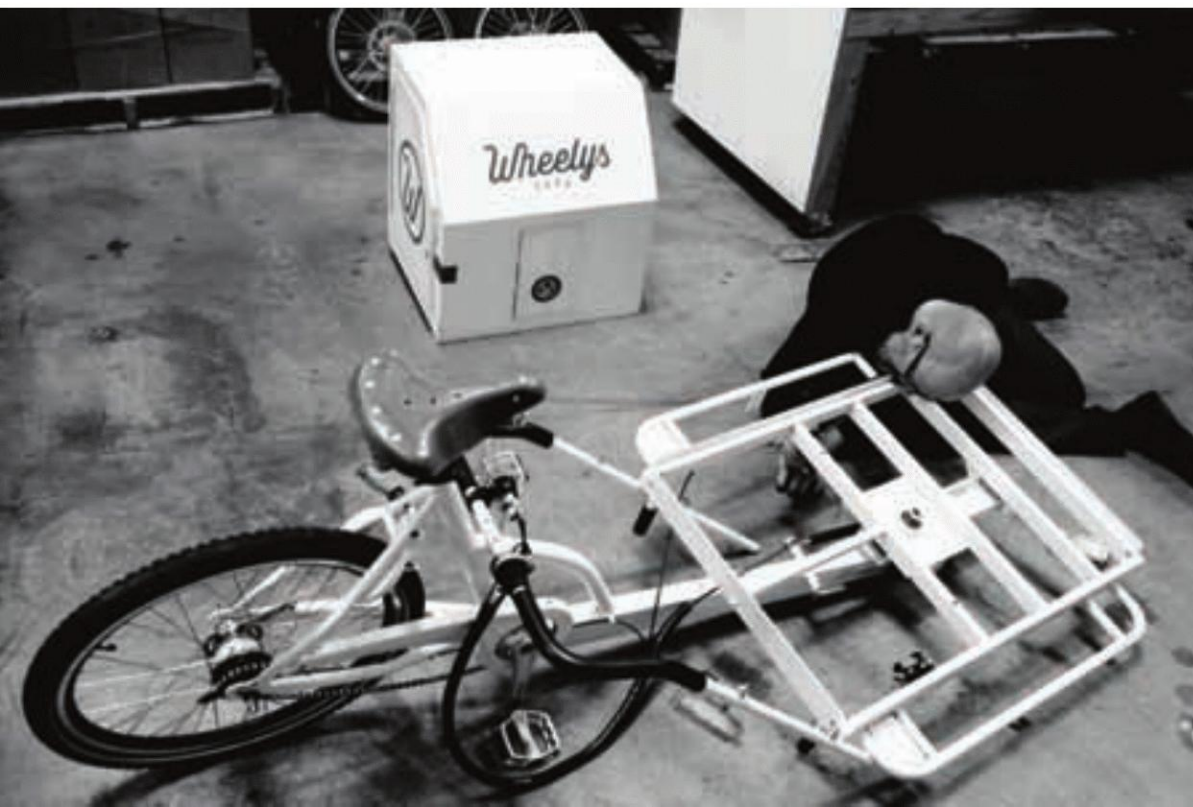
**“I HAVE NO DOUBT IN MY MIND
THAT THIS IS GOING TO BE A HUGE
SUCCESS.”**

– ZACHORIA CROCKETT, WHEELYS MIAMI



**“COPENHAGENERS ARE REALLY EX-
CITED ABOUT SEEING SOMETHING
NEW ON THE STREETS AND TASTING
GOOD QUALITY COFFEE.”**

– ADRIAN LANCU, WHEELYS COPENHAGEN







Theeelys

AND DON'T WORRY

If you feel this isn't for you after the first year, you can talk to us and step out. However, then you won't be able to use our brand in any way. And we think we'll be able to prove our worth - there is a reason why we were chosen as a Top 15 company to watch out in 2017 by Inc.



The image is a screenshot of the Inc. website. At the top, there is a navigation bar with the Inc. logo, a 'Get a Profile ON INC.COM' button, and links for 'SEARCH', 'NEWSLETTERS', 'FOLLOW', and 'SUBSCRIBE'. Below the navigation bar, the article title 'Top 15 Companies to Watch in 2017' is displayed in large, bold letters. The author's name, 'By Guadalupe Gonzalez', and her Twitter handle '@guadalupe_g' are shown below the title. A row of social media sharing icons (Facebook, Twitter, Google+, LinkedIn, YouTube, and Email) is positioned below the author information. The main content area features a black background with a white photograph of three people (two men and one woman) wearing white shirts and hats. To the right of the photograph, the text reads: 'Wheelys Swedish entrepreneurs Per Cromwell, Maria De La Croix, and Tomas Mazetti started their café bicycle (see it here) business in 2015. It already has 700 clients in 68 countries. The startup says it doubles in size every six months.' Below this text, there is a small credit line: 'IMAGE COURTESY WHEELYS'.

Wheelys





VISION

We're so far beyond what we thought was ever possible the day we sold from the first Wheelys bike in Lund a few years back.

Now, we are convinced we will have thousands of cafés in the beginning of 2017. And at the rate we've been growing it looks like we will together grow bigger than Starbucks in 2022.

We don't believe this is an overestimation. We believe this is humble.

The reason this is humble is obvious: YOU!



WHEELYS 5™

SPECIFICATIONS

LOVE FROM
THE WHEELYS
TEAM!

Wheellys
CAFÉ